

END-TO-END SERVICE FULFILLMENT.  
INDUSTRY-LEADING. AWARD-WINNING.

## SERVICE ORDER MANAGEMENT

### BUSINESS CHALLENGE

Strong competition in the telecom market is forcing Communications Service Providers (CSPs) to focus on how to ensure the best customer experience, deliver the best offerings, and provide the best quality products and services during the entire customer relationship.

However, achieving these objectives can be a serious challenge. Targeted product offerings, personalized solutions, multi-vendor, multi-technology product bundles — all of these require a reliable, well thought out solution for the process of next-generation service delivery.

To keep customer satisfaction at a competitive level, CSPs must be able to deliver any services, in any combination, at any time. For mass market, this means meeting specific customer demands and delivering personalized bundles, while smoothly processing multi-channel product orders and ensuring error-free provisioning. To deliver differentiated business services, CSPs must be able to quickly tailor a unique service design and streamline provisioning of high-volume services with multi-level access and usage rules.

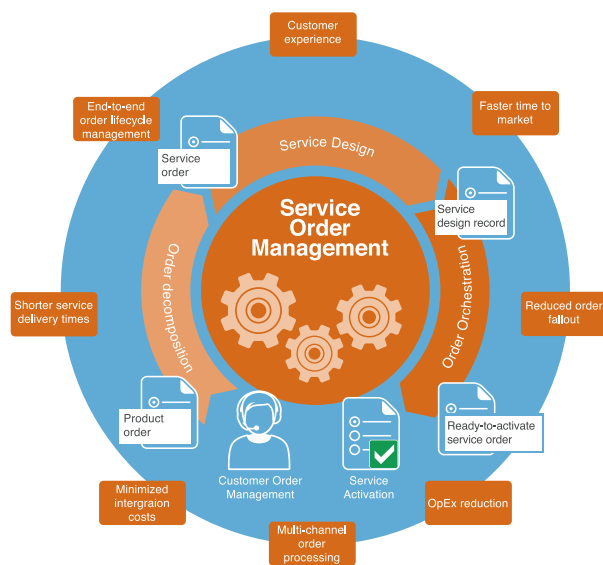
CSPs must foster existing and new partnerships in order to create a competitive edge and develop their multiple business lines. As they develop partner schemes and converged offerings to generate increased revenue, they also run the risk of adding complexity, time, and cost to the service fulfillment process.

Therefore, to successfully and cost-efficiently deliver converged services in multi-technology, multi-vendor environments, CSPs must have a clear picture of which products map to which services, and also have unified, cross-domain business rules and policies for service decomposition and orchestration.

NetCracker's Service Order Management — part of the award-winning, implementation-proven Service Fulfillment & Assurance solution — enables CSPs to automate and facilitate configuration and provisioning of next-generation services in different scenarios (e.g. mass market, business, wholesale) and in multi-vendor, multi-technology environments.

“*NetCracker's flexible service modeling and provisioning capabilities, as well as its ability to manage multiple domains from a single user interface, provide a robust solution for our future while managing our current operations. NetCracker's OSS platform has streamlined our internal processes, which translates into improved service, enhanced response time, and ultimately, great value for our customers.*”

“*NetCracker's flexible service modeling and provisioning capabilities, as well as its ability to manage multiple domains from a single user interface, provide a robust solution for our future while managing our current operations. NetCracker's OSS platform has streamlined our internal processes, which translates into improved service, enhanced response time, and ultimately, great value for our customers.*”



Mitat Kizilelma,  
Head of Operations, Cablecom

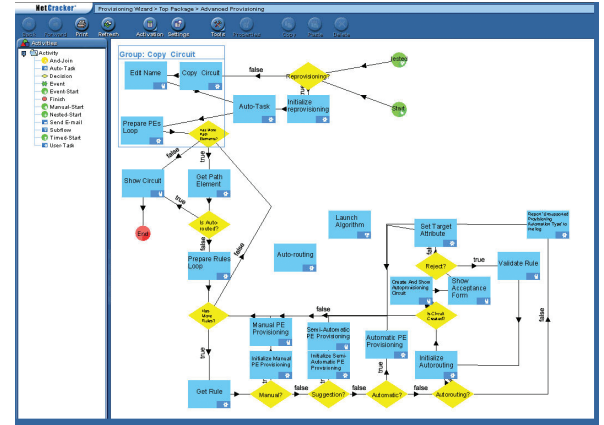
NetCracker's Service Order Management — part of the award-winning, implementation-proven Service Fulfillment & Assurance solution — enables CSPs to automate and facilitate configuration and provisioning of next-generation services in different scenarios (e.g. mass market, business, wholesale) and in multi-vendor, multi-technology environments.

# DETAILS

NetCracker's Service Order Management enables CSPs to automate provisioning of multi-vendor, next-generation products and services. It provides functionality for service order decomposition, streamlines the execution of the order provisioning flow, and facilitates service order lifecycle management.

As part of the NetCracker Service Fulfillment & Assurance solution, Service Order Management is seamlessly pre-integrated with NetCracker's Service Inventory, Service Information Management, and Service Activation and ensures automated service configuration and flow-through provisioning.

NetCracker's Service Order Management includes Service Decomposition, Service Design, and Order Orchestration:



## ORDER DECOMPOSITION

**Order Decomposition** enables product order parsing into underlying service orders based on product-to-service associations and CSP-specific business rules:

- Mapping of products and product features to customer-facing services (CFSs)
- Mapping of CFSs to resource-facing services (RFSs) based on resource feasibility check
- Decomposition policies
- Reusable, cross-domain business logic
- Order decomposition workflow templates (reusable and user-configurable)
- NGOSS SID-compliant service modeling

## SERVICE DESIGN

**Service Design** allows CFS and RFS specifications to be instantiated based on actual resource data and application of the corresponding business rules:

- Various service design scenarios (e.g. mass market and business)
- Provisioning the corresponding SLA for the selected service configuration
- Flexible workflow templates
- Support for creation and execution of hierarchical sub-workflows for complex, highly repeatable processes
- Compatibility check of the selected service configurations

## ORDER ORCHESTRATION

**Order Orchestration** enables dynamic, real-time, data-driven task management of dependencies between all tasks in the main flow and sub flows of multi-vendor service fulfillment processes:

- Building and execution of a dynamic order processing plan
- Error/exception handling based on intelligent jeopardy management
- Notification and escalation management
- Pre-integration with Business Activity Monitoring for higher process efficiency

# BENEFITS

**NetCracker's Service Order Management enables CSPs to:**

- Streamline and automate cross-domain order provisioning
- Improve customer experience through shorter service delivery times
- Reduce time to market for new services through unified business logic and service provisioning mechanisms
- Reduce order fallouts through end-to-end order lifecycle management and data transparency
- Increase revenues through high-quality delivery of personalized product offerings
- Foster partner relations through centralized, multi-vendor service provisioning
- Minimize integration and operational costs and achieve higher process efficiency