

# E-Commerce & Marketplace

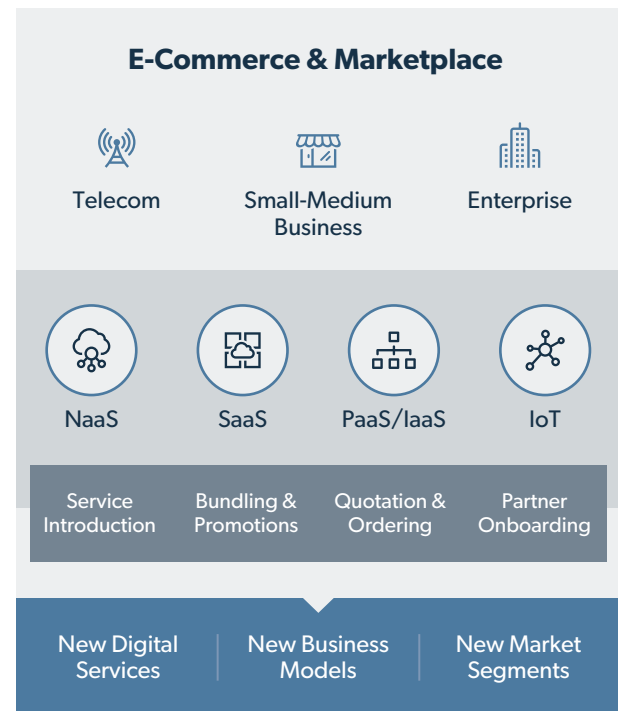
## Drive revenue growth with new digital services

Cloud and OTT services have exploded in recent years. Their massive popularity has created a lucrative opportunity for service providers looking to boost growth in mature markets. Service providers are in a unique position to bring new digital services to the market. Utilizing established network infrastructure and the ability to bundle digital services with traditional telecom products can help service providers create valuable bundles for their customers. However, while digital services present tremendous revenue potential, service providers face significant challenges in bringing them to the market.

One of the challenges is that service providers need to adapt their approach in order to effectively introduce digital services. Virtualized, cloud and OTT services need to be marketed, sold and managed through self-service, real-time interactions that enable on-demand service delivery. This is a challenging task for many service providers because their organizations and IT systems are often built specifically for traditional offerings. Too often, service providers do not know which services they should select, which customer segments to target and how to price these services.

Traditional service providers typically rely too heavily on legacy BSS systems, which are often inflexible and not ready to support digital services. In many cases, service providers' BSS cannot support new flexible pricing and billing models or efficiently onboard third-party partners and services. This results in slow time-to-market and higher costs to introduce new digital offerings.

Another challenge facing service providers is onboarding and managing partner ecosystems to satisfy growing customer demands for an increasing variety of cloud services. The ability to launch new services swiftly is critical for success in the hypercompetitive digital economy.



In order to stay relevant, service providers need to move up the value chain by offering more than connectivity. This means creating a one-stop shop for digital services of any kind. Leveraging that kind of unified platform requires a comprehensive, telecom-specific solution capable of managing both cloud services and VNFs, as well as supporting the entire service lifecycle—from service onboarding to billing and partner settlement. Moreover, service providers need to develop an appropriate go-to-market strategy to ensure that they are selling the right services to the right customers at the right price. This means that service providers need a trusted partner with cutting-edge technology and a comprehensive portfolio of professional services.

## Details

Netcracker's E-Commerce & Marketplace offering allows service providers to start small and expand rapidly according to growing customer demand, helping to bring new digital services to market and sell them efficiently across channels. It enables service providers to sell bundles of any type of digital service, including cloud, virtualized and OTT services. And by leveraging Netcracker's constantly expanding partner ecosystem, service providers can offer an innovative and fully updated service portfolio to their customers.

The Netcracker E-Commerce & Marketplace offering includes the following key components:

### Configure Price Quote

Netcracker's Configure Price Quote component enables quotation and ordering of digital services across channels. It enables service providers to sell both digital and traditional telecom services and increases sales efficiency with guided, recommendation-driven experiences.

### XaaS Gateway

The XaaS Gateway enables accelerated partner onboarding and integration. It utilizes and benefits from a range of integration adapters. It streamlines the ordering, provisioning, settlement and management of digital service offerings.

### Storefront

Storefront is a one-stop shop for all digital and traditional services for a service provider's customers. It enables self-service shopping experiences with product comparisons, feasibility checks and recommendations. It enhances the shopping process with underlying analytics capabilities to enable context-driven up-selling and cross-selling suggestions to drive revenue growth.

### Subscription Management

Subscription Management enables customers to manage accounts, from large businesses to individual consumers. It enables centralized management of customer accounts, including licenses, SLAs and personal information. This helps service providers to manage customers efficiently, deliver offers across channels and provide the foundation for an optimized customer experience.

## Benefits

Netcracker's E-Commerce & Marketplace offering enables service providers to:

- Drive revenue growth by delivering new services to customers and entering new market segments.
- Deploy new offerings with existing BSS infrastructure through a set of proven BSS/OSS integration adapters.
- Expand quickly with a lightweight, cloud-native solution that scales based on market demand.
- Accelerate time-to-market for new digital services with a robust partner ecosystem.
- Create value-added services for customers with bundles of digital and traditional offerings.

