

LAMEA Web Real-Time Communication Market By Component (Solution and Services), By Enabled Device (Smartphones & Tablets, PCs and Others), By End User (IT & Telecom, Retail, Healthcare, Media & Entertainment, BFSI and Others), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Latin America, Middle East and Africa Web Real-Time Communication Market would witness market growth of 47.4% CAGR during the forecast period (2020-2026). Web real-time communication (WebRTC) empowers real-time correspondence over browser and phone applications with the assistance of straightforward Application Programming Interfaces (APIs). Implanting RTC into web applications conveys a superior client experience and decreases costs, as the requirement for introducing extra plugins is eliminated.

Rising interest in the retail division is anticipated to push the market over the forecast period. The utilization of innovation empowers customers to interact with the store's staff from their residence. Additionally, retailers can convey top-notch live video calls from inside the store while keeping up the client's privacy. Continuous communication is also being embraced by the retail area to address client complaints remotely. For example, Amazon's Kinesis Video Stream gives WebRTC-based standard-compliant continuous communication, which incorporates a lot of conventions intended for building up a peer-to-peer connection. One can utilize Amazon Kinesis Video Stream with WebRTC and safely perform two-way audio or video communication.

Increasing utilization of the internet in the BFSI division is also anticipated to drive the WebRTC market over the forecast period. Enabling real-time communication that can work over an internet browser is advancing into banking and insurance websites, attributable to which, associations can communicate with clients more proficiently. This

eliminates the requirement for clients to manually visit the banks or insurance agencies and, thus, improves the client experience. Additionally, real-time video communication makes it feasible for insurance agencies to confirm claims remotely and empowers clients to get reimbursement in a brief time.

Based on Component, the market is segmented into Solution and Services. Solution segment is further segmented into Voice Calling & Conference, Message & File Sharing, Video Calling & Conference and Others. Based on Enabled Device, the market is segmented into Smartphones & Tablets, PCs and Others. Based on End User, the market is segmented into IT & Telecom, Retail, Healthcare, Media & Entertainment, BFSI and Others. Based on countries, the market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Cisco Systems, Inc., AT&T, Inc., Avaya Holdings Corporation, Plantronics, Inc., Twilio, Inc., Oracle Corporation, Enghouse Systems Limited (Dialogic Corporation), Vonage Holdings Corporation (TokBox, Inc.), CafeX Communications, Inc., and Plivo, Inc.

Scope of the Study

Market Segmentation:

By Component

Solutions

- o Voice Calling & Conference
- o Message & File Sharing
- o Video Calling & Conference
- o Others

Services

By Enabled Device

Smartphones & Tablets

PCs

Others

By End User

IT & Telecom

Retail

Healthcare

Media & Entertainment

BFSI

Others

By Country

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

Companies Profiled

Cisco Systems, Inc.

AT&T, Inc.

Avaya Holdings Corporation

Plantronics, Inc.

Twilio, Inc.

Oracle Corporation

Enghouse Systems Limited (Dialogic Corporation)

Vonage Holdings Corporation (TokBox, Inc.)

CafeX Communications, Inc.

Plivo, Inc.

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Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Latin America, Middle East and Africa (LAMEA) Web Real-Time Communication Market, by Component
 - 1.4.2 Latin America, Middle East and Africa (LAMEA) Web Real-Time Communication Market, by Enabled Device
 - 1.4.3 Latin America, Middle East and Africa (LAMEA) Web Real-Time Communication Market, by End User
 - 1.4.4 Latin America, Middle East and Africa (LAMEA) Web Real-Time Communication Market, by Country
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
 - 2.1.1 Overview
 - 2.1.2 Executive Summary
 - 2.1.3 Market Composition and Scenario
- 2.2 Key Factors Impacting the Market
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. COMPETITION ANALYSIS - GLOBAL

- 3.1 KBV Cardinal Matrix
- 3.2 Recent Industry Wide Strategic Developments
 - 3.2.1 Partnerships, Collaborations and Agreements
 - 3.2.2 Product Launches and Product Expansions
 - 3.2.3 Mergers & Acquisitions
- 3.3 Top Winning Strategies
 - 3.3.1 Key Leading Strategies: Percentage Distribution (2016-2020)
 - 3.3.2 Key Strategic Move: (Partnerships, Collaborations, and Agreements: 2016, Jan – 2020, Jun) Leading Players

