# Intelligent Retail and Manufacturing Systems

## Artificial Intelligence-Driven OSS/BSS Solutions and Infrastructure Innovations

Shabrinath Motamary

DeepScience

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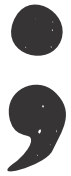

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# Preface

The digital transformation of retail and manufacturing industries is accelerating at an unprecedented pace, driven by advances in Artificial Intelligence (AI), Machine Learning, and Cloud Computing. In this context, the role of Operational Support Systems (OSS) and Business Support Systems (BSS) has become increasingly critical to enabling smart manufacturing, real-time retail analytics, and agile business models. This book presents a comprehensive examination of how intelligent systems are redefining the future of enterprise operations. Focusing on the integration of AI-driven solutions in domains such as predictive billing, customer relationship management (CRM), enterprise resource planning (ERP), and supply chain optimization, this volume offers readers a well-rounded understanding of both foundational concepts and cutting-edge applications. Through a balanced blend of theory and practice, the book explores how Industry 4.0 technologies,such as data governance, business intelligence, and process automation, are reshaping retail and manufacturing infrastructures.

Each chapter explore key areas like digital transformation strategies, data management, CRM automation, and intelligent customer lifecycle management, emphasizing the need for scalable and interoperable systems that enhance operational efficiency and customer satisfaction. By integrating insights from both academic research and industry practice, this book serves as a valuable resource for professionals, scholars, and innovators aiming to harness AI for competitive advantage.

Shabrinath Motamary

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