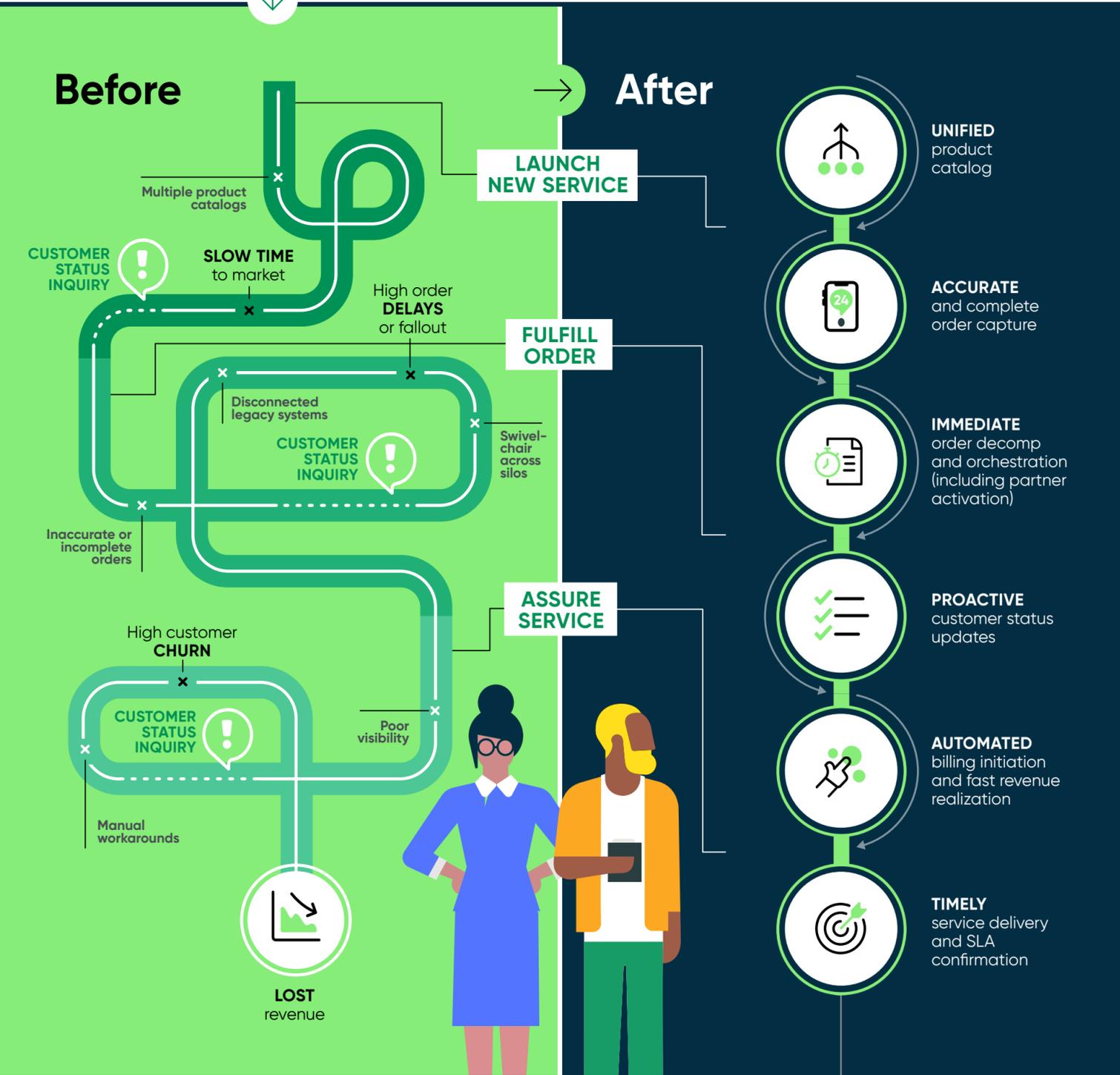# servicenow.

Scaling order management to your needs

Navigating a world of complex order capture, validation, and fulfillment processes

Outdated ordering processes and systems aren't built to help communications service providers (CSPs) seize the much-needed revenue streams made possible by 5G and other technology enablers. CSPs often struggle with:

MULTIPLE PRODUCT CATALOGS create complexity and slow time to market

DISPARATE ORDERING SYSTEMS create inconsistent experiences for customers and force unnecessary swivel-chair operations for employees

INACCURATE OR INCOMPLETE ORDER CAPTURE leads to order delays or fallouts, revenue delays, and pre-activation churn

What got you here is not going to get you where you want to go. Today's approach to order management is holding CSPs back.

Before

- Multiple product catalogs
- **SLOW TIME** to market
- CUSTOMER STATUS INQUIRY
- High order **DELAYS** or fallout
- Disconnected legacy systems
- CUSTOMER STATUS INQUIRY
- Swivel-chair across silos
- Inaccurate or incomplete orders
- High customer **CHURN**
- CUSTOMER STATUS INQUIRY
- Poor visibility
- Manual workarounds
- **LOST** revenue

After

- LAUNCH NEW SERVICE
- FULFILL ORDER
- ASSURE SERVICE

UNIFIED product catalog

ACCURATE and complete order capture

IMMEDIATE order decomp and orchestration (including partner activation)

PROACTIVE customer status updates

AUTOMATED billing initiation and fast revenue realization

TIMELY service delivery and SLA confirmation

Order Management for Telecommunications

CSPs need to quickly launch new high-margin services, find efficiencies, and, most importantly, assure the products and services work how they're supposed to. With Order Management for Telecommunications, you can:

SHORTEN TIME TO REVENUE by streamlining, automating, and speeding the order fulfillment process

LAUNCH PRODUCTS AND SERVICES FASTER and then upsell and cross-sell across verticals

ENSURE CUSTOMER SUCCESS and increase loyalty with quick, painless experiences
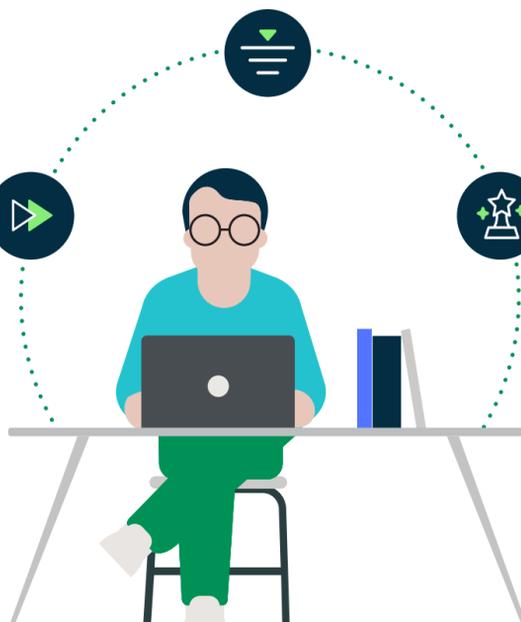
Accelerate growth for telecom by uniting order management and assurance on one platform. With ServiceNow, CSPs launch services and realize revenue faster, while ensuring customer success.

VIEW OUR EBOOK