



An ESKADENIA Whitepaper

August 2020

Why order management systems are fuelling a competitive edge for the telecom industry

Executive Summary

Rising competition and increasing trade volumes are demanding a more complex way of handling order management. Telecom providers are constantly surrounded with growing trade cost and more complex processes. High costs of installations are also setting back market growth for the telecom industry. With more complex and competitive pressures, a new market expansion is needed from communication service providers (CSPs).

The global order management software market is looking bright for the industry. The global telecom order management market size was valued at \$2,245.18 million in 2018 and is projected to reach \$6,500.46 million by 2026¹. Complex setbacks have made this market into a desirable one, as industries are demanding greater automated outcomes.

An automated order management process means greater efficiency and cost-saving schemes, which is why the order management software market is becoming more profitable. It has become a powerful tool to invest in for all CSPs out there.

This whitepaper discusses how the effects of order management software can help add a competitive edge to the telecom market. It will cover how an automated order management system will affect CSPs and how it can help to reduce cost and provide a productive system for the order fulfilment process.

This will be done by using a case study from ESKADENIA's order management software; observing how the system works and how it will affect the order fulfilment cycle. Such process will be done by understanding how the software work, speed, cost efficiency and more. To be able to fulfil all these factors will create a unique selling proposition for the telecom market. Operating on a software system will expand market capabilities and efficiency, thus the need for providers to start using software solutions as the new industry standard.

¹ Borasi, P. and Baul, S. (2019). *Global Telecom Order Management Market*. Opportunities and Forecast 2019-2026. [online] Allied Market Research. Available at: <https://www.alliedmarketresearch.com/telecom-order-management-market> [Accessed 13 Aug 2020].

Introduction

The global telecom order management market is steadily on the rise. According to the Global Telecom Order Management Market Analysis and Trends Report, this market is set to grow strong during the period of 2017 until 2027². More trends are showing that telecom industry is shifting towards a digital order management solution. This means greater efficiency and productivity for the sector; it also means industries are leaning towards digital solutions in order to process business workflows. Aside from the telecom sector itself, other industries, such as finances, which is prominent for the communications sector, are transforming into a fully digital process, and so are other sectors. In order to keep up, CSPs also need to ensure a powerful process that can easily integrate with various third-party systems.

Such a market is becoming crucial for the communications world. One of the main trends for telecom order management software include the rise in demand for network installations across rural areas, rapid increase in connectivity and rise in subscribers³. All these factors combine, including the digitalization of many sectors today, create the perfect environment for a developing market.

Telecom order management software are systems designed to execute orders in an efficient and cost-effective manner. It provides a great opportunity for CSPs to expand their market, as great tool to put telecom companies ahead of the competition. As subscribers are increasing in size, it is important for providers to stay on top of the telecom rivalry.

Telecom order management software can help companies:

- ✔ Lower expenses by reducing management cost and optimizing current resources.
- ✔ Increase flexibility by implementing a highly dynamic system that will cater to various business needs and requirements.
- ✔ Increase safety procedures and reduce risks with powerful and state-of-the-art security systems that will keep data up-to-date and meet compliance requirements.
- ✔ Dynamic integration with other third-party or internal systems to create a smooth order fulfilment process.

The benefits of order management software here can be seen through ESKADENIA's order management system, ESKA Order Manager is an all-in-one Order Management System made to facilitate the process of fulfilment across multiple systems, channels, and partners. ESKA Order Manager will be used as a case study to observe how an order management system will help telecom providers and how it will create a competitive edge within the market.

This whitepaper will focus to on why order management systems are the way to go within the communications market, and through implementing software such as ESKA Order Manager, it can offer a great solution for providers today that not only accelerates processes but also ensuring a powerful status within the industry.

