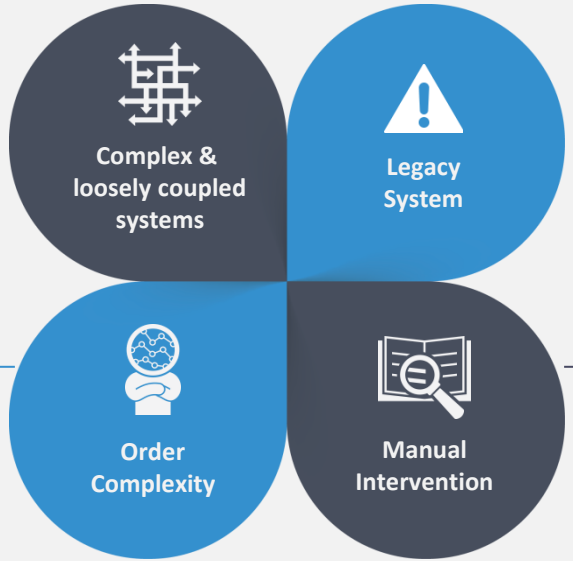
Prodapt powering global telecom

Building an effective order processing system with easy tracking

Challenges faced by CSPs in Order Lifecycle which Leads to Increased Fallouts, Opex, Reduced Customer Satisfaction and Low order Visibility

Multiple CRM, Provisioning and Activation systems in the network working in silos and increased heterogeneous nature of OSS/BSS systems has increased CSPs order fallout ratio



Most existing legacy systems are not built to support new channels, newer IP-based products & services and customized order bundles. This leads to order inaccuracy, fallout and manual intervention

Today, most of the telecom orders are highly customized and complex with introduction of IP-based products & services and Triple/Quad-Play. Order orchestration complexities have increased and lacks visibility across entire order lifecycle. This leads to slow order cycle times, manual tasks increasing the cost and poor customer experience

To track the order at each stage, manual checks across various systems is required. This restricts the users from tracking continuous flow of order at every stage throughout the lifecycle.

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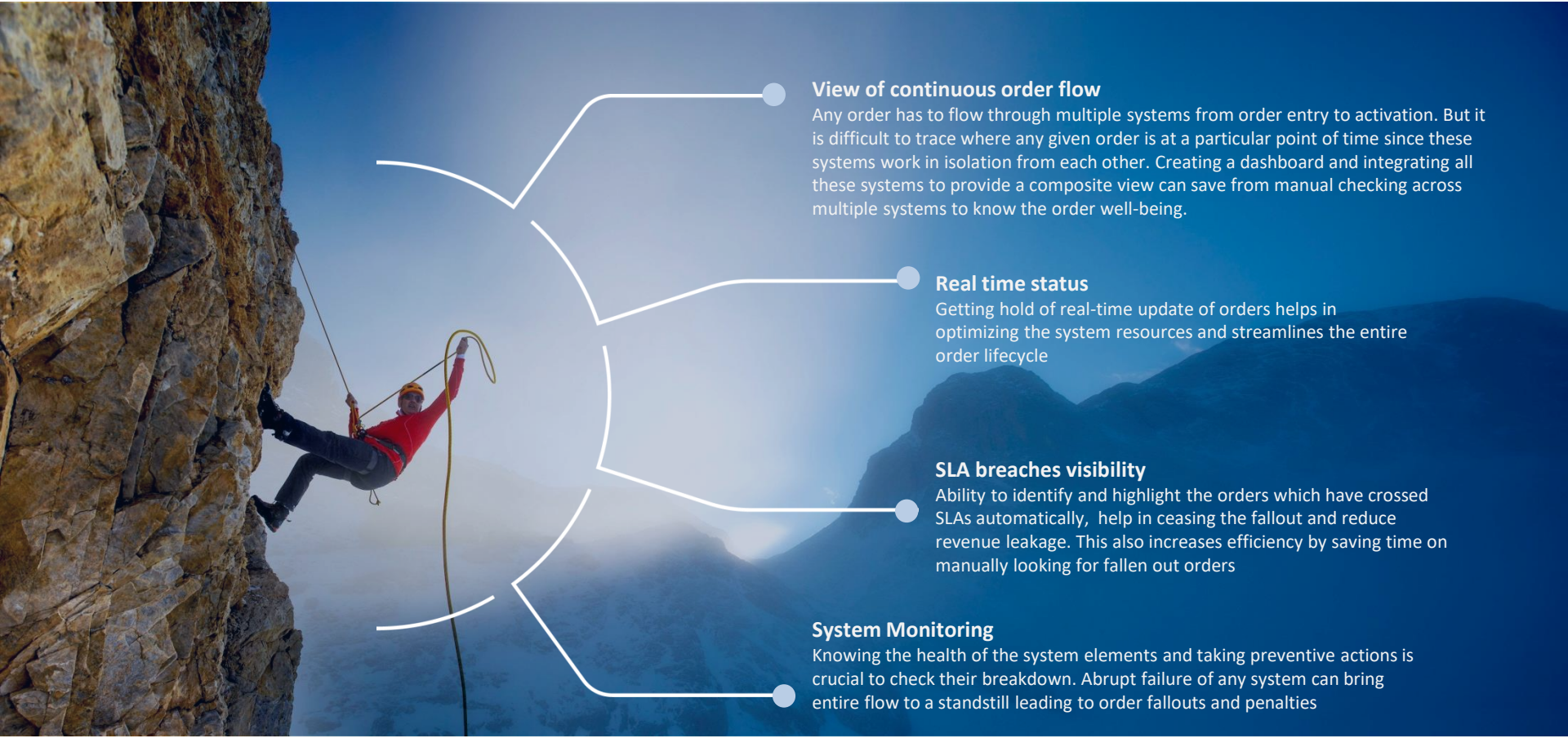
How to address those challenges



