

Smart Advisors Market by Type (Software, and Services), Usage (Websites, Contact Centers, Social Media, and Mobile Platform), Deployment Type (On-Premises, and On-Cloud), Industry Verticals (Healthcare, Retail, Education), End User - Global Forecast to 2021

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Abstracts

“Increasing penetration of websites and mobile applications is the major factor expected to drive the growth of the smart advisors market”

The smart advisors market size is estimated to be USD 703.3 million in 2016 and is projected to reach USD 3,172.0 million by 2021, at a CAGR of 35.2% from 2016 to 2021, due to the strong need to understand consumer behavior, adoption of cloud-based technology, and proliferating demand of intelligent customer engagement. Lack of awareness owing to relatively early presence in tech-adoption life cycle, high deployment cost as well as system integration complexities, and lack of expertise are the major restraining factors of the smart advisors market.

“Websites segment is estimated to have the largest market share during the forecast period”

The websites segment is expected to lead the smart advisors usage market between 2016 and 2021, due to the increasing number of websites of various industries. It is very necessary for business organizations to take care of this concept of emotions on websites to increase their sales and eventually their market share. Hence, a strong need to understand the customer personality is driving the growth of smart advisors market.

“North America is expected to dominate the market during the forecast period”

With regards to the geographic analysis, North America is likely to benefit from its technological advancements, large number of devices, and industries.

Asia-Pacific (APAC) is expected to lead the smart advisors market by region between 2016 and 2021. The growth can be attributed to hyper urbanization and industrialization.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews were conducted with key industry personnel. The break-up profile of primary discussion participants is given below:

By Company Type: Tier-1 (42%), Tier-2 (33%), and Tier-3 (25%) companies

By Designation: C-level (75%) and Manager Level (25%)

By Region: North America (43%), Europe (29%), APAC (18%), and Rest of World (RoW) (10%)

The various key smart advisors vendors profiled in the report are as follows:

1. Artificial Solutions (Sweden)
2. IBM Watson (U.S.)
3. Naunce Communications, Inc. (U.S.)
4. eGain Corporation (U.S.)
5. Creative Virtual Pvt. Ltd. (U.S.)
6. Next IT Corporation (U.S.)
7. CX Company (Netherlands)
8. Speaktoit, Inc. (U.S.)
9. 24/7 Customer, Inc. (U.S.)
10. Codebaby (Idavatars), Inc. (U.S.)

Research Coverage:

MarketsandMarkets segments the smart advisors market on the basis of type, usage, industry verticals, deployment type, end users, and regions. The research report

categorizes the smart advisors market to forecast the revenues and analyze the trends in each of the following subsegments. In addition to this, product portfolio analysis, value chain analysis, strategic benchmarking, and technology roadmap are some of the other MarketsandMarkets analysis included in the report.

Reasons to buy this report:

From an insight perspective, this research report has focused on various levels of analysis—industry analysis (industry trends), market share analysis of top players, supply chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape; emerging and high-growth segments of the smart advisors market; high-growth regions; and market drivers, restraints, and opportunities.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on smart advisors offered by the top players in the global smart advisors market

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product launches in the smart advisors market

Market Development: Comprehensive information about lucrative emerging markets – the report analyzes and the markets for smart advisors across various regions

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the global smart advisors market

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of the leading players in the global smart advisors market

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
 - 1.3.1 MARKETS COVERED
 - 1.3.2 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 1.5 LIMITATIONS
- 1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Key data from secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Key data from primary sources
 - 2.1.2.2 Key industry insights
 - 2.1.2.3 Breakdown of primary interviews
- 2.2 MARKET SIZE ESTIMATION
 - 2.2.1 BOTTOM-UP APPROACH
 - 2.2.2 TOP-DOWN APPROACH
- 2.3 MARKET BREAKDOWN AND DATA TRIANGULATION
- 2.4 RESEARCH ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE MARKET OPPORTUNITIES IN THE GLOBAL SMART ADVISORS MARKET
- 4.2 SMART ADVISORS MARKET, BY TYPE
- 4.3 GLOBAL SMART ADVISORS MARKET
- 4.4 LIFECYCLE ANALYSIS, BY REGION 2016

5 MARKET OVERVIEW

Smart Advisors Market by Type (Software, and Services), Usage (Websites, Contact Centers, Social Media, and Mo...

