

Simplify orders and accelerate growth

Order Management for Telecommunications

Communications service providers (CSPs) face a unique challenge in driving growth. 5G and business diversification are creating new revenue streams and partnerships. However, with new technologies, diverse ecosystems, error-prone manual processes, siloed systems and teams, it is becoming increasingly more difficult to rapidly adapt to the fast-changing demands to deliver a seamless order management experience. CSPs need to reflect how next generation of order management functions will support them.

Today, nearly every step in the order management process requires stitching together multiple disconnected systems and is costly, error-prone, and labor-intensive.

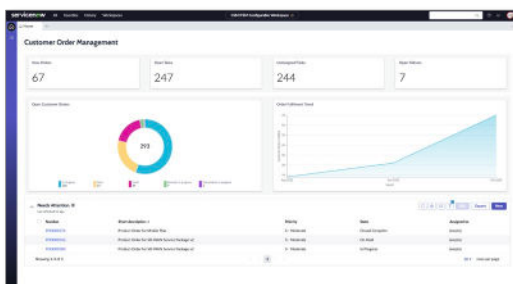
- Multiple ordering systems and processes reduce productivity that increase cost
- No streamlined flow that is flexible enough to adapt to multiple lines of business
- Inconsistent customer experiences due to a lack of self-service and omnichannel services

To succeed, CSPs need to bring solutions to market faster, find efficiencies, and, most importantly, deliver a quality and reliable customer order experience that realizes revenue fast. It's time for a new approach to order management.

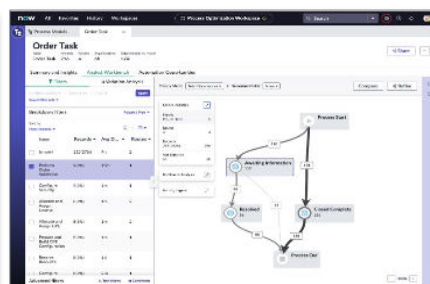
The ServiceNow solution

Today's order management approach doesn't scale to the needs of modern CSPs and will hold them back from realizing the full potential of growth opportunities. CSPs can now streamline and automate order lifecycles to reduce costs and accelerate growth through all-comprehensive order management, network inventory, customer service, and service assurance on one platform with ServiceNow.

With ServiceNow Order Management for Telecommunications, CSPs quickly launch new services with the ability to scale to order volumes and next-generation service complexity. CSPs can realize revenue faster with full order visibility and tracking to ensure quality and accuracy and prevent fallouts. This ensures customer success through a reliable service fulfillment approach that increases agent efficiencies-and lowers the CSPs cost to serve.



Order Management Configurable Workspace



Order Process Optimization

Benefits

Launch services fast

Quickly launch new services with catalog-driven order management that scales to the volume and complexity of next generation services

Realize revenue faster

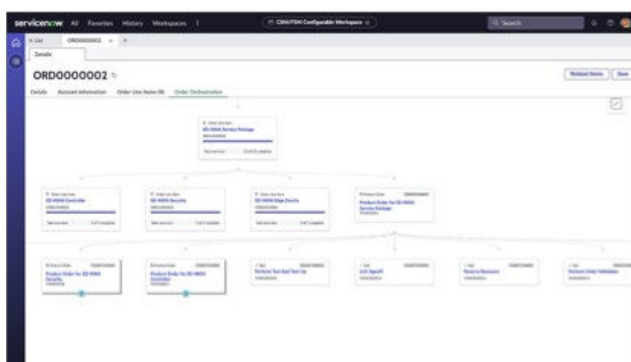
Shorten time to revenue and reduce cost, while preventing fallouts, with automated workflows that deliver better visibility and tracking across the full order lifecycle

Ensure customer success

Make order management more reliable with an end-to-end view of the order fulfillment journey, so you can improve customer lifetime value, increase efficiency, and lower the cost to serve

“ServiceNow provided the ability to orchestrate in a way that was product agnostic. TM Forum’s Open APIs and the entire framework around them provide a common vocabulary to talk about things across different vendors.

– Scott Baker
Corporate ServiceNow Center of Excellence, AT&T



Order orchestration visualization

Number	Short description	Priority	State	Assigned to	Task type
SD00000034	Service Order for SD-WAN Cloud Managed Service	2 - Medium	Draft	John Miller	Service Order
SD00000035	Service Order for SD-WAN Routing	3 - Medium	Envt	John Miller	Service Order

Staggered order decomposition

Key product capabilities of Order Management for Telecommunications:

Advanced Product Catalog

Manage, visualize, and track product offerings and their components in a single configurable workspace

Order capture

Capture new, change and disconnect orders using a single guided user workspace

Catalog-driven orchestration

Speed up fulfillment with dynamic orchestration workflows driven by an advanced product catalog

Service Bridge

Publish products and services in minutes with Service Bridge

Aligned to Industry Standards

Quickly integrate using industry standards API

Order orchestration visualization

Visualize the entire order hierarchy and status in a single view

Zero-touch automation

Accelerate order delivery with dynamic order decomposition and orchestration

Order Management Workspace

Gain clear visibility across the entire lifecycle with a single dashboard to track and manage order lifecycles

Technical service qualification

Qualify service availability before placing an order

Integrated with Network Inventory

Associate customer orders with the required network resources to deliver a seamless service delivery experience

Process optimization

Identify and remove bottlenecks with AI-driven process optimization

Order prioritization and routing

Prioritize and route orders based on customer, product, or service urgency

Order orchestration visualization

Visualize the entire order hierarchy and status in a single view

In-flight order changes

Automatically update order fulfillment plan with in-flight changes

Order fallout management

Limit customer impact for order errors, proactively manage order fallout

MACD orders

Efficiently process move, add, change and delete requests

Order Management for Telecommunications is aligned with TM Forum Open APIs :

- TMF622 Product Order*
- TMF641 Service Order
- TMF 645 Service Qualification

TM Forum conformance certified*

Learn more about ServiceNow solutions for CSPs at <https://servicenow.com/telecom>

