JUMPSTART YOUR DIGITAL TRANSFORMATION THROUGH

ACCESS ORDER AUTOMATION

Understand the common issues challenging CSPs hoping to modernize their business operations in the post-pandemic era and learn how automating just one piece of the puzzle can provide the ROI and confidence "win" to propel progress.

neustar

A TransUnion® Company

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Introduction

Communications Service Providers (CSPs) are the connectivity heroes of pandemic times. Not only did you respond to the massive increase in demand for work-from-home coverage, remote school, a boom in video conferencing, and record levels of entertainment streaming, you've also expanded to meet the needs of advanced applications like 5G, IoT, and cloud services.

In a digital world, coverage is king. Yet too many CSPs are struggling to deliver all the services required in real-time speed. If you're like most, you're still grappling with complex quoting and ordering processes and a lack of visibility into siloed, outdated systems. That's no formula for success.

There's No Wrong Time to Get Started: Beginning Now Puts You in Great Company.

Leading enterprises are compressing a decade of digital transformation into a year or two, with 92 percent of companies surveyed reporting they're innovating with urgency this year.[1]

How Will *You* Get Started?

CSPs are faced with multiple thorny challenges and pinch points. When it comes to transformation, you can achieve meaningful success with discrete projects. One key target stands out: The complex task of processing and tracking a multitude of wholesale Ethernet and Broadband orders each month — all while meeting customers' high expectations and complying with industry standards.

What follows is a formula for healthy change within your business. CSPs looking to dramatically boost efficiency AND improve the customer experience AND see measurable ROI, can accelerate digital transformation through order automation.
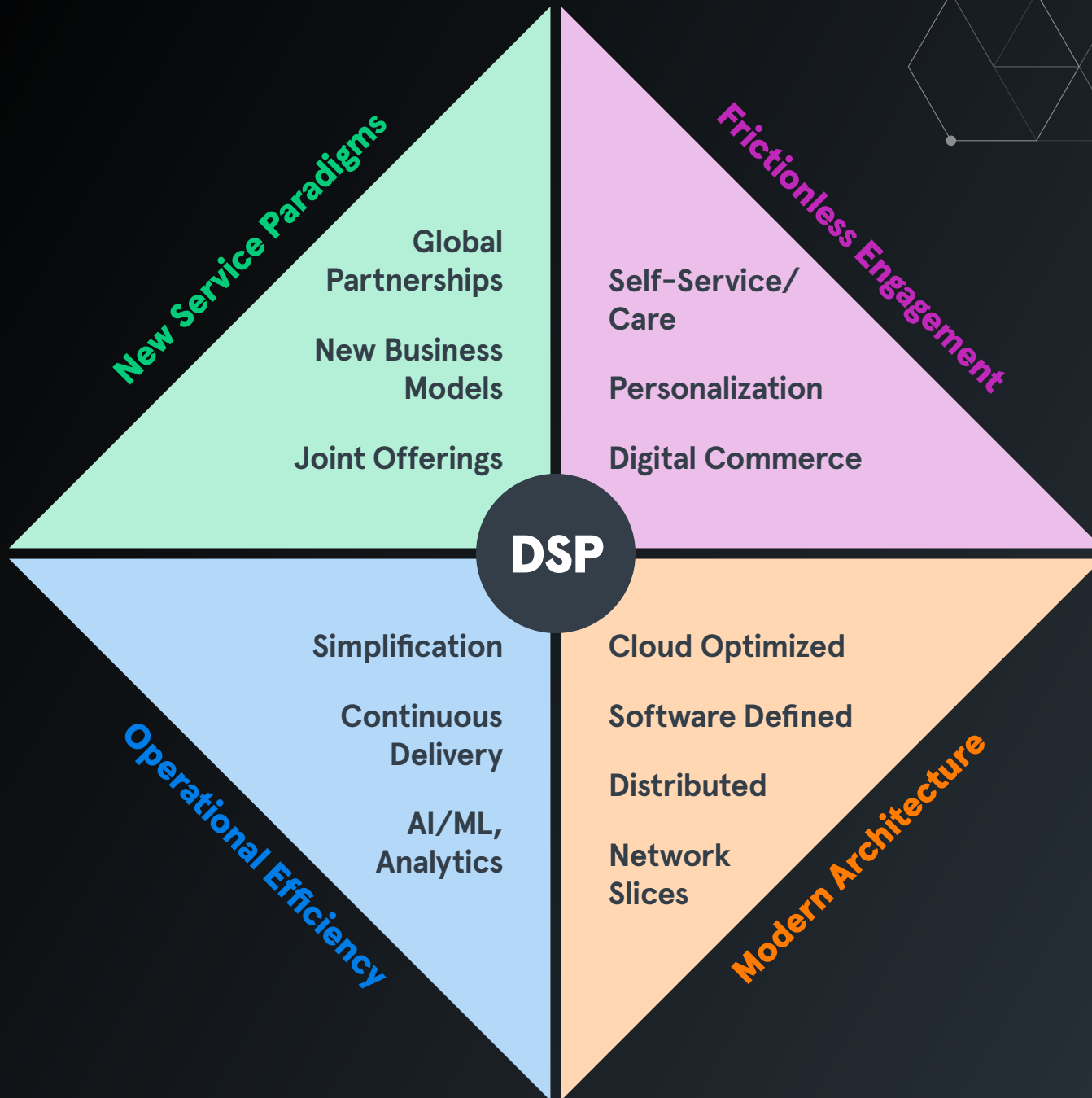
The Case for Transformation.

