

A PROVEN BLUEPRINT FOR SUCCESSFUL BUSINESS TRANSFORMATION

## PLANNING & CONSULTING

### BUSINESS CHALLENGE

Any modern business transformation project, especially one related to a Communications Service Provider's (CSP's) systems and processes, is a serious undertaking and requires a compelling business case as well as careful planning to achieve the goals and numbers outlined in the business case. This is doubly important in the current economy where credit is scarce and projects need to be vetted very carefully in terms of the cost savings and new revenues they will yield.

Building a persuasive business case as well as an implementation roadmap for a Telecom Operations and Management Solutions (TOMS) project requires

an in-depth understanding of the CSP's development strategy, business goals, and issues. It also necessitates a detailed assessment of the current status of operations, business processes, and systems available to support them, and industry best practices that drive operational excellence and efficiency.

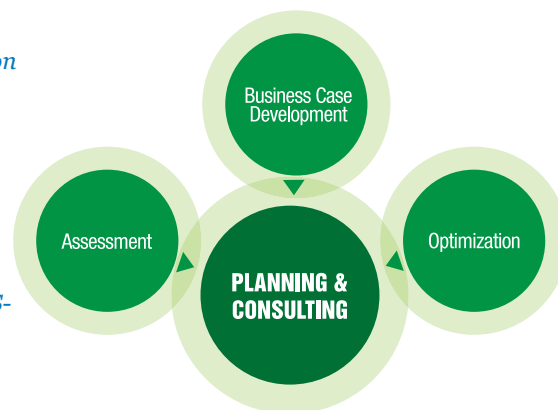
While some of the skills and expertise that are needed for analysis and planning may be available in-house, it is more likely that outside expertise is needed. And for something as complex and interconnected as a CSP's systems and processes, the natural source of such expertise is solution vendors that have vast experience planning, designing, implementing, and supporting complex TOMS solutions. Furthermore, dedicating in-house

expertise to analysis and planning may not be in the best interest of the company because it is not cost-efficient and reduces time that should be spent on the CSP's customer needs and business growth.

Finally, building a successful business case along with weighed

execution scenarios as well as reasonable and effective implementation roadmap development requires an in-depth knowledge of the industry's best practices together with successful, first-hand implementation experience that simply cannot be found in house.

*NetCracker's CMMI Level 5 certified Services Organization provides the full set of planning and consulting services demanded by today's highly competitive marketplace and covers solutions based on NetCracker's extensive TOMS-compliant product portfolio as well as solutions based on third-party products.*



To address the challenges outlined above, CSPs need help from their solution delivery partners — such as NetCracker — who can provide planning expertise and consulting services that are specialized in the area of initial assessment, business case development, and optimization of services for modern CSPs.

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## DETAILS

NetCracker's holistic approach to end-to-end business transformation, from needs assessment to post-production solution support, enables CSPs to remain competitive in the aggressive telecom market environment, withstand ever-increasing consumer demands, develop a future-proof strategy, and streamline revenues while reducing capital and operational expenses.

NetCracker's expertise in delivering Planning & Consulting services is based on the company's unmatched worldwide record of successful TOMS-based solution implementations. It is also based on the company's in-depth knowledge of telecom market drivers, CSPs' business challenges and potential evolution directions, as well as end-user demands for increasingly complex services in the short and long terms. Our Planning & Consulting services are provided in three main functional areas: Assessment, Business Case Development, and Optimization.

### ASSESSMENT

**Assessment** is designed to achieve a quick, efficient, and thorough understanding of the CSP's situation and needs and to provide appropriate guidance and planning to support them. Services in this area include:

- Initial needs assessment
- Business value-driven solution phasing
- Roadmap development
- Legacy replacement planning
- Solution architecture definition and design

### BUSINESS CASE DEVELOPMENT

**Business Case Development** generates an in-depth analysis of the cost savings that will be realized by the proposed solution as well as a clear and detailed description of Total Cost of Ownership (TCO). Together, these allow for the building of a solid business case based on industry best practices and metrics, and a sound Return on Investment (ROI) model. The services NetCracker provides in this area include:

- C-Level business case development
- ROI analysis
- TCO analysis

### OPTIMIZATION

**Optimization** maximizes the cost-saving and efficiency effects of the proposed solutions by focusing on comprehensive Business Process Re-Engineering activities, including:

- As-is process analysis
- To-be process development
- Post-action success measurement

## BUSINESS BENEFITS

**NetCracker's professional business transformation planning and consulting services, coupled with the company's extensive time-proven solution delivery experience and deep telecom expertise, guarantee:**

- Clear, value-driven roadmaps for B/OSS development
- Reusable state-of-the-art reference materials for any B/OSS-related project
- Adaptive best practices for business case development
- Unified success measurement criteria
- B/OSS risk mitigation

**Assessment, Business Case Development, and Optimization are covered comprehensively within the framework of NetCracker's Planning & Consulting services. Together, these service areas empower CSPs with assured service continuity, scalability, and reliability that are achieved through:**

- Optimization of network capital spend and operational expenses
- Minimized IT CapEx/OpEx in the B/OSS domain
- Business case creation (TCO and ROI based)
- To-Be model creation (processes, architecture) and value-driven changes roadmap development