

The future of digital order management and monetization for telcos



Highlights

- **Telecommunications companies need to transform their legacy order and monetization management systems to capitalize on new revenue opportunities.**
- **Tata Consultancy Services (TCS) and Oracle have developed a solution that is tailored specifically to the telco industry, offering a scalable and cloud-native approach to address evolving business needs such as modernized customer order management, service order management, and billing.**
- **Telcos benefit from the combined strengths of a leading technology provider and a global systems integrator. TCS' deep telco industry expertise, combined with Oracle's industry-native telco solution stack, enables a seamless and accelerated transformation.**

In this POV



A time of change and transformation



Order management, billing, and monetization are key transformation drivers



Turning change imperatives into competitive advantages



A streamlined journey for fast time-to-market

A time of change and transformation

The telecommunications industry has seen its share of change since the invention of the telegraph more than two centuries ago, and telecommunications companies have succeeded or failed based on how quickly they adapted to those changes. Then came computers, satellites, deregulation, and wireless technology—and in the span of just a few decades, the pace of change in the telecommunications industry has accelerated from a relatively predictable trajectory to one that is incredibly steep, complicated, and cutthroat competitive.

The good news for telcos and media companies is that these rapid changes are driving unprecedented revenue opportunities. But taking advantage of those opportunities requires those companies to implement changes so substantial that they often face a complete transformation of their business. Burdened with unwieldy, unscalable legacy technologies, telcos across the globe are seeking a path forward so they can remain competitive and capitalize on the many new revenue opportunities that have materialized in recent years.

Order management, billing, and monetization are key transformation drivers

For telcos, the need to digitally transform is, to a large degree, driven by the urgent need to modernize order management and billing operations. Legacy-based ordering and billing processes lack the agility, flexibility, and real-time monetization capabilities that today's market demands. These systems are unable to support telcos' need to leverage and maximize the potential of new revenue streams that have emerged across the industry.

Order management, including customer order management (COM) and service order management (SOM), must be transformed from tightly coupled legacy systems based on old, monolithic architecture and workflow-based manual operations into highly scalable, decoupled digital order management systems based on modern architecture. Telcos relying on older order management systems struggle to maintain profitability and high levels of customer satisfaction due to a range of issues. These companies often:

Miss opportunities because their legacy order management systems cause time-to-market slowdowns.

Are unable to fully adapt to serving new technologies such as 5G, the internet of things (IoT), and satellite communications, impeding their ability to tap emerging business models

Face excessive complexity and limited scalability in their order management systems

Lack the ability to customize for complex order workflows

Struggle with lost orders and order fallout

Are unable to service large orders without incurring excessive runtimes and manual interventions

Experience difficulties in integrating next-generation and legacy systems

Similarly, billing and monetization challenges pose significant speedbumps for many telcos. For some telecommunications companies, the limitations and inflexibility of current billing systems throttle opportunities to offer profitable new products and services. Billing concerns that often drive transformation imperatives include:

- Inability to quickly bring new services to market
- Difficulty in providing multiple offerings to support diverse business segments such as B2B, B2C, and B2B2X
- Lack of support for rapidly evolving modern digital payment methods
- The need to enable real-time charging and customer experience ratings (critical in supporting 5G operations)
- A demand for leaner, more nimble billing operations



The rising expectations of customers for a consumer-like experience are adding further challenges for telcos. For example, customers now expect a significantly superior experience while interacting with telco companies, akin to the experience offered by modern internet brands like Amazon, Airbnb, and Uber. Such customer expectations mandate operators to enable catalog-driven orchestration; intent-driven order management; and real-time charging, rating, and billing capabilities; in addition to other customer experience enhancements.

Turning change imperatives into competitive advantages

In the ever-evolving digital era, today's telecommunications companies face a steep challenge as well as new opportunities for growth. Those that embrace a thoughtful and informed approach to digital transformation can not only address their present-day challenges but also set themselves up for a lucrative future. By partnering with technology leaders like TCS and Oracle, with deep technology and domain expertise and years of experience in digital transformation and cloud migration, telcos can accelerate their journey to their desired future.

TCS offers TCS Crystallus™ for communication services providers (CSPs), a set of frameworks and accelerators built on the Oracle Communications industry product suite. The offering is specifically focused on the digital transformation needs of the telecommunications industry and is built upon the deep industry expertise developed over decades of service to telecommunications service providers (CSPs) across the globe.

