ERICSSON

NO NONSENSE
OSS/BSS.
Sell. Deliver. Get paid.
ERICSSON

Navigate your journey to successful IT transformation

Transformation pathways

Contents

Rapid shifts in technology is transforming the role of Operations Support Systems/Business Support Systems (OSS/BSS).

The change they bring is huge and the impact is profound. With Ericsson's OSS/BSS Services, you can overcome the IT and digital transformation hurdles that slow you down.

The result? A stronger bottom line and happier customers. This brief offers the context and motivation to rethink OSS/BSS transformation and the traditional business and operational models that support them, emphasizing the need for transformative approaches in today's dynamic market landscape.

It's a tough but necessary journey

You're chasing the extra revenue that open, programmable networks can bring, but it's not easy. Managing your IT and network end-to-end is a constant juggling act, and the many business segments you need to serve make it even harder. Technology moves fast, customers demand more, and competitors are tightening the pressure. To stay ahead, you need a new strategy.

How do you move beyond being just a connectivity provider, into creating services that go beyond connectivity only? How can you increase automation, use artificial intelligence (AI), make the network intent-based, and finally make the shift to autonomous networks? These are the moves you need to streamline operations, boost agility, and launch new services.

There is no single application that will solve it all. You'll also need to navigate complex integrations and avoid getting stuck in an unclear strategy, in the face of increasing pressure to keep operations smooth in the shifting landscape. The path of IT and digital transformation is rarely easy, and often messy. That's the reality of digital change.

The traditional approach to transformation, characterized by big-bang initiatives and disjointed strategies, often leads to fragmented outcomes and missed opportunities.

Explore how Autonomous Operations pave the way to resilient, intent-driven IT operations

"If CSPs are to enter a new era of financial prosperity with a renewed vigor for innovation, their service operations IT ecosystem must be radically different to the OSS/BSS of yesteryear... we are now starting to see market impact of IT transformation projects in CSPs ability to behave differently and serve their customers in more engaging ways."

Dean Ramsay,
Principal Analyst, TM Forum

CSPs focus on service operations transformation

Figure 1 shows a typical product-centric implementation addressing a need, such as introducing new business models for 5G, using network slicing to launch differentiated connectivity, or similar. Usually this results in an application-centric approach. After procurement, you have one or more vendors that have shown that they can address the requirements using their portfolio of products, and services. What happens next?
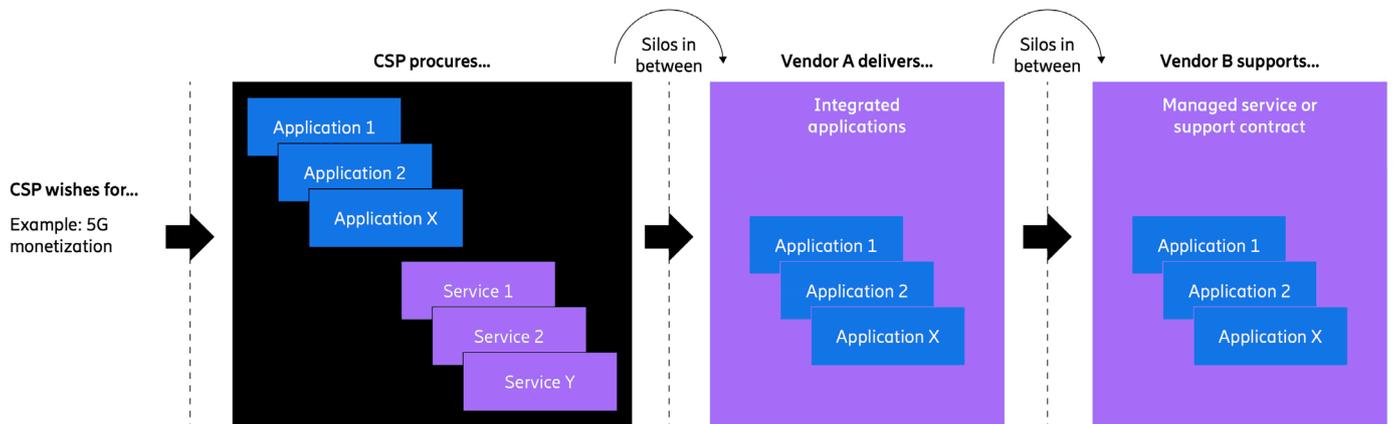

Figure 1: The typical, product-centric approach often fails to address the transformation challenges

If you're not careful, this type of transformation can easily end up creating as many new problems as they solve. Here are some of the pitfalls:

Losing sight of the business objectives
If your business goals aren't clear, decisions become uncertain, and the program can easily become distracted and lose effectiveness.

