

ACCELERATING BUSINESS TRANSFORMATION

CORPORATE OVERVIEW

COMPANY HIGHLIGHTS

NetCracker is the leading global solution company enabling Communications Service Providers (CSPs) to deliver rapidly and manage effectively convergent and content-rich services. With headquarters in Massachusetts and offices in Europe, North America, Japan, and Australia, NetCracker provides Telecom Operations and Management Solutions (TOMS) to customers worldwide, delivering value by Accelerating Business Transformation.

In 2008, following 15 years of independent and profitable growth, NetCracker Technology was acquired by NEC Corporation. The merger brought together the best in Business Support Software and infrastructure innovation. The acquisition was followed by NetCracker's large-scale business expansion whereby NEC consolidated its TOMS software and services business under NetCracker. The assets encompassed innovative applications and service platforms, including customer and service management, network management, as well as NEC's comprehensive portfolio of TOMS-associated services.

NetCracker's extended product and services portfolio allows us to bring order to the complexity of today's communications world that demands the rapid delivery of custom services over a multitude of Network and IT infrastructures. Our flexible and powerful software-centric, TOMS-based solutions and profes-

sional services enable Tier 1 providers worldwide to implement content-rich services rapidly and cost effectively and to significantly improve the customer experience. We provide end-to-end business transformation solutions that — coupled with a variety of professional services including consulting, turnkey delivery, operations and maintenance, and outsourcing — cover all facets of comprehensive transformation projects, from solution design and planning to post-production support. Our holistic approach allows the systematic analysis of customer problems, whether related to service or network issues. The result is faster service delivery at reduced cost, the ability to provide any service over any network, shorter time to market, and increased customer satisfaction.

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NetCracker's TOMS-based solutions and services have been implemented and used successfully by several dozen customers worldwide, including Fortune 1000 companies and the U.S. government. Our diverse customer base includes Deutsche Telekom AG, DiGi, DISA, du, France Telecom group, Intelsat, Maxis, MGTS, Mobinil, MTS, NTT Communications, NTT DOCOMO, Shaw, Sprint, Swisscom, Telecom New Zealand, Telstra, TELUS, TW Telecom, UPC Broadband, U.S. Army, Videotron, VimpelCom Group, WIND Hellas, and others.

“ *The communications industry is undergoing a fundamental shift in how service providers operate, innovate, and interact with their customers.* ”

NetCracker now represents the best of NEC's innovation and success in delivering software and services to the Telecom Industry, enabling them to fundamentally transform their businesses and continue to deliver outstanding value to their customers.”

Dr Nobuhiro Endo, President of NEC Corporation

NETCRACKER VALUE PROPOSITION



NetCracker differentiates itself by focusing on the customer's success, taking a business-centered view and a solutions approach. This solutions approach to end-to-end business transformation as well as customer, service, and resource management enables rapid service introduction, operational excellence, and a better understanding of the customer experience. Using its deep telecom expertise and extensive, time-proven, standards-based product and services portfolio, NetCracker has helped companies around the world evolve and transform their business, accelerate the order-to-cash cycle, and create the foundation for delivering and managing revenue-generating services.

NetCracker offers CSPs a comprehensive solution configured to meet their specific needs. NetCracker's solution provides:

Holistic View: NetCracker takes an end-to-end, business-centric view of the customer's operations needs rather than a technology or single process view.

Customer Focus: NetCracker focuses strongly on the customer and the customer's success. We collaborate closely with our customers and partners, taking accountability for successful system implementation.

Broad and Mature Product Suite: NetCracker's feature-rich products are deployed by Tier 1 carriers worldwide. The suite combines out-of-the-box functionality with powerful flexibility, covering the mission-critical area of Telecom Operations and Management Solutions.

Leading Technology: NetCracker products are built on an open, n-tier architecture based on J2EE standards. On each tier, powerful applications ensure scalability and smooth integration.

Solution Approach: NetCracker works with its customers to understand their unique business challenges and to identify the most appropriate solution and implementation strategy. Our global solution delivery teams — unrivaled experts in telecom and NetCracker's product suite — configure and deploy the software to meet customer needs and provide training to ensure successful adoption.

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CSPs around the world are vying to deliver the latest content-rich, converged services. And for good reason — these services offer significant revenue opportunities, competitive differentiation, and long-term growth potential. To this end, CSPs are:

- Making significant investments in their business transformation
- Migrating from legacy networks
- Implementing IP-based core networks, multi-service edge, and broadband access
- Deploying a new generation of customer-facing systems

To help CSPs counter challenges thrown out by a changing industry structure, leverage technology innovations, react promptly to the changing market landscape, and stay ahead of the evolution in customer preferences, NetCracker delivers business transformation TOMS-based solutions that draw on innovations in B/OSS, service delivery, device management, and Network and IT Management. To complement its TOMS product suite, NetCracker also offers a comprehensive portfolio of professional services. Our exceptional solutions, services, and domain expertise help CSPs undertake successful business transformation and enable them to:

- Achieve operational efficiency and profitability through the rapid monetization of new services and reduction in CapEx
- Improve the customer experience through real-time customer information, preferences, and order status tracking
- Streamline product and service development and be on the front line of industry trend setting
- Focus on core business as NetCracker manages their systems and operations through outsourcing services
- Accelerate the delivery of converged services to any device, between any devices, over any network, generating new revenue and markets