

Traffic Management - Company Evaluation Report, 2024

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Abstracts

The Traffic Management Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Traffic Management. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and emerging trends shaping the industry. MarketsandMarkets 360 Quadrants evaluated over 100 companies, of which the Top 18 Traffic Management Companies were categorized and recognized as quadrant leaders.

Traffic management has undergone significant transformation over time, driven by the need to respond to rapid urbanization, population growth, and increasing demand for efficient transportation networks. In the past, traffic management primarily focused on expanding infrastructure—such as building more roads and highways—to support the growing number of vehicles. However, this strategy often resulted in unintended effects like urban sprawl and environmental harm. Today, the emphasis has shifted toward smarter and more sustainable traffic solutions, enabled by technological advancements and data-driven approaches.

Current trends point to a rising dependence on Intelligent Transportation Systems (ITS), which utilize technologies like closed-circuit television (CCTV) cameras, variable message signs (VMS), and real-time traffic monitoring to better manage road capacity and reduce congestion. Modern traffic management also includes tools such as traffic signal coordination and automated incident response systems, which are now integral to improving traffic flow. In addition, governments and urban planners are focusing on cost-effective operational enhancements—such as access control, roundabouts, and emergency response patrols—to improve road safety and minimize travel delays.

The 360 Quadrant maps the Traffic Management companies based on criteria such as

revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the Traffic Management quadrant. The top criteria for product footprint evaluation included By OFFERING (Solutions and Services), By AREA OF APPLICATION (Urban, Inter-Urban and Rural) and By END USER (Government and Private).

Key players

Key players in the Traffic Management market include major global corporations and specialized innovators such as Huawei, Mundys Sa, Cisco, Swarco, Teledyne Flir, Kapsch Trafficcom, Siemens, Ibm, Q-Free, Thales Group, Ptv Group, Cubic Corporation, Tomtom, St Engineering, Chevron Tm, Indra, Econolite, and Almagora Spa. These companies are actively investing in research and development, forming strategic partnerships, and engaging in collaborative initiatives to drive innovation, expand their global footprint, and maintain a competitive edge in this rapidly evolving market.

Top 3 Companies

Huawei

Huawei, a leader in telecommunications equipment, offers an Intelligent Transportation System (ITS) that leverages ICT infrastructure to optimize urban road environments. The company is distinguished by its extensive Company Product Portfolio, catering to diverse needs spanning government and industry verticals such as transportation and energy. With significant R&D investments, Huawei has successfully launched innovations in cloud, Software Defined Networking (SDN), and 5G. The company's strategic focus on collaborative partnerships has also reinforced its position within the market.

Mundys SpA

Mundys SpA, based in Italy, is recognized for providing comprehensive traffic management solutions tailored to dynamic urban environments. The company's products are driven by innovative technology, aimed at facilitating traffic flow management and enhancing safety measures. Mundys SpA's emphasis on Journey Time as a Service (JTaaS) solutions highlights its commitment to using real-time data for improved traffic efficiency. This approach, supplemented by partnerships and an exceptional Company Market Share, solidifies their effectiveness in the competitive

landscape.

Cisco

Cisco's contribution to the traffic management market is profound, with a focus on delivering scalable and innovative solutions. By concentrating efforts within North America and collaborating with international partners, Cisco has built a formidable Company Positioning. Their traffic management solutions are renowned for addressing high-data traffic demands efficiently. Cisco's strength lies in its ability to leverage digital technologies, ensuring seamless integration within existing infrastructure and promoting substantial Company Market Share gains.

