Sponsor Profile: Amartus

nBrace™ Intelligent B2B2X NaaS Automation

November 2026

Supporting Mplify LSO-based automation, scaling automated network service supply chains through partner orchestration, and enabling NaaS service lifecycle execution.

Challenge

Enterprise NaaS and AI networking are projected to drive **massive new demand** for **automated, private, SLA-guaranteed underlay network services**. Network providers own the underlying infrastructure and are **uniquely positioned to capitalize on this revenue opportunity**. However, **no single provider offers the coverage and range** of services enterprises need to connect their sites, people, AI agents, and systems. **Many provider BSS/OSS systems were designed for manual work-order handling**, particularly those used to negotiate off-net services, including legacy US ASR-based systems.

Solution

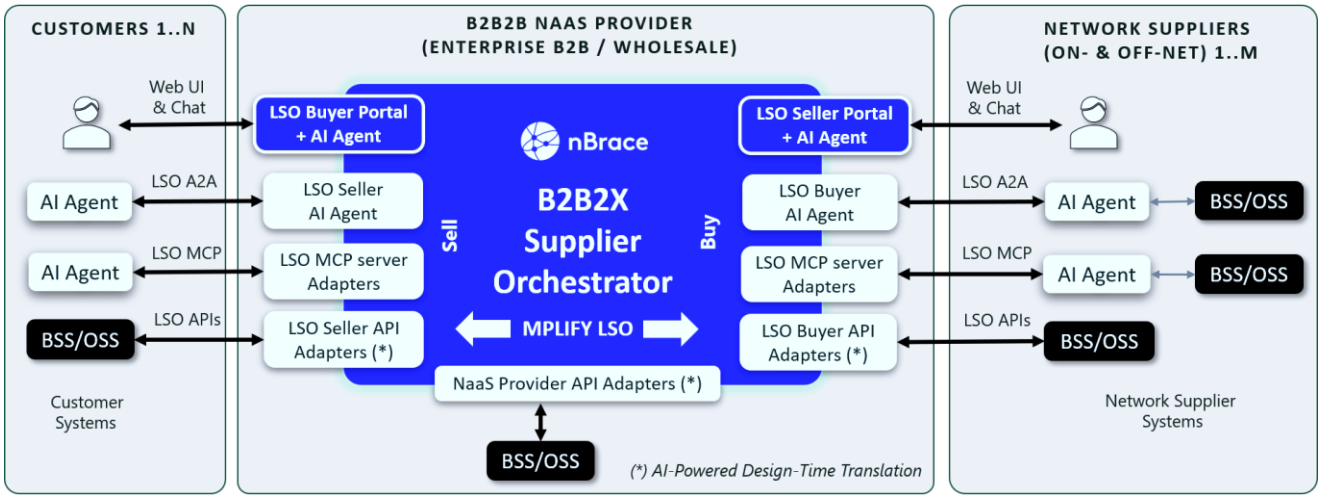
Network providers need automation to operate and plug into multi-provider ecosystems that seamlessly combine on-net and off-net services. This automation must integrate with existing BSS/OSS systems while allowing them to evolve toward full NaaS automation.

Amartus' nBrace™ B2B2X Intelligent NaaS Automation enables providers to digitally buy, sell, and operate services with customers and partners using Mplify LSO APIs, LSO-centric MCP servers, AI agents, and portals. Designed for enterprise B2B and wholesale providers offering last-mile access, transit, cloud, satellite, and other connectivity, it supports true end-to-end NaaS automation by translating business intent into technical orchestration and simplifying consumption of complex, multi-provider services.

© Mplify Alliance 2026. Any reproduction of this document, or any portion thereof, shall contain the following statement: "Reproduced with permission of Mplify Alliance." No user of this document is authorized to modify any of the information contained herein.

nBrace™ combines four key elements for scaling NaaS automate network service supply chains:

- **Mplify LSO standards:** Specialized cross-provider standards support plug-and-play interoperability with customers and partners. nBrace™ provides comprehensive support for LSO business and operational processes, including address validation, product catalog, product offering qualification, quoting, product ordering, trouble ticketing, performance management, service catalog, service ordering, and service inventory.
- **Advanced B2B2X Automation:** Modular buyer and seller applications streamline service negotiation, ordering, and operations, with orchestration between customers and network providers, to deliver optimal outcomes. nBrace™'s B2B2X Supplier Orchestrator intelligently decomposes customer service requests and dynamically coordinates fulfillment across multiple network providers and domains using real-time network insights, configurable policies, and open APIs. This enables real-time service delivery, optimizes resource selection, and significantly reduces operational complexity.
- **Rapid AI-powered integration:** AI-assisted design-time mapping connects LSO APIs with providers' non-LSO BSS/OSS interfaces, producing deterministic translations for runtime execution.
- **Customer & Supplier Portals**: Intuitive, flexible self-service interfaces enable rapid customer and supplier onboarding into the LSO ecosystem and interaction through standardized APIs and processes.



Key Characteristics

- Full implementation of LSO standards for direct partner interoperability, plus LSO-centric MCP servers and AI agents on top of existing systems.
- Harmonization of LSO standards with internal provider BSS/OSS processes.
- Independent LSO layer maintaining consistent customer and partner interfaces while underlying BSS/OSS systems evolve toward full NaaS automation.

© Mplify Alliance 2026. Any reproduction of this document, or any portion thereof, shall contain the following statement: "Reproduced with permission of Mplify Alliance." No user of this document is authorized to modify any of the information contained herein.Company

- NaaS-ready, flexible product and service modeling for introducing new services (last-mile, transit, cloud, etc.) through configuration.

Customer Activity

Amartus is a long-standing, leading contributor to Mplify standards. Our proven experience in helping service providers join the LSO ecosystem, combined with the highest number of production deployments in the market, has been recognized through Mplify's ***LSO Solution Provider of the Year*** award for four consecutive years **(2023–2026)**.

Amartus has also received *Best NaaS Vision Technology Vendor* (2024), *Most Innovative Service Automation Vendor* (2024) and *Naas Technology Innovation* (2026) awards.

nBrace™ is in production with leading Tier 1–3 providers across North America, Europe, LATAM, Asia-Pacific, and the Middle East and North Africa. Deployments span buyer and seller roles, including advanced multi-provider B2B2X/NaaS scenarios.

Contact

For solution or sales inquiries, please contact Amartus at:
sales@amartus.com

Related Mplify Industry Report – November 2026

Scaling NaaS Automated Network Service Supply Chains

LSO Implementation Depth, Lifecycle Automation, Product & Service Breadth, and Ecosystem Expansion



Sign up to download here.

About Mplify

Mplify is the global alliance advancing NaaS for AI and AI-ready digital infrastructure. It helps members compete beyond the limits of their own networks and capabilities by expanding reach, combining services and expertise with ecosystem partners, and enabling trusted, standards-based automation across organizations. Its community spans service and cloud providers, data center operators, internet exchanges, cybersecurity and technology companies, and enterprises. Together, these organizations shape standardized operational models and APIs, network services, trust frameworks, and certification programs that turn independent capabilities into an interoperable global ecosystem for the AI era.

For more information, please visit mplify.net and follow us on LinkedIn and YouTube @mplifyalliance.

© Mplify Alliance 2026. Any reproduction of this document, or any portion thereof, shall contain the following statement: "Reproduced with permission of Mplify Alliance." No user of this document is authorized to modify any of the information contained herein.Company