

# **Telecom Analytics Market by Application (Customer Management, Sales and Marketing Management, Risk and Compliance Management, Workforce management, and Network Management), Component, Deployment, Organization Size, and Region - Global Forecast to 2023**

<https://marketpublishers.com/r/TD6D1E61C45EN.html>

Date: March 2019

Pages: 137

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

ID: TD6D1E61C45EN

## **Abstracts**

Need to reduce churn and retain customers to drive the growth of the market

MarketsandMarkets forecasts the global telecom analytics market to grow from USD 3.1 billion in 2018 to USD 6.0 billion by 2023, at a Compound Annual Growth Rate (CAGR) of 14.3% during the forecast period. The growing need to reduce churn and retain customers, increasing demand for streamlined revenue management, and rising network attacks and online data security threats are propelling the growth of the telecom analytics market. However, the lack of awareness of telecom analytics among telecom operators is expected to limit the growth of the market.

The need for understanding customer requirements and delivering personalized targeted services to drive the customer management segment

Telecom companies across the globe are adopting analytics solutions for customer management, sales and marketing management, and network management. Customer management in the telecom analytics market encompass use of analytics across customer life cycle that includes customer segmentation, satisfaction, loyalty analytics, sentiment analysis, customer experience, customer lifetime value, churn analytics, behavior analytics, delinquency analytics, and credit scoring. With low margins and high competition, telecom service providers need to understand their customers, their

changing interests and preferences, and create value-based offerings.

Rapid implementation, reduced operational cost, 24/7 data accessibility, scalability, and ease of use to drive the adoption of cloud-based telecom analytics solutions

The telecom analytics software can be deployed on-premises as well as on cloud as per business requirements. Cloud-based deployment provides organizations with increased scalability, speed, 24/7 services, and improved IT security. Cloud-based telecom analytics solutions present a cost-effective and efficient way to handle all analytics requirements of telecom service providers, especially SMEs. Furthermore, the current solution in the market effectively addresses the data governance and security concerns of the heavily regulated telecom industry, leading to an increased interest toward cloud solutions. In the cloud deployment model, the telecom analytics solution is offered as Software-as-a-Service (SaaS), and all the data and analytics workloads are cloud-based.

APAC to grow at the highest CAGR during the forecast period

APAC is an emerging region in terms of adopting telecom analytics software and services. China, India, Japan, and Australia are the major economies contributing to the exponential growth of the telecom analytics market in this region. The tremendous growth in the market involves the implication of exhaustive telecom analytics by CSPs to manage customer data and undertake better decision-making analytically. The ease in availability of competent analytical tools has enabled APAC countries to substantially contribute to the widespread adoption of telecom analytics.

In-depth interviews were conducted with Chief Executive Officers (CEOs), marketing directors, other innovation and technology directors, and executives from various key organizations operating in the telecom analytics market.

By Company: Tier 1–22%, Tier 2–30%, and Tier 3–48%

By Designation: C-Level–30%, Director Level–45%, and Others–25%

By Region: North America–42%, Europe–26%, APAC–20%, and RoW–12%

The telecom analytics market comprises major solution providers, such as SAP (Germany), Oracle (US), IBM (US), SAS Institute (US), Adobe (US), Cisco (US),

Teradata (US), Micro Focus (UK), TIBCO (US), MicroStrategy (US), Tableau (US), Panorama Software (Canada), Qlik (US), OpenText (Canada), Alteryx (US), and Sisense (US). The study includes the in-depth competitive analysis of these key players in the telecom analytics market with their company profiles, recent developments, and key market strategies.

### Research coverage

The telecom analytics market revenue is primarily classified into revenues from software and services. The software revenue is associated with software and platform offerings, while the services' revenue is associated with managed and professional services. The professional services comprise support and maintenance, consulting, and deployment and integration. The market is also segmented on the basis of software, services, organization size, deployment models, and regions.

### Key benefits of the report

The report would help the market leaders/new entrants in this market with the information on the closest approximations of the revenue numbers for the overall telecom analytics market and its subsegments. This report would help stakeholders understand the competitive landscape and gain insights to better position their businesses and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information about key market drivers, restraints, challenges, and opportunities.

