

Cloud OSS BSS - Company Evaluation Report, 2025

<https://marketpublishers.com/r/CEEB226D13E0EN.html>

Date: August 2025

Pages: 142

Price: US\$ 2,650.00 (Single User License)

ID: CEEB226D13E0EN

Abstracts

The Cloud OSS BSS Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Cloud OSS BSS. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and emerging trends shaping the industry. MarketsandMarkets 360 Quadrants evaluated over 100 companies, of which the Top 23 Cloud OSS BSS Companies were categorized and recognized as quadrant leaders.

The global cloud OSS/BSS market is gaining momentum as it enables communication service providers (CSPs) to evolve into comprehensive digital service providers (DSPs) by delivering a superior omnichannel customer experience through cloud-enabled support systems. With the advent of new technologies, traditional OSS/BSS solutions are being replaced by modern digital cloud-based alternatives that offer seamless connectivity for telecom and mobile operators. These solutions support automated service fulfillment, enhance customer experience, accelerate service delivery, lower operational costs, and improve overall productivity and efficiency. The ongoing demand for evolving customer expectations has compelled CSPs to upgrade their infrastructure in order to manage networks and customer-focused services, leading to the adoption of modern OSS/BSS systems.

Cloud OSS/BSS is reshaping the service offerings of communication service providers (CSPs). By leveraging cloud platforms, the telecommunications sector can better address both business and technical challenges. This adoption enables CSPs to respond more rapidly, reduce operational expenses, scale their operations as needed, and improve resource sharing, automation, and system monitoring.

The 360 Quadrant maps the Cloud OSS BSS companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the Cloud OSS BSS quadrant. The top criteria for product

footprint evaluation included By COMPONENT (Solutions, Services), By CLOUD TYPE (Public Cloud, Private Cloud, Hybrid Cloud), and By OPERATOR TYPE (Mobile Operator, Fixed Operator).

Key players in the Cloud OSS BSS market include major global corporations and specialized innovators such as Amdocs, Salesforce, NEC, Huawei, Ericsson, Oracle, CSG, HPE, Nokia, ZTE, Comarch, IBM, Optiva, Mavenir, STL, Hughes, Comviva, Whale Cloud, Tecnotree, Subex, Cerillion, Infovista, and TEOCO. These companies are actively investing in research and development, forming strategic partnerships, and engaging in collaborative initiatives to drive innovation, expand their global footprint, and maintain a competitive edge in this rapidly evolving market.

Top 3 Companies

Amdocs

Amdocs is a leader in the Cloud OSS BSS market, holding a significant market share. The company offers a comprehensive suite of digital BSS, service orchestration, and cloud-native monetization solutions, supporting telecom operators through multi-cloud environments. Amdocs emphasizes dynamic policy control, 5G monetization, and real-time customer experience, bolstered by its integration capabilities with Tier-1 telecom operators worldwide. Their strategic focus on AI operations, API frameworks, and DevOps methodologies enables them to reduce operational complexities and foster innovation, ensuring relevance in the evolving telecom ecosystem.

Salesforce

Salesforce is another key player, leveraging its strengths in CRM, customer engagement, and AI-driven process automation. The company's Telecom Cloud platform offers CSPs tools for customer lifecycle management within a cloud-native environment. Salesforce has bolstered its offerings through strategic acquisitions, such as Vlocity, enhancing its ability to deliver customized BSS solutions. The company's rapid deployment models and process-centric designs help telecom providers improve agility and customer outcomes.

NEC

NEC, through its Netcracker subsidiary, captures a considerable market share with its end-to-end orchestration capabilities. The company's cloud-native portfolio spans digital BSS and service assurance, supporting functionalities like network slicing and automated lifecycle management. NEC is recognized for executing complex transformation projects and investing in AI-led assurance, positioning them as a vital

participant in the cloud OSS BSS landscape.

