

# **Cognitive Collaboration Market by Component, Application Area, Deployment Mode, Organization Size (SMEs and Large Enterprises), Vertical and Region - Global Forecast to 2024**

<https://marketpublishers.com/r/CC79F0ED18CCEN.html>

Date: November 2019

Pages: 150

Price: US\$ 5,650.00 (Single User License)

ID: CC79F0ED18CCEN

## **Abstracts**

The cognitive collaboration market is expected to grow at a CAGR of 11.0% during the forecast period due to ease in integration with the already existing environment and increasing need for mobility and collaboration

The global cognitive collaboration market size is expected to grow from USD 983 million in 2019 to USD 1,660 million by 2024, at a Compound Annual Growth Rate (CAGR) of 11.0% during the forecast period. Easy integration with the already existing environment and increasing need for mobility and collaboration are the major factors driving the growth of the cognitive collaboration market.

The SMEs segment is expected to grow with a higher CAGR during the forecast period

Organizations with less than 1,000 employees are considered under the SMEs segment. Cost-effectiveness is important for SMEs, as they have limited budgets. Hence, these enterprises face more excellent resource crunch than large enterprises, and they require better methods to resolve complexities for improved cost optimization of their business processes. The implementation of cognitive collaboration solutions is expected to result in increased revenue, desired business outcome, and improved business efficiency for SMEs. Cognitive collaboration solutions help SMEs reduce travel costs and the need for face-to-face meetings. Collaboration solutions also strengthen virtual teams, thus doing away with the need for physical office locations. Business agility is yet another critical focus area for SMEs, which is effectively fulfilled by the implementation of cognitive collaboration solutions.

IT and telecom segment is expected to have a significant growth in the cognitive collaboration market during the forecast period

The IT and telecom industry is facing challenges in stimulating knowledge transfer, task monitoring, employee engagement, and communication. Cognitive collaboration enables enterprises for real-time communication and cooperation in the digital workstation, wherein people, devices, and systems work together and deliver enhanced customer experience using limited resources and in minimum time. Cognitive collaboration also offers dashboards for employees to get an overview of company activities and news. Cognitive collaboration solutions help IT, and telecom enterprises accelerate their business capabilities and enhance their revenue curve.

North American expected to have the largest market size during the forecast period

The North American region is expected to hold the largest market size in the global cognitive collaboration market during the forecast period. The adoption of AI-powered services is expected to grow in the region, owing to the growing demand to analyze large volumes of data to enhance the overall productivity, consumer experience and improve the decision-making process. Moreover, technological advancements, coupled with an increasing need for intelligent business processes and rising adoption of digital technologies across the region, are fueling the growth of the cognitive collaboration market. Also, various industries, including retail, healthcare, manufacturing, and BFSI, are looking for solutions that can be easily integrated with their existing apps and do not require huge investments, which would also help them maintain their consumer base.

In the process of determining and verifying the market size of several segments and subsegments gathered through secondary research, extensive primary interviews were conducted with key people. The breakup of the profiles of the primary participants is as follows:

By Company: Tier 1 – 28%, Tier 2 – 40%, and Tier 3 – 32%

By Designation: C-Level – 18%, Director Level – 44%, and Others – 38%

By Region: North America – 31%, APAC – 22%, Europe – 34%, MEA – 8%, Latin America – 5%

The cognitive collaboration market includes various major vendors such as Cisco (US), Microsoft (US), Slack Technologies (US), Softweb Solutions (US), CognitiveScale (US), LOOP AI Labs (US), Intec Systems Limited (UK), Bluescape (US), Collaboration.Ai (US), Resemble Systems (UAE), Chanty (Switzerland), Ku Zoom.ai (Canada), iotum (Canada), and Konolabs (US).

#### Research Coverage:

The report includes an in-depth competitive analysis of the key players in the cognitive collaboration market along with their company profiles, recent developments, and key market strategies. The report segments the cognitive collaboration market by component, application area, deployment mode, organization size, vertical, and region.

