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Your cloud
transformation
journeys underpin
effective innovation

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Transformation pathways

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Are you looking for the way to move your IT applications to the cloud and unlock the full potential of innovation? In this brief we show you the two most important journeys you need to take on the cloud transformation pathway. Wherever you are today, these two routes will both help you find quick wins, as well as set you up to reap the long term gains of cloud.

What are transformation pathways?

A transformation pathway is a clear, step by step plan that takes you from where you are today to the business goal you want to reach. It helps you sync and automate tasks across your systems, components, and teams. For you, success isn't just about picking the right technology—it's about turning that technology's promise into real, measurable results for your business. Our cloud transformation pathway shows you how to tackle challenges more efficiently, in a way that's tailored to your specific situation.

Transformation pathways demand a holistic, stepwise approach by progressing through a structured process for managing transformation programs, provided by a set of services that combine Ericsson's end-to-end expertise to Advise, Build, Operate, and Ensure.

[Explore more: Navigate your journey to successful IT transformation](#)

Get the most out of your cloud transformation



The telecom leaders have already started to move their networks and IT to the cloud. Shifting to cloud-native applications and functions is no longer a choice – it is the only way to turn a traditional telco (Telco) into a modern technology company (TechCo). Whether the choice is public, private, or hybrid cloud, the transition to cloud keeps moving faster. Boardrooms have stopped discussing “should we move to the cloud?”. Now they’re asking, “How do we get more competitive edge – in both business and technology – out of our move to cloud?”

Agility and shorter time-to-market are at the top of every Chief Information Officer’s (CIO) priority list. The pressure is also growing to be able to scale compute resources on the fly, to handle uneven data loads, and to turn raw data into actionable insights with Artificial Intelligence (AI). These capabilities are necessary to keep launching new services faster and staying ahead of the competition in a market that never sleeps.

In the meantime, new market segments, in Business-to-Consumer (B2C), Business-to-Business (B2B), and Business-to-Business to consumer/enterprise (B2B2X), are also opening up. The question is who will be first to turn these opportunities into revenue? Getting there will require a new level of agility that legacy solutions just can’t handle. Going from pilot projects to full-blown commercial products also means working smoothly with lots of ecosystem partners for design, testing, and deployment.

Here’s what you need:

- **A cloud-native IT and network stack** that lets you work with a broad range of ecosystem partners to design, test, and launch new services
- **A reliable cloud operations model** that gives you clear visibility, strong governance, and resilience across public, private, and hybrid clouds
- **Applications rewritten for the cloud** so they’re modular, fault-tolerant, and ready for quick changes
- **DevSecOps workflows** to get releases out fast making sure security is tightly integrated into every phase of development
- **AI and automation** to run your multi-cloud environment, turning what’s normally a tangled mess into a smooth, manageable operation

These steps aren’t just some tech tweaks that would be nice to have. It’s the roadmap for staying agile, secure, and ready for whatever surprises the telecom world decides to throw at you next. These are the steps that will help you get through the turbulence, build long-lasting edge, and deliver new value to your customers.

Find out more in the Transformation Pathway series:

- Our [orchestration brief](#) presents two journeys to help you streamline your operations and reach your business goals.
- Our [monetization brief](#) shows three journeys to move toward a fully converged charging and billing solution.

Cloud transformation journeys for optimizing, utilizing and commercializing cloud capabilities

Cloud transformation usually means replacing your old siloed systems with a new cloud-native OSS/BSS that can scale on demand and be updated while running. Moving your OSS/BSS to the cloud is a proven way to become a fully digital service provider and launch innovative services that let you capture new market opportunities.

Starting from where you are right now, we will show you two clear journeys that help you get both more short-term and long-term value out of your cloud transformation.

1. Build your foundation for cloud success – if you're just taking your first steps into the cloud.
2. Embrace cloud to create new, disruptive business – if you're ready to use cloud capabilities fully to launch new services and markets.

Let's take a closer look at how these two paths can make your cloud transformation more successful.



