



RAHUL GUPTA
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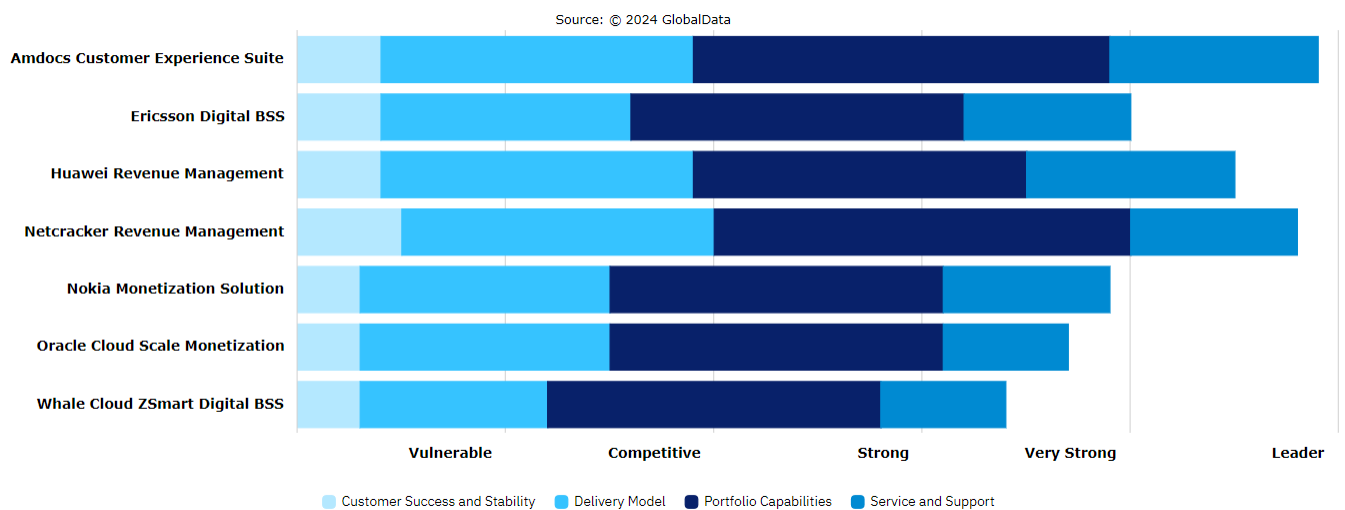
Revenue Management: Competitive Landscape Assessment

Competitive Landscape Assessment: Revenue Management

Report Summary:

CSPs are modernizing revenue management with AI for pricing, real-time billing for efficiency, and digital solutions for better customer experience. They're also exploring new revenue streams from 5G and digital services.

Product Class Scorecard



Market Overview

Product Class	Revenue Management	
Market Definition	<p>The revenue management market consists of business support system (BSS) offerings primarily related to mediation, converged rating and charging, online charging systems (OCS), customer billing management, partner billing management, collections management, bill presentment, voucher management, policy control and charging, and monetization.</p> <p>The revenue management market, essential for telco monetization, is rapidly evolving with the rise of 5G and digital services like streaming. Key vendors are offering cloud-native, AI-driven platforms that enable real-time billing, charging, and policy control. These solutions are critical for CSPs as they manage complex 5G use cases and hybrid business models. The shift toward dynamic, converged billing systems is helping CSPs adapt to evolving customer expectations and new revenue streams from services like edge computing and network slicing.</p> <p>CSPs face significant challenges in modernizing legacy systems, handling complex 5G charging models, and preventing revenue leakage. As they partner with vertical industries and expand their service offerings, many are adopting hybrid billing systems to manage both traditional and digital services. AI-powered analytics and automation tools are becoming key in optimizing revenue strategies and improving customer experiences. The overall trend is toward greater flexibility, scalability, and customer-centric billing.</p> <p>The revenue management vendor landscape includes top-tier OSS/BSS suppliers as well as specialized vendors like Matrixx, Nexign, CSG, Hansen, Cerillion, Comarch, Tecnotree, which may focus more on pre-packaged, standardized, cloud-delivered solutions.</p>	
Rated Competitors	<ul style="list-style-type: none"> • Amdocs Customer Experience Suite • Ericsson Digital BSS • Huawei Revenue Management • Netcracker Revenue Management • Nokia Monetization Solution • Oracle Cloud Scale Monetization • Whale Cloud ZSmart Digital BSS 	
Additional Competitors	<ul style="list-style-type: none"> • Comarch • Cerillion • CSG • Hansen 	<ul style="list-style-type: none"> • Matrixx Software • Nexign • Tecnotree

