

# Virgin Media O2 Drives Large-Scale Digital Transformation With Netcracker

Upgrade to Netcracker AI-native Digital Platform and Professional Services Delivers Numerous Benefits to Leading UK Operator Across its Consumer Business

360-degree customer view across channels

OpEx reduction

Improved time to market

Higher efficiency in order-to-cash

## Executive Summary

Netcracker’s digital transformation program for Virgin Mobile O2 has made it possible for the operator to stay ahead of the curve in an extremely dynamic market. Virgin Media O2’s ambitious program modernized its BSS from disparate businesses (Virgin Media and O2 after their 2021 merger) and migrated its MVNO/wholesale customers onto Netcracker AI-native Digital BSS.

**“Our multi-year digital transformation program is laying the foundation for our future success in supporting advanced services, higher levels of customer experience and more efficient operations. Netcracker has been part of this journey from the beginning, and we’re excited to continue down this path together.”**

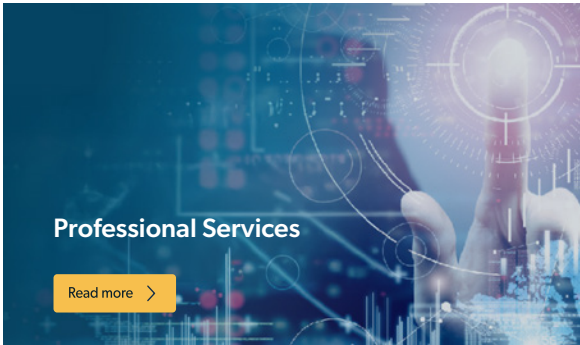
– Adrian Di Meo, CIO at Virgin Media O2

## Netcracker Capabilities Deployed



Digital Commerce

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Professional Services

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Revenue Management

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Agentic AI Solution

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## Powering One of the UK’s Most Ambitious Operators

Virgin Media O2 combined two of the UK’s most iconic brands, with 45.8 million broadband, mobile, phone and home subscribers and 16,000 employees.

## Orchestrating a New Operating Model for Converged Services

Netcracker Technology extended and broadened the scope of its partnership with Virgin Media O2 in an ongoing expansive digital transformation program that benefits the operator and its customers across the UK.

Virgin Media O2’s digital transformation runs on the flagship Netcracker Digital Platform – including end-to-end AI-native Digital BSS, embedded AI Agents as well as Digital OSS functions such as Active Resource Inventory – supporting the operator’s quad-play convergent services across its consumer mobile, fixed, broadband and cable business lines. Virgin Media O2 also implemented a number of professional services from Netcracker, including Managed Services and Application Development.

## Numerous Business Improvements That Directly Benefit Customers



Netcracker and Virgin Media O2 won the TM Forum Excellence Award for Customer Experience. The award recognizes Virgin Media O2’s ambitious program, which modernized its BSS from disparate businesses (Virgin Media and O2 after their 2021 merger), as well as MVNO partners and wholesale customers, onto Netcracker AI-native Digital BSS.

**“We appointed Netcracker as key partner for revenue management and billing because the product is right – and also because the way we work together is right...we wanted to create a high performing team and get people into the program that have the right mentality... people that don’t accept the status quo and look for solutions where it seems there are none.”**

– José Luis Carrizo, CIO B2B IT at Virgin Media O2

## From Transformation to Tangible Business Impact

Virgin Media O2’s mobile customers are now benefitting from a greatly reduced number of product catalogs, a unified 360-degree view across all channels and increased personalized customer interactions, while the operator has experienced a much-improved Net Promoter Score.

**“As a key product partner, Netcracker helped us design and deliver a modern, streamlined BSS platform that was cloud-native. Now we have a platform that supports us for the future.”**

– Courtney Mentore, Head of Transformation Program Delivery at Virgin Media O2