

**Company:** Netcracker Technology

**Company Description:** Netcracker Technology has the expertise, culture and resources to help service providers around the world transform their businesses to thrive in a digital economy. Our innovative solutions, value-driven services and unbroken delivery track record of three decades help service providers to achieve their digital transformation goals.

**Nomination Category:** Product & Service Categories

**Nomination Sub Category:** Telecommunications - Product or Service

**Nomination Title:** Netcracker Digital Platform

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

*Netcracker Digital Platform*

*New Release Q1 2025*

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

**Total 346 words used.**

CSPs are making substantial investments in their digital transformation initiatives including widespread deployment of 5G standalone, advancing cloud platforms, becoming a more data-driven business and expanding their portfolio with partner ecosystems.

However, none of these investments will generate new business value without an acceleration of BSS/OSS modernization and yet many CSPs are struggling to make this vital transition. Significant challenges holding them back include:

- o Replacing siloed, legacy BSS/OSS systems is a complex task as many modernized systems on the market have a limited feature set making a seamless transition impossible.
- o Choosing best of breed for each component of the BSS/OSS layers becomes an inhibitor for the business case which stalls the migration.
- o Acquiring and upskilling the workforce talent to successfully administer modern development and cloud techniques is a significant struggle

Netcracker has been working with major CSPs worldwide to overcome these issues which resulted in a new transformation approach with Netcracker Digital Platform (NDP). NDP is a shift in thinking from optimizing individual functions or business processes to optimizing the business as a whole.

Our success with NDP is based on the premise that CSPs simultaneously need:

- o A best of suite BSS/OSS that is built from scratch as cloud-native, with 30+ years of expertise to deliver all the comprehensive functions needed to replace legacy systems while delivering real business innovation.
- o A BSS/OSS suite that is fully modular, decomposable, AI-driven and open – supporting all the industry APIs – to enable CSPs to choose the parts they need and bring in other partners as and when needed.

NDP is the leading platform for digital transformations with over 60 deployments around the world:

Zain

- o 11 months from project kick-off to go live
- o All B2C customers onboarded within 3 months of launch
- o Net Promoter Score increased by 25%

T-Mobile

- o Partner onboarding time reduced by 50%
- o 60% reduction in reported issues after transformation
- o Over 95% of deployments had zero errors

Virgin Media O2

- o Product catalogs reduced from 8 to 1
- o Consolidation of customer information from 3 systems to one
- o Operating costs dramatically reduced by 40% in less than 12 months

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

**Total 335 words used.**

Netcracker executed a very successful digital transformation with leading Danish operator Nuuday.

After implementing Netcracker's fully cloud-native BSS/OSS stack, the best of suite, new IT environment is now supporting all of its B2C mobile customers. The new IT stack supports several digital brands and will be extended to B2B and fixed in the next phase.

"We could not be happier as we go live with this critical phase of our larger digital transformation program with Netcracker. By moving from legacy systems, manual processes and lack of a 360-view of our customers to Netcracker's BSS/OSS stack, we are able to greatly improve customer experience through the use of digital channels, get to market much faster with new offers and lower our overall costs. Our digital transformation is a key enabler for making Nuuday a market-leading, lean, digital service provider. -- Monika Gullin, CTO and EVP at Nuuday

The deployment includes the full suite of Netcracker Digital Platform BSS and OSS and professional services. Nuuday's mobile customers are experiencing a number of improvements, including simpler, more intuitive digital channels and a significantly enhanced store experience, while the operator is benefitting from more streamlined service provisioning, order management, revenue management and fulfillment.

Nuuday has realized many significant benefits already:

- o NPS increased 7 points – the highest customer satisfaction the company has ever had
- o Next-gen digital sign-up flow in just 2 minutes with e-SIM – a game changer for the challenger in the mobile market
- o Time to market for new services and upgrades decreased by 60%

In Nuuday's latest annual report, Netcracker is mentioned a number of times as a key differentiator and reason for the company's success, including this quote from its CEO:

"We have launched the first phases of our new IT platform, in partnership with our technology supplier Netcracker. We have seen dramatic progress in our customer experience, thanks to wholesale improvements in our products and in our approach to customer service. And we have improved our sales and brand performance." -- Jon James, CEO, Nuuday

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 58 words used.**

Netcracker Digital Platform Strategic Overview and Customer Case Studies: [https://pages.netcracker.com/rs/937-BYM-547/images/Netcracker\\_Digital\\_Platform\\_Strategic\\_Overview\\_2023.pdf](https://pages.netcracker.com/rs/937-BYM-547/images/Netcracker_Digital_Platform_Strategic_Overview_2023.pdf)

Netcracker Digital Platform: <https://www.netcracker.com/portfolio/solutions/digital-transformation-solutions/netcracker-digital-platform.html>

Nuuday digital transformation testimonial: <https://www.netcracker.com/blog/view-all/on-video-nuuday-shares-transformation-success-story.html>

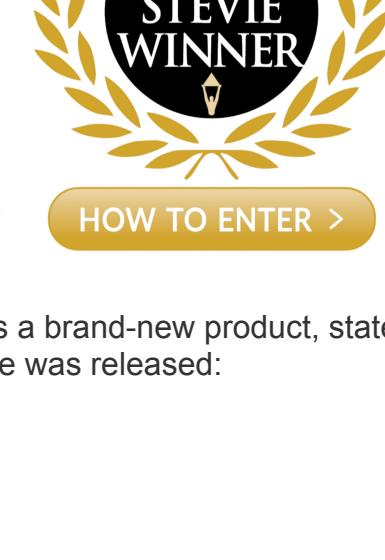
Indosat testimonial: <https://www.netcracker.com/blog/view-all/on-video-indosat-poredoo-hutchison-discusses-partnership-with-netcracker.html>

<https://www.netcracker.com/news/press-releases/netcracker-helps-nuuday-achieve-major-milestone-in-its-business-transformation-journey.html>

<https://www.netcracker.com/news/press-releases/cyta-selects-netcracker-for-a-full-stack-bss-and-oss-deployment-in-a-wide-ranging-digital-transformation-program.html>

<https://www.netcracker.com/news/press-releases/hawaiian-telcom-selects-netcracker%20%99s-next-generation-bss-platform-for-digital-transformation-program.html>

<https://www.netcracker.com/news/press-releases/poredoo-qatar-extends-partnership-with-netcracker-for-revenue-management-and-managed-services-across-all-lines-of-business.html>



## Attachments/Videos/Links:

[Netcracker Digital Platform](#)



[REDACTED FOR PUBLICATION]