CHAPTER 4. LAMEA WEB REAL-TIME COMMUNICATION MARKET BY COMPONENT

4.1 LAMEA Web Real-Time Communication Solutions Market by Country

4.2 LAMEA Web Real-Time Communication Market by Solutions Type

4.2.1 LAMEA Voice Calling & Conference Web Real-Time Communication Market by Country

4.2.2 LAMEA Message & File Sharing Web Real-Time Communication Market by Country

4.2.3 LAMEA Video Calling & Conference Web Real-Time Communication Market by Country

4.2.4 LAMEA Other Solutions Type Web Real-Time Communication Market by Country

4.3 LAMEA Web Real-Time Communication Services Market by Country

CHAPTER 5. LAMEA WEB REAL-TIME COMMUNICATION MARKET BY ENABLED DEVICE

5.1 LAMEA Web Real-Time Communication Smartphones & Tablets Market by Country

5.2 LAMEA Web Real-Time Communication PCs Market by Country

5.3 LAMEA Web Real-Time Communication Others Market by Country

CHAPTER 6. LAMEA WEB REAL-TIME COMMUNICATION MARKET BY END USE

6.1 LAMEA IT & Telecom Web Real-Time Communication Market by Country

6.2 LAMEA Retail Web Real-Time Communication Market by Country

6.3 LAMEA Healthcare Web Real-Time Communication Market by Country

6.4 LAMEA Media & Entertainment Web Real-Time Communication Market by Country

6.5 LAMEA BFSI Web Real-Time Communication Market by Country

6.6 LAMEA Others Web Real-Time Communication Market by Country

CHAPTER 7. LAMEA WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY

7.1 Brazil Web Real-Time Communication Market

7.1.1 Brazil Web Real-Time Communication Market by Component

7.1.1.1 Brazil Web Real-Time Communication Market by Solutions Type

7.1.2 Brazil Web Real-Time Communication Market by Enabled Device

7.1.3 Brazil Web Real-Time Communication Market by End Use

- 7.2 Argentina Web Real-Time Communication Market
 - 7.2.1 Argentina Web Real-Time Communication Market by Component
 - 7.2.1.1 Argentina Web Real-Time Communication Market by Solutions Type
 - 7.2.2 Argentina Web Real-Time Communication Market by Enabled Device
 - 7.2.3 Argentina Web Real-Time Communication Market by End Use
- 7.3 UAE Web Real-Time Communication Market
 - 7.3.1 UAE Web Real-Time Communication Market by Component
 - 7.3.1.1 UAE Web Real-Time Communication Market by Solutions Type
 - 7.3.2 UAE Web Real-Time Communication Market by Enabled Device
 - 7.3.3 UAE Web Real-Time Communication Market by End Use
- 7.4 Saudi Arabia Web Real-Time Communication Market
 - 7.4.1 Saudi Arabia Web Real-Time Communication Market by Component
 - 7.4.1.1 Saudi Arabia Web Real-Time Communication Market by Solutions Type
 - 7.4.2 Saudi Arabia Web Real-Time Communication Market by Enabled Device
 - 7.4.3 Saudi Arabia Web Real-Time Communication Market by End Use
- 7.5 South Africa Web Real-Time Communication Market
 - 7.5.1 South Africa Web Real-Time Communication Market by Component
 - 7.5.1.1 South Africa Web Real-Time Communication Market by Solutions Type
 - 7.5.2 South Africa Web Real-Time Communication Market by Enabled Device
 - 7.5.3 South Africa Web Real-Time Communication Market by End Use
- 7.6 Nigeria Web Real-Time Communication Market
 - 7.6.1 Nigeria Web Real-Time Communication Market by Component
 - 7.6.1.1 Nigeria Web Real-Time Communication Market by Solutions Type
 - 7.6.2 Nigeria Web Real-Time Communication Market by Enabled Device
 - 7.6.3 Nigeria Web Real-Time Communication Market by End Use
- 7.7 Rest of LAMEA Web Real-Time Communication Market
 - 7.7.1 Rest of LAMEA Web Real-Time Communication Market by Component
 - 7.7.1.1 Rest of LAMEA Web Real-Time Communication Market by Solutions Type
 - 7.7.2 Rest of LAMEA Web Real-Time Communication Market by Enabled Device
 - 7.7.3 Rest of LAMEA Web Real-Time Communication Market by End Use

