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

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