Building the foundation
for cloud success

Embracing cloud to create new
innovative and disruptive business

Optimize

Utilize

Commercialize

Figure 1. Your cloud transformation journey will be different depending on your maturity

Journey 1: Build your foundation for cloud success

Maybe you're just starting out or already well under way in your cloud transformation. The goal is still the same – to break down silos and get more agility and resilience by moving to a cloud-native OSS/BSS that works for a multi-cloud environment. But moving to the cloud is often harder than it looks. It can be tempting to simply copy your old technology and operations model in the cloud, but that will stop you from getting what you really want: faster service launches, quicker OSS/BSS upgrades, and lower infrastructure costs.

Picture this: you lift your legacy OSS/BSS and data into the cloud, but you keep running your operations in the same manual way you always have. Then you'll miss out on the scalability, speed, and cost savings that the cloud can deliver. If you stick to a traditional IT operating model, your applications and infrastructure will still end up siloed, and you still be stuck with the same problems with figuring out the root cause of problems and how to improve performance.

To break out of that trap, you need to start now, by taking a step back and look at your whole cloud operating model. Without a clear view of the bigger picture, you can easily be overwhelmed by the complexity: by migration headaches, the shift to agile application development, handling on-demand infrastructure, and, most importantly, getting AI to do more of your work for you. The cloud's inherent strengths – scalability, flexibility, and easy access to advanced hardware – is also what will help you get started with Generative AI faster: to improve your customer experience, increase your operational agility, and grow your profit margins.

There are five challenges you want your cloud transformation to let you:

1. Speed up your application delivery using an automated continuous-delivery pipeline.
2. Modernize applications faster to meet new demands, while keeping stability, security, and performance.
3. Launch new products and services faster, by building new cloud-native applications.
4. Manage your OPEX in a complex multi-cloud environment using data-driven operations.
5. Deliver new business value and improve productivity with AI and Generative AI.

Build a strong cloud foundation

If you're looking for quick gains, moving your legacy IT applications to the cloud – private, public or hybrid – can give you immediate efficiency boosts and set the stage for a deeper transformation later. But to get real operational benefits and better return on investment (ROI), you need to take a lean, low-risk, agile route that helps get the best bang for your buck. Figure 2 shows you the eight-step process we recommend.

Know where you stand

First step is to take a hard look at where you stand. Evaluate every piece of your OSS/BSS, the related IT applications, the infrastructure, and the processes you use to build and run them. This snapshot gives you a baseline and shows you the direction you need to head in. Make sure you to check your current KPIs – how fast you bring new services to market, how long it takes to fix problems, and how much you spend per application. Also map out the end-to-end business processes those systems support. Once you have that data, you'll spot clear improvement opportunities, and you'll be ready to make a roadmap for your transformation.

