

# **Cloud OSS BSS Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, By Deployment (Public Cloud, Private Cloud, Hybrid Cloud), By Functionality (Order Management, Inventory Management, Billing and Revenue Management, Customer Relationship Management, Analytics and Reporting), By Industry (Telecom, Media and Entertainment, Financial Services, Manufacturing, Healthcare, Others), By Region & Competition, 2020-2030F**

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## **Abstracts**

### Market Overview

Global Cloud OSS BSS Market was valued at USD 11.89 Billion in 2024 and is expected to reach USD 21.28 Billion by 2030 with a CAGR of 10.19% through 2030. The Global Cloud OSS BSS Market refers to the use of cloud-based Operations Support Systems (OSS) and Business Support Systems (BSS) by communication service providers (CSPs) to manage network operations, service delivery, customer management, billing, and revenue assurance.

Traditionally, OSS and BSS were deployed on-premises, but with growing complexity, dynamic service demands, and the shift to 5G, telecom operators are transitioning to flexible cloud-based platforms. These systems offer greater agility, scalability, and cost-efficiency, allowing providers to manage services, automate operations, and respond quickly to market needs while reducing infrastructure costs.

Cloud OSS BSS solutions enable real-time visibility into network performance, faster provisioning of new services, and streamlined billing processes. The increasing demand for personalized digital services and omnichannel customer engagement is pushing telecom companies to adopt cloud-native platforms that support open APIs, AI integration, and data analytics. These features enhance customer experience, reduce churn, and optimize resource utilization. In addition, public cloud providers are partnering with telecom vendors to deliver pre-integrated OSS BSS solutions, further lowering entry barriers and accelerating time to market for service providers.

The Global Cloud OSS BSS Market will grow as telcos evolve into digital service providers, offering more than just connectivity. As edge computing, Internet of Things, and private 5G networks gain momentum, the need for cloud-native OSS BSS systems will intensify. Moreover, regulatory pressures for transparency and interoperability, along with cost optimization goals, will drive the migration from legacy systems to agile cloud platforms. Developing economies are also expected to adopt these solutions to support growing mobile user bases and expanding broadband networks. Overall, the market's upward trajectory will be shaped by technological convergence, the need for operational efficiency, and the rising emphasis on customer-centric service models.

## Key Market Drivers

### Demand for Operational Agility and Cost Optimization

The shift to cloud OSS BSS platforms is primarily driven by the telecom industry's urgent need to increase operational agility while simultaneously reducing capital and operational expenditures. Traditional legacy systems are inflexible, siloed, and costly to maintain, limiting a provider's ability to respond to rapid changes in network demands and customer expectations. Cloud-native OSS BSS enables real-time service orchestration, automated provisioning, and self-healing capabilities that improve operational efficiency. By using shared infrastructure and dynamic resource allocation, operators can scale up or down based on demand, which helps reduce waste and improve return on investment.

The economic pressures in the telecommunications sector have led many service providers to rethink their infrastructure investments. Rather than incurring high up-front costs for on-premise systems, cloud-based platforms offer a pay-as-you-grow model that aligns with the consumption-based economy. Additionally, cloud OSS BSS allows CSPs to introduce new services faster, manage multiple service layers, and accelerate

digital transformation efforts without being hindered by legacy IT constraints. In 2024, Telefónica implemented a phased migration of its OSS functions to a public cloud environment, focusing on automation and real-time orchestration. This strategic shift led to a 35% reduction in operational costs by eliminating redundant infrastructure and manual processes, while improving service uptime and delivery speed across its Latin American and European operations.

## Key Market Challenges

### Legacy System Integration and Migration Complexity

One of the most critical challenges faced by communication service providers in adopting cloud-based OSS BSS platforms is the integration and migration from legacy infrastructure. Most telecom operators have built their networks and operations over decades using proprietary, siloed systems. These legacy OSS BSS platforms are deeply embedded into operational workflows, billing engines, and customer management systems. Migrating to a cloud-native environment involves not only transferring vast amounts of sensitive data but also restructuring operational logic, reconfiguring service flows, and ensuring zero disruption to live services during the transition. This level of transformation demands extensive planning, cross-functional coordination, and often a hybrid co-existence model where cloud systems and legacy systems must operate simultaneously for extended periods.

The complexity intensifies when service providers must ensure that existing customer contracts, billing cycles, service configurations, and operational support functions are not affected during migration. Inadequate migration strategies can lead to billing errors, customer dissatisfaction, and service outages—risks that telecom operators cannot afford. Additionally, a lack of skilled personnel familiar with both legacy systems and cloud technologies slows down transformation. System vendors must also ensure that their cloud OSS BSS solutions can be modular enough to allow phased implementation. In many cases, operators prefer incremental cloud adoption to mitigate risk, but this hybrid model often results in longer project timelines and increased management overhead, thereby delaying the return on investment and strategic benefits of cloud transformation.

