

NetCracker is the leading global solution company enabling Communications Service Providers (CSPs) to deliver rapidly and manage effectively convergent and content-rich services. Service and resource management are delivered through its software and implementation expertise.

NetCracker's portfolio delivers value by Transforming the Service Layer™. Its benefits include rapid service introduction, operational excellence, and a better understanding of the customer experience. NetCracker takes a solutions approach to fulfillment, provisioning, and service management. Best practices and domain expertise provide an accurate view of underlying Network and IT resources, while automated and reusable service components provide end-to-end fulfillment and service management.

### Company Highlights

Headquartered outside Boston in Waltham, MA, NetCracker has over 1,000 employees worldwide, located near our customers. We have significant development staff in Europe, North America, and Australia.

In 2008, following 15 years of independent, profitable growth, NetCracker Technology was acquired by NEC Corporation. The merger brings together the best in Business Support Software and infrastructure innovation. With more than 150,000 people and a global reach, NEC is acclaimed for its continuous innovation in Telecom and IT. Leveraging this global infrastructure, NetCracker delivers powerful solutions to accelerate business transformation for service providers and enterprises.

NetCracker serves a diverse customer base, including CSPs, Fortune 1000 companies, and the U.S. government. We have several dozen customers worldwide including du, France Telecom group, MGTS, MTS, Sprint, Swisscom, Telstra, TELUS, TW Telecom, UPC Broadband, U.S. Army, VimpelCom Group, and WIND Hellas.

### NetCracker's Value Proposition

NetCracker differentiates itself by focusing on the customer's success, taking a business-centered view and a solutions approach.

Today's communications world is highly complex — demanding rapid delivery of custom services over a

multitude of Network and IT infrastructures. NetCracker brings order to this complexity through flexible and powerful software solutions.

Our comprehensive solutions transform the Service Layer by linking customer services with the Network Layer. We integrate the three critical components of fulfillment and provisioning: order management, inventory, and activation.



"NetCracker has a rare combination of good technology, product features and services capabilities. It provides a complete suite of fulfillment software and extensive professional services to complement its product offering."

Larry Goldman, Co-Founder and Senior Analyst, **OSS Observer**

Our holistic approach allows the systematic analysis of customer problems, whether related to service or network issues. The result is faster service delivery at reduced cost, the ability to provide any service over any network, and increased customer satisfaction.

NetCracker offers CSPs a comprehensive solution configured to meet their specific needs. The solution provides:

- **Customer Focus:** NetCracker focuses strongly on the customer and the customer's success. We collaborate closely with our customers and partners, taking accountability for successful system implementation.

- **Holistic View:** NetCracker takes an end-to-end, business-centric view of the customer's operations needs, not a technology or single process view.
- **Broad and Mature Product Suite:** NetCracker's feature-rich products are deployed by Tier 1 carriers worldwide. The product suite combines rich out-of-the-box functionality with powerful flexibility and covers the mission-critical areas of fulfillment and assurance from order to activation.
- **Leading Technology:** NetCracker products are built on an open, n-tier architecture based on J2EE standards. On each tier, powerful applications ensure scalability and smooth integration.
- **Solution Approach:** NetCracker works with its customers to understand their unique business challenges and to identify the most appropriate solution and implementation strategy. Our global solution delivery teams — unrivaled experts in telecom and NetCracker's product suite — configure and deploy the software to meet customer needs and provide training to ensure successful adoption.

### Accelerating Delivery of Next Generation Services

CSPs around the world are vying to deliver the latest content-rich, converged services such as IPTV, Triple Play, and 3G. And for good reason — these services offer significant revenue opportunities, competitive differentiation, and long-term growth potential.

To this end, CSPs have invested heavily in the Network and Customer Layers over the last few years. They have capped legacy networks and implemented IP-based core networks, multi-service edge, and broadband access. They have also deployed a new generation of customer-facing systems.

As they scale converged services, their biggest challenge comes from legacy back-office software systems at the Service Layer. These systems are not optimized to provision, activate, and manage the new content-rich services rapidly and cost effectively.

NetCracker helps CSPs transform their Service Layer by offering an innovative mix of comprehensive fulfillment and provisioning solutions.

NetCracker's portfolio includes industry solutions focused on specific verticals such as Triple Play, and pre-integrated product modules. The core modules are Order Management, Service Inventory, Service

Provisioning & Activation, Customer Impact Analysis, Telecom Cost Management, Resource Inventory, Discovery & Reconciliation, Design & Planning, Asset Management, and Outside Plant.

NetCracker has helped companies around the world evolve and transform their operations systems into flexible, scalable, and agile platforms that accelerate the order-to-cash cycle and create the foundation for delivering and managing revenue-generating services.



“NetCracker's OSS solution is a critical component of our network simplification and transformation project. The enhanced resource management and workflow capabilities have enabled us to accelerate service delivery and improve customer service through increased automation.”

Eddie VanCompennolle, Vice President IT Network Systems, **Sprint**

### Transforming the Service Layer™

To deliver converged services, CSPs need to make systematic application, process, and data driven changes to their operations systems — while continuing to generate revenue, contain costs, and maintain customer centricity. NetCracker's industry-leading approach to Service Layer transformation enables CSPs to do just that.

NetCracker's innovative portfolio of products and solutions helps CSPs, large enterprises, and government organizations to:

- Rapidly introduce new services and create innovative service bundles
- Build operational excellence by reducing operations costs and consolidating back-office systems
- Build closer customer relationships through a better understanding of the service and customer experience

NetCracker delivers value by Transforming the Service Layer™, which combines its fulfillment, provisioning, and service management products with a solutions approach. It brings a set of best practices and domain expertise that provides an accurate view of underlying Network and IT resources and builds automated and reusable service components that provide an end-to-end capability for fulfillment and service management.