
OSS/BSS – DIVERSITY MAKES THE DIFFERENCE

Growth in data traffic and subscriber numbers in recent years (Mobility Report) has placed extreme pressure on operators' Operations Support Systems and Business Support Systems. Some have had to scale up to thousands of times their original capacity to cope. But size is no longer enough. The billions of new subscribers around the world now want to be in control, to consistently get the services they want, and increasingly to personalize those services. Operators need IT intelligence, in the form of advanced support systems, to meet or exceed customer expectations – a level of flexibility, control, speed and automated performance we call “agility.”

WHAT ARE OSS AND BSS?

Operation Support Systems (OSS) assemble services and assure network performance. They help operators plan, build and optimize their networks.

When you want to make a call, send or receive a file, watch a video, chat, or use an app, the OSS makes sure the network can handle your request, no matter where you are.

Business Support Systems (BSS) enable operators to manage accounts and payments, customer support, and service modification.

When you buy a new service for your devices, top up your pre-paid account, pay your bills, buy and activate a new device, check your data consumption, or raise a question to customer care you are using the BSS.

Together, OSS and BSS connect operator networks to the customer. They enable operators to increase traffic without service interruptions, activate new services in minutes rather than days, and secure dynamic and correct charging and billing of subscribers.

<http://www.youtube.com/watch?v=iMduQ96N1F8>

PRESS BACKGROUNDER

May, 2015



THE CHALLENGE

When Ericsson first began talking about the Networked Society, it was simply a vision. Now, it's actually taking shape. In many ways, that means operators have to hit the reset button. To succeed in this new society, they will have to become Digital Service Providers instead of telcos – trading fragmented systems and processes for horizontal integration, to move faster, as a single, agile entity.

Agility has simply become a market necessity. After all, a generation of customers has grown up taking connectivity for granted, and expects immediate gratification wherever, whenever and on whatever device they happen to be using. If they do not get it from their current operator, they have no problem with moving to another.

A major burden for operators will be to remove all of the inefficiencies and liabilities of currently disjointed supply chains, so customers can better interact with the operator environment in the context of the problem they are trying to solve or the quality of life they seek to improve. Multiple logins, accounts and payment options make life more complicated, and customers want simplicity in controlling their connected lifestyles, keeping track of spending, data usage and information updates. Whether they are business or individual customers, they expect their services to work smoothly, painlessly, flawlessly – every time. And their requirements can change overnight, or even hour to hour.

Operators will also need to support a considerable increase in productivity to handle the massive amounts of data at the consumer's fingertips. At Ericsson, we've measured mobile data traffic exploding from 160 petabytes/month in early 2010 to 2300 petabytes/month in early 2014. Analyst firm IDC predicts that the Internet of Things will generate over 40 gigabytes of data per year by 2020. IBM estimates we create 2.5 quintillion bytes of data every day – so much, that 90% of the data in the world today has been created in the last two years alone.

Operators will not be able to meet Networked Society requirements with the legacy systems many of them are using today. Over time, many operators have ended up with a patchwork of systems and processes that are now their greatest obstacle to achieving agility. They have to spend more of their time and resources on maintaining and running the systems, instead of being able to focus on innovation or caring for customers.

[Agility at a Glance](#)

PRESS BACKGROUNDER

May, 2015



THE KEY TO SUCCESS FOR OPERATORS

There are more than 900 Ericsson OSS systems in operation around the world, more than two billion subscriptions served by our BSS solutions, and more than one billion subscribers managed by Ericsson. Named by Gartner as #1 in OSS and BSS and the world leader in telecom management, we work with every type of operator and service provider – from top global operators to small, innovative start-ups – and have a wealth of experience from every possible type of network and OSS/BSS deployment.

Our experience has taught us what makes operators agile. Agile operators understand and proactively respond to their customers' needs through three-dimensional insights and can deliver the right experience at the right time. They accelerate the planning, rollout and optimization of new and existing networks while dealing with network, technology and organizational complexity. They develop new products and services rapidly and cost effectively, with partners who can accelerate this process.

All of this and more requires IT intelligence, in the form of a new kind of OSS and BSS. We consider this advanced, "intelligent" OSS and BSS as being of strategic importance to operators, and we have developed our portfolio to deliver the capabilities operators need. We have followed a deliberate strategy of investment to that end. Acquisitions in recent years have helped us create the most comprehensive OSS/BSS portfolio in the industry. These have included US-based Telcordia and ConceptWave, global leaders in communications support systems, and Thailand-based TeleOSS, experts in systems integration. Our portfolio of software solutions combines with our strength in services – competence in real-time systems, deep telecom knowledge and experience, the capacity and ability to drive large-scale projects – to help operators in a variety of ways, from short-term projects to complete end-to-end support systems transformations.

<http://www.ericsson.com/news/1876116>

<http://www.ericsson.com/news/1869035>

<http://www.ericsson.com/oss-bss/about/>

DYNAMIC OSS AND BSS

Ericsson OSS and BSS deliver the IT intelligence to drive the consolidation of data silos for enterprise-wide use, open new opportunities for revenue creation, and help point the way to better organizational performance by driving process improvements and interdepartmental synchronization. Our systems enable the weightless agility that previous systems could not, supporting real-time customer transactions, delivering real-time insights and triggering real-time automation – all allowing the operator to satisfy new user requirements for instant gratification.

