

# Order Management for Technology Providers

## The Challenge

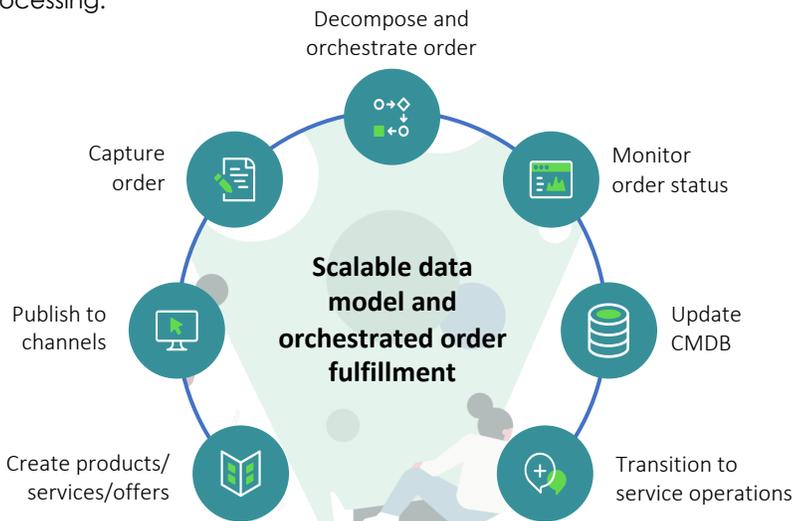
With everything-as-a-service (XaaS) and managed services growing rapidly, technology providers have a huge opportunity ahead of them, yet face barriers in capitalizing on it. Product portfolios are becoming more complex as technology providers expand offerings and shift to Cloud-based services. Customers want more bundled and personalized offers. Too many customers experience order errors, long fulfillment times and limited visibility as their order is processed.

Order management operations are also becoming increasingly complex and hard to manage. Siloed teams and systems, cumbersome and costly integrations to third party applications, and manual and hardcoded processes, are making order management inflexible, inefficient and labor-intensive. Legacy systems can't scale and keep up with the needs of the business.

## Launch and deliver new products and services faster and with more control

Order Management for Technology Providers (OMTP) helps tech companies capitalize on the huge growth in XaaS and managed services. OMTP streamlines and automates key points in the order management lifecycle, from offer creation and order orchestration, to monitoring order status and transitioning to proactive care. OMTP's scalable and flexible data model enable technology providers to standardize and simplify processes across all teams and systems that support service delivery.

Technology providers can build revenue streams and recognize revenue faster with a flexible product catalog, and efficient order process design and order orchestration. They can deliver more value to customers with personalized orders, faster service delivery, and full order visibility. IT and operations can simplify and automate order management with reusable processes and dynamic order processing.



ServiceNow® Order Management for Technology Providers helps technology providers grow revenues and improve customer satisfaction by launching and delivering products and services faster and with more control.

## BENEFITS

### Accelerate time-to-market and revenue

Build revenue streams and recognize revenue faster with a flexible product catalog and efficient order process design and order orchestration.

### Delight customers

Give customers the services they want with personalized offers, faster service delivery and enhanced care support.

### Simplify and automate

Scale order management efficiently across teams and systems with reusable processes and dynamic order processing.



We're now able to integrate our quoting and order management solutions. That's a game-changer for our industry and puts us in a position to introduce zero-touch provisioning.

– Phil Orin, Vice President of IT Applications, TPx Communications, a leading Managed Service Provider for IT services

**Accelerate time-to-market and revenue**

- **Product catalog and data model**  
Quickly configure and publish simple to complex product and service offerings using consistent data model.
- **Supplier onboarding**  
Onboard ecosystem partners fast with Service Bridge and standardized interfaces to deliver new offerings to your customers.
- **Catalog-driven fulfillment**  
Create dynamic orchestration plan to efficiently process orders across teams and systems.

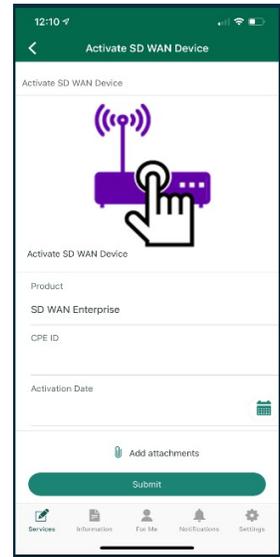
**Delight customers**

- **Personalized orders**  
Dynamically create more custom orders with user selection of variable characteristics.
- **Zero-touch automation**  
Accelerate order delivery with automated order decomposition and orchestration.
- **Service Bridge**  
Empower enterprise customers to create and manage orders from their ServiceNow instance.
- **Service-aware CMDB**  
Automatically update the CMDB with the new service once the order is fulfilled.
- **Order visibility**  
Provide order status updates and assure SLAs/OLAs are met with delivery time visibility.

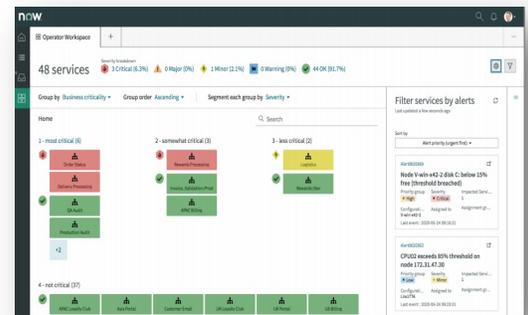
- **Order failure support**  
Receive alerts and automatically reprocess and remediate failed orders to resolve issues fast.

**Simplify and automate**

- **Product and service agnostic**  
Simplify operations by supporting diverse product and service types on one platform.
- **Order Capture API**  
Drive consistency in any channel with standardized, rule-driven and bi-directional interface.
- **Dynamic orchestration plans**  
Keep processes simple by dynamically generating order fulfillment plans based on user selection.
- **In-flight order changes**  
Automatically generate compensation plans for changes to orders in progress.
- **Order Management dashboard**  
View and track orders as they progress to completion and quickly identify issues.



*Publish via Service Bridge into customer catalog*



*Initiate proactive service workflows*

