Hosted OSS/BSS Solution

Communications, Media & Technology

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About Tata Consultancy Services Ltd (TCS)
Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India’s largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at www.tcs.com
Overview

As CSPs transform into digital enterprises, they need to address operational inefficiencies, deliver personalized experiences, and streamline the time to market for new offerings. Existing OSS and BSS platforms are based on rigid architectures, lack cloud capabilities, and are difficult to manage due to their complex processes. Their upkeep and maintenance costs are usually high, leading to higher total cost of ownership (TCO).

TCS' Hosted OSS BSS (HOBS) solution offers a platform for new-age digital services as well as traditional telco services. The cloud-ready platform is secure and scalable. It covers key business processes across multi-channel engagement, product management, selling, assurance, revenue management, partner management, and enterprise management.

Our Solution

TCS HOBS is product-agnostic, and provides comprehensive business process support across various customer touchpoints. It includes a suite of pre-integrated applications, comprising:

- **Experience layer**: Delivers personalized customer experience and capability to manage identity of the customer across all channels.
- **Intelligence layer**: Provides actionable customer insights across locations, devices, and platforms to help understand usage patterns, product preferences, and price sensitivity.
- **Digital core**: Consists of the platform’s federated capabilities enabling processes across the customer lifecycle. Bases platform agility with cloud-based elastic infrastructure, and allows tight integration with peripheral third-party applications leveraging a robust API layer.

The end-to-end platform supports launch of greenfield enterprises and new growth initiatives, as well as legacy transformations. It helps address challenges related to enterprise product catalog, configure price-quote-revenue assurance, and device assurance with specific solutions.

The TCS Advantage

By partnering with TCS, you can leverage the following differentiations:

- **Domain knowledge**: We have developed a deep understanding of CSP business processes and best practices, helping us support business lines catering to consumers, enterprises, wholesalers, and virtual network operators (VNOs). We help CSPs launch and run various services including fixed lines, mobile, IoT, OTT, and anything as a service (XaaS).
- **Technical expertise**: Our engineers and technical consultants have proven experience in successfully delivering OSS/BSS transformation projects for leading CSPs across geographies. We provide comprehensive business process support on a pre-integrated platform enabling launch in approximately 12 weeks.
- **Innovative pricing model**: Our pay-as-you-use pricing model helps organizations minimize capital expenditure and grow business efficiently. It also helps avoid incremental investments required to obtain and renew licenses, as the OSS/BSS is subscribed to as-a-service.

How we help our customers

A CSP focusing on B2B customers wanted to overhaul its existing OSS/BSS platform, as the management of its legacy technologies entailed high operational costs. The product portfolio consisted of 22 separate systems and a multitude of offerings focused on corporate customers. TCS conducted a thorough analysis of the legacy landscape to ascertain gaps, and recommended the deployment of HOBS. Post-implementation, the CSP was able to boost top-line growth, enhance workforce productivity, and significantly reduce operating costs.

A leading fixed on fixed (FTTH) service provider was looking to quickly launch broadband services over fiber-to-the-home (FTTH). TCS HOBS which is a pre-configured, pre-integrated platform was the recommended solution. This transformation initiative helped the company rapidly launch new products into the market, thereby giving it a sustainable competitive advantage. The CSP was also able to boost cross-selling, and deliver a differentiated and engaging customer experience, thereby increasing brand loyalty.

Benefits

With TCS OSS/BSS Solution, enterprises can reap the following benefits:

- **Personalized customer experience**: Enable a customized multi-channel communications experience and drive brand loyalty. Gain deep insights into consumer preferences to offer tailored products and services.
- **Minimize time to market**: Launch digital and traditional products in a quick and cost-effective manner, and increase market share.
- **Reduce total cost of ownership**: Standardize operations to cut IT expenditure by up to 30%. Leverage our flexible commercial model to distribute costs evenly over a long period of time.
- **Enhance OSS/BSS flexibility**: Integrate existing systems and complementary platforms in the wider ecosystem, to enhance OSS/BSS performance. Experience superior system scalability with our modular and multi-tenant platform architecture, hosted on private cloud infrastructure.
Overview

Leading communications service providers (CSPs) are looking to diversify their service portfolio by offering adjacent digital services. CSPs are exploring unconventional revenue streams, supported by advancements in cloud, OTT, and IoT technologies, across various industries. CSPs must transform their operations and business support system (OSS/BSS) to boost revenue, operational productivity, and customer experience.