Changes Since Last Update

- **September 2024:** Cyta, a Cyprus-based telecom operator, chose Netcracker to deliver a full-stack IT deployment as part of a large-scale digital transformation. Netcracker Digital BSS and Netcracker Digital OSS, part of Netcracker Digital Platform, will help Cyta upgrade from a legacy IT infrastructure to a modern BSS/OSS platform.
- **August 2024:** Qvantel, a digital BSS player, signed an agreement with Nokia to resell Qvantel Flex BSS alongside their own cloud and network services business applications. Qvantel and Nokia are also unifying a common cloud infrastructure on Nokia's Cloud Platform, which is based on RedHat OpenShift. This will enable customers to run Qvantel Flex BSS and Nokia's solutions on the same cloud infrastructure.
- **August 2024:** A1 Telekom Austria selected Amdocs to upgrade and modernize its monetization platforms. The multi-year project will help the Austrian operator's billing, charging, and catalog solutions, simplify systems, and eventually converge A1 Telekom Austria's monetization engines on one platform.
- **February 2024:** Ericsson renewed its partnership with MTN for continued delivery of its two flagship products, Ericsson Charging and Ericsson Mediation. These solutions are integrated with Ericsson Dynamic Activation (EDA) from the Ericsson Network Management portfolio. As part of the partnership, Ericsson will provide these solutions for the next five years across MTN's pan-African market. The partnership includes the modernization of MTN Group's BSS ecosystem.
- **February 2024:** SmarTone, based in Hong Kong (China), selected Oracle Cloud Scale Charging and Billing to support its existing consumer and business offerings with advanced capabilities such as automated billing, real-time tracking, and customizable invoicing.

Market Assessment

The revenue management market is undergoing significant transformation, driven by the rise of 5G, and digital services. The move from traditional legacy systems to cloud-native platforms is also contributing to the market's expansion as communication service providers (CSPs) look to enhance their agility and customer experience.

Despite the market's growth potential, CSPs face several challenges in revenue management. One of the most prominent hurdles is the migration from legacy systems. Transitioning to cloud-native platforms without disrupting existing services is a complex and costly process, often requiring significant investment in integration and testing. Revenue leakage is another ongoing concern, as outdated billing systems and inefficient processes lead to lost revenue.

CSPs are increasingly looking for revenue management solutions that can help them to offer customers personalized and seamless experiences, monetize new products and services, reduce costs to improve profitability, and gain a better understanding of their customers' behavior and market trends so that they can make better business decisions.

AI and automation are playing a larger role in revenue management, enabling real-time analytics, personalized billing, and proactive revenue optimization. CSPs are also seeing growth in the B2B market, where enterprises seek specialized services and require advanced, customizable billing systems. The integration of AI and machine learning into revenue management systems offers substantial potential for predictive analytics, improving pricing strategies, reducing churn, and proactively optimizing revenue streams. These advancements help CSPs increase operational efficiency and enhance customer experiences. Vendors in the revenue management market are responding to these CSP expectations by offering a wide range of solutions and services, which include AI- and ML-based revenue management solutions that help CSPs improve customer retention, increase revenue, and reduce costs. Cloud-based revenue management solutions from vendors are gaining traction because they offer a number of advantages such as scalability, flexibility, and cost savings.

