# Communications Service Provider Operations and Monetization

New software technologies and infrastructures are fueling the transformation of the telecommunications industry. IDC's *Communications Service Provider Operations and Monetization* service examines telco investments in software-driven IT and network systems to support business-critical operations and strategic activities of telcos and their customers. Through active engagement with telcos and their supporting vendors, this service analyzes the most salient trends impacting operations and monetization systems, platforms, and technologies. It provides the critical market sizing, forecasts, vendor profiles, growth drivers, and more.

## MARKETS AND SUBJECTS ANALYZED

- Operations and monetization systems, including service fulfillment, end-to-end service orchestration, assurance, customer experience, billing, fraud management, and revenue assurance
- Orchestration, management, and monetization of virtualized and cloud-native network functions
- Real-time charging and policy management
- Communications industry partner ecosystems (B2B2X)
- 5G operational readiness — orchestration, operations, assurance, monetization, and partner ecosystem management
- Operational platforms for digital transformation (DX) and customer experience management (CXM)
- IT systems for network virtualization and monetization
- Cloud and IoT service enablement and billing

## CORE RESEARCH

- Worldwide Operations/Monetization/CX (OSS/BSS/CX) Forecast
- Network Virtualization, NFV, and Market Development Insight
- NFV and SDN on Communications SP Operations and Monetization
- Telco Customer Experience and Digital Strategies
- Global Monetization Forecast and Analysis
- B2B, B2C, and B2B2X Partner Ecosystem Enablement
- Solution Delivery and Monetization as Cloud-Based Solutions

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: Communications Service Provider Operations and Monetization.

## KEY QUESTIONS ANSWERED

1. How do telcos serve the DX goals of business leaders, and how do they transform their operations to consistently provide superior service experiences and customer interactions?
2. How are AI and GenAI impacting portfolio development related to network operations, monetization, and engagement?
3. Which operations and monetization best-of-breed vendors are driving innovation and in which domains?
4. How are telcos embracing IT platforms for virtualized network infrastructure, 5G operational readiness, and other IT practices?
5. How can telcos monetize network APIs, network slicing, IoT, and 5G? What do they need to know to properly enable their organizations to deliver B2C and B2B business solutions?
6. How well are telcos capitalizing on network, customer, and operational intelligence to improve the customer experience and enhance business operations?

## COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the telco operations, orchestration, analytics, monetization, and customer experience market, including:

Accanto, Accedian, Accenture, Alepo, Allot, Amartus, Amdocs, Anritsu, Araxxe, Aria Systems, AsiaInfo, Atos, AWS, Beyond Now, Capgemini, Cellwize, Cerillion, CGI, Ciena, Cisco, CloudSense, Comarch, CSG, DigitalRoute, ENEA, Enghouse Systems, Ericsson, Etiya, Evolving Systems, EXFO, FTS, Gigamon, Guavus, Hansen Technologies, HPE, Huawei, IBM, iconectiv, Incognito, Infosys, Infovista, Itential, Jamcracker, LotusFlare, MATRIXX, Mavenir, MDS, Microsoft, Mirantis, Mobileum, MYCOM OSI, NetBrain, Netcracker, Netformx, Netrounds, NETSCOUT, Neural Technologies, Neustar, Nexign, Nokia, Optiva, Oracle, Panorama, Progress, Qvantel, Radware, Rakuten, Red Hat (IBM), Rev.io, Salesforce, Samsung, Sandvine, SAP, SAS, ServiceNow, SevOne (IBM), SIGOS, Spirent, Subex, Synchronoss, Syniverse, Tata Communications, Tata Consultancy Services, Tech Mahindra, Tecnotree, Telarix, Telefónica, TEOCO, Teradata, UBiquube, Vantiq, Vasona Networks, Veriflow,

VIAVI, Vindicia (Amdocs), VMware (Broadcom), Whale Cloud, Wind River, Wipro, Zira, and Zuora