Digital is quite literally changing every aspect of life in the 21st century. We're still early in the digital revolution, so there's great opportunity to rethink how to increase productivity, drive change, and create value.

Legacy models will be dismantled and replaced. Long-established practices will be swept aside for new innovation. Businesses that weren't born digital must overcome the structures and cultures that have been resistant to change. Beyond technology, the human impact of the revolution is where change will be strongly felt; relationships with customers, stakeholders, partners, and competitors will all get a shakeup.

What Does Digital Transformation Mean for Telecommunications?

The term has been applied to nearly every modernization change made in the last decade. Overused, it's lost its intent. As shown below, there are four pillars of digital transformation for CSPs.

New Service Paradigms

Global Partnerships

New Business Models

Joint Offerings

Frictionless Engagement

Self-Service/ Care

Personalization

Digital Commerce

DSP

Operational Efficiency

Simplification

Continuous Delivery

AI/ML, Analytics

Modern Architecture

Cloud Optimized

Software Defined

Distributed

Network Slices

Modern Architecture – Prepared to Deliver Next Generation Solutions

Your digital transformation priorities must start with upgrading your underlying infrastructure to support emerging communications services, standards, and technologies like 5G, mobile edge computing (MEC), and SD-WAN. And that requires a focus on programmability and elasticity in your network.

Virtualizing your access and core network as well as compute and storage will help you maximize flexibility and minimize vendor lock-in. Greater elasticity and a newfound level of programmability will help you stay ahead of emerging technologies and architectures. For example, the shift to virtualization will set you up to leverage network slicing for 5G deployments. This architecture will help you deploy network functions according to the unique needs of individual customers and segments of customers, unlocking cost savings and a level of agility that was never possible with traditional CSP infrastructure.

Operational Efficiency – Optimized Service Delivery

Implementing end-to-end automation through artificial intelligence, advanced analytics solutions, and continuous delivery practices will unlock a number of key benefits, including:

- Shorter time needed to deploy new services and onboard new customers and devices

- More efficient maintenance operations that reduce human error and cuts costs

- Increased workforce productivity by freeing up resources to work on higher-value tasks

- Unlock new revenue streams by making innovative services easier to deploy for customers

New Service Paradigms – Business Agility

With increasing pressure from competitors, your ability to deliver innovative new services is critical to long-term success. From 5G networking to network functions virtualization (NFV), software-defined networking (SDN), mobile edge computing (MEC), and the internet of things (IoT), you have more opportunities than ever before to launch new services.

Frictionless Engagement – Enhanced Customer Experiences

Customers have more choices than ever, and your service experience must set you apart. This means digitalizing your customer engagements where possible and creating seamless omnichannel experiences. Whether a customer chooses to interact with you face to face, through a contact center, with a self-service portal, etc., they should be met with a consistent and delightful experience.

Digital Transformation Means Reimagining Your Business.

And using digital technologies to create new — or modify existing — business processes, culture, and customer experiences to keep up with the changing business and market environments. Indeed, change is the key concept. Technology has changed, customers' expectations and needs have changed, and therefore we must change.

But progress has been split for CSPs. While some have thrived, many have faltered. Undefined goals, mixed results, and uneven metrics have contributed to a feeling that digital transformation is hard work for little reward. Many have high expectations yet low results.

