

Netcracker's Latest Agentic AI Solution Update is a Step Forward in Maturity in a Still-Immature Market

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REPORT SUMMARY:

Netcracker's latest release of its Agentic AI Solution for Telecom advances the field with prepackaged use cases, broad enabling technology, and use case prioritization by ROI. It sets a benchmark for implementation of this developing technology.

Event Summary

September 4, 2025 - Netcracker announced the next version of its Agentic AI Solution for Telecom (formerly its Generative AI Solution for Telecom). The solution has over 60 ready-to-deploy telecom agents, an enhanced agentic AI platform including agent design and runtime tools, and embedded agents across the company's software portfolio. The solution is open to third-party agents and multivendor telecoms infrastructure environments.

Analytical Perspective

Like most industries, telecommunications is currently fascinated with agentic AI. The difficulty is that the future promise of the new technology is matched by its present immaturity. Netcracker's update of its Agentic AI Solution represents a substantial advancement toward deriving predictable business benefits from this technology.

Although agentic AI holds substantial promise for autonomous operations in both the IT and network domains, the implementations in production today are fairly simple, generally copilots and task automation rather than truly autonomous process automation. There has been progress: telcos are learning how to use LLMs in concert with their own data while paying sufficient attention to security and efficacy. What they need help with, though, is prioritizing use cases, integrating new agents into the system, and managing the collaboration between agents.

Netcracker's updated solution addresses these needs. The company was one of the first to apply generative AI (GenAI) to telecoms problems: having taken an agentic approach to GenAI from the beginning, it has now rebranded its Generative AI Solution for Telecom as an agentic AI solution.

The solution comprises three elements: the Open Agentic AI Platform, which contains design time and runtime environments; over 60 out-of-the-box vendor-agnostic telecoms agents; and integration of agentic AI throughout its telecoms IT portfolio.

Of these components, the vendor-agnostic agents are likely the most appealing for Tier 2 and smaller telcos. Any telco without a substantial engineering staff is likely looking for use cases that it can integrate into its environment today, without a lot of research and development time. Netcracker's Agentic Design Studio is available to any telco that wishes to experiment with designing its own agentic use case; in

practice, most telco customers will use this design time tool to integrate pre-packaged use cases into their environment, and to chain smaller pre-packaged building blocks into larger agents.

Netcracker has integrated essential enabling technology into its agentic use cases, for example MCP servers that contain all the necessary tools for third-party agents to integrate with to its products. Like most telecoms vendors, Netcracker is focusing on the MCP protocol to make resources available to the agent, and A2A for multi-agent collaboration. As opposed to some of its competitors, Netcracker keeps its use cases small and discrete, with only as many agents and tasks as needed to perform a given function. Keeping its use cases granular can help with orchestration and efficiency, since a use case will not have to support agents that are not required for a particular implementation.

One element that gets less attention in Netcracker's press release than it deserves is the company's agentic AI RoI framework. Its GenAI/agentic solution had a strong finops component from the beginning, monitoring and tuning use cases to optimize token usage. Now it is using its production experience to help telcos determine which use cases will generate a positive return on investment. Most carriers need help in this area because it is easy to come up with possible uses of agentic AI but more difficult to determine which will bring the biggest business benefits.

Netcracker's RoI framework analyzes both the investment and return sides of the equation: for example, if data availability and quality is poor for a given use case, the cost of the required data transformation may make it unadvisable to implement. On the return side, Netcracker helps to quantify expected improvements in KPIs both financial and operational.

Netcracker usually handles the professional services for this RoI analysis as part of the cost of sales, rather than as a separately chargeable engagement. We will monitor Netcracker's progress with its RoI framework to see whether it works as well with network operations use cases as with BSS, marketing, and customer care, which generally have narrower demands for training and operational data.

Netcracker's announcement represents a significant step forward in telecoms agentic AI thanks to the maturity of its use case and technology design as well as the early production experience embodied in the framework. It competes both with telecoms-specific vendors and – in a typically complex cooperation relationship – with major hyperscalers. Some of those competing frameworks embody substantially different approaches and priorities, which we will explore in our upcoming Competitive Landscape Assessment on agentic and GenAI solutions for telcos. Even before that analysis is complete, however, we anticipate that Netcracker will rank among the strongest telecoms-focused agentic AI solutions. Since the early phases of a technology cycle tend to favor bundled/best-of-suite implementation; however, there is still plenty of opportunity for competing vendors to continue to improve their solutions and to attach them to infrastructure sales.

Competitive Strengths

- Netcracker's over 60 telco agents embody the vendor's telecoms expertise while its software offerings have added enabling components like MCP servers. Its full agentic AI solution offers many of the tools necessary for agentic AI success in off-the-shelf packaging.
- Netcracker's ability to help telcos prioritize agentic use cases by their likely RoI is a welcome capability for telcos that are excited by the technology, but don't know where to begin. Identifying use cases that will actually provide some bang for the buck should increase adoption of Netcracker's agentic AI solution.
- Netcracker's Open Agentic AI Platform enables agentic AI experimentation in addition to its many pre-packaged use cases. In practice, the design time environment will likely be used to modify the provided use cases and chain them together. The run time environment continues to provide necessary governance and cost monitoring functions.

Competitive Concerns

- Telcos that are exploring agentic AI to automate certain job roles may prefer vendors with more of a role-based approach than Netcracker's more task-based design. Role-based agents and copilots are larger and more complex to orchestrate, but they may be more open to adjustments related to brand identity and customer experience management.
- Netcracker has both constructed a multivendor agentic solution and enabled its own portfolio with agentic capabilities. Its sales force will probably have more incentive to sell the company's own software. It will therefore remain open to attacks by systems integrators that claim they are the only truly neutral and open AI partners.
- Netcracker's full-suite announcement is so all-encompassing that competing vendors will be able to generate attention with a launch of a specific feature or use case that may already be in Netcracker's solution. Competitors will be able to use this effect to advance to the short list/proof-of-concept stage of vendor selection.
- The agentic AI market is so new that there is as yet no competition for orchestration of agents from multiple vendors. The companies that eventually control that function will be best situated to capture the lion's share of the revenue from agentic AI for telcos. Netcracker will face stiff competition in that arena.

Response & Recommendations

- **Netcracker:** Netcracker should continue to develop its tools while publicizing as many production deployments as it can. It should integrate its ROI framework, prepackaged use cases, and full-solution approach to MCP and other enabling elements into all of its marketing. In every message, it should emphasize its vendor-agnostic credentials.
- **Amdocs:** Amdocs' amAIz suite takes a different approach to Netcracker in many aspects of its development. Amdocs should explain the benefits of its "virtual employee" approach to agent design, emphasize the advantages of its research into empathy, brand identity management, and other "softer" AI agent attributes, and play up its relationship with AI champion Nvidia.
- **Hyperscalers:** Hyperscalers like AWS, Google, and Microsoft Azure generally want to sell the tools for cloud and AI technology while leaving vertical specifics to industry partners. Especially in the early stages of a new technology, however, they do create many industry-specific use cases internally. While hyperscalers do not have Netcracker's depth of telecoms experience, they do enjoy greater mind share in AI solutions. For the telecoms market, they should emphasize that they have telco-grade capacity in real-time processing, data volume, governance, regulatory compliance, and – eventually – agentic workload placement.
- **Telecoms Vendors:** Ericsson, Huawei, Nokia, and other telecoms specialist vendors should take Netcracker's mix of pre-defined, vendor-agnostic, out-of-the-box, agentic use cases and the mature integration of AI agents across its portfolio as a competitive benchmark as preparations for Mobile World Congress begin.