

# Telecommunications Service Operations Management

## The Challenge

Communications services run on network and cloud infrastructure with diverse technologies and often hundreds of thousands of devices. These mission-critical services help companies differentiate their offers, enable their value chains and strategies, and most importantly, safeguard their reputations and brands.

It's critical that communications service providers (CSPs) get service management and assurance right. This goes beyond offering SLAs. It means proactively monitoring service health and resolving issues before the customer notices.

This is difficult to do when you have operational silos and use disparate monitoring tools. A single issue can create thousands of events, leaving operations drowning in disconnected, redundant data with little or no insights on service impacts. When operations finally gets to the bottom of a service issue, there's no easy, automated way to remediate it. The result? Lengthy service outages resulting in SLA breaches, growing costs, and lower NPS and CSAT.

## The ServiceNow solution

ServiceNow helps CSPs delight customers by proactively monitoring service health across domains and resolving issues before they notice a problem.

Telecommunications Service Operations Management integrates with existing monitoring tools to simplify operations and provides an end-to-end service view across technology domains. It uses the power of Predictive AIOps and machine learning to intelligently analyze network event data for anomalies, empowering the Service Operations team to identify and resolve issues before the customer notices. The ServiceNow platform's automated workflows bring together the front and back office staff on a common plan of action for fast responses to issues that lead to higher NPS and CSAT.

The product simplifies operations by seamlessly integrating with existing network and cloud monitoring tools using the TM Forum Alarm Management API. It automates the collection, correlation and analysis of vast network event data across disparate domains to provide front and back office teams with a single end-to-end service health view.

A real-time dashboard makes it easy to proactively monitor service health in complex environments. Service operations can quickly scan key metrics, view how services are mapped to resources, and understand how network issues impact services. Intelligent, adaptive correlation with Predictive AIOps and ML tools, a tsunami of network event data is turned into a trickle of actionable alerts to reduce event noise by up to 99%.

Telecommunications Service Operations Management helps resolve service issues quickly to increase NPS and CSAT, safeguard SLAs and drive down MTTR. Remediation tasks are automatically triggered when alerts meet pre-defined criteria. With the ServiceNow platform, a CSP can automate and optimize workflows across service and network operations, field services and customer care to deliver a seamless and responsive customer experience.

## Benefits

### Simplify operations with single service view

Single service view that seamlessly connects front and back office teams on a single platform across disparate domains.

### Proactively monitor service health in complex disparate networks

Leverage Predictive AIOps and user-friendly service operations tools to proactively monitor service health.

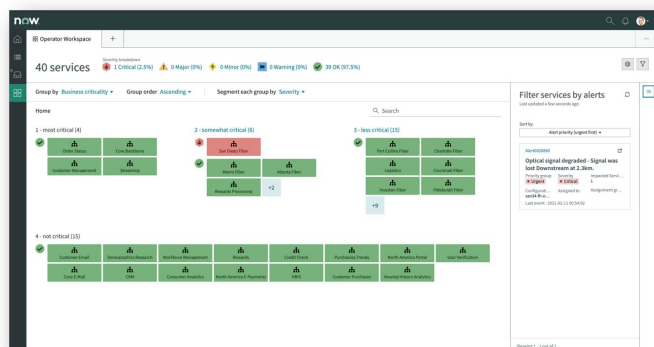
### Resolve service issues quickly and effectively with unified approach

Use automated actions, workflows and reporting to quickly resolve service issues and optimize processes that significantly reduce MTTR times.

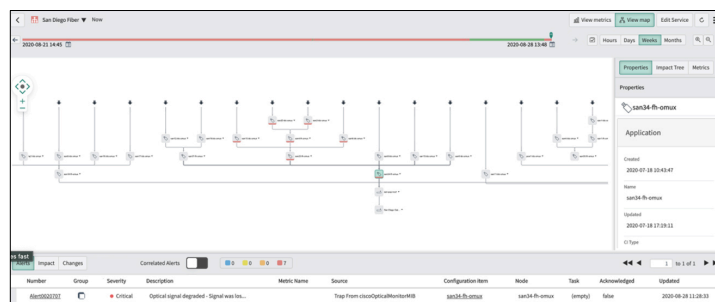


Our expanded collaboration with ServiceNow is an integral part of our transformation journey, where we embrace intelligent automation to deliver even better customer experiences, operational excellence, resilience, and efficiency to the benefit of our consumer and enterprise customers across all our markets.

– Rainer Deutschmann,  
Group COO, Telia Company



Single pane view for service operations



Service over resource topology view

## Telecommunications Service Operations Management's key product capabilities:

### Integration with network and cloud monitoring tools

Interoperate with disparate monitoring tools to provide an end-to-end service view with the TMF642 Open and support for any other type of data integration.

### Cross-domain event management

Collect and correlate vast network and cloud event data to gain business insights into service health on a single platform through a single workspace.

### Unified service view across domains

Leverage a shared service view across front and back office to support common view and plan of action.

### Service health dashboard

View service health metrics across domains with powerful drill-down capabilities to easily identify issues before customer notices.

### Service visualization over disparate resource topology

View service health over resource topology to identify and troubleshoot service issues and root causes.

### Intelligent, adaptive correlation with Predictive AIOps

Correlate network resource events to time and topology-based patterns and human-defined correlation to proactively identify service issues.

### Automated remediation

Trigger automated actions when alerts meet pre-defined criteria.

### For more information

View the [Telecommunications Service Operations Management](#) product page, or visit [ServiceNow for Telecommunications](#).

## Together with Telecommunications Service Management:

### Single service view enables automated service assurance

Use single service view and platform workflows to resolve issues quickly across service and network operations, field services and customer care.

### Topology connectors for service-aware CMDB

Provides operations with clean, single source of truth mapping services to resource topology to quickly identify how network events impact services.

### Service operations data for service assurance process and optimization

Leverage service operations data together with platform's auditing and reporting capabilities to optimize service assurance processes over time.

**ServiceNow Telecommunications Service Operations Management supports the TM Forum's TMF 642 Alarm Management Open API.**

**servicenow**