Solving Pain Points and Transforming.

It makes sense for CSPs to choose a transformation solution that ticks multiple boxes. Legacy processes are certainly in the bullseye. And one stands out: inter-carrier wholesale trading of network access and transport services. The current process can't cut it in the fast-moving digital world. It's not a new problem and it has been attempted before, with few reaping any measurable rewards. This time it's different.

Automation is the catalyst, simplifying and speeding the entire ordering process. It requires removing the outdated and inefficient systems and processes that have been holding CSPs back and accelerating the kind of results customers want.

Ideally, buyers would be connected to the right providers instantly, through an automated serviceability and quoting process. Orders would be created and managed with ease, using a digital system, ensuring each order is correctly submitted.

Before we dig into automated ordering, let's review the chief challenges of the current process, and identify what needs to change to be considered a transformation. Today, ordering challenges are wreaking havoc.

Ordering Challenges Wreak Havoc

INEFFICIENCY SLOWS QUOTE TO CASH

- Nearly 15% of orders are cancelled for data issues
- Manual 'Swivel Chair' processes mask system interoperability problems

CHALLENGING EXPERIENCE LEADS TO FRUSTRATED CUSTOMERS

- Project Managers spend up to 40% of their time servicing inquiries
- Customer cannot view order status or history
- Ordering cycles average 50+ days

SLOW INNOVATION CONSTRAINS ROI REALIZATION

- Most operators are still investing in the network, rather than enabling layers like OSS/BSS
- Without automation, network and new product development ROI is unachieveable

Coverage

Enterprise clients want to deal with one provider, so CSPs must stitch together a network from multiple providers. Despite telco investments of more than $5 Trillion in the last 20 years, vast coverage is not yet a reality. Transformed, CSPs will be able to provide "anytime, anywhere, any device, any content" access to the connected world.

Serviceability and Quoting

Challenges with the current process start right from the beginning: locating off-net trading partners and acquiring and comparing quotes using antiquated manual processes. Finding the right services in the right location at the right price can be a real challenge. Carriers are often forced to not bid on opportunities where they cannot find sufficient off-net coverage — reducing available sales opportunities and overpaying due to lack of visibility of better alternatives.

Transformed, CSPs would be able to see all available options — and costs — selecting the right partner for each transaction.

Complexity

In addition to multiple, disparate systems, each CSP has unique service types with unique naming conventions, ordering rules, and customer platforms. Orders are rejected 15 percent of the time due to missing data or mis-entered data.

Transformed, all orders are automatically translated into the formats your trading partners understand — whether it's ASOG, MEF, TM Forum, or even proprietary broadband formats.

Speed

The industry's current order process is slow, averaging 7 weeks! Every step of the process takes time and is prone to delays. Without accurate information to communicate to customers, trust erodes, diminishing their satisfaction and the experience.

Transformed, weeks become days and hours, allowing visibility into your order status and predictable service that meets customer expectations.

Outdated Systems

Current systems cannot keep pace with growing needs. Industry 4.0, 5G backhaul and the IoT add even more new demands on systems already not well-suited for ordering broadband. Couple these challenges with new standards and new ordering rules, and you're looking at a bottleneck that impacts revenue and the customer experience. Technology limitations of legacy systems, which are largely built on older generation client/server technologies with limited availability of APIs, means that integration often requires expensive custom development, increasing costs and time to market.

Transformed, duplicated tasks and entries are eliminated. A new system, utilizing cloud architecture and modern software automation and workflows (RPA), is more efficient and avoids fallouts and order failures.

Lack of Visibility

Customers are used to digital services provisioned in real time. They simply don't understand the delayed order progression caused by our industry's disparate systems, manual processes, and proprietary interfaces.

Transformed, CSPs will be able to track orders and provide accurate service dates to customers for the first time ever.

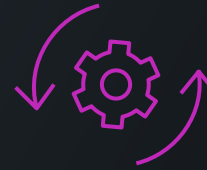# It's Not Theory, It's Reality

The next-gen platform for buying wholesale network transport and access services isn't a unicorn; it's here. Universal Order Connect (UOC), a solution by Neustar, a TransUnion company, combined with Connected2Fiber's Connected World solution, is transforming how the digital world connects.