Contents

1 INTRODUCTION

- 1.1 MARKET DEFINITION
- 1.2 INCLUSIONS AND EXCLUSIONS
- 1.3 STAKEHOLDERS

2 EXECUTIVE SUMMARY

3 MARKET OVERVIEW AND INDUSTRY TRENDS

3.1 INTRODUCTION

3.2 MARKET DYNAMICS

3.2.1 DRIVERS

- 3.2.1.1 Increasing adoption of tailored cloud OSS BSS solutions
- 3.2.1.2 Increasing 5G adoption to surge demand for cloud OSS BSS
- 3.2.1.3 Growing demand for convergent billing systems
- 3.2.1.4 Large-scale implementation of SDN and NFV
- 3.2.1.5 Growing need to reduce CAPEX and OPEX

3.2.2 RESTRAINTS

- 3.2.2.1 Concerns over data privacy hindering adoption of solutions

3.2.3 OPPORTUNITIES

- 3.2.3.1 Adoption of cloud technologies to transform telecom industry
- 3.2.3.2 Growth of telecom industry with next-generation operation systems and software framework
- 3.2.3.3 Operators taking service innovation to next level for monetizing and marketing IoT

3.2.4 CHALLENGES

- 3.2.4.1 High volume of customer transactions and increasing complexities in network management
- 3.2.4.2 Lack of technical proficiency for implementing cloud-native OSS BSS solutions

3.3 BRIEF HISTORY OF CLOUD OSS BSS

3.4 ECOSYSTEM ANALYSIS

3.5 VALUE CHAIN ANALYSIS

- 3.5.1 SOLUTION PROVIDERS
- 3.5.2 CONNECTIVITY PROVIDERS
- 3.5.3 SYSTEM INTEGRATORS

- 3.5.4 SERVICE PROVIDERS
- 3.5.5 END USERS
- 3.6 TECHNOLOGY ANALYSIS
 - 3.6.1 KEY TECHNOLOGIES
 - 3.6.1.1 Artificial intelligence and machine learning
 - 3.6.1.2 Microservices and Cloud Native Architectures
 - 3.6.1.3 Digital Twin
 - 3.6.2 ADJACENT TECHNOLOGIES
 - 3.6.2.1 Software-defined Networking
 - 3.6.2.2 Network Function Virtualization
 - 3.6.2.3 Multi-access Edge Computing
 - 3.6.3 COMPLEMENTARY TECHNOLOGIES
 - 3.6.3.1 DevOps and Continuous Integration/Continuous Deployment
 - 3.6.3.2 Cybersecurity Solutions
 - 3.6.3.3 Open APIs and Interoperability Standards
- 3.7 PATENT ANALYSIS
 - 3.7.1 METHODOLOGY
- 3.8 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS
- 3.9 PORTER'S FIVE FORCES ANALYSIS
 - 3.9.1 THREAT OF NEW ENTRANTS
 - 3.9.2 THREAT OF SUBSTITUTES
 - 3.9.3 BARGAINING POWER OF SUPPLIERS
 - 3.9.4 BARGAINING POWER OF BUYERS
 - 3.9.5 INTENSITY OF COMPETITIVE RIVALRY
- 3.10 KEY CONFERENCES AND EVENTS IN 2025–2026
- 3.11 TECHNOLOGY ROADMAP FOR CLOUD OSS BSS MARKET
 - 3.11.1 CLOUD OSS BSS ROADMAP TILL 2030
 - 3.11.1.1 Short-term roadmap (2025–2026)
 - 3.11.1.2 Mid-term roadmap (2027–2028)
 - 3.11.1.3 Long-term roadmap (2029–2030)
- 3.12 IMPACT OF AI/GENERATIVE AI ON CLOUD OSS BSS MARKET
 - 3.12.1 USE CASES OF GENERATIVE AI IN CLOUD OSS BSS