## Contents

### **1 INTRODUCTION**

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
- 1.4 MARKET SEGMENTATION
- 1.5 REGIONS COVERED
- 1.6 YEARS CONSIDERED FOR THE STUDY
- 1.7 CURRENCY CONSIDERED
- 1.8 STAKEHOLDERS

### **2 RESEARCH METHODOLOGY**

- 2.1 RESEARCH DATA
  - 2.1.1 SECONDARY DATA
  - 2.1.2 PRIMARY DATA
    - 2.1.2.1 Breakup of primaries
    - 2.1.2.2 Key industry insights
- 2.2 MARKET BREAKUP AND DATA TRIANGULATION
- 2.3 MARKET SIZE ESTIMATION
- 2.4 MARKET FORECAST
- 2.5 MICROQUADRANT RESEARCH METHODOLOGY
  - 2.5.1 VENDOR INCLUSION CRITERIA
- 2.6 RESEARCH ASSUMPTIONS
- 2.7 LIMITATIONS

### **3 EXECUTIVE SUMMARY**

### **4 PREMIUM INSIGHTS**

- 4.1 ATTRACTIVE MARKET OPPORTUNITIES IN THE TELECOM ANALYTICS MARKET
- 4.2 TELECOM ANALYTICS MARKET, BY APPLICATION (2018-2023)
- 4.3 TELECOM ANALYTICS MARKET, BY ORGANIZATION SIZE
- 4.4 TELECOM ANALYTICS MARKET: MARKET SHARE ACROSS REGIONS

### **5 MARKET OVERVIEW AND INDUSTRY TRENDS**

## 5.1 INTRODUCTION

## 5.2 MARKET DYNAMICS

### 5.2.1 DRIVERS

- 5.2.1.1 Need to reduce churn and retain customers
- 5.2.1.2 Demand for streamlined and efficient revenue management
- 5.2.1.3 Rise in network attacks and online data security threats

### 5.2.2 RESTRAINTS

- 5.2.2.1 Lack of awareness of telecom analytics among telecom operators

### 5.2.3 OPPORTUNITIES

- 5.2.3.1 Significance of private branch exchange in internal operations
- 5.2.3.2 Use of customer and network data analytics to devise targeted upselling strategy for effective subscriber engagement

### 5.2.4 CHALLENGES

- 5.2.4.1 Lack of availability of mature solutions
- 5.2.4.2 Identifying fraudulent activities

## 5.3 INDUSTRY TRENDS

### 5.3.1 KEY TRENDS IN THE TELECOM ANALYTICS MARKET

- 5.3.1.1 AI and machine learning set to disrupt traditional business processes in the telecom sector
- 5.3.1.2 Convergence of telecom and IoT
- 5.3.2 TELECOM ANALYTICS MARKET: USE CASES
  - 5.3.2.1 To gain real-time insights into network health and ensure reliability
  - 5.3.2.2 Improving customer experience and minimizing turn-around time for customer issues with Guavus analytics platform
  - 5.3.2.3 To track and analyze sales performance on-demand
  - 5.3.2.4 To identify and prevent churn and generate new revenue streams with micro segmentation of the customer base
  - 5.3.2.5 To improve customer care services and deliver the QoS

## 6 TELECOM ANALYTICS MARKET, BY COMPONENT

### 6.1 INTRODUCTION

### 6.2 SOFTWARE

6.2.1 NEED FOR SUSTAINING IN THE HIGHLY COMPETITIVE TELECOM INDUSTRY TO DRIVE THE ADOPTION OF TELECOM ANALYTICS SOLUTIONS

### 6.3 SERVICES

#### 6.3.1 PROFESSIONAL SERVICES

- 6.3.1.1 Consulting

6.3.1.1.1 Need for enhanced strategic outlook, improved performance efficiencies, and business transformation to drive the consulting services

6.3.1.2 Support and maintenance

6.3.1.2.1 Complexity of operations and the need for regular assistance during the solution life cycle to foster the growth of support and maintenance services