Creating new issues
Introducing new technologies, can create new integration and data migration issues that threaten to disrupt operations. Planning for a smooth transition is critical, but also difficult.

Distracting attention
Programs can become too focused on the new, shiny solutions, while overlooking business continuity and long-term operations, leading to disruptions and maintenance problems.

By making sure to address these points head-on, your transformation stands a much better chance of delivering the results you expect.

Take the step-by-step road to better business outcomes

Transformation comes with challenges on the road. To make it easier for you, Ericsson has created a set of transformation pathways. These pathways give you a clear, step-by-step plan that takes you from your business goals to a finished, working solution. Starting from your business goals, the Ericsson Intelligent IT Suite offers a specialized and end-to-end integrated approach, that lets you design, deploy, evolve, and operate new and innovative digital solutions efficiently.

Each pathway is carefully designed to help you move smoothly from start to finish. From day one of the program, through delivery and building, to day-to-day operations, the Ericsson Intelligent IT Suite keeps your business and operational needs front and center. We help you deliver a seamless, outstanding experience at every touchpoint.

We start by working closely with you to understand what you want. We review where you are now, then map out

Explore Communication Service Provider (CSP) lived experiences with OSS/BSS transformation. This report delves into the recurring challenges faced in OSS/BSS transformation initiatives, including the complex, often concurrent evolution of systems, processes, and organizational structures. By analyzing these lived experiences, the research aims to identify the most effective pathways for modernizing OSS/BSS to support the shift toward autonomous and programmable networks

IDC Infobrief: Mapping the OSS/BSS transformation journey: Accelerate innovation and commercial success

where you need to be. That includes assessing your current architecture, building a target roadmap that fits your strategy, evaluating the business and operational impact, and showing you the real benefits you can expect along the way.

This step is a crucial part of the transformation. It makes sure your business processes line up with your OSS/BSS changes so you can track, measure, and keep improving them. It also gives you the freedom to test new business models and launch the next set of products your customers want.

During delivery and build-out, you'll need the best technology and proven expertise to create solutions that hit your exact business and operational goals. That might mean adding

new applications or moving old ones to the cloud. Ericsson Intelligent IT Suite supports the establishment of the right software pipeline and use of DevSecOps techniques that keeps your cloud applications running, testing, and updating automatically, exactly what you need for cloud-native services.

This approach delivers you the flexibility and speed you need. Clear roles, deadlines, and results keep implementation on track, so you can launch new offerings quickly, at the right cost and quality balance.
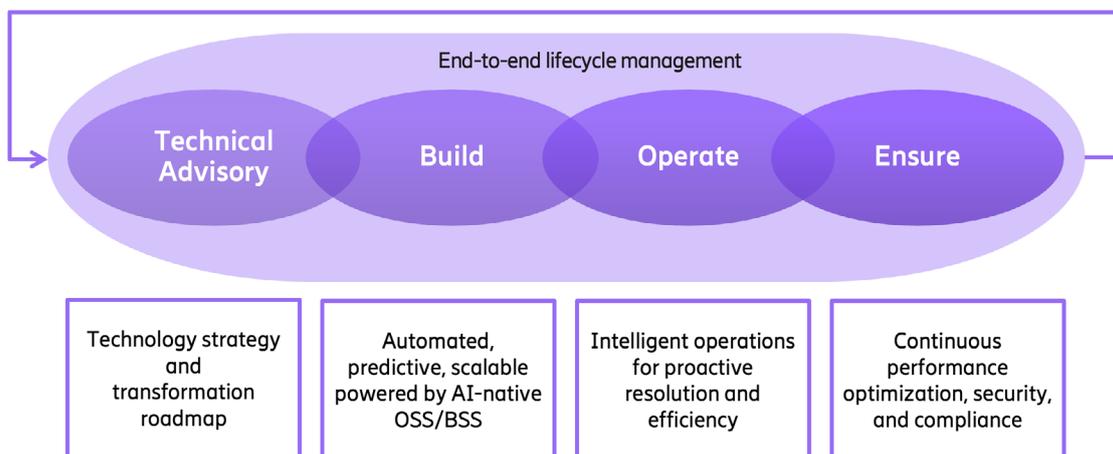

Figure 2: Get real business results and a smoother, end to end service experience with Ericsson Intelligent IT Suite.

