Asia-Pacific & MEA OSS & BSS Market CAGR of 13.5% Booming Worldwide at a Significant Growth by 2033

surge in the need for low operational costs, and the launch of innovative solutions by major players to gain competitive advantage fuel the market growth.

WILMINGTON, DE, UNITED STATES, February 28, 2025 /EINPresswire.com/ -- OSS (operations support systems) covers a wide range of functions including network management, resource control, troubleshooting, and service billing. OSS supervises and manages the network infrastructure,

Asia-Pacific & MEA OSS & BSS Market

which involves the configuration and control of telecommunications equipment, as well as monitoring its performance. This ensures that the network functions optimally. Moreover, OSS systems manage network resources, such as bandwidth allocation, capacity management, and IP address management. This is crucial to ensure the availability of resources when users require them.

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In addition, BSS handles order intake, payment issues, revenue, and others. It supports OSS in four key business processes such as product management, order management, revenue management, and customer management. It supports the development of ranges, markets, sales, and the management of products and packages for companies and individual customers. Overall, the Asia-Pacific & MEA OSS & BSS market is expected to continue to grow due to the rise in the adoption of digital services across enterprises.

According to a recent report published by Allied Market Research, titled, the Asia-Pacific & MEA OSS & BSS Market was valued for $19,212.56 million in 2023 and is estimated to reach $66,198.92 million by 2033, exhibiting a CAGR of 13.5% from 2024 to 2033.

Furthermore, major market players are undertaking various strategies to increase the competition and offer enhanced services to their customers. For instance, in October 2023, Netcracker Technology partnered with Etisalat, for a large-scale, multi-year BSS transformation project delivering innovation across the business and all customers. The large-scale partnership directly benefits all of Etisalat customers, including consumer and business segments. Such numerous initiative strategies in enhancing the digital infrastructure are expected to fuel the growth of the Asia-Pacific & MEA OSS & BSS market.

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Similarly, numerous companies are adopting various strategies such as product launches, partnerships, and others to focus on advancements of their existing product portfolio. For instance, in April 2024, Optiva Inc. partnered with GDi. The partnership further provides communication service providers (CSPs) with pre-integrated and tested BSS and OSS software. As the telecom industry embraces GenAI opportunities, unifying and integrating billing and charging customer data with network management and operations support data has never been more critical. Therefore, such strategies adopted by market players are increasing market competition and driving the growth of the Asia-Pacific & MEA OSS & BSS market.

Based on component, the solution segment is the highest-growing segment. This is attributed to the growing need for a high level of personalization and operational efficiency. In addition, the rise in the need for advanced telecommunication equipment is expected to provide lucrative opportunities for the growth of the Asia-Pacific & MEA OSS & BSS market. However, the services segment is expected to witness the highest growth, due to an increase in the adoption of services among end users, as these services ensure the effective functioning of operations support systems software and platforms throughout the process

Based on deployment mode, the on-premise segment is expected to grow at a significant growth rate during the forecast period. Increase in demand for secure and reliable data within the organization is fueling the market growth for on-premises-based OSS & BSS solutions. Though on-premise mode is comparatively more expensive than cloud-based services, it is preferred owing to its reliability. However, the cloud segment is expected to witness the highest growth during the forecast period, due to an upsurge in the adoption of cloud-enabled models by BSS and OSS vendors for the systems that run on a virtualized and modern data center infrastructure to take advantage of the scalability.

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By enterprise size, the large enterprises segment is expected to grow at the highest growth rate during the forecast period, as large enterprises consist of massive employee structures and

artificial neural network systems are employed in large enterprises for gathering employee feedback and other activities. By leveraging AI, large enterprises can gain a competitive advantage by reducing costs, improving productivity, and enhancing overall operations.

By region, Asia-Pacific attained the highest growth in 2023. The presence of prominent players such as NEC Corporation, Ericsson, and others is influencing the growth of the Asia-Pacific & MEA OSS & BSS market in Asia-Pacific. Moreover, the rise in government initiatives to strengthen digital infrastructure across the region is further expected to drive the demand for OSS & BSS solutions. However, the Middle East region is projected to be the fastest-growing segment during the forecast period, owing to the availability of cost-effective digital solutions and the rise in the amount of data generation across organizations. In addition, the proliferation of advanced technologies escalates system safety and reduces delays in business operations.

The key players profiled in the Asia-Pacific & MEA OSS & BSS market analysis are Amdocs, Huawei Technologies Co., Ltd., Telefonaktiebolaget LM Ericsson, Nokia Corporation, Whale Cloud Technology Co., Ltd., AsiaInfo Technologies Limited, NMSWorks Software Private Limited, TelcoDR, Tridens d.o.o., and NEC Corporation. These players have adopted various strategies to increase their market penetration and strengthen their position in the Asia-Pacific & MEA OSS & BSS industry.

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