#### Key Benefits of Buying the Report:

The report will help the market leaders/new entrants in the cognitive collaboration market in the following ways:

1. The overall cognitive collaboration market revenue stream has been estimated based on the revenues generated by vendors, offering cognitive collaboration solutions. The report provides the closest approximations of the revenue numbers for the overall market and the subsegments. The market numbers are split further into regions, namely, North America, Europe, APAC, MEA, and Latin America.
2. The report helps the stakeholders understand the pulse of the market and provides them with information on the key market drivers, restraints, challenges, and opportunities.
3. The report will help the stakeholders understand the competitors and gain more insights to better their market position. The competitive landscape section includes the competitor ecosystem, new product developments, partnerships, and mergers and acquisitions

## Contents

### 1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
  - 1.2.1 INCLUSIONS AND EXCLUSIONS
- 1.3 MARKET SCOPE
  - 1.3.1 MARKET SEGMENTATION
  - 1.3.2 REGIONS COVERED
- 1.4 YEARS CONSIDERED FOR THE STUDY
- 1.5 CURRENCY CONSIDERED
- 1.6 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
  - 2.1.1 BREAKUP OF PRIMARY PARTICIPANTS' PROFILES
  - 2.1.2 KEY INDUSTRY INSIGHTS
- 2.2 MARKET BREAKUP AND DATA TRIANGULATION
- 2.3 MARKET SIZE ESTIMATION
- 2.4 MARKET FORECAST
- 2.5 COMPETITIVE LEADERSHIP MAPPING RESEARCH METHODOLOGY
  - 2.5.1 VENDOR INCLUSION CRITERIA
- 2.6 ASSUMPTIONS FOR THE STUDY
- 2.7 LIMITATIONS OF THE STUDY

### 3 EXECUTIVE SUMMARY

### 4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES IN THE COGNITIVE COLLABORATION MARKET
- 4.2 COGNITIVE COLLABORATION MARKET, BY COMPONENT, 2019
- 4.3 COGNITIVE COLLABORATION MARKET, BY SOLUTION (2019 VS. 2024)
- 4.4 COGNITIVE COLLABORATION MARKET, BY ORGANIZATION SIZE (2019 VS. 2024)
- 4.5 COGNITIVE COLLABORATION MARKET, BY VERTICAL (2019 VS. 2024)

### 5 MARKET OVERVIEW AND INDUSTRY TRENDS

*Cognitive Collaboration Market by Component, Application Area, Deployment Mode, Organization Size (SMEs and La...*

## 5.1 INTRODUCTION

## 5.2 MARKET DYNAMICS

### 5.2.1 DRIVERS

5.2.1.1 Easy integration with the already existing environment

5.2.1.2 Increasing need for mobility and collaboration

### 5.2.2 RESTRAINTS

5.2.2.1 Difficulty in countering eDiscovery and legal risks

### 5.2.3 OPPORTUNITIES

5.2.3.1 Growing integration of AI in business processes

5.2.3.2 Emerging potential markets

### 5.2.4 CHALLENGES

5.2.4.1 Difficulties in aligning team collaboration software with business goals

## 5.3 USE CASES

### 5.3.1 ACCENTURE ADOPTING MICROSOFT TEAMS TO ENHANCE TEAM COLLABORATION

### 5.3.2 INSURERS ADOPTING ENGAGE AI TO IMPROVE OPERATIONS AT CALL CENTERS

## 6 COGNITIVE COLLABORATION MARKET, BY COMPONENT

### 6.1 INTRODUCTION

### 6.2 COGNITIVE COLLABORATION: INCREASE IN THE ADOPTION OF ENTERPRISE COLLABORATION SOLUTIONS WOULD DRIVE THE GROWTH OF COGNITIVE COLLABORATION MARKET

### 6.3 SOLUTIONS

#### 6.3.1 ENTERPRISE VIDEO

6.3.1.1 Increasing need to deploy business-specific videos driving the adoption of enterprise video solutions

#### 6.3.2 UNIFIED MESSAGING AND SYNCHRONIZATION

6.3.2.1 Growing demand for messaging platform to drive the adoption of unified messaging and synchronization solutions

#### 6.3.3 PROJECT MANAGEMENT

6.3.3.1 Increasing need to simplify numerous project activities and need to communicate with team driving the adoption of project management solutions

#### 6.3.4 ENTERPRISE SOCIAL NETWORK

6.3.4.1 Demand for organizations to utilize social workflow capabilities driving the traction of enterprise social network solutions

#### 6.3.5 OTHERS

## 6.4 SERVICES

### 6.4.1 PROFESSIONAL SERVICES

6.4.1.1 Need to understand organizations' need for collaboration and efficiently deploy cognitive collaboration solutions driving the demand for professional services