To keep your applications fast, reliable, and secure across multiple clouds, your IT operations need to evolve. Our integrated service model in Ericsson Intelligent IT Suite breaks the old walls between development and operations, so your business stays online and can keep growing. With AI and automation, you can manage every end-to-end process, letting you spot and fix service slow-downs even before your customers notice.

Every step of this transformation is driven by a clear vision and backed by real data, giving you the confidence to tackle digital transformation and get the results you want. You are at a turning point: Technology is advancing faster than ever and upgrading your OSS/BSS architecture right now is the key to unlocking new opportunities.

We focus on three transformation pathways — orchestration, monetization, and cloud transformation — to help you deliver differentiated connectivity services, capture 5G revenue, and add agility to whatever role you play in the ecosystem, helping you turn those opportunities into solid new income streams.

"We power end-to-end IT transformation with a holistic, interdisciplinary approach, and rapid delivery at telco scale."

Read the solution brief

Table 1: Transformation pathways with real-world examples

Transformation pathways	Orchestration	Monetization	Cloud transformation
Aim of the pathway	Support CSPs on their journey to commercialize, operationalize, and industrialize 5G services through a stepwise approach from day one of 5G introduction to launching advanced use cases.	Drive CSPs' revenue growth by monetizing new service segments, particularly in the realm of 5G, while also capitalizing on enterprise and partner collaborations to expand monetization opportunities.	Seamless migration and modernization of OSS/BSS to both public and private clouds ensuring optimal operational efficiency and future readiness.
Example of customer cases	Telstra delivering superior service experiences to Australian enterprises. With Ericsson Service Orchestration and Assurance enabling Ericsson Dynamic Network Slicing solution, Telstra can now commercialize, operationalize, and industrialize innovative new services with network slicing at scale.	Indosat Ooredoo Hutchison: BSS transformation for digital future enablement Indosat Ooredoo Hutchison partnered with Ericsson to deliver an innovative BSS transformation for real-time business agility and impact. The new platform helped automate operations, cut costs, and accelerate time-to-market, as well as improve key performance indicators (KPIs) for nearly 100 million subscribers.	Moving BSS to the Cloud: Early success stories Two customer cases transitioning their BSS applications architecture to harness the complete advantages of cloud infrastructure.

Figure 3 shows a real-world transformation pathway for Indosat Ooredoo Hutchison (IOH). By choosing Ericsson as your trusted IT partner, you'll get an end-to-end support: We help advise, build, operate, and manage the end-to-end BSS solution.

Our partnership helps streamline operations, boost agility, and cut OPEX. It also unlocks the Ericsson Digital Monetization Platform solution, giving IOH the tools to become a fully digital telco with a robust 5G network and ensuring they succeed in the digital era.
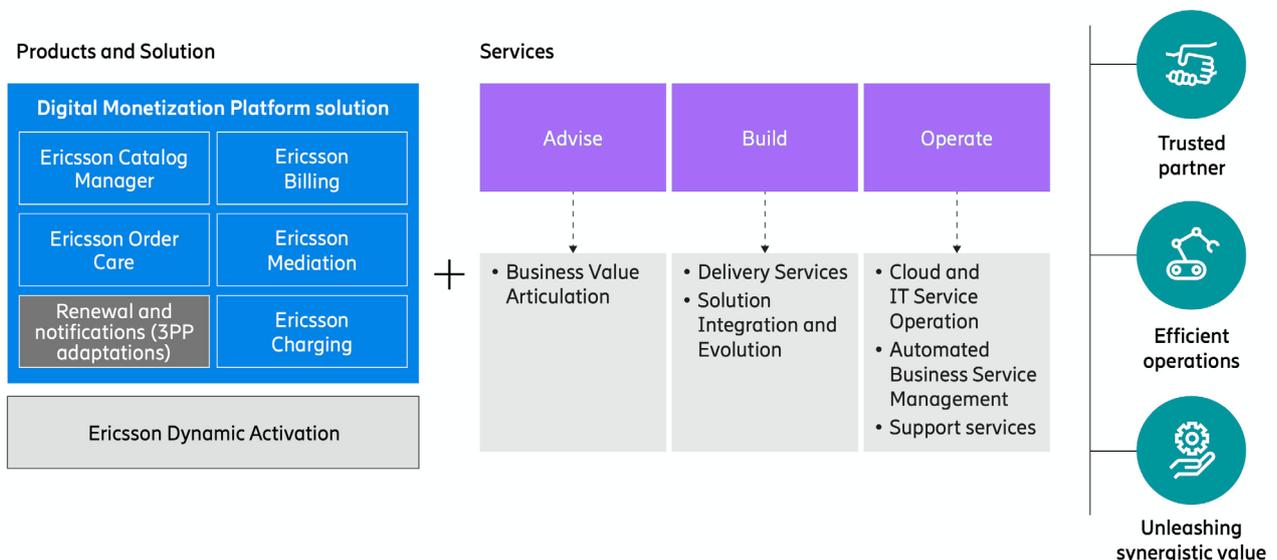

