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Telecoms carrier market for revenue assurance software, outsourcing to reach €16m in 2009 – report

03/06/2005 **by John Tilak**

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The telecoms carrier market for revenue assurance software and outsourcing could grow to €116m in 2009, from an estimated €89m in 2004, according to figures from market research firm Dittberner Associates.

The software/outsourcing market will gain ground against consulting work, which owns the largest share of the revenue assurance market today, according Dan Baker, research director. While revenue assurance won't follow ERP and CRM to become the next 'enterprise app', there should be plenty of growth opportunity for solution vendors with knowledge of market niches.

'The complexity of revenue assurance problems guarantees there will always be work for human experts who can sort out error patterns that OSS/BSS systems can't detect,' says Baker. 'But software solutions have matured greatly in recent years; they now effectively supplement and organize the work of revenue assurance specialists.'

One growth factor is the arrival of case management front ends that ease the task of tracking discrepancies. These revenue assurance 'dashboards' aggregate data so specialists can better isolate root causes and assign error resolution work across multiple departments. cVidya's dashboard, for example, helps Telecom Italia synchronise billing and network systems in the DSL area.

Software versatility is also key. Control Point Solutions, for instance, not only manages interconnect accounts payable/receivables for its carrier customers, but also acts as their legal agent in billing disputes.

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John Tilak

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