



Transforming the Service Layer™

NetCracker's Value to Service Providers

NetCracker enables Communications Service Providers (CSPs) to deliver rapidly and manage effectively convergent and content-rich offerings. NetCracker's OSS Solutions are used to deploy new services and infrastructure, reduce service delivery costs, manage Network and IT resources, and track telecom assets. NetCracker leads the industry through its innovative approach to Service Layer Transformation™, which enables CSPs to deploy an optimum mix of software and services and quickly monetize their investments in Network and IT infrastructure.

Accelerating the Delivery of Next Generation Telecom Services

CSPs worldwide are striving to deliver the latest converged services including IPTV, Triple Play, and 3G. These content-rich offerings create significant revenue opportunities and differentiation. To this end, CSPs have invested heavily in the Network and Customer Layers. They have capped legacy networks and built high-capacity, next-generation networks. They have upgraded their mobile networks and deployed next-generation, customer-facing systems.

As they scale their converged services, the biggest challenge comes from legacy systems that are not optimized to provision, activate, and manage the new content-rich services. But replacing the entire back office while introducing new services is risky.

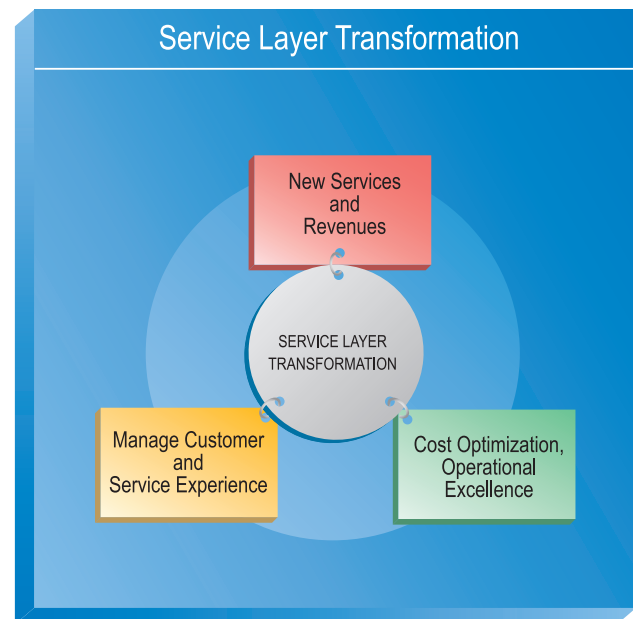
NetCracker helps CSPs transform their Service Layer by offering an innovative suite of comprehensive fulfillment and assurance solutions.

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

Transforming the Service Layer™

In today's competitive market, CSPs must deploy next-generation services. To do this successfully, they need to make systematic changes to their back-office systems — at the same time that they generate revenue, contain costs, and maintain customer centricity.

NetCracker's innovative approach has helped CSPs transform their Service Layers *and* achieve their business goals.



Generating New Service Revenue

Competitive CSPs are deploying new convergent services such as IPTV and Triple Play. To speed the introduction of new services and service bundles over diverse infrastructures, a new generation of OSS is required. This OSS should provide flexible, standardized, out-of-the-box configuration and service templates, including service and technology definitions.

NetCracker's innovative, revenue-driven Service Layer Transformation™ approach allows CSPs to maximize their existing OSS while deploying new services quickly and efficiently.

Reducing the Cost of Operations and Building Operational Excellence

NetCracker's unique solutions help CSPs reduce costs while building operational excellence. They provide vital information for understanding service delivery costs. They enable CSPs to align resources to deliver a cost-optimized service mix. They enhance the design and planning function to optimize resource use and reduce deployment cycles. And they increase asset utilization through the discovery of stranded assets.

NetCracker's innovative approach allows both Network and IT assets to be maximized. It enables legacy systems to be retired in a phased manner and reduces operational costs to deliver maximum profitability — without impacting existing services or customers.

Building Close Customer Relationships

No matter how innovative services are, they must be personalized to the individual user's requirements. Managing the customer experience is critical.

NetCracker's customer impact analysis capability controls and manages service quality. It allows personalized service bundles to be created on the fly using service configurations and an active catalog. The automation achieved through this approach increases provisioning speed and accuracy and reduces churn.

NetCracker's customer-centric Service Layer Transformation™ enables CSPs to build close customer relationships and deliver a higher level of service.