² Business Wire. (2019). *Global Telecom Order Management Market Report 2019: Drivers, Restraints, Opportunities and Trends 2017-2027*. Dublin: ResearchAndMarkets.com. Retrieved from <https://www.businesswire.com/news/home/20190904005777/en/Global-Telecom-Order-Management-Market-Report-2019>

³ Borasi, P. and Baul, S. (2019). *Global Telecom Order Management Market. Opportunities and Forecast 2019-2026*. [online] Allied Market Research. Available at: <https://www.alliedmarketresearch.com/telecom-order-management-market> [Accessed 13 Aug 2020].

Why order management software?

Order management software are made to accelerate the order fulfilment process and increase business efficiency. That said, it is important to understand some of the benefits an order management system can accomplish for the telecom sector. Below are a few benefits to watch out for when choosing an OMS.

Budget. An OMS can help to reduce the cost spent on excessive spending and efforts. Such systems are made to enhance usage of resources in the most convenient way possible. This can be done by increasing response time and minimising errors, which means employees have the opportunity to focus on other crucial tasks that require more manual attention. By cutting time and optimizing workflow, cost efficiency will soon follow.

Comprehensive. OMS can cover a range of functionalities to support the productivity of a telecom provider. Most OMS consist of various tools to help the order fulfilment process, from the beginning to the end. This may include modules for provisioning, customer management, planning and reporting and web-based portals.

Security and compliance. Compliance standards are crucial when it comes to the communications industry, therefore any OMS chosen must also be able to keep up with any industry standards, such as TM Forum standards. Order management covers different parties and sectors in order to achieve the best results, from marketing to finance, which is why an OMS covers various industry standards that also keeps data secured from one sector to the next.

Workflow. Having an OMS will also mean greater workflow when it comes to the order fulfilment process of things. Such systems utilize a dynamic workflow engine allowing both front-end and back-end officers to perform actions on the fly, such as adding, approving and activating. This means faster results and greater accuracy.

An OMS is suited for those looking to accelerate their work process and ensure a rewarding experience for their customers. The order fulfilment process of most communications providers involves complicated and intricate steps that need exact details and accuracy, OMS can help to ensure this process is accelerated with precise accuracy.



ESKA® Order Manager: simplifying the order fulfilment process

ESKA® Order Manager is an all-in-one Order Management System that manages the full lifecycle of a customer request for products and services. It integrates with Workforce Management Systems, such as **ESKA® WFM**, to facilitate order fulfilment. It also integrates with product catalog systems, such as **ESKA® Product Catalog**, so it can be configured for catalog-driven order management across multiple systems, channels, and partners.

ESKA Order Manager covers a range of functionalities following the TM Forum standards; which covers order establishment, tracking and management, order enrichment, order acceptance, workflow management, order orchestration, order lifecycle management, order validation and order rules management. Covering the following functionalities will help maintain a clear and defined order cycle from start to finish.

This OMS can cover several functionalities, some of which include the following:

- ✔ A TM Forum compliance order management tool.
- ✔ Covers multiple services within one platform through different tools and functionalities.
- ✔ Flexible and adaptable for various needs and integrations.
- ✔ A fully intelligent automated process.
- ✔ Fully integrated with various other systems for provisioning, customer relationship management, billing, and more.
- ✔ Utilizes an embedded dynamic workflow engine allowing both front-end and back-end officers to perform actions on the fly, such as adding, approving and activating.

This system will be used as the main case study within this whitepaper to show the capabilities of an OMS. Based on its main functionalities and modules, we will observe how a system can benefit CSPs; by providing an automated system that will simplify the complications of a telecom's fulfilment cycle.