6.3.1.3 Deployment and integration

6.3.1.3.1 Rise in the adoption of telecom analytics solutions with inherent need to align solution to the client environment to drive the deployment and integration services

6.3.2 MANAGED SERVICES

## **7 TELECOM ANALYTICS MARKET, BY APPLICATION**

### **7.1 INTRODUCTION**

#### **7.2 CUSTOMER MANAGEMENT**

7.2.1 NEED TO UNDERSTAND CUSTOMER REQUIREMENTS AND DELIVER PERSONALIZED TARGETED SERVICES TO DRIVE THE CUSTOMER MANAGEMENT SEGMENT

##### **7.2.2 KEY USE-CASES**

7.2.2.1 Customer Experience Analytics

7.2.2.2 Customer churn prediction

7.2.2.3 Customer service optimization

#### **7.3 SALES AND MARKETING MANAGEMENT**

7.3.1 NEED TO RETAIN EXISTING CUSTOMER BASE AND INCREASE MARKET SHARE TO DRIVE THE SALES AND MARKETING MANAGEMENT SEGMENT

##### **7.3.2 KEY USE-CASES**

7.3.2.1 Customer segmentation and targeting

7.3.2.2 Customer acquisition

7.3.2.3 Revenue management

#### **7.4 RISK AND COMPLIANCE MANAGEMENT**

7.4.1 NEED TO MITIGATE RISK AND REDUCE COST ASSOCIATED TO DRIVE THE GROWTH OF THE RISK AND COMPLIANCE SEGMENT

##### **7.4.2 KEY USE-CASES**

7.4.2.1 Compliance Management

7.4.2.2 Fraud detection

7.4.2.3 Retention risk and impact analysis

#### **7.5 NETWORK MANAGEMENT**

7.5.1 NEED TO OPTIMIZE NETWORK OPERATIONS TO MEET QOS AND QOE LEVELS TO DRIVE THE NETWORK MANAGEMENT SEGMENT

##### **7.5.2 KEY USE-CASES**

7.5.2.1 Proactive network diagnosis

7.5.2.2 Capacity management

7.5.2.3 Route optimization

## 7.6 WORKFORCE MANAGEMENT

7.6.1 NEED TO OPTIMIZE WORKFORCE AND MAXIMIZE PRODUCTIVITY TO DRIVE THE WORKFORCE MANAGEMENT SEGMENT

7.6.2 KEY USE-CASES

7.6.2.1 Field service planning and optimization

7.6.2.2 Predicting future hiring needs

7.6.2.3 Employee attrition analysis

## 7.7 OTHERS

7.7.1 KEY USE-CASES

7.7.1.1 Quality management

7.7.1.2 BI and reporting

## 8 TELECOM ANALYTICS MARKET, BY ORGANIZATION SIZE

### 8.1 INTRODUCTION

### 8.2 SMALL AND MEDIUM-SIZED ENTERPRISES

8.2.1 NEED FOR VIABLE CLOUD-BASED DATA AND ANALYTICS SOLUTIONS TO DRIVE THE ADOPTION OF TELECOM ANALYTICS IN SMES

### 8.3 LARGE ENTERPRISES

8.3.1 INCREASING ADOPTION OF ADVANCED TECHNOLOGIES TO DRIVE THE ADOPTION OF TELECOM ANALYTICS IN LARGE ENTERPRISES

## 9 TELECOM ANALYTICS MARKET, BY DEPLOYMENT MODEL

### 9.1 INTRODUCTION

### 9.2 CLOUD

9.2.1 RAPID IMPLEMENTATION, REDUCED OPERATIONAL COST, 24x7 DATA ACCESSIBILITY, SCALABILITY, AND EASE OF USE TO DRIVE THE ADOPTION OF CLOUD-BASED TELECOM ANALYTICS SOLUTIONS

### 9.3 ON-PREMISES

9.3.1 FLEXIBILITY TO CUSTOMIZE SOLUTIONS, AND DATA SECURITY AND PRIVACY IN THE HEAVILY REGULATED TELECOM INDUSTRY TO BE THE KEY FACTOR DRIVING THE ON-PREMISES TELECOM ANALYTICS SOLUTIONS

