# IPRO 349-3.2
Improving Comarch's Telecommunications Software (OSS v4)

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Overview
IPRO 349-3.2 has broken ground on new territory to innovate Comarch's core offering in telecommunications software, Comarch OSS (Operations Support System). There is opportunity to rapidly gain market share in the $21.5 billion OSS industry[1] by offering innovative solutions to the huge problem of systems integration in the $1.2 trillion telecommunications industry.

OSS Market Revenue Shares
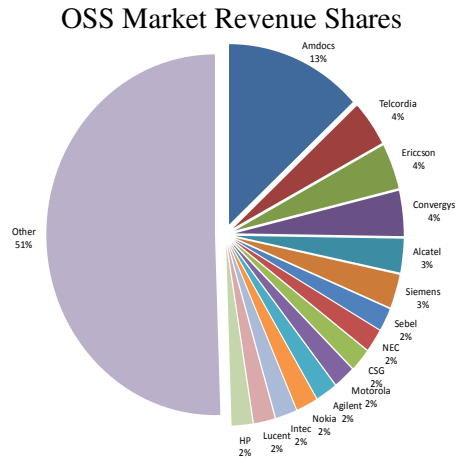
Opportunity
Though large, the OSS industry highly fragmented: more than half of the total revenue is from companies with less than 2% of the market[1]. It is also growing at a rate of 6.8% per year[1], faster than the telecommunications industry[2].

Comarch is a small player globally (0.001%), but its product offering is very strong and has great potential – *if* it can expand outside of Europe.

We have evaluated three opportunities to improve Comarch's OSS and recommend our strategies to enable expansion into the United States and other lucrative markets. OSS use is becoming more important as telco networks grow. By attracting 0.01% of the total OSS market, Comarch's Telecommunications division revenue could exceed $215 million.

Results
Our in-depth research and evaluation of three standardization strategies will increase Comarch's knowledge in the following areas for use in developing its next-generation OSS software:

- Sarbanes-Oxley Act Compliance: US corporate fraud regulations – Does Comarch OSS comply?
- Enterprise Service Bus Integration: Rising data architecture standard – How should Comarch integrate?
- eTOM[3]-Compliant Process Templates: How can Comarch make eTOM-compliant process templates?

Furthermore, we conclude that marketing and ensuring Sarbanes-Oxley compliance among Comarch's clients is the most effective strategy focus (highest potential revenue at a low development cost), but that ensuring integration with popular Enterprise Service Buses (ESBs) brings greater value to the client.

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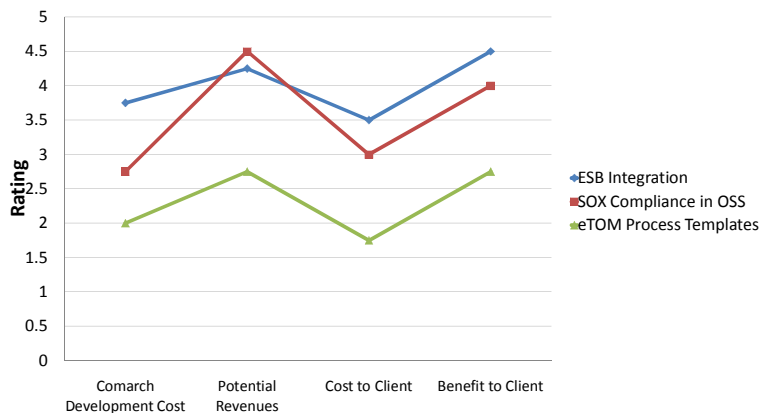
[1] Gartner, 2006.

[2] "The 2006 Telecommunications Industry Review: An Anthology of Market Facts and Forecasts." The Insight Research Corporation. Accessed 26 June 2007. http://www.insight-corp.com/reports/review06.asp

[3] Enhanced Telecommunications Operations Map, a best-practice business process framework from TeleManagement Forum