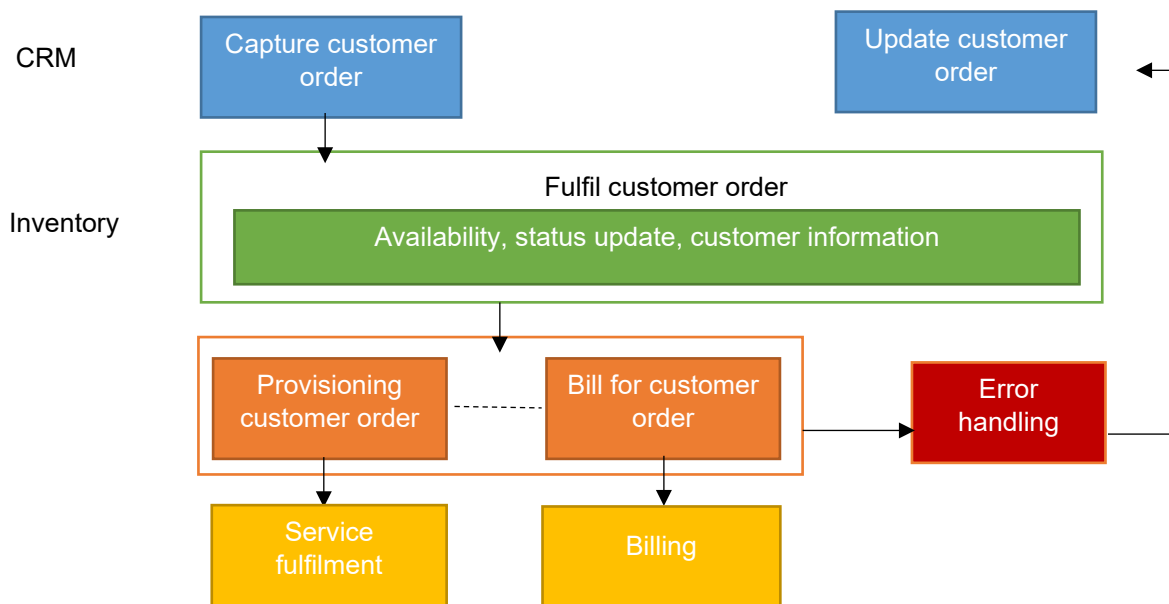
ESKA Order Manager's module and functionalities may be seen through the diagram below.



A competitive edge in the telecom market

OMS are not only a benefit for CSPs, they are also a must in today's telecom climate. Rising demands, increasing subscribers and need for greater connectivity is creating a tough and competitive market for telecom providers out there. More than ever, it is time for providers to adapt and take part in the digital era of business processes.

In order to understand the importance of OMS, we firstly need to understand the order fulfilment process itself and how such system will help the overall process. A telecom order fulfilment process may be represented by the diagram below.



Simple diagram of the order fulfilment process, based on ESKA Order Manager

An OMS will affect each stage of the fulfilment process, especially with flexible integration capabilities, such as the use of ESKA Order Manager. ESKA Order Manager offers various integration options with other relevant ESKADENIA systems or other third-party system, such as workforce management, product catalogues, CRM and billing, charging and service activation systems.

Below are a few points that put OMS on the top of the telecom market and why it is crucial for the overall fulfilment process.

Data collection

An OMS begins at the start of a providers first point of sales, whether from POS, call service, website or more, an order management system integrates with an omnichannel system to receive an order directly placed by customers. Through this stage, the OMS, such as with ESKA Order Manager, also integrates with a digital CRM system to handle the customer's relationship, especially in relation to the order that has been placed.

Through the use of ESKA Manager, all orders can be directly captured and transferred to the back-end division of the telecom operator.

Accepting orders

In this stage, once the order has been transferred, the order will then be created, including any edits and changes based on the customer's request. ESKA Order Manager will process the order digitally, where it will also automatically check availability of the order and any necessary changes needed through its integration with ESKADENIA's inventory system and its digital CRM system.

The OMS will automatically record the orders that have been placed, including check or edit the status of the customers, whether they are eligible for the order or whether they will be rejected. This is supported with ESKA Order Manager's integration with ESKA WFM, ESKADENIA's workforce management system to help with the lifecycle and or work assignments and work orders. All assignment will be fully recorder for employees and team members to see, this also includes the creation of any necessary reports.