4 COMPETITIVE LANDSCAPE

- 4.1 OVERVIEW
- 4.2 KEY PLAYER STRATEGIES
- 4.3 REVENUE ANALYSIS, 2020–2024
- 4.4 MARKET SHARE ANALYSIS, 2024

4.5 COMPANY VALUATION AND FINANCIAL METRICS

4.6 BRAND/PRODUCT COMPARISON

4.7 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2025

4.7.1 STARS

4.7.2 EMERGING LEADERS

4.7.3 PERVASIVE PLAYERS

4.7.4 PARTICIPANTS

4.7.5 COMPANY FOOTPRINT: KEY PLAYERS, 2025

4.7.5.1 Company footprint

4.7.5.2 Regional footprint

4.7.5.3 Component footprint

4.7.5.4 Cloud type footprint

4.7.5.5 Operator type footprint

4.8 COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2025

4.8.1 PROGRESSIVE COMPANIES

4.8.2 RESPONSIVE COMPANIES

4.8.3 DYNAMIC COMPANIES

4.8.4 STARTING BLOCKS

4.8.5 COMPETITIVE BENCHMARKING

4.8.5.1 Detailed list of key startups/SMEs

4.8.5.2 Competitive benchmarking of key startups/SMEs

4.9 COMPETITIVE SCENARIO AND TRENDS

4.9.1 NEW PRODUCT LAUNCHES AND ENHANCEMENTS

4.9.2 DEALS

5 COMPANY PROFILES

5.1 MAJOR COMPANIES

5.1.1 AMDOCS

5.1.1.1 Business overview

5.1.1.2 Products/Solutions/Services offered

5.1.1.3 Recent developments

5.1.1.3.1 Product launches and enhancements

5.1.1.3.2 Deals

5.1.1.4 MnM view

5.1.1.4.1 Key strengths/Right to win

5.1.1.4.2 Strategic choices

5.1.1.4.3 Weaknesses and competitive threats

5.1.2 SALESFORCE

- 5.1.2.1 Business overview
- 5.1.2.2 Products/Solutions/Services offered
- 5.1.2.3 Recent developments
 - 5.1.2.3.1 Product launches and enhancements
 - 5.1.2.3.2 Deals
- 5.1.2.4 MnM view
 - 5.1.2.4.1 Key strengths/Right to win
 - 5.1.2.4.2 Strategic choices
 - 5.1.2.4.3 Weaknesses and competitive threats
- 5.1.3 NEC
 - 5.1.3.1 Business overview
 - 5.1.3.2 Products/Solutions/Services offered
 - 5.1.3.3 Recent developments
 - 5.1.3.3.1 Product launches and enhancements
 - 5.1.3.3.2 Deals
 - 5.1.3.4 MnM View
 - 5.1.3.4.1 Key strengths/Right to win
 - 5.1.3.4.2 Strategic choices
 - 5.1.3.4.3 Weaknesses and competitive threats
- 5.1.4 ERICSSON
 - 5.1.4.1 Business overview
 - 5.1.4.2 Products/Solutions/Services offered
 - 5.1.4.3 Recent developments
 - 5.1.4.3.1 Product launches and enhancements
 - 5.1.4.3.2 Deals
 - 5.1.4.4 MnM view
 - 5.1.4.4.1 Key strengths/Right to win
 - 5.1.4.4.2 Strategic choices
 - 5.1.4.4.3 Weaknesses and competitive threats
- 5.1.5 ORACLE
 - 5.1.5.1 Business overview
 - 5.1.5.2 Products/Solutions/Services offered
 - 5.1.5.3 Recent developments
 - 5.1.5.4 MnM view
- 5.1.6 HUAWEI
 - 5.1.6.1 Business overview
 - 5.1.6.2 Products/Solutions/Services offered
 - 5.1.6.3 Recent developments
 - 5.1.6.3.1 Product launches and enhancements

- 5.1.6.3.2 Deals
- 5.1.7 HPE
 - 5.1.7.1 Business overview
 - 5.1.7.2 Products offered
 - 5.1.7.3 Recent developments
 - 5.1.7.3.1 Product launches and enhancements
 - 5.1.7.3.2 Deals
- 5.1.8 OPTIVA
 - 5.1.8.1 Business overview
 - 5.1.8.2 Products offered
 - 5.1.8.3 Recent developments
 - 5.1.8.3.1 Product launches and enhancements
 - 5.1.8.3.2 Deals
- 5.1.9 NOKIA
 - 5.1.9.1 Business overview
 - 5.1.9.2 Products offered
 - 5.1.9.3 Recent developments
 - 5.1.9.3.1 Product launches and enhancements
 - 5.1.9.3.2 Deals
- 5.1.10 CSG
 - 5.1.10.1 Business overview
 - 5.1.10.2 Products offered
 - 5.1.10.3 Recent developments
 - 5.1.10.3.1 Product launches and enhancements
 - 5.1.10.3.2 Deals
- 5.1.11 ZTE
 - 5.1.11.1 Business overview
 - 5.1.11.2 Products offered
 - 5.1.11.3 Recent developments
 - 5.1.11.3.1 Product launches and enhancements
- 5.1.12 COMARCH
 - 5.1.12.1 Business overview
 - 5.1.12.2 Products/Solutions/Services offered
 - 5.1.12.3 Recent developments
 - 5.1.12.3.1 Product launches and enhancements
 - 5.1.12.3.2 Deals
- 5.1.13 SUBEX
- 5.1.14 TEOCO
- 5.1.15 IBM

