

Asia Pacific Telecom Analytics Market By Deployment Type (On-premise and Cloud) By Organization Size (Large Enterprises and Small & Medium Enterprises) By Application (Customer Management, Sales & Marketing Management, Network Management, Risk & Compliance Management, Workforce Management and Others) By Country, Industry Analysis and Forecast, 2019 - 2025

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Abstracts

The Asia Pacific Telecom Analytics Market would witness market growth of 15.2% CAGR during the forecast period (2019-2025).

Telecom analytics involves advanced business intelligence tools, which are packaged to complete telecom organizations' complicated needs. These include declining churn and fraud, increasing sales, strengthening risk management and raising operating costs. In addition, this telecommunication analytics encourages trend analysis and auto suggestions to resolve the frequently occurring complaints based on the data previously stored and their solution, which fuels market growth. Furthermore, increasing focus on adopting customer-centered strategies and the need for network optimization propels the growth of the market.

The use of AI and machine learning in various aspects of the telecom industry to enhance customer experience and predictive maintenance to increase network capacity is expected to provide lucrative opportunities for the telecom analytics market. Furthermore, market players are taking different business approaches to improve their market position and extend their market penetration. AI-based predictive analytics can

help telecom companies deliver better services by fixing problems with communications hardware in advance; tracking equipment condition, predicting pattern-based catastrophe.

The need to reduce churn is more important than ever, as competition increases with the incidence of new entrants, who deliver lucrative deals that are generally cheaper than the incumbents. The telecom analytics market incorporates many advanced enterprise intelligence (BI) technologies that meet the telecom industry's diverse demands. These include expanding sales, reducing turnover and deception, strengthening risk management and lowering operating costs.

Based on Deployment Type, the market is segmented into On-premise and Cloud. Based on Organization Size, the market is segmented into Large Enterprises and Small & Medium Enterprises. Based on Application, the market is segmented into Customer Management, Sales & Marketing Management, Network Management, Risk & Compliance Management, Workforce Management and Others. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include IBM Corporation, Oracle Corporation, SAP SE, Adobe, Inc., Cisco Systems, Inc., OpenText Corporation, Teradata Corporation, Sisense, Inc., Tibco Software, Inc. (Vista Equity Partners), and SAS Institute, Inc.

Scope of the Study

Market Segmentation:

By Component

Software

Services

By Deployment Type

On-premise

Cloud

By Organization Size

Large Enterprises

Small & Medium Enterprises

By Application

Customer Management

Sales & Marketing Management

Network Management

Risk & Compliance Management

Workforce Management

Others

By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled

IBM Corporation

Oracle Corporation

SAP SE

Adobe, Inc.

Cisco Systems, Inc.

OpenText Corporation

Teradata Corporation

Sisense, Inc.

Tibco Software, Inc. (Vista Equity Partners)

SAS Institute, Inc.

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