



NetCracker Business Services Solution

Making Enterprises More Competitive

Communication Service Providers (CSPs) are actively pursuing service offerings for the Enterprise Market. Separately or as a bundle, these include Voice, Connectivity, and Managed Services. CSPs know they need enterprise-focused and tailored solutions to remain competitive. Business services that are aligned with Enterprise customer needs and that focus on cost reduction will enable CSPs to secure existing revenue and open new revenue streams.

Industry Challenge

Business Services require complex integration at the Network, Service, and Customer Layers, and this can lead to long deployment schedules and longer time to ROI. Additional considerations include the following:

Challenges

- Rapid roll-out of new services
- Rapid network evolution
- Co-existence of legacy and NGN
- Multi-vendor equipment and solutions

Requirements

- Flexible configurations and data models that can be shared
- Low-cost integration
- Powerful process framework
- Integration with legacy environments and services
- Standard B2B interfacing points

Solution Description

NetCracker Industry Solutions are vertical applications built on NetCracker's core products, which include NetCracker applications, network infrastructure support, and a software application platform. They enable CSPs to manage services by adding new orders and by making on-the-fly moves or changes to existing services, disconnects, or service suspensions.

Specifically, the NetCracker Solution is based on:

- Comprehensive Order-to-Activation Functional Capabilities enabling:
 - Order Entry facilitated by the flexible Product Catalog and Order Capture capabilities

- Complex iterative solution design supported by process automation templates and integration with external design tools
- Overall orchestration of order fulfillment across the whole OSS environment
- NetCracker Industry Solutions (IS) Architecture
 - Enables individual complementary IS to work seamlessly to support all types of CSP end-to-end fulfillment
 - Creates a layered approach with a well-defined separation and plug-n-play integration between the Customer, Service, and Resource Layers
 - Encompasses the entire OSS/BSS environment, for true end-to-end process automation
 - Follows current industry standards such as eTOM, SID, and OSS/J for a real NGOSS solution
- Solution Composition
 - A pre-configured assembly of ready-to-use templates for communications products, services, equipment, and business processes designed on the solid foundation of NetCracker's implementation experience and built on top of the COTS NetCracker modules

The Offer

The NetCracker Solution covers the following range of business services:

- **Business Connectivity** (IP VPN, VPLS, P2P FR, P2P ATM, P2P Ethernet, P2P TDM, VPLS)
- **Voice** (POTS/ISDN, POTS/Analog, POTS/VoIP, Call Center, IP Centrex, PBX/ISDN, PBX/TDM, PBX/IP)
- **Internet** (Dedicated Internet Access)

- **IT Services** (Email Protection, Web Hosting, Online Back-up, Remote Connection, DNS, IT Network Management Services)
- **Video Conferencing**

NetCracker's Business Services Solution includes service-specific pre-configured data models and business processes built on top of the following NetCracker products:

- **Customer Information Management**
 - Account Information Management
- **Customer Order Management**
 - Order Capture and Entry mechanism
- **Product Information Management**
 - Product Catalog
 - Product Instance Repository
- **Service Inventory**
 - Service Instance Repository
- **Service Information Management**
 - Service Catalog
- **Service Order Management**
 - Order Decomposition
 - Service Design
 - Order Orchestration
- **Service Activation**
 - Scripting Engine
 - Activation Engine
 - Activation Adapters
- **Resource Inventory**
 - CPE and Dedicated Resource Modeling

Advantages of the NetCracker Offer

- Broadest solution from Order to Activation
- Most extensive service offer
- OSS/J standards-based approach
- Open, modular, flexible SID-compliant, TM Forum-certified data models
- Business process definition mapped to eTOM

The Business Services Solution enables complex Business Service Design Solutions and also provides configuration and activation processes such as:

- Integration with external design tools

- Support for multiple versions of solution design
- Iterative process of customer-approved solution design
- Decomposition of the committed product order into service orders
- Service configuration and generation of activation orders
- Generation of tasks and orders to WF and ERP systems

Standard Features of NetCracker Industry Solutions

- Product and Service Catalog templates
- Technology models for resources
- Device Library equipment templates with basic configuration rules
- Ordering templates for new, change, disconnect, supplemental, in-flight order changes and jeopardy/escalation/fallout management
- Service configuration, service activation flows
- Analytic reports
- Best practices for solution implementation
- Use cases