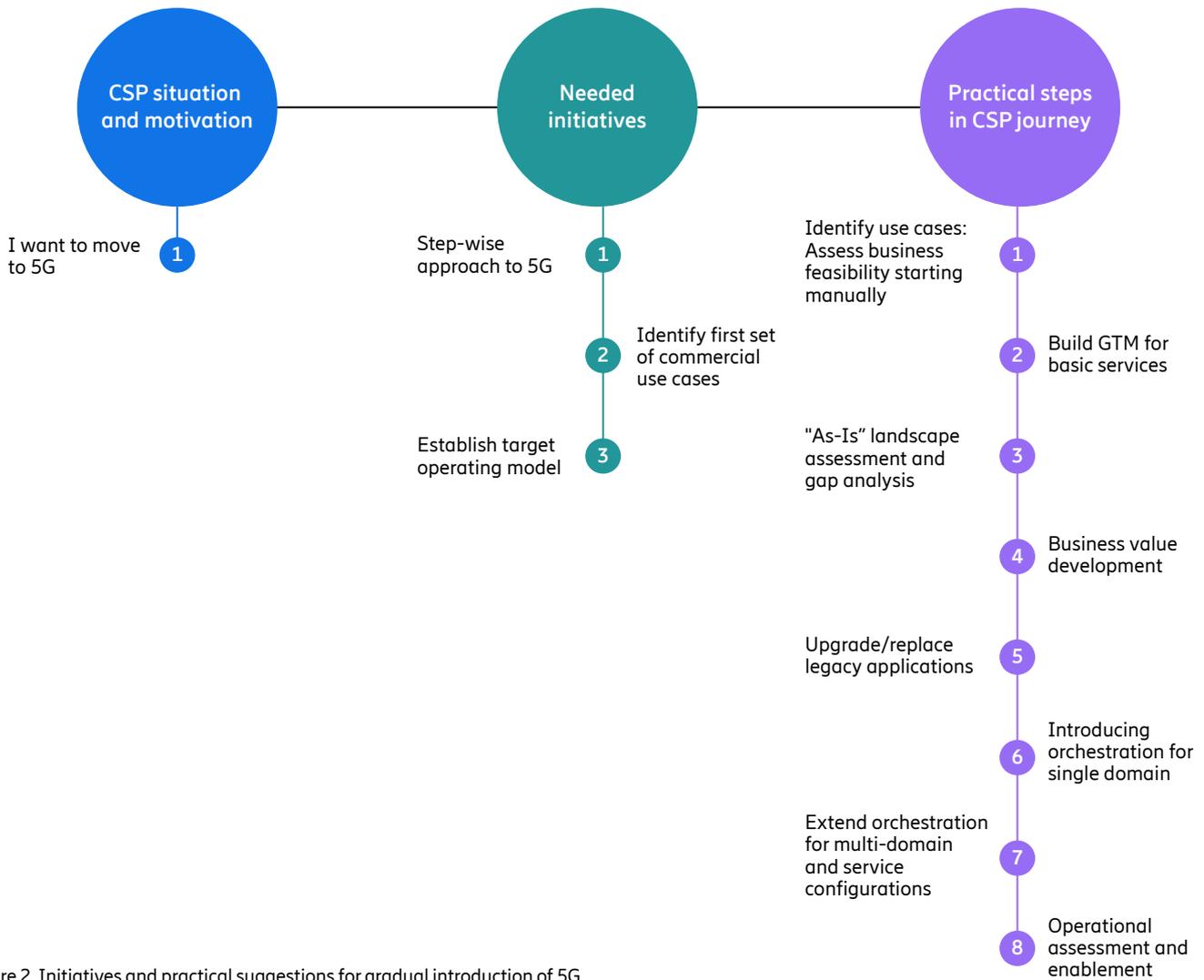


Figure 2. Initiatives and practical suggestions for gradual introduction of 5G

Get going with DevSecOps and GitOps

To turn everyone in your IT ecosystem – business, developers, and operations – into one lean, mean and fast working machine, you need to create a shared DevSecOps mindset (step 2). The old plan-build-run model keeps applications and infrastructure siloed and slows you down. DevSecOps cuts through that bottleneck, letting you ship reliable software and services faster and with higher quality.

True agility means you can release new code in a few weeks instead of waiting six months. That shift alone slashes your time-to-market (step 6). But DevSecOps does more than speed: it builds the shared infrastructure and processes that keep teams collaborating smoothly (step 5), setting the stage for the rest of your cloud transformation.

Ericsson is adopting GitOps as a core technology to power continuous software deployment. By using Git as the single source of truth for managing environment states, GitOps ensures consistency, transparency, and control. This approach delivers reliable, repeatable, and automated software deployments.

By introducing AI into the Software Development Lifecycle (SDLC), Ericsson unlocks even greater benefits—fewer bugs, faster delivery, and a tighter feedback loop to stay ahead of the competition. From commit messages and code reviews to AI-augmented source code development, GenAI enhances every step of the process. Beyond development, AI also transforms testing and monitoring through intelligent test script generation, smarter troubleshooting, and proactive anomaly detection.

“With a GitOps-enabled delivery, we cut deployment time by 50%, accelerated time-to-market, and saved over 130,000 hours in 6 months - enabling more frequent releases, stronger automation and faster delivery of value.”

Source: [Ericsson x GitLab](#)

Migrate and modernize your applications

Once you've got your DevSecOps working, it's time to modernize and move your OSS/BSS and other, related IT applications to the cloud. Start by evaluating each application to decide which of the six Rs fits best:

- Rehost (lift and shift)
- Replatform (lift and reshape)
- Repurchase
- Refactor (re-architect)
- Retain
- Retire

Rather than looking at your applications individually, you need to look at your whole IT landscape, so you get a full picture: APIs, infrastructure, and the business processes those systems support.

