

Zain KSA Completes Major Digital Transformation Program in Collaboration With Netcracker

The Project Supports High-Value Digital Experiences and Accelerates Expansion Into Adjacent Markets

50% Decrease
in Product Development
Time

50% Decrease
in Customer Line
Activation Time

Scale Up
Business Ecosystem

Less than 3 Years
to Complete

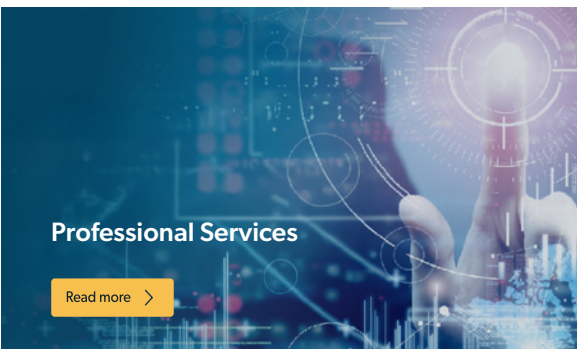
Executive Summary

Zain KSA has completed a large-scale digital transformation program with Netcracker Technology. The complex BSS/OSS transformation across all lines of business was successfully achieved in less than three years.

“We are proud that we have leveraged the market’s demand for 5G standalone technology. Our cloud-based systems support a broad range of innovative use cases, enriching our capabilities in 5G, and setting a new benchmark in connectivity and enabling transformative experiences for customers across the Kingdom and beyond to continue to empower a tech-enhanced quality of life in Saudi Arabia.”

– Eng. Maha Al Qernas, Executive VP of Information Technology at Zain KSA

Netcracker Capabilities Deployed



Toward a New Digital Era

Zain KSA is a leading digital service and solutions provider in Saudi Arabia, offering its customers award-winning and value-added services including telecom services, 5G network and applications, fintech services, cloud computing, IoT solutions, fiber services, drones, digital entertainment and many others while championing corporate sustainability and ensuring that ESG goals and principles remain at the core of its business.

Leading the 5G Space and Disrupting the Market

With the new cloud and AI-Native BSS/OSS in place, Zain KSA enhances customer experiences, scales up its business ecosystem and expands into adjacent markets, including fintech, IoT and cloud computing services. The transformation also improves operational efficiency, demonstrated by a 50 percent decrease in product development time and customer line activation time.

Zain KSA has partnered with Netcracker on a comprehensive, full-stack AI-driven IT transformation based on the Netcracker Digital Platform, the foundation for an AI-native Digital BSS and Digital OSS, as well as Netcracker’s comprehensive suite of managed services. The project includes replacing Zain KSA’s existing IT stack and migrating customers to the new cloud-based systems.

“Transitioning into a cloud-based BSS/OSS is a new milestone for Zain KSA’s advanced digital ecosystem. This transformation, achieved through our strategic partnership with Netcracker, aligns with Zain KSA’s goal to create fully digital journeys for our individual and enterprise customers.”

– Eng. Maha Al Qernas, Executive VP of Information Technology at Zain KSA

Accelerating 5G Monetization

Zain selected the AI-native Netcracker Digital Commerce & Monetization and Netcracker Customer Engagement for its digital transformation program.

The solution encompasses a wide variety of domains, including Customer Management, Revenue Management, Product Management and Channel Management, embedded with AI Agents, and is hosted on premises with Zain’s advanced cloud infrastructure. It provides the operator with a single platform for transformation and convergence across all payment types and optimizes support for B2C and B2B customers.

Netcracker has deployed Converged Rating & Charging, Product Catalog, Configure, Price, Quote (CPQ), Partner Management, Sales Automation, Self-Service Portal, CSR Desktop, Customer Journey Management, Loyalty Management and a library of AI Agents to lower TCO, accelerate time to market and provide a premium digital experience.

Zain KSA utilizes Netcracker Service Automation, part of Netcracker AI-Native Digital Platform, to create the foundation for automated network slicing within its 5G core environment and across its entire network for 5G monetization. The Netcracker AI-Native Service Automation portfolio also helps Zain to manage its virtualized network and deliver multivendor services.

“We want to ensure that the customers’ digital experience matches our multi-award-winning 5G network. Netcracker’s full suite of pre-integrated solutions, precise delivery and extensive expertise will enable us to sustain rapid growth, achieve improved customer experience and deliver innovative new products in the 5G era.”

– Eng. Sultan Bin Abdulaziz Al-Deghaither, Chief Executive Officer at Zain KSA

Boosting Cooperation to Deliver a Superior Customer Experience

Zain KSA has extended its partnership with Netcracker by adding cloud-based Managed Services to its deployment of Netcracker AI-Native Digital BSS, Digital OSS and Customer Engagement. Capitalizing on the great opportunities for collaboration, this complete end-to-end digital transformation project is one of the largest in the Middle East and marks another milestone in Zain KSA’s efforts to expand its ecosystem, continue to deliver a superior customer experience and offer new 5G products and services.

Zain KSA is able to leverage Netcracker’s extensive managed services offering to support its existing deployment of Netcracker and third-party solutions and deliver a best-in-class digital experience to its customers. As a leading telecom operator and digital services provider, Zain KSA is investing in cutting-edge innovation to unlock high-value opportunities for customers by building on its digital offerings and further reducing time to market, thereby cementing its pioneering position in driving nationwide digital transformation to support Saudi Vision 2030 and contribute to transforming Saudi Arabia into a leading digital economy.

“By leveraging Netcracker’s expertise in cloud-based managed services, we will be able to provide our customers with a more seamless and personalized experience of IoT and cloud computing services such as virtualized network functions, software-defined networking and network slicing, among others, while also streamlining our internal operations and improving our network agility and scalability to accelerate our time to market.”

– Eng. Abdulrahman AlMufadda, CTO at Zain KSA