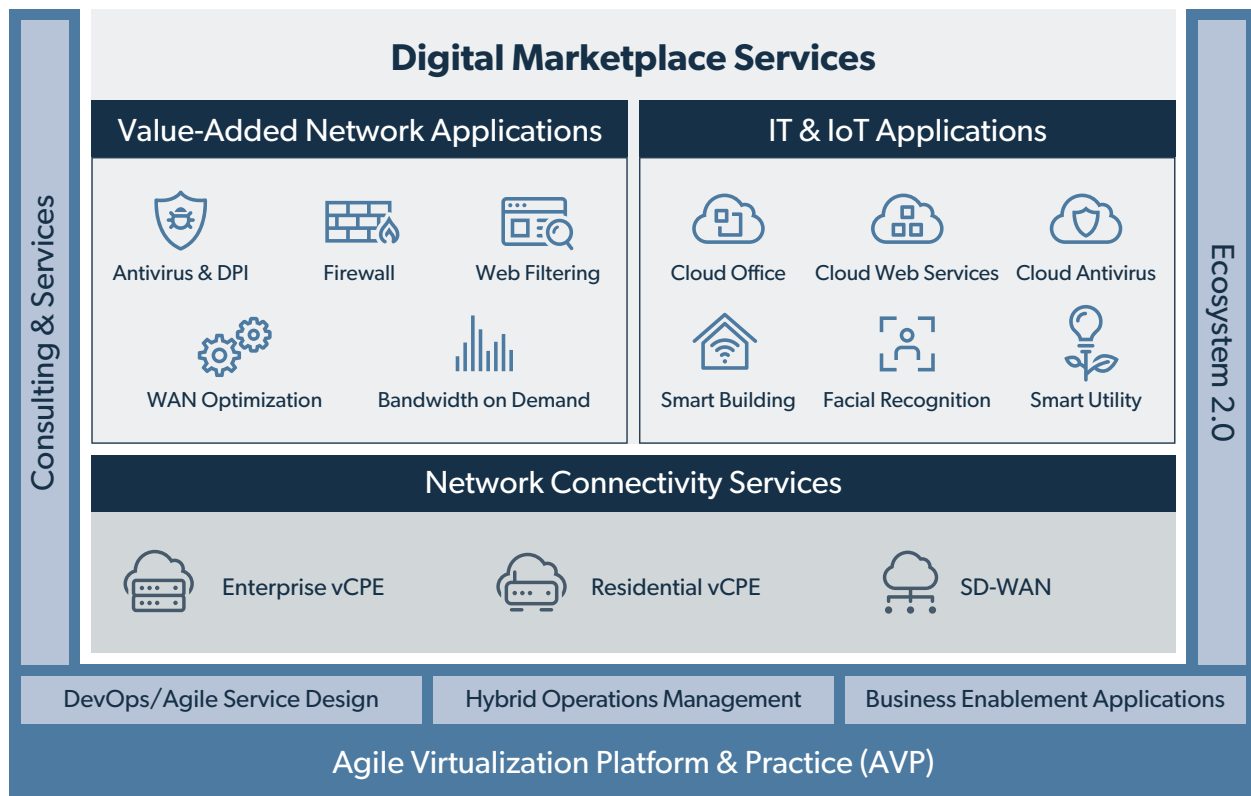# NEC/Netcracker NaaS

The first full-service NaaS solution focused on new revenue growth

Businesses of all sizes are turning to the cloud for digital services that promise to increase productivity and help them respond faster to specific market needs. The work environment is also changing, as people have become more flexible with where they work and the number of connected devices they use. The problem now is that the network has not kept up with their needs. Network services like firewalls and connectivity to new branch offices take too long to deploy and create complex and costly IT environments.

The residential market is also experiencing change as more consumers use cloud-based services, such as video streaming. These services impact the network in many ways and introduce the need for greater broadband access speeds.

