

Telecom Operations Management Market by Software (Billing & Revenue Management, Customer & Product Management, and Others), by Services (Planning & Consulting, Operations & Maintenance, and Others), by Deployment Type and by Geography - Global Forecast to 2019

<https://marketpublishers.com/r/T5DD224D546EN.html>

Date: November 2014

Pages: 127

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

ID: T5DD224D546EN

Abstracts

Due to rise in competition in the telecommunication sector, operators need to differentiate themselves from their competitors. This has led to an increase in complexities of their service and network management operations to meet differentiated customer expectations. The telecom companies face high costs in order to facilitate these operations and they look for operations support solutions to effectively deliver telecom services with reduced OPEX and CAPEX cost—this has led to the growth of the telecom operation management market. The players in this market provide solutions and services which facilitate smooth handling of the operations in the telecom sector for the clients, thus efficiently cutting the operational costs and increasing the profitability. The telecom operation management market report provides an in-depth analysis on various factors affecting and influencing the market and also the potential forecasts for the next 5 years.

The major driving factors for the telecom operation management market have been analyzed to be the increasing operational costs, high operational complexity, and large-scale investments in OSS architecture, among others. However, there also exist some restraints to the market of which the major one is lack of system integrators.

There are various assumptions that we have taken into consideration for the market sizing and forecasting exercise. A few 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 rate of impact on this market. Therefore, dollar fluctuations are expected to not seriously affect the forecasts in the emerging Asia-Pacific regions.

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

1. This report segments the market into software, services, and deployment types covering this market comprehensively. It provides the closest approximations of the revenue numbers for the overall market and sub-segments. The market numbers are further split across different regions.
2. This report will help them better understand the competition and gain more insights to better position their business. There is a separate section on competitive landscape, including mergers and acquisition and venture capital funding. Besides, there are company profiles of the 10 top players in this market. In this section, market internals are provided that can put them ahead of their competitors.
3. The report helps them to understand the pulse of the market. It also provides information on key market drivers, restraints, challenges, and opportunities.

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About

In this report, TOM has been defined as an approach that enables telecom operators to provide their daily services ensuring continuous availability with improved operations, enhanced efficiency, and optimized business processes. The purpose and scope of the TOM report is to give a brief description about the types of TOM software, services, deployment types, and their segments in each of the regions. The report explores the opportunities across regions where TOM has huge growth opportunities. Also, the report covers the top XX TOM vendors with their products and services to provide a better view of how they are positioned in this market. The historical year for this report is taken to be 2012, while the Base year is 2013. The estimated year for this report has been 2014 and the forecast period is from 2014 to 2019.

The global telecom sector has experienced a rapid growth during the last few decades. High level of operational complexity in TOM has brought high growth in the market. The TOM market is surging because of the need of the telecom companies to timely and effectively delivers diversified customer demands—in highly competitive environment. TOM players offer solutions and services which help in the smooth flow of operations with maximized profitability.

The major factors driving the TOM market have been analyzed to be increasing operational costs, high operational complexity, and large scale investments in OSS architecture, among others. However, the lack of system integrators is the hindering factor for growth in this market.

In this report, MarketsandMarkets provides an in-depth study of the market trends, market sizing, competitive mapping, and market dynamics of TOM. The trends, drivers, and opportunities in the TOM market distinctly indicate noteworthy growth in the coming years. The TOM market is segmented by software into billing and revenue management, customer and product management, service fulfillment and assurance, resource inventory management, network management, Service Delivery Platform (SDP), and others; by service into planning and consulting, operations and maintenance, managed services, and system integration; by regions into NA, Europe, APAC, MEA, and LA.

MarketsandMarkets forecasts the global TOM market to grow from \$XX billion in 2014 to \$XX billion by 2019, at a Compound Annual Growth Rate (CAGR) of XX%. The table given below highlights the overall market size during the forecast period of 2014–2019.

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