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Next-Generation OSS & BSS 2012-2017: A Consolidated and Holistic Future

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Abstracts

In a telecommunications age marked by fierce competition and high consumer intolerance for error, delivering quality of service and strong, positive customer experience have become tantamount to operator success. OSS (operations support systems) are the backbone of the network and the thread that ties front and back office processes together. These next-generation systems, along with business support systems (BSS), customer relationship management (CRM), and service delivery platform (SDP), ensure that operators are remaining within their service level agreement (SLA) while simultaneously managing the company's network, workforce, inventory, and reducing operational expenditures across the operation. Visiongain calculates that the OSS market will reach a total of $11.2bn in 2012.

OSS has been in a fragmented state for the last decade. Operators, desiring to reduce product time to market, have opted for off-the-shelf point solutions and thus siloed approaches with swivel-chair processes. These methods are dated and costly to maintain.

Since LTE networks (and IMS, to a lesser degree) have emerged as the gold standard and future of the telecoms market, OSS has also seen surging interest and pivotal changes. A converged, holistic, OSS infrastructure is being acknowledged as one of the prime methods for reducing OPEX and maintaining a competitive edge. Modern, transformative OSS projects will be heavily favoured by network operators throughout the five-year forecast period, bringing about radical changes in the OSS market itself and, resultantly, customer experience.

Visiongain's report, Next-Generation OSS & BSS 2012-2017: A Consolidated and Holistic Future examines the future of the OSS market taking all these elements, trends,

and priorities into consideration. It speaks on the gradual overlapping of OSS and BSS processes, as well as how and to what degree different regional and national markets will adopt these converged solutions.

Drawing on a great diversity of primary and secondary sources, visiongain has synthesised the OSS market into an easily digestible form. This report presents a methodical overview of forces driving next-generation OSS, describing succinctly and thoroughly how they interact as the surrounding ecosystem reaches maturity.

Unique Selling Points

Comprehensive analysis of the prospects for the global OSS & BSS market from 2012-2017.

Analysis and forecasting informed by expert consultation with industry leaders. You will be able to read transcripts of interviews with marketing directors from two leading companies involved in different regions.

82 unique tables, charts, graphs, and figures that quantify, analyse and forecast the changing dynamics of the OSS market between 2012-2017.

Forecasts and analysis for the global OSS market between 2012-2017.

Forecasts and analysis for the global BSS market between 2012-2017.

Forecasts and analysis for 4 regional OSS markets (American Continent, Europe, Asia-Pacific, and Middle East & North Africa).

Forecasts and analysis for 3 noteworthy national OSS markets (US, India, and China).

Forecasts and analysis for 2 OSS sub-markets (policy management and inventory applications).

Analysis of the forces that influence and characterise the OSS market.

Analysis of the overlapping areas of OSS and BSS, contextualised by their relationship to CRM, SDP, and the overarching global trend towards a multi play LTE + IMS environment.

Analysis of 5 leading companies on the OSS market. The report studies their products, strategies, partnerships, and overall approach to a changing market.

Methodology

Visiongain telecommunications reports are compiled using a broad and rich mixture of both primary and secondary information to produce an overall industry outlook. In order to provide our clients with the best product possible product, we do not rely on any one single source of information. Visiongain analysts not only interview market-leading vendors, carriers, service providers and industry experts but also review a wealth of financial data and product information from a vast range of sources.

Why you should buy Next-Generation OSS & BSS 2012-2017: A Consolidated and Holistic Future

You will receive a comprehensive analysis of the OSS & BSS market from 2012-2017 with separate global forecasts for OSS & BSS.

The analysis and forecasting has been informed by expert consultation with industry leaders. Within the report, you will be able to read transcripts of interviews from 2 leading companies involved within the OSS & BSS market.

Hewlett-Packard

Clarity

You will find 82 tables, charts, figures, and graphs that quantify, analyse and forecast the OSS market from 2012-2017.

You will receive forecasts and analysis of the OSS market in 4 regions from 2012-2017.

The American Continent

Europe

Asia-Pacific

Middle East & North Africa

You will discover forecasts and analysis for 3 national OSS markets between 2012-2017

The United States

India

China

You will find forecasts and analysis of 2 OSS submarkets over the period 2012-2017

Inventory applications

Policy management

You will receive a SWOT analysis that examines the OSS market from 2012-2017.

You will gain profiles of 5 leading companies operating within the OSS market.

What is the structure of the report?

Chapter 1 defines the OSS market and the role of support systems in next-generation telecommunications.

Chapter 2 provides forecasts of the global OSS & BSS market for 2012-2017.

Chapter 3 provides forecasts of regional and national OSS markets for 2012-2017.

Chapter 4 details the evolution and transition of OSS from legacy to next-generation systems, denoting its scope and sub-functions and how they too will evolve.

Chapter 5 provides information on leading vendors and strategies in the OSS markets.

Chapter 6 speaks on the inevitability of convergence and the merging of OSS and BSS (which have previously been thought of as separate systems).

Chapter 7 is a SWOT analysis of the OSS market.

Chapter 8 provides expert opinion in the form of interviews. The first is with Richard Arthur, Solutions Marketing Director for HP Communications and Media Solutions (CMS) worldwide. The second is with Judi Gill, Marketing Directory for Clarity.

Chapter 9 is the conclusions chapter, which summarises the findings of the report.

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