

# Netcracker Digital Marketplace Solution

## The complexity of selling digital services

There is a significant market opportunity for service providers to offer a complete range of digital services to the enterprise market, including SaaS, PaaS, IaaS, IoT and virtualized services. The problem is the complexity of onboarding, licensing and settlements when it comes to working with so many partners. In addition, a number of BSS components are needed to create a full marketplace solution, requiring complex interworking among vendors including many months of validation testing.



## How Netcracker Digital Marketplace can help you

Netcracker Digital Marketplace is an advanced e-commerce solution based on a full digital stack that brings together a front-end shopping portal with back-end partner and revenue management, enabling service providers to offer, manage and monetize a full range of digital services. Third-party SaaS, PaaS, IaaS, IoT and virtualized services, together with a service provider’s own services, can be bundled into personalized offers, available from an intuitive shopping portal, and delivered to customers quickly.

Netcracker Digital Marketplace includes everything required to launch and manage digital services, from the intuitive shopping portal to customer and

subscription management, a unified product offering catalog, XaaS gateway for rapid partner onboarding, and revenue management. Netcracker’s Revenue Management performs charging and billing for customers and partners and ensures that partner accountability and settlement can be managed even in complex B2B2X relationships.

The entire solution is cloud native and based on microservices that can be run from on premise and public cloud platforms and supports flexible business models including pay-as-you-grow. The solution can be deployed as a standalone stack with no impact on the traditional business.

## Netcracker Digital Marketplace benefits

### > **Fast Time-to-Market:**

Netcracker Digital Marketplace is an out-of-the-box solution encompassing all of the components needed to launch digital services. The entire solution can be deployed in as little as 8-12 weeks. We have a large ecosystem of cloud, IoT and virtualized partners that have already been onboarded including many applications from AWS Marketplace, Google G-Suite and Microsoft, as well as collaboration applications including Skype, WebEx and Zoom. Our use of Agile/DevOps ensures new services and upgrades are delivered quickly and frequently.


### > **Full Scope of Digital Services:**

Netcracker Digital Marketplace supports the full scope of SaaS, PaaS, IaaS, IoT and virtualized services that can be offered as personalized bundles from an intuitive shopping portal. New offers can be set up by users in minutes with easy to configure prices, discounts, offerings, descriptions and more without the need for IT.

### > **Multi-Tenant and Customized Branding:**

With Netcracker Digital Marketplace, service providers can concurrently offer services to multiple companies and lines of business with secure separation among customers. The shopping portal can be customized with a service provider's brand, or lines of business can use their own brand with its own unique look and feel.



See  
**Netcracker Digital Marketplace**  
 in action [here at Bechtel](#),   
 one of Europe's leading  
 IT service providers with  
 over 70,000 customers.

## About Netcracker Technology

With more than 25 years of experience, Netcracker is a market leader in business and operations support systems (BSS/OSS) and orchestration software for service providers (telcos, IT providers, integrators and resellers) around the world. We help our customers execute on their digital transformation goals, enabling them to unlock opportunities in the cloud, virtualization and the evolving 5G mobile ecosystem. For more information, visit [www.netcracker.com](http://www.netcracker.com)

