



Prodapt

Creating visibility and control for off-net services

Leverage process orchestration framework to achieve faster integration with partner service providers, and improve operational efficiency

Credits

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Service providers are actively looking to ace their growth by capturing untapped market

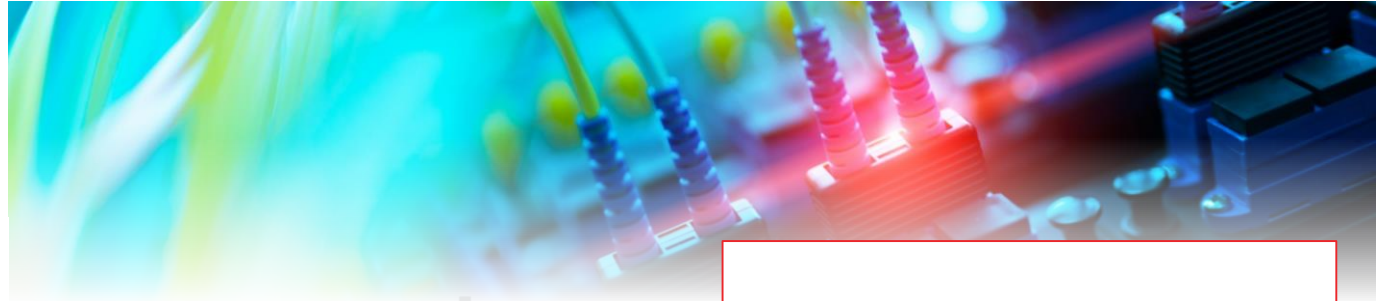
Options for service providers to increase customer base in new zones/areas

Option 1: On-net Services

Build E2E network infrastructure for provisioning services. It provides full control over the network and boosts customer satisfaction.

Option 2: Off-net Services

Lease network infrastructure from a partner service provider (3rd party) to provision services. It provides quick and cost-efficient customer acquisition, but no control over the network.



Today, off-net service is a common practice amongst service providers. Some of the reasons are listed below:

- Regional vs. national coverage
- An international footprint
- Limited metro circuits
- Customer requirements
- Low OpEx and CapEx

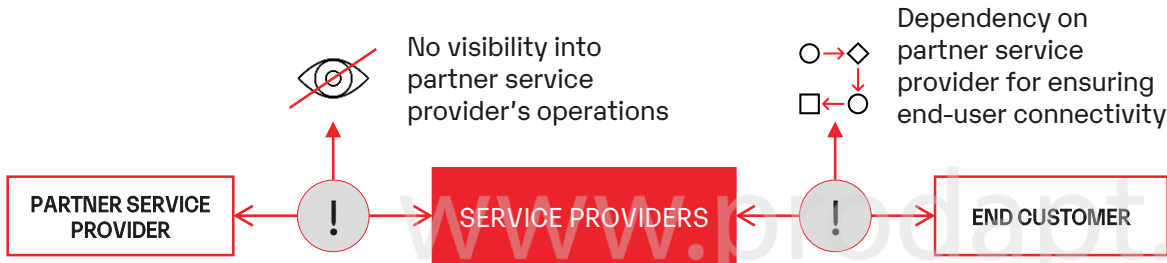
As per the annual report of a leading full fibre operator in the UK, 'off-net' revenues relating to sales provisioned on other networks were £31.8 million in 2021.

This accounts for ~50% of their total revenue.

An end-to-end off-net service strategy is vital for supporting lean operations and improving customer satisfaction.

Complex integration and lack of visibility into the partner service provider's network makes off-net service provisioning difficult

Service providers' dependence on partner service providers for off-net service provisioning directly impacts the customer experience.



Impact on Service Providers

- 40% increase in the cost of operations
- Poor customer experience
- High amount of rework and workflow complications with touchpoints at multiple places