With the results in hand, you can get some quick wins by rehosting or replatforming. These lift-and-shift moves need little reconfiguration or architectural change and let you get apps into the cloud with minimal tweaks to keep them performing well (step 4).

Remember that some of your old business-critical application might not work well in the cloud. If you can't see how moving them to the cloud would give you a performance boost, you should look at two alternatives:

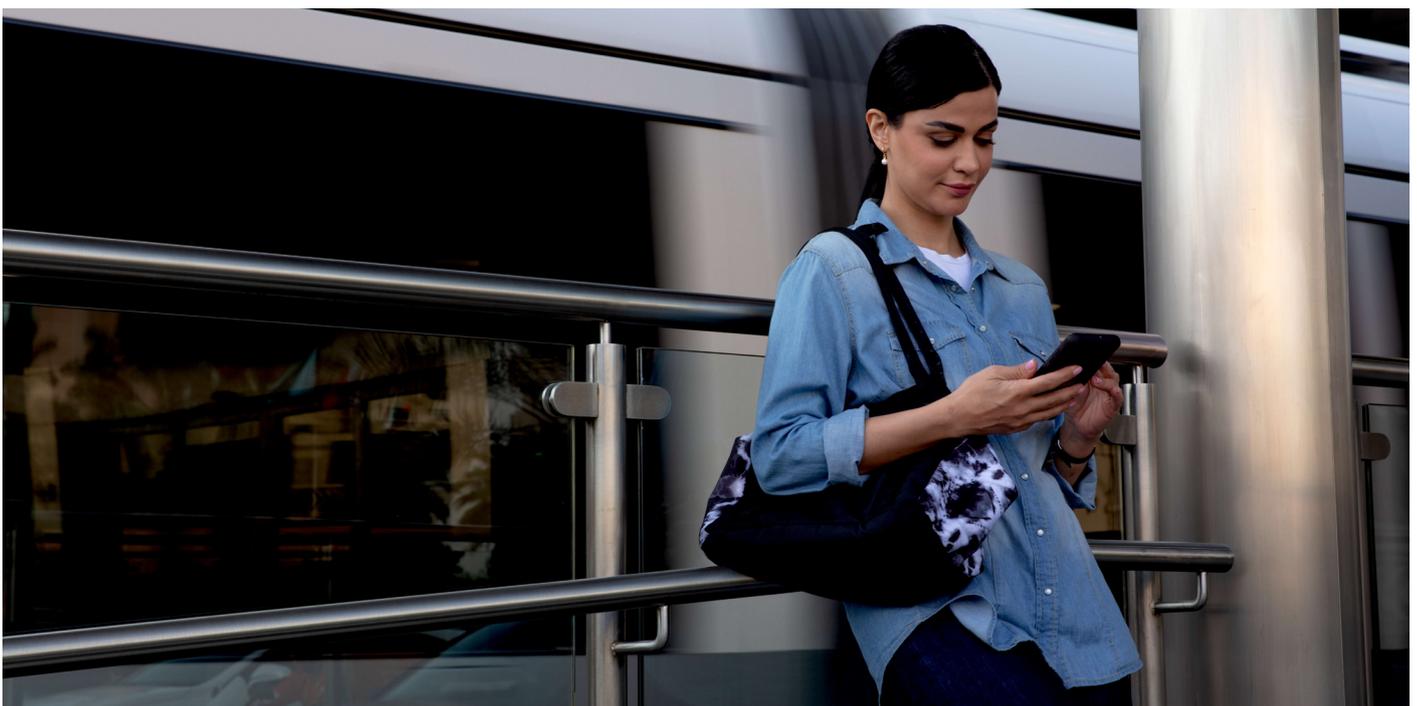
For commercial off-the-shelf (COTS) solutions, updating to a cloud-native version is often the best option. If you decide to update your COTS solution, you might also want to consider shifting to "Solution-as-a-Service" model, like billing or orchestration as a service, while you're at it.

For your home-grown solutions, re-architecting is usually the best option (step 7), updating them to a cloud-native, micro-services architecture. If so, make sure you rewrite them using modern languages, design them for APIs exposure, and make sure that they follow the TM Forum Open API specs.

