Digital Marketplace:
A Joint Industry
Solution

Summary

A growing realization within telcos today is that while it's good to build faster, more reliable networks, customers don't consume networks. What they consume is the content and the services that these networks enable. So, if telcos need to solve the connectivity conundrum, then they must find a way to orchestrate value in the connectivity ecosystem.

Tech Mahindra's Digital Marketplace solution powered by ServiceNow integrates our telecom vertical industry solutions with productized IP, and templatized best practices platform to enable E-commerce based transactions.

Introduction

The solution essentially enables customer service providers (CSPs) to build new offerings with consistent customer experience across all customer journeys as they look at new solutions that extend their revenue beyond connectivity to include revenue streams for specific industry verticals.

Our Digital Marketplace solution provides a unified CSP marketplace to launch and bundle new digital services over traditional connectivity systems, customize services to the requirements of various vertical industry segments, and support business customers across specific requirements in a customer journey.

At the very foundation of Digital Marketplace is the ServiceNow platform, allowing us to leverage its platform to standardize workflows across customer journeys and the service lifecycle for connectivity ecosystems.

ServiceNow Products

- Telecom Service Management
- Performance Analytics
- Integration Hub
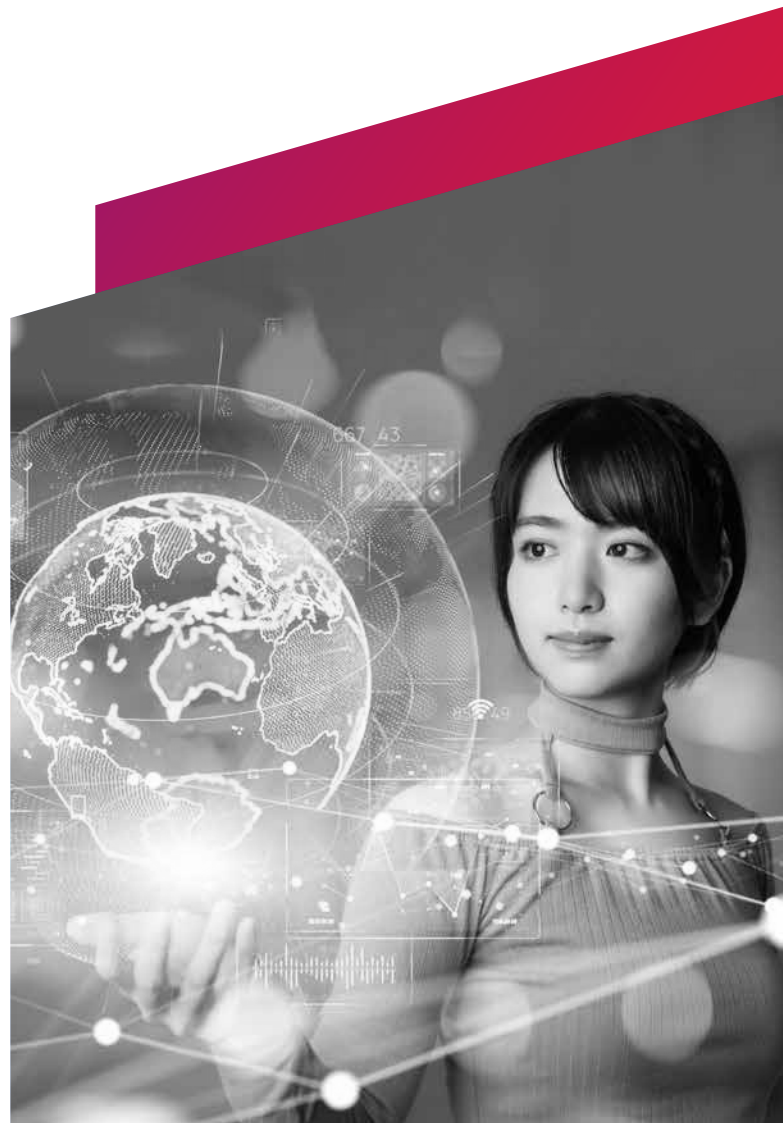- ITOM Optimization
- Telecom Service Operations Management
- Event Management
- ServiceNow Platform Capabilities

Our Solution

- Single custom re-designed customer service management (CSM) portal for buy, use and care journey for digital services

- A multi-tenant portal for enterprise, server message block (SMB), wholesale carriers, engineering and B2B customers

- Integration with Microsoft Dynamics 365, Microsoft Azure, event management systems and affirmed interfaces using TM Forum API standards

- End-to-end automated fulfillment of more than 10 virtual network functions (VNF) services using integration hub

- The solution is unique in the way it supports virtualized network functions and other cloud-based services, without relying on manual processes to toggle between systems. The solution improves provisioning cycle and enables instant service activation to make workflow seamless between business support system (BSS) and operations support system (OSS) systems.