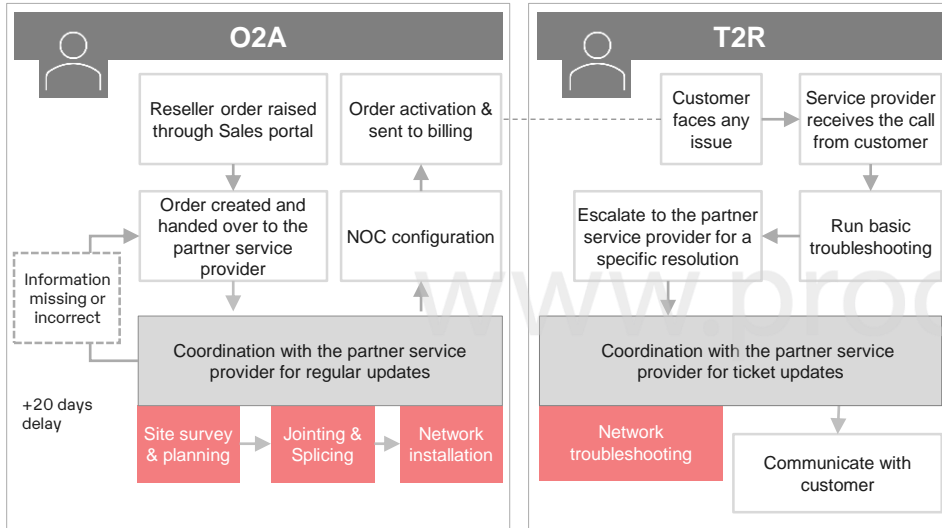
Challenges faced by service providers in off-net services

- Integration with multiple partner service providers is **complex, time-consuming (18+ months for each integration)**, and **expensive**
- **Lack of visibility** into the partner service provider's network leading to disjointed operations
- **Lack of transparency** across E2E process management leading to multiple follow-ups
- Increase in **Tail order processing cycle time** (i.e., order processing time by partner service provider)
- Significant **manual processes** owing to the dependency on the partner service provider
- Lack of standardized processes and **no unified way** of handling the given order/case



Digitize the traditional off-net services for better network visibility, control, and governance

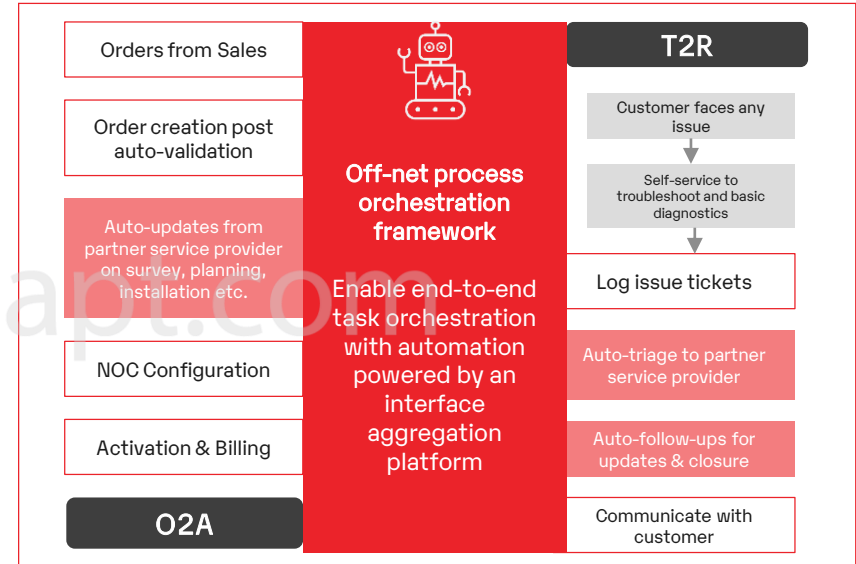
Manual off-net process (~60-65 days)



The current off-net process is handled manually through multiple follow-ups with the partner service provider. In case of missing information, service providers need to recreate/resubmit orders, slowing down the cycle time.

- Poor transparency
- Rework and repeat follow-ups
- Manual processes
- Time consuming

End-to-end automated off-net process (~40 days)



Off-net process orchestration framework digitalizes E2E processes with minimum manual interventions between the service provider and the partner service provider.

- E2E process visibility
- Unified partner service provider interface
- Less MTTR
- Reduces rework
- Customer satisfaction

Partner service provider processes

Transform off-net services using the off-net process orchestration framework powered by an interface aggregation platform

Off-net process orchestration framework

Acts as a central orchestrator to bridge the gap between service providers and partner service providers. It provides visibility into the partner service provider's operations, eliminating repeat follow-ups and improving customer service.

Key ingredients



Simplified interface aggregation

1

Control the chaos

Use an interface aggregation platform to enable quick integration with the partner service provider and accelerate fibre adoption



Unified task orchestration

2

Create visibility

Create an end-to-end process flow map to get a complete view of the order and issue status



Point-to-point Ticketing

3

Eliminate touchpoints

Integrate customer self-service with automated troubleshooting. Use bots to raise tickets directly with the partner service providers



Off-net SLA Governance & Reporting

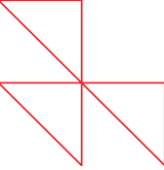
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Prioritize services

Drive partner service provider specific SLAs with automated follow-ups and real-time reports on ageing and penalty metrics

Off-net process orchestration framework reduces cycle time, improves customer experience, and lowers operating costs.