Meeting Customer Expectations for Innovative Services On Demand

Ericsson support systems let operators easily add new services, service components or partners to their portfolio through a platform that uses a centralized catalog and securely exposed assets. This powers a systems architecture that is open and standards-based, with a centralized catalog of modular building blocks and open APIs to ensure the greatest reuse of product components, along with easy integration and configuration. This lets operators more effectively meet customer expectations through faster product development and personalization of services.

The platform lets operators connect and collaborate with partners to drive new business models in the delivery and monetization of “mash-up” services. At the same time, it enables a perimeter-less approach to security that protects the operator, its partners and its customers by maintaining data and system integrity along with data residency compliance.

Controlling and Orchestrating the Infrastructure in Real Time

Of course, the experience customers require is based on more than the ability to quickly create services, even if they are personalized. The instantaneous, flawless delivery of those services will depend on the operator’s ability to holistically manage an increasingly hybrid infrastructure.

As IT and the network begin to converge, Ericsson support systems let operators leverage next generation technologies such as SDN, NFV and cloud technologies to create a programmable, highly automated infrastructure. Virtual and physical assets are holistically managed as a single entity, creating simplicity out of potential chaos, with all resources available for maximum utilization and serving customer needs on demand. Infrastructure performance is dynamically adjusted to meet customer expectations. Seamless, real-time orchestration and control allows delivery of the right service with the right performance at the right time, at a cost that works for both the customer and the operator.

PRESS BACKGROUNDER

May, 2015



Exploiting Big Data

The agile operator harnesses the capabilities of big data analytics to offer customers what they want, when they want it, through services that are compelling, intuitive and responsive to the customer's context. This can only be guaranteed through real-time analysis and exploitation of big data. Analytics are used to manage every touch point of customer interaction, from contextual service and network usage to self-care portal activity, allowing the operator to seemingly read the customer's mind with offerings that customers desire, even before they realize what it is they want – the very definition of true customer agility.

Network, system and subscriber analytics combine to serve customers holistically as they interact in a multi-channel customer care environment. Real-time offer recommendations are made based on analytics-powered context awareness. Pricing strategy and execution is determined by the dynamic assessment of capacity, demand and subscriber profiles.

Ericsson Expert Analytics harness and correlate the vast array of static and real-time data generated across the network and the organization, leveraging it for everything from proactive marketing and increased ARPU to content management, security and preemptive network assurance for reduced cost and churn. The correlation of data and the intelligence it provides is a potentially strong competitive differentiator, and the operator is in a unique position to benefit from the richness of data available from the networks and systems under its control.

Transforming the Organization

Next generation OSS and BSS, along with agility they enable, are changing many aspects of the organization and forcing operators to rethink their processes, develop new internal competencies and change their culture and mindset to more of a "start-up" mentality. Being a Digital Service Provider means being centered around the customer and dedicated to providing exceptional user experiences. When that goal is consistently and continually met, higher revenue and greater profitability inevitably follow.

Every functional area becomes transformed. Processes throughout the organization, from engineering to operations to customer service and marketing, have to be adapted to ever-increasing automation for greater speed and responsiveness in delivering the optimal customer experience. IT/network convergence, the centralized catalog and the exposure of data to feed analytics force new relationships between departments and groups that may historically have been less collaborative, or have not shared common goals.

Ericsson's professional services provide transformation support, guidance and security across every possible scenario, and every step of the way – through planning, transformation

PRESS BACKGROUNDER

May, 2015



of both the organization and the support systems infrastructure, life-cycle management, and application development and maintenance. Our professional services:

- › Combine deep domain expertise with a holistic view
- › Deliver global skills with local presence
- › Make the most of unique Ericsson assets and experience.

Success Stories

[Vodafone, Egypt](#)

[Orange, Réunion](#)

[Mobilink, Pakistan](#)

[R, Spain](#)

[Hydro One Telecom, Canada](#)

[Tunisiana, Tunisia](#)

[T-Mobile, Austria](#)

[STC, Saudi Arabia](#)

Customer Stories

[Our customers' stories](#)

Case Stories

[Customer successes from the world's leading Operations and Business Support Systems company](#)

White papers

[OSS/BSS evolution – success in the new market landscape](#)

[Service exposure – the key to network relevance and innovation](#)

[Big data analytics](#)

[Policy and charging – the path to service personalization](#)

[Experience-driven CRM – a three-dimensional view of the customer](#)

[The real-time cloud – combining cloud and service provider SDN](#)

Press and news releases

[OSS/BSS related press and news releases](#)

PRESS BACKGROUNDER

May, 2015



Further information

[Ericsson OSS/BSS](#)

[The Agility Blog](#)

[Facebook](#)

[Twitter](#)

NOTES TO EDITORS

Download high-resolution photos and broadcast-quality video at www.ericsson.com/press

Ericsson is the driving force behind the Networked Society – a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, business and society to fulfil their potential and create a more sustainable future.

Our services, software and infrastructure – especially in mobility, broadband and the cloud – are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world's mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.

Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2014 were SEK 228.0 billion (USD 33.1 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

www.ericsson.com

www.ericsson.com/news

www.twitter.com/ericssonpress

www.facebook.com/ericsson

www.youtube.com/ericsson

FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Communications

Phone: +46 10 719 69 92

E-mail: media.relations@ericsson.com