5.1 INTRODUCTION

5.2 MARKET EVOLUTION

5.3 MARKET SEGMENTATION

5.3.1 BY TYPE

5.3.2 BY SERVICE

5.3.3 BY USAGE

5.3.4 BY INDUSTRY VERTICAL

5.3.5 BY DEPLOYMENT TYPE

5.3.6 BY END USER

5.3.7 BY REGION

5.4 MARKET DYNAMICS

5.4.1 DRIVERS

5.4.1.1 Proliferating demand of intelligent customer engagement

5.4.1.2 Increasing penetration of websites and mobile applications

5.4.1.3 Surge in demand of automated patient management tools in the healthcare industry

5.4.1.4 Strong need to understand consumer behavior

5.4.1.5 Adoption of cloud-based technology

5.4.2 RESTRAINTS

5.4.2.1 Lack of awareness owing to relatively early presence in tech-adoption life cycle

5.4.2.2 High deployment cost as well as system integration complexities

5.4.3 OPPORTUNITIES

5.4.3.1 Value addition by integrating Natural Language Processing (NLP)

5.4.3.2 Growing number of social media platforms

5.4.3.3 Proliferation in demand of intuitive digital shopping experience in the retail sector

5.4.4 CHALLENGES

5.4.4.1 Lack of technically skilled resources which can effectively use and manage the smart advisor tools

5.4.4.2 Impact on business application

6 INDUSTRY TRENDS

6.1 VALUE CHAIN ANALYSIS

6.2 STRATEGIC BENCHMARKING

6.3 TECHNOLOGY ARCHITECTURE

6.3.1 SPEECH RECOGNITION

6.3.2 NATURAL LANGUAGE PROCESSING

6.3.3 MACHINE LEARNING

6.3.4 TEXT-TO-SPEECH

7 SMART ADVISORS MARKET ANALYSIS, BY TYPE

7.1 INTRODUCTION

7.2 SOFTWARE

7.3 SERVICES

7.3.1 PROFESSIONAL SERVICES

7.3.2 MANAGED SERVICES

8 SMART ADVISORS MARKET ANALYSIS, BY USAGE

8.1 INTRODUCTION

8.2 WEBSITES

8.3 CONTACT CENTERS

8.4 SOCIAL MEDIA

8.5 MOBILE PLATFORM

9 SMART ADVISORS MARKET ANALYSIS, BY INDUSTRY VERTICAL

9.1 INTRODUCTION

9.2 FINANCIAL SERVICES

9.3 HEALTHCARE

9.4 COMMUNICATION

9.5 RETAIL

9.6 TRAVEL AND HOSPITALITY

9.7 GOVERNMENT

9.8 EDUCATION

9.9 UTILITIES

9.10 OTHERS

10 SMART ADVISORS MARKET ANALYSIS, BY DEPLOYMENT TYPE

10.1 INTRODUCTION

10.2 ON-PREMISES

10.3 ON-CLOUD

11 SMART ADVISORS MARKET ANALYSIS, BY END USER

- 11.1 INTRODUCTION
- 11.2 SMALL AND MEDIUM ENTERPRISES
- 11.3 LARGE ENTERPRISES

12 GEOGRAPHIC ANALYSIS

- 12.1 INTRODUCTION
- 12.2 NORTH AMERICA
- 12.3 EUROPE
- 12.4 ASIA-PACIFIC
- 12.5 MIDDLE EAST AND AFRICA (MEA)
- 12.6 LATIN AMERICA