## Key Market Trends

### Acceleration of AI-Driven Automation in OSS BSS Operations

A growing trend in the Global Cloud OSS BSS Market is the integration of artificial intelligence and machine learning into operational and business support systems. Telecom operators are increasingly embedding AI capabilities into cloud-native OSS BSS platforms to drive predictive analytics, intelligent fault detection, and automated network optimization. These AI-enabled systems enhance the responsiveness of telecom operations by identifying potential issues before they impact service quality and automatically orchestrating corrective actions. This significantly reduces human intervention, accelerates incident resolution times, and ensures higher service availability across increasingly complex multi-vendor, multi-technology networks.

In the BSS domain, AI is being leveraged to enable hyper-personalized customer experiences. Telecom providers are using predictive customer behavior modeling to develop dynamic pricing strategies, reduce churn, and upsell digital services more effectively. AI-powered recommendation engines within cloud BSS platforms are transforming the way service packages are created and marketed, allowing operators to adapt offers in real time. As AI models continue to learn from real-time and historical customer data, operators can unlock deeper insights, automate customer support through chatbots, and reduce operational costs while improving satisfaction. This trend marks a clear shift toward intelligent, autonomous network and business management systems.

### Key Market Players

IBM Corporation

Hewlett Packard Enterprise Company

Telefonaktiebolaget LM Ericsson

Nokia Corporation

Huawei Technologies Co., Ltd.

ZTE Corporation

Oracle Corporation

Ciena Corporation

## Report Scope:

In this report, the Global Cloud OSS BSS Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Cloud OSS BSS Market, By Deployment:

Public Cloud

Private Cloud

Hybrid Cloud

### Cloud OSS BSS Market, By Functionality:

Order Management

Inventory Management

Billing and Revenue Management

Customer Relationship Management

Analytics and Reporting

### Cloud OSS BSS Market, By Industry:

Telecom

Media and Entertainment

Financial Services

Manufacturing

Healthcare

Others

## Cloud OSS BSS Market, By Region:

### North America

United States

Canada

Mexico

### Europe

Germany

France

United Kingdom

Italy

Spain

### Asia Pacific

China

India

Japan

South Korea

Australia

### Middle East & Africa

Saudi Arabia

UAE

South Africa

South America

Brazil

Colombia

Argentina

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Cloud OSS BSS Market.

Available Customizations:

Global Cloud OSS BSS Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### 1. SOLUTION OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, and Trends

### 4. VOICE OF CUSTOMER

### 5. GLOBAL CLOUD OSS BSS MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Deployment (Public Cloud, Private Cloud, Hybrid Cloud)
  - 5.2.2. By Functionality (Order Management, Inventory Management, Billing and Revenue Management, Customer Relationship Management, Analytics and Reporting)
  - 5.2.3. By Industry (Telecom, Media and Entertainment, Financial Services,

Manufacturing, Healthcare, Others)

5.2.4. By Region (North America, Europe, South America, Middle East & Africa, Asia Pacific)

5.3. By Company (2024)

5.4. Market Map

## **6. NORTH AMERICA CLOUD OSS BSS MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Deployment

6.2.2. By Functionality

6.2.3. By Industry

6.2.4. By Country

6.3. North America: Country Analysis

6.3.1. United States Cloud OSS BSS Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Deployment

6.3.1.2.2. By Functionality

6.3.1.2.3. By Industry

6.3.2. Canada Cloud OSS BSS Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Deployment

6.3.2.2.2. By Functionality

6.3.2.2.3. By Industry

6.3.3. Mexico Cloud OSS BSS Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Deployment

6.3.3.2.2. By Functionality

6.3.3.2.3. By Industry

## **7. EUROPE CLOUD OSS BSS MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Deployment
  - 7.2.2. By Functionality
  - 7.2.3. By Industry
  - 7.2.4. By Country
- 7.3. Europe: Country Analysis
  - 7.3.1. Germany Cloud OSS BSS Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast
      - 7.3.1.2.1. By Deployment
      - 7.3.1.2.2. By Functionality
      - 7.3.1.2.3. By Industry
  - 7.3.2. France Cloud OSS BSS Market Outlook
    - 7.3.2.1. Market Size & Forecast
      - 7.3.2.1.1. By Value
    - 7.3.2.2. Market Share & Forecast
      - 7.3.2.2.1. By Deployment
      - 7.3.2.2.2. By Functionality
      - 7.3.2.2.3. By Industry
  - 7.3.3. United Kingdom Cloud OSS BSS Market Outlook
    - 7.3.3.1. Market Size & Forecast
      - 7.3.3.1.1. By Value
    - 7.3.3.2. Market Share & Forecast
      - 7.3.3.2.1. By Deployment
      - 7.3.3.2.2. By Functionality
      - 7.3.3.2.3. By Industry
  - 7.3.4. Italy Cloud OSS BSS Market Outlook
    - 7.3.4.1. Market Size & Forecast
      - 7.3.4.1.1. By Value
    - 7.3.4.2. Market Share & Forecast
      - 7.3.4.2.1. By Deployment
      - 7.3.4.2.2. By Functionality
      - 7.3.4.2.3. By Industry
  - 7.3.5. Spain Cloud OSS BSS Market Outlook
    - 7.3.5.1. Market Size & Forecast