CHAPTER 8. COMPANY PROFILES

- 8.1 Cisco Systems, Inc.
 - 8.1.1 Company Overview
 - 8.1.2 Financial Analysis
 - 8.1.3 Segmental and Regional Analysis
 - 8.1.4 Research & Development Expense
 - 8.1.5 Recent strategies and developments:

8.1.5.1 Partnerships, Collaborations, and Agreements:

8.1.5.2 Acquisition and Mergers:

8.1.6 SWOT Analysis

8.2 AT&T, Inc.

8.2.1 Company Overview

8.2.2 Financial Analysis

8.2.3 Segmental and Regional Analysis

8.2.4 Research & Development Expense

8.2.5 Recent strategies and developments:

8.2.5.1 Product Launches and Product Expansions:

8.2.6 SWOT Analysis

8.3 Avaya Holdings Corporation

8.3.1 Company Overview

8.3.2 Financial Analysis

8.3.3 Segmental and Regional Analysis

8.3.4 Research & Development Expense

8.3.5 Recent strategies and developments:

8.3.5.1 Partnerships, Collaborations, and Agreements:

8.3.5.2 Product Launches and Product Expansions:

8.4 Plantronics, Inc.

8.4.1 Company Overview

8.4.2 Financial Analysis

8.4.3 Segmental and Regional Analysis

8.4.4 Research & Development Expenses

8.4.5 Recent strategies and developments:

8.4.5.1 Acquisition and Mergers:

8.5 Twilio, Inc.

8.5.1 Company Overview

8.5.2 Financial Analysis

8.5.3 Regional Analysis

8.5.4 Research & Development Expense

8.5.5 Recent strategies and developments:

8.5.5.1 Acquisition and Mergers:

8.5.5.2 Product Launches and Product Expansions:

8.6 Oracle Corporation

8.6.1 Company Overview

8.6.2 Financial Analysis

8.6.3 Segmental and Regional Analysis

8.6.4 Research & Development Expense

8.6.5 Recent strategies and developments:

8.6.5.1 Partnerships, Collaborations, and Agreements:

8.6.6 SWOT Analysis

8.7 Enghouse Systems Limited (Dialogic Corporation)

8.7.1 Company Overview

8.7.2 Financial Analysis

8.7.3 Recent strategies and developments:

8.7.3.1 Acquisition and Mergers:

8.8 Vonage Holdings Corporation (TokBox, Inc.)

8.8.1 Company Overview

8.8.2 Financial Analysis

8.8.3 Segmental and Regional Analysis

8.8.4 Recent strategies and developments:

8.8.4.1 Partnerships, Collaborations, and Agreements:

8.8.4.2 Acquisition and Mergers:

8.8.4.3 Product Launches and Product Expansions:

8.9 CafeX Communications, Inc.

8.9.1 Company Overview

8.9.2 Recent strategies and developments:

8.9.2.1 Partnerships, Collaborations, and Agreements:

8.10. Plivo, Inc.

8.10.1 Company Overview

List Of Tables

LIST OF TABLES

TABLE 1 LAMEA WEB REAL-TIME COMMUNICATION MARKET, 2016 - 2019, USD MILLION

TABLE 2 LAMEA WEB REAL-TIME COMMUNICATION MARKET, 2020 - 2026, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– WEB REAL-TIME COMMUNICATION MARKET

TABLE 4 PRODUCT LAUNCHES AND PRODUCT EXPANSIONS– WEB REAL-TIME COMMUNICATION MARKET

TABLE 5 MERGERS & ACQUISITIONS – WEB REAL-TIME COMMUNICATION MARKET

TABLE 6 LAMEA WEB REAL-TIME COMMUNICATION MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 7 LAMEA WEB REAL-TIME COMMUNICATION MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 8 LAMEA WEB REAL-TIME COMMUNICATION SOLUTIONS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 9 LAMEA WEB REAL-TIME COMMUNICATION SOLUTIONS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 10 LAMEA WEB REAL-TIME COMMUNICATION MARKET BY SOLUTIONS TYPE, 2016 - 2019, USD MILLION

TABLE 11 LAMEA WEB REAL-TIME COMMUNICATION MARKET BY SOLUTIONS TYPE, 2020 - 2026, USD MILLION

TABLE 12 LAMEA VOICE CALLING & CONFERENCE WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 13 LAMEA VOICE CALLING & CONFERENCE WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 14 LAMEA MESSAGE & FILE SHARING WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 15 LAMEA MESSAGE & FILE SHARING WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 16 LAMEA VIDEO CALLING & CONFERENCE WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 17 LAMEA VIDEO CALLING & CONFERENCE WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 18 LAMEA OTHER SOLUTIONS TYPE WEB REAL-TIME COMMUNICATION

MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 19 LAMEA OTHER SOLUTIONS TYPE WEB REAL-TIME COMMUNICATION

MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 20 LAMEA WEB REAL-TIME COMMUNICATION SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 21 LAMEA WEB REAL-TIME COMMUNICATION SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 22 LAMEA WEB REAL-TIME COMMUNICATION MARKET BY ENABLED DEVICE, 2016 - 2019, USD MILLION

TABLE 23 LAMEA WEB REAL-TIME COMMUNICATION MARKET BY ENABLED DEVICE, 2020 - 2026, USD MILLION

TABLE 24 LAMEA WEB REAL-TIME COMMUNICATION SMARTPHONES & TABLETS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 25 LAMEA WEB REAL-TIME COMMUNICATION SMARTPHONES & TABLETS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 26 LAMEA WEB REAL-TIME COMMUNICATION PCS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 27 LAMEA WEB REAL-TIME COMMUNICATION PCS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 28 LAMEA WEB REAL-TIME COMMUNICATION OTHERS MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 29 LAMEA WEB REAL-TIME COMMUNICATION OTHERS MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 30 LAMEA WEB REAL-TIME COMMUNICATION MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 31 LAMEA WEB REAL-TIME COMMUNICATION MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 32 LAMEA IT & TELECOM WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 33 LAMEA IT & TELECOM WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 34 LAMEA RETAIL WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 35 LAMEA RETAIL WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 36 LAMEA HEALTHCARE WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 37 LAMEA HEALTHCARE WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 38 LAMEA MEDIA & ENTERTAINMENT WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 39 LAMEA MEDIA & ENTERTAINMENT WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 40 LAMEA BFSI WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 41 LAMEA BFSI WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 42 LAMEA OTHERS WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 43 LAMEA OTHERS WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 44 LAMEA WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 45 LAMEA WEB REAL-TIME COMMUNICATION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 46 BRAZIL WEB REAL-TIME COMMUNICATION MARKET, 2016 - 2019, USD MILLION

TABLE 47 BRAZIL WEB REAL-TIME COMMUNICATION MARKET, 2020 - 2026, USD MILLION

TABLE 48 BRAZIL WEB REAL-TIME COMMUNICATION MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 49 BRAZIL WEB REAL-TIME COMMUNICATION MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 50 BRAZIL WEB REAL-TIME COMMUNICATION MARKET BY SOLUTIONS TYPE, 2016 - 2019, USD MILLION

TABLE 51 BRAZIL WEB REAL-TIME COMMUNICATION MARKET BY SOLUTIONS TYPE, 2020 - 2026, USD MILLION

TABLE 52 BRAZIL WEB REAL-TIME COMMUNICATION MARKET BY ENABLED DEVICE, 2016 - 2019, USD MILLION

TABLE 53 BRAZIL WEB REAL-TIME COMMUNICATION MARKET BY ENABLED DEVICE, 2020 - 2026, USD MILLION

TABLE 54 BRAZIL WEB REAL-TIME COMMUNICATION MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 55 BRAZIL WEB REAL-TIME COMMUNICATION MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 56 ARGENTINA WEB REAL-TIME COMMUNICATION MARKET, 2016 - 2019, USD MILLION

TABLE 57 ARGENTINA WEB REAL-TIME COMMUNICATION MARKET, 2020 - 2026,

USD MILLION

TABLE 58 ARGENTINA WEB REAL-TIME COMMUNICATION MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 59 ARGENTINA WEB REAL-TIME COMMUNICATION MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 60 ARGENTINA WEB REAL-TIME COMMUNICATION MARKET BY SOLUTIONS TYPE, 2016 - 2019, USD MILLION

TABLE 61 ARGENTINA WEB REAL-TIME COMMUNICATION MARKET BY SOLUTIONS TYPE, 2020 - 2026, USD MILLION

TABLE 62 ARGENTINA WEB REAL-TIME COMMUNICATION MARKET BY ENABLED DEVICE, 2016 - 2019, USD MILLION

TABLE 63 ARGENTINA WEB REAL-TIME COMMUNICATION MARKET BY ENABLED DEVICE, 2020 - 2026, USD MILLION

TABLE 64 ARGENTINA WEB REAL-TIME COMMUNICATION MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 65 ARGENTINA WEB REAL-TIME COMMUNICATION MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 66 UAE WEB REAL-TIME COMMUNICATION MARKET, 2016 - 2019, USD MILLION