13 COMPETITIVE LANDSCAPE

- 13.1 OVERVIEW
- 13.2 COMPETITIVE SITUATIONS AND TRENDS
 - 13.2.1 PARTNERSHIPS, AGREEMENTS, AND COLLABORATIONS
 - 13.2.2 NEW PRODUCT LAUNCHES
 - 13.2.3 MERGERS AND ACQUISITIONS

14 COMPANY PROFILES

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

- 14.1 INTRODUCTION
- 14.2 IBM WATSON
- 14.3 NUANCE COMMUNICATIONS, INC.
- 14.4 EGAIN CORPORATION
- 14.5 ARTIFICIAL SOLUTIONS
- 14.6 CREATIVE VIRTUAL PVT. LTD.
- 14.7 NEXT IT CORPORATION
- 14.8 CX COMPANY
- 14.9 SPEAKTOIT, INC.
- 14.10 24/7 CUSTOMER, INC.
- 14.11 CODEBABY (IDAVATARS), INC.

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

15 KEY INNOVATORS

- 15.1 ANBOTO
- 15.2 EXISTOR LTD.
- 15.3 SYNTHETIX
- 15.4 VICLONE
- 15.5 AIVO
- 15.6 INBENTA
- 15.7 KASISTO
- 15.8 NOHOLD, INC.
- 15.9 SMARTACTION COMPANY, LLC
- 15.10 VERBIO TECHNOLOGIES
- 15.11 EIDOSERVE INC.

16 APPENDIX

- 16.1 OTHER DEVELOPMENTS
 - 16.1.1 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS
 - 16.1.2 NEW PRODUCT LAUNCHES
 - 16.1.3 MERGERS AND ACQUISITIONS
- 16.2 DISCUSSION GUIDE
- 16.3 KNOWLEDGE STORE: MARKETSDANDMARKETS' SUBSCRIPTION PORTAL
- 16.4 INTRODUCTION RT: REAL-TIME MARKET INTELLIGENCE
- 16.5 AVAILABLE CUSTOMIZATIONS
- 16.6 RELATED REPORTS

List Of Tables

LIST OF TABLES

Table 1 SMART ADVISORS MARKET SIZE AND GROWTH, 2014–2021 (USD MILLION, Y-O-Y %)

Table 2 SMART ADVISORS MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 3 SMART ADVISORS MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 4 SMART ADVISORS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 5 SOFTWARE: SMART ADVISORS MARKET SIZE, BY REGION, 2014-2021 (USD MILLION)

Table 6 SERVICES: SMART ADVISORS MARKET SIZE, BY TYPE, 2014-2021 (USD MILLION)

Table 7 SERVICES: SMART ADVISORS MARKET SIZE, BY REGION, 2014-2021 (USD MILLION)

Table 8 PROFESSIONAL SERVICES: SMART ADVISORS MARKET SIZE, BY REGION, 2014-2021 (USD MILLION)

Table 9 MANAGED SERVICES: SMART ADVISORS MARKET SIZE, BY REGION, 2014-2021 (USD MILLION)

Table 10 SMART ADVISORS MARKET SIZE, BY USAGE, 2014–2021 (USD MILLION)

Table 11 WEBSITES: SMART ADVISORS MARKET SIZE, BY REGION, 2014-2021 (USD MILLION)

Table 12 CONTACT CENTERS: SMART ADVISORS MARKET SIZE, BY REGION, 2014-2021 (USD MILLION)

Table 13 SOCIAL MEDIA: SMART ADVISORS MARKET SIZE, BY REGION, 2014-2021 (USD MILLIONS)

Table 14 MOBILE PLATFORM: SMART ADVISORS MARKET SIZE, BY REGION, 2014-2021 (USD MILLIONS)

Table 15 SMART ADVISORS MARKET SIZE, BY INDUSTRY VERTICAL, 2014–2021 (USD MILLION)

Table 16 FINANCIAL SERVICES: SMART ADVISORS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 17 HEALTHCARE: SMART ADVISORS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 18 COMMUNICATION: SMART ADVISORS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 19 RETAIL: SMART ADVISORS MARKET SIZE, BY REGION, 2014-2021 (USD MILLION)