Contents

1 INTRODUCTION

1.1 MARKET DEFINITION

1.2 STAKEHOLDERS

2 EXECUTIVE SUMMARY

3 MARKET OVERVIEW AND INDUSTRY TRENDS

3.1 INTRODUCTION

3.2 MARKET DYNAMICS

3.2.1 DRIVERS

3.2.1.1 Increased traffic congestion and need for road safety measures

3.2.1.2 Rising demand for real-time traffic information from drivers and passengers

3.2.1.3 Increasing concerns related to public safety

3.2.1.4 Growing urban population, rising number of vehicles,
and inadequate infrastructure

3.2.1.5 Government initiatives for effective traffic management

3.2.1.6 Growing popularity of AI-powered traffic management

3.2.2 RESTRAINTS

3.2.2.1 Labor shortage

3.2.2.2 Slow growth in infrastructure sector

3.2.2.3 Lack of standardized and uniform technologies

3.2.2.4 Data privacy and security

3.2.3 OPPORTUNITIES

3.2.3.1 Changing cost dynamics

3.2.3.2 Increasing environmental concerns

3.2.3.3 Design and development of smart vehicles compatible with advanced
technologies

3.2.3.4 Growth of analytics software

3.2.3.5 Evolving 5G technology and transformation of traffic management systems

3.2.4 CHALLENGES

3.2.4.1 Data management and big data issues

3.2.4.2 High expenses associated with equipment installation

3.2.4.3 Security threats and hacking challenges

3.2.4.4 Data fusion challenges

3.3 EVOLUTION OF TRAFFIC MANAGEMENT SOLUTIONS

- 3.3.1 1960S–1970S
- 3.3.2 1980S–1990S
- 3.3.3 2000S–2010S
- 3.3.4 2020S–PRESENT
- 3.4 ECOSYSTEM ANALYSIS
- 3.5 TRAFFIC MANAGEMENT DATA FLOW PROCESS
- 3.6 TECHNOLOGY ANALYSIS
 - 3.6.1 KEY TECHNOLOGIES
 - 3.6.1.1 Artificial intelligence (AI)
 - 3.6.1.2 Internet of Things (IoT)
 - 3.6.1.3 Geographic information systems (GIS)
 - 3.6.1.4 Automatic number plate recognition (ANPR)
 - 3.6.1.5 Vehicle-to-infrastructure (V2I) and vehicle-to-everything (V2X)
 - 3.6.2 COMPLEMENTARY TECHNOLOGIES
 - 3.6.2.1 Big data and analytics
 - 3.6.2.2 Edge computing
 - 3.6.2.3 5G
 - 3.6.3 ADJACENT TECHNOLOGIES
 - 3.6.3.1 Advanced traffic management systems (ATMS)
 - 3.6.3.2 Smart city solutions
 - 3.6.3.3 Blockchain
- 3.7 PATENT ANALYSIS
- 3.8 PORTER'S FIVE FORCES ANALYSIS
 - 3.8.1 INTENSITY OF COMPETITIVE RIVALRY
 - 3.8.2 BARGAINING POWER OF SUPPLIERS
 - 3.8.3 BARGAINING POWER OF BUYERS
 - 3.8.4 THREAT OF SUBSTITUTES
 - 3.8.5 THREAT OF NEW ENTRANTS
- 3.9 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS
- 3.10 KEY STAKEHOLDERS AND BUYING CRITERIA
 - 3.10.1 KEY STAKEHOLDERS IN BUYING PROCESS
 - 3.10.2 BUYING CRITERIA
- 3.11 KEY CONFERENCES AND EVENTS, 2025–2026
- 3.12 TECHNOLOGY ROADMAP
 - 3.12.1 TRAFFIC MANAGEMENT TECHNOLOGY ROADMAP TILL 2030
 - 3.12.1.1 Short-term roadmap (2024–2026)
 - 3.12.1.2 Mid-term roadmap (2026–2028)
 - 3.12.1.3 Long-term roadmap (2028–2030)
- 3.13 BEST PRACTICES IN TRAFFIC MANAGEMENT MARKET

- 3.14 BUSINESS MODELS
- 3.15 TRAFFIC MANAGEMENT TOOLS, FRAMEWORKS, AND TECHNIQUES
- 3.16 IMPACT OF AI/GENERATIVE AI ON TRAFFIC MANAGEMENT MARKET
 - 3.16.1 IMPACT OF AI/GENERATIVE AI ON TRAFFIC MANAGEMENT
 - 3.16.2 USE CASES OF GENERATIVE AI IN TRAFFIC MANAGEMENT