Rapid integration with partner service providers, leveraging an aggregated integration platform like OpenFibreXchange (OFX)

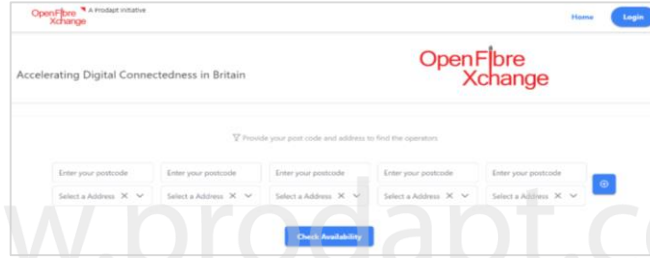


Service providers take **18+ months** to complete integration with each partner service provider

The current integration ecosystem:

- Makes integration complex and time-consuming
- Creates a high entry barrier for pan-national fibre service delivery
- Increases OpEx

Simplify, Integrate & Onboard with multiple off-net service providers seamlessly at optimum cost leveraging an aggregated integration platform like **OFX's API & Portal capabilities**, which offer a marketplace model for **"Any service provider to engage any off-net service provider to deliver services across any region"**



Snapshot of OFX webpage

Link-

<https://openfibrexchange.com/>

Aggregation

- Leverage **Build Once Use Anywhere Everywhere** model
- Use a **postcode and address-based search** to find operators for establishing a pan-national presence and reducing CapEx and OpEx

Standardization

- **Adopt TMF Open API standards-based interface in OFX** for seamless integration
- Train the operations team on a **single standardized process** across all off-net partner service providers

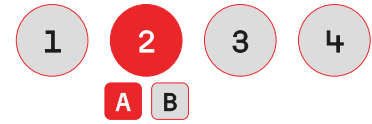
Simplification

- Take advantage of OFX portal's dashboard for a **360° customer view**
- Track all orders and faults to **proactively manage jeopardy** and **accelerate partner onboarding**

Using OFX, service providers can cut down the integration timelines from **18 to 6 months**.

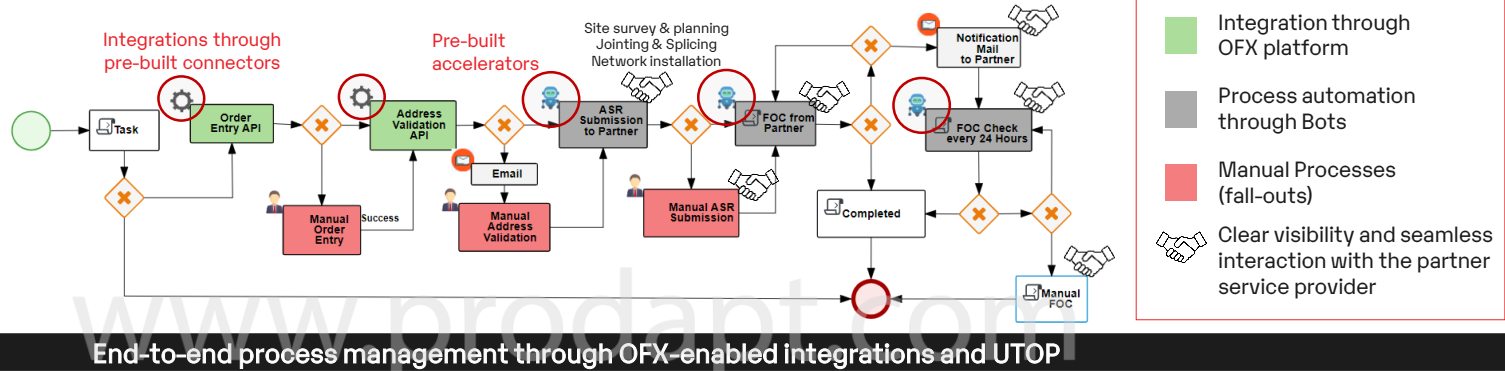


Unified Task Orchestration Platform (UTOP) to enable transparency across off-net operations



Gain visibility and ease of operations for off-net services

Unified Task Orchestration Platform (UTOP)



Establishing UTOP with pre-built process maps, connectors, and automation accelerators

Step 1

Redesign and standardize processes through analysis and innovation

- Re-engineer workflow changes to effectively communicate with partner service providers
- Review upstream and downstream processes for automation using RPA, AI, etc.

