

Big Data and Telecom Analytics Market: Business Case, Market Analysis and Forecasts 2014 - 2019

September 2013



Overview:

Big Data refers to a massive volume of both structured and unstructured data that is so large that it is difficult to process using traditional database and software techniques. While the presence of such datasets is not something new, the past few years have witnessed immense commercial investments in solutions that address the processing and analysis of Big Data.

Big Data opens a vast array of applications and opportunities in multiple vertical sectors including, but not limited to, retail and hospitality, media, utilities, financial services, healthcare and pharmaceutical, telecommunications, government, homeland security, and the emerging industrial Internet vertical.

With access to vast amounts of data sets, telecommunications companies are emerging as major proponents of the Big Data movement. Big Data technologies, and in particular their analytics abilities, offer a multitude of benefits to telecom companies including improved subscriber experience, building and maintaining smarter networks, reducing churn, and generation of new revenue streams.

Mind commerce, thus expects the Big Data driven telecom analytics market to grow at a CAGR of nearly 50% between 2014 and 2019. By the end of 2019, the market will eventually account for \$5.4 Billion in annual revenue.

This report provides an in-depth assessment of the global Big Data and telecom analytics markets, including a study of the business case, application use cases, vendor landscape, value chain analysis, case studies and a quantitative assessment of the industry from 2013 to 2019.

Topics covered in the report include:

- **The Business Case for Big Data:** An assessment of the business case, growth drivers and barriers for Big Data
- **Big Data Technology:** A review of the underlying technologies that resolve big data complexities
- **Big Data Use Cases:** A review of investments sectors and specific use cases for the Big Data market
- **The Big Data Value Chain:** An analysis of the value chain of Big Data and the major players involved within it
- **Big Data in Telco Analytics:** How telecom can utilize Big Data technology to reduce churn, optimize their networks, reduce risks and create new revenue streams
- **Telco Case Studies:** Case Studies of two major wireless telecom capitalizing on Big Data to reduce churn and improve revenue
- **Vendor Assessment & Key Player Profiles:** An assessment of the vendor landscape for leading players within the Big Data market
- **Market Analysis and Forecasts:** A global and regional assessment of the market size and forecasts for the Big Data market from 2014 to 2019

Key Findings:

- Big Data opens a vast array of applications and opportunities in multiple vertical sectors including, but not limited to, retail and hospitality, media, utilities, financial services, healthcare and pharmaceutical, telecommunications, government, homeland security, and the emerging industrial Internet vertical.
- Mind Commerce has determined that IBM leads the Big Data market in terms of current investments (from a vendor perspective), with estimated revenue for \$1.3 Billion in 2012 for its Big Data services, software and hardware sale
- Despite challenges such as the lack of clear big data strategies, security concerns and the need for workforce re-skilling, the growth potential of Big Data is unprecedented. Mind Commerce estimates that global spending on Big Data will grow at a CAGR of 48% between 2014 and 2019. Big Data revenues will reach \$135 Billion by the end of 2019



Companies in Report:

Accenture
Adaptive
Adobe
Amazon
Apache Software Foundation
APTEAN (Formerly CDC Software)
BoA
Bristol Myers Squibb
Brooks Brothers
Centre for Economics and Business Research
CIA
Cisco Systems
Cloud Security Alliance (CSA)
Cloudera
Dell
EMC
Facebook
Facebook
GoodData Corporation
Google
Google

Guavus
Hitachi Data Systems
Hortonworks
HP
IBM
Informatica
Intel
Jaspersoft
JPMC
McLaren
Microsoft
MongoDB (Formerly 10Gen)
Morgan Stanley
MU Sigma
Netapp
NSA
Opera Solutions
Oracle
Pentaho
Platfora
Qliktech
Quantum

Rackspace
Revolution Analytics
Salesforce
SAP
SAS Institute
Sisense
Software AG/Terracotta
Splunk
Sqrrl
Supermicro
Tableau Software
Teradata
Think Big Analytics
Tidemark Systems
T-Mobile
TomTom
US Xpress
VMware (Part of EMC)
Vodafone

Target Audience:

- Investment Firms
- Media Companies
- Utilities Companies
- Financial Institutions
- Application Developers
- Government Organizations
- Retail & Hospitality Companies
- Other Vertical Industry Players
- Analytics and Data Reporting Companies
- Healthcare Service Providers & Institutions
- Fixed and Mobile Telecom service providers
- Big Data Technology/Solution (Infrastructure, Software, Service) Vendors

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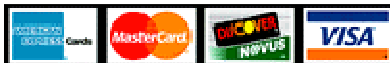
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