

Accelerate growth and innovation:

A modern approach
to order management

By the end of 2021,
**5G, hyperscale cloud
and other edge
technologies** will drive a

\$12B MARKET

growing at 35% CAGR,
according to Deloitte.

This moment is a crucial turning point for the communications industry. 5G, distributed cloud, and other dynamic technologies will redefine our perception of what it means to be connected. With increased speed and lower latency, 5G networks enable smarter, more integrated experiences for customers, while giving communications service providers (CSPs) new opportunities to solve problems across systems, locations, and ecosystems. That is, if they can move past internal obstacles, like silos and inefficiencies.

Only the forward-thinking CSPs who find ways to differentiate themselves will be positioned to thrive in a modern digital economy. This will come in many forms, including dynamic new offerings, innovative capabilities, and unique solutions that empower partners.

There is great potential to launch new products and services and stand up new lines of business in a simple, consistent, and efficient manner—shifting away from the race to the lowest price that has become the go-to strategy for winning consumer business and embracing an industry verticalization approach to target specific industries with 5G potential at scale.

The world is depending on the communications industry more than ever and stands ready to embrace next-generation solutions that will be born from new technologies. Those modern CSPs who lead the way will find increasing opportunities for growth, customer loyalty, and profitability.

Deutsche Telekom 

Deutsche Telekom
partnered with ServiceNow
to streamline their order
management process
and bring solutions to
market faster, increase
productivity, and reduce
the complexity of their
web of legacy systems.

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Despite the potential and possibilities inherent in 5G, the best place to start is not always clear or simple. Most CSPs need to find new ways of operating to offer the forward-thinking, connected solutions that will move industries ahead. Clunky operational processes, like order management, are a big part of what holds many CSPs back from realizing their full growth potential.

The fact is that today's order management approach doesn't scale to the needs of modern CSPs:



Multiple inconsistent ordering systems and manual processes reduce productivity and lead to significant order fallouts.



Disparate customer service channels and complex service management processes make it difficult and costly to manage customer care requests.



Siloed product development teams and product and service catalogs slow time to market.



Complex order orchestration once the order is received results in long deployment times and several points of manual correction.



Manual ordering processes and reactive service assurance leads to poor agent and customer experiences, low Net Promoter Scores (NPS), and high operations costs.



Lost orders lead to frustrations for customers, some of whom give up, leaving CSPs scrambling to make up for lost revenue.

There are new standards for experience across all customer segments. Customer experience is critical to winning and keeping high value customers; and experience and assurance are closely intertwined. In fact, it's safe to say that **experience is nothing without assurance**.

To succeed, CSPs need to bring solutions to market faster, find efficiencies, and focus on experience. Fortunately, 5G has become a technical capability and conduit for CSPs to hit reset and enable a better, differentiated process and system for streamlining ordering and assuring products and services.

It's time for a new approach to order management.

CHAPTER 1

Product agility and verticalization

Innovation is the new currency for CSPs. Technological advances mean enticing possibilities and a way into industry verticals, yet global CSP revenue remains stubbornly flat.

To create new revenue streams, CSPs must demonstrate to their industry-specific customers that they have the best products and services and a simple experience for delivering. And they have to act fast, because most CSPs are still discovering what the best blend of products and services will be for their customers. Undoubtedly, they will need to be agile, pivot, and rapidly partner with the right organizations in time to go to market.

While upselling and cross-selling new products and services are next logical steps, the launch processes are not easy to pull off. Despite the challenges, CSPs with a modern mindset are in an excellent position to shift their operations to capitalize on the trust and loyalty of existing customers.

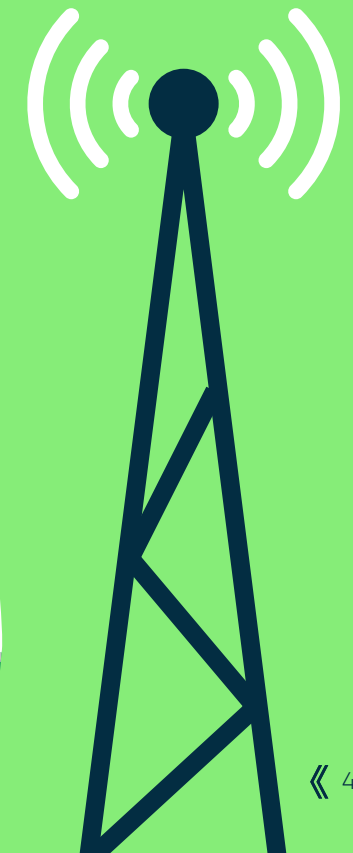
Tackling the challenges of order management are critical to successfully moving from outdated product models that compete on price to serving lucrative B2B customers, who are counting on CSPs not only for technology, but to be a trusted adviser to their industry needs.