Find a unified operating model

As you get further into your cloud transformation, your IT infrastructure will start turning into a hybrid mix of on-prem hardware, private, public, and multi-cloud. If you don't keep your operations in step with that shift, these solutions can easily start turning into their own silos. To avoid this, you need to find a unified operations model, with shared processes, tools, and people across all clouds (steps 3 and 8). Those tools must let you troubleshoot anything – from a public cloud VM to a private data center server, from an OSS/BSS app to the business process that runs it.

In the long run, the only solution that will help you keep complexity in check and allow your operations to become more data-driven, will be automation and AI. To get to predictive and fully automated operations, you will have to invest in AI-driven, cloud-native observability tools at some point.



Journey 2: Embrace cloud to create new, disruptive business

Cloud transformation can help you cut costs and slash the time it takes to launch new services, but it also brings some new challenges. Now that you've built a foundation, you can start using your new-found agility to go after digital and cloud service revenue and streamline your day-to-day operations.

You'll also be able to test new 5G-enabled services faster. For instance, you can spin up service-management and operations (SMO) to pilot different use cases, improve network management, fine-tune service delivery, and handle resources more effectively. That flexibility lets you try out new ideas, like partnering with gaming companies so your subscribers can play high-quality games on their phones, without needing costly hardware. These experiments give you a way to quickly test things, fail fast, and tweak your 5G strategy.

Adding AI and Generative AI – two technologies closely tied to cloud – gives you new tools for automating and optimizing your OSS/BSS and cloud infrastructure. You can also add them to your portfolio of digital services as new offerings. In B2B and B2B2X markets, where customers expect customized solutions, Generative AI becomes a clear differentiator, letting you sell and deliver tailored services quickly and efficiently. Remember that public cloud market

By 2030, McKinsey expects that cloud transformation will have created about \$1 trillion of value for Fortune 500 companies. Most of it won't come from cutting IT costs; the majority of it will come from new business ideas and better processes. They break the upside into three buckets:

- **Rejuvenate:** cut IT and operating-expense (OPEX) costs.
- **Innovate:** build new revenue with analytics, IoT, automation, and similar tech.
- **Pioneer:** launch entirely new cloud-based business models.

Source: The cloud transformation engine - McKinsey

places, like Amazon Web Services (AWS) Marketplace gives you a new channel to reach more customers. You can use them to offer your OSS/BSS capabilities, as a service, to the enterprise market.

Key considerations for leveraging cloud to transform business

To move from a traditional telco model into a more innovative, revenue-driven one, you need to start using your cloud-native OSS/BSS and advanced tech like AI and machine learning. Used correctly, these tools will both help you cut costs and speed up the launch of new services. Figure 3 shows you the six steps that let you get the most value out of your cloud ecosystem for OSS/BSS and capture fresh revenue streams.

Set an ambitious business aspiration

Now that you've built the groundwork for cloud transformation, it's time to set bold business goals. Focus on expanding your digital services portfolio and driving growth with cloud-enabled offerings and new 5G use cases.

First, you need to get a solid grasp of the market opportunities—both the enterprise and consumer sides – and you pinpoint the key use cases that can bring you the most value (step 1). Once you have your gross list, evaluate each use case to find the most attractive ones. Also look at what network features: latency, bandwidth, reliability, and OSS/BSS features, like business models, they demand (step 2).

While you're doing that, also start building the go-to-market (GTM) plan for the new services on your short-list (step 3). For instance, to sell 5G B2B services, you'll have to identify delivery partners who can supply the necessary components and build partners who can guide the entire engagement – from proof of concept to design and fulfillment. This simultaneous approach ensures that your new 5G offerings hit the market ready to deliver real value.

Test new 5G use cases

The cloud lets you innovate, test, and bring new services to market faster than ever. By taking advantage of cloud resources, plus AI and Gen AI, you can turn your ideas into products quickly (step 5).

The flexibility and on-demand nature of cloud let you spin up virtual labs to try out new 5G use cases, like augmented reality, virtual reality, or IoT solutions, without buying a ton of hardware up front. That lets you iterate in real-time and react quickly to shifts in the market or new tech developments.