These changing market dynamics are creating new opportunities for service providers to move up the value chain and deliver more than just connectivity offerings, forming stronger relationships with their customers. Network-as-a-Service (NaaS) solutions often imply the ability for service providers to deliver cloud-based network services faster and cheaper. But traditional NaaS solutions focus on connectivity-centric services and do not encompass the full range of offerings that service providers require to deliver innovative services, bolster revenue streams and improve customer loyalty.

Service providers require a new NaaS solution, one that redefines how they can deliver a broad spectrum of digital services on demand for both business and residential customers.

Digital Marketplace Services

Consulting & Services

Value-Added Network Applications

Antivirus & DPI · Firewall · Web Filtering · WAN Optimization · Bandwidth on Demand

IT & IoT Applications

Cloud Office · Cloud Web Services · Cloud Antivirus · Smart Building · Facial Recognition · Smart Utility

Ecosystem 2.0

Network Connectivity Services

Enterprise vCPE · Residential vCPE · SD-WAN

DevOps/Agile Service Design · Hybrid Operations Management · Business Enablement Applications

Agile Virtualization Platform & Practice (AVP)

NEC/Netcracker

SDN/NFV Solutions

NaaS Highlights

NEC/Netcracker NaaS is the industry's first full-service NaaS solution specifically designed to enable the delivery of new revenue-generating services with faster time-to-market. It brings together traditional NaaS offerings, value-added services and IT applications into a single, partner-driven digital marketplace. This unique solution, based on NEC/Netcracker's Agile Virtualization Platform and Practice (AVP), gives service providers an end-to-end environment to create, deploy and monetize services quickly.

NEC/Netcracker NaaS simplifies the acquisition of new markets and customers — including critical B2B and residential segments — and incorporates a modern service delivery approach. Through an easy-to-use self-service portal, NaaS allows service providers' customers to browse, buy and pay for a variety of services on demand from a digital marketplace populated with pre-integrated VNFs through NEC/Netcracker's extensive Ecosystem 2.0 Partner Program.

Benefits

Generate Revenue

> Capture a larger share of business and residential markets.

> Deliver new on-demand network services, cloud-based applications, VNFs and more.

> Move up the customer value chain by providing more than just basic connectivity.

Transform the Customer Engagement Model

> Enable customers to personalize their offerings through a self-service, on-demand cloud marketplace.

> Offer a single touchpoint for all services and eliminate the need for customers to seek out multiple providers.

> Enable flexible payment models to suit business and consumer requirements.

Fast Time-to-Market

> Reduce the time to get virtualized services to market by up to 70%.

> Test the market with new offers with minimal risk and continuously innovate with new services.

> Monetize new services with no impact on legacy BSS/OSS.

The solution provides the fastest route to commercializing new services for several specific types of customers:

> **Large Enterprises:** Quickly add new branch offices and drive new revenue growth with enterprise connectivity (IP-VPN), WAN optimization, managed SLAs, unified communications, cloud services and more.

> **SMBs:** React to the market faster with a single digital marketplace portal for all service needs, from connectivity to cloud applications.

> **Residential:** Reduce the cost and time to deliver residential network services, including parental controls and web/content filtering.

NEC/Netcracker brings together a broad ecosystem of partners to provide a full slate of pre-integrated offerings, including virtual routers, DPI, anti-DDoS, SD-WAN and more. NEC/Netcracker NaaS provides revolutionary capabilities for managing services across their entire lifecycle: from the initial design phase through the use of smart analytics to identify the best path for long-term evolution.

In a first for the communications industry, NEC/Netcracker NaaS delivers full-blown orchestration, assurance and security management capabilities for hybrid environments. The solution is vendor agnostic and rapidly onboards and integrates any third-party VNFs and applications. Its foundation also features a cutting-edge, microservices-based open architecture with a set of integration adapters for existing BSS/OSS, allowing service providers to monetize new offerings without upgrading existing environments.

The full suite of systems integration and go-to-market services allows service providers to leverage NEC/Netcracker's extensive experience in on-demand networks and applications.