Network Analytics Market by Type (Solutions and Services), by End User (Cloud Providers, Telecom Service Providers, ISPs, Satellite Communication Providers, Cable Network Providers) - Global Forecast to 2020

Description: The network analytics market is showing rapid growth in the near future. The demand for advanced analytical tools and analytics applications is increasing rapidly as the enterprises face the immense challenge of analyzing the huge amount of network data structure in real time. This market incorporates solutions like network intelligence solutions and services like professional services and managed services.

It is a highly competitive market with analytics providers with great regional reach along with niche players. Furthermore, untapped demand in the emerging markets is the key reason for the growth of emerging players in the near future.

The network analytics market is segmented on the basis of type, end user, deployment, organization size, and region. The years considered for the study are given below:

- Historical Year: 2013
- Base Year: 2014
- Estimated Year: 2015
- Projected Year: 2020
- Forecast Period: 2015 to 2020

For company profiles in the report, the financial year 2014–2015 has been considered. If information is unavailable for the base year, the prior year has been considered.

Research Methodology

This research study involves extensive usage of secondary sources, directories, and databases (such as Hoovers, Bloomberg, Businessweek, Factiva, and OneSource) to identify and collect information useful for this technical, market-oriented, and commercial aspects of network analytics. The research methodology has been provided below:

- Capturing data on key vendor revenues through secondary research considering the vendor offerings for market segmentation
- Employing the bottom-up procedure to arrive at the overall market size of the global network analytics market from the revenue of the key players in the market
- Splitting the total market into several segments and subsegments, then verifying them through primary research by conducting extensive interviews
- Employing data triangulation and market breakdown procedures to complete the overall market engineering process and to arrive at the estimated statistics for all segments and subsegments

The ecosystem of the network analytics market include technology infrastructure providers, government bodies, cloud service providers, communication service providers, independent solution vendors, value-added resellers, networking companies, aggregators, and managed service providers. The value chain of network analytics can be analyzed by the number of intermediaries associated within the ecosystem of this market. The major contribution and value is generated from solution and service providers.

The network analytics market is growing rapidly. The demand for advanced analytical tools and analytics applications is increasing rapidly as the enterprises face the immense challenge of analyzing the huge amount of network data and getting this data structured in real time. The mobile telephony sector is experiencing a tremendous outburst of subscribers, with over 3.5 billion unique mobile subscribers till 2015.

With an additional one billion subscribers predicted to join by 2020, the global penetration rate reaches approximately 60%. Telecom service providers need to address their domestic and cross-border infrastructure traffic efficiently to ensure better (Quality of Service) QoS and increase demand in the market.
The following could be the target audience for the research report:

- Existing market players
- Market start-up companies
- Key market innovators
- Venture capitalists
- Private equity groups
- Telecom service providers
- Internet service providers
- Cloud service providers
- Other stakeholders

Scope of the Report:

- By Type:
  -- Solutions
  --- Network Intelligence Solutions
  -- Services
  --- Professional Services
  --- Managed Services
- By Deployment Type:
  -- On-Premises
  -- On-Cloud
- By Organization Size:
  -- Large Enterprises
  -- Small & Medium-Sized Enterprises
- By End User:
  -- Cloud Service Providers
  -- Communication Service Providers
  --- Telecom Services
  --- Internet Services
  --- Satellite Services
- By Region
  -- North America
  -- Europe
  -- Asia-Pacific
  -- Middle East and Africa
  -- Latin America

Contents:

1 Introduction
1.1 Objectives of the Study
1.2 Market Definition
1.3 Market Scope
1.3.1 Markets Covered
1.3.2 Years Considered for the Study
1.4 Currency
1.5 Limitations
1.6 Stakeholders

2 Research Methodology
2.1 Research Data
2.1.1 Secondary Data
2.1.1.1 Key Data From Secondary Sources
2.1.2 Primary Data
2.1.2.1 Key Data From Primary Sources
2.1.2.2 Key Industry Insights
2.1.2.3 Breakdown of Primaries
2.2 Market Size Estimation
2.2.1 Bottom-Up Approach
2.2.2 Top-Down Approach
2.3 Market Breakdown and Data Triangulation
2.4 Research Assumptions and Limitations
2.4.1 Assumptions
2.4.2 Limitations