View of continuous order flow

Any order has to flow through multiple systems from order entry to activation. But it is difficult to trace where any given order is at a particular point of time since these systems work in isolation from each other. Creating a dashboard and integrating all these systems to provide a composite view can save from manual checking across multiple systems to know the order well-being.

Real time status

Getting hold of real-time update of orders helps in optimizing the system resources and streamlines the entire order lifecycle

SLA breaches visibility

Ability to identify and highlight the orders which have crossed SLAs automatically, help in ceasing the fallout and reduce revenue leakage. This also increases efficiency by saving time on manually looking for fallen out orders

System Monitoring

Knowing the health of the system elements and taking preventive actions is crucial to check their breakdown. Abrupt failure of any system can bring entire flow to a standstill leading to order fallouts and penalties

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An Order Assurance Dashboard with Backend Integration is the most optimized solution to majority of Order Lifecycle Challenges

An ideal dashboard should be capable of doing following things

Integrated with backend systems

Should provide APIs for quicker integration with all underlying systems which are part of order lifecycle and fetch order status from each of them

End-to-end view of the order

Should provide view of all the orders as they pass from order entry to provisioning to billing

Track order fallout

Should bring out and highlight orders which have breached SLA so that immediate action can be taken on them

Reporting

Should be able to provide order flow reports on daily, weekly, monthly and yearly basis for individual products/services and regions

System health monitoring

Should provide performance and availability of all the integrated systems by continuous monitoring. This can be a very helpful utility in taking preventive measures and saving from resulting revenue leakage

Though integrating all the systems to one dashboard application looks like an ideal solution, it is in fact a very challenging task simply because of the complexity involved. Multiple systems generating thousands of data files in multiple formats with millions of orders flowing per minute makes integration a herculean task.

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Bottlenecks in Integration of Underlying Systems and Corresponding Customized Tools to Mitigate Them

Non-uniform data format
Underlying systems have varied data formats. Fetching data of wide variety and understanding is a difficult task

1

Creating a customized tool/adaptor which can be triggered by scheduler to pull data in varied formats as input, parse it, normalize it and feed into dashboard database

Multiple order identification codes
Orders have different ID code for every system. Correlating the same order in multiple` system becomes challenging

2

Develop a logic to create correlation ID , which is a combination of several IDs and can identify orders despite having multiple IDs

Lack of real time data
A dashboard needs to show live data, but some systems are either incapable of providing it or don't have permission to do so

3

Create a tool which picks up data from the target system at regular time interval and creates an offline staging database accessible for dashboard

Lack of error code/ description
Categorizing and showing errors as 'functional' or 'technical' with error message. Absence of required documentation makes it more difficult

