Netcracker Cloud BSS

Harnessing cloud economics to monetize next-generation services

The next wave of revenue opportunities for communications service providers (CSPs) will be based on their investments in 5G and IoT to support entirely new service offerings, use cases and business models. Monetizing 5G and IoT will require operators to develop collaborative, multi-partner business models, supported by rapid service innovation and dynamic settlements in a B2B2X setting involving consumers, businesses, government agencies and other entities.
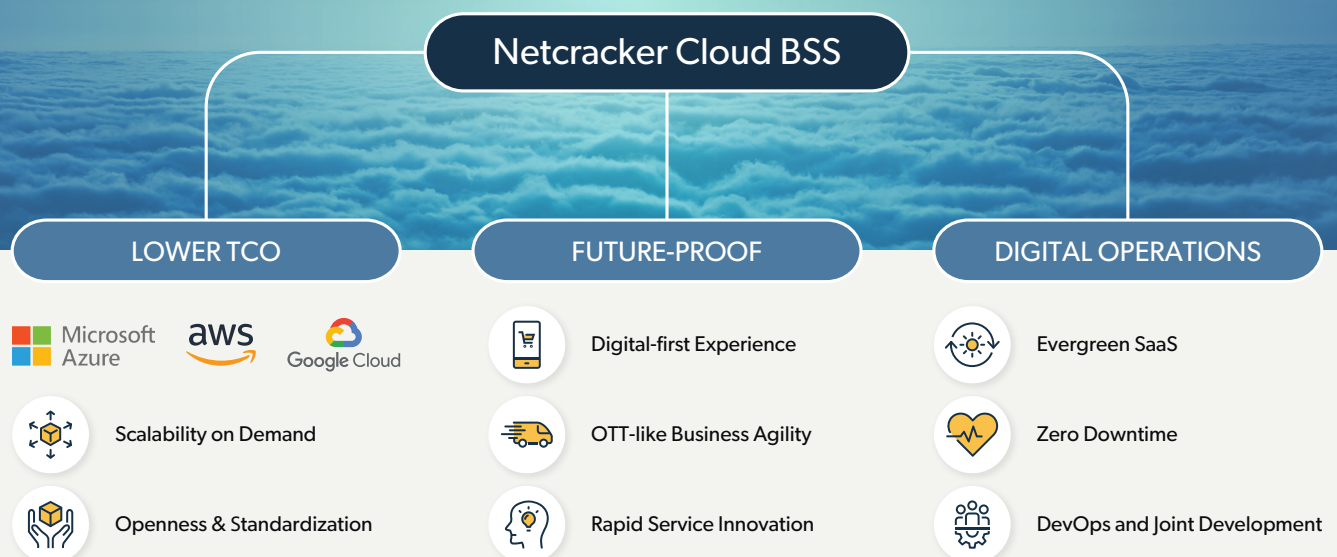
In addition, a growing number of CSPs are looking for ways to empower customers with digital-first experiences in order to differentiate themselves and win market share. This approach enables a level of automation that dramatically reduces the operator's customer service costs. It also leverages artificial intelligence (AI) to anticipate customer needs and behavior, delivering personalized engagement via their channel of choice while proactively driving loyalty.
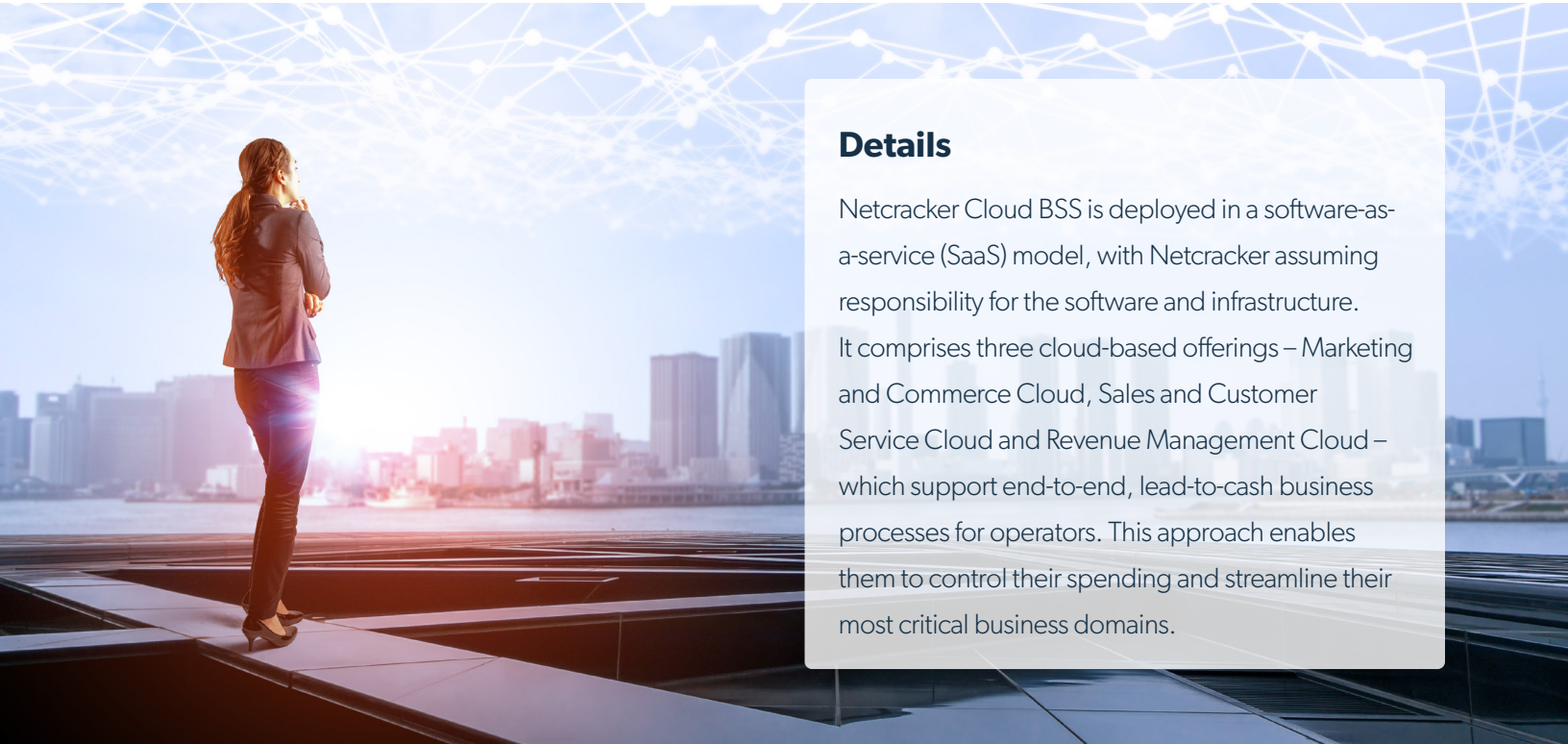
Monetizing new technologies such as 5G and IoT will require flexible cloud-native BSS systems to allow CSPs to update their service offerings and pricing in real time. To succeed in the digital economy, CSPs need a scalable BSS system that takes advantage of cloud economics, provides superior customer experience and supports unprecedented levels of service innovation while significantly improving Total Cost of Ownership (TCO).