4 COMPETITIVE LANDSCAPE

- 4.1 INTRODUCTION
- 4.2 KEY PLAYER STRATEGIES/RIGHT TO WIN, 2020–2024
- 4.3 REVENUE ANALYSIS, 2019–2023
- 4.4 MARKET SHARE ANALYSIS, 2023
- 4.5 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2024
 - 4.5.1 STARS
 - 4.5.2 EMERGING LEADERS
 - 4.5.3 PERVASIVE PLAYERS
 - 4.5.4 PARTICIPANTS
 - 4.5.5 COMPANY FOOTPRINT: KEY PLAYERS, 2024
 - 4.5.5.1 Company footprint
 - 4.5.5.2 Region footprint
 - 4.5.5.3 Offering footprint
 - 4.5.5.4 Area of application footprint
 - 4.5.5.5 End user footprint
- 4.6 COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2024
 - 4.6.1 PROGRESSIVE COMPANIES
 - 4.6.2 RESPONSIVE COMPANIES
 - 4.6.3 DYNAMIC COMPANIES
 - 4.6.4 STARTING BLOCKS
 - 4.6.5 COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2024
 - 4.6.5.1 Detailed list of key startups/SMEs
 - 4.6.5.2 Competitive benchmarking of key startups/SMEs
- 4.7 COMPETITIVE SCENARIO
 - 4.7.1 PRODUCT LAUNCHES
 - 4.7.2 DEALS
- 4.8 TRAFFIC MANAGEMENT PRODUCT BENCHMARKING
 - 4.8.1 PROMINENT TRAFFIC MANAGEMENT SOLUTIONS
 - 4.8.1.1 IBM intelligent transportation solution
 - 4.8.1.2 Huawei intelligent traffic management system (ITMS)
 - 4.8.1.3 Kapsch TrafficCom intelligent transportation system (ITS)

- 4.8.1.4 SWARCO cooperative intelligent transport system (SWARCO C-ITS)
- 4.9 COMPANY VALUATION AND FINANCIAL METRICS
- 4.10 BRAND COMPARISON

5 COMPANY PROFILES

5.1 MAJOR PLAYERS

5.1.1 HUAWEI

- 5.1.1.1 Business overview
- 5.1.1.2 Products/Solutions/Services offered
- 5.1.1.3 Recent developments
 - 5.1.1.3.1 Deals
- 5.1.1.4 MnM view
 - 5.1.1.4.1 Right to win
 - 5.1.1.4.2 Strategic choices
 - 5.1.1.4.3 Weaknesses and competitive threats

5.1.2 MUNDYS SPA

- 5.1.2.1 Business overview
- 5.1.2.2 Products/Solutions/Services offered
- 5.1.2.3 Recent developments
 - 5.1.2.3.1 Products launches
 - 5.1.2.3.2 Deals
- 5.1.2.4 MnM view
 - 5.1.2.4.1 Right to win
 - 5.1.2.4.2 Strategic choices
 - 5.1.2.4.3 Weaknesses and competitive threats

5.1.3 CISCO

- 5.1.3.1 Business overview
- 5.1.3.2 Products/Solutions/Services offered
- 5.1.3.3 Recent developments
 - 5.1.3.3.1 Products launches
 - 5.1.3.3.2 Deals
- 5.1.3.4 MnM view
 - 5.1.3.4.1 Right to win
 - 5.1.3.4.2 Strategic choices
 - 5.1.3.4.3 Weaknesses and competitive threats