## 10 TELECOM ANALYTICS MARKET, BY REGION

## 10.1 INTRODUCTION

## 10.2 NORTH AMERICA

### 10.2.1 US

10.2.1.1 The US leads the region with significant analytics penetration and investment by telecom companies

### 10.2.2 CANADA

10.2.2.1 Canada is expected to grow at a higher CAGR during the forecast period with increasing need to retain the customer base

## 10.3 EUROPE

### 10.3.1 UK

10.3.1.1 Demand for high QoS driven by a large consumer base and high competition to drive the market growth in the UK

### 10.3.2 GERMANY

10.3.2.1 Adoption of advanced technologies by local service providers and continued investments into the sector is fueling the market growth in Germany

### 10.3.3 FRANCE

10.3.3.1 Supportive government policies and capital flow into the telecom sector to fuel the market growth in France

### 10.3.4 REST OF EUROPE

## 10.4 ASIA PACIFIC

### 10.4.1 CHINA

10.4.1.1 Growing investment in advanced technologies such as big data and IoT expected to spur the growth of telecom analytics

### 10.4.2 INDIA

10.4.2.1 India is expected to grow at the highest CAGR during the forecast period

### 10.4.3 JAPAN

10.4.3.1 Established infrastructure and large mobile penetration is expected to drive the market

### 10.4.4 REST OF APAC

## 10.5 LATIN AMERICA

### 10.5.1 BRAZIL

10.5.1.1 Need to diversify and offer services at competitive pricing to drive the market in Brazil

### 10.5.2 MEXICO

10.5.2.1 Need to effectively target the large subscriber base and government initiatives to strengthen the local telecom infrastructure to drive the market in Mexico

### 10.5.3 REST OF LATIN AMERICA

## 10.6 MIDDLE EAST AND AFRICA

### 10.6.1 MIDDLE EAST



10.6.1.1 Need to differentiate in the saturated telecom sector for the CSPs and increase their market share to drive the market in the Middle Eastern region

#### 10.6.2 AFRICA

10.6.2.1 Rapidly evolving telecom sector and favorable government policies to drive the market in the African region

## 11 COMPETITIVE LANDSCAPE

### 11.1 MICROQUADRANT OVERVIEW

#### 11.1.1 VISIONARIES

#### 11.1.2 INNOVATORS

#### 11.1.3 DYNAMIC DIFFERENTIATORS

#### 11.1.4 EMERGING COMPANIES

### 11.2 COMPETITIVE BENCHMARKING

11.2.1 BUSINESS STRATEGY EXCELLENCE OF MAJOR PLAYERS IN THE TELECOM ANALYTICS MARKET

11.2.1 STRENGTH OF PRODUCT OFFERINGS OF MAJOR PLAYERS IN THE TELECOM ANALYTICS MARKET

## 12 COMPANY PROFILES

(Business Overview, Software and Services Offered, Recent Developments, SWOT Analysis, MnM View)\*

### 12.1 IBM

### 12.2 ORACLE

### 12.3 SAP

### 12.4 SAS INSTITUTE

### 12.5 ADOBE

### 12.6 CISCO

### 12.7 TERADATA

### 12.8 MICRO FOCUS

### 12.9 TIBCO

### 12.10 TABLEAU

### 12.11 PANORAMA

### 12.12 OPENTEXT

### 12.13 ALTERYX

### 12.14 MICROSTRATEGY

### 12.15 SISENSE

\*Business Overview, Software and Services Offered, Recent Developments, SWOT Analysis, MnM View might not be captured in case of unlisted companies.