3 Executive Summary

4 Premium Insights
4.1 Attractive Market Opportunities in the Network Analytics Market
4.2 Network Analytics: By Deployment
4.3 Network Analytics Market: Market Share of Major Regions
4.4 Network Analytics Market
4.5 Lifecycle Analysis, 2015

5 Market Overview
5.1 Introduction
5.2 Market Evolution
5.3 Market Segmentation
5.3.1 By Type
5.3.2 By End User
5.3.3 By Deployment Type
5.3.4 By Organization Size
5.3.5 By Region
5.4 Market Dynamics
5.4.1 Drivers
5.4.1.1 Customer Data Enrichment for Better Understanding Needs
5.4.1.2 Automation and Virtualization
5.4.1.3 Quality of Experience (QoE) Maintenance
5.4.2 Restraints
5.4.2.1 Lower Return on Investment (ROI) and High Initial Costs
5.4.2.2 Design and Upgradation of Platform
5.4.3 Opportunities
5.4.3.1 Real-Time Network Analytics to Gain Further Traction
5.4.3.2 Increase in the Number of Mobile Users Across Emerging Economies
5.4.4 Challenges
5.4.4.1 Data Privacy and Security Concerns
5.4.4.2 Need for Skilled Workforce

6 Industry Trends
6.1 Introduction
6.2 Value Chain Analysis
6.3 Strategic Benchmarking
6.4 Network Intelligence Need, Best Practices, and Certification
6.4.1 Introduction
6.4.2 Information Technology Infrastructure Library
6.4.3 It Service Management
6.4.4 IBM Tivoli Unified Process
6.4.5 Microsoft Operations Framework
6.4.6 Enhanced Telecom Operations Map
6.4.7 Federal Information Processing Standards
6.4.8 Unified Certification Standards
6.4.9 Need for Network Intelligence
6.4.9.1 Network Control and Optimization
6.4.9.2 Network Service Assurance
6.4.9.3 Network Capacity Planning and Development

7 Network Analytics Market Analysis, By Type
7.1 Introduction
7.2 Network Intelligence Solutions
7.3 Services
7.3.1 Professional Services
7.3.2 Managed Services