4

Developing a dashboard plug-in with in-built algorithms to categorize various kinds of errors coming from different systems. These algorithms can be fine-tuned on the basis of deeper analysis of past error data

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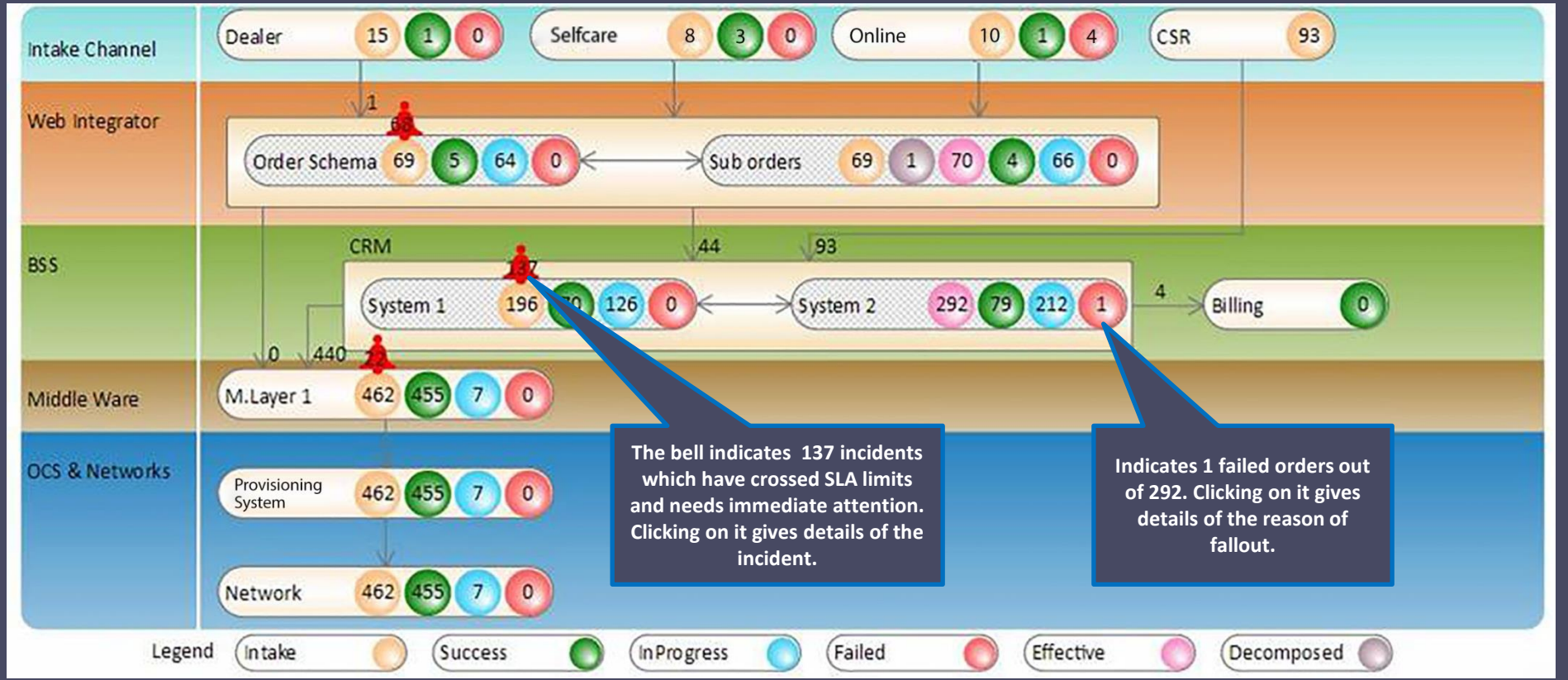
An ideal dashboard should be capable of highlighting order fallouts across the entire O2A flow



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Case Study

One of the tier 1 Operators in Europe faced a critical issue of high order fallouts and revenue leakage. They were looking for strategies to reduce Order fallouts and complexity in order lifecycle management.

Implementation of an Order Assurance Dashboard which provided complete end-to- end view of the orders in the entire order-to-activation workflow.

After applying proven robust toolsets and automation techniques,

- 40~45% of overall proactive incidents getting logged every month
- Resolution time drastically reduced from >20 minutes to less than 5 minutes.
- Reduction in average time spent in analysing & resolving the tickets

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THANK YOU!

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