

Telecom Analytics Market to Reach USD 5.40 billion with 32.75% CAGR Forecast to 2020

Telecom Analytics Market 2016 Global Trends, Market Share, Industry Size, Growth, Opportunities, and Forecast to 2020

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The global [telecom analytics](#) market valued at USD 1.31 billion in 2015 is estimated to grow at a CAGR of 32.75% to reach USD 5.40 billion by 2020. Telecom analytics help users to identify new opportunities, fraud management to reduce costs and maximize profits. The increase in smartphone usage and changing priorities of customers are increasing data intensity for telecom operators. Thus, in order to analyze such large amounts of data and better decision-making process in this fast-paced environment, analytics are adopted for appropriate and factual insights.

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Market Dynamics

This market is driven by factors such as mounting fraud activities; need to prevent customer churn, and enhancement of revenue management. However, this market faces drawbacks, such as privacy issues, lack of awareness about telecom analytics, and high maintenance costs.

In real time, with the usage of telecom analytics, data traffic of a European company is doubled every eight months and another American company quoted savings of USD 15 million per year.

Telecom analytics serves multiple functions such as customer management, marketing management, network management, sales & distribution and other support functions like MIS,



optimization, continuous monitoring etc.

Market Segmentation

The telecom analytics market is segmented based on application (customer analytics, network analytics, market analytics, price analytics, and service analytics), deployment (cloud, on-premise) and geography.

Key Industry Players

This report describes a detailed study of Porter's five forces analysis of the market. All the five major factors in these markets have been quantified using internal key parameters governing each of them. It also covers the market landscape of these players which includes key growth strategies, geographical footprint, and competition analysis.

The report considers key trends that will affect the industry and profiles over 10 leading suppliers including:

EMC Corporation

Oracle Corporation

IBM Corporation

Sap AG

Microsoft Corporation

Cisco Systems Inc.

Accenture Plc.

Hewlett-Packard Company

Teradata Corporation

Wipro Limited

Report Offerings

Market definition for telecom analytics along with identification of key drivers and restraints of the market.

Market analysis for the telecom analytics market, with region specific assessments and competition analysis on a global and regional scale.

Identification of factors instrumental in changing the market scenario, rising prospective opportunities and identification of key companies, which can influence the market on a global and regional scale.

Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares.

Identification and analysis of the macro and micro factors that affect the telecom analytics market on both global and regional scales.

A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

Complete report details @ <https://www.wiseguyreports.com/reports/815307-global-telecom-analytics-market-market-size-trends-and-forecasts-2015-2020>

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