

Network Analytics Market projected to experience a robust CAGR of 22.5%

The network analytics market is estimated to grow at a CAGR of 22.5% during the forecast period.

NOIDA, UTTAR PRADESH, INDIA, November 8, 2023 /EINPresswire.com/ -- According to a new study published by Knowledge Sourcing

Intelligence, the [network analytics market](#) is projected to grow at a CAGR of 22.5% between 2021 and 2028.



The key driving force behind the rapid growth of the network analytics market is the increasing adoption of cloud computing and IoT, the growing importance of data security, and the shift towards data-

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*Knowledge Sourcing
Intelligence*

driven decision-making. For instance, according to a 2023 cyber-resilient CEO report by Accenture, a significant majority of CEOs (74%) express concerns regarding their organizations' capacity to prevent or mitigate the impact of cyberattacks on their business. Moreover, 96% of CEOs acknowledge the critical role of cybersecurity in ensuring organizational growth and stability. The report also

highlights that a substantial portion of CEOs (44%) view cybersecurity as needing intermittent attention rather than consistent oversight.

Network analytics is the process of collecting, analyzing, and visualizing network data to optimize and improve the performance of computer networks. Network analytics tools are used by a wide range of organizations, including, telecom operators, cloud service providers, managed service providers, and many others. Network analytics can be integrated with [cloud analytics](#) and [application performance management](#) (APM) tools to optimize the performance of cloud-based applications and provide a holistic view of network and application performance.

The market is noticing numerous product launches and advancements. For instance, in February 2023 Nokia launched AVA Customer and Mobile Network Insights, a cloud-native analytics software designed to streamline the collection and analysis of 5G network data. This solution empowers communication service providers (CSPs) with enhanced and cost-efficient analytical capabilities. Leveraging AI and machine learning, the software enables intelligent and automated

decision-making, utilizing correlated reports derived from data spanning 5G networks. Also, in October 2022 Oracle launched the Oracle network analytics suite, a cloud-native set of analytics solutions that integrate network function data with machine learning and AI. This suite aids operators in making automated, informed decisions regarding the performance and stability of their complete 5G network core. The Network Data Analytics Function, based on CNCF principles and 3GPP standards, operates as a containerized microservices architecture managed by Kubernetes. It serves as a central data repository with standard interfaces for various 5G network use cases.

Access sample report or view details: <https://www.knowledge-sourcing.com/report/network-analytics-market>

The network analytics market, based on the deployment model, is segmented into two main categories namely on-premise and on-cloud.

The network analytics market, based on its end-user industry, is divided into four segments, which include cloud service providers, managed service providers, telecom providers, and others.

The network analytics market, based on application, is segmented into six main categories namely customer analysis, risk management and fault detection, network performance management, compliance management, quality management, and others.

North America is poised to experience substantial growth network analytics market. The booming demand for network optimization, coupled with technological advancements and the strong presence of tech enterprises especially in nations like the United States and Canada have stimulated the network analytics demand. For instance, in December 2022, Nokia and BT extended their partnership for five years, focusing on deploying Nokia's AVA Analytics software. The software aims to enhance BT's network monitoring using AI and machine learning, ultimately improving the subscriber experience in the UK.

The research includes coverage of Accenture, Cisco Systems, Inc., Hewlett Packard Enterprise Development LP, IBM Corporation, Juniper Networks, Inc., TIBCO Software Inc., Telefonaktiebolaget LM Ericsson, Huawei Technologies Co., Ltd., SAS Institute, Inc., Nokia as the significant market players in the network analytics market.

The market analytics report segments the network analytics market using the following criteria:

- By Deployment Model
 - o On-Premise
 - o On-Cloud

- By End-User Industry
 - o Cloud Service Provider
 - o Managed Service Provider
 - o Telecom Provider
 - o Others

- By Application
 - o Customer Analysis
 - o Risk Management And Fault Detection
 - o Network Performance Management
 - o Compliance Management
 - o Quality Management
 - o Others

- By Geography
 - o North America
 - United States
 - Canada
 - Mexico
 - o South America
 - Brazil
 - Argentina
 - Others
 - o Europe
 - Germany
 - France
 - United Kingdom
 - Italy
 - Spain
 - Others
 - o Middle East and Africa (MEA)
 - Saudi Arabia
 - UAE

- Others
- o Asia Pacific
 - China
 - India
 - South Korea
 - Taiwan
 - Thailand
 - Indonesia
 - Japan
 - Others

Companies Profiled:

- Accenture
- Cisco Systems, Inc.
- Hewlett Packard Enterprise Development LP
- IBM Corporation
- Juniper Networks, Inc.
- TIBCO Software Inc.
- Telefonaktiebolaget LM Ericsson
- Huawei Technologies Co., Ltd.
- SAS Institute, Inc.
- Nokia

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