Global A2P SMS Market Size, Market Share, Application Analysis, Regional Outlook, Growth Trends, Key Players, Competitive Strategies and Forecasts, 2012 To 2022

Description: Worldwide A2P market is relied upon to grow at a CAGR of 4.9% from 2015 to 2022, surpassing US$ 78.0 Bn by 2022.

Service and Market Insights:

Short Messaging Service (SMS) is one of the least demanding to utilize and universal types of correspondence. Despite the fact that SMS innovation is no more the backbone for distributed (P2P) correspondence, its unwavering quality, interoperability, and omnipresent nature makes it the favored bearer innovation for the application to individual correspondence. The Application-to-Person (A2P) SMS market is developed and is relied upon to show unassuming development over the conjecture time frame 2015 - 2022. The market is relied upon to witness sound development somewhere around 2013 and 2017, with A2P SMS activity surpassing 2 trillion messages by 2017. Amid this period, the versatile administrators and outsider administration suppliers are required to present an extensive variety of administrations crosswise over commercial ventures that utilization A2P SMSs for administration start, checking or control. Be that as it may, with the quick entrance of cell phones, the parity is relied upon to move far from SMS as more items will utilize the IP system.

Competitive Insights:

The worldwide A2P SMS market is exceptionally divided with the nearness of substantial number of members in the environment. Diverse members incorporated into the A2P SMS biological community incorporate mass SMS suppliers, SMS aggregators, SMS door suppliers, versatile promoters, and telecom administrators. Amongst these, telecom administrators offering SMS in mass to SMS aggregators represent most of the market income offer in 2014. A portion of the main players profiled in the examination study incorporate Aicent, Inc. (the U.S.), AMD Telecom SA (Greece), Dialog Communications Ltd. (UK), mBlox (the U.S.), Syniverse Technologies LLC (the U.S.), Tanla Solutions Ltd. (India), Ongangi Corporation (USA), Angkor Data Communications Group Co., Ltd. (Cambodia), Symsoft AB (Sweden), Optimizer HQ (New Zealand), Silverstreet BV (The Netherlands), and Wavecell Pte., Ltd. (Singapore) among others. As of now, there is a push from telecom administrators and SMS administration suppliers to utilize SMS stations for verticals past informal communication. This is as SMS-based alarms for ticketing, charge installment, and center arrangement updates among others.

Competitive Insights:

- Service suppliers ought to search for a bearer innovation which is dependable and not inclined to information spillages. Bearer grade informing can suffice these necessities.
- Work with OTT (Over-the-Top) players through SMS APIs
- Pair SMS with different Technologies like GPS (Global Positioning Systems) and NFC (Near Field Communication)
- Make A2P SMS more easy to use
- Augment the utilization of A2P SMS for big business and SME informing
- Focus on conveying preferable administration rather over the innovation advancement

Reasons to Purchase:

- Explore global A2P Market growth rate, market size and projection to 2022
- Key market constraints and drivers of global A2P Market
- Challenges to market growth of global A2P Market industry
- Major prospects in the A2P Market
- In-Depth regional evaluations by application (Europe, North America APAC and Rest of the World) of global A2P Market business
- Competitive background, with A2P Market firm market share and detailed overviews/summaries of major industry/business competitors

Contents:
1. Preface
   1.1. Report Description
   1.2. Report Scope
   1.3. Research Methodology
      1.3.1. Phase I-Secondary Research
      1.3.2. Phase II-Primary Research
      1.3.3. Phase II-Expert Panel Review
      1.3.4. Assumptions
      1.3.5. Approach Adopted
   1.4. Assumptions

2. Executive Summary
   2.1. A2P SMS Market Industry Snapshot

3. Global A2P SMS Market Analysis
   3.1. A2P SMS Market Overview
   3.2. Market Inclination Insights
   3.3. Market Dynamics
      3.3.1. Market Drivers
      3.3.2. Restraints
      3.3.3. Opportunity Matrix
   3.4. See-Saw Analysis
   3.5. Ecosystem Analysis
   3.6. Attractive Investment Proposition
   3.7. Market Positioning of Key Industry Players
      3.7.1. Key Strategies Adopted
      3.7.2. Analyst Recommendations

   4.1. Tornado Analysis
   4.2. Customer Relationship Management (CRM) Services
   4.3. Push Content Services
   4.4. Promotional Campaigns
   4.5. Interactive Services
   4.6. Other Services (Query and Search-based Services)

5. Global A2P SMS Market, By End-use Vertical, 2013 - 2022, (US$ Bn)
   5.1. Tornado Analysis
   5.2. Retail
   5.3. BFSI (Banking, Financial Services, and Insurance)
   5.4. Travel and Transport
   5.5. Utilities
   5.6. Healthcare
   5.7. Education
   5.8. Others (Entertainment, Gaming, etc.)

