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					34.467	15.789	78.544	33.212	77
	15.789	78.544	33.212	77.313	89.090	34.467	80.555	21.456	
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About this report

This report provides market share data for communications service provider (CSP) spending on telecoms-specific customer engagement software systems and related services for 2021. It provides details of how the spending varied by delivery model, vendor and region. The report also includes profiles of the leading vendors in the market.

It is based on several sources, including:

- interviews with CSPs and vendors worldwide
- Analysys Mason's research conducted during the past year.

GEOGRAPHICAL COVERAGE

- Worldwide
- Central and Eastern Europe
- Developed Asia Pacific
- Emerging Asia Pacific
- Latin America
- Middle East and North Africa
- North America
- Sub-Saharan Africa
- Western Europe



KEY QUESTIONS ANSWERED IN THIS REPORT

- What was the overall size of the market (customer engagement software systems for the telecoms industry) and what drove this spending among CSPs?
- Who are the major vendors and what is their share of revenue in the customer engagement systems market?
- What are the different drivers and growth rates of CSP spending on products and professional services?

WHO SHOULD READ THIS REPORT

- Vendor strategy teams that need to understand where growth is slowing and where it is increasing across different sub-segment categories.
- Product management teams that are responsible for feature functionality and geographical focus, and product marketing teams that are responsible for market-share growth.
- Market intelligence teams at vendors that want to understand how their competitors compare to each other.
- CSPs that are planning digital transformation journeys and want to ensure that their current vendors are staying up-to-date.



Contents

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Executive summary

Market shares

Overall telecoms market context

Vendor analysis

Market definition

About the authors and Analysys Mason



Our research programmes



Consumer Services programmes

Fixed Broadband Services Mobile Services Fixed-Mobile Convergence Smart Devices Future Comms Video, Gaming and Entertainment Digital Services



Networks programmes

Next-Generation Wireless Networks Wireless Infrastructure Strategies Fibre Infrastructure Strategies Operator Investment Strategies Telecoms Strategy and Forecast

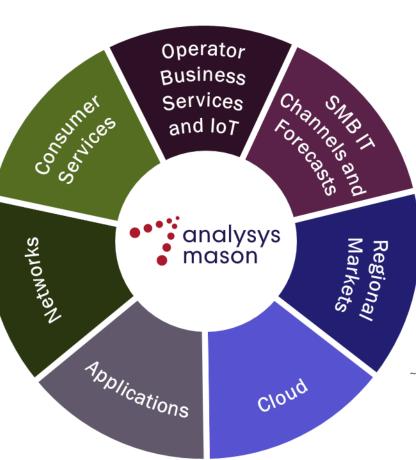


Applications programmes Network Automation and Orchestration Customer Engagement Monetisation Platforms Digital Experience Automated Assurance Service Design and Orchestration Telecoms Software Market Shares



Cloud programmes

Cloud Infrastructure Strategies Data, AI and Development Platforms Edge and Media Platforms



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Operator Business Services and IoT programmes

> Enterprise Services SME Services IoT Services Private Networks

SMB IT Channels and Forecasts programmes Cyber Security

Regional Markets programmes

Global Telecoms Data and Financial KPIs Americas Asia-Pacific Middle East and Africa European Core Forecasts European Telecoms Market Matrix European Country Reports

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