8 Network Analytics Market Analysis, By End User
8.1 Introduction
Table 20 Cloud Service Providers: Network Analytics Market Size, By Organization Size, 2013-2020 (USD Million)
Table 21 Cloud Service Providers: Network Analytics Market Size, By Region, 2013-2020 (USD Million)
Table 22 Communication Service Providers: Network Analytics Market Size, By Type, 2013-2020 (USD Million)
Table 23 Telecom Providers: Network Analytics Market Size, By Type, 2013-2020 (USD Million)
Table 24 Telecom Providers: Network Analytics Market Size, By Organization Size, 2013-2020 (USD Million)
Table 25 Telecom Providers: Network Analytics Market Size, By Region, 2013-2020 (USD Million)
Table 26 Internet Service Providers: Network Analytics Market Size, By Type, 2013-2020 (USD Million)
Table 27 Internet Service Providers: Network Analytics Market Size, By Organization Size, 2013-2020 (USD Million)
Table 28 Internet Service Providers: Network Analytics Market Size, By Region, 2013-2020 (USD Million)
Table 29 Satellite Communication Providers: Network Analytics Market Size, By Type, 2013-2020 (USD Million)
Table 30 Satellite Communication Providers: Network Analytics Market Size, By Organization Size, 2013-2020 (USD Million)
Table 31 Satellite Communication Providers: Network Analytics Market Size, By Region, 2013-2020 (USD Million)
Table 32 Cable Network Providers: Network Analytics Market Size, By Type, 2013-2020 (USD Million)
Table 33 Cable Network Providers: Network Analytics Market Size, By Organization Size, 2013-2020 (USD Million)
Table 34 Cable Network Providers: Network Analytics Market Size, By Region, 2013-2020 (USD Million)
Table 35 Network Analytics Market Size, By Deployment Model, 2013-2020 (USD Million)
Table 36 On-Premises: Network Analytics Market Size, By End User, 2013-2020 (USD Million)
Table 37 On-Premises: Network Analytics Market Size, By Region, 2013-2020 (USD Million)
Table 38 On-Cloud: Network Analytics Market Size, By End User, 2013-2020 (USD Million)
Table 39 On-Cloud: Network Analytics Market Size, By Region, 2013-2020 (USD Million)
Table 40 Network Analytics Market Size, By Organization Size, 2013-2020 (USD Million)
Table 41 Large Enterprise: Network Analytics Market Size, By Type, 2013-2020 (USD Million)
Table 42 Large Enterprise: Network Analytics Market Size, By End User, 2013-2020 (USD Million)
Table 43 Small and Medium Enterprise: Network Analytics Market Size, By Type, 2013-2020 (USD Million)
Table 44 Small and Medium Enterprise: Network Analytics Market Size, By End User, 2013-2020 (USD Million)
Table 45 Network Analytics Market Size, By Region, 2013-2020 (USD Million)
Table 46 North America: Network Analytics Market Size, By Type, 2013-2020 (USD Million)
Table 47 North America: Network Analytics Market Size, By End User, 2013-2020 (USD Million)
Table 48 North America: Network Analytics Market Size, By Deployment Model, 2013-2020 (USD Million)
Table 49 North America: Network Analytics Market Size, By Organization Size, 2013-2020 (USD Million)
Table 50 Europe: Network Analytics Market Size, By Type, 2013-2020 (USD Million)
Table 51 Europe: Network Analytics Market Size, By End User, 2013-2020 (USD Million)
Table 52 Europe: Network Analytics Market Size, By Deployment Model, 2013-2020 (USD Million)
Table 53 Europe: Network Analytics Market Size, By Organization Size, 2013-2020 (USD Million)
Table 54 Asia-Pacific: Network Analytics Market Size, By Type, 2013-2020 (USD Million)
Table 55 Asia-Pacific: Network Analytics Market Size, By End User, 2013-2020 (USD Million)
Table 56 Asia-Pacific: Network Analytics Market Size, By Deployment Model, 2013-2020 (USD Million)
Table 57 Asia-Pacific: Network Analytics Market Size, By Organization Size, 2013-2020 (USD Million)
Table 58 Middle East and Africa: Network Analytics Market Size, By Type, 2013-2020 (USD Million)
Table 59 Middle East and Africa: Network Analytics Market Size, By End User, 2013-2020 (USD Million)
Table 60 Middle East and Africa: Network Analytics Market Size, By Deployment Model, 2013-2020 (USD Million)
Table 61 Middle East and Africa: Network Analytics Market Size, By Organization Size, 2013-2020 (USD Million)
Table 62 Latin America: Network Analytics Market Size, By Type, 2013-2020 (USD Million)
Table 63 Latin America: Network Analytics Market Size, By End User, 2013-2020 (USD Million)
Table 64 Latin America: Network Analytics Market Size, By Deployment Model, 2013-2020 (USD Million)
Table 65 Latin America: Network Analytics Market Size, By Organization Size, 2013-2020 (USD Million)
Table 66 New Product Launches, 2013-2015
Table 67 Mergers and Acquisitions, 2013-2015
Table 68 Partnerships and Collaborations, 2013-2015