Table 20 TRAVEL AND HOSPITALITY: SMART ADVISORS MARKET SIZE, BY

REGION, 2014-2021 (USD MILLION)

Table 21 GOVERNMENT: SMART ADVISORS MARKET SIZE, BY REGION, 2014-2021 (MILLION)

Table 22 EDUCATION: SMART ADVISORS MARKET SIZE, BY REGION, 2014-2021 (MILLION)

Table 23 UTILITIES: SMART ADVISORS MARKET SIZE, BY REGION, 2014-2021 (MILLION)

Table 24 OTHERS: SMART ADVISORS MARKET SIZE, BY REGION, 2014-2021 (MILLION)

Table 25 SMART ADVISORS MARKET SIZE, BY DEPLOYMENT TYPE, 2014-2021 (MILLION)

Table 26 ON-PREMISES: SMART ADVISORS MARKET SIZE, BY REGION, 2014-2021 (MILLION)

Table 27 ON-CLOUD: SMART ADVISORS MARKET SIZE, BY REGION, 2014-2021 (MILLION)

Table 28 SMART ADVISORS MARKET SIZE, BY END USER, 2014-2021 (MILLION)

Table 29 SMALL AND MEDIUM ENTERPRISES: SMART ADVISORS MARKET SIZE, BY REGION, 2014-2021 (MILLION)

Table 30 LARGE ENTERPRISES: SMART ADVISORS MARKET SIZE, BY REGION, 2014-2021 (MILLION)

Table 31 SMART ADVISORS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 32 NORTH AMERICA: SMART ADVISORS MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 33 NORTH AMERICA: SMART ADVISORS MARKET SIZE, BY SERVICE, 2014–2021 (USD MILLION)

Table 34 NORTH AMERICA: SMART ADVISORS MARKET SIZE, BY USAGE, 2014–2021 (USD MILLION)

Table 35 NORTH AMERICA: SMART ADVISORS MARKET SIZE, BY INDUSTRY VERTICAL, 2014-2021 (USD MILLION)

Table 36 NORTH AMERICA: SMART ADVISORS MARKET SIZE, BY DEPLOYMENT TYPE, 2014-2021 (USD MILLION)

Table 37 NORTH AMERICA: SMART ADVISORS MARKET SIZE, BY END USER, 2014-2021 (USD MILLION)

Table 38 EUROPE: SMART ADVISORS MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 39 EUROPE: SMART ADVISORS MARKET SIZE, BY SERVICE, 2014–2021 (USD MILLION)

Table 40 EUROPE: SMART ADVISORS MARKET SIZE, BY USAGE, 2014–2021 (USD

MILLION)

Table 41 EUROPE: SMART ADVISORS MARKET SIZE, BY INDUSTRY VERTICAL, 2014-2021 (USD MILLION)

Table 42 EUROPE: SMART ADVISORS MARKET SIZE, BY DEPLOYMENT TYPE, 2014-2021 (USD MILLION)

Table 43 EUROPE: SMART ADVISORS MARKET SIZE, BY END USER, 2014-2021 (USD MILLION)

Table 44 ASIA-PACIFIC: SMART ADVISORS MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 45 ASIA-PACIFIC: SMART ADVISORS MARKET SIZE, BY SERVICE, 2014–2021 (USD MILLION)

Table 46 ASIA-PACIFIC: SMART ADVISORS MARKET SIZE, BY USAGE, 2014–2021 (USD MILLION)

Table 47 ASIA-PACIFIC: SMART ADVISORS MARKET SIZE, BY INDUSTRY VERTICAL, 2014-2021 (USD MILLION)

Table 48 ASIA-PACIFIC: SMART ADVISORS MARKET SIZE, BY DEPLOYMENT TYPE, 2014-2021 (USD MILLION)

Table 49 ASIA-PACIFIC: SMART ADVISORS MARKET SIZE, BY END USER, 2014-2021 (USD MILLION)