TCS Crystallus™ for CSPs provides telcos with a digital transformation framework, tools, and accelerators to tap business growth while helping enhance the customer experience. The offering encompasses a suite of pre-integrated capabilities that are architected for enabling, simplifying, and accelerating digital transformation for telecommunications companies. Features and capabilities of TCS Crystallus™ for CSPs include:

	Cloud operations automation
	TM Forum API integrations
	Multichannel order capture support
	Inventory synchronization
	Dynamic order orchestration
	Comprehensive billing and revenue collection
	AI-powered revenue analytics

TCS Crystallus for CSPs offers best practice - based, preconfigured industry solutions that leverage the Oracle Communications industry product suite as its digital core. The insight-driven solution is integrated to capture the most advanced, disruptive thinking around industry, innovation, and technology. TCS Crystallus for CSPs is continuously enriched with technology and industry innovations to enable telco organizations to achieve faster return on investment (ROI).

TCS Crystallus for CSPs provides benefits including:

- **An industry reference architecture that helps streamline enterprise capabilities and orchestrate processes efficiently**
- **Preconfigured solutions based on industry best practices**
- **End-to-end optimized business processes and comprehensive blueprints aligned to the American Productivity and Quality Center (APQC) framework and substantiated with configuration-ready process maps and tagged key performance indicators (KPIs)**
- **A rapid discovery and business process reengineering (BPR) transformation phase with a predefined transformation methodology and accelerators**
- **Flexible deployment models, including Oracle Cloud Infrastructure (OCI) as well as third-party public and private cloud**

While changing procedures and technologies that have been in use for decades can be disruptive to ongoing business processes, TCS Crystallus for CSPs helps mitigate this risk by relying upon processes implemented by consulting teams who hold decades of experience in serving the specific needs of telcos. And since transformation is not a one-and-done process, it's important that current transformation imperatives anticipate and adapt to future changes in both technological evolution and customer needs and preferences. TCS Crystallus for CSPs supports future-proof readiness through a flexible, scalable architecture that adapts to evolving market dynamics and emerging technologies.

TCS leverages industry-native business models and IT architectures to help organizations enhance growth and efficiency through redesigned and refined enterprise operating models. Currently, TCS provides end-to-end services for more than a billion subscribers across the globe. As partners, TCS and Oracle have developed and supported innovative, industry-specific solutions for more than three decades.

The unique blend of technological superiority and telecommunications industry expertise provided by TCS and Oracle enables telcos to:

- Streamline business processes and improve operational efficiencies through implementing and maximizing automation
- Accelerate time to market for new product offerings
- Provide flexible options for customers by enabling and supporting payment-related technological advances such as digital payments
- Support unlimited combinations of product bundling
- Drive the growth of revenue by supporting the adoption of new business models
- Enhance the customer engagement experience
- Empower organization leadership with AI-powered insights and automation that serve to optimize operations and support more enlightened decision-making

Combined, these outcomes can speed telcos' business transformation journey significantly. With TCS and Oracle, telcos gain the ability to provide innovative services and personalized interactions that deliver superior customer services—and successfully attract and retain customers.

A streamlined journey for fast time to market

Digital transformation does not have to be a painful process. Born of a compilation of TCS' decades-long experience in serving dozens of diverse industries—including the telecommunications industry—TCS Crystallus for CSPs offers telcos the gains of transformation without the pain. TCS and Oracle together provide telcos with the opportunity to achieve their transformation objectives quickly, predictably, and painlessly.

And TCS and Oracle are deeply experienced, highly respected innovators within the telecommunications industry. With multiple Oracle engagements successfully managed by TCS, the two partners enable telcos to embrace today's daunting changes and reap the benefits of the emerging opportunities across the industry.

Awards and accolades



Contact

Please write to esu.oracle@tcs.com to learn more about end-to-end capabilities that can accelerate your cloud migration.

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) is a digital transformation and technology partner of choice for industry-leading organizations worldwide. Since its inception in 1968, TCS has upheld the highest standards of innovation, engineering excellence and customer service.

Rooted in the heritage of the Tata Group, TCS is focused on creating long term value for its clients, its investors, its employees, and the community at large. With a highly skilled workforce of over 607,000 consultants in 55 countries and 180 service delivery centres across the world, the company has been recognized as a top employer in six continents. With the ability to rapidly apply and scale new technologies, the company has built long term partnerships with its clients – helping them emerge as perpetually adaptive enterprises. Many of these relationships have endured into decades and navigated every technology cycle, from mainframes in the 1970s to Artificial Intelligence today.

TCS sponsors 15 of the world's most prestigious marathons and endurance events, including TCS New York City Marathon, TCS London Marathon and TCS Sydney Marathon with a focus on promoting health, sustainability, and community empowerment. TCS generated consolidated revenues of US \$30.18 billion in the fiscal year ended March 31, 2025.

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