Revolutionizing customer experience

When Siris Capital purchased TPx in February 2020, the private equity group set aggressive new revenue targets with tight deadlines. TPx is a premier managed services provider (MSP) that delivers managed IT, cybersecurity, network connectivity, and unified communications to more than 50,000 customer locations across the country.

"As an organization, there was significant pressure right out of the gate to rethink how we do things," said Phil Orin, TPx Vice President of IT Applications. "We knew we needed to embark on a huge digital transformation across the enterprise and do it quickly."

TPx's challenges included a lack of visibility into the business as a whole. "We also had little automation and little integration," said Orin, "which led to a lot of manual inefficiencies, specifically in our day-to-day operations. And we knew we needed to make changes to our technology stack and processes so we could scale and meet those aggressive revenue goals."

Vikram Walecha is an IBM Associate Partner and ServiceNow Master Architect who has been working with TPx on its digital transformation. He said one challenge in terms of order management and service assurance was TPx's single, monolithic, and rigid architecture. "The architecture made decoupling cumbersome; it was not scalable enough, and it offered extremely low reusability," he said. "Therefore, one of the key initiatives was to make it modular and flexible
and then connect TPx to industry standards, such as TM Forum APIs. That's when they chose ServiceNow as a workflow automation platform that would digitize both service management as well as order-to-cash functions."

Orin said the key to TPx's success in its ongoing transformation will be its ability to automate the full lifecycle of an order. "We're leveraging a number of modules in our ServiceNow implementation. But the one that will have the largest impact is the newly introduced telecom service management capability. We're now able to integrate our quoting and order management solutions. That is a game-changer for our industry and puts us in a position to introduce zero- touch provisioning, which is key to a proactive customer experience," stated Orin. With the ServiceNow portal, we
can expose these digital workflows to our customers, allowing the customers to drive their day-to-day needs without having to submit requests and wait in a queue."

IBM's Walecha also used the phrase "game-changer." He was referring to ServiceNow's intelligent low code/no code workflow capabilities, which are purpose-built for telcos, and to connecting the entire enterprise. "They set ServiceNow apart from other platforms in the same space," he said.

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