Application: 6439

Netcracker Digital Satellite Solution

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Netcracker Technology

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Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Netcracker Digital Satellite Solution

Category

Q05i. New Product of the Year - Information Technology - Telecommunications

New Product Submission Format

Written Answers

a. Briefly describe the organization that developed the nominated new product: its history and past performance (up to 200 words). Required

Netcracker is the leading telco IT vendor due to our continuous innovation and focus on customer excellence. In the last 3 years, Netcracker has won 80% of the large digital transformations deals in the world.

Our portfolio of products and services solves our customers' current needs and equips them to innovate and disrupt in the digital economy. We help service providers to excel in customer engagement, dynamically evolve their digital ecosystems, monetize in new ways and reach new levels of automation and security. We help service providers transform from telcos to techcos, delivering services for telecom and other industry verticals.

What sets Netcracker apart is our unsurpassed delivery record. Our continued success is due to our commitment and expertise in delivering multi-phase transformation projects, of any type and complexity, on time and on budget with the customer achieving real business value at every stage.

Netcracker is one of the only telecom vendors to be admitted to the Communications Sector Coordinating Council – an organization that protects the security of U.S. telecom infrastructure.

Netcracker has a strong partnership with our customers that extends from the board level across the organization. We utilize a proven governance model that guarantees successful project execution.

b. Specify the date on which this nominated product was introduced to the marketplace. Outline the nominated product's features, functions, benefits and novelty (up to 250 words). Required

Netcracker Digital Satellite Solution was launched on June 11, 2024.
Low Earth Orbit (LEO) satellites provide the communications industry with an exciting connectivity option with similar bandwidth and latency to 5G and fiber networks. With recent technology advances and lower cost launches, LEO is an affordable option to bridge the digital divide and equip highly mobile industries with high-quality and mission-critical communication services globally.

LEO satellite networks are also driving changes in Geostationary Earth Orbit (GEO) satellite networks as the entire industry prepares for a radical transformation in how it offers, packages and delivers communications services to a diverse and growing customer base.

However, the demands of highly dynamic LEO satellite networks place requirements on the IT environment that are above and beyond any modern telco. Furthermore, all satellite operators need a new way to engage with their business and wholesale customers to easily purchase, consume and visualize their connectivity services.

Netcracker has created the industry's first blueprint for multi-orbit satellite IT. Netcracker Digital Satellite Solution encompasses significant innovations in real-time operations and sophisticated BSS applications, deeply embedded with AI, to help satellite operators extract the maximum value from their significant investments. Operators can deliver and guarantee the best service quality at any time, provide premium digital engagement for their customers and expand their business with any type of customer and any service offer in any country.

This innovation is driven by our extensive telecom expertise and IT leadership and more than 15 years in the satellite industry.

c. Explain why the nominated product is unique or significant. If possible compare the product to competitors' offerings and/or to the organization's other or past products (up to 250 words). Required

Our scope includes:

• A premium digital and API-centric NaaS engagement for elevated customer experience

• The most advanced real-time operations environment enabling premium communication services at all times

• Sophisticated BSS to monetize a diverse and global customer base

• Cloud-native distributed BSS/OSS footprint to support global coverage

Our innovative solution includes front end channels including a marketplace, technical self-service portal and a robust API Management Platform for wholesale and enterprise customers. We create tenant-specific APIs (including payload) and lifecycle manage them making it easy for customers to order services and do their own service provisioning, upgrades and visualize their services. We also provide experience APIs to enable customers to use their own portals and access NaaS services from there.

Our OSS environment includes a unique real-time service topology. Using our new AI-service inventory, we build the service topology across space and Earth in real time accommodating thousands of changes. We add unique dynamic SLA management that manages multiple SLA/SLOs across Earth to maintain the highest quality service.

We incorporated a sophisticated BSS stack with out-of-the-box capabilities to support the taxation and regulations in any country and flexible monetization with the option to charge for services in any way including monthly subscription, usage-based, bandwidth on demand and more.

Our unique Digital Satellite Solution is the most advanced IT ever deployed due to the sheer degree of dynamicism required while conforming to strict multi-zone SLAs in real-time and delivering premium NaaS services to a global customer base.

d. 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). Optional

LEOs are in constant motion as they orbit the earth (unlike GEOs) and many end points are also moving (planes, ships). This impacts service quality – for example when LEO satellites are close to the equator the latency is very low and when at the poles the latency is much higher. The result is a multi-dimensional array of constantly changing values:

• Different satellite links

• Different terrestrial terminals

• Constantly changing service topology

• Changing thresholds for assurance depending on location

Telesat is focused on the B2B/wholesale market with a unique mission-critical offering and strict conformance guaranteeing the highest quality of service to enterprises (e.g airlines, shipping, governments) and telcos. It offers complete coverage across Earth – including the poles, which no other LEO provider offers today. It provides on-demand services and guarantees an optimal path at all times.

Telesat wanted to work with any customer in any country and support local financial and regulatory requirements. It needed a differentiated approach to work with their customer base and make it easier to do business with large multinational corporations and telcos.

Telesat wanted to provide optimal service at all times rather than default to the worst case. They divided Earth into several zones and defined SLAs and thresholds for each. Customer contracts were signed with multi-SLAs.
Telesat has deployed our entire solution on their LEO satellites. It is also deployed with Viasat – a leading GEO satellite provider.

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