5.1.4 SWARCO

- 5.1.4.1 Business overview
- 5.1.4.2 Products/Solutions/Services offered

- 5.1.4.3 Recent developments
 - 5.1.4.3.1 Deals
- 5.1.4.4 MnM view
 - 5.1.4.4.1 Right to win
 - 5.1.4.4.2 Strategic choices
 - 5.1.4.4.3 Weaknesses and competitive threats
- 5.1.5 TELEDYNE FLIR
 - 5.1.5.1 Business overview
 - 5.1.5.2 Products/Solutions/Services offered
 - 5.1.5.3 Recent developments
 - 5.1.5.3.1 Product launches & enhancements
 - 5.1.5.3.2 Deals
 - 5.1.5.4 MnM view
 - 5.1.5.4.1 Right to win
 - 5.1.5.4.2 Strategic choices
 - 5.1.5.4.3 Weaknesses and competitive threats
- 5.1.6 KAPSCH TRAFFICCOM
 - 5.1.6.1 Business overview
 - 5.1.6.2 Products/Solutions/Services offered
 - 5.1.6.3 Recent developments
 - 5.1.6.3.1 Product launches & enhancements
 - 5.1.6.3.2 Deals
- 5.1.7 SIEMENS
 - 5.1.7.1 Business overview
 - 5.1.7.2 Products/Solutions/Services offered
 - 5.1.7.3 Recent developments
 - 5.1.7.3.1 Deals
- 5.1.8 IBM
 - 5.1.8.1 Business overview
 - 5.1.8.2 Products/Solutions/Services offered
 - 5.1.8.3 Recent developments
 - 5.1.8.3.1 Developments
- 5.1.9 Q-FREE
 - 5.1.9.1 Business overview
 - 5.1.9.2 Products/Solutions/Services offered
 - 5.1.9.3 Recent developments
 - 5.1.9.3.1 Product launches & enhancements
 - 5.1.9.3.2 Deals
- 5.1.10 THALES GROUP

- 5.1.10.1 Business overview
- 5.1.10.2 Products/Solutions/Services offered
- 5.1.10.3 Recent developments
 - 5.1.10.3.1 Deals
- 5.1.11 PTV GROUP
 - 5.1.11.1 Business overview
 - 5.1.11.2 Products/Solutions/Services offered
 - 5.1.11.3 Recent developments
 - 5.1.11.3.1 Product launches & enhancements
 - 5.1.11.3.2 Deals
- 5.1.12 CUBIC CORPORATION
 - 5.1.12.1 Business overview
 - 5.1.12.2 Products/Solutions/Services offered
 - 5.1.12.3 Recent developments
 - 5.1.12.3.1 Product launches & enhancements
 - 5.1.12.3.2 Deals
- 5.1.13 TOMTOM
 - 5.1.13.1 Business overview
 - 5.1.13.2 Products/Solutions/Services offered
 - 5.1.13.3 Recent developments
 - 5.1.13.3.1 Product launches & enhancements
 - 5.1.13.3.2 Deals
- 5.1.14 ST ENGINEERING
 - 5.1.14.1 Business overview
 - 5.1.14.2 Products/Solutions/Services offered
 - 5.1.14.3 Recent developments
 - 5.1.14.3.1 Product launches & enhancements
 - 5.1.14.3.2 Deals
- 5.1.15 CHEVRON TM
 - 5.1.15.1 Business overview
 - 5.1.15.2 Products/Solutions/Services offered
 - 5.1.15.3 Recent developments
 - 5.1.15.3.1 Deals
- 5.1.16 INDRA
 - 5.1.16.1 Business overview
 - 5.1.16.2 Products/Solutions/Services offered
 - 5.1.16.3 Recent developments
 - 5.1.16.3.1 Deals
- 5.1.17 ECONOLITE