Vendors are offering converged charging system, mediation, and policy control solutions to CSPs to empower them with the tools needed to efficiently manage and monetize their services. CSPs utilize these solutions to provide personalized services, streamline billing processes, ensure data accuracy, optimize network resources, and enhance the overall customer experience.

The future of the revenue management market is closely tied to the ongoing digital transformation of the telecom industry. As CSPs continue to adopt cloud-native, AI-powered systems, demand for advanced revenue management solutions will remain strong. The rise of 5G enterprise use cases, coupled with the growing complexity of digital services, will drive further innovation in the market, making flexible, real-time billing and charging solutions essential for CSPs.

Market Drivers

- **Focus on Customized Customer Experience:** Customer experience is becoming increasingly important for CSPs. Revenue management solutions are helping CSPs to improve their customer experience by providing them with a better understanding of their customers' needs and preferences as well as by offering them personalized pricing and product offerings.
- **Growing B2B Demand:** Enterprises increasingly depend on CSPs for private networks and cloud services, requiring revenue management systems to manage complex B2B contracts and dynamic pricing. Mobile operators are also expanding into vertical industries like healthcare and manufacturing, driving demand for specialized billing systems tailored to industry-specific requirements.
- **AI and Automation:** Revenue management systems are leveraging AI-driven analytics and automation to enhance pricing strategies, reduce revenue leakage, and streamline billing operations. AI enables real-time adjustments in pricing, proactive fraud detection, and customer behavior insights.
- **Expansion of Digital Services:** The rise of digital content, including video streaming, gaming, and music services, has expanded telecom revenue streams beyond traditional voice and data. CSPs are looking at converged billing systems that can seamlessly integrate and monetize these services.
- **GenAI-Powered Solutions:** Generative AI (genAI) is captivating the attention of both CSPs and vendors. Vendors and hyperscalers have already rolled out their genAI solutions, while CSPs are carefully evaluating the prospect of adopting them. The technology promises to revolutionize the industry. GenAI stands to empower CSPs in several key ways, including enhancing customer service, fostering the development of innovative products and services, optimizing network performance, and reducing operational costs.

Buying Criteria

- **Portfolio Capabilities:** Specific criteria included mediation; converged rating and charging; 5G charging function support; OCS capabilities; customer billing and partner billing management capabilities; collections management; bill presentment; voucher/loyalty plan management; analytics integration; policy control and charging portfolio; and enterprise monetization solutions.
- **Delivery Models:** Criteria included details about the depth and breadth of vendors' managed services offerings, support for emerging 'as-a-service' models, and flexibility and degree of support for hybrid/multicloud consumption. GlobalData also asked vendors about their support for waterfall and agile development methodologies as well as traditional delivery cycles achievable using the latest version of their BSS platforms. Finally, GlobalData asked vendors to identify significant delivery partners.
- **Service & Support:** GlobalData analyzes this based on total workforce in the relevant focus areas; support in terms of global solution delivery centers; and research and development (R&D) investment in terms of total investment and R&D/innovation focus areas.
- **Customer Success & Stability:** GlobalData assess success and stability by analyzing recent financial performance, including revenue and margin performance, debt profile, and other factors that indicate corporate stability. Analyze customer success by referencing the number and diversity of revenue management customers, recent momentum with 'showcase' customers, new badges, and expanded customer relationships in 2023-24.

