

COMPREHENSIVE TELECOM OPERATIONS AND MANAGEMENT SOLUTIONS

PRODUCT OVERVIEW

BUSINESS CHALLENGE

With the announcement of its major expansion into the Telecom Operations and Management Solutions (TOMS) domain, NetCracker has once again underscored its commitment to innovation and customer focus. NetCracker can now offer its customers and the industry an extensive range of capabilities across the Customer, Service, and Resource Layers. NEC Corporation's decision to consolidate its TOMS solutions under NetCracker has created the most comprehensive software and solutions offering in the communications industry.

Leveraging NEC's experience in CRM, Billing, and Self-Service domains, NetCracker has introduced

an extensive **Customer Management** solution, while its **Revenue Management** solution embodies the critical core characteristics required by a modern convergent billing platform.

The **End-User Device Management** offering allows Communications Service Providers (CSPs) to execute centralized subscriber management, abstract service types, assure service delivery, and unify device management for IP-based CPE and OMA-compliant wireless handhelds.

As a timely response to current demands, NetCracker's **IT Platforms** suite enables CSPs to seamlessly decouple diverse applications from their siloed environments without extensive reconfigurations, and to provide a single IT applications environment.

Leveraging over 15 years of experience in successful B/OSS solution delivery, NetCracker brings its strong Service Layer Transformation

experience to its complete **Product Management** and **Service Fulfillment & Assurance** suites, while building its **Resource Management** suite on proven expertise in network inventory, outside plant, network design and planning, mobile rollout, as well as work order and workforce management.

Finally, NetCracker brings NEC's thirty plus years of experience in network management and assurance to its complete **Network Management** offering that optimizes implementation time and costs through pre-integration with other elements of NetCracker's TOMS Suite.

“ *Deutsche Telekom selected the NetCracker solution as the basis for our migration to NGN because it meets all of our key requirements, including adherence to TMF standards, as well as its unique ability to provide a single view of our networks, automate our processes, and boost productivity and customer satisfaction. In addition, we selected NetCracker because of its extensive worldwide experience with complex transformational projects and its experience enabling operators to deliver innovative IP-based services.* ”