### 6.4.2 MANAGED SERVICES

6.4.2.1 Increase in the adoption rate of enterprise collaboration solutions to boost the demand for managed services

## 7 COGNITIVE COLLABORATION MARKET, BY APPLICATION AREA

### 7.1 INTRODUCTION

### 7.2 DATA ANALYTICS

7.2.1 INCREASING NEED TO ANALYZE DATA AND PROVIDE INSIGHTS DRIVING THE ADOPTION OF COGNITIVE COLLABORATION SOLUTIONS IN DATA ANALYTICS APPLICATION AREA

### 7.3 FACIAL RECOGNITION

7.3.1 INCREASING NEED TO MONITOR EMOTION AND ATTENDANCE OF THE PARTICIPANTS IN A MEETING DRIVING THE ADOPTION OF COGNITIVE COLLABORATION SOLUTIONS IN FACIAL RECOGNITION APPLICATION AREA

### 7.4 SOCIAL MEDIA ASSISTANCE

7.4.1 GROWING USE OF SOCIAL MEDIA TO PROVIDE EFFICIENT CUSTOMER SUPPORT SERVICES DRIVING THE ADOPTION OF COGNITIVE COLLABORATION SOLUTIONS IN SOCIAL MEDIA ASSISTANCE APPLICATION AREA

## 8 COGNITIVE COLLABORATION MARKET, BY DEPLOYMENT MODE

### 8.1 INTRODUCTION

### 8.2 CLOUD

8.2.1 NEED TO CUT DOWN TOTAL COST OF OWNERSHIP AND INCREASE DATA STORAGE CAPABILITIES DRIVING THE ADOPTION OF CLOUD-BASED COGNITIVE COLLABORATION SOLUTIONS

### 8.3 ON-PREMISES

8.3.1 NEED TO HOLD TOTAL CONTROL OVER SECURITY OF SENSITIVE ENTERPRISE DATA DRIVING THE ADOPTION OF ON-PREMISES COGNITIVE COLLABORATION SOLUTIONS

## 9 COGNITIVE COLLABORATION MARKET, BY ORGANIZATION SIZE

### 9.1 INTRODUCTION

## 9.2 SMALL AND MEDIUM-SIZED ENTERPRISES

9.2.1 GROWING BYOD AND MOBILE WORKFORCE TREND TO BOOST THE ADOPTION OF COGNITIVE COLLABORATION SOLUTIONS AMONG SMALL AND MEDIUM-SIZED ENTERPRISES

## 9.3 LARGE ENTERPRISES

9.3.1 NEED TO ENHANCE EMPLOYEE PRODUCTIVITY DRIVING THE ADOPTION OF COGNITIVE COLLABORATION SOLUTIONS AMONG LARGE ENTERPRISES

# 10 COGNITIVE COLLABORATION MARKET, BY VERTICAL

## 10.1 INTRODUCTION

### 10.2 IT AND TELECOM

10.2.1 INCREASING USE OF ENTERPRISE VIDEO SOLUTIONS TO FUEL THE ADOPTION OF COGNITIVE COLLABORATION SOLUTIONS IN THE IT AND TELECOM VERTICAL

### 10.3 ENERGY AND UTILITIES

10.3.1 NEED TO SHARE REAL-TIME INFORMATION ACROSS VARIOUS LOCATIONS DRIVING THE ADOPTION OF COGNITIVE COLLABORATION SOLUTIONS IN THE ENERGY AND UTILITIES VERTICAL

### 10.4 BANKING, FINANCIAL SERVICES, AND INSURANCE

10.4.1 INCREASING NEED TO COLLABORATE WITH BOTH INTERNAL EMPLOYEES AND EXTERNAL CLIENTS TO BOOST THE ADOPTION OF COGNITIVE COLLABORATION SOLUTIONS IN THE BFSI VERTICAL

### 10.5 EDUCATION

10.5.1 GROWING DEMAND FOR ELEARNING AND VIRTUAL TEACHING ACROSS VARIOUS REGIONS TO FUEL THE ADOPTION OF COGNITIVE COLLABORATION SOLUTIONS IN THE EDUCATION VERTICAL

### 10.6 HEALTHCARE

10.6.1 RISING NEED TO ENHANCE CLINICAL COLLABORATION AND MEDICAL EDUCATION DRIVING THE ADOPTION OF COGNITIVE COLLABORATION SOLUTIONS IN THE HEALTHCARE VERTICAL

