

BRINGING TOGETHER INNOVATION, DIFFERENTIATION,
AND REVENUE MAXIMIZATION

XaaS (SaaS/PaaS/CaaS)

BUSINESS CHALLENGE

In the debate over competition and substitution issues, the residential market often receives most of the attention due to the proliferation of content providers and the resulting threat to CSP (Communications Service Provider) value chains.

The enterprise market, frequently ignored in the debate, faces an equivalent challenge. In what is often considered the “core” business, CSPs are facing new competition from system integrators and outsourcing companies that are offering a range of value-added services to medium and large businesses.

Residential customers are growing more demanding and are eager to access and download content-rich services delivered by different

vendors over different technologies. They are also looking for easy ways to store and exchange personal content and media.

At the same time, enterprises are aiming at stability, revenue growth, and customer satisfaction, and are moving aggressively to cut costs and become much more efficient. They are divesting non-core assets and activities and are looking to reduce the cost of their Network and IT infrastructure — including costs associat-

ed with using, maintaining, and upgrading software applications. NetCracker's XaaS (SaaS/PaaS/CaaS) — part of the IT Platforms solution included in our TOMS (Telecom Operations and Management Solutions) Suite — includes Software as a Service

(SaaS), Platform as a Service (PaaS), and Communications as a Service (CaaS) components.

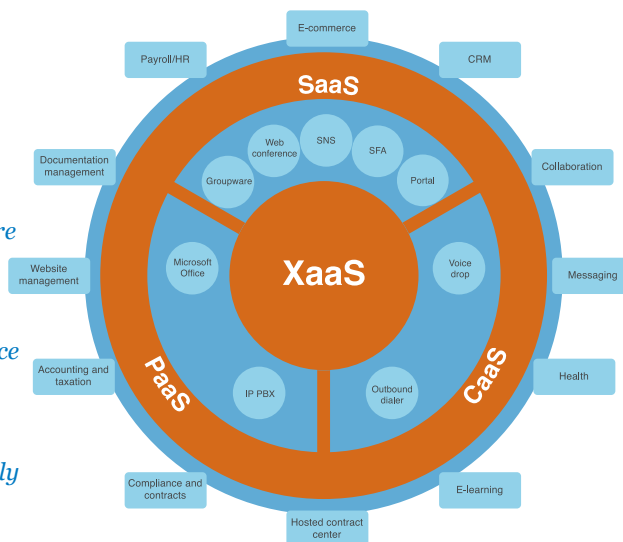
XaaS offers advanced capabilities for mass market customers for creating, storing, and sharing content and value-added services.

It also provides enterprise customers with a single environment for IT applications as well as cross-enterprise communication and collaboration.

XaaS enables CSPs to

deliver personalized customer experience, increase customer satisfaction, and explore new opportunities for revenue-yielding partnerships and service syndication schemes. XaaS also helps CSPs compete more effectively against integrators and out-sourcers in the enterprise market and meet the growing need of enterprises to divest the cost of buying, operating, and maintaining enterprise applications.

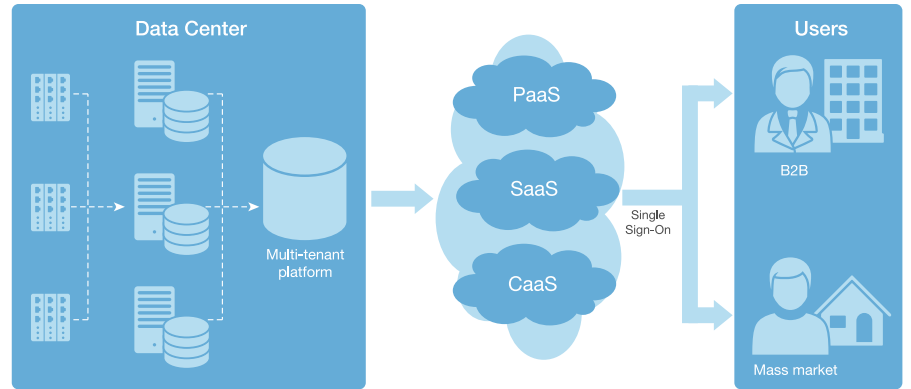
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DETAILS

NetCracker's XaaS enables CSPs to manage complex, single-platform-based application environments. This enterprise and mass market-oriented offering is based on proven IT, telecom, and network deployments.

XaaS pre-integrates with NetCracker's Customer Management, Product Management, End-User Devices, and Service Fulfillment & Assurance offerings, which reduces integration costs, brings data consistency, and streamlines deployment.



NetCracker's XaaS includes SaaS (Software as a Service), PaaS (Platform as a Service), and CaaS (Communications as a Service):

SaaS

SaaS (Software as a Service) enables CSPs to offer complex, single-platform-based IT application environments to enterprises and the mass market:

- End-to-end network to IT solution
- Comprehensive OSS support
- Complex subscription management
- SaaS service catalog
- Single common platform for hosting a variety of applications, including partner and syndicated applications
- Enterprise and mass market oriented
- Extendible and scalable
- Based on proven IT, telecom, and network deployments

PaaS

PaaS (Platform as a Service) provides a unified platform that serves as a single point of access to multi-vendor services and applications, including syndicated applications and those belonging to partners:

- Multi-tenant architecture
- Pay-as-you-go pricing model
- Creation of scalable web applications
- APIs for third-party applications
- Support for transactional business applications
- Flexibility and scalability
- Advanced security and ID management
- Flexible load balancing
- Customization and SLA support

CaaS

CaaS (Communications as a Service) offers a variety of advanced IP-based communications and collaboration capabilities based on the cloud computing model:

- Call recording and transcription
- Dispatch request management for voice and SMS services
- Consolidated inbox messaging
- Flexibility and expandability
- Centralized device management
- Centralized software and middleware management
- Quality of service tracking and management
- Capacity management

BENEFITS

NetCracker's XaaS gives CSPs the following benefits:

- Decreased cost of network and IT applications maintenance
- Optimized network utilization due to outsourced applications hosting
- Greater accessibility to innovative and more sophisticated software due to lower shared usage costs
- Extended capabilities for new service creation and service syndication