Figure 3: Indosat Ooredoo Hutchison's transformation pathway to unlock the value of an end-to-end BSS solution

Ericsson OSS/BSS Services — You know what you want. We know how to get there.

Ericsson's OSS/BSS portfolio covers everything you'll need, from industry-leading software to tailored solutions and hands-on services. We know that your journey is unique, and we have the right tools to match that.

We walk you through every step of the transformation lifecycle. From strategy and planning, through implementation, to ongoing support and operation, our services are there to help you tackle challenges and capture opportunities.

Technology isn't just about the tools; it's about the results it produces. That's why we focus on delivering real business outcomes and outstanding experiences. Whether you're looking to improve operational efficiency, raise customer satisfaction, or grow revenue, our portfolio is built to give you the results you want.
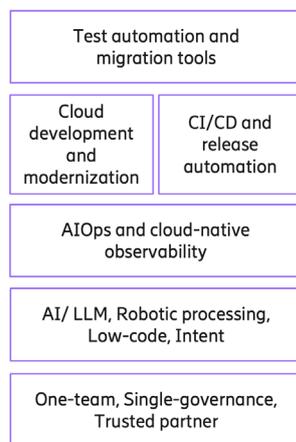
Access to:

- Telco IT AI Engine

Fast track:

- Pre-packaged solutions
- Standardized reusable assets
- Industrialized use cases

Value enabled:

- Service experience
- Efficient operations
- Time to market

Intelligent core:

Test automation and migration tools

Cloud development and modernization

CI/CD and release automation

AIOps and cloud-native observability

AI/ LLM, Robotic processing, Low-code, Intent

One-team, Single-governance, Trusted partner

Services enabled:

Advise:
Technical advisory to translate business objectives into IT strategy and execution roadmap

Build:
Turning on the value of your OSS/BSS applications faster, more effectively, more efficiently

Operate:
Streamlining IT operations for effortless 5G and cloud build

Ensure:
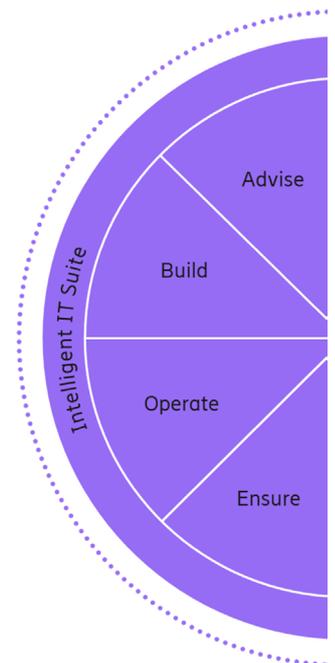Deploy, secure, and optimize applications on the cloud for unmatched performance and security

Figure 4: Ericsson Intelligent IT Suite spans the entire IT development lifecycle

Table 2: What you get from Ericsson OSS/BSS Services

Get smoother delivery with lower risk	Get the business outcomes you want	Get more value from pieces that fit together
Speed up implementation with predefined integrations and automated use cases, so your architecture stays solid and you see value quickly.	Use AI and automation to monitor every step of your business processes, spot issues before they happen, and keep your operations running smoothly.	Maximize your success by using an integrated portfolio of products and services.

Ericsson Intelligent IT Suite

Ericsson Intelligent IT Suite offers a specialized and end-to-end integrated approach, that lets you efficiently design, deploy, evolve, and operate new and innovative digital solutions.