### 10.7 RETAIL

10.7.1 GROWING NEED TO OFFER CUSTOM-BASED SERVICES TO CUSTOMERS DRIVING THE ADOPTION OF COGNITIVE COLLABORATION SOLUTIONS IN THE RETAIL VERTICAL

### 10.8 OTHERS

# 11 COGNITIVE COLLABORATION MARKET, BY REGION

## 11.1 INTRODUCTION

## 11.2 NORTH AMERICA

### 11.2.1 UNITED STATES

11.2.1.1 Rapid growth of technologies and infrastructures to boost the adoption of AI-based collaboration solutions among the enterprises in the US

### 11.2.2 CANADA

11.2.2.1 Growing technological advancements to boost the adoption of AI solutions among the industries in Canada

## 11.3 EUROPE

### 11.3.1 UNITED KINGDOM

11.3.1.1 Rising adoption of big data and analytics to drive the growth of cognitive collaboration market in the UK

### 11.3.2 FRANCE

11.3.2.1 Initiatives from government and global players to create a potential market for AI-based collaboration solutions in France

### 11.3.3 GERMANY

11.3.3.1 Numerous expansion and startup opportunities to boost the growth of cognitive collaboration market in Germany

### 11.3.4 REST OF EUROPE

## 11.4 ASIA PACIFIC

### 11.4.1 CHINA

11.4.1.1 Increasing technological development to boost the adoption of cognitive collaboration solutions among enterprises in China

### 11.4.2 AUSTRALIA AND NEW ZEALAND

11.4.2.1 Already existing awareness and financially stable enterprises to boost the adoption of cognitive collaboration solutions in ANZ

### 11.4.3 JAPAN

11.4.3.1 Increasing need for cognitive collaboration solutions to drive the market growth in Japan

### 11.4.4 REST OF ASIA PACIFIC

## 11.5 MIDDLE EAST AND AFRICA

### 11.5.1 MIDDLE EAST

11.5.1.1 Changing customer expectations and increase in investment from global companies to enhance the adoption of cognitive collaboration solutions in the Middle East

### 11.5.2 AFRICA

11.5.2.1 Lack of technological skills and poor data quality to slow down the growth of cognitive collaboration market in South Africa

## 11.6 LATIN AMERICA

### 11.6.1 MEXICO

11.6.1.1 Mexico to witness moderate growth in the cognitive collaboration market due to the slow adoption rate of AI- and ML-based solutions

### 11.6.2 BRAZIL

11.6.2.1 Growing developments in AI, ML, and NLP to provide opportunities for vendors in the cognitive collaboration market in Brazil

### 11.6.3 REST OF LATIN AMERICA

## 12 COMPETITIVE LANDSCAPE

### 12.1 INTRODUCTION

### 12.2 COMPETITIVE LEADERSHIP MAPPING

#### 12.2.1 VISIONARY LEADERS

#### 12.2.2 DYNAMIC DIFFERENTIATORS

#### 12.2.3 INNOVATORS

#### 12.2.4 EMERGING COMPANIES

### 12.3 RANKING OF KEY PLAYERS

### 12.4 COMPETITIVE SCENARIO

#### 12.4.1 NEW PRODUCT LAUNCHES AND PRODUCT ENHANCEMENTS

#### 12.4.2 PARTNERSHIPS AND COLLABORATIONS

#### 12.4.3 MERGERS AND ACQUISITIONS

## 13 COMPANY PROFILES

### 13.1 INTRODUCTION

(Business Overview, Products & Solutions, Key Insights, Recent Developments, SWOT Analysis, MnM View)\*

### 13.2 CISCO

### 13.3 MICROSOFT

### 13.4 SLACK TECHNOLOGIES

### 13.5 SOFTWEB SOLUTIONS

### 13.6 COGNITIVESCALE

### 13.7 LOOP AI LABS

### 13.8 INTEC SYSTEMS LIMITED

### 13.9 BLUESCAPE

### 13.10 COLLABORATION.AI

### 13.11 RESEMBLE SYSTEMS

### 13.12 CHANTY

### 13.13 ZOOM.AI

13.14 IOTUM

13.15 KONOLABS

\*Details on Business Overview, Products & Solutions, Key Insights, Recent Developments, SWOT Analysis, MnM View might not be captured in case of unlisted companies.