Step 2

Establish the UTOP using pre-built process maps and perform required customizations

- Leverage pre-built provisioning & assurance process map for network sharing aligned to eTOM
- Customize process maps as required

Step 3

Integrate partner service provider systems/applications using pre-built connectors

- Build UTOP with pre-built connectors for integrations with key systems



- Integrate service provider and partner service provider's processes using OFX to facilitate seamless operations

Step 4

Automate processes using pre-built automation accelerators

- Leverage the repository of automation accelerators (bots, scripts) for enabling self-operating processes
- Customize existing off-net process bots to accelerate process automation

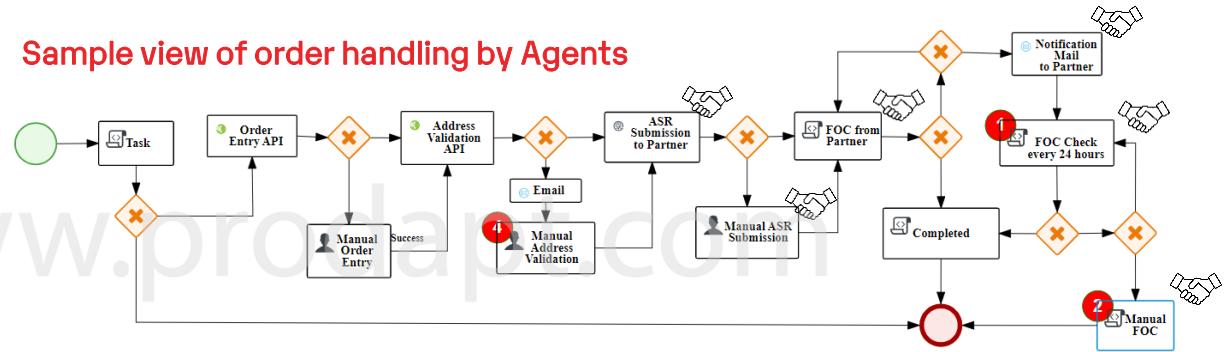
Unified Task Orchestration Platform (UTOP) to enable transparency across off-net operations




Simplify the work of agents with UTOP workflows

- Create workflows in UTOP leveraging pre-built process maps, connectors, and accelerators
- Use published process conformance flow as everyday operations guidance
- Leverage automation and human-in-loop to ensure end-to-end process management

Sample view of order handling by Agents



 No. of orders in a particular stage



Clear visibility and seamless interaction with the partner service provider

Recommendation

- Manage process conformance aligned to eTOM standards and industry best practices
- Ensure minimal handoffs and follow-ups across every touchpoint with the partner service provider

Point-to-point ticketing to eliminate touchpoints and provide right information



Ensure transparency in resolution timeline and status for a better customer experience

As-is issue resolution

Service providers do basic troubleshooting and escalate to the partner service provider for resolution.

Requires repeat follow-ups with the partner service provider for updates and closures.

To-be issue resolution

Fundamental issues are handled through self-service. For complex issues, auto tickets are raised with the partner service provider.

Provides real-time resolution without any touchpoint.

Establish self-service and integrate the same with the existing partner service provider portal

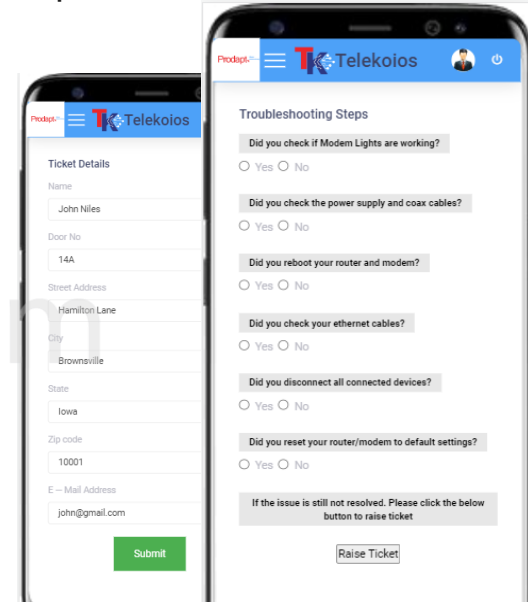
- Standardize and streamline Standard Operating Procedure (SOP) based resolution. Constantly update Known Error Database (KEDB) and improve additional resolution by Technical Service Center (TSC)
- Enable self-service for customers' issues including guided troubleshooting
- Manage issue logs through Information Technology Service Management (ITSM) tools such as SNOW, Jira, etc.

Case 1: Self-service to troubleshoot basic issues

- Establish the self-service portal with integrated diagnostics & troubleshooting
- Perform key troubleshooting for IP configurations, Firewall configurations, etc.