Table 50 MIDDLE EAST AND AFRICA: SMART ADVISORS MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 51 MIDDLE EAST AND AFRICA: SMART ADVISORS MARKET SIZE, BY SERVICE, 2014–2021 (USD MILLION)

Table 52 MIDDLE EAST AND AFRICA: SMART ADVISORS MARKET SIZE, BY USAGE, 2014–2021 (USD MILLION)

Table 53 MIDDLE EAST AND AFRICA: SMART ADVISORS MARKET SIZE, BY INDUSTRY VERTICAL, 2014–2021 (USD MILLION)

Table 54 MIDDLE EAST AND AFRICA: SMART ADVISORS MARKET SIZE, BY DEPLOYMENT TYPE, 2014–2021 (USD MILLION)

Table 55 MIDDLE EAST AND AFRICA: SMART ADVISORS MARKET SIZE, BY END USER, 2014–2021 (USD MILLION)

Table 56 LATIN AMERICA: SMART ADVISORS MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 57 LATIN AMERICA: SMART ADVISORS MARKET SIZE, BY SERVICE, 2014–2021 (USD MILLION)

Table 58 LATIN AMERICA: SMART ADVISORS MARKET SIZE, BY USAGE, 2014–2021 (USD MILLION)

Table 59 LATIN AMERICA: SMART ADVISORS MARKET SIZE, BY INDUSTRY VERTICAL, 2014–2021 (USD MILLION)

Table 60 LATIN AMERICA: SMART ADVISORS MARKET SIZE, BY DEPLOYMENT TYPE, 2014–2021 (USD MILLION)

Table 61 LATIN AMERICA: SMART ADVISORS MARKET SIZE, BY END USER, 2014–2021 (USD MILLION)

Table 62 PARTNERSHIPS, AGREEMENTS, AND COLLABORATIONS, 2015–2016

Table 63 NEW PRODUCT LAUNCHES, 2014–2015

Table 64 MERGERS AND ACQUISITIONS, 2015–2016

List Of Figures

LIST OF FIGURES

Figure 1 GLOBAL SMART ADVISORS MARKET: RESEARCH DESIGN

Figure 2 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION

Figure 3 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 4 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

Figure 5 DATA TRIANGULATION

Figure 6 GLOBAL SMART ADVISORS MARKET SIZE AND GROWTH RATE, 2014-2021 (USD MILLION, Y-O-Y %)

Figure 7 SERVICES SEGMENT IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 8 PROFESSIONAL SERVICES SEGMENT IS EXPECTED TO HOLD THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

Figure 9 MOBILE PLATFORM SEGMENT IS EXPECTED TO GROW AT THE HIGHEST CAGR FROM 2016 TO 2021

Figure 10 HEALTHCARE VERTICAL IS EXPECTED TO GROW AT THE HIGHEST CAGR FROM 2016 TO 2021

Figure 11 ON-CLOUD DEPLOYMENT IS EXPECTED TO GROW AT THE HIGHEST CAGR FROM 2016 TO 2021

Figure 12 SMALL AND MEDIUM ENTERPRISES SEGMENT IS EXPECTED TO GROW AT THE HIGHEST CAGR FROM 2016 TO 2021

Figure 13 FASTEST-GROWING SEGMENTS OF THE SMART ADVISORS MARKET

Figure 14 NORTH AMERICA IS ESTIMATED TO HOLD THE LARGEST MARKET SHARE IN 2016

Figure 15 PROLIFERATING DEMAND OF INTELLIGENT CUSTOMER ENGAGEMENT TOOLS AND RISE IN THE ADOPTION OF CLOUD-BASED TECHNOLOGY IS EXPECTED TO BOOST THE SMART ADVISORS MARKET