## **14 APPENDIX**

14.1 DISCUSSION GUIDE

14.2 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

14.3 AVAILABLE CUSTOMIZATIONS

14.4 RELATED REPORTS

14.5 AUTHOR DETAILS

## List Of Tables

### LIST OF TABLES

TABLE 1 FACTOR ANALYSIS

TABLE 2 EVALUATION CRITERIA

TABLE 3 COGNITIVE COLLABORATION MARKET SIZE AND GROWTH, 2017–2024  
(USD MILLION)

TABLE 4 COGNITIVE COLLABORATION MARKET SIZE, BY COMPONENT,  
2017–2024 (USD MILLION)

TABLE 5 SOLUTIONS: COGNITIVE COLLABORATION MARKET SIZE, BY TYPE,  
2017–2024 (USD MILLION)

TABLE 6 ENTERPRISE VIDEO MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024  
(USD MILLION)

TABLE 7 ENTERPRISE VIDEO MARKET SIZE, BY ORGANIZATION SIZE, 2017–2024  
(USD MILLION)

TABLE 8 ENTERPRISE VIDEO MARKET SIZE, BY APPLICATION AREA, 2017–2024  
(USD MILLION)

TABLE 9 ENTERPRISE VIDEO MARKET SIZE, BY REGION, 2017–2024 (USD  
MILLION)

TABLE 10 UNIFIED MESSAGING AND SYNCHRONIZATION MARKET SIZE, BY  
DEPLOYMENT MODE, 2017–2024 (USD MILLION)

TABLE 11 UNIFIED MESSAGING AND SYNCHRONIZATION MARKET SIZE, BY  
ORGANIZATION SIZE, 2017–2024 (USD MILLION)

TABLE 12 UNIFIED MESSAGING AND SYNCHRONIZATION MARKET SIZE, BY  
APPLICATION AREA, 2017–2024 (USD MILLION)

TABLE 13 UNIFIED MESSAGING AND SYNCHRONIZATION MARKET SIZE, BY  
REGION, 2017–2024 (USD MILLION)

TABLE 14 PROJECT MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODE,  
2017–2024 (USD MILLION)

TABLE 15 PROJECT MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE,  
2017–2024 (USD MILLION)

TABLE 16 PROJECT MANAGEMENT MARKET SIZE, BY APPLICATION AREA,  
2017–2024 (USD MILLION)

TABLE 17 PROJECT MANAGEMENT MARKET SIZE, BY REGION, 2017–2024 (USD  
MILLION)

TABLE 18 ENTERPRISE SOCIAL NETWORK MARKET SIZE, BY DEPLOYMENT  
MODE, 2017–2024 (USD MILLION)

TABLE 19 ENTERPRISE SOCIAL NETWORK MARKET SIZE, BY ORGANIZATION

SIZE, 2017–2024 (USD MILLION)

TABLE 20 ENTERPRISE SOCIAL NETWORK MARKET SIZE, BY APPLICATION AREA, 2017–2024 (USD MILLION)

TABLE 21 ENTERPRISE SOCIAL NETWORK MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 22 OTHER SOLUTIONS MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD MILLION)

TABLE 23 OTHER SOLUTIONS MARKET SIZE, BY ORGANIZATION SIZE, 2017–2024 (USD MILLION)

TABLE 24 OTHER SOLUTIONS MARKET SIZE, BY APPLICATION AREA, 2017–2024 (USD MILLION)

TABLE 25 OTHER SOLUTIONS MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 26 SERVICES: COGNITIVE COLLABORATION MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 27 PROFESSIONAL SERVICES MARKET SIZE, BY ORGANIZATION SIZE, 2017–2024 (USD MILLION)

TABLE 28 MANAGED SERVICES MARKET SIZE, BY ORGANIZATION SIZE, 2017–2024 (USD MILLION)

TABLE 29 COGNITIVE COLLABORATION MARKET SIZE, BY APPLICATION AREA, 2017–2024 (USD MILLION)

TABLE 30 DATA ANALYTICS: COGNITIVE COLLABORATION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 31 FACIAL RECOGNITION: COGNITIVE COLLABORATION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 32 SOCIAL MEDIA ASSISTANCE: COGNITIVE COLLABORATION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 33 COGNITIVE COLLABORATION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD MILLION)

TABLE 34 COGNITIVE COLLABORATION MARKET SIZE, BY ORGANIZATION SIZE, 2017–2024 (USD MILLION)

TABLE 35 COGNITIVE COLLABORATION MARKET SIZE, BY VERTICAL, 2017–2024 (USD MILLION)

TABLE 36 IT AND TELECOM: COGNITIVE COLLABORATION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD MILLION)

