

Netcracker and e& Achieve Significant Milestone in BSS Transformation Program

Full-Stack IT Consolidation on Netcracker Digital Platform Helps e& UAE Deliver an Omnichannel Customer Experience and Open New Revenue Streams

Reduced
billing queries

Accelerated
time-to-market

Simplified
customer touchpoints

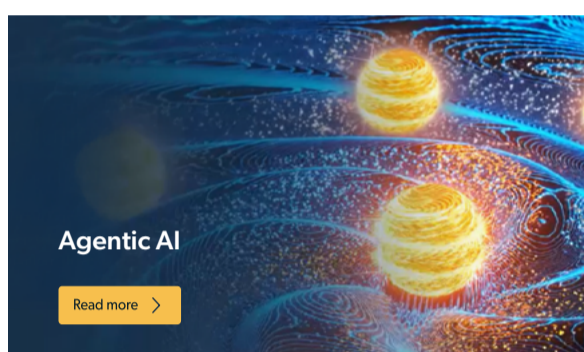
Executive Summary

Netcracker's BSS supports e& UAE's goals of leading in customer experience, maintaining technology leadership, strengthening cybersecurity and supporting sustainability. This phase of e& UAE's wide-ranging IT transformation was focused on delivering value across the lead-to-order process and automating the fulfillment process for large enterprise customers.

"Delivering end-to-end digital onboarding and automated fulfillment for our enterprise customers is a meaningful step in our BSS program. With Netcracker's platform, we're improving time to market and laying the groundwork for catalog-driven offers and consistent omnichannel care. This keeps our digital core agile and ready to scale the next wave of services."

Marwan Bin Shakar,
Acting Chief Technology & Information Officer at e& UAE

Netcracker Capabilities Deployed



Building the Future of Connectivity

e& UAE is the flagship telecom arm of e& in the UAE, built on a 50-year legacy of connectivity excellence. Its mission is to deliver world-class superior connectivity experiences that fuel the UAE's future-focused innovation.

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Modernizing BSS to Enable Scale, Speed and Innovation

The digital transformation program for e& UAE includes optimizing the operator's product catalog, including CPQ, order capture and fulfillment, and creating a centralized platform for managing over-the-top services. Netcracker has deployed its entire BSS suite, including Customer Journey Management, Customer Management, Product Management and Partner Management, along with Agentic AI capabilities.

Powering Omnichannel B2B Growth with Automation, Agility and Trust

As a result of the program's success, e& UAE can support end-to-end digital onboarding of new B2B customers and developing innovative and personalized products, creating a strong foundation for future innovation and aligning with applicable cybersecurity and data-protection standards.

The operator's B2B customers will experience an enhanced digital journey, including consistent omnichannel experience across all touchpoints, more efficient customer care, a real-time 360-degree view of the customer and multi-tenant support for future growth.

e& UAE will benefit from fewer billing queries, accelerated time to market, simplified customer touchpoints, automated service orchestration and fulfillment, support for a standardized open architecture and increased use of DevOps capabilities to reduce testing time.

Awards Recognize Successful Outcomes for Operator in Operational Efficiency, Time to Delivery and Customer Experience



Netcracker and e& UAE won the FutureNet MENA Excellence in Service Orchestration Award, which cited operational efficiency, time to delivery and customer experience as key factors. Netcracker's E2E Service Orchestration Solution was selected by e& UAE to redefine how its services are designed, provisioned, assured and managed across multiple network domains.

Advancing BSS Transformation with End-to-End Service Orchestration

Netcracker's E2E Service Orchestration Solution is dramatically reducing e& UAE's service delivery timelines, automating services at scale and driving new levels of customer experience for the leading Middle Eastern operator.

The successful deployment gave e& UAE a new way to operate services and a path to autonomous networking across the business. Netcracker's E2E Service Orchestration features significant innovations, including AI-native automation, dynamic programmability and intent-based processing, as well as empowering e& UAE's customers with full visibility and control of their services.

"Our ongoing partnership with Netcracker is set to reap rewards for us and our customers – and we are looking forward to more success as we continue on our journey."

Marwan Bin Shakar,
Acting Chief Technology & Information Officer at e& UAE