

Telecom IT Services Market by Solutions(CRM, Mobile Commerce, Enterprise Mobility, Network Management, Supply Chain Management, OSS BSS and Others), & by Deployment - Global Forecast to 2019

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Abstracts

The Telecom IT Services market is setting an optimistic market trend. It is one of the most effective and efficient solution to cater the increasing demand for more efficient and optimized business processes, apart from providing various benefits such as increased customer satisfaction, less time to market for launch of new services, better manageability, and economies of scale. It offers increased ability to handle more number of customer transactions.

One of the major force that is driving the Telecom IT Services is the financial pressure faced by the Telecom operators. The decreasing ARPU, rise in operating expenditure are exerting a huge pressure on the operators balance sheet. Telecom operators are finding it difficult to maintain the IT infrastructure at their premises as there is high maintenance and service cost involved with it. The operator has shifted towards IT service providers to maintain their legacy infrastructure which has enabled the Telecom IT Services market to growth.

The major restraints in this market are high capital expenditure that is incurred in establishing the IT services. The ROI on IT services usually takes longer which has curbed the spending in this market. Government regulations are another major barrier as the changing norms in this vertical have made operators to spend cautiously in the IT services market.

There are various assumptions that have been taken into consideration for market sizing and forecasting exercise. Few of global assumptions include political, economic,

social, technological and economic factors. For instance, exchange rates, one of the economic factors, are expected to have a moderate rating of impact on this market. Therefore, dollar fluctuations are not expected to seriously affect the forecasts in the emerging APAC regions.

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

1. This report segments the market into solution types, deployment modes and services covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split across the different verticals and regions.
2. This report will help in the better understanding of the competitor and gain more insights to better position one's business. There is a separate section on competitive landscape, which includes competitor ecosystem and competitor portfolio comparison. Besides, there are company profiles of top ten players in this market. In this section, market internals are provided that can put one ahead of the competitors.
3. The report helps in understanding the pulse of the market. The report provides information on key market drivers, restraints, challenges, and opportunities.

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About

Telecom IT services can be defined as the services provided by the IT service providers to telecom operators. These services by the IT service providers enable smooth functioning of day-to-day operations of telecom operators.

The increasing competition in the telecom sector and decline in average revenue per user/unit (ARPU) has affected the growth in this sector. Telecom operators have moved towards IT service providers so as to better manage their IT infrastructure and to curb the cost spent on maintaining this infrastructure as the competence required to maintain such a huge IT infrastructure is not present with the telecom operators.

In this report, the Telecom IT services is segmented by solutions such as CRM, mobile commerce, enterprise mobility, network management, supply chain management, OSS/BSS, and other solutions. The Telecom IT Services market is also segmented by deployment models and end users. Under deployment model, it is segmented into on-premise and cloud-based solutions. By end users, it is segmented as small and medium businesses and enterprises.

The major factors that are driving the Telecom IT Services market are financial pressure faced by the telecom operators and the competence needs. Other drivers for this market are complex operator portfolio.

With the growing operator services, the IT required to maintain these has also become complex in terms of maintenance and deployment. With the growth of digital media, operators are using a combination of traditional as well as online advertising platforms to reach their prospective customers. With increasing technological advancements, such as video conferencing, video on demand, fixed mobile convergence, IT service providers are confronted with complexities such as implementing new IT systems or modifying the existing ones. Uncertain government regulations and high-capital investment are some of the factors which are restraining the growth of this market.

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