TABLE 37 IT AND TELECOM: COGNITIVE COLLABORATION MARKET SIZE, BY ORGANIZATION SIZE, 2017–2024 (USD MILLION)

TABLE 38 IT AND TELECOM: COGNITIVE COLLABORATION MARKET SIZE, BY APPLICATION AREA, 2017–2024 (USD MILLION)

TABLE 39 IT AND TELECOM: COGNITIVE COLLABORATION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 40 ENERGY AND UTILITIES: COGNITIVE COLLABORATION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD MILLION)

TABLE 41 ENERGY AND UTILITIES: COGNITIVE COLLABORATION MARKET SIZE, BY ORGANIZATION SIZE, 2017–2024 (USD MILLION)

TABLE 42 ENERGY AND UTILITIES: COGNITIVE COLLABORATION MARKET SIZE, BY APPLICATION AREA, 2017–2024 (USD MILLION)

TABLE 43 ENERGY AND UTILITIES: COGNITIVE COLLABORATION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 44 BANKING, FINANCIAL SERVICES, AND INSURANCE: COGNITIVE COLLABORATION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD MILLION)

TABLE 45 BANKING, FINANCIAL SERVICES, AND INSURANCE: COGNITIVE COLLABORATION MARKET SIZE, BY ORGANIZATION SIZE, 2017–2024 (USD MILLION)

TABLE 46 BANKING, FINANCIAL SERVICES, AND INSURANCE: COGNITIVE COLLABORATION MARKET SIZE, BY APPLICATION AREA, 2017–2024 (USD MILLION)

TABLE 47 BANKING, FINANCIAL SERVICES, AND INSURANCE: COGNITIVE COLLABORATION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 48 EDUCATION: COGNITIVE COLLABORATION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD MILLION)

TABLE 49 EDUCATION: COGNITIVE COLLABORATION MARKET SIZE, BY ORGANIZATION SIZE, 2017–2024 (USD MILLION)

TABLE 50 EDUCATION: COGNITIVE COLLABORATION MARKET SIZE, BY APPLICATION AREA, 2017–2024 (USD MILLION)

TABLE 51 EDUCATION: COGNITIVE COLLABORATION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 52 HEALTHCARE: COGNITIVE COLLABORATION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD MILLION)

TABLE 53 HEALTHCARE: COGNITIVE COLLABORATION MARKET SIZE, BY ORGANIZATION SIZE, 2017–2024 (USD MILLION)

TABLE 54 HEALTHCARE: COGNITIVE COLLABORATION MARKET SIZE, BY APPLICATION AREA, 2017–2024 (USD MILLION)

TABLE 55 HEALTHCARE: COGNITIVE COLLABORATION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 56 RETAIL: COGNITIVE COLLABORATION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD MILLION)

TABLE 57 RETAIL: COGNITIVE COLLABORATION MARKET SIZE, BY ORGANIZATION SIZE, 2017–2024 (USD MILLION)

TABLE 58 RETAIL: COGNITIVE COLLABORATION MARKET SIZE, BY APPLICATION AREA, 2017–2024 (USD MILLION)

TABLE 59 RETAIL: COGNITIVE COLLABORATION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 60 OTHER VERTICALS: COGNITIVE COLLABORATION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD MILLION)

TABLE 61 OTHER VERTICALS: COGNITIVE COLLABORATION MARKET SIZE, BY ORGANIZATION SIZE, 2017–2024 (USD MILLION)

TABLE 62 OTHER VERTICALS: COGNITIVE COLLABORATION MARKET SIZE, BY APPLICATION AREA, 2017–2024 (USD MILLION)

TABLE 63 OTHER VERTICALS: COGNITIVE COLLABORATION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 64 COGNITIVE COLLABORATION MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 65 NORTH AMERICA: COGNITIVE COLLABORATION MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 66 NORTH AMERICA: COGNITIVE COLLABORATION MARKET SIZE, BY COMPONENT, 2017–2024 (USD MILLION)

TABLE 67 NORTH AMERICA: COGNITIVE COLLABORATION MARKET SIZE, BY SOLUTION, 2017–2024 (USD MILLION)

TABLE 68 NORTH AMERICA: COGNITIVE COLLABORATION MARKET SIZE, BY SERVICE, 2017–2024 (USD MILLION)

TABLE 69 NORTH AMERICA: COGNITIVE COLLABORATION MARKET SIZE, BY APPLICATION AREA, 2017–2024 (USD MILLION)

