

Middle East & Africa Revenue Assurance Market Size and Forecast (2020 - 2030), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Component (Solution and Services); Deployment (On-premise and Cloud-based); Organization Size (SMEs and Large Enterprises), Vertical (BFSI, Hospitality, Telecom, Utilities, and Others), and Geography (Middle East & Africa)

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Abstracts

The Middle East & Africa revenue assurance market size is estimated to grow from US\$ 381.20 million in 2022 to US\$ 728.99 million by 2030; it is projected to grow at a CAGR of 8.4% from 2022 to 2030.

The revenue assurance market in the UAE has witnessed substantial growth, primarily due to its expansion. The rise in internet penetration is one of the major factors attributing to the market growth in the country. As internet usage continues to develop, businesses operating in the country are expected to continue their operations online, leading to more and more digital payments. Furthermore, according to the analysis of a prominent consulting firm, at the beginning of 2023, the UAE boasted a staggering 99% internet penetration, with approximately 9.38 million individuals actively using the internet in the country. Such trends are anticipated to propel the revenue assurance market growth in the near future. Additionally, according to Ookla's data, the median mobile internet connection speed in the UAE experienced a gain of 2.3%, equivalent to an increase of 3.08 Mbps, during the twelve months leading up to the start of 2023. Thus, the growing internet penetration fosters the revenue assurance market growth in the region.

Based on industry vertical, the revenue assurance market is segmented into BFSI, hospitality, telecom, utilities, and others. The telecom segment held the largest share in 2022. In the highly competitive and ever-evolving telecommunications industry, revenue assurance is critical for telecom operators. With an increasing complexity of services, billing systems, and revenue streams, telecom companies face significant challenges in ensuring accurate revenue collection. Telecom companies operate in a highly competitive market where the slightest revenue leakage can significantly impact profitability. Revenue assurance efforts help identify and rectify revenue leakages caused by billing errors, system glitches, or fraudulent activities. By plugging these leaks, telecom operators can maximize their revenue streams and improve their financial performance.

The telecom sector is particularly vulnerable to revenue fraud due to its complex billing systems and vast customer base. Revenue assurance practices enable identifying and preventing fraudulent activities such as SIM card cloning, subscription fraud, and bypassing billing systems. By implementing robust fraud detection mechanisms, telecom companies can safeguard their revenue and reputation. According to a recent survey by a prominent auditing firm, telecom operators are experiencing revenue leakage ranging from 0.5–10%, resulting in significant financial losses. Additionally, a global survey of over 90 telecom fraud experts earlier this year revealed that telecom operators risk losing nearly US\$ 300 billion in uncollected revenues and fraud. Approximately US\$ 135 billion of this estimated loss can be attributed to revenue leakage. All such factors are boosting the growth of the telecom sector in the revenue assurance market.

Amdocs Ltd, Nokia Corp, Tata Consultancy Services Ltd, Subex Ltd, LATRO Services Inc, Araxxe SAS, Substratal Solutions Pvt Ltd, BDO South Africa Inc, Panamax Inc, and Adapt IT Holdings Proprietary Ltd are among the key revenue assurance market players that are profiled in this market study.

The overall MEA revenue assurance market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the revenue assurance market size. The process also helps obtain an overview and forecast of the market with respect to all the revenue assurance market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national

sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the revenue assurance market.

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