Empowered by Innovation

NEC

Carrier Cloud VAS Platform

NEC Cloud Marketplace

Deliver today the cloud services of tomorrow. Get access to a huge portfolio of integrated ISVs ready to generate revenues straight away. Now you can bind the traditional carrier offering with next generation cloud services.

Expand your cloud business

■ Carrier grade cloud services Marketplace

Improved Anything as a Service (XaaS) has increasingly become the most preferred method for delivery of business applications and cloud services to end-users. Small to Medium Enterprises (SME) are seeking to gain access to these services through trusted providers that will enable them to adopt XaaS securely and easily. It is widely accepted that Telecommunication Operators and Service Providers are best positioned to leverage their network assets and customer relationships to provide a secure and trusted service to these users. NEC Cloud Marketplace is a robust and feature rich proven XaaS management and aggregation platform to simplify cloud services delivery incorporating the necessary feature sets to ensure that the Operator's XaaS portfolio is successful.

New Cloud Services

■Targeted, Localized, Plug & Play

Specifically designed cloud offering to match your customer segments needs. NEC broad ISV portfolio on both global and country level enhances the attractiveness of the cloud offering. The set of application providers includes both well known cloud brands and local players in your market meeting your customers needs. Furthermore, NEC can support carriers' partnerships with application vendors in order to expand service portfolio in line with customer strategic needs.

Customization

■Branded, Differentiated, Singular

NEC Cloud Marketplace layout is fully customizable to meet carrier's branding and usability requirements. The ISV offering, categories, and appearance order can be configured on the fly to meet particular specific business and marketing objectives. Traditional carrier services such as voice and data plans can be sold as part of the marketplace either in standalone mode or as part of cloud services package in order to create unique market offering.

Integration

■Billing, CRM, Authentication

The availability of a large number of Billing and CRM connectors built in the NEC Cloud Marketplace minimizes the integration with carrier's legacy systems down to few weeks. In order to enhance the end user experience a single sign on capability is created between NEC Cloud Marketplace, existing carrier's customer management portal and all the cloud services. New ISVs incorporated into the platform become instantly available for carrier's cloud portfolio extension.

NEC Cloud Marketplace
http://www.nec.com

XaaS

Verticals

Solution Features List

Categories	Features
Marketplace User Portal	• Customizable application store front • Friendly user interface automatically adapted to the customer profile • Applications promotion, browsing & contracting • Role based privileges - End user, Company admin, Salesperson/Reseller • Authentication with carrier's existing portal (via Single Sign On) • Automated applications provisioning • Visible purchase history and auditing • User self help support tools (FAQs, forums, document repository) • Single Sign On access to subscribed applications (via SAML, WebServices)
Service Management	• Product management (pricing, description, brochures, logos) • Flexible charging & promotion models (subscription, trials, once-off) • Integration with carrier's backend systems (OSS, BSS) • Bundling of several cloud services or carrier traditional services • Automated product recommendation engine based on user profiles
Operation and Support	• Intuitive graphical administration dashboard • Support tools including user data & application management • Impersonate function • Reporting (usage statistics, platform & product analytics) • Content management system (marketplace maintenance)
New Services Integration	• Rapid cloud services accelerator program (product ingestion) • ISV selection & integration assistance • Simulation & staging tools • Cloud services hosting platform

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