TABLE 70 NORTH AMERICA: COGNITIVE COLLABORATION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD MILLION)

TABLE 71 NORTH AMERICA: COGNITIVE COLLABORATION MARKET SIZE, BY ORGANIZATION SIZE, 2017–2024 (USD MILLION)

TABLE 72 NORTH AMERICA: COGNITIVE COLLABORATION MARKET SIZE, BY VERTICAL, 2017–2024 (USD MILLION)

TABLE 73 EUROPE: COGNITIVE COLLABORATION MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 74 EUROPE: COGNITIVE COLLABORATION MARKET SIZE, BY COMPONENT, 2017–2024 (USD MILLION)

TABLE 75 EUROPE: COGNITIVE COLLABORATION MARKET SIZE, BY SOLUTION, 2017–2024 (USD MILLION)

TABLE 76 EUROPE: COGNITIVE COLLABORATION MARKET SIZE, BY SERVICE,

2017–2024 (USD MILLION)

TABLE 77 EUROPE: COGNITIVE COLLABORATION MARKET SIZE, BY APPLICATION AREA, 2017–2024 (USD MILLION)

TABLE 78 EUROPE: COGNITIVE COLLABORATION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD MILLION)

TABLE 79 EUROPE: COGNITIVE COLLABORATION MARKET SIZE, BY ORGANIZATION SIZE, 2017–2024 (USD MILLION)

TABLE 80 EUROPE: COGNITIVE COLLABORATION MARKET SIZE, BY VERTICAL, 2017–2024 (USD MILLION)

TABLE 81 ASIA PACIFIC: COGNITIVE COLLABORATION MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 82 ASIA PACIFIC: COGNITIVE COLLABORATION MARKET SIZE, BY COMPONENT, 2017–2024 (USD MILLION)

TABLE 83 ASIA PACIFIC: COGNITIVE COLLABORATION MARKET SIZE, BY SOLUTION, 2017–2024 (USD MILLION)

TABLE 84 ASIA PACIFIC: COGNITIVE COLLABORATION MARKET SIZE, BY SERVICE, 2017–2024 (USD MILLION)

TABLE 85 ASIA PACIFIC: COGNITIVE COLLABORATION MARKET SIZE, BY APPLICATION AREA, 2017–2024 (USD MILLION)

TABLE 86 ASIA PACIFIC: COGNITIVE COLLABORATION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD MILLION)

TABLE 87 ASIA PACIFIC: COGNITIVE COLLABORATION MARKET SIZE, BY ORGANIZATION SIZE, 2017–2024 (USD MILLION)

TABLE 88 ASIA PACIFIC: COGNITIVE COLLABORATION MARKET SIZE, BY VERTICAL, 2017–2024 (USD MILLION)

TABLE 89 MIDDLE EAST AND AFRICA: COGNITIVE COLLABORATION MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 90 MIDDLE EAST AND AFRICA: COGNITIVE COLLABORATION MARKET SIZE, BY COMPONENT, 2017–2024 (USD MILLION)

TABLE 91 MIDDLE EAST AND AFRICA: COGNITIVE COLLABORATION MARKET SIZE, BY SOLUTION, 2017–2024 (USD MILLION)

TABLE 92 MIDDLE EAST AND AFRICA: COGNITIVE COLLABORATION MARKET SIZE, BY SERVICE, 2017–2024 (USD MILLION)

TABLE 93 MIDDLE EAST AND AFRICA: COGNITIVE COLLABORATION MARKET SIZE, BY APPLICATION AREA, 2017–2024 (USD MILLION)

TABLE 94 MIDDLE EAST AND AFRICA: COGNITIVE COLLABORATION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD MILLION)

TABLE 95 MIDDLE EAST AND AFRICA: COGNITIVE COLLABORATION MARKET SIZE, BY ORGANIZATION SIZE, 2017–2024 (USD MILLION)

TABLE 96 MIDDLE EAST AND AFRICA: COGNITIVE COLLABORATION MARKET SIZE, BY VERTICAL, 2017–2024 (USD MILLION)

TABLE 97 LATIN AMERICA: COGNITIVE COLLABORATION MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 98 LATIN AMERICA: COGNITIVE COLLABORATION MARKET SIZE, BY COMPONENT, 2017–2024 (USD MILLION)