   6.1. Tornado Analysis
   6.2. North America
   6.3. Europe
   6.4. Asia Pacific
   6.5. Rest of World

   7.1. Overview
      7.2.1. Tornado Analysis
      7.2.2. Customer Relationship Management (CRM) Services
      7.2.3. Push Content Services
      7.2.4. Promotional Campaigns
7.2.5. Interactive Services
7.2.6. Other Services (Query and Search-based Services)
7.3.1. Tornado Analysis
7.3.2. Retail
7.3.3. BFSI (Banking, Financial Services, and Insurance)
7.3.4. Travel and Transport
7.3.5. Utilities
7.3.6. Healthcare
7.3.7. Education
7.3.8. Others (Entertainment, Gaming, etc.)
7.4.1. U.S.
7.4.2. Rest of North America

8.1. Overview
8.2. Europe A2P SMS Market, By Application, 2013 - 2022 (US$ Bn)
8.2.1. Tornado Analysis
8.2.2. Customer Relationship Management (CRM) Services
8.2.3. Push Content Services
8.2.4. Promotional Campaigns
8.2.5. Interactive Services
8.2.6. Other Services (Query and Search-based Services)
8.3. Europe A2P SMS Market, By End-use Vertical, 2013 - 2022 (US$ Bn)
8.3.1. Tornado Analysis
8.3.2. Retail
8.3.3. BFSI (Banking, Financial Services, and Insurance)
8.3.4. Travel and Transport
8.3.5. Utilities
8.3.6. Healthcare
8.3.7. Education
8.3.8. Others (Entertainment, Gaming, etc.)
8.4. Europe A2P SMS Market, By Region 2013 - 2022 (US$ Bn)
8.4.1. EU7 (U.K., France Germany, Spain, Italy, Netherlands, Belgium)
8.4.2. CIS
8.4.3. Rest of Europe

9.1. Overview
9.2.1. Tornado Analysis
9.2.2. Customer Relationship Management (CRM) Services
9.2.3. Push Content Services
9.2.4. Promotional Campaigns
9.2.5. Interactive Services
9.2.6. Other Services (Query and Search-based Services)
9.3. Asia Pacific A2P SMS Market, By End-use Vertical, 2013 - 2022 (US$ Bn)
9.3.1. Tornado Analysis
9.3.2. Retail
9.3.3. BFSI (Banking, Financial Services, and Insurance)
9.3.4. Travel and Transport
9.3.5. Utilities
9.3.6. Healthcare
9.3.7. Education
9.3.8. Others (Entertainment, Gaming, etc.)
9.4.1. China
9.4.2. Japan
9.4.3. India Subcontinent
9.4.4. Rest of Asia Pacific

10.1.1. Overview
10.2.1. Tornado Analysis
10.2.2. Customer Relationship Management (CRM) Services
10.2.3. Push Content Services
10.2.4. Promotional Campaigns
10.2.5. Interactive Services
10.2.6. Other Services (Query and Search-based Services)
10.3.1. Tornado Analysis
10.3.2. Retail
10.3.3. BFSI (Banking, Financial Services, and Insurance)
10.3.4. Travel and Transport
10.3.5. Utilities
10.3.6. Healthcare
10.3.7. Education
10.3.8. Others (Entertainment, Gaming, etc.)
10.4. Rest of World A2P SMS Market, By Region 2013 - 2022 (US$ Bn)
10.4.1. Latin America
10.4.2. Middle East and Africa

11. Profiles
11.1. Aicent, Inc.
11.2. AMD Telecom SA
11.3. Dialogue Communications Ltd.
11.4. mBlox
11.5. Syniverse Technologies LLC
11.6. Tanla Solutions Ltd. (India)
11.7. Ogangi Corporation
11.8. Angkor Data Communications Group Co., Ltd.
11.9. Symsoft AB
11.10. Optimizer HQ
11.11. Silverstreet BV
11.12. Wavecell Pte., Ltd.

Ordering:
Order Online - [http://www.researchandmarkets.com/reports/3719673/](http://www.researchandmarkets.com/reports/3719673/)
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
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: Global A2P SMS Market Size, Market Share, Application Analysis, Regional Outlook, Growth Trends, Key Players, Competitive Strategies and Forecasts, 2012 To 2022
Web Address: http://www.researchandmarkets.com/reports/3719673/
Office Code: SC

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)</td>
<td>Single User</td>
<td>USD 4100</td>
</tr>
<tr>
<td>Electronic (PDF)</td>
<td>Site License</td>
<td>USD 6200</td>
</tr>
<tr>
<td>Electronic (PDF)</td>
<td>Enterprisewide</td>
<td>USD 8000</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

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:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

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