Streamlined order management can offer the robust, flexible catalog and data model you need to break free from the siloed teams, fragmented systems, and manual orchestration across partners that slow time to market. It can drive consistency in order capture via any channel and empower ecosystems with integrated ordering. Now is the time to simplify catalog modeling, improve interoperability, and reduce errors with integrations based on industry standards.

With ServiceNow
Order Management
for Telecommunications,

**ONE OF THE
WORLD'S LARGEST
TELECOMMUNICATIONS
OPERATORS**

**stood up a new telecom
service in only 66 days.**



**The appetite for
sector-specific
solutions is growing,
especially for
mission-critical
industries, like:**



MANUFACTURING, HEALTHCARE, AND ENERGY,
which need low latency, high bandwidth, and massive connection density.

CHAPTER 2

Connected, happy customers

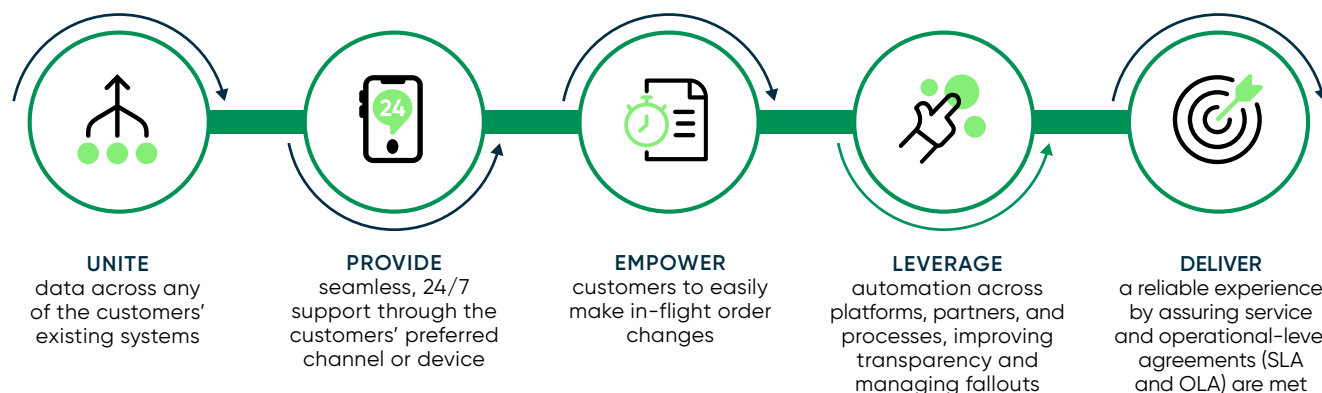
Previously, the typical communications business model focused on price, which ultimately led to commoditized products. Now, CSPs are positioned to meet the highly customized demand of consumer and enterprise-level customers, the latter of which who are willing to invest in the best solutions to their problems.

Offering innovative and unique new products and services requires the ability to orchestrate and decompose a complex variety of solutions efficiently and accurately. Unfortunately, for many CSPs, inefficient order orchestration results in long deployment and fulfillment times and several points of manual correction—leaving customers vulnerable to digitally savvy competitors.

Order management failures lead to a reactive service experience and result in unhappy customers, a frustrated workforce, and a high cost to serve due to service- and operational-level agreement (SLA/OLA) breaches. The effect ripples across every aspect of operations and customer relationships.

But a new customer experience is possible, and it means that CSPs can not only serve customers reliably, but contribute directly to their success, which will drive loyalty and increase their lifetime value.

A streamlined approach to order management makes it possible to:



AT&T is modernizing its entire enterprise service delivery organization. In the past, AT&T's OM systems were built ad-hoc for specific product launches, which led to complex orchestration and swivel-chair between platforms. With ServiceNow, AT&T can link disparate data sets and provide a single view of a customer's products, services, and locations—with the goal of achieving far higher levels of consistency and automation.

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ServiceNow provided the ability to orchestrate in a way that was product agnostic. We are now in the midst of designing our first fully TM Forum-compliant flows all the way from the sales and processes to delivering to the customer.

Lead-Solution Architect,
AT&T Corporate ServiceNow
Centre of Excellence

CHAPTER 3

United ordering and assurance

Digital customers have high expectations when it comes to the speed and reliability of receiving the products or services they've ordered. The experience you offer is only as strong as the weakest point in their journey—and any instance of disruption or latency impacts your ability to assure services and leads to poor customer experiences.