5.1.16 INFOVISTA

5.1.17 COMVIVA

5.1.18 CERILLION

5.1.19 WHALE CLOUD

5.1.20 HUGHES

5.1.21 MAVENIR

5.1.22 STL

5.1.23 TECNOTREE

5.2 STARTUP/SMES PLAYERS

5.2.1 BILL PERFECT

5.2.2 TELGOO5

5.2.3 NMSWORKS SOFTWARE

5.2.4 WAVELO

5.2.5 CHIKPEA

5.2.6 BLUECAT

5.2.7 KENTIK

5.2.8 KNOT SOLUTIONS

6 APPENDIX

6.1 RESEARCH METHODOLOGY

6.1.1 RESEARCH DATA

6.1.1.1 Secondary data

6.1.1.2 Primary data

6.1.2 MARKET FORECAST

6.1.3 STUDY ASSUMPTIONS

6.1.4 RESEARCH LIMITATIONS

6.2 COMPANY EVALUATION MATRIX: METHODOLOGY

6.3 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

- TABLE 1 CLOUD OSS BSS MARKET: ECOSYSTEM
- TABLE 2 LIST OF MAJOR PATENTS
- TABLE 3 CLOUD OSS BSS MARKET: PORTER'S FIVE FORCES
- TABLE 4 CLOUD OSS BSS MARKET: DETAILED LIST OF CONFERENCES AND EVENTS, 2025–2026
- TABLE 5 OVERVIEW OF STRATEGIES ADOPTED BY KEY CLOUD OSS BSS VENDORS
- TABLE 6 CLOUD OSS BSS MARKET: DEGREE OF COMPETITION
- TABLE 7 CLOUD OSS BSS MARKET: REGIONAL FOOTPRINT
- TABLE 8 CLOUD OSS BSS MARKET: COMPONENT FOOTPRINT
- TABLE 9 CLOUD OSS BSS MARKET: CLOUD TYPE FOOTPRINT
- TABLE 10 CLOUD OSS BSS MARKET: OPERATOR TYPE FOOTPRINT
- TABLE 11 CLOUD OSS BSS MARKET: DETAILED LIST OF KEY STARTUPS/SMES
- TABLE 12 CLOUD OSS BSS MARKET: COMPETITIVE BENCHMARKING OF KEY STARTUPS/SMES
- TABLE 13 CLOUD OSS BSS: PRODUCT LAUNCHES AND ENHANCEMENTS, JANUARY 2022–JUNE 2025
- TABLE 14 CLOUD OSS BSS MARKET: DEALS, 2022–2025
- TABLE 15 AMDOCS: BUSINESS OVERVIEW
- TABLE 16 AMDOCS: PRODUCTS/SOLUTIONS OFFERED
- TABLE 17 AMDOCS: PRODUCT LAUNCHES AND ENHANCEMENTS
- TABLE 18 AMDOCS: DEALS
- TABLE 19 SALESFORCE: BUSINESS OVERVIEW
- TABLE 20 SALESFORCE: PRODUCTS/SOLUTIONS OFFERED
- TABLE 21 SALESFORCE: PRODUCT LAUNCHES AND ENHANCEMENTS
- TABLE 22 SALESFORCE: DEALS
- TABLE 23 NEC: BUSINESS OVERVIEW
- TABLE 24 NEC: PRODUCTS/SOLUTIONS OFFERED
- TABLE 25 NEC: PRODUCT LAUNCHES AND ENHANCEMENTS
- TABLE 26 NEC: DEALS
- TABLE 27 ERICSSON: BUSINESS OVERVIEW
- TABLE 28 ERICSSON: PRODUCTS/SOLUTIONS OFFERED
- TABLE 29 ERICSSON: PRODUCT LAUNCHES
- TABLE 30 ERICSSON: DEALS
- TABLE 31 ORACLE: BUSINESS OVERVIEW
- TABLE 32 ORACLE: PRODUCTS/SOLUTIONS OFFERED

TABLE 33 ORACLE: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 34 ORACLE: DEALS

TABLE 35 HUAWEI: BUSINESS OVERVIEW

TABLE 36 HUAWEI: PRODUCTS/SOLUTIONS OFFERED

TABLE 37 HUAWEI: PRODUCT LAUNCHES

TABLE 38 HUAWEI: DEALS

TABLE 39 HPE: BUSINESS OVERVIEW

TABLE 40 HPE: PRODUCTS OFFERED

TABLE 41 HPE: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 42 HPE: DEALS

TABLE 43 OPTIVA: BUSINESS OVERVIEW

TABLE 44 OPTIVA: PRODUCTS OFFERED

TABLE 45 OPTIVA: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 46 OPTIVA: DEALS

