Order management that delivers

ServiceNow and Accenture unite systems and streamline processes for visibility across order capture, orchestration, and assurance
Today’s CSPs need to modernize how they do business, with a focus on an agile and scalable ordering process.

It’s a time for transformation in the telecom sector. Unfortunately, most communications service providers (CSPs) have multiple legacy systems and outdated data models, which makes a seamless, automated, and real-time order process nearly impossible.

At the same time, customer needs are becoming more complex, due to advances in technology and next-generation services. It can take weeks, or even months, for CSPs to introduce new products to the marketplace. That’s too slow for customers and becomes a bottleneck in the innovation process. And lost time equals less revenue.

Order management is one of the most complex workflows in telecom—and disjointed, proprietary solutions just don’t work. Despite investments in fiber, 5G, and SD-WAN, telcos still face long product development timelines, high order fallout, costly operations, and ultimately, dissatisfied customers.

It’s time to reinvent order management with agility, scalability, and cloud-first technology in mind. 

And while new products and services are needed to facilitate growth, Accenture and ServiceNow are helping telcos navigate this change with confidence by embracing the next wave of technology.
A partnership to revolutionize order management, end to end.

Transforming order management is a significant undertaking, one that stretches across many siloed departments, systems, and processes.

The partnership between Accenture and ServiceNow helps CSPs create a digital transformation roadmap, articulating a vision for the future before moving onto implementation and maintenance.

This helps CSPs go beyond the operations and business support system (OSS/BSS) architecture and transition away from silos by starting with a value-based and customer-centric strategy. While some CSPs make the mistake of addressing order management at a feature-by-feature level, they’re missing the critical opportunity to reexamine their overall architecture.

**Order Management from Accenture and ServiceNow** is already driving significant results for CSPs who’ve seen benefits in financial efficiency, speed and agility, business transformation, and metrics and ROI.

For example, leading telcos have seen:

- A 25% improvement in Net Promoter Scores (NPS)
- Call volumes reduced by 10-20%
- A 40% reduction in time to market
- The cost to serve customers reduced by 45%
- A 5-7% improvement in talent retention
- Productivity increases by 35-40%
Build a strategic roadmap to deliver on business ambition and realize value

The separation between OSS and BSS is no longer serving the modern CSP, which means it’s standing in the way of serving modern consumers, especially enterprise-level customers.

Accenture and ServiceNow help telcos create an end-to-end solution blueprint in order to capitalize on the opportunities ahead of them and offer up higher-margin, next-generation services.

✓ Design an ideal, standards-based OSS/BSS architecture built on TM Forum’s API and Information Framework (SID), while outlining a roadmap to decommission legacy systems.

✓ Integrate multiple front-end systems into one catalog-driven order platform through Accenture’s product modeling.

✓ Manage all upstream and downstream dependencies—from sales capture to provisioning.

✓ Tap into Accenture’s global center of excellence (CoE) to access design documents and diagrams built on best practices.

✓ Leverage Accenture’s agile and proven implementation approach to fast-track order management transformation.
Unite telecom systems across ordering and assurance—on a single platform

Customers aren’t concerned about how complex their order may be to fulfill. They simply expect an easy, streamlined ordering experience and fast solution to their problems. But that’s a challenge when multiple back-end systems and process are involved.

Accenture and ServiceNow help integrate all telecommunications ordering and service delivery systems to unite technology, break down silos, and offer a better customer (and employee) experience.

✓ Access Accenture’s global telecommunications and ServiceNow expertise for platform and product design, configuration, testing, and ongoing support.
✓ Unify systems and technologies on one platform—from ordering to ongoing post-sales support.
✓ Redesign and streamline order management-related processes to better allocate employee talent and skills with a cloud-native approach.
✓ Tap into artificial intelligence (AI) and machine learning (ML) capabilities and build decomposition rules to automate the fulfillment of complex orders.
✓ Aggregate order statuses across the entire journey with a single configuration management database (CMDB) for visibility and transparency.
Launch next-gen services faster for new revenue streams

With so much potential related to new network technologies, like 5G, the internet of things (IoT), and over-the-top streaming services, CSPs face both intense competition and tremendous opportunity. In an industry ripe with innovation and a fickle customer base, providers can’t afford to fall behind in their go-to-market timelines.

Accenture and ServiceNow support CSPs in launching new revenue streams by getting new, next-generation and high-margin service offerings to market faster.

✓ Shorten the product development cycle for enhanced speed to market with low-code applications and digital workflows.

✓ Simplify the process to launch new offerings with unified systems and the ability to quickly add new SKUs.

✓ Ensure accurate order capture and offer proactive status updates to reduce service delays or order fallout.

✓ Adapt order management to meet rising customer demands and deliver modern user experiences, including self-service.

✓ Build in continuous improvement and innovation as product complexity and SKU counts intensify, in order to make experience a competitive differentiator.
Future-proofing your telco with a new approach to order management.

The world is getting more connected, which means consumers and enterprises are looking for more sophisticated and reliable telecommunications solutions. Rising to this challenge rests primarily on a CSPs ability to make order management an agile, seamless experience that supports a customer throughout their entire journey. Together, Accenture and ServiceNow are helping CSPs redefine order management with an end-to-end approach.

LEARN MORE