- 7.3.5.1.1. By Value
- 7.3.5.2. Market Share & Forecast
  - 7.3.5.2.1. By Deployment
  - 7.3.5.2.2. By Functionality
  - 7.3.5.2.3. By Industry

## **8. ASIA PACIFIC CLOUD OSS BSS MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Deployment
  - 8.2.2. By Functionality
  - 8.2.3. By Industry
  - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
  - 8.3.1. China Cloud OSS BSS Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Deployment
      - 8.3.1.2.2. By Functionality
      - 8.3.1.2.3. By Industry
  - 8.3.2. India Cloud OSS BSS Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Deployment
      - 8.3.2.2.2. By Functionality
      - 8.3.2.2.3. By Industry
  - 8.3.3. Japan Cloud OSS BSS Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value
    - 8.3.3.2. Market Share & Forecast
      - 8.3.3.2.1. By Deployment
      - 8.3.3.2.2. By Functionality
      - 8.3.3.2.3. By Industry
  - 8.3.4. South Korea Cloud OSS BSS Market Outlook
    - 8.3.4.1. Market Size & Forecast

- 8.3.4.1.1. By Value
- 8.3.4.2. Market Share & Forecast
  - 8.3.4.2.1. By Deployment
  - 8.3.4.2.2. By Functionality
  - 8.3.4.2.3. By Industry
- 8.3.5. Australia Cloud OSS BSS Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Deployment
    - 8.3.5.2.2. By Functionality
    - 8.3.5.2.3. By Industry

## **9. MIDDLE EAST & AFRICA CLOUD OSS BSS MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Deployment
  - 9.2.2. By Functionality
  - 9.2.3. By Industry
  - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
  - 9.3.1. Saudi Arabia Cloud OSS BSS Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Deployment
      - 9.3.1.2.2. By Functionality
      - 9.3.1.2.3. By Industry
  - 9.3.2. UAE Cloud OSS BSS Market Outlook
    - 9.3.2.1. Market Size & Forecast
      - 9.3.2.1.1. By Value
    - 9.3.2.2. Market Share & Forecast
      - 9.3.2.2.1. By Deployment
      - 9.3.2.2.2. By Functionality
      - 9.3.2.2.3. By Industry
  - 9.3.3. South Africa Cloud OSS BSS Market Outlook
    - 9.3.3.1. Market Size & Forecast

9.3.3.1.1. By Value

9.3.3.2. Market Share & Forecast

9.3.3.2.1. By Deployment

9.3.3.2.2. By Functionality

9.3.3.2.3. By Industry

## **10. SOUTH AMERICA CLOUD OSS BSS MARKET OUTLOOK**

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Deployment

10.2.2. By Functionality

10.2.3. By Industry

10.2.4. By Country

10.3. South America: Country Analysis

10.3.1. Brazil Cloud OSS BSS Market Outlook

10.3.1.1. Market Size & Forecast

10.3.1.1.1. By Value

10.3.1.2. Market Share & Forecast

10.3.1.2.1. By Deployment

10.3.1.2.2. By Functionality

10.3.1.2.3. By Industry

10.3.2. Colombia Cloud OSS BSS Market Outlook

10.3.2.1. Market Size & Forecast

10.3.2.1.1. By Value

10.3.2.2. Market Share & Forecast

10.3.2.2.1. By Deployment

10.3.2.2.2. By Functionality

10.3.2.2.3. By Industry

10.3.3. Argentina Cloud OSS BSS Market Outlook

10.3.3.1. Market Size & Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share & Forecast

10.3.3.2.1. By Deployment

10.3.3.2.2. By Functionality

10.3.3.2.3. By Industry

## **11. MARKET DYNAMICS**

11.1. Drivers

11.2. Challenges

## **12. MARKET TRENDS AND DEVELOPMENTS**

12.1. Merger & Acquisition (If Any)

12.2. Product Launches (If Any)

12.3. Recent Developments

## **13. COMPANY PROFILES**

13.1. IBM Corporation

13.1.1. Business Overview

13.1.2. Key Revenue and Financials

13.1.3. Recent Developments

13.1.4. Key Personnel

13.1.5. Key Product/Services Offered

13.2. Hewlett Packard Enterprise Company

13.3. Telefonaktiebolaget LM Ericsson

13.4. Nokia Corporation

13.5. Huawei Technologies Co., Ltd.

13.6. ZTE Corporation

13.7. Oracle Corporation

13.8. Ciena Corporation

## **14. STRATEGIC RECOMMENDATIONS**

## **15. ABOUT US & DISCLAIMER**

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