Cloud, DevSecOps and GitOps practices, let you launch new features and push updates quickly. With these in place, you can explore different business models, customize offerings for specific customer groups, and shrink your time-to-market. The result? Faster growth and a stronger edge in the rapidly evolving 5G space. But you need more than speed. You also need an operational model that is flexible enough to handle your growing portfolio and make sure you can keep delivering a great customer experience across the whole lifecycle of the service (step 6).

Move from trial to revenue fast

Now that you’ve built a cloud-native OSS/BSS foundation, it’s time to turn experiments into revenue-generating services (steps 4 and 5). Take smart manufacturing, for instance. To sell this to customers, you need to set up end-to-end service orchestration that pulls together automation from multiple vendors, integrates their solutions, and continuously monitors performance.

Think about these three service pillars when designing your service:

- Rejuvenate: cut IT and operating-expense (OPEX) costs.
- Innovate: build new revenue with analytics, IoT, automation, and similar tech.
- Pioneer: launch entirely new cloud-based business models.

If your go-to-market model calls for it, you can also offer Proof-of-Concept as a Service (step 5). Use the advantages of cloud to get the use case up and running quickly and cost-effectively: Spin up a dedicated environment, pull in vendor solutions, and let a cloud-native orchestrator wire up the necessary network elements.

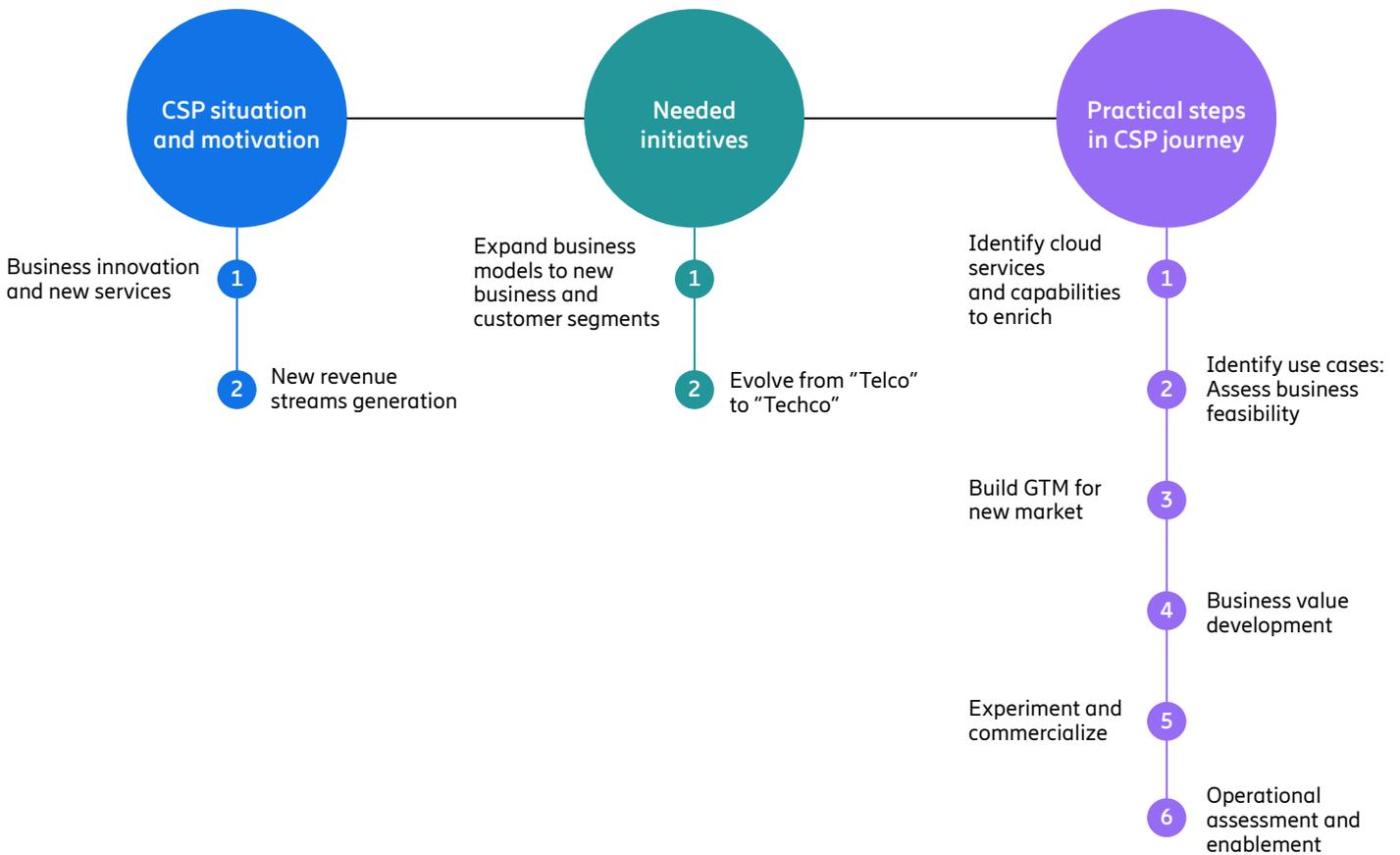


Figure 3. The six-step approach to exploit cloud capabilities to find new revenue

Get to the cloud faster with Ericsson Intelligent IT Suite

Empowering cloud transformation with Ericsson OSS/BSS Services

The Ericsson Intelligent IT Suite (EIIS) is built around four core pillars, Advise, Build, Operate and Ensure, that cover your entire cloud transformation journey. Together, they give you a single, end-to-end framework that helps you get through your cloud transformation in a faster, smarter, and future proof way.

[Ericsson Advise services](#) walks you through the whole journey of turning your CSP into a cloud enabled TechCo. With our [Network Transformation and Efficiency Consulting services](#), we help you pick the best strategic cloud option – private, public, or hybrid – and make the right technology choices, for your situation. That first choice is critical because it sets the whole foundation for the rest of your cloud transformation. Our Advise services also help you grow your business by tapping into new cloud capabilities. We show you how to spot and and grab new revenue streams, using data-driven decisions that focus on return on investment (ROI).