Advise	Build	Operate	Ensure
Helps you turn your business goals into a telecom-scale execution plan, including AI-readiness assessment and a technology roadmap.	Helps you roll out new or modernized services quickly and securely using modular, cloud-native OSS/BSS architecture design, DevSecOps frameworks, automated testing, CI/CD pipelines, and AI/Gen-AI feature integration.	Helps you keep your service quality high and day-to-day delivery smooth, using AI-driven operations, including predictive incident management, auto-healing, intelligent observability, and agentic AI assistants embracing the path to autonomous operations.	Helps you keep your security, performance, and compliance solid across the whole lifecycle, using real-time assurance, customer-experience telemetry, closed-loop quality and risk-based vulnerability management.

OSS/BSS Advise Services

In today's fast-changing world, business and consumer expectations are always evolving. This means that your network is under more pressure than ever. 5G opens a lot of new ways to create value, but to capture it, you need a clear strategy that aligns both your business and IT. Our guidance will help you navigate the constantly shifting OSS/BSS landscape and keep your business moving forward.

Our consultancy services guide you through any transformation:

5G Transformation Strategy Consulting: Lets you build a solid 5G strategy for both consumer and enterprise markets, tailor the right market-entry approach, unlock new revenue streams, prioritize work by ROI, and match capabilities to your business needs.

Monetization and Orchestration Readiness Consulting: Prepares you to weave 5G digitalization and automation into your OSS and BSS, driving efficiency by aligning people, tools, processes, organization, and product offerings for maximum value.

AI and Analytics Operations Consulting: Support you to drive operational efficiency by unleashing the potential of data and intelligence-driven autonomous operations and analytics.

Cybersecurity Consulting: Helps you strengthen your security posture, protect personal data and intellectual property, and live up to the essential security principles — confidentiality, integrity, availability, authenticity — using a solution-driven approach.

OSS/BSS Build Services

We help you stay confident in the ever changing Telecom landscape and give you the tools to adapt to disruptions, scale fast, and quickly get value.

We align our Build Services with your C-level agenda, so you can scale quickly and see value fast. We deliver the tools you need with four core offerings.

Our core services help you navigate the ever-changing telco landscape
Delivery Services: Handles the installation and updates of Ericsson's OSS/BSS software. We also provide tools for tackling a set of common use cases, that we help you configure, integrate and test, to get you started quickly.
Solution Integration and Evolution: Brings a solution into your network, adapts it, grows it, and migrates it as needed. We take care of the whole life cycle of the solution — from development to ongoing maintenance — to help you get the most out of it.
Cloud Native Application Development: Builds and runs scalable applications in public, private, or hybrid clouds, giving you the flexibility you need.
Enterprise Services: Gives you a streamlined set of tools that cover the entire software defined wide area network (SD-WAN) service-management lifecycle, letting you manage a software-defined network from end to end.

OSS/BSS Operate Services

To help you deal with the ongoing operational shifts, our OSS/BSS Operate Services go beyond traditional support. They accelerate your move to AIOps, intent-based operations, and agentic AI setting the foundation for truly autonomous operations, so you gain control, agility, and better business results.

Here is how we can help you run things smarter:

Cloud and IT Service Operation: Helps you increase efficiency end-to-end, using AI, automation, DevOps, and CI/CD in a single, integrated operating model.

Automated Business Service Management: Lets you automate processes, to improve and optimize your business.

Support services: Keeps your operations running smoothly, with our expert support at every stage.

OSS/BSS Ensure Services

Navigating the journey to the cloud-native is tough. Suddenly, you're forced to deal with new types of cloud and security challenges, the potential impact of cyberattacks, data breaches, and compliance failures grow significantly.

Ensuring secure, resilient applications is no longer optional. To make it work, you need the right mix of agility, flexibility, and solid security.

Our Ensure offering provides:

Ericsson Managed IT Security Service: Protects your critical operations and existing managedIT services from the evolving threats, with tighter baseline security, risk based vulnerability management, risk assessment, security operations center (SOC) support, and a stronger security posture.

Collaborate with confidence:

We work side by side with our customers as a trusted partner, giving you the service and support you need at every stage: Advise, Build, Operate, and Ensure. Our customers know we stay with them all the way through their software implementations or transformations. With operations in more than 180 countries, we can always bring in the local and regional expertise you need to keep things moving.

> We walk with you through every step of your transformation, helping you deliver real business results and a great customer experience.

Further reading

[OSS/BSS evolution for successful 5G monetization - Ericsson](#)

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

[CSPs focus on service operations transformation - Ericsson](#)

[Ericsson Intelligent IT suite — Transformation — Ericsson](#)

Customer Case

[Orchestration — Telstra](#)

Ericsson blog

[Power differentiated connectivity with uncompromised SLA integrity](#)

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.