SIMPLIFIED

AUTOMATED

SCALABLE

FLEXIBLE

EFFICIENT

Neustar and Connected2Fiber transform how the digital world connects — greatly reducing the ordering timelines for ethernet and high-speed internet access.

UOC and Connected2Fiber's platform:

- Is API-driven and cloud-based, designed for today's digital service provider
- Provides a customizable workflow that ensures each order is correctly submitted
- Enables automation and streamlining of how wholesale connectivity services are acquired by instantly connecting buyers to the right providers
- Features automated serviceability and quoting

Buyers request the connectivity their enterprise customers need. Then, the platform provides a comprehensive list of suppliers that can deliver and compares costs — all in real-time. The entire process is fully integrated — enabling a seamless buying and ordering experience!

1. Find*
Gain access to thousands of service providers at a location level to ensure serviceability and diversity.

2. Manage*
Single automated system to manage all vendor relationships.

3. Quote*
Get and compare quotes from multiple providers in real time.

4. Order
Automated workflow for order creation, validation and submission reduces order fallout and protects margins.

5. Track
Sellers can provide automated notifications and enhanced status updates to buyers.

6. Analyze & Report
View trends with automated tracking and reporting on operational metrics.

*powered by Connected2Fiber

Neustar's ecosystem of carriers and service providers, coupled with our deep expertise, provides an industry solution that helps CSPs navigate the nuances of the ordering process and deliver on the details that matter. Connected2Fiber is the Industry Cloud for Connectivity with a mission to digitally transform the way that network access and services are bought and sold.

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What Can CSPs Expect from Universal Order Connect?

Neustar's single interconnection enables operator access to over 900 trading partners.

Automated Data Translation & Enrichment

Orders are automatically translated into the proper format, with data fields auto-generated and pre-populated.

Product Catalog Support

Build each product specific to each order type using common ordering rules and naming conventions.

User-friendly Workflows

Automate and simplify complex business processes to reduce manual processes, errors and time requirements.

Automated SLAs

Automatically enforce SLAs and speed up ordering process, reduce errors, and protect margins.

Fully Automated Ordering

Support the new generation of connected services.

Industry Compliant

Supports ASOG, TMF, MEF and proprietary operator formats.

ANY ORDER | **ANY** STANDARD | **ANY** TRADING PARTNER

EZ
Costs, pricing, and ordering rules are aligned

One
A single-entry point for end-to-end service fulfillment

24/7/365
Timely ordering driven by an API-driven, cloud-based platform

40%
Order fallout reduction

☺
Order rejects, cancels and reworks reduced to nearly zero

Out of the Lab and into the Field:
Use Cases.

Wireless Service Provider

In the 5G era, fiber optic lines must be deployed as a fronthaul connection in the RAN as well as at the base station for backhaul to the mobile core. When building out their 5G network, this Tier-1 wireless operator required additional backhaul capacity from the cell towers to their core network.

This was inadequate for the 50K+ access orders expected per year. Their patchwork of systems resulted in swivel-chair management because they were relying on various systems with 26 different workflows. This became unscalable, inefficient and expensive to maintain. UOC was able to streamline their access orders into a single system to better support their 5G rollout.

Wireline Service Provider

A leading U.S. service provider wanted to focus on growing its enterprise business. A simpler, more flexible and scalable access ordering process was required to support this vision. UOC replaced 6 internal systems and provided a more automated and efficient way to manage their access orders and grow their enterprise business.

Be Your Own Hero.

CSPs can continue to be the heroes of connectivity and make strides in their own digital transformation. Access order automation is the catalyst. With proven technology, measurable savings, and a boost to customer service, there's every indication that now is the right time to get started.

CSPs continue to invest trillions in infrastructure and technology investments to deliver the high-speed connections we need. As demand for ubiquitous broadband continues to surge, and advanced technologies enabling 5G and SD-WAN become reality, it's time to reimagine the backbone business systems and ordering processes to manage and profit from your investments.

"The number one issue with digital transformation projects has been a lack of clearly defined goals. From our experience, and the customers we're talking to, a focus on automation is the right way to go and the best path to return on investment. Automation leads to operational efficiency, greater productivity, cost savings, and a better customer experience."

John Denemark, SVP, Carrier Provisioning, Neustar, a TransUnion company

Connect with Neustar's team of experts to learn more about Universal Order Connect (UOC) and all of our order management solutions.

Visit www.home.neustar/communications-solutions or call 1-855-898-0036. Watch the video.

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