

# MARKET REPORT



North America Mass Notification System Market by Product (Hardware and Software & Services) by Deployment Type (On-premise and On-demand) by Solution (In-building Solution, Wide-area Solution and Distributed Recipient Solution) by Application (Interoperable Emergency Communication, Business Continuity & Disaster Recovery, Public Alert & Warning and Business Operation ) by Vertical (Education, Defe

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The North American mass notification market was valued at \$1,774.6 million for 2014, and is projected to reach \$3,450.7 million by 2019, at a CAGR of 14.2% from 2014 to 2019.

Mass Notification Systems (MNS) are imperative due to the increasing number of disasters, which can be catastrophic natural calamities, such as earthquakes, floods, hurricanes, wildfires, or other threats, such as human killings, shootings, bombings. The increased usage of mass notification systems in both developed and developing nations can be attributed to factors, such as rising need for public safety, increasing awareness of emergency communication solutions, requisite for business continuity, and growing trend towards mobility.

In this report, the mass notification system market covers application segments, such as interoperable emergency communication, business continuity & disaster recovery, public alert & warning and business operation.

Furthermore, the market is also segmented on the basis of solution. The solution segment covers In-building solution, wide-area solution and distributed recipient solution. The in-building solution segment held the largest share in the solution segment in 2014. The increasing awareness for emergency communication solutions exhibits a high growth potential for this market. Mass notification systems are also segmented on the basis of deployment types, such as on-premise and on-demand. The on-demand segment is expected to dominate the mass notification system market in 2019. The mass notification system market is also segmented on the basis of product (hardware and software & services).

The mass notification system market is competitive in nature, marked with new product developments and merger & acquisitions. New product launches and mergers & acquisitions are the key strategies adopted by market players to ensure their growth in the market. The market is dominated by players, such as AtHoc Inc. (U.S.), Cooper Industries (U.S.), Everbridge (U.S.), MIR3 (U.S.), Omnilert LLC. (U.S.), Send Word Now (U.S.), Mircom Group of Companies (Canada), and Xmatters (U.S.)

## Markets Covered

- Mass Notification System market, By Product

Hardware

Software & Services

- Mass Notification System market, By Deployment Type

- On-premise
- On-demand

- Mass Notification System market, By Solution

- In-building Solution
- Wide-area Solution
- Distributed Recipient Solution

- Mass Notification System market, By Application

- Interoperable Emergency Communication
- Business Continuity & Disaster Recovery
- Public Alert & Warning
- Business Operation

- Mass Notification System market, By Vertical

- Education
- Defence
- Healthcare
- Energy & Power
- Government
- Automotive Transportation & Logistics
- Commercial
- Others

- Mass Notification System market, By Geography

- U.S.
- Canada
- Mexico

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