5.1.17.1 Business overview

5.1.17.2 Products/Solutions/Services offered

5.1.18 ALMAVIVA SPA

5.2 STARTUPS/SMES

5.2.1 INRIX

5.2.2 NOTRAFFIC

5.2.3 TAGMASTER

5.2.4 BERCMAN TECHNOLOGIES

5.2.5 VALERANN

5.2.6 MIOVISION

5.2.7 BLUESIGNAL

5.2.8 TELEGRA

5.2.9 ORIUX

5.2.10 INVARION

5.2.11 REKOR

6 APPENDIX

6.1 RESEARCH METHODOLOGY

6.1.1 RESEARCH DATA

6.1.1.1 Secondary data

6.1.1.2 Primary data

6.1.2 RESEARCH ASSUMPTIONS

6.1.3 RESEARCH LIMITATIONS

6.2 COMPANY EVALUATION MATRIX: METHODOLOGY

6.3 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

TABLE 1 ROLE OF PLAYERS IN MARKET ECOSYSTEM

TABLE 2 LIST OF MAJOR PATENTS, 2014–2025

TABLE 3 IMPACT OF PORTER’S FIVE FORCES ON TRAFFIC MANAGEMENT MARKET

TABLE 4 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR KEY AREAS OF APPLICATION

TABLE 5 KEY BUYING CRITERIA FOR KEY AREAS OF APPLICATION

TABLE 6 LIST OF KEY CONFERENCES AND EVENTS, 2025–2026

TABLE 7 TRAFFIC MANAGEMENT MARKET: OVERVIEW OF STRATEGIES DEPLOYED BY KEY VENDORS, 2020–2024

TABLE 8 TRAFFIC MANAGEMENT MARKET: DEGREE OF COMPETITION

TABLE 9 TRAFFIC MANAGEMENT MARKET: REGION FOOTPRINT

TABLE 10 TRAFFIC MANAGEMENT MARKET: OFFERING FOOTPRINT

TABLE 11 TRAFFIC MANAGEMENT MARKET: AREA OF APPLICATION FOOTPRINT

TABLE 12 TRAFFIC MANAGEMENT MARKET: END USER FOOTPRINT

TABLE 13 TRAFFIC MANAGEMENT MARKET: DETAILED LIST OF KEY STARTUPS/SMES

TABLE 14 TRAFFIC MANAGEMENT MARKET: COMPETITIVE BENCHMARKING OF KEY STARTUPS/SMES

TABLE 15 TRAFFIC MANAGEMENT MARKET: PRODUCT LAUNCHES, JANUARY 2019– DECEMBER 2023

TABLE 16 TRAFFIC MANAGEMENT MARKET: DEALS, JANUARY 2019– DECEMBER 2024

TABLE 17 COMPARATIVE ANALYSIS OF PROMINENT TRAFFIC MANAGEMENT SOLUTIONS

TABLE 18 HUAWEI: COMPANY OVERVIEW

TABLE 19 HUAWEI: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 20 HUAWEI: DEALS

TABLE 21 MUNDYS SPA: COMPANY OVERVIEW

TABLE 22 MUNDYS SPA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 23 MUNDYS SPA: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 24 MUNDYS SPA: DEALS

TABLE 25 CISCO: COMPANY OVERVIEW

TABLE 26 CISCO: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 27 CISCO: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 28 CISCO: DEALS

TABLE 29 SWARCO: COMPANY OVERVIEW

TABLE 30 SWARCO: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 31 SWARCO: DEALS

TABLE 32 TELEDYNE FLIR: COMPANY OVERVIEW

TABLE 33 TELEDYNE FLIR: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 34 TELEDYNE FLIR: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 35 TELEDYNE FLIR: DEALS

TABLE 36 KAPSCH TRAFFICCOM: COMPANY OVERVIEW

TABLE 37 KAPSCH TRAFFICCOM: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 38 KAPSCH TRAFFICCOM: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 39 KAPSCH TRAFFICCOM: DEALS

TABLE 40 SIEMENS: COMPANY OVERVIEW

TABLE 41 SIEMENS: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 42 SIEMENS: DEALS

TABLE 43 IBM: COMPANY OVERVIEW

TABLE 44 IBM: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 45 IBM: DEVELOPMENTS

TABLE 46 Q-FREE: COMPANY OVERVIEW

TABLE 47 Q-FREE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 48 Q-FREE: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 49 Q-FREE: DEALS

TABLE 50 THALES GROUP: COMPANY OVERVIEW

TABLE 51 THALES GROUP: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 52 THALES GROUP: DEALS

TABLE 53 PTV GROUP: COMPANY OVERVIEW

TABLE 54 PTV GROUP: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 55 PTV GROUP: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 56 PTV GROUP: DEALS