TABLE 47 NOKIA: BUSINESS OVERVIEW

TABLE 48 NOKIA: PRODUCTS OFFERED

TABLE 49 NOKIA: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 50 NOKIA: DEALS

TABLE 51 CSG: BUSINESS OVERVIEW

TABLE 52 CSG: PRODUCTS OFFERED

TABLE 53 CSG: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 54 CSG: DEALS

TABLE 55 ZTE: BUSINESS OVERVIEW

TABLE 56 ZTE: PRODUCTS OFFERED

TABLE 57 ZTE: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 58 COMARCH: BUSINESS OVERVIEW

TABLE 59 COMARCH: PRODUCTS/SOLUTIONS OFFERED

TABLE 60 COMARCH: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 61 COMARCH: DEALS

TABLE 62 FACTOR ANALYSIS

List Of Figures

LIST OF FIGURES

FIGURE 1 CLOUD OSS BSS MARKET, 2025–2030 (USD MILLION)

FIGURE 2 CLOUD OSS BSS MARKET, BY COMPONENT, 2025 VS. 2030 (USD MILLION)

FIGURE 3 CLOUD OSS BSS MARKET, BY CLOUD TYPE, 2025 VS. 2030 (USD MILLION)

FIGURE 4 CLOUD OSS BSS MARKET, BY OPERATOR TYPE, 2025 VS. 2030 (USD MILLION)

FIGURE 5 CLOUD OSS BSS MARKET, BY REGION, 2025 VS. 2030 (USD MILLION)

FIGURE 6 CLOUD OSS BSS MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

FIGURE 7 SUBSCRIBER PENETRATION TRENDS, BY REGION, 2024 VS. 2030

FIGURE 8 SMARTPHONE ADOPTION TRENDS, BY REGION, 2024 VS. 2030

FIGURE 9 BRIEF HISTORY OF CLOUD OSS BSS

FIGURE 10 CLOUD OSS BSS MARKET: ECOSYSTEM

FIGURE 11 CLOUD OSS BSS MARKET: VALUE CHAIN ANALYSIS

FIGURE 12 LIST OF MAJOR PATENTS FOR CLOUD OSS BSS

FIGURE 13 CLOUD OSS BSS MARKET: TRENDS/DISRUPTION IMPACTING CUSTOMER BUSINESS

FIGURE 14 CLOUD OSS BSS MARKET: PORTER'S FIVE FORCES ANALYSIS

FIGURE 15 USE CASES OF GENERATIVE AI IN CLOUD OSS BSS

FIGURE 16 REVENUE ANALYSIS OF TOP FIVE LEADING PLAYERS, 2020–2024

FIGURE 17 SHARE OF LEADING COMPANIES IN CLOUD OSS BSS MARKET, 2024

FIGURE 18 FINANCIAL METRICS OF KEY CLOUD OSS BSS VENDORS

FIGURE 21 CLOUD OSS BSS MARKET: COMPANY EVALUATION MATRIX (KEY PLAYERS), 2025

FIGURE 22 CLOUD OSS BSS MARKET: COMPANY FOOTPRINT

FIGURE 23 CLOUD OSS BSS MARKET: COMPANY EVALUATION MATRIX (STARTUPS/SMES), 2025

FIGURE 24 AMDOCS: COMPANY SNAPSHOT

FIGURE 25 SALESFORCE: COMPANY SNAPSHOT

FIGURE 26 NEC: COMPANY SNAPSHOT

FIGURE 27 ERICSSON: COMPANY SNAPSHOT

FIGURE 28 ORACLE: COMPANY SNAPSHOT

FIGURE 29 HPE: COMPANY SNAPSHOT

FIGURE 30 OPTIVA: COMPANY SNAPSHOT

FIGURE 31 NOKIA: COMPANY SNAPSHOT

FIGURE 32 CSG: COMPANY SNAPSHOT

FIGURE 33 ZTE: COMPANY SNAPSHOT

FIGURE 34 CLOUD OSS BSS MARKET: RESEARCH DESIGN

I would like to order

Product name: Cloud OSS BSS - Company Evaluation Report, 2025

Product link: <https://marketpublishers.com/r/CEEB226D13E0EN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CEEB226D13E0EN.html>