

Netcracker 2020 Product Overview

Evolve your business and operations with a single platform for digital transformation

The communications industry is in a state of transition. As Communications Service Providers (CSPs) roll out 5G networks and look to edge computing for greater power and flexibility, investment in BSS/OSS that support new network, IT and business demand will be an essential part of business transformations. Systems and processes must support broader service ecosystems that embrace partner-enabled opportunities and shared business models suitable for a digital world.

CSPs are also accelerating their transition to cloud, evaluating deployment models that embrace not only private but also public clouds, such as Amazon Web

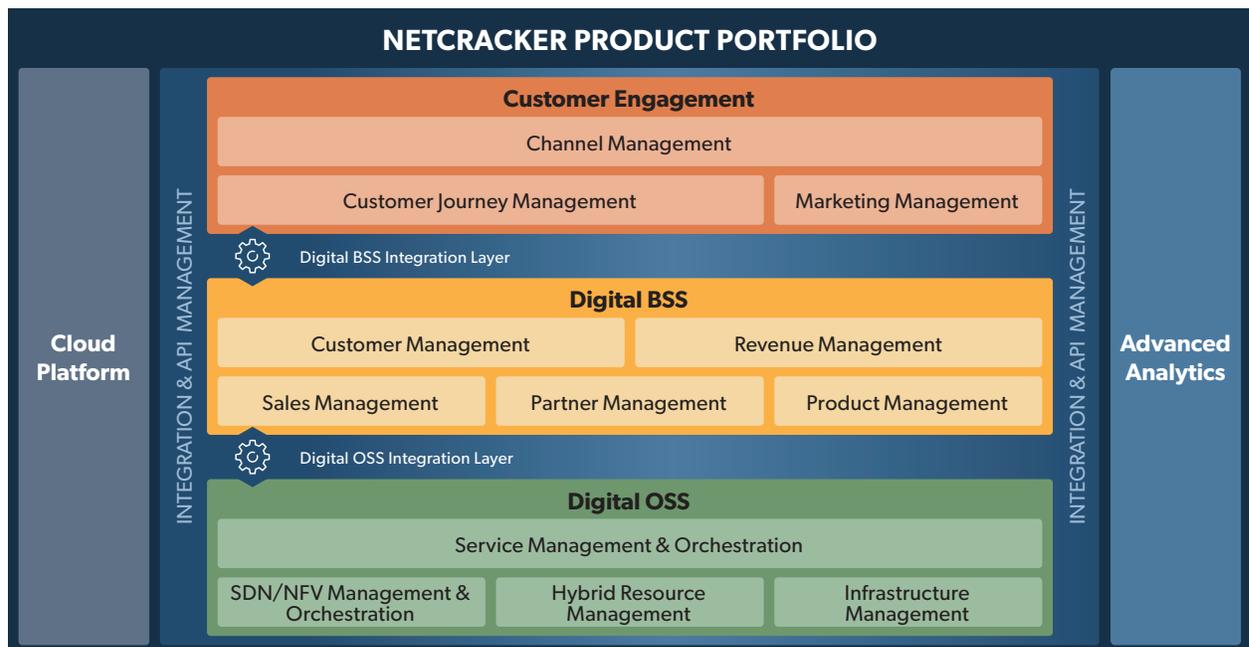
Services, Google Cloud Platform and Microsoft Azure. Cloud scale, performance, faster time to market and lower Total Cost of Ownership (TCO) can enable profitable pay-as-you-grow business models and guarantee carrier-grade quality and compliance with strict security and privacy requirements.

The Netcracker 2020 product suite enables service providers to continuously modernize their business and operations environment as the industry evolves. Netcracker's comprehensive offering enables CSPs to become innovative and disruptive, facilitating entry into new markets such as 5G, IoT and B2B2X, enabling richer service delivery and increased revenue potential.

“Our partnership with Netcracker is important to our long-term vision for the company to deliver outstanding customer experiences and innovation”

– Andre Kriger, CIO at Vivo

The Netcracker 2020 product suite supports omnichannel customer engagements, efficient monetization of new lines of business, a rich digital partner ecosystem and end-to-end automation of hybrid services.



Details

The Netcracker 2020 product suite delivers the following key capabilities:

Customer Engagement enables consistent customer information, relevant interactions and personalized customer journeys across all channels.

- > A digital-first approach.
- > Highly relevant, contextual customer personalization.
- > Dynamic AI-driven customer journeys.

Digital BSS enables digital lead-to-cash capabilities across all channels and accelerates new partner onboarding.

- > Multidimensional convergence – ability to support all lines of business on a single platform.
- > Centralized management of traditional, digital and partner-based offerings.
- > Value-driven digital partner ecosystem enablement.

Digital OSS enables rapid creation and delivery of high-value digital services on hybrid networks and automates and simplifies processes to gain agility and efficiency.

- > Distributed cloud-native OSS architecture.
- > AI-driven OSS to enable intelligent, closed-loop automation.
- > Hybrid cloud management at scale.

Cloud Platform serves as a foundation for all Netcracker products and enables high availability, zero downtime, scalability and elasticity.

- > Carrier-grade platform tailored for telco environments.
- > DevOps joint development with automated CI/CD pipeline.
- > Enhanced security, tools and operational processes.

Integration & API Management allows integration to be performed quickly, reliably and without additional cost.

- > Unified API Management with flexible policy configuration and enhanced security.
- > Real-time API transformation for improved interoperability while avoiding vendor lock-in.
- > TM Forum, MEF and ETSI compliant open APIs.

Advanced Analytics supports a rich set of pre-defined scenarios covering marketing, sales, customer experience, service and network operations and business process optimization.

- > Consolidated data hub for batch and streaming data.
- > Wide range of industry-leading artificial intelligence and machine learning tools.
- > Real-time contextual analytics and decision support.

Benefits

Netcracker's solution enables service providers to:

Improve Customer Experience

- > Obtain a holistic view on customer experience.
- > Increase customer lifetime value.
- > Generate personalized offers and provide proactive care.

Generate New Revenue

- > Enable B2B2X business models through a value-added partner ecosystem.
- > Accelerate time-to-market for new cloud-based and virtualized services.
- > Increase marketing campaign relevance via highly targeted segmentation.

Optimize Costs

- > Reduce total cost of ownership by leveraging a unified, converged platform.
- > Scale capabilities on demand and target emerging vertical business opportunities.
- > Lower price per customer interaction through the use of digital channels.

