

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 - Business Technology Solutions

Nomination Sub Category: Mobile Operations Management Solution

Nomination Title: Netcracker MVNO Business Cloud

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 MVNO Cloud Solution

Launched September 24, 2024

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 286 words used.

Netcracker MVNO Cloud Solution is a modern and lean pre-packaged solution with all the essential components needed to launch and run a successful mobile business. The solution helps operators get up and running in weeks, with fully automated operations and a digital customer experience. The solution has flexible monetization strategies to accommodate consumer, business and IoT markets and can support very light MVNO IT functions through to a fully functional MVNO with minimal support from the Mobile Network Operator (MNO). We provide seamless integration with the existing BSS/OSS environment and chosen MNO, enabling rapid onboarding, efficient customer and partner engagement, product and revenue management and service delivery across multi-segment, multi-brand, multi-language, multi-country and multi-currency scenarios.

Netcracker MVNO Cloud Solution is designed to support both MVNEs (Mobile Virtual Network Enablers) and MVNOs (Mobile Virtual Network Operators) as they launch their MVNO operations, optimizing workflows and delivering a superior customer experience. With a strong focus on digital customer experience and unmatched telecommunications expertise, Netcracker gives companies the tools to roll out a new MVNO in just weeks, acquire new customers in minutes, improve CSAT and NPS scores and operate the business with a streamlined IT team — all while driving profitability and growth.

Netcracker MVNO Cloud Solution is a cloud-based, multi-tenant platform that supports various business models, including pre-paid subscriptions with easy top-ups and automatic renewals, as well as multiple post-paid options. Built on cutting-edge technologies such as cloud, analytics/AI, Generative AI, and open APIs for seamless integration, this platform allows MVNOs to scale from light MVNOs to full MVNOs, and even to a full MNO as the business grows. MVNEs benefit from a ready-to-use automation suite tailored to their expanding MVNO networks, helping them reduce entry barriers.

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 279 words used.

Netcracker MVNO Cloud Solution allows operators to achieve the following benefits:

- Launch new lines of business quickly with a feature-rich automation suite tailored for MVNOs
- Deliver a personalized digital experience to increase brand loyalty
- Monetize the preferred business model with fault-proof real-time charging and taxation support
- Make changes quickly and easily with a no-code flexible product catalog
- Deliver and operate services with high efficiency
- Leverage cutting-edge cloud and AI for business insights and efficient operations

Many of Netcracker's customers have successfully been using Netcracker MVNO Cloud Solution to grow their businesses. Among the latest engagements are:

- Virgin Media O2: <https://www.netcracker.com/news/press-releases/netcracker-and-virgin-media-o2-win-2024-tm-forum-excellence-award-for-customer-experience.html>

The TM Forum Excellence Award recognizes Virgin Media O2's ambitious program, which modernized its BSS from disparate businesses (Virgin Media and O2 after their 2021 merger), as well as MVNO partners and wholesale customers, onto Netcracker's cloud-native Digital BSS.

"Our multi-year digital transformation program is laying the foundation for our future success in supporting advanced services, higher levels of customer experience and more efficient operations."—Adrian Di Meo, CIO, Virgin Media O2

- T-Mobile: <https://www.netcracker.com/news/press-releases/t-mobile-extends-strategic-bss-and-managed-services-relationship-with-netcracker.html>

T-Mobile Wholesale has extended its Netcracker BSS capabilities into areas such as its MVNO Partner Portal, Partner Configuration and Product Catalog and Billing, which will give the operator the ability to deliver innovative services and solutions to its MVNO customers.

"T-Mobile has been expanding outside of its core, fast-growing Wholesale business and into more disruptive areas. Our ongoing relationship with Netcracker has resulted in bringing new ways to leverage our extensive network and spectrum that will drive new opportunities and change the game in the U.S. market."—Dan Thygesen, Senior Vice President of T-Mobile Wholesale

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 10 words used.

<https://www.netcracker.com/portfolio/solutions/digital-transformation-solutions/netcracker-broadband-experience-solutions-for-cable-msos.html>

<https://www.netcracker.com/news/press-releases/netcracker-launches-broadband-experience-solutions-to-accelerate-growth-and-innovation-for-cable-msos.html>

Attachments/Videos/Links:

[Netcracker MVNO Business Cloud](#)

[REDACTED FOR PUBLICATION]

