

**Middle East & Africa Revenue Assurance Market Size and Forecast (2020 - 2030),
Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By
Component (Solution and Services); Deployment (On-premise and Cloud-based);
Organization Size (SMEs and Large Enterprises), Vertical (BFSI, Hospitality, Telecom,
Utilities, and Others), and Geography (Middle East & Africa)**

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Report description:

The Middle East & Africa revenue assurance market size is estimated to grow from US\$ 381.20 million in 2022 to US\$ 728.99 million by 2030; it is projected to grow at a CAGR of 8.4% from 2022 to 2030.

The revenue assurance market in the UAE has witnessed substantial growth, primarily due to its expansion. The rise in internet penetration is one of the major factors attributing to the market growth in the country. As internet usage continues to develop, businesses operating in the country are expected to continue their operations online, leading to more and more digital payments. Furthermore, according to the analysis of a prominent consulting firm, at the beginning of 2023, the UAE boasted a staggering 99% internet penetration, with approximately 9.38 million individuals actively using the internet in the country. Such trends are anticipated to propel the revenue assurance market growth in the near future. Additionally, according to Ookla's data, the median mobile internet connection speed in the UAE experienced a gain of 2.3%, equivalent to an increase of 3.08 Mbps, during the twelve months leading up to the start of 2023. Thus, the growing internet penetration fosters the revenue assurance market growth in the region.

Based on industry vertical, the revenue assurance market is segmented into BFSI, hospitality, telecom, utilities, and others. The telecom segment held the largest share in 2022. In the highly competitive and ever-evolving telecommunications industry, revenue assurance is critical for telecom operators. With an increasing complexity of services, billing systems, and revenue

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streams, telecom companies face significant challenges in ensuring accurate revenue collection. Telecom companies operate in a highly competitive market where the slightest revenue leakage can significantly impact profitability. Revenue assurance efforts help identify and rectify revenue leakages caused by billing errors, system glitches, or fraudulent activities. By plugging these leaks, telecom operators can maximize their revenue streams and improve their financial performance.

The telecom sector is particularly vulnerable to revenue fraud due to its complex billing systems and vast customer base. Revenue assurance practices enable identifying and preventing fraudulent activities such as SIM card cloning, subscription fraud, and bypassing billing systems. By implementing robust fraud detection mechanisms, telecom companies can safeguard their revenue and reputation. According to a recent survey by a prominent auditing firm, telecom operators are experiencing revenue leakage ranging from 0.5-10%, resulting in significant financial losses. Additionally, a global survey of over 90 telecom fraud experts earlier this year revealed that telecom operators risk losing nearly US\$ 300 billion in uncollected revenues and fraud. Approximately US\$ 135 billion of this estimated loss can be attributed to revenue leakage. All such factors are boosting the growth of the telecom sector in the revenue assurance market.

Amdocs Ltd, Nokia Corp, Tata Consultancy Services Ltd, Subex Ltd, LATRO Services Inc, Araxxe SAS, Substratal Solutions Pvt Ltd, BDO South Africa Inc, Panamax Inc, and Adapt IT Holdings Proprietary Ltd are among the key revenue assurance market players that are profiled in this market study.

The overall MEA revenue assurance market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the revenue assurance market size. The process also helps obtain an overview and forecast of the market with respect to all the revenue assurance market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the revenue assurance market.

Table of Contents:

TABLE OF CONTENTS

- 1. Introduction
 - 1.1 The Insight Partners Research Report Guidance
 - 1.2 Market Segmentation
- 2. Executive Summary
 - 2.1 Key Insights
- 3. Research Methodology
 - 3.1 Coverage
 - 3.2 Secondary Research
 - 3.3 Primary Research
- 4. Revenue Assurance Market Landscape
 - 4.1 Overview
 - 4.2 PEST Analysis
 - 4.3 Ecosystem Analysis
 - 4.3.1 Solution Providers:
 - 4.3.2 Service Providers
 - 4.3.3 End Users:

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- 5. Revenue Assurance Market - Key Market Dynamics
 - 5.1 Drivers
 - 5.1.1 Rising Internet Penetration
 - 5.1.2 Increasing Favourable Business Environment & Strong Customer Support
 - 5.1.3 Growing Technological Enhancement
 - 5.2 Restraints
 - 5.2.1 Lack of Awareness and Understanding
 - 5.2.2 Lack of Organizational Management
 - 5.3 Opportunity
 - 5.3.1 Rapid Evolution of Digital Technologies
 - 5.3.2 Expansion of Telecom Sector
 - 5.4 Future Trend
 - 5.4.1 Growing Importance of Revenue Assurance in Non-Telecom Sectors
 - 5.5 Impact of Drivers and Restraints:
- 6. Revenue Assurance Market - Middle East and Africa Market Analysis
 - 6.1 Revenue Assurance Market Revenue (US\$ Million), 2022 - 2030
- 7. Revenue Assurance Market Analysis - Component
 - 7.1 Solution
 - 7.1.1 Overview
 - 7.1.2 Solution Market Revenue and Forecasts To 2030 (US\$ Million)
 - 7.2 Services
 - 7.2.1 Overview
 - 7.2.2 Services Market Revenue and Forecasts To 2030 (US\$ Million)
- 8. Revenue Assurance Market Analysis - Deployment
 - 8.1 On-Premise
 - 8.1.1 Overview
 - 8.1.2 On-Premise Market Revenue and Forecasts To 2030 (US\$ Million)
 - 8.2 Cloud-based
 - 8.2.1 Overview
 - 8.2.2 Cloud-based Market Revenue and Forecasts To 2030 (US\$ Million)
- 9. Revenue Assurance Market Analysis - Organization Size
 - 9.1 SMEs
 - 9.1.1 Overview
 - 9.1.2 SMEs Market Revenue and Forecasts To 2030 (US\$ Million)
 - 9.2 Large Enterprises
 - 9.2.1 Overview
 - 9.2.2 Large Enterprises Market Revenue and Forecasts To 2030 (US\$ Million)
- 10. Revenue Assurance Market Analysis - Vertical
 - 10.1 BFSI
 - 10.1.1 Overview
 - 10.1.2 BFSI Market Revenue and Forecasts To 2030 (US\$ Million)
 - 10.2 Hospitality
 - 10.2.1 Overview
 - 10.2.2 Hospitality Market Revenue and Forecasts To 2030 (US\$ Million)
 - 10.3 Telecom
 - 10.3.1 Overview
 - 10.3.2 Telecom Market Revenue and Forecasts To 2030 (US\$ Million)

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- 10.4 Utilities
 - 10.4.1 Overview
 - 10.4.2 Utilities Market Revenue and Forecasts To 2030 (US\$ Million)
- 10.5 Others
 - 10.5.1 Overview
 - 10.5.2 Others Market Revenue and Forecasts To 2030 (US\$ Million)
- 11. Revenue Assurance Market - Country Analysis
 - 11.1 Middle East Revenue Assurance Market
 - 11.1.1 Middle East Revenue Assurance Market Overview
 - 11.1.2 Middle East Revenue Assurance Market Revenue and Forecasts To 2030 (US\$ Million)
 - 11.1.3 Middle East Revenue Assurance Market Breakdown by Component
 - 11.1.3.1 Middle East Revenue Assurance Market Revenue and Forecasts and Analysis - By Component
 - 11.1.4 Middle East Revenue Assurance Market Breakdown by Deployment
 - 11.1.4.1 Middle East Revenue Assurance Market Revenue and Forecasts and Analysis - By Deployment
 - 11.1.5 Middle East and Africa Revenue Assurance Market Breakdown by Organization Size
 - 11.1.5.1 Middle East Revenue Assurance Market Revenue and Forecasts and Analysis - By Organization Size
 - 11.1.6 Middle East Revenue Assurance Market Breakdown by Vertical
 - 11.1.6.1 Middle East Revenue Assurance Market Revenue and Forecasts and Analysis - By Vertical
 - 11.1.7 Revenue Assurance Market Breakdown by Country
 - 11.1.7.1 Saudi Arabia Revenue Assurance Market Revenue and Forecasts To 2030 (US\$ Million)
 - 11.1.7.1.1 Saudi Arabia Revenue Assurance Market Breakdown by Component
 - 11.1.7.1.2 Saudi Arabia Revenue Assurance Market Breakdown by Deployment
 - 11.1.7.1.3 Saudi Arabia Revenue Assurance Market Breakdown by Organization Size
 - 11.1.7.1.4 Saudi Arabia Revenue Assurance Market Breakdown by Vertical
 - 11.1.7.2 UAE Revenue Assurance Market Revenue and Forecasts To 2030 (US\$ Million)
 - 11.1.7.2.1 UAE Revenue Assurance Market Breakdown by Component
 - 11.1.7.2.2 UAE Revenue Assurance Market Breakdown by Deployment
 - 11.1.7.2.3 UAE Revenue Assurance Market Breakdown by Organization Size
 - 11.1.7.2.4 UAE Revenue Assurance Market Breakdown by Vertical
 - 11.1.7.3 Kuwait Revenue Assurance Market Revenue and Forecasts To 2030 (US\$ Million)
 - 11.1.7.3.1 Kuwait Revenue Assurance Market Breakdown by Component
 - 11.1.7.3.2 Kuwait Revenue Assurance Market Breakdown by Deployment
 - 11.1.7.3.3 Kuwait Revenue Assurance Market Breakdown by Organization Size
 - 11.1.7.3.4 Kuwait Revenue Assurance Market Breakdown by Vertical
 - 11.1.7.4 Qatar Revenue Assurance Market Revenue and Forecasts To 2030 (US\$ Million)
 - 11.1.7.4.1 Qatar Revenue Assurance Market Breakdown by Component
 - 11.1.7.4.2 Qatar Revenue Assurance Market Breakdown by Deployment
 - 11.1.7.4.3 Qatar Revenue Assurance Market Breakdown by Organization Size
 - 11.1.7.4.4 Qatar Revenue Assurance Market Breakdown by Vertical
 - 11.1.7.5 Oman Revenue Assurance Market Revenue and Forecasts To 2030 (US\$ Million)
 - 11.1.7.5.1 Oman Revenue Assurance Market Breakdown by Component
 - 11.1.7.5.2 Oman Revenue Assurance Market Breakdown by Deployment
 - 11.1.7.5.3 Oman Revenue Assurance Market Breakdown by Organization Size
 - 11.1.7.5.4 Oman Revenue Assurance Market Breakdown by Vertical
 - 11.1.7.6 Rest of Middle East Revenue Assurance Market Revenue and Forecasts To 2030 (US\$ Million)
 - 11.1.7.6.1 Rest of Middle East Revenue Assurance Market Breakdown by Component
 - 11.1.7.6.2 Rest of Middle East Revenue Assurance Market Breakdown by Deployment