Netcracker Cloud BSS is a SaaS-based, cloud-native solution that runs in the public cloud (AWS, Google Cloud, Microsoft Azure) and helps CSPs create new business cases with their BSS cloud migration strategy. Future-proofed functional capabilities, digital operations and lower TCO enable CSPs to become more innovative and disruptive, facilitating access into new markets and guaranteeing carrier-grade quality and compliance with strict security and privacy requirements.

> **"Thanks to our valuable partnership with Netcracker, our deployment of their Digital BSS applications on AWS is a great achievement that contributes to our overall transformation strategy."**
>
> Cristina Petcu, *IT Director, T-Mobile Netherlands*

Netcracker Cloud BSS

LOWER TCO

Microsoft Azure · aws · Google Cloud

Scalability on Demand

Openness & Standardization

FUTURE-PROOF

Digital-first Experience

OTT-like Business Agility

Rapid Service Innovation

DIGITAL OPERATIONS

Evergreen SaaS

Zero Downtime

DevOps and Joint Development

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Details

Netcracker Cloud BSS is deployed in a software-as-a-service (SaaS) model, with Netcracker assuming responsibility for the software and infrastructure. It comprises three cloud-based offerings – Marketing and Commerce Cloud, Sales and Customer Service Cloud and Revenue Management Cloud – which support end-to-end, lead-to-cash business processes for operators. This approach enables them to control their spending and streamline their most critical business domains.

Marketing and Commerce Cloud

BOOST DIGITAL BUSINESS

- One-stop shop for telco, retail and partner products
- Support for digital customer journeys – onboarding, shopping, ordering, payment, support, retention, etc.
- Optimized, dynamic and contextually aware mobile experience

CREATE UNIQUE EXPERIENCES

- Connected experience across all channels
- Tailored and relevant content and offerings
- Personalized interactions based on customer behavior and journey analysis

DRIVE ROI

- Persona-based engagement with real-time customer insights and 360-degree customer views
- Real-time omnichannel campaign management
- Smarter marketing decisions with real-time campaign visualization and ML-driven campaign effectiveness analysis

INCREASE CUSTOMER LIFETIME VALUE

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Sales and Customer Service Cloud

ACCELERATE SALES CYCLE

- Guided process from lead creation to contract generation
- Intuitive quotation interface tailored for fast B2C rollouts and complex B2B scenarios available through any sales channel
- Increased automation of the lead-to-customer conversion process

EXPAND INTO NEW VERTICALS

- Fast time-to-market for traditional and digital OTT, IoT and cloud products
- Innovate with flexible product bundles across industry verticals and the digital value chain
- Open interfaces to support partner offerings

LOWER CUSTOMER SERVICE COSTS

- Complete up-to date customer information on a single screen
- Increased first contact resolution rates through guided interactions
- Intelligent problem management from capture to automated resolution

BUILD STRONG BRAND LOYALTY

Revenue Management Cloud

ENABLE NEW BUSINESS MODELS

- Support for multiple partner models involving resellers, developers and more
- Complex multi-partner B2B2X settlements
- Cost-efficient IoT billing

MONETIZE 5G SERVICES

- Real-time charging for any service, partner or business model
- Rating and discounting flexibility for B2C and B2B services
- Dynamic network slice-as-a-service monetization scenarios

MAXIMIZE BILLING OPERATIONS EFFICIENCY

- End-to-end configuration, automated execution, real-time monitoring and troubleshooting
- Intuitive configuration of complex tariffs, subscriptions and price plans
- Customer retention via personalized collections strategies

UNLOCK NEW REVENUE STREAMS