Case 2: Auto-ticket generation to troubleshoot complex issues

- Generate auto-case post basic troubleshooting
- Relay the case to the partner service provider with basic diagnostic results



The self-service portal effectively resolves 60% of issues, reducing agent efforts by 35%.

UTOP off-net real-time SLA monitoring dashboard for improved governance

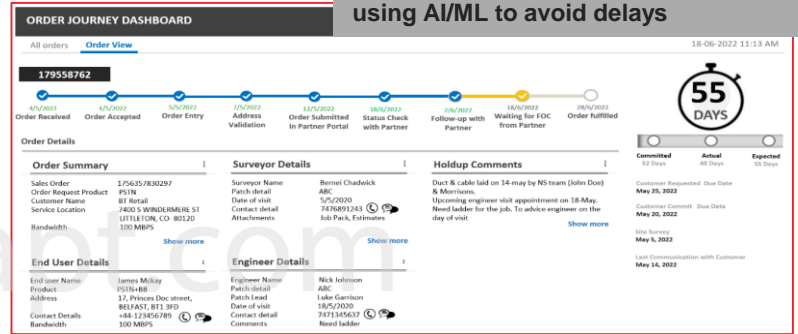


Track SLAs with automated notifications to partner service providers and perform penalty management

Realtime view of SLAs – Orders Met v/s Breached



Prediction of order completion date using AI/ML to avoid delays



Automated Operational Level Agreements (OLA) monitoring through UTOP

- Configure OLAs for **automated tracking, notification, and escalation** to the partner service provider
- **Predict potential SLA misses** and push to the partner service provider for manual follow-up

Penalty management and bill updates to Finance

- Configure penalty clauses with financial impact in UTOP for **automated penalty calculation** and share with the Finance team every month
- Predict **revenue leakages** due to the delay from the partner service provider

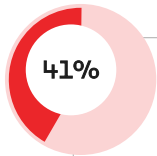
Automated communication enabling transparency

- Use **automated communication** to share issue status updates and possible pitfalls for issues with the end customers
- Proactively enable customer notifications and **self-check on the service delivery status**

Recommendation

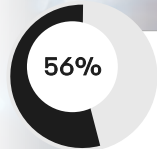
Configure the defined OLAs (Avg. installation completion days, Survey completion time, etc.) with penalties and other quality or service delivery metrics in UTOP. This increases OLAs' conformance with the partner service provider.

Business benefits achieved by a leading full fiber operator in the UK after successfully implementing the off-net process orchestration framework



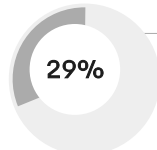
41%

Reduction in the Tail order processing cycle time (i.e., order processing time by partner service provider)



56%

Operation cost reduction with better control, visibility into E2E processes, and reduced revenue leakage



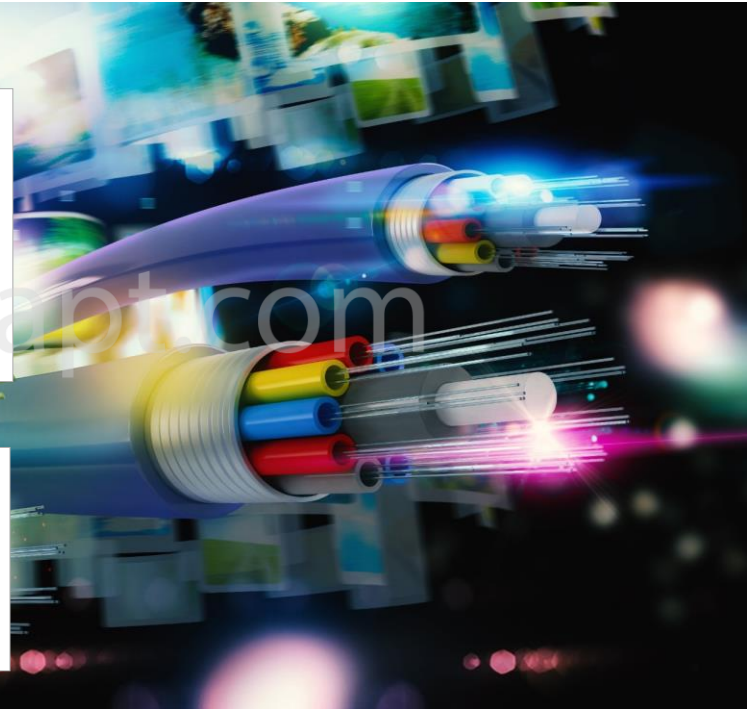
29%

Increase in OLAs' conformance with the partner service provider



3X

Faster integration with partner service providers



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Thank you

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