

DOMAIN EXPERTISE, PROVEN METHODOLOGY,
GLOBAL PRESENCE

END-TO-END OUTSOURCING

BUSINESS CHALLENGE

The Communications Industry is going through a period of significant, fundamental change as a result of consolidations, the introduction of next-generation networks, the demand for new, convergent services, the need for shorter time-to-market, as well as intense competitive pressure. At the same time, Communications Service Providers (CSPs) are increasingly becoming differentiated by their services and overall customer experience rather than by their network, customer premises equipment (CPE), or back-office systems. More and more they are being required to be as agile as possible, and that runs counter to the way large CSPs have grown accustomed to operating.

Leveraging NEC Corporation's strong background in managed services and network and IT/datacenter, NetCracker's End-to-End Outsourcing creates a truly unique market offering.

At the same time, today's economic situation requires a very high level of efficiency and places a great deal of attention and pressure on considerations like ARPU, customer churn, and gross margins. Combined with the limited credit available in the current economic downturn, this frequently forces CSPs to look beyond the standard approach to running their operations — and makes them consider outsourcing network and IT environments and some or all of their operations.

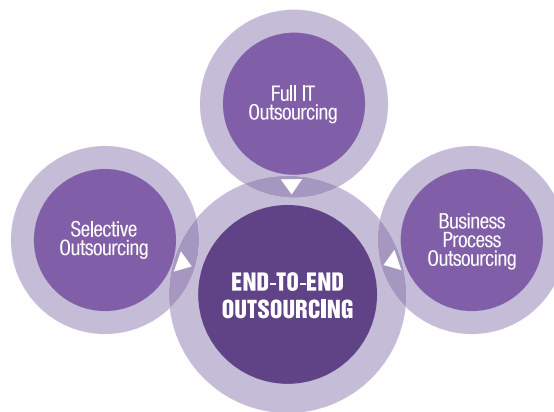
In addition, both CSPs in emerging markets and greenfield operators are more and more beginning to contract the entire de-

sign, build, and maintenance of their networks and IT to outside providers while they themselves focus on providing the most innovative services and offerings to their customers — without having to worry about managing their network/datacenters.

This type of market necessitates a new type of outsourcing offer — one that combines a knowledge of network, IT, and Telecom Operations and Management Solutions (TOMS) in one package, along with the expertise, scalability, and agility required to provide that package quickly and perfectly tailored to a particular customer's current requirements. While it must contain all the

pieces needed right now, it must also have the ability to easily and quickly adjust to future requirements.

NetCracker's CMMI Level 5 certified Services Organization, provides outsourcing services as part of its offering and includes such important components as Selective Outsourcing, Full IT Outsourcing (ITO), and Business Process Outsourcing (BPO). Leveraging NEC Corporation's strong background in managed services and network and IT/datacenter, NetCracker's End-to-End Outsourcing creates a truly unique market offering, unmatched by any competition.



DETAILS



NetCracker's extensive solution delivery experience and operations expertise, coupled with operations excellence worldwide, enables CSPs to outsource one or several non-core business functions and processes and provides end-to-end operations infrastructure, workforce, competence, and best practices while ensuring service continuity, scalability, and reliability.

Within its extended professional services offering, NetCracker delivers a full set of outsourcing services including Selective Outsourcing, Full IT Outsourcing, and Business Process Outsourcing.

SELECTIVE OUTSOURCING

Selective Outsourcing focuses on activities necessary for the effective management of an individual corporate system or function, such as customer care, and includes:

- Systems analysis
- Application design
- Application development
- Application maintenance
- Application support
- Application optimization and tuning
- Performance optimization
- Knowledge management

FULL IT OUTSOURCING

Full IT Outsourcing (ITO) focuses on the complete scope of IT activities required for the successful operation of a customer's entire technology infrastructure, and includes:

- Transitional outsourcing
- IT strategy and architecture development
- Application management
- Help desk services
- Security services
- Infrastructure planning and management

BUSINESS PROCESS OUTSOURCING

Business Process Outsourcing (BPO) focuses on the end-to-end management of selected TOMS processes, such as Customer, Product, Revenue, Resource, and Network Management, as well as Service Fulfillment and Assurance. It includes:

- Customer care process
- Service fulfillment process
- Customer billing process
- Network and service assurance
- Network/IT asset management
- Network planning and engineering

BUSINESS BENEFITS

NetCracker's End-to-End Outsourcing offering allows CSPs to:

- Achieve business agility and increase market competitiveness through:
 - A shift of focus from ongoing operations to core business development and innovation
 - Expanded capacity to concentrate on the creation of value-added services
 - Accelerated time to market and improved customer experience
- Lower project risks and reduce CapEx and OpEx through:
 - An industry-proven and reliable partnership
 - An effective transformational process blueprint
 - A single point of responsibility and accountability
- Achieve peak performance and efficiency through:
 - Cutting-edge innovations and state-of-the-art technology
 - Scalable and efficient workflow organization
 - The highest levels of security and availability
 - A clear separation of roles and strong service orientation