TABLE 99 LATIN AMERICA: COGNITIVE COLLABORATION MARKET SIZE, BY SOLUTION, 2017–2024 (USD MILLION)

TABLE 100 LATIN AMERICA: COGNITIVE COLLABORATION MARKET SIZE, BY SERVICE, 2017–2024 (USD MILLION)

TABLE 101 LATIN AMERICA: COGNITIVE COLLABORATION MARKET SIZE, BY APPLICATION AREA, 2017–2024 (USD MILLION)

TABLE 102 LATIN AMERICA: COGNITIVE COLLABORATION MARKET SIZE, BY DEPLOYMENT MODE, 2017–2024 (USD MILLION)

TABLE 103 LATIN AMERICA: COGNITIVE COLLABORATION MARKET SIZE, BY ORGANIZATION SIZE, 2017–2024 (USD MILLION)

TABLE 104 LATIN AMERICA: COGNITIVE COLLABORATION MARKET SIZE, BY VERTICAL, 2017–2024 (USD MILLION)

TABLE 105 EVALUATION CRITERIA

TABLE 106 NEW PRODUCT LAUNCHES AND PRODUCT ENHANCEMENTS, 2018–2019

TABLE 107 PARTNERSHIPS AND COLLABORATIONS, 2018–2019

TABLE 108 MERGERS AND ACQUISITIONS, 2019

## List Of Figures

### LIST OF FIGURES

FIGURE 1 GLOBAL COGNITIVE COLLABORATION MARKET: RESEARCH DESIGN

FIGURE 2 RESEARCH METHODOLOGY

FIGURE 3 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP AND TOP-DOWN APPROACHES

FIGURE 4 SERVICES SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

FIGURE 5 NORTH AMERICA TO HOLD THE HIGHEST MARKET SHARE IN 2019

FIGURE 6 HIGHEST-GROWING SEGMENTS OF THE COGNITIVE COLLABORATION MARKET DURING THE FORECAST PERIOD

FIGURE 7 GROWING USE OF AI TECHNOLOGIES WITH OTHER DIGITAL SOLUTIONS TO DRIVE THE GROWTH OF COGNITIVE COLLABORATION MARKET

FIGURE 8 SOLUTIONS SEGMENT TO HOLD A HIGHER MARKET SHARE IN 2019

FIGURE 9 PROJECT MANAGEMENT SEGMENT TO HOLD THE HIGHEST MARKET SHARE DURING THE FORECAST PERIOD

FIGURE 10 LARGE ENTERPRISES SEGMENT TO HOLD A HIGHER MARKET SHARE DURING THE FORECAST PERIOD

FIGURE 11 IT AND TELECOM VERTICAL TO HOLD THE HIGHEST MARKET SHARE DURING THE FORECAST PERIOD

FIGURE 12 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: COGNITIVE COLLABORATION MARKET

FIGURE 13 GLOBAL MARKET SIZE OF THE ENTERPRISE COLLABORATION MARKET

FIGURE 14 SERVICES SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

FIGURE 15 PROJECT MANAGEMENT SEGMENT TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 16 MANAGED SERVICES SEGMENT TO GROW AT A HIGHER CAGR DURING

THE FORECAST PERIOD

FIGURE 17 SOCIAL MEDIA ASSISTANTSHIP SEGMENT TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 18 CLOUD DEPLOYMENT MODE TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

FIGURE 19 SMALL AND MEDIUM-SIZED ENTERPRISES SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

FIGURE 20 IT AND TELECOM VERTICAL TO HAVE THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 21 NORTH AMERICA TO EXHIBIT THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 22 NORTH AMERICA COGNITIVE COLLABORATION MARKET SNAPSHOT

FIGURE 23 ASIA PACIFIC COGNITIVE COLLABORATION MARKET SNAPSHOT

FIGURE 24 COGNITIVE COLLABORATION MARKET (GLOBAL), COMPETITIVE LEADERSHIP MAPPING, 2018

FIGURE 25 RANKING OF KEY PLAYERS IN THE COGNITIVE COLLABORATION MARKET, 2018

FIGURE 26 KEY DEVELOPMENTS BY THE LEADING PLAYERS IN THE COGNITIVE COLLABORATION MARKET DURING 2017–2019

FIGURE 27 CISCO: COMPANY SNAPSHOT

FIGURE 28 MICROSOFT: COMPANY SNAPSHOT

FIGURE 29 SLACK TECHNOLOGIES: COMPANY SNAPSHOT

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