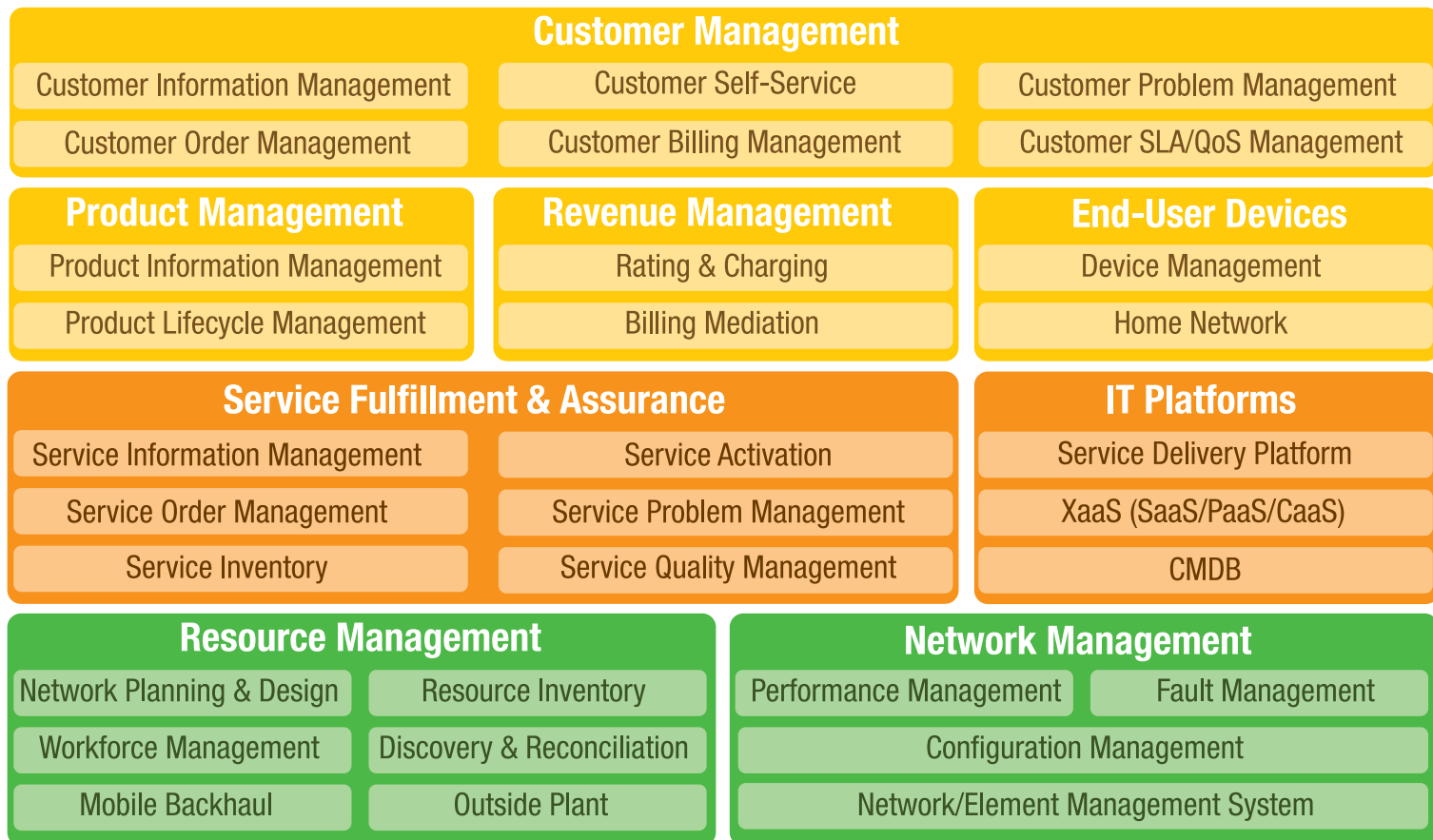
Juergen Hardt,
Senior Vice President, Next Generation OSS, Deutsche Telekom AG

From Customer and Product Management to Service Platforms, from Network and IT Management to End-User Devices, NetCracker's broad footprint enables CSPs to realize:

- Business and operational agility, to create and deliver services faster and rapidly adapt to changing customer demands and preferences
- Reduced cost of operations, to drive automation and build operational efficiency through pre-integrated domains and standards-based interfaces
- Customer responsiveness and focus, to develop a deeper understanding and more effective management of customer behavior and experience
- New business models and revenues, to profitably deploy new service and business models and address the rapidly changing competitive environment

DETAILS

NetCracker's extended TOMS Suite covers eight critical areas of Customer Management, Product Management, Revenue Management, End-User Devices, Service Fulfillment & Assurance, IT Platforms, Resource Management, and Network Management:



BUSINESS BENEFITS

NetCracker's extensive TOMS-based product portfolio provides CSPs with the following benefits:

- Centralized, unified, up-to-date view of the customer, product, services, resources, faults, trouble tickets, performance event history, and other important data
- Open, published, secure integration interfaces suitable for usage through self-service portals and partner systems outside the service provider's back office, as well as for other B/OSS and TOMS components
- Scalable, high-performance processing platform capable of supporting a Tier 1 load of customer requests and other related transactions with quick response time
- Flexible, configurable data modeling and process automation capabilities able to accommodate and quickly adjust as necessary to support a mix of multi-access, multi-device, and multi-service platform offerings
- Flexible, unified metadata-based approach of reusable product, service, and resource components to enable the quick creation and delivery of new service offerings, and thereby provide an important competitive advantage
- Advanced visualization capabilities for important data entities and relationships to speed product and service introduction, fulfillment, and assurance processes