

Innovate with digital services

Build a cloud-native service environment with Red Hat and Netcracker



69%

telecommunications professionals think that telecommunications operators should offer many more digital services than they do currently.¹

Red Hat and Netcracker offer cloud-native, containerized solutions that help you transform your services for a digital world.

Modernize and automate for continued success

Telecommunications service providers are faced with increasing customer demands, growing competition, and evolving technology. To remain successful in this fast-changing market, providers must become more agile, efficient, and innovative. Modernizing your business and operations environment with microservices and container technologies can help you gain the flexibility, scale, and innovation you need. Red Hat and Netcracker offer cloud-native solutions that help you transform your service offerings for a digital world.

Build a cloud-native, containerized service environment

Together, Red Hat and Netcracker deliver a real-time business and operations environment that supports automation and innovation. As a leading provider of open source technologies, Red Hat provides production-grade platforms for digital service provider needs.

With more than 25 years of experience, Netcracker is a market leader in operations and business support systems (OSS and BSS) and orchestration software for service providers. To meet changing customer needs, Netcracker transformed its entire product portfolio for cloud-native deployment.

Within these solutions, Netcracker software applications are deployed as a set of reusable microservices— with open application programming interfaces (APIs)—on Red Hat® OpenShift® Container Platform. Key components include:

- ▶ **Red Hat OpenShift:** An enterprise-ready Kubernetes container platform — based on a foundation of [Red Hat Enterprise Linux®](#) — with full-stack automated operations to manage hybrid cloud and multicloud deployments.
- ▶ **Netcracker Customer Engagement:** A suite of products for delivering consistent omnichannel experiences and seamless journeys across the complete customer life cycle.
- ▶ **Netcracker Digital BSS:** A suite of products that provides digital lead-to-cash and value-focused partner ecosystem capabilities, as well as multidimensional convergence across lines of business.
- ▶ **Netcracker Digital OSS:** A hybrid operations management and orchestration suite that helps you automate and simplify processes to gain agility and efficiency.

These production-grade, preintegrated solutions help you transition to modern, agile development and deployment approaches faster and more easily. Multicloud deployment capabilities let you orchestrate applications, data, and services across environments to unify your operations. Built-in automation allows you to streamline life-cycle management processes, including development and onboarding. A reliable infrastructure with 99.999% availability and zero-downtime upgrades ensures critical services are always accessible.

With Red Hat and Netcracker solutions, you can speed service delivery, update services more easily, and increase sales performance.

¹ [Telecoms.com Intelligence, "Annual Industry Survey 2019 Report," November 2019. telecoms.com/intelligence/telecoms-com-annual-industry-survey-2019.](#)



About Red Hat

Red Hat is the world's leading provider of enterprise open source software solutions, using a community-powered approach to deliver reliable and highperforming Linux, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers integrate new and existing IT applications, develop cloud-native applications, standardize on our industry-leading operating system, and automate, secure, and manage complex environments. Award-winning support, training, and consulting services make Red Hat a trusted adviser to the Fortune 500. As a strategic partner to cloud providers, system integrators, application vendors, customers, and open source communities, Red Hat can help organizations prepare for the digital future.

Create and deploy services faster

Red Hat and Netcracker can help you build and deliver services faster using modern, agile development practices. Automate service development and deployment with a continuous integration/continuous delivery (CI/CD) pipeline that combines advanced DevOps tools and processes with proven best practices and guidance. This stimulates collaboration and innovation, accelerates your development cycles, and increases service quality.

Update services without downtime

Red Hat and Netcracker solutions feature a modular architecture that lets you independently update, upgrade, and maintain microservices without impacting service availability. Easily move containerized microservices across your cloud infrastructure to simplify feature enhancements without taking services offline. Automate container image updates and deployment to ensure compliance with corporate and security requirements and gain access to the latest features and functionality. As a result, you can keep your service environment up to date and take advantage of the latest software innovations without service downtime.

Improve sales performance and customer satisfaction

Red Hat and Netcracker solutions let you streamline both your sales processes and your customer journeys to deliver contextual experiences and close sales faster. Rapidly move from lead capture to completed sale with automated custom marketing campaigns, pipeline management, and catalog-driven quotes. Create personalized customer journeys with a unified platform that spans marketing, sales, and customer care operations to customize smart content and adapt action plans based on real-time customer behavior. Consequently, you can increase customer satisfaction, boost sales performance, and improve lead-to-customer conversion rates.

Learn more

Service providers must adapt their services, infrastructure, and operations to remain successful in an evolving digital world. Red Hat and Netcracker can help you modernize your OSS and BSS with cloud-native and container technologies to adopt new digital business models and deliver the highvalue, personalized services that your customers demand. Learn more about Red Hat and Netcracker solutions for service providers at redhat.com/telco and netcracker.com.

About Netcracker Technology

Netcracker Technology, a wholly owned subsidiary of NEC Corporation, offers mission-critical digital transformation solutions to service providers around the globe. Our comprehensive portfolio of software solutions and professional services enables large-scale digital transformations, unlocking the opportunities of the cloud, virtualization, and the changing mobile ecosystem. With an unbroken service delivery track record of more than 25 years, our unique combination of technology, people, and expertise helps companies transform their networks and enable better customer experiences.