Preparing for the 5G digital economy

Netcracker Digital BSS/OSS
The digital transformation is underway...

5G/MEC
- Dynamic services
- Vertical markets
- Monetize new use cases

Cloud
- Cloud native
- Multicloud/edge cloud
- Strict security requirements

Partner Ecosystems
- Manage complex partnerships
- Enable B2B2X business models

Customer Experience
- Real-time, digital-first interactions
- AI/ML driven
- New loyalty schemes
- Advanced customer care

E2E Automation
- E2E automation
- From sales lead to the network
- AI/ML driven

But none of this can be achieved without a modernized BSS/OSS and a new delivery approach
Netcracker Digital BSS/OSS for the 5G Digital Era

**MODERN SOFTWARE**
- Built for cloud
- Simplified and lightweight
- Dynamically adaptable to business needs
- Sets security benchmark
- Open and standards based

**CUTTING EDGE**
- 5G, edge cloud
- Advanced customer engagement
- Digital ecosystem enablement
- Hyper automation
- Modernized delivery
Ready for 5G Dynamic Services

- Proven reference solution for Open vRAN orchestration
- Real-time, convergent revenue management with slice-based charging
- Network slicing within and across domains
- High degree of multitenancy
- Hybrid distributed edge cloud management and orchestration
- Digital marketplace incorporating 5G services and MEC applications
TM Forum Catalyst Winner: Tour de France

New Experiences
- Get closer to the action
- Available on multiple devices
- Immersive experiences with AR/VR
- Real-time rider stats

Network Slice Management
- eMBB slice for 4K drone video
- uRLLC slice for drone control and AR/VR
- eMBB slice for video and data (DL/UL)
- mMTC slice for rider telemetry

New Partners
- Broadcasting company
- Drone operator
- Sports teams
- Sports portal provider

New Ways to Monetize
- More pricing options
- Partner-enabled new business models
- Offering differentiation with niche services
Deployment in Public and Telco Cloud

- Business agility
- Fast innovation
- TCO reduction
- A single platform
- New revenue sources
- Personalized digital services

Multi and Hybrid Cloud
Cloud-native BSS/OSS
Secure Isolated Environment
Marketplace Onboarding
Joint AI/ML Solutions
Agile DevOps Expertise

Netcracker Digital BSS/OSS
A successful partnership with IT providers is essential for our transformation journey,” says Cristina Petcu, IT Director, T-Mobile Netherlands. “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.”

Netcracker Helps T-Mobile Netherlands Advance Their Transformation Strategy with Public Cloud
Enabling Dynamic Partner Ecosystems

- E2E Partner Lifecycle Management
- Partner Portal for Onboarding & Service Management
- Digital Marketplace for Partner-Enabled Services
- Flexible Multi-partner Settlements

Developer Tools

API Management Platform

External APIs

- Cloud providers
- SDN/NFV providers
- IoT providers

Netcracker Digital BSS/OSS
Netcracker is a trusted and valued partner, providing the right combination of out-of-the-box platforms with the flexibility to address Bechtle’s specific needs such as seamless integration to the Bechtle environment,” said Ulrich Baisch, CIO at Bechtle. “In addition, Netcracker’s solutions establish the foundation to support our continued growth as we evolve to meet our enterprise business customers’ needs.”
Transforming Customer Experience

Digital Channels
- Self-Service Portal
- Mobile App
- E-Commerce
- Digital Marketplace

Customer Journey Management
- Customer Profiler & Segmentation
- Channel Orchestration & Personalization
- Journey Manager & Gamification
- Marketing Campaigns

Customer Management
Revenue Management
Partner Management
Product Management

Netcracker Digital BSS/OSS
Netcracker Helps Rakuten Mobile Realize a Powerful New Vision

"Netcracker's cloud BSS solution gives us the foundation we need for our mobile business to deliver the best customer experience across all channels."

Tareq Amin, CTO
Rakuten Mobile
Enabling Hyper Automation

Cross-Domain Lifecycle Management & Orchestration

- Partners
  - Intelligence-driven
  - From edge to core
  - Hybrid cloud at scale

- Multicloud
  - Driven by SLAs
  - Partner collaboration
  - Open APIs

- Edge Domain
  - Open vRAN
  - SD-WAN/ VAS
  - Edge Cloud

- Network Domain
  - IP/MPLS
  - Access
  - Optical

- Core Domain
  - VoLTE/ VoWiFi
  - FWA
  - 5G Core

Netcracker Digital BSS/OSS
Deutsche Telekom Germany Selects Netcracker for Groundbreaking Network and Service Automation Initiative

A combination of innovation, solution quality and ability to work using Agile/DevOps in a collaborative fashion demonstrated Netcracker’s value as a strategic partner as we work together to revolutionize the way network services are delivered through end-to-end automation,” said Rainer Steege, VP IP Core at Deutsche Telekom
Netcracker helps CSPs modernize business and operations for the 5G digital era

- Market Leader in Orchestration/OSS
- Market Leader in BSS
- Extensive Global Footprint
- Orchestration & Management
- Monetization
- Vast Global Partner Ecosystem

Extensive partnerships across entire industry

Over 250+ customers globally