

NINETY-FIFTH EDITION 2020

# BUSINESS

## trends



Ari Banerjee, Vice President of Strategy at Netcracker PAGE 47

95 BUSINESS MAGAZINE FOR INTERNATIONAL ENTERPRISES



- Enerpac Tool Group now a premier pure play industrial tools and services company* PAGE 37
- Nokia Bell Labs powers the rollout of 5G* PAGE 41
- How Plexus creates highly complex and regulated products* PAGE 49
- Montrose Environmental Group completes another acquisition* PAGE 67



# A trusted partner to telecom in uncertain times

*Telecom is going through a time of fundamental change. Carriers are migrating, both technically and culturally, from the legacy environment where they used to be access providers, to the next generation environment where they truly become service providers. NEC subsidiary Netcracker Technology supports them with solid transformational solutions that are based on a strong and comprehensive solution suite. In addition, the company delivers solutions to enterprise customers across many industry verticals. At a time when COVID-19 is putting considerable additional pressure on these companies, Ari Banerjee, Vice President of Strategy at Netcracker, emphasises that they go to great lengths to ensure that it's business as usual for their customers. As a trusted partner to over 250 operators around the world, Netcracker delivers continuity of operations during uncertain times and business disruptions.*

Netcracker has served as a wholly owned subsidiary of NEC since 2008. Mr. Banerjee, a telecom industry veteran, joined the company in 2015. "Netcracker is a global leader in telecom software," he says. "We serve virtually all tier 1 operators, around the world, and also do some interesting work in the value-added reseller and enterprise space." He highlights that Netcracker has helped DHL become the world's largest supply chain; DHL uses Netcracker for billing, quoting and pricing management across the globe.

Netcracker's priority currently is to help carriers, VARs and enterprise customers who are struggling as a result of the COVID-19 pandemic, Mr. Banerjee adds. "Most of our customers are managed services providers, and we want to help ensure that it's business as usual for them, even when many people are working from home right now. That also means that we continue to provide a secure environment for them. Netcracker has the most stringent security guidelines and we've in fact become a benchmark for the industry."

Netcracker has engineered and implemented an industry-leading security framework consisting of technical and operational enhancements designed to protect their customers' data and infrastructure by controlling how, why and from where such data and infrastructure is accessed. To that end, the company operates a dedicated global security organization to support continuous diagnostics and monitoring of systems and data, for example.

This is now more important than ever, according to Mr. Banerjee. "Many of us are locked in our homes, and are relying on online business services such as Zoom, and media such as Netflix. But



none of these services would work without operators, and our school systems in fact depend on them. And never has it been more important that operators can go about their business as usual. Everything has to work flawlessly. Making that happen is crucial, and we at Netcracker believe it's our duty to facilitate it, in a secure environment."

Netcracker offers a range of communications and productivity solutions designed to empower and protect employees and customers in a secure manner while they are working from home. The Netcracker Business Continuity Solutions suite helps manage business operations securely, improve network agility and provide the means to serve customers with cutting-edge services through digital channels.

Another strategic priority for Netcracker is to help carriers and other stakeholders in the telecom industry in their digital transformation process. "As consumers and businesses we do everything in the cloud right now, and it's no different for operators," says Mr. Banerjee. "Cloud has become an essential component to us all."



One of the companies that Netcracker is helping in this digital transformation process is Bechtel, one of Europe's leading IT providers with 75 systems integrators in Germany, Austria and Switzerland and 24 e-commerce subsidiaries in 14 European countries. Netcracker will provide the framework necessary to support Bechtel's strategy of a rich ecosystem of third-party products, broad functionality, fast time-to-market and enhanced customer centricity. The cloud-native solution will enable Bechtel to accelerate the onboarding of cloud products and deliver an enhanced digital user experience with advance marketing, promotion and discounting capabilities.

Bechtel has ambitious growth plans and strives to further enhance the digital experience by expanding its already successful Cloud Marketplace with a rich ecosystem of innovative enterprise cloud services and applications. They will build on Netcracker's Digital Marketplace solution, which comprises multitenant platform including a front end shopping portal for easy access to cloud services along with Netcracker's Digital BSS solution that includes Partner Management and Revenue

Management. Combined, these will accelerate partner onboarding, service delivery and multiparty revenue sharing and settlement within the cloud partner ecosystem. As part of the agreement, Bechtel will also leverage Netcracker's Professional Services to move to an Agile and DevOps operational model, enabling the joint development of new applications while significantly improving upgrades, delivery and deployment of services.

"With our breadth of capabilities we can serve as a one-stop shop for all advanced communication needs and value-added services," says Mr. Banerjee. "What makes our Digital Marketplace solution unique is that it gives operators the opportunity to bring together their own services and a range of third-party services, IoT offerings for example, in one marketplace. They can white label those offerings and make them available to their customers, under one umbrella. The Netcracker backbone takes the headache out of it. Revenue sharing and settlement is a complex matter in telecom, for example. Digital Marketplace enables settlement terms, and also incentives, free trials and such, so operators don't

need to worry about any of that. They can focus on their core business, quickly onboard third-party services and start making money. We can get Digital Marketplace up and running in eight to ten weeks."

This is the type of aggregation work, which includes critical Business Support Systems, that operators will have a growing need for in the future, Mr. Banerjee expects. "No one works with one vendor anymore. But that does provide challenges: you need everything to work together. And that's exactly where Netcracker can help."



Netcracker Technology  
University Office Park III  
95 Sawyer Road  
Waltham, MA 02453  
USA  
Website: [www.netcracker.com](http://www.netcracker.com)