

North America Revenue Assurance Market Forecast to 2030 - Regional Analysis - by Component (Solution and Services), Deployment (On-Premise and Cloud-Based), Organization Size (SMEs and Large Enterprises), and Vertical (BFSI, Hospitality, Telecom, Utilities, and Others)

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Abstracts

The North America revenue assurance market was valued at US\$ 1,921.91 million in 2022 and is expected to reach US\$ 4,682.84 million by 2030; it is estimated to record a CAGR of 11.8% from 2022 to 2030.

Favorable Business Environment Fuels North America Revenue Assurance Market

The revenue assurance market is experiencing significant growth, driven by factors such as favorable business environments and the provision of solid customer support. These factors contribute to developing and expanding revenue assurance solutions that help businesses optimize revenue streams, mitigate risks, and enhance operational efficiency. The emergence of favorable business environments is characterized by progressive regulatory frameworks, government support, and growing investor confidence. These factors have fostered a conducive atmosphere for businesses to flourish and expand their operations.

A favorable business environment encourages companies to invest in revenue assurance solutions to safeguard revenue streams, prevent financial leakages, and maintain compliance with regulatory requirements. Additionally, the availability of advanced technologies and infrastructure facilitates the implementation of revenue assurance measures, further boosting market growth. According to the International

Monetary Fund, global economic growth is projected to stay at 3.1% in 2024 and rise to 3.2% in 2025. The growth is driven by comprehensive pro-business reforms and the adoption of advanced technologies, which positively impact the adoption of business-friendly initiatives such as revenue assurance solutions.

North America Revenue Assurance Market Overview

The North America revenue management market is segmented into the US, Canada, and Mexico. The revenue assurance market is experiencing consistent and promising growth in North America, driven by the increasing internet penetration. With more people accessing the internet, providers are offering a wider range of complex services- think streaming, cloud storage, bundled packages, and advanced mobile data plans. This complexity creates more opportunities for errors and revenue leakage, making robust revenue assurance solutions crucial. The US is highly investing in internet access. For instance, in June 2023, the White House announced that it would split US\$ 42 billion among the nation's 50 states and territories to make access to high-speed broadband universal by 2030.

The growing digital transactions also drive the revenue assurance market. For instance, in February 2024, Visa, one of the global leaders in digital payments, announced extended digital wallet capabilities within Visa Commercial Pay, a suite of B2B payment solutions built in partnership with Conferma Pay, the world's foremost provider of virtual payments technology, to revolutionize how businesses manage transactions globally. In addition, in 2023, Bank of America clients connected with their finances more than 23.4 billion times through a combination of digital logins and proactive alerts-an 11% increase year over year and record. Clients received more than 10.6 billion proactive digital alerts in 2023-an increase of 12% year-over-year-giving them real-time insight into their financial lives. The Bank of America now has 57 million verified digital users, among which more than 35 million have opted to receive these alerts. Thus, increased internet use leads to more digital transactions, such as online payments, subscriptions, and micro-transactions. Each transaction carries the risk of errors and fraud, highlighting the need for efficient revenue assurance systems to identify and recover lost revenue. Therefore, the rise of internet penetration creates a dynamic and complex environment for businesses in North America. Revenue assurance solutions play a critical role in helping these businesses navigate this complexity, optimize their revenue, and stay competitive in the market.

North America Revenue Assurance Market Revenue and Forecast to 2030 (US\$ Million)

North America Revenue Assurance Market Segmentation

The North America revenue assurance market is categorized into components, deployment, organization size, vertical, and country.

Based on component, the North America revenue assurance market is bifurcated into solution and services. The solution segment held a larger market share in 2022.

In terms of deployment, the North America revenue assurance market is bifurcated into on-premises and cloud-based. The cloud-based segment held a larger market share in 2022.

By organization size, the North America revenue assurance market is bifurcated into SMEs and large enterprises. The large enterprises segment held a larger market share in 2022.

Based on vertical, the North America revenue assurance market is categorized into BFSI, hospitality, telecom, utilities, and others. The telecom segment held a larger market share in 2022.

By country, the North America revenue assurance market is segmented into the US, Canada, and Mexico. The US dominated the North America revenue assurance market share in 2022.

Cartesian Inc, Nokia Corp, Tata Consultancy Services Ltd, Amdocs, Subex, Araxxe SAS, LATRO Services Inc, Panamax Inc, and Adapt IT Holding Proprietary Ltd are some of the leading companies operating in the North America revenue assurance market.

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