A reliable, dynamic, and flexible order management solution is critical to launch and activate new products, but to deliver a great customer experience, the CSP needs to manage the entire product and service lifecycle. This includes managing change and monitoring the service, taking appropriate preventative and reactive actions to manage the service quality.

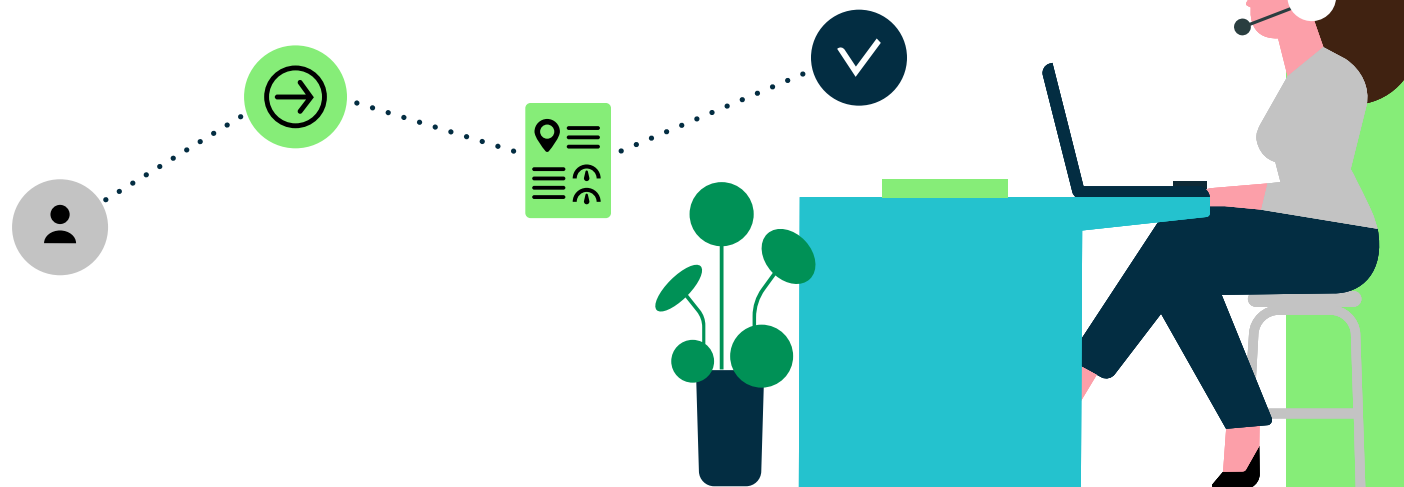
Without assurance, nothing else matters. So your team needs high visibility to anticipate, spot, and address problems before they lead to churn. Activities from ensuring a service may automatically drive changes back into the order to change the service delivery methods, for example, which is why it's more necessary than ever to bridge OSS and BSS across systems of record to break down silos and unite delivery and assurance workflows.

With full visibility across services and customers, CSPs can orchestrate and decompose orders with a focus on speed and accuracy, as well as assuring what the customer has ordered, which builds their confidence and ultimately their loyalty. With an agile service fulfillment approach, it's possible to launch next-gen, market-leading services and quickly monetize those offerings.

LUMEN[®]
TECHNOLOGIES

ServiceNow gives us the ability to understand what is being asked for on day one, carry that directly over to day two-based operations, and deliver that orchestrated experience.

Vice President of Enterprise Platform Engineering, Lumen





The kind of innovation that will open new revenue streams and create access to new markets is only possible in automated, modern working environments.

Picture your employees being assisted by automated digital workflows and empowered to offer proactive care, and the organization being able to launch products and services smoothly and quickly.

ServiceNow is the connective tissue between knowing what the customer wants and assuring what they order—bringing together the old worlds of BSS, OSS, and the network to transform the service experience.

The move to ServiceNow's cloud-based platform has made it easier for AT&T's customer-facing business teams to quickly develop new products and reduce pressure on the IT department.

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[Now we] can use low code development to push what would have been hardcore development work out of IT and into the business where the people know the customer requirements better.

Lead-Solution Architect, AT&T Corporate ServiceNow Centre of Excellence



Order Management for Telecommunications can help CSPs seize the opportunity in front of them. Accelerate your growth by uniting order management and assurance on one platform. Ultimately, ServiceNow supports CSPs in launching services and realizing revenue faster, while driving a positive customer experience.



About ServiceNow

ServiceNow (NYSE: NOW) is the fastest-growing enterprise cloud software company in the world above \$1 billion. Founded in 2004 with the goal of making work easier for people, ServiceNow is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity to approximately 5,400 enterprise customers worldwide, including almost 75% of the Fortune 500. For more information, visit www.servicenow.com.

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