Vendor Recommendations

- **Enable Real-Time Billing and Charging:** Vendors should provide real-time billing solutions that support the dynamic demands of 5G, network slicing, and IoT, ensuring accurate, timely billing. Converged billing systems enable CSPs to manage diverse offerings like data, content, etc. within one platform.
- **Leverage AI and Automation:** Vendors should integrate AI and machine learning to help CSPs optimize revenue management, predict customer behavior, reduce churn, and automate pricing adjustments. Automating billing, fraud detection, and reconciliation processes minimizes manual errors, reduces revenue leakage, and maximizes profitability for CSPs.
- **Modernization and Integration with Legacy Systems:** Vendors should offer solutions that seamlessly integrate with legacy systems, enabling CSPs to modernize revenue management without costly disruptions. A phased migration approach allows CSPs to transition to modern platforms gradually, ensuring uninterrupted service during the upgrade process.

Buyer Recommendations

- **Enhance Customer Experience:** CSPs should provide real-time visibility into usage and billing to build trust, reduce complaints, and improve customer satisfaction. Personalized service plans based on customer behavior and preferences, with flexible pricing models, can enhance loyalty and drive revenue growth while reducing churn.

- **Flexible Solutions:** Vendors should offer flexible, modular platforms customizable to CSPs' needs, supporting various pricing models, services, and regulatory environments. CSPs should ask vendors for quick deployment and easy configurations, enabling faster service launches and improved agility.
- **NaaS/Network Slicing Business Models:** Evolving 5G standards are making new network-as-a-service (NaaS) and network slicing use cases possible. Operators should press vendors for a roadmap of how NaaS and network slicing can be implemented over the next few years; operators should also look for vendors that can supplement technical capabilities with a consultative approach to help build new business models and industry ecosystems. Addressing industry-specific use cases are vital in helping operators establish recurring and growing 5G revenue streams.

Rated Competitors

Product Name	Amdocs Customer Experience Suite
Current Perspective	Amdocs offers a comprehensive suite of revenue management solutions under Amdocs Customer Experience Suite (CES24). Key offerings include real-time convergent charging, dynamic pricing, and converged billing for voice, data, IoT, and 5G services. Its AI-driven analytics prevent revenue leakage, optimize revenue collection, and streamline complex B2B2X billing. Amdocs Freestyle Billing enables CSPs to deliver flexible monetization models and hyper-personalized billing experience with genAI, AI & ML-powered real-time transactions. Amdocs' ConnectX, a software-as-a-service (SaaS)-based digital BSS solution, supports flexible billing models and real-time transactions, while Amdocs Monetization Suite, with microservices architecture and cloud-native capabilities, helps in total cost of ownership reduction and consolidation of fragmented systems while modernizing for enhanced partner integration and business innovation and experimentation. The Amdocs Subscription Marketplace helps CSPs unlock new revenue streams via subscriptions and transactional payments, while Amdocs Freestyle Billing supports hyper-personalized billing experiences using AI/ML and genAI. Amdocs' policy management solutions, backward-compatible and cloud-based, control essential network characteristics for monetizing 5G services.
Buying Criteria Rating	<p>Customer Success and Stability Very Strong</p> <p>Delivery Model Leader</p> <p>Portfolio Capabilities Leader</p> <p>Service and Support Leader</p>
Product Scores	Leader

Strengths	<ul style="list-style-type: none">• CES24 excels in 5G monetization, network orchestration, and AI-driven automation, boosting service launch speed and competitiveness.• Real-time billing platform enables flexible monetization to support any core or non-telecom services as well as all segments and channels.• Amdocs has integrated genAI with its amAlz framework and is deploying Amdocs Freestyle Billing to enhance agility and reduce TCO.• Real-time charging and policy (PCC) providing rapid cadence and multi-cloud scalability, tightly integrated into the fuller Amdocs portfolio and embracing Amdocs AI and API initiatives.
Limitations	<ul style="list-style-type: none">• The increasing number of startups focusing on AI solutions for different industries could become a threat if they develop telco-specific offerings that directly compete with the functionalities of CES24.• Hyperscalers like Microsoft Azure and AWS aren't direct competitors but may offer alternative cloud solutions to Amdocs' CES24.• Amdocs relies on a few key customers for revenue, but new amAlz and genAI solutions aim to diversify its revenue sources.

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