Functional Features

Integrate with any cloud of your choice with a platform agnostic cloud and BSS

Quick launch of new digital services, omni-channel sources to buy and care for digital products

Proactive monitoring and fixing with ServiceNow event management

Determine service impact using IT operations management (ITOM) health and ITOM visibility modules of ServiceNow

Simplify the process of bundling and pricing to target new verticals

Quickly launch new services with catalogue-driven order management that scales to the volume of orders and the complexity of next-generation services

Track real-time performance and prioritize service innovations with data-based insights

Signature experience across customer journeys

Interoperability based on industry standards

Technical Features

- Achieve interoperability with legacy and new vendors through TM Forum's API standards, while supporting an enhanced data model based on the TM Forum's enhanced telecom operations map (eTOM) order journey

- Aligned with ServiceNow configuration management database (CMDB) data model

- Catering to industry aligned extensions/interfaces

- Configurable functional components reducing time to market (TTM)

- Scalable and data driven architecture

- Enabling and updating system of records or requests with open APIs to the network without extensive customizations

Customer Challenges

- Legacy systems and disconnected processes don't support modern operations

- Barriers between OSS and BSS take valuable time and resources, while leading to a disjointed customer experience

- Processes for bundling, pricing, and marketing new services is difficult without unified systems to create new service catalogs

- Customers are witnessing stagnated revenues and due to increased operational expenses the margins are diminishing

- Due to outdated and complex multiple products and tools the CSP's are losing customers

- Loss of customers and bids due to ineffective processes and outdated Technology

Benefits

- **Enhanced customer experience with simplified UI/UX design for fast buy, use, and care journey for B2B customers**