## **13 APPENDIX**

13.1 DISCUSSION GUIDE

13.2 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

13.3 AVAILABLE CUSTOMIZATION

13.4 RELATED REPORTS

13.5 AUTHOR DETAILS

## List Of Tables

### LIST OF TABLES

TABLE 1 UNITED STATES DOLLAR EXCHANGE RATE, 2015–2017

TABLE 2 EVALUATION CRITERIA

TABLE 3 TELECOM ANALYTICS MARKET SIZE AND GROWTH RATE, 2016–2023  
(USD MILLION, Y-O-Y %)

TABLE 4 TELECOM ANALYTICS MARKET SIZE, BY COMPONENT, 2016–2023 (USD  
MILLION)

TABLE 5 SOFTWARE: TELECOM ANALYTICS MARKET SIZE, BY REGION,  
2016–2023 (USD MILLION)

TABLE 6 TELECOM ANALYTICS MARKET SIZE, BY SERVICE, 2016–2023 (USD  
MILLION)

TABLE 7 SERVICES: TELECOM ANALYTICS MARKET SIZE, BY REGION,  
2016–2023 (USD MILLION)

TABLE 8 TELECOM ANALYTICS MARKET SIZE, BY PROFESSIONAL SERVICE,  
2016–2023 (USD MILLION)

TABLE 9 PROFESSIONAL SERVICES: TELECOM ANALYTICS MARKET SIZE, BY  
REGION, 2016–2023 (USD MILLION)

TABLE 10 CONSULTING: TELECOM ANALYTICS MARKET SIZE, BY REGION,  
2016–2023 (USD MILLION)

TABLE 11 SUPPORT AND MAINTENANCE: TELECOM ANALYTICS MARKET SIZE,  
BY REGION, 2016–2023 (USD MILLION)

TABLE 12 DEPLOYMENT AND INTEGRATION: TELECOM ANALYTICS MARKET  
SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 13 MANAGED SERVICES: TELECOM ANALYTICS MARKET SIZE, BY  
REGION, 2016–2023 (USD MILLION)

TABLE 14 TELECOM ANALYTICS MARKET SIZE, BY APPLICATION, 2016–2023  
(USD MILLION)

TABLE 15 CUSTOMER MANAGEMENT: TELECOM ANALYTICS MARKET SIZE, BY  
REGION, 2016–2023 (USD MILLION)

TABLE 16 SALES AND MARKETING MANAGEMENT: TELECOM ANALYTICS  
MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 17 RISK AND COMPLIANCE MANAGEMENT: TELECOM ANALYTICS  
MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 18 NETWORK MANAGEMENT: TELECOM ANALYTICS MARKET SIZE, BY  
REGION, 2016–2023 (USD MILLION)

TABLE 19 WORKFORCE MANAGEMENT: TELECOM ANALYTICS MARKET SIZE, BY

REGION, 2016–2023 (USD MILLION)

TABLE 20 OTHER: TELECOM ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 21 TELECOM ANALYTICS MARKET SIZE, BY ORGANIZATION SIZE, 2016–2023 (USD MILLION)

TABLE 22 SMALL AND MEDIUM-SIZED ENTERPRISES: TELECOM ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 23 LARGE ENTERPRISES: TELECOM ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 24 TELECOM ANALYTICS MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2023 (USD MILLION)

TABLE 25 CLOUD: TELECOM ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 26 ON-PREMISES: TELECOM ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 27 TELECOM ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 28 NORTH AMERICA: TELECOM ANALYTICS MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

TABLE 29 NORTH AMERICA: TELECOM ANALYTICS MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

TABLE 30 NORTH AMERICA: TELECOM ANALYTICS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

TABLE 31 NORTH AMERICA: TELECOM ANALYTICS MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2023 (USD MILLION)

TABLE 32 NORTH AMERICA: TELECOM ANALYTICS MARKET SIZE, BY ORGANIZATION SIZE, 2016–2023 (USD MILLION)

TABLE 33 NORTH AMERICA: TELECOM ANALYTICS MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

TABLE 34 EUROPE: TELECOM ANALYTICS MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

TABLE 35 EUROPE: TELECOM ANALYTICS MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

TABLE 36 EUROPE: TELECOM ANALYTICS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

TABLE 37 EUROPE: TELECOM ANALYTICS MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2023 (USD MILLION)

TABLE 38 EUROPE: TELECOM ANALYTICS MARKET SIZE, BY ORGANIZATION SIZE, 2016–2023 (USD MILLION)

