

Sprint Taps ItsOn for OSS/BSS

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Sprint has [signed a multi-year agreement](#) [1] with ItsOn for access to its Smart Services platform. Sprint will integrate ItsOn cloud capabilities into its network architecture and ItsOn device software will come loaded on all new Sprint Android devices.

ItsOn's cloud offering features virtualized policy and billing features and will allow Sprint to faster send out to its subscribers new functions and services.

"While other mobile operators stay with traditional solutions that require years to deploy new types of services, Sprint will reduce our deployment cycles down to a few weeks by virtualizing multiple service control capabilities with the ItsOn platform," David Owens, Sprint's senior vice president of product development, said in a statement.

ItsOn's SaaS platform will overlay Sprint's network infrastructure.

The agreement comes just a week after ItsOn initially offered up its cloud platform to service providers. The company promises on-device self-care user experiences that will let customers personalize their plans. Service tweaks include shared family or workplace service plans, data, text and voice sharing, top-ups, access to promotions, content as service offers, sponsored apps and marketing offers based on individual user context, according to a press release.

ItsOn operates [Zact](#) [2], an MVNO on Sprint's network. Zact allows its subscribers to change service components at any time and adjusts billing accordingly.

Source URL (retrieved on 02/28/2015 - 1:54am):

<http://www.wirelessweek.com/news/2014/06/sprint-taps-itson-oss/bss>

Links:

[1] <http://www.prnewswire.com/news-releases/sprint-to-use-itson-smart-services-platform-262684451.html>

[2] <http://www.zact.com/education>