TABLE 67 UAE WEB REAL-TIME COMMUNICATION MARKET, 2020 - 2026, USD MILLION

TABLE 68 UAE WEB REAL-TIME COMMUNICATION MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 69 UAE WEB REAL-TIME COMMUNICATION MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 70 UAE WEB REAL-TIME COMMUNICATION MARKET BY SOLUTIONS TYPE, 2016 - 2019, USD MILLION

TABLE 71 UAE WEB REAL-TIME COMMUNICATION MARKET BY SOLUTIONS TYPE, 2020 - 2026, USD MILLION

TABLE 72 UAE WEB REAL-TIME COMMUNICATION MARKET BY ENABLED DEVICE, 2016 - 2019, USD MILLION

TABLE 73 UAE WEB REAL-TIME COMMUNICATION MARKET BY ENABLED DEVICE, 2020 - 2026, USD MILLION

TABLE 74 UAE WEB REAL-TIME COMMUNICATION MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 75 UAE WEB REAL-TIME COMMUNICATION MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 76 SAUDI ARABIA WEB REAL-TIME COMMUNICATION MARKET, 2016 - 2019, USD MILLION

TABLE 77 SAUDI ARABIA WEB REAL-TIME COMMUNICATION MARKET, 2020 - 2026, USD MILLION

TABLE 78 SAUDI ARABIA WEB REAL-TIME COMMUNICATION MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 79 SAUDI ARABIA WEB REAL-TIME COMMUNICATION MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 80 SAUDI ARABIA WEB REAL-TIME COMMUNICATION MARKET BY SOLUTIONS TYPE, 2016 - 2019, USD MILLION

TABLE 81 SAUDI ARABIA WEB REAL-TIME COMMUNICATION MARKET BY SOLUTIONS TYPE, 2020 - 2026, USD MILLION

TABLE 82 SAUDI ARABIA WEB REAL-TIME COMMUNICATION MARKET BY ENABLED DEVICE, 2016 - 2019, USD MILLION

TABLE 83 SAUDI ARABIA WEB REAL-TIME COMMUNICATION MARKET BY ENABLED DEVICE, 2020 - 2026, USD MILLION

TABLE 84 SAUDI ARABIA WEB REAL-TIME COMMUNICATION MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 85 SAUDI ARABIA WEB REAL-TIME COMMUNICATION MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 86 SOUTH AFRICA WEB REAL-TIME COMMUNICATION MARKET, 2016 - 2019, USD MILLION

TABLE 87 SOUTH AFRICA WEB REAL-TIME COMMUNICATION MARKET, 2020 - 2026, USD MILLION

TABLE 88 SOUTH AFRICA WEB REAL-TIME COMMUNICATION MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 89 SOUTH AFRICA WEB REAL-TIME COMMUNICATION MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 90 SOUTH AFRICA WEB REAL-TIME COMMUNICATION MARKET BY SOLUTIONS TYPE, 2016 - 2019, USD MILLION

TABLE 91 SOUTH AFRICA WEB REAL-TIME COMMUNICATION MARKET BY SOLUTIONS TYPE, 2020 - 2026, USD MILLION

TABLE 92 SOUTH AFRICA WEB REAL-TIME COMMUNICATION MARKET BY ENABLED DEVICE, 2016 - 2019, USD MILLION

TABLE 93 SOUTH AFRICA WEB REAL-TIME COMMUNICATION MARKET BY ENABLED DEVICE, 2020 - 2026, USD MILLION

TABLE 94 SOUTH AFRICA WEB REAL-TIME COMMUNICATION MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 95 SOUTH AFRICA WEB REAL-TIME COMMUNICATION MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 96 NIGERIA WEB REAL-TIME COMMUNICATION MARKET, 2016 - 2019,