TABLE 39 EUROPE: TELECOM ANALYTICS MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

TABLE 40 ASIA PACIFIC: TELECOM ANALYTICS MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

TABLE 41 ASIA PACIFIC: TELECOM ANALYTICS MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

TABLE 42 ASIA PACIFIC: TELECOM ANALYTICS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

TABLE 43 ASIA PACIFIC: TELECOM ANALYTICS MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2023 (USD MILLION)

TABLE 44 ASIA PACIFIC: TELECOM ANALYTICS MARKET SIZE, BY ORGANIZATION SIZE, 2016–2023 (USD MILLION)

TABLE 45 ASIA PACIFIC: TELECOM ANALYTICS MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

TABLE 46 LATIN AMERICA: TELECOM ANALYTICS MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

TABLE 47 LATIN AMERICA: TELECOM ANALYTICS MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

TABLE 48 LATIN AMERICA: TELECOM ANALYTICS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

TABLE 49 LATIN AMERICA: TELECOM ANALYTICS MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2023 (USD MILLION)

TABLE 50 LATIN AMERICA: TELECOM ANALYTICS MARKET SIZE, BY ORGANIZATION SIZE, 2016–2023 (USD MILLION)

TABLE 51 LATIN AMERICA: TELECOM ANALYTICS MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

TABLE 52 MIDDLE EAST AND AFRICA: TELECOM ANALYTICS MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

TABLE 53 MIDDLE EAST AND AFRICA: TELECOM ANALYTICS MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

TABLE 54 MIDDLE EAST AND AFRICA: TELECOM ANALYTICS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

TABLE 55 MIDDLE EAST AND AFRICA: TELECOM ANALYTICS MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2023 (USD MILLION)

TABLE 56 MIDDLE EAST AND AFRICA: TELECOM ANALYTICS MARKET SIZE, BY ORGANIZATION SIZE, 2016–2023 (USD MILLION)

TABLE 57 MIDDLE EAST AND AFRICA: TELECOM ANALYTICS MARKET SIZE, BY SUB-REGION, 2016–2023 (USD MILLION)

## About

### Objectives Of The Study

To define, describe, and forecast the global telecom analytics market on the basis of software applications, hardware types, service types, user types, and regions

To provide a detailed information regarding the major factors influencing the growth of the telecom analytics market (drivers, restraints, opportunities, industry specific challenges, and burning issues)

To strategically analyze micromarkets<sup>1</sup> with respect to individual growth trends, future prospects, and contribution to the total market

To analyze the opportunities in the telecom analytics market for stakeholders and details of a competitive landscape for market leaders

To forecast the market size of telecom analytics market segments with respect to five main regions, namely North America (NA), Europe, Asia-Pacific (APAC), Latin America (LA) and Middle East and Africa (MEA)

To strategically profile key players and comprehensively analyze their market shares and core competencies

To track and analyze competitive developments, such as joint ventures, mergers and acquisitions, and new product developments in the telecom analytics market

Telecom analytics can be understood as a compendium of BI technologies compiled in a single comprehensive set to attend to the intricate requirements of telecom operators and enterprises.

- This market study covers various telecom analytics software, hardware, and services provided by the vendors to enterprises and telecom operators.
- The overall telecom analytics market in this report has been defined as the sum of revenues generated by the telecom analytics software along with various

hardware and services provided by the vendors to enterprises and telecom operators.

- In the telecom analytics software market, various software applications have been considered, such as customer analytics, network analytics, market analytics, price analytics, and service analytics.
- In the telecom analytics hardware market, various hardware have been considered, such as servers, storage, and network equipment. This market does not include the cloud-based infrastructure since it is not a part of our market definition.
- In the telecom analytics services market, various services have been considered, such as implementation, training and support, and consulting.

## I would like to order

Product name: Telecom Analytics Market by Application (Customer Management, Sales and Marketing Management, Risk and Compliance Management, Workforce management, and Network Management), Component, Deployment, Organization Size, and Region - Global Forecast to 2023

Product link: <https://marketpublishers.com/r/TD6D1E61C45EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TD6D1E61C45EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>



To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970