TABLE 57 CUBIC CORPORATION: COMPANY OVERVIEW

TABLE 58 CUBIC CORPORATION: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 59 CUBIC CORPORATION: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 60 CUBIC CORPORATION: DEALS

TABLE 61 TOMTOM: COMPANY OVERVIEW

TABLE 62 TOMTOM: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 63 TOMTOM: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 64 TOMTOM: DEALS

TABLE 65 ST ENGINEERING: COMPANY OVERVIEW

TABLE 66 ST ENGINEERING: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 67 ST ENGINEERING: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 68 ST ENGINEERING: DEALS

TABLE 69 CHEVRON TM: COMPANY OVERVIEW

TABLE 70 CHEVRON TM: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 71 CHEVRON TM: DEALS

TABLE 72 INDRA: COMPANY OVERVIEW

TABLE 73 INDRA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 74 INDRA: DEALS

TABLE 75 ECONOLITE: COMPANY OVERVIEW

TABLE 76 ECONOLITE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 77 PRIMARY INTERVIEWS

List Of Figures

LIST OF FIGURES

FIGURE 1 TRAFFIC MANAGEMENT MARKET, 2022–2029 (USD MILLION)

FIGURE 2 TRAFFIC MANAGEMENT MARKET: REGIONAL SNAPSHOT

FIGURE 3 TRAFFIC MANAGEMENT MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

FIGURE 4 GLOBAL URBAN POPULATION FORECAST

FIGURE 5 EVOLUTION OF TRAFFIC MANAGEMENT SOLUTIONS

FIGURE 6 TRAFFIC MANAGEMENT MARKET: ECOSYSTEM ANALYSIS

FIGURE 7 PATENTS APPLIED AND GRANTED, 2015–2024

FIGURE 8 TRAFFIC MANAGEMENT MARKET: PORTER'S FIVE FORCES ANALYSIS

FIGURE 9 REVENUE SHIFT IN TRAFFIC MANAGEMENT MARKET

FIGURE 10 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR KEY AREAS OF APPLICATION

FIGURE 11 KEY BUYING CRITERIA FOR KEY AREAS OF APPLICATION

FIGURE 12 USE CASES OF GENERATIVE AI IN TRAFFIC MANAGEMENT

FIGURE 13 TRAFFIC MANAGEMENT MARKET: REVENUE ANALYSIS OF FOUR KEY PLAYERS (2019–2023)

FIGURE 14 SHARE ANALYSIS OF TRAFFIC MANAGEMENT MARKET, 2023

FIGURE 15 TRAFFIC MANAGEMENT MARKET: COMPANY EVALUATION MATRIX (KEY PLAYERS), 2024

FIGURE 16 TRAFFIC MANAGEMENT MARKET: COMPANY FOOTPRINT

FIGURE 17 TRAFFIC MANAGEMENT MARKET: COMPANY EVALUATION MATRIX (STARTUPS/SMES), 2024

FIGURE 18 COMPANY VALUATION

FIGURE 19 FINANCIAL METRICS

FIGURE 20 BRAND COMPARISON

FIGURE 21 HUAWEI: COMPANY SNAPSHOT

FIGURE 22 MUNDYS SPA: COMPANY SNAPSHOT

FIGURE 23 CISCO: COMPANY SNAPSHOT

FIGURE 24 TELEDYNE FLIR: COMPANY SNAPSHOT

FIGURE 25 KAPSCH TRAFFICCOM: COMPANY SNAPSHOT

FIGURE 26 SIEMENS: COMPANY SNAPSHOT

FIGURE 27 IBM: COMPANY SNAPSHOT

FIGURE 28 THALES GROUP: COMPANY SNAPSHOT

FIGURE 29 TOMTOM: COMPANY SNAPSHOT

FIGURE 30 ST ENGINEERING: COMPANY SNAPSHOT

FIGURE 31 TRAFFIC MANAGEMENT MARKET: RESEARCH DESIGN

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