

TELUS Differentiates its NaaS Offering With a Digital Experience From Netcracker

TELUS selected Netcracker as a partner to bring its innovative Network-as-a-Service (NaaS) solution to the Canadian market. The solution helps TELUS deliver more agile, personalized and software-defined services and leverages existing BSS/OSS from Netcracker.

Designing, expanding and managing the day-to-day operations of an enterprise network are often associated with high costs, long turnaround times and complex IT ecosystems. To address these challenges, TELUS introduced a NaaS solution, starting with SD-WAN and security services, as a means to simplify how employees connect, streamline data access and secure business networks. Ultimately, TELUS wanted to provide customers with a unique digital user experience through a game-changing solution that allows them to build and manage networks, as well as their associated services, on demand and with minimal complexity.

In 2017, TELUS was recognized for its NaaS solution with a Telecom Review Excellence Award for “Most Innovative Product/Service for Operators.” The solution promises a reduction in total cost of ownership by up to 67 percent and 80 percent faster network service configuration.



Customer Profile

- ▶ Canada’s fastest-growing national telecommunications company.
- ▶ Provides a wide range of communications products and services.
- ▶ Largest healthcare IT provider in the country.

Business Goals

- ▶ Evolve B2B portfolio to include virtualized and cloud services.
- ▶ Deliver a more innovative customer experience than competitors.
- ▶ Enter new markets with a wholesale offering and extend into the SMB segment.

Featured Solution Benefits

- Simplified user experience through the use of a unified, self-service portal with an intuitive interface and diverse configuration capabilities.
- Enablement of value-added network security solutions.
- Accelerated network service deployment through simplified and automated ordering, installation and maintenance.
- Access-agnostic network services which enable resilient and robust IT/network infrastructure, regardless of access type (e.g., MPLS, broadband or LTE).
- Quick response to market demands with the future-friendly IT stack that is ready for virtual services, further innovations and service portfolio extensions.

Project Requirements

TELUS needed a solution that would enable its business customers to leverage high-speed internet access (HSIA) economics. That means when customers buy TELUS’ PureFibre services complemented with NaaS, they get a faster, fully managed solution at a fraction of the cost.

TELUS needed a solution that would provide the following important capabilities..

- ▶ **Automated Operations:** Zero-touch service provisioning and assurance for self-serve customer interactions and improved reliability.
- ▶ **Plug & Play Setup:** Customers can quickly experience NaaS benefits after providing power and network connectivity, and following a simple activation process.
- ▶ **One-Stop Self-Service:** Customers can granularly configure and manage networks and services on their own from a centralized interface.

The Solution

As part of the first step of its NaaS transformation program, TELUS collaborated with Netcracker to introduce a unique SD-WAN service which used an existing BSS/OSS environment from Netcracker. The environment comprises of self-service portals for both consumers and partners, as well as order management across the customer, product and service layers, covering the end-to-end order-to-activation process.

Quickly launching the program was a crucial element for the success of the project, as building a whole new IT stack from scratch would be costly and time-consuming. Additionally, TELUS was already successfully using Netcracker's Order-to-Activation platform to deliver next-gen services and enable a digital customer experience in the residential market. As such, TELUS extended and expanded Netcracker's offering to fit the needs of the NaaS project by adding:

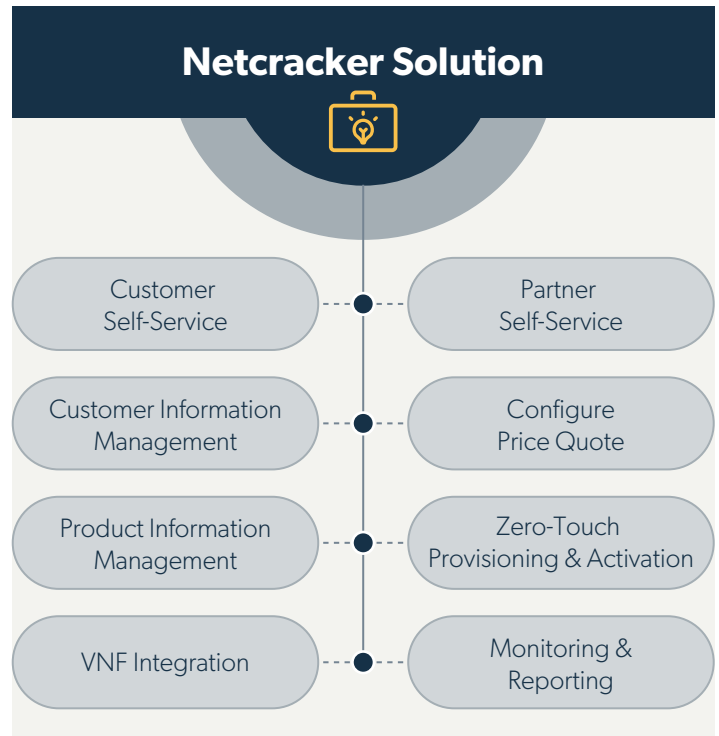
- ▶ A digital Self-Service Portal, which allows customers to manage their network services in real time.
- ▶ Enhanced product catalog flexibility to enable a variety of bundled services and pricing models.
- ▶ Integration with SD-WAN and VNF providers.
- ▶ A CPQ portal for resellers, which features self-ordering capabilities and zero-touch service activation.
- ▶ Network monitoring and reporting capabilities for end customers, which can be customized to specific networks, locations and times.

The hybrid and vendor-agnostic nature of Netcracker's solution has enabled TELUS to launch its NaaS program.

About Netcracker Technology

Netcracker Technology, a wholly owned subsidiary of NEC Corporation, is a forward-looking software company, offering mission-critical solutions to service providers around the globe. Our comprehensive portfolio of software solutions and professional services enables large-scale digital transformations, unlocking the opportunities of the cloud, virtualization and the changing mobile ecosystem. With an unbroken service delivery track record of more than 20 years, our unique combination of technology, people and expertise helps companies transform their networks and enable better experiences for their customers.

For more information, visit www.netcracker.com



“By leveraging the power of TELUS’ advanced fiber network, we are able to deliver access to faster and more reliable business services, including innovative NaaS solutions, to more business customers than ever before. Collaborating with NEC/Netcracker has contributed to our ability to deliver SD-WAN and other next-generation services to meet our customers’ increasingly complex demands.”

– Ibrahim Gedeon, CTO at TELUS