- **Improved buy core services and VAS workflow driven user journeys automated rule- based workflow for activation of digital services**
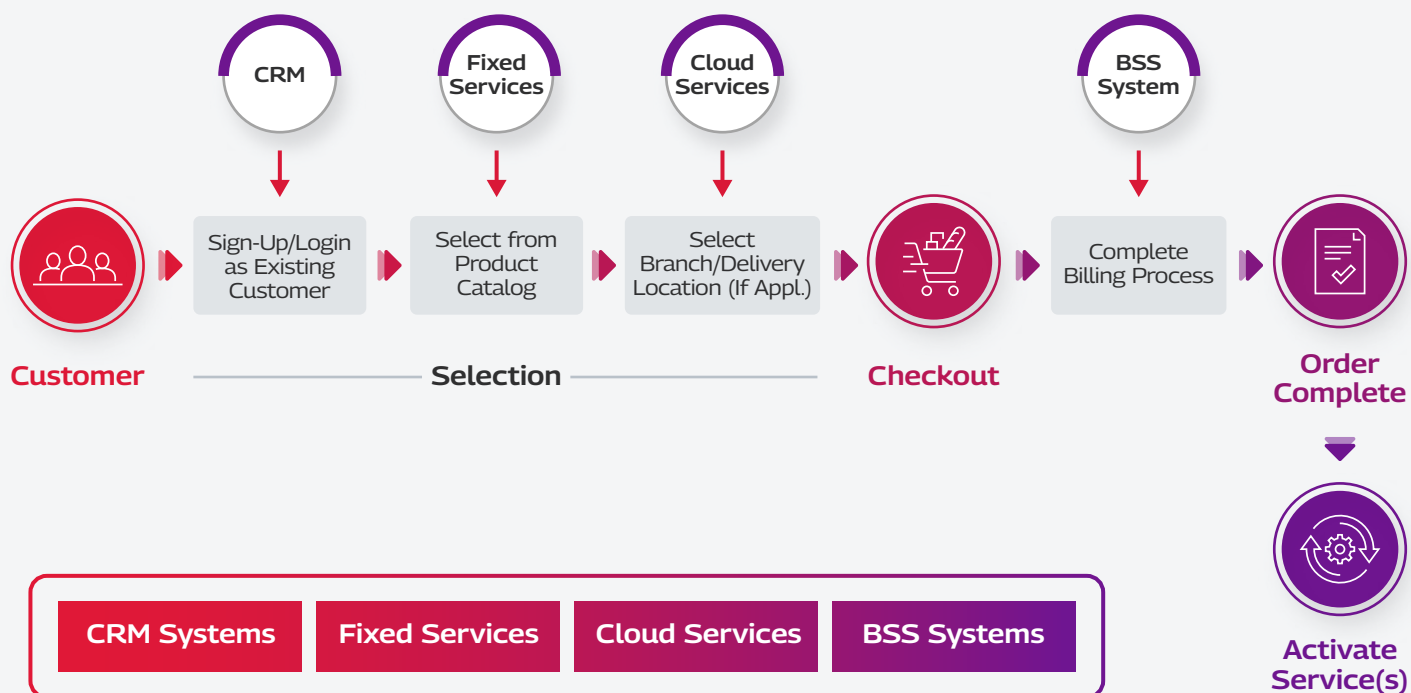
- **Improved multi-tenancy experience through domain separation for enterprise, SMB, wholesale carriers, engineering, and consumers**
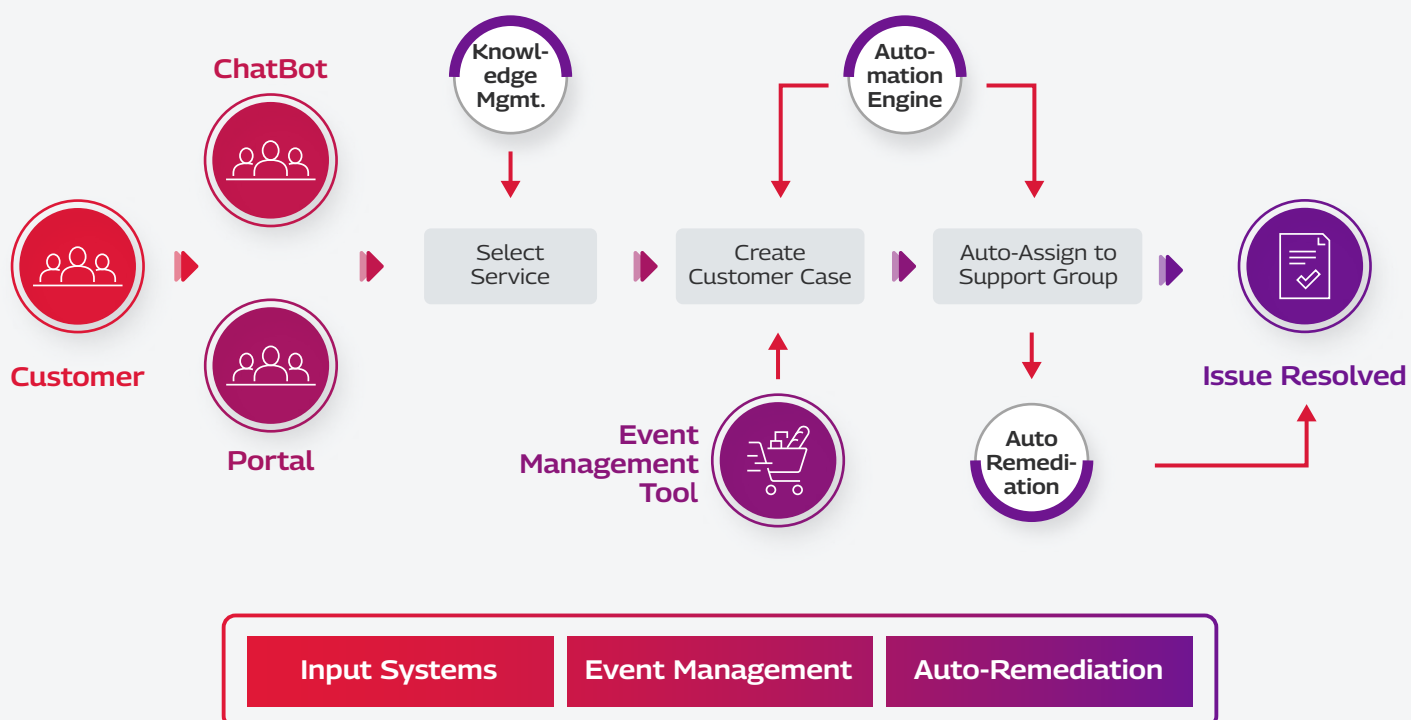
- **Simplified user experience single integrated service and cloud management platform driving the ticket journey to product activation enabled through TM Forum open APIs**

Buy – Customer Journey

CRM → Sign-Up/Login as Existing Customer

Fixed Services → Select from Product Catalog

Cloud Services → Select Branch/Delivery Location (If Appl.)

BSS System → Complete Billing Process

Customer → **Selection** → **Checkout** → **Order Complete** → **Activate Service(s)**

CRM Systems	Fixed Services	Cloud Services	BSS Systems

Care – Customer Journey

ChatBot

Knowledge Mgmt. → Select Service

Automation Engine

Customer → Select Service → Create Customer Case → Auto-Assign to Support Group → **Issue Resolved**

Portal

Event Management Tool → Create Customer Case

Auto Remediation

Input Systems	Event Management	Auto-Remediation

NXT.NOW™ Advantage

Tech Mahindra has over three decades of expertise in providing services to the most discerning telcos globally. With superior product design and ease of configuration of the ServiceNow platform, TechM drives operational efficiency, revenue streams, and consistent customer experience.

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