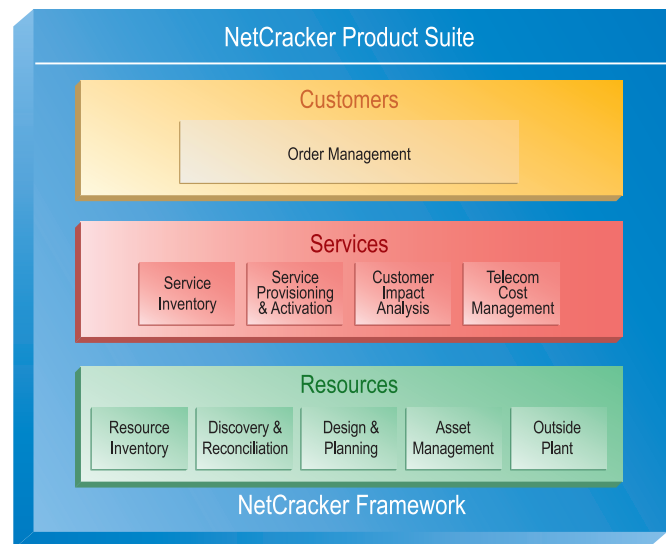
NetCracker's Holistic Solution Approach

NetCracker brings three critical success factors to all OSS projects:

- Software application modules that enable the rapid delivery of convergent and content-rich service offerings
- Telecom industry expertise that provides insight into the business, products, services, network, and processes needed to transform the Service Layer
- Professional services that use best practices and a well-defined methodology to ensure that solutions always meet CSPs' exact business needs and objectives

A Modular OSS Suite Designed for Convergence

All OSS elements must work together to deliver next-generation services while supporting convergence with legacy offerings. To protect a CSP's current investment and accelerate new revenue streams, NetCracker provides a modular suite of OSS applications built on an open, web-based framework. Working with a CSP's OSS and IT organizations, NetCracker's seasoned professionals deliver these out-of-the-box modules for a quick deployment that is optimized to business needs.



Customer Management Module

NetCracker Order Management handles all aspects of customer orders, with support for a flexible product catalog, customer account information, order decomposition, and order processing.

Service Management Modules

NetCracker Service Inventory stores service configuration, topology, and relationship information, providing the foundation for all other service management activities.

NetCracker Service Provisioning & Activation enables the automated processing of service orders from NetCracker Order Management or third-party order management systems.

NetCracker Customer Impact Analysis allows rapid trouble ticket analysis, root cause identification, and customer impact assessment.

NetCracker Telecom Cost Management enables CSPs to calculate the real cost of delivering and maintaining customer service and also supports revenue assurance.

Resource Management Modules

NetCracker Resource Inventory stores network configuration information and capacity management rules for equipment, locations, topology, and logical resources.

NetCracker Discovery & Reconciliation automatically audits inventory information, generates discrepancy reports, and enforces problem-resolution procedures.

NetCracker Design & Planning supports the entire design lifecycle. It also enables trend analysis and forecasting and manages network expansion.

NetCracker Outside Plant extends inventory management to include cabling, ducts, manhole covers, poles, and other outside plant.

NetCracker Asset Management tracks all network and warehoused assets throughout their lifecycles.

NetCracker Framework

The **NetCracker Framework** provides a common platform for all NetCracker solutions and enables our application modules to work together and integrate easily with third-party applications.

Framework is built entirely on J2EE standards and includes:

- A 100-percent web-based user interface
- Broad integration options
- A workflow engine
- Flexible data management

NetCracker Professional Services

NetCracker's professional services team is committed to expert, project-managed implementations that meet CSPs' technical requirements and business objectives.

Once a solution is implemented, we provide comprehensive training on site or in our training facility. NetCracker also customizes training programs, provides train-the-trainer education, and offers refresher courses.

NetCracker is committed to outstanding customer support to ensure ongoing solutions success. We assign a dedicated Account Manager and give CSPs 24x7 access to our web-based support system.

The Benefits of Service Layer Transformation

NetCracker's innovative, industry-leading approach to Service Layer Transformation™ ensures:

- **Agility:** Provision and activate services faster than the competition.
- **Quality of Service:** Manage the relationships among Network, Services, and Customers to ensure outstanding QoS.
- **Customer Experience:** Monitor and manage the customer experience to ensure loyalty and increase average revenue per user.
- **Profitability:** Align costs with service revenues to maximize the bottom line.
- **Efficiency:** Use the most appropriate Network and IT resources to deliver services, improve operations, and reduce costs.