



NetCracker — The Global Leader in OSS Transformations

Customer Blueprints for Success

In recent years, industry-leading Communications Service Providers (CSPs) have initiated wide-ranging projects to transform their OSS environments. Faced with rapidly changing business models, technologies, and customer requirements, these CSPs have concluded that they must fundamentally change the way they fulfill, provision, and assure services.

Completing an OSS transformation is a complex and challenging undertaking — and the cost of failure is high. CSPs that commit to the OSS transformation challenge are rewarded with the ability to deliver rapidly and manage effectively convergent and content-rich services. And just as importantly, they are rewarded with increased revenues, reduced operational costs, and stronger customer relationships.

NetCracker is the clear leader in managing and delivering OSS transformation projects for Fixed, Mobile, and Cable service providers — with the largest number of successful Tier 1 deployments worldwide.

The Blueprint for Success

Based on extensive experience, NetCracker has found that all OSS transformation projects share a common blueprint for success. While each transformation has unique characteristics, all share four common factors.

Gartner “In contrast to its competitors, NetCracker aims to address systemic problems at the service layer and provide a complete solution.”
OSS Market Overview and Strategic Scorecard for Vendors, March 07

Alignment and Accountability

Both IT and Network are significantly impacted by any OSS transformation. The managers of these domains must have a common vision, and be committed to the transformation plan. One C-level executive needs to be responsible for the project’s ultimate success.

Vision and Flexibility

A clear architectural vision must be created to guide the transformation project to its ultimate goal. The Network and IT organizations must mutually accept and execute this vision to ensure success.

While the architectural vision keeps the project on target, the solution implementation must be flexible enough to accommodate changes in technologies, business dynamics, and other variables that inevitably crop up during complex, multi-year projects.

OSS transformations need more than vision and new technology. They also demand basic changes to organizations and processes — which, in turn, require inspiring leadership and high-performance teams.

Metrics of Success

Large transformation projects must produce interim successes to regularly validate the transformation decision — and to bring a continuous return on investment. Metrics must be tracked to highlight successes, identify failures, keep management engaged, and ensure continued investment.

Choosing the Right Partner

Choosing a strategic partner — rather than a mere vendor — is critical. Partners with experience delivering complex projects, who can deliver the right mix of technology and skills, and who are committed to the CSP’s success make invaluable contributions.

TELUS® “NetCracker has been a key component of our OSS strategy. They shared the vision of where we needed to go and have been a critical element for that success . . . When our OSS transformation is complete, we will have streamlined delivery, improved cost efficiency, and improved our service offering. We view NetCracker as a significant contributor to this initiative.”
Kevin Salvadori, EVP, Business Transformation and CIO

NetCracker — The Industry Leader in OSS Transformations

NetCracker has an outstanding record managing and delivering OSS transformation projects for Fixed, Mobile, and Cable service providers. Our success results from:

- Product innovation
- Service expertise
- Strategic customer partnerships



“Swisscom Fixnet Wholesale is beginning the transformation of its OSS to deliver the next generation of IP-based services. We were looking for a strategic partner who can give us a seamless and homogeneous architecture based on the most modern IT technology. NetCracker will enable us to implement Lean Production and Modularization and accelerate speed to market.”

Peter Frauenknecht, Head of Fixnet Wholesale IT

Product Innovation

NetCracker has the most advanced fulfillment and provisioning product in the industry. It combines rich, out-of-the-box functionality with powerful flexibility, and covers fulfillment and service assurance from order to activation.

In 2008, Sprint Nextel, one of NetCracker’s leading customers, received a Billing & OSS World Excellence Award for Best OSS Transformation. The award recognized Sprint’s Network Resource Management project, built on NetCracker’s next generation fulfillment and provisioning solution.



“NetCracker has a rare combination of good technology, product features, and services capabilities. NetCracker has a unique position among the larger service fulfillment vendors. It provides a complete suite of fulfillment software and extensive professional services to complement its product offering.”
NetCracker Profile, May 07, OSS Observer

Service Expertise

NetCracker offers a comprehensive set of services and has deep expertise in fulfillment and provisioning based on worldwide deployments. NetCracker’s service suite addresses strategic customer needs — building business cases, implementing NetCracker software, and delivering product training. The

NetCracker Professional Services team has decades of experience in design, deployment, and support. It also has access to an extensive knowledge base of best practices and business processes as well as Network and IT technologies. NetCracker makes a substantial investment in the delivery of each project.

Strategic Customer Partnerships

NetCracker considers strategic partnerships with customers a prerequisite for success. At TELUS and France Telecom group, for example, NetCracker has had an involvement that extends far beyond the typical vendor–product support role. These strategic relationships provide unique benefits — each solution is tailored to customer needs, and product functionality is extended in step with changing market demands.



“An innovative product suite, strong delivery capabilities, and a flexible, customer-focused partnering approach were key factors in the selection of NetCracker as a partner in our business transformation. Their Tier 1 global deployments have demonstrated the business value of their solutions and their leadership in service layer transformations.”

Jan Erik Hvidsten, CTO

CSPs are facing a revolution in the way information, communications, and entertainment are accessed and used. To profit from this changing marketplace, they must ensure that their OSS can:

- Manage both the Network and IT domains
- Expose services to partners and customers
- Create new services faster
- Assure them on an end-to-end basis

These market challenges will require a major transformation of the Service Layer where the Operations and Business Support Systems reside.

Industry leaders like TELUS, Sprint Nextel, France Telecom group, Telstra, UPC, and others have already begun their OSS transformations. And with NetCracker as a partner, they are creating groundbreaking blueprints for the rest of the industry.



“The flexibility of NetCracker’s platform allows us to adapt quickly to changing market and customer needs.”

Bonnie Gray, CNO