Tata Consultancy Services’ (TCS’) Hosted OSS BSS Solution (HOBS), the next-generation digital platform addresses the needs of digital enterprises offering subscription-based services. It helps simplify their processes, enhance customer experience, and enable rapid launch of new digital services. Based on open Architecture, and awarded the TM Forum Framework Conformance Certification, the platform provides omni-channel engagement, ubiquitous identity management, collaborative selling, dynamic orchestration, and transparent partner management. The cloud-based architecture ensures a quicker time-to-market and a pay-as-you-grow business model with the highest level of security and privacy.

Benefits

With TCS OSS BSS Solution, enterprises can reap the following benefits:

- **Personalised customer experience:**
  - Enable a customised cross-channel communications experience and drive brand loyalty. Gain deep insights into consumption preferences to offer tailored products and services.

- **Minimise time to market:**
  - Launch digital and traditional products in a quick and cost-effective manner, and increase market share.

- **Reduce total cost of ownership:**
  - Standardise operations to cut IT expenditure by up to 30%. Leverage our flexible commercial model to distribute costs evenly over a longer period of time.

- **Enhance OSS BSS flexibility:**
  - Integrate existing systems and complementary platforms in the wider ecosystem, to enhance OSS BSS performance. Experience superior system scalability with our modular and multi-tenant platform architecture, hosted on private cloud infrastructure.

The TCS Advantage

By partnering with TCS, you can leverage the following differentiations:

- **Domain knowledge:**
  - We have developed a deep understanding of CSP business processes and best practices, helping us support business lines catering to consumers, enterprises, wholesalers, and virtual network operators (VNOs). We help CSPs launch and run various services including fixed line, mobile, IoT, DTT, and anything as a service (XaaS).

- **Technical expertise:**
  - Our engineers and technical consultants have proven experience of successfully delivering OSS/BSS transformation projects for leading CSPs across geographies. We provide comprehensive business process support on a pre-integrated platform enabling launch in approximately 12 weeks.

- **Innovative pricing model:**
  - Our pay-as-you-use pricing model helps organisations minimise capital expenditure and grow business efficiently. It also helps avoid incremental investments required to obtain and renew licenses, as the OSS/BSS is subscribed to as-a-service.

How we help our customers

A CSP focusing on B2B customers wanted to overhaul its existing OSS/BSS platform, as the management of its legacy technologies exhibited high operational costs. The product portfolio consisted of 22 extensive enterprise services, and a multitude of offerings caused to corporate customers. TCS conducted a thorough analysis of the legacy landscape to ascertain gaps, and recommended the deployment of HOBS. Post implementation, the CSP was able to significantly reduce operating costs.

A leading direct-to-home (DTH) services provider was looking to quickly launch broadband services over fiber-to-the-home (FTTH). TCS HOBS which is a pre-modelled, pre-integrated platform was the recommended solution. This transformation initiative helped the company rapidly launch new products into the market, thereby giving it a sustainable competitive advantage. The CSP was also able to boost cross-selling, and deliver a differentiated and engaging customer experience, thereby increasing brand loyalty.

Our Solution

TCS HOBS is a solution for new-age digital services as well as traditional telco services. The cloud-ready platform is secure and scalable. It covers key business processes across multi-channel engagement, product management, selling, assistance, revenue management, partner management, and enterprise management. Our platform is in-context, modular, and scalable, which helps companies leverage modularity and capabilities, based on business requirements. The offering includes services to ensure digital transformation for processes such as onboarding and partner settlement. Additionally, we offer operational expenditure (OPEX) based pricing options, encouraging CSPs to pay-per-use, thereby reducing overall pressure on costs.

**Digital Core:**
- Consists of the platform’s federated capabilities enabling processes across the customer journey. HOBS platform aligns with cloud-based infrastructure, and allows tight integration with peripheral third-party applications leveraging a robust API layer. The end-to-end platform supports launch of greenfield enterprises and new growth initiatives, as well as legacy transformations. It helps address challenges related to enterprise product catalog, configure-price-quote, revenue assurance, and device assurance with specific solutions.

**Experience layer:**
- Delivers personalized customer experience and capability to manage identity of the customer across all channels.

**Intelligence layer:**
- Provides actionable customer insights across locations, devices, and platforms to help understand usage patterns, product preferences, and price sensitivity.

Overview of the TCS Hosted OSS BSS Solution (HOBS)
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