List of Figures

Figure 1 Global Network Analytics Market
Figure 2 Network Analytics Stakeholders
Figure 3 Network Analytics Market: Research Design
Figure 4 Market Size Estimation Methodology: Bottom-Up Approach
Figure 5 Market Size Estimation Methodology: Top-Down Approach
Figure 6 Data Triangulation
Figure 7 The Global Network Analytics Market is Expected to Grow Rapidly in the Near Future
Figure 8 Professional Services Segment is Expected to Gain Major Traction Due to Market Saturation
Figure 9 Network Analytics Market Snapshot (2015 vs 2020): Communication Service Providers Expected to Hold the Largest Market Share
Figure 10 Network Analytics Market Snapshot (2015 vs 2020): North America is Expected to Hold the Largest Market Share
Figure 11 Rising Telecom Operations in Asia-Pacific Would Bring Attractive Market Opportunities
Figure 12 On-Premises Deployment is Expected to Be Widely Adopted Due to Security Concerns
Figure 13 North America is Expected to Be the Largest Market in 2015 Due to Major Vendor Cluster Presence
Figure 14 Telecom End-User Segment is Expected to Gain the Largest Market Share in 2015
Figure 15 Asia-Pacific is Expected to Be in the High Growth Phase
Figure 16 Network Analytics Market Evolution
Figure 17 Network Analytics Market Segmentation: By Type
Figure 18 Network Analytics Market Segmentation: By End User
Figure 19 Network Analytics Market Segmentation: By Deployment Type
Figure 20 Network Analytics Market Segmentation: By Organization Size
Figure 21 Network Analytics Market Segmentation: By Region
Figure 22 Global Network Analytics Market: Drivers, Restraints, Opportunities, and Challenges
Figure 23 Network Analytics Market: Value Chain Analysis
Figure 24 Alcatel Lucent Adopted All-Round Strategies for Network Analytics
Figure 25 Network Analytics Market Gaining Traction Due to Increased Network Infrastructure
Figure 26 Communication Service Provider Segment to Grow Rapidly Due to Expanding Communication Networks and Subscribers
Figure 27 Criticality of Customer Data in the Telecom Industry Will Drive On-Premises Deployment Model
Figure 28 Higher Rate of Adoption in the Larger Telecom Enterprises Due to Expanding Operations
Figure 29 North American Market is Expected to Dominate the Market Throughout the Forecast Period
Figure 30 Asia-Pacific Region Shows Rapid Market Growth Due to the Exploding Telecom Infrastructure Needs in the Future
Figure 31 North America: Market Snapshot
Figure 32 Asia-Pacific: Market Snapshot
Figure 33 Companies Adopted New Product Launch as the Key Growth Strategy From 2013 to 2015
Figure 34 Product Portfolio Comparison of the Top Five Companies
Figure 35 Battle for Market Share: Partnerships, Collaborations, & Alliances Were the Key Strategies Adopted By the Top Players in the Network Analytics Market From 2013 to 2015
Figure 36 Geographic Revenue Mix of Top Market Players
Figure 37 Accenture PLC: Company Snapshot
Figure 38 Accenture PLC: SWOT Analysis
Figure 39 Alcatel-Lucent: Company Snapshot
Figure 40 Alcatel-Lucent: SWOT Analysis
Figure 41 Bradford Networks: Company Snapshot
Figure 42 Bradford Networks: SWOT Analysis
Figure 43 Cisco Systems, Inc.: Company Snapshot
Figure 44 Cisco Systems, Inc.: SWOT Analysis
Figure 45 IBM Corporation: Company Snapshot
Figure 46 IBM Corporation: SWOT Analysis
Figure 47 Sandvine Corp: Company Snapshot
Figure 48 SAS Institute, Inc.: Company Snapshot
Figure 49 Tibco Software: Company Snapshot
Figure 50 Juniper Networks: Company Snapshot
Figure 51 Brocade Communication Systems: Company Snapshot

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3631593/
Order by Fax - using the form below
Order by Post - print the order form below and send to
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Network Analytics Market by Type (Solutions and Services), by End User (Cloud Providers, Telecom Service Providers, ISPs, Satellite Communication Providers, Cable Network Providers) - Global Forecast to 2020
Web Address: http://www.researchandmarkets.com/reports/3631593/
Office Code: SCDK7IVY

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td></td>
<td>USD 4650</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users</td>
<td></td>
<td>USD 5650</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License</td>
<td></td>
<td>USD 7150</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 9000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: _____________________ Last Name: _____________________
Email Address: * _____________________
Job Title: _____________________
Organisation: _____________________
Address: _____________________
City: _____________________
Postal / Zip Code: _____________________
Country: _____________________
Phone Number: _____________________
Fax Number: _____________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account number</td>
<td>833 130 83</td>
</tr>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: _________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World