

B2B Digital Concierge: A Joint Industry Solution

Connected World. Connected Experiences.

Summary

In order to enable end-to-end digital workflow, our B2B digital concierge solution enabled by service management acts as a bridge between telcos, aggregators, partners, and customers to connect and request assets and functional blocks. As part of the solution, ServiceNow integrates with our telecom vertical industry solutions, productized IP connect, configure and certification platform (C3P), and templated best practices on the platform. Tech Mahindra's C3P supports automation with scoped application interface and extends the telecommunications service management solution for creation, configuration, certification, and provisioning of services. This solution is built with open APIs for real-time updating of systems and records for customer value management, partner settlements as well as risk and fraud mitigation.

Introduction

This joint solution provides ease of operation with catalog driven low-touch automation utilizing Tech Mahindra's provisioning IP solution. It makes best use of ServiceNow TSM and Service Bridge to provide an end-to-end industry aligned solution offering for launching services and providing operational rigor.

ServiceNow Products



Telecom Service Management



Telecom Service Operations Management



Order Management for Telecommunications



Platform Capabilities



Integration Hub



Service Bridge

Customer Challenges



Low net promoter score (NPS)



Stagnating revenues, diminishing margins



Loss of customers and bids



Solutions not interoperable



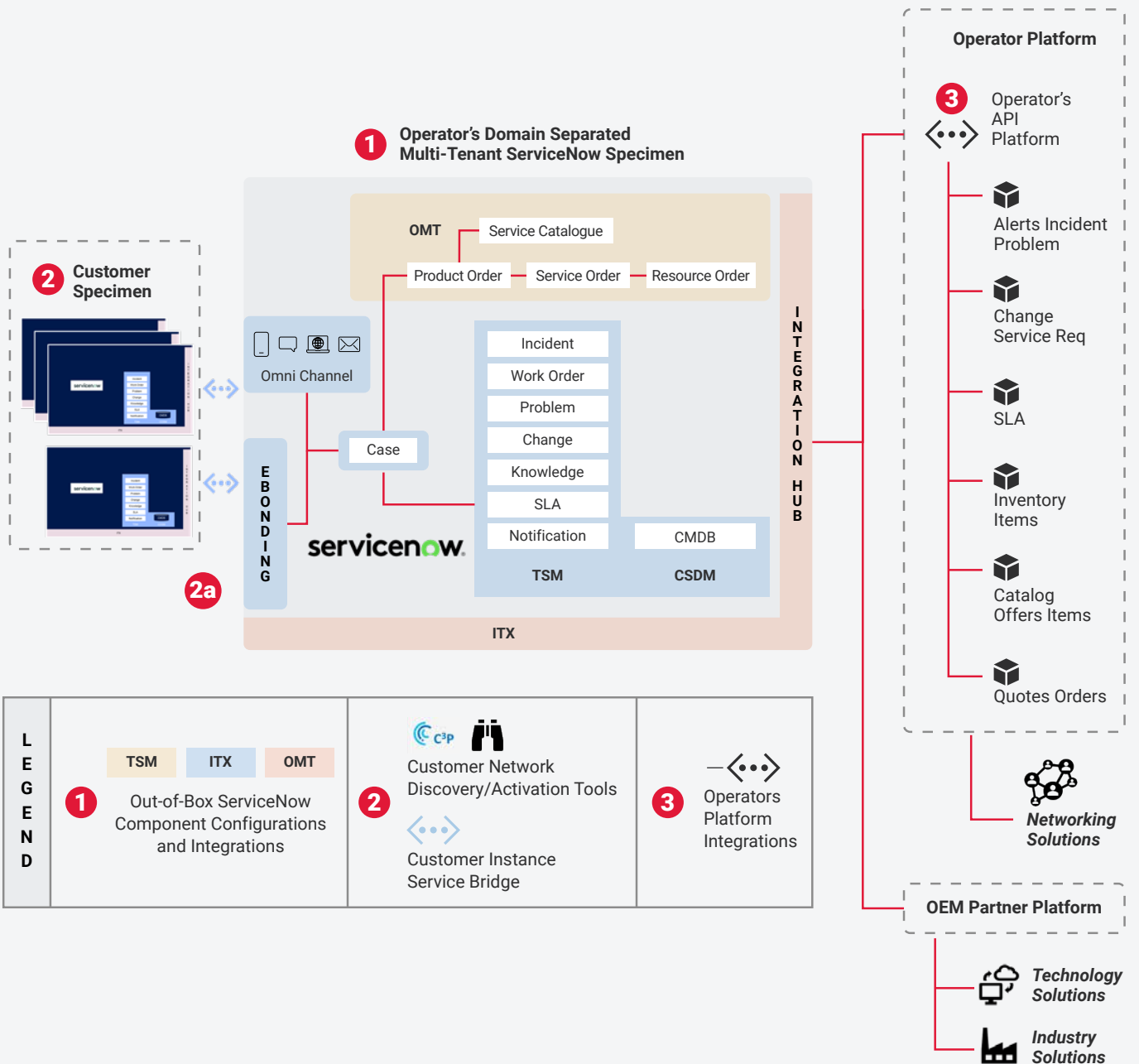
Long cycles for time to market/time to revenue



Our Solution

- ServiceNow base setup for multi tenancy (TSM and OMT with Service Bridge plugin installed)
- Enable synchronization with multiple future customer instances
- Develop new integration apps leveraging Service Bridge for incident/change/problem/service request/order management
- Build service catalog for the defined services
- Inventory and critical business function sync processes
- Integrate ServiceNow to systems of record using open APIs

Solution Overview



Functional Features

Rich UX/CX for launching, promoting, and consuming of B2B offerings

ServiceNow interface enriched with offerings, provisioning updates for network and cloud and health of assets

Signature experience across customer journeys

Industry standards based interoperability

Zero touch workflow orchestration across the organization

Technical Features

Tightly aligned with ServiceNow CMDB data model

Industry aligned extensions/interfaces

Configurable functional components reducing time to market (TTM)

Scalable and data driven architecture

Industry proven and vendor independent provisioning IP

Integrated workflows across CSP, partners, and customers ensuring synchronization for service management requirements

Open APIs enabling updating of system of records or requests to the network without extensive customizations



Benefits

KPIs Impacted

STRATEGIC

Offer Coverage



Partner Products



Interoperability



Time to Market

Time to Scale

OPERATIONAL

Capacity to Deploy



FTR: Repeat



Utilization



Faults

MTTR

EVOLVE
EXPAND

FULFILL
ACTIVATE

ASSURE
MANAGE

TECHNOLOGY

Always On, Secure



Scalable Elastic



Uniform OEM WOW



Time to Change WOW

Cost to Change

((5G))

Mobile RAN



Slice and MEC



Intelligent Edge



Fiber/Copper



CPE



SDN/NFV

Applications



Cognitive



Automation



Standards

- Single interface to support promotion, publishing, automation and operational functions
- Redefined signature experiences for enterprise customers and partners
- Reduces time to market (TTM) for new service launch

- Increase in net promoter score with increased interoperability and better operational efficiency
- Single pane of glass view operations and CMDB

The NXT.NOW™ Advantage

At Tech Mahindra, we help companies **Imagine** a future, **Build** solutions, and **Run** them that deliver tangible value and outcomes. That is the meaning and promise of NXT.NOW™:

30% boost

in operational efficiency using catalog driven processes and automated workflows

34% time reduction

for publishing and provisioning product offerings through hyper-automation

NPS uplift

from 40 to 60

Faster time-to-market

for new service launch

Seamless

onboarding of new customers



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