

Next Generation OSS & BSS Market Forecasts to 2032 – Global Analysis By Architecture Type (Revenue management, Service fulfilment, Customer management, Account management and Network management systems), Network and By Geography

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Abstracts

According to Statistics MRC, the Global Next Generation OSS & BSS Market is accounted for \$76.3 billion in 2025 and is expected to reach \$206.7 billion by 2032 growing at a CAGR of 15.3% during the forecast period. Next-Generation OSS (Operational Support Systems) and BSS (Business Support Systems) refer to advanced, integrated frameworks designed to optimize and automate telecommunications operations and business processes. These systems leverage cloud technologies, artificial intelligence, and data analytics to enhance service delivery, improve customer experience, and streamline network management. Next-gen OSS focuses on network automation, fault management, and real-time monitoring, while BSS deals with customer-facing functions like billing, revenue management, and service assurance. Together, they enable telecom operators to efficiently manage complex networks, reduce operational costs, and support the rapid deployment of new services in a digital-first environment.

Market Dynamics:

Driver:

Digital Transformation in Telecom Industry

Digital transformation in the telecom industry is revolutionizing the Next Generation OSS (Operational Support Systems) and BSS (Business Support Systems) market. By

integrating AI, machine learning, and automation, telecom companies are improving network management, customer experience, and operational efficiency. This transformation drives faster service delivery, enhances data analytics, and fosters agility, enabling telecom operators to offer personalized, real-time services. Consequently, the market sees innovation, reduced costs, and enhanced scalability, paving the way for more competitive and responsive telecom solutions.

Restraint:

High Implementation Costs

High implementation costs in the next-generation OSS (Operations Support Systems) and BSS (Business Support Systems) market can hinder adoption, particularly for smaller enterprises. These costs may discourage organizations from upgrading to advanced systems, limiting innovation and efficiency gains. Additionally, the financial burden can lead to delayed projects, reduced ROI, and increased complexity, ultimately impeding the overall growth and development of the market.

Opportunity:

Demand for Real-Time Analytics and Insights

The growing demand for real-time analytics and insights is significantly transforming the Next Generation OSS (Operations Support Systems) and BSS (Business Support Systems) market. By enabling operators to make data-driven decisions instantly, it improves operational efficiency, customer experience, and revenue generation. Real-time analytics empower businesses to monitor network performance, optimize resource allocation, and personalize services. As a result, OSS and BSS solutions are evolving to integrate advanced analytics, AI, and automation, driving innovation and competitiveness in the telecom industry.

Threat:

Complex Integration with Legacy Systems

Complex integration with legacy systems poses significant challenges for the next-generation OSS and BSS market. It hampers agility, increases operational costs, and delays time-to-market for new services. Legacy systems are often incompatible with modern technologies, making integration complex and resource-intensive. This results

in inefficiencies, security risks, and limited scalability, ultimately hindering the ability of service providers to innovate and stay competitive in the rapidly evolving telecommunications landscape.

Covid-19 Impact

The COVID-19 pandemic significantly accelerated the adoption of Next Generation OSS (Operations Support Systems) and BSS (Business Support Systems) solutions. With remote work, digital transformation, and increased demand for online services, telecom operators turned to cloud-based, agile, and automated systems. These technologies enabled faster service delivery, cost efficiency, and better customer experience, driving market growth. The shift towards digital ecosystems is expected to continue post-pandemic, reshaping the telecom industry.

The fixed and wireless segment is expected to be the largest during the forecast period

The fixed and wireless segment is expected to account for the largest market share during the forecast period, as it enables telecom providers to streamline network management, improve service delivery, and enhance customer experiences. With the growing demand for advanced connectivity and the rise of IoT and 5G technologies, Next-Gen OSS/BSS solutions offer agility, scalability, and real-time insights. This enhances operational efficiency, reduces costs, and supports innovation, further fueling market expansion across both fixed and wireless domains.

The customer management segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the customer management segment is predicted to witness the highest growth rate, because it enhances customer experience, personalization, and operational efficiency. With advanced analytics, AI-driven insights, and automation, it helps telecom operators optimize service delivery, improve customer retention, and streamline billing processes. This transformation accelerates time-to-market for new services, reduces operational costs, and enhances customer satisfaction, positioning the customer management segment as a key enabler of growth and innovation in the evolving telecom landscape.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market

share due to advancements in telecom infrastructure and service delivery. By enabling telecom operators to automate processes, enhance customer experience, and improve operational efficiency, these systems contribute to greater scalability and flexibility. The adoption of next-gen technologies like AI, 5G, and cloud computing further boosts innovation, optimizing network management and revenue generation. This transformation positions Asia Pacific as a key player in global telecom advancements.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to increasing demand for automation, real-time analytics, and improved customer experience. Advanced technologies like AI, 5G, and IoT are revolutionizing telecom and IT operations. These systems enable service providers to streamline processes, reduce costs, and enhance service delivery. With a focus on scalability and agility, Next Gen OSS/BSS solutions are shaping the future of telecom in the region, fostering innovation and efficiency.

Key players in the market

Some of the key players profiled in the Next Generation OSS & BSS Market include Amdocs, Ericsson, Nokia, Huawei, Netcracker Technology, IBM, Oracle, Hewlett Packard Enterprise, ZTE Corporation, Comarch, Cisco Systems, Accenture, CSG International, Infosys, Tata Consultancy Services (TCS), Tech Mahindra, NEC Corporation, SAP, Subex and Optiva Inc.

Key Developments:

In March 2025, Tata Consultancy Services (TCS) has entered into a five-year partnership with Air New Zealand to modernize the airline's digital infrastructure, aiming to enhance customer experience and operational efficiency through AI-driven innovation.

In February 2025, Tata Consultancy Services (TCS) has announced a strategic collaboration with Salesforce to enhance artificial intelligence (AI) capabilities in the manufacturing and semiconductor industries. This partnership aims to address challenges in AI adoption, particularly the issue of unstructured data silos, by leveraging the combined strengths of both companies.

Architecture Types Covered:

Revenue Management

Service Fulfillment

Customer Management

Account Management

Service Assurance

Network Management Systems

Networks Covered:

Cable And Satellite

Fixed And Wireless

Mobile

Mobile Virtual Network Enabler (MVNE)

Other Networks

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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