

Accelerate Cloud Service Innovation with Netcracker Digital Applications on Microsoft Azure

Service providers are adopting a multicloud strategy to significantly improve the agility and cost-efficiency needed to offer new dynamic services. By deploying Netcracker 2020 Digital BSS/OSS on Microsoft Azure, service providers can benefit from a modernized business and operational environment that delivers innovative digital services faster with cloud economics.

By running Netcracker's Digital BSS/OSS cloud-native solutions on Azure Kubernetes Service, mission-critical IT applications can be delivered with the highest performance, rapid scaling and optimal resource consumption. Netcracker has also integrated Microsoft's ML and AI services with Netcracker Advanced Analytics to add intelligent, contextual decisioning and recommendations to enable more personalized customer engagements.

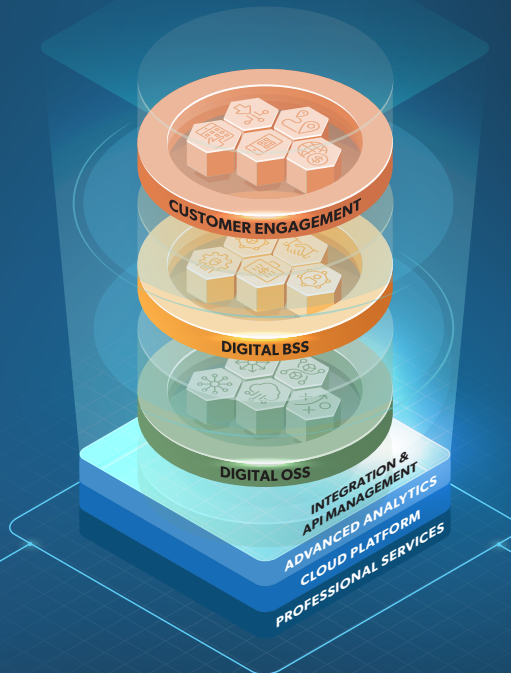
Netcracker Digital 2020 BSS/OSS Portfolio

Netcracker's comprehensive Digital BSS/OSS offering enables service providers to become innovative and disruptive, facilitating entry into new markets by leveraging 5G, cloud and IoT technology and advanced B2B2X business models, enabling richer service delivery and increased revenue potential.

Introducing Netcracker 2020 for the 5G digital era

REDESIGNED

- ✓ Built for cloud
- ✓ Simplified and lightweight
- ✓ Dynamically adaptable to business needs
- ✓ Sets security benchmark
- ✓ Open and standards based



ENHANCED

- ✓ 5G, edge cloud
- ✓ Advanced customer engagement
- ✓ Digital ecosystem enablement
- ✓ Hyper automation
- ✓ Modernized delivery

Benefits

of Netcracker's Digital BSS/OSS applications on Microsoft Azure

Netcracker's Digital Applications on Microsoft Azure Helps Customers Accelerate Cloud Service Innovation

Accelerate Innovation

On-Demand Service Purchasing and Scaling

Rapid Deployment/Upgrades Through DevOps Expertise

More Personalized AI-Driven Customer Engagements

With the Highest Performance

Supports Mission-Critical IT Apps

High Availability and Security

Rigorous Testing

And Lowest Costs

Unlimited Access to Azure Cloud Resources

Multicloud Deployment

Automated Operations and Business Processes

Key capabilities of Netcracker's Digital BSS/OSS applications

Customer Engagement enables consistent customer information, relevant interactions and personalized customer journeys across all channels.

- > A digital-first approach
- > Highly relevant, contextual customer personalization
- > Dynamic, AI-driven customer journeys

Digital OSS enables rapid creation and delivery of high-value digital services on hybrid networks and automates and simplifies processes to gain agility and efficiency.

- > Distributed, cloud-native OSS architecture
- > AI-Powered OSS to enable intelligence-driven, closed-loop automation
- > Hybrid cloud management at scale

Integration & API Management allows integration to be performed quickly, reliably and without additional cost.

- > Unified API Management with flexible policy configuration and enhanced security
- > Real-time API transformation for improved interoperability while avoiding vendor lock-in
- > TMF, MEF and ETSI compliant open APIs

Digital BSS enables digital lead-to-cash capabilities across all channels and accelerates new partner onboarding.

- > Multidimensional convergence – ability to support all lines of business on a single platform
- > Centralized management of traditional, digital and partner-based offerings
- > Value-driven digital partner ecosystem enablement

Cloud Platform serves as a foundation for all Netcracker products and enables high availability, zero downtime, scalability and elasticity

- > Carrier-grade platform tailored for telco environments
- > DevOps joint development with automated CI/CD pipeline
- > Enhanced security, tools and operational processes

Advanced Analytics supports a rich set of pre-defined scenarios covering marketing, sales, customer experience, service and network operations and business process optimization.

- > Consolidated data hub for batch and streaming data
- > Wide range of industry-leading artificial intelligence and machine learning tools
- > Real-time contextual analytics and decision support