

# India and China OSS/BSS Market Analysis And Segment Forecasts To 2020

<https://marketpublishers.com/r/I4BCC94C8C2EN.html>

Date: January 2014

Pages: 84

Price: US\$ 5,950.00 (Single User License)

ID: I4BCC94C8C2EN

## Abstracts

The market for OSS/BSS in India and China is expected to reach USD 7.33 billion by 2020. Declining ARPU is expected to be the key driving force for the market over the forecast period. Grand View Research also observes that the rapid growth in the telecommunication industry and increase in the number of subscribers is expected to positively impact the market.

India accounted for majority of the overall Asia Pacific market share in 2012. It is further expected to grow at a CAGR of 16.3% over the forecast period. Growing focus on customer relationship management in order to ensure customer retention and loyalty has led to investments in the OSS/BSS space. Furthermore, service providers are offering next generation systems that provide shorter time-to-market and rapid development of services. Uncertain regulatory scenario and deferred adoption of communication standards in India is expected to be a barrier to industry growth.

Further Key findings from the study suggest:

The India and China OSS/BSS market was estimated to be USD 2.2 billion in 2012, and is expected to grow at a CAGR of 16.3% from 2013 to 2020

The market in China is expected to reach USD 3.45 billion by 2020, spurred by the growth in the telecommunication sector

The business scope of telecom service providers has been expanding, and transitioning from voice to content and internet services. OSS/BSS provides these operators with convergent billing, offering a unified view of services availed by the user, which can then be used for developing preferential pricing

plans and centralized customer support.

The market is extremely fragmented, with participants such as Ericsson, Amdocs, Huawei Technologies, Accenture, etc. Mergers and acquisitions have been observed to be the key business strategy, in order for companies to develop a comprehensive product portfolio and offer end-to-end solutions. The ecosystem comprises OSS/BSS solution providers, IT services providers, and network equipment providers among others.

For the purpose of this study, Grand View Research has segmented the OSS/BSS market on the basis of region:

### OSS/BSS Regional Outlook

India

China

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