USD MILLION

TABLE 97 NIGERIA WEB REAL-TIME COMMUNICATION MARKET, 2020 - 2026,
USD MILLION

TABLE 98 NIGERIA WEB REAL-TIME COMMUNICATION MARKET BY
COMPONENT, 2016 - 2019, USD MILLION

TABLE 99 NIGERIA WEB REAL-TIME COMMUNICATION MARKET BY
COMPONENT, 2020 - 2026, USD MILLION

TABLE 100 NIGERIA WEB REAL-TIME COMMUNICATION MARKET BY SOLUTIONS
TYPE, 2016 - 2019, USD MILLION

TABLE 101 NIGERIA WEB REAL-TIME COMMUNICATION MARKET BY SOLUTIONS
TYPE, 2020 - 2026, USD MILLION

TABLE 102 NIGERIA WEB REAL-TIME COMMUNICATION MARKET BY ENABLED
DEVICE, 2016 - 2019, USD MILLION

TABLE 103 NIGERIA WEB REAL-TIME COMMUNICATION MARKET BY ENABLED
DEVICE, 2020 - 2026, USD MILLION

TABLE 104 NIGERIA WEB REAL-TIME COMMUNICATION MARKET BY END USE,
2016 - 2019, USD MILLION

TABLE 105 NIGERIA WEB REAL-TIME COMMUNICATION MARKET BY END USE,
2020 - 2026, USD MILLION

TABLE 106 REST OF LAMEA WEB REAL-TIME COMMUNICATION MARKET, 2016 -
2019, USD MILLION

TABLE 107 REST OF LAMEA WEB REAL-TIME COMMUNICATION MARKET, 2020 -
2026, USD MILLION

TABLE 108 REST OF LAMEA WEB REAL-TIME COMMUNICATION MARKET BY
COMPONENT, 2016 - 2019, USD MILLION

TABLE 109 REST OF LAMEA WEB REAL-TIME COMMUNICATION MARKET BY
COMPONENT, 2020 - 2026, USD MILLION

TABLE 110 REST OF LAMEA WEB REAL-TIME COMMUNICATION MARKET BY
SOLUTIONS TYPE, 2016 - 2019, USD MILLION

TABLE 111 REST OF LAMEA WEB REAL-TIME COMMUNICATION MARKET BY
SOLUTIONS TYPE, 2020 - 2026, USD MILLION

TABLE 112 REST OF LAMEA WEB REAL-TIME COMMUNICATION MARKET BY
ENABLED DEVICE, 2016 - 2019, USD MILLION

TABLE 113 REST OF LAMEA WEB REAL-TIME COMMUNICATION MARKET BY
ENABLED DEVICE, 2020 - 2026, USD MILLION

TABLE 114 REST OF LAMEA WEB REAL-TIME COMMUNICATION MARKET BY END
USE, 2016 - 2019, USD MILLION

TABLE 115 REST OF LAMEA WEB REAL-TIME COMMUNICATION MARKET BY END
USE, 2020 - 2026, USD MILLION

TABLE 116 KEY INFORMATION – CISCO SYSTEMS, INC.

TABLE 117 KEY INFORMATION – AT&T, INC.

TABLE 118 KEY INFORMATION – AVAYA HOLDINGS CORPORATION

TABLE 119 KEY INFORMATION – PLANTRONICS, INC.

TABLE 120 KEY INFORMATION – TWILIO, INC.

TABLE 121 KEY INFORMATION – ORACLE CORPORATION

TABLE 122 KEY INFORMATION – ENGHOUSE SYSTEMS LIMITED

TABLE 123 KEY INFORMATION – VONAGE HOLDINGS CORPORATION

TABLE 124 KEY INFORMATION – CAFEX COMMUNICATIONS, INC.

TABLE 125 KEY INFORMATION – PLIVO, INC.

List Of Figures

LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 KBV CARDINAL MATRIX

FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2016-2020)

FIG 4 KEY STRATEGIC MOVE: (PARTNERSHIPS, COLLABORATIONS, AND AGREEMENTS: 2016, JAN – 2020, JUN) LEADING PLAYERS

FIG 5 RECENT STRATEGIES AND DEVELOPMENTS: CISCO SYSTEMS, INC.

FIG 6 SWOT ANALYSIS: CISCO SYSTEMS, INC.

FIG 7 SWOT ANALYSIS: AT&T, INC.

FIG 8 RECENT STRATEGIES AND DEVELOPMENTS: AVAYA HOLDINGS CORPORATION

FIG 9 RECENT STRATEGIES AND DEVELOPMENTS: TWILIO, INC.

FIG 10 SWOT ANALYSIS: ORACLE CORPORATION

FIG 11 RECENT STRATEGIES AND DEVELOPMENTS: VONAGE HOLDINGS CORPORATION

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