

# **Europe 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 Europe Telecom Analytics Market would witness market growth of 12.4% CAGR during the forecast period (2019-2025).

Telecom analytics encompasses data mining, text processing, forecasting and optimization, and multidimensional analysis, and the use of descriptive and predictive modeling. Analytics is applied to telecommunications to increase visibility and gain real insight into the organization's core activities and internal processes. It also helps to obtain knowledge of market conditions, identify patterns even before they appear, and then carry out predictions based on the insights obtained. Big data plays an important role in this.

Future telecommunications analytics include data from systems outside common sources of billing and mediation, including deep packet inspections, video optimization equipment, on-device clients, and so on. The telecom industry has been reeling under the lack of reliable revenue management frameworks in the last few years. This is accelerating the demand for telecom analytics. The increased use of descriptive and diagnostic analytics to maximize business functions is a crucial factor in strengthening

market expansion. Increasing instances of online data leakage and escalating network asset risk facilitate demand for solutions and services in the field of telecom research.

In many companies, the Telecom Analytics market has grown steadily as it helps businesses improve the visibility of processes and operations, improve operational efficiency, and cost of operations. Telecom analytics delivers Business Intelligence (BI) technologies which are used to meet the complicated telecom business requirements. There has been enormous change in the internal process and market condition, reduction in fraud and improvement in risk management by adopting telecom analytics solutions in enterprises. Telecom Analytics uses advanced analytics tools to boost its customer service. This advanced technological analytics solution analyzes the entire enterprise system by taking into account the communication service provider through service analytics, network analytics and market analytics.

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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

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

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

#### 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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