Figure 16 SERVICES SEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

Figure 17 NORTH AMERICA IS EXPECTED TO HOLD THE LARGEST SHARE OF THE SMART ADVISORS MARKET IN 2016

Figure 18 THE SMART ADVISORS MARKET HAS IMMENSE OPPORTUNITIES FOR GROWTH IN ASIA-PACIFIC

Figure 19 EVOLUTION OF THE SMART ADVISORS MARKET

Figure 20 SMART ADVISORS MARKET SEGMENTATION, BY TYPE

Figure 21 SMART ADVISORS MARKET SEGMENTATION, BY SERVICE

- Figure 22 SMART ADVISORS MARKET SEGMENTATION, BY USAGE
- Figure 23 SMART ADVISORS MARKET SEGMENTATION, BY INDUSTRY VERTICAL
- Figure 24 SMART ADVISORS MARKET SEGMENTATION, BY DEPLOYMENT TYPE
- Figure 25 SMART ADVISORS MARKET SEGMENTATION, BY END USER
- Figure 26 SMART ADVISORS MARKET SEGMENTATION, BY REGION
- Figure 27 SMART ADVISORS MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES
- Figure 28 SMART ADVISORS MARKET: VALUE CHAIN
- Figure 29 STRATEGIC BENCHMARKING: TECHNOLOGY INTEGRATION AND PRODUCT ENHANCEMENT
- Figure 30 TECHNOLOGY ARCHITECTURE
- Figure 31 SERVICES SEGMENT IS EXPECTED TO GROW AT THE HIGHER CAGR DURING THE FORECAST PERIOD
- Figure 32 MOBILE PLATFORM SEGMENT IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD
- Figure 33 HEALTHCARE VERTICAL IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD
- Figure 34 ON-CLOUD DEPLOYMENT IS EXPECTED TO GROW AT THE HIGHER CAGR DURING THE FORECAST PERIOD
- Figure 35 SMALL AND MEDIUM ENTERPRISES SEGMENT IS EXPECTED TO GROW AT THE HIGHER CAGR DURING THE FORECAST PERIOD
- Figure 36 NORTH AMERICA TO HOLD THE LARGEST MARKET SHARE IN THE GLOBAL SMART ADVISORS MARKET DURING THE FORECAST PERIOD
- Figure 37 REGIONAL SNAPSHOT: ASIA-PACIFIC IS THE EMERGING REGION IN THE SMART ADVISORS MARKET
- Figure 38 NORTH AMERICA MARKET SNAPSHOT: INCREASING PENETRATION OF WEBSITES AND MOBILE APPLICATIONS IS A MAJOR FACTOR CONTRIBUTING TOWARDS THE GROWTH OF THE MARKET
- Figure 39 ASIA-PACIFIC MARKET SNAPSHOT: PROLIFERATION OF INTERNET SERVICES, SURGE IN MOBILITY, AND RAPID INTERNET PENETRATION ARE SOME OF THE MAJOR FACTORS CONTRIBUTING TOWARDS THE GROWTH OF THE SMART ADVISORS MARKET
- Figure 40 COMPANIES ADOPTED THE STRATEGY OF PARTNERSHIPS, AGREEMENTS, AND COLLABORATIONS AS THE KEY GROWTH STRATEGY
- Figure 41 MARKET EVALUATION FRAMEWORK
- Figure 42 BATTLE FOR MARKET SHARE: THE STRATEGY OF PARTNERSHIPS, AGREEMENTS, AND COLLABORATIONS IS THE KEY STRATEGY ADOPTED BY KEY PLAYERS
- Figure 43 IBM WATSON: COMPANY SNAPSHOT

Figure 44 IBM WATSON: SWOT ANALYSIS

Figure 45 NUANCE COMMUNICATIONS, INC.: COMPANY SNAPSHOT

Figure 46 NUANCE COMMUNICATIONS, INC.: SWOT ANALYSIS

Figure 47 EGAIN CORPORATION: COMPANY SNAPSHOT

Figure 48 EGAIN CORPORATION: SWOT ANALYSIS

Figure 49 ARTIFICIAL SOLUTIONS: SWOT ANALYSIS

Figure 50 CREATIVE VIRTUAL PVT. LTD.: SWOT ANALYSIS

Figure 51 NEXT IT CORPORATION: SWOT ANALYSIS

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