[Ericsson's OSS/BSS Build](#) and [Operate](#) services make your OSS/BSS apps truly cloud-native so you can use all the cloud's power. To keep your service creation fast and flexible, we help

you adopt practices like DevSecOps. With DevSecOps, every OSS/BSS domain works together, letting your systems evolve and run smoothly as a single, efficient unit.

With [Ericsson's Cloud Native Application Development service](#), we help you shift your apps to a modern, cloud native architecture. Our offering covers the full spectrum – from “Enhance and Sustain” for existing Application Development and Maintenance (ADM) work, to large scale modernization and ecosystem transformation. The goal is simple: make your applications run efficiently in a cloud based IT environment, so you can deliver new services faster and with lower cost.

[Ericsson Managed IT DevOps Service](#) takes the hassle out of delivering new software and quick upgrades. This service boosts the tempo of your software releases, giving you faster time-to-market, and at a lower cost.'

With [Ericsson's Enterprise services](#), we will manage the entire enterprise customer engagement stretching from delivering proof-of-concepts, customer onboarding, and service configuration and operations.

Ericsson OSS/BSS Services drive better business outcomes:



Get a smooth cloud journey, by finding the best option and right transformation strategy



Introduce new services faster, with automated and secure agile DevSecOps



Modernize and move your OSS/BSS applications into the cloud



Transforming cloud operations for a better service experience through AI enabled infrastructure and application monitoring

Figure 4. Critical success factors on cloud transformation journeys

Further reading

[OSS/BSS: bridging business and operations - Ericsson](#)

[OSS/BSS Services for better business outcomes - Ericsson](#)

[Navigate your journey to successful IT transformation](#)

[Capturing 5G value through automated orchestration journeys](#)

[Transform monetization in the 5G and autonomous network era](#)

[How Ericsson and AWS are accelerating digital transformation and AI innovation in OSS/BSS](#)

[Moving BSS to the Cloud: Early success stories](#)

[Modernizing Charging and Billing with Ericsson and Dell](#)

Learn about [CI/CD](#)

[The cloud transformation engine - McKinsey](#)

Ericsson's high-performing networks provide connectivity for billions of people every day. For nearly 150 years, we've been pioneers in creating technology for communication. We offer mobile communication and connectivity solutions for service providers and enterprises. Together with our customers and partners, we make the digital world of tomorrow a reality.