

“Billing architectures have become IP driven”



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The worldwide market for OSS/BSS will reach over \$9 billion by 2011, representing steady growth for the industry, which is facing a period of unprecedented business and technology transformation. Though India is catching up with emerging technologies very fast, it has its own typical market reality. While plans are on to launch value-added services at one end, at the other end, you see providers expanding their network into the interiors with basic offerings.

They are growing simultaneously on the scale and margin front, which is totally different from the developed world. So the amount of complexity is that much higher in managing such parallel growth on two fronts.

Over the past 2-3 years, the telecommunications market for OSS /BSS has begun the transition to IP-driven networks with investment in next-generation networks (NGN), IP Multimedia Subsystems (IMS) and Service Delivery Platform (SDP) architectures. The ever changing market dynamics have increased complexities for service providers. To succeed, service providers are increasingly rethinking their billing architectures, adopting a more customer centric focus:

- ▶ Automation and process establishment that streamlines provider's internal processes, and reduce manual tasks and revenue leakage.
- ▶ Convergent system - deploying bill-

ing systems that are capable of supporting multiple services, technologies, geographies, and customer types.

- ▶ OSS/BSS with real time capabilities for "instant gratification" enabling customers to self manage and self provision their services.

Integration

Customized bundles of next-generation services deployed across wireless, wireline, and broadband networks hold promise for increasing carrier revenues. At the same time, new technologies for reducing operational expenses strengthen the business case deployments. However, none of the goals can be achieved without proper OSS integration and clear cost reductions of OSS expenses.

All new products and services must provide a carrier with standards-based OSS components that demonstrate a high degree of openness and flexibility. BSS and OSS platforms are linked in the need to support various end to end services. Each area has its own data and service responsibilities.

Convergence

With operators migrating to an IP-based next generation network, the convergence of voice, video and data termed as triple play have received a major boost, due to the convenience of receiving all three services from one provider as opposed to many different ones. As a result, operators are moving away from multiple stove piped billing systems in order to reduce cost at the same time simplify operations. The challenge for a billing system is to develop solution which supports:

- ▶ Migration to NGN platform
- ▶ Simplifies OSS complexities
- ▶ Common prepaid & postpaid platform
- ▶ Capable of launching convergent service in the future
- ▶ Open standards implementation

A powerful OSS/BSS solution gives operators a unified platform that can

seamlessly scale to serve any number of customers and services. An efficient triple play integrated solution helps providers deploy services in a cost-efficient way enhancing their profitability, reducing customer churn and accelerating the recovery of their network investments.

SOA benefits

A SOA encapsulates business logic; it can run in any J2EE execution environment. It facilitates the rapid creation of telecom applications and can also be deployed and operated within or outside the network operator domain. In particular, the benefits are:

- ▶ Rapid creation and deployment of mobility enhanced applications
- ▶ Leverage the yet widely untapped potential of the Internet services developers - estimated mass of 8 million developers
- ▶ Provide operators with additional revenue streams through an increased usage of available Service Layer infrastructure.
- ▶ Knowledge and expertise in telecommunications backend systems and the operators' network design is a key success factor.
- ▶ SOA will enable exploitation of existing assets and provides a new opportunity for Telecom operators and Suppliers in the converged IT/ Telecom domain

Selecting OSS vendor

The network operators consider the following:

- ▶ Integrated offering including provisioning, mediation, billing, customer management, payment & collection, webself care and online service selection
- ▶ Highly modular system that is flexible enough to incorporate an ever-evolving, complex and innovative service portfolio and upcoming business model
- ▶ Integration with 3rd party components
- ▶ Future-proof in terms of its scalability