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- 11.1.7.6.3 Rest of Middle East Revenue Assurance Market Breakdown by Organization Size
- 11.1.7.6.4 Rest of Middle East Revenue Assurance Market Breakdown by Vertical
- 11.2 Africa Revenue Assurance Market
 - 11.2.1 Africa Revenue Assurance Market Overview
 - 11.2.2 Africa Revenue Assurance Market Revenue and Forecasts To 2030 (US\$ Million)
 - 11.2.3 Africa Revenue Assurance Market Breakdown by Component
 - 11.2.3.1 Africa Revenue Assurance Market Revenue and Forecasts and Analysis - By Component
 - 11.2.4 Africa Revenue Assurance Market Breakdown by Deployment
 - 11.2.4.1 Africa Revenue Assurance Market Revenue and Forecasts and Analysis - By Deployment
 - 11.2.5 Africa Revenue Assurance Market Breakdown by Organization Size
 - 11.2.5.1 Africa Revenue Assurance Market Revenue and Forecasts and Analysis - By Organization Size
 - 11.2.6 Africa Revenue Assurance Market Breakdown by Vertical
 - 11.2.6.1 Africa Revenue Assurance Market Revenue and Forecasts and Analysis - By Vertical
 - 11.2.7 Revenue Assurance Market Breakdown by Region
 - 11.2.7.1 Northern Africa Revenue Assurance Market Revenue and Forecasts To 2030 (US\$ Million)
 - 11.2.7.1.1 Northern Africa Revenue Assurance Market Breakdown by Component
 - 11.2.7.1.2 Northern Africa Revenue Assurance Market Breakdown by Deployment
 - 11.2.7.1.3 Northern Africa Revenue Assurance Market Breakdown by Organization Size
 - 11.2.7.1.4 Northern Africa Revenue Assurance Market Breakdown by Vertical
 - 11.2.7.2 Western Africa Assurance Market Revenue and Forecasts To 2030 (US\$ Million)
 - 11.2.7.2.1 Western Africa Assurance Market Breakdown by Component
 - 11.2.7.2.2 Western Africa Assurance Market Breakdown by Deployment
 - 11.2.7.2.3 Western Africa Assurance Market Breakdown by Organization Size
 - 11.2.7.2.4 Western Africa Assurance Market Breakdown by Vertical
 - 11.2.7.3 Southern Africa Revenue Assurance Market Revenue and Forecasts To 2030 (US\$ Million)
 - 11.2.7.3.1 Southern Africa Revenue Assurance Market Breakdown by Component
 - 11.2.7.3.2 Southern Africa Revenue Assurance Market Breakdown by Deployment
 - 11.2.7.3.3 Southern Africa Revenue Assurance Market Breakdown by Organization Size
 - 11.2.7.3.4 Southern Africa Revenue Assurance Market Breakdown by Vertical
 - 11.2.7.4 Eastern Africa Revenue Assurance Market Revenue and Forecasts To 2030 (US\$ Million)
 - 11.2.7.4.1 Eastern Africa Revenue Assurance Market Breakdown by Component
 - 11.2.7.4.2 Eastern Africa Revenue Assurance Market Breakdown by Deployment
 - 11.2.7.4.3 Eastern Africa Revenue Assurance Market Breakdown by Organization Size
 - 11.2.7.4.4 Eastern Africa Revenue Assurance Market Breakdown by Vertical
 - 11.2.7.5 Central Africa Revenue Assurance Market Revenue and Forecasts To 2030 (US\$ Million)
 - 11.2.7.5.1 Central Africa Revenue Assurance Market Breakdown by Component
 - 11.2.7.5.2 Central Africa Revenue Assurance Market Breakdown by Deployment
 - 11.2.7.5.3 Central Africa Revenue Assurance Market Breakdown by Organization Size
 - 11.2.7.5.4 Central Africa Revenue Assurance Market Breakdown by Vertical
- 12. Revenue Assurance Market - Impact of COVID-19 Pandemic
 - 12.1 Pre & Post Covid-19 Impact
- 13. Competitive Landscape
 - 13.1 Heat Map Analysis By Key Players
 - 13.2 Company Positioning & Concentration
- 14. Industry Landscape
 - 14.1 Overview
 - 14.2 Market Initiative

