

CUSTOMER. CONTENT. CONVERGENCE. CONNECTIVITY.

## BRINGING YOU THE 4C EXPERIENCE

### BUSINESS CHALLENGE

Today 5 billion mobile phones are used by 7 billion people. An Internet of 50 billion interconnected devices will soon be here. And in three years, 3 billion customers will be able to make transactions using mobile and Internet technology. The convergence of communications and computing has interconnected people and enterprises on an unprecedented scale.

Service providers are uniquely positioned at the intersection of this convergence, facing a significant opportunity to deliver next-generation connectivity and content.

To succeed in a highly competitive market, service providers need to deliver the highest level of customer satisfaction, and ensure a customer experience that is personalized, with a diversity of offerings, combined with ease of interaction and quick problem resolution.

As “Content becomes King” in the service provider domain, they must find new ways to drive revenue from the free-riding content on their networks. To address this challenge, they must abstract services from the network, change the way services are created and delivered, and establish an ecosystem of partnerships with content and applications providers.

With the convergence of Computing and Communications, new opportunities in cloud-based offerings and M2M require optimum management of Network and IT infrastructure. Using a single platform to manage both domains enables a significant reduction in cost and accelerated service deployment.

Finally, as service providers deliver the next generation of connectivity and accelerate the evolution to a gigabit society, they must quickly monetize the investment in 3G, 4G, LTE, and FTTx infrastructure by ensuring rapid rollout, optimum resource utilization, and streamlined fulfillment and assurance capabilities.

*“The communications industry is undergoing a fundamental shift in how service providers operate, innovate, and interact with their customers. NetCracker now represents the best of NEC’s innovation and success in delivering software and services to the Telecom Industry, enabling them to fundamentally transform their businesses and continue to deliver outstanding value to their customers.”*

Dr Nobuhiro Endo,  
President of NEC Corporation



To help service providers address these challenges and effectively adopt technologies and processes that will enable the rapid monetization of new infrastructure, adoption of new business models, creation of value-added content, and delivery of unique customer experience, NetCracker has created innovative solutions that optimize the Content, Convergence, and Connectivity required to deliver a unique Customer experience. We call this the NetCracker 4C Experience.

# BRINGING YOU THE 4C EXPERIENCE



NetCracker's market-leading Telecom Operations and Management Software and Solutions together with a comprehensive services portfolio enables service providers to overcome complex business and technology challenges across four critical areas: Customer experience, content monetization, Network and IT convergence, and next-generation connectivity. NetCracker's industry-leading track record in successful delivery makes it the partner of choice to leading service providers around the globe. With innovative solutions across eight domains – Customer, Product, and Revenue Management, Service Fulfillment & Assurance, Resource Management, Network Management, End-User Devices, and IT platforms – NetCracker offers the best of innovation to bring you the 4C Experience.



**Customer Experience Management solution** covers all aspects of customer touch points and enables service providers to deliver the committed service quality, ensure a consistent end-user experience across multiple channels and devices, and deliver an optimum customer experience.



**Content Management solution** covers multiple aspects of content-based service delivery – from converged billing to service fulfillment and assurance, to service delivery platforms – and allows CSPs to implement the business and operations model that best fits their development strategy.



**Network & IT Convergence solution** enables CSPs to manage Network and IT infrastructure from a single platform, maximize the integration of the two domains for new multi-vendor applications, and optimally manage customer and device interactions.



**Connectivity Management solution** empowers CSPs with the full set of capabilities to time- and cost-efficiently operate next-generation networks and to deliver content-rich services on top of them. It allows them to optimize capacity, plan bandwidth extensions, and manage end-user devices – remotely or on premises.

## NETCRACKER VALUE PROPOSITION

**NetCracker's Customer, Content, Convergence, and Connectivity solutions, based on the company's domain expertise, comprehensive product portfolio, and professional services, enable service providers to:**

- Monetize and maximize every customer interaction by delivering a unique customer experience using NetCracker's Analytics, CRM, and Billing Solutions
- Profitably deliver the right content to the right device – packaged and personalized for the digital lifestyle – using NetCracker's Cloud and SDP Solutions
- Capitalize on the convergence of Network and IT using NetCracker's Device Management, SaaS, and Infrastructure Management Solutions
- Operationalize and monetize the next generation of high-capacity networks using NetCracker's Service, Resource, and Network Management Solutions