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- 14.3 Mergers & Acquisitions
- 15. Company Profiles
 - 15.1 Nokia Corp
 - 15.1.1 Key Facts
 - 15.1.2 Business Description
 - 15.1.3 Products and Services
 - 15.1.4 Financial Overview
 - 15.1.5 SWOT Analysis
 - 15.1.6 Key Developments
 - 15.2 Tata Consultancy Services Ltd
 - 15.2.1 Key Facts
 - 15.2.2 Business Description
 - 15.2.3 Products and Services
 - 15.2.4 Financial Overview
 - 15.2.5 SWOT Analysis
 - 15.2.6 Key Developments
 - 15.3 Amdocs Ltd
 - 15.3.1 Key Facts
 - 15.3.2 Business Description
 - 15.3.3 Products and Services
 - 15.3.4 Financial Overview
 - 15.3.5 SWOT Analysis
 - 15.3.6 Key Developments
 - 15.4 Subex Ltd
 - 15.4.1 Key Facts
 - 15.4.2 Business Description
 - 15.4.3 Products and Services
 - 15.4.4 Financial Overview
 - 15.4.5 SWOT Analysis
 - 15.4.6 Key Developments
 - 15.5 LATRO Services Inc
 - 15.5.1 Key Facts
 - 15.5.2 Business Description
 - 15.5.3 Products and Services
 - 15.5.4 Financial Overview
 - 15.5.5 SWOT Analysis
 - 15.5.6 Key Developments
 - 15.6 Araxxe SAS
 - 15.6.1 Key Facts
 - 15.6.2 Business Description
 - 15.6.3 Products and Services
 - 15.6.4 Financial Overview
 - 15.6.5 SWOT Analysis
 - 15.6.6 Key Developments
 - 15.7 BDO South Africa Inc
 - 15.7.1 Key Facts
 - 15.7.2 Business Description

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- 15.7.3 Products and Services
- 15.7.4 Financial Overview
- 15.7.5 SWOT Analysis
- 15.7.6 Key Developments
- 15.8 Panamax Inc
- 15.8.1 Key Facts
- 15.8.2 Business Description
- 15.8.3 Products and Services
- 15.8.4 Financial Overview
- 15.8.5 SWOT Analysis
- 15.8.6 Key Developments
- 15.9 Adapt IT Holdings Proprietary Ltd
- 15.9.1 Key Facts
- 15.9.2 Business Description
- 15.9.3 Products and Services
- 15.9.4 Financial Overview
- 15.9.5 SWOT Analysis
- 15.9.6 Key Developments
- 15.10 Substratal Solutions Pvt Ltd
- 15.10.1 Key Facts
- 15.10.2 Business Description
- 15.10.3 Products and Services
- 15.10.4 Financial Overview
- 15.10.5 SWOT Analysis
- 15.10.6 Key Developments
- 16. Appendix
- 16.1 About The Insight Partners
- 16.2 Word Index

**Middle East & Africa Revenue Assurance Market Size and Forecast (2020 - 2030),
Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By
Component (Solution and Services); Deployment (On-premise and Cloud-based);
Organization Size (SMEs and Large Enterprises), Vertical (BFSI, Hospitality, Telecom,
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