Provisioning

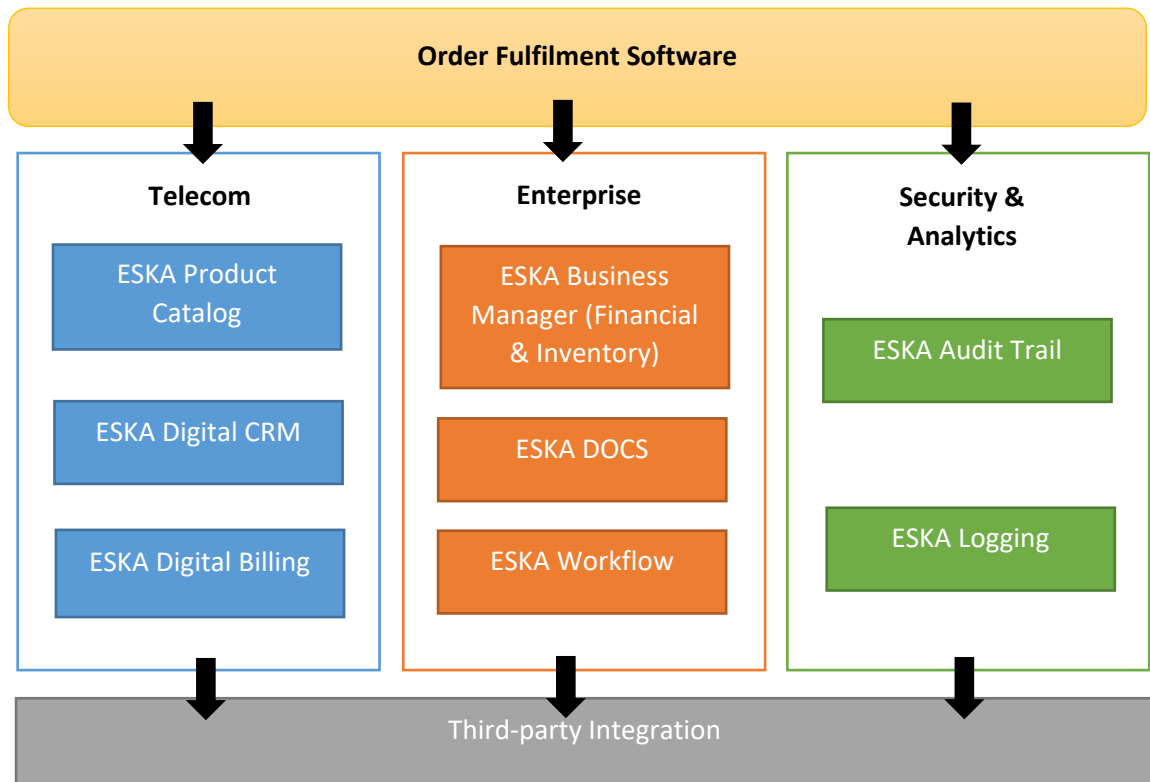
Once an order has been accepted, ESKA Order Manager will then activate the provisioning module, which in the case of ESKA Order Manager, would be ESKA Service Activator, ESKADENIA's provisioning and service activation system. Based on the parameters set from ESKA Order Manager, ESKA Service Activator will automatically process the service available based on the order made. If the order has been activated, the system will then generate a notification alert to the customers on whether their service has been successfully activated or not.

If it was successfully activated, the customer will receive a successful activation notification, while if it was rejected, they would receive an error notification which will then be re-evaluated.

Billing

In correlation with the provisioning stage of the system, ESKA Order Manager will also then automatically initiate the billing stage of the service, which should be sent directly to the customer. This is done through full integration with ESKADENIA's billing and financial systems, such as ESKA Digital Billing and ESKA Financial. So, the OMS initiates the billing system as part of the completion of the order.

Order Management



Integration of the ESKA Order Manager

Conclusion

Order management systems are powerful tools to support CSPs in order to create an organized and efficient workflow. Thanks to a digital platform, providers can now enhance their accuracy and safety of data when it comes to processing orders. OMS provide a clear system that can help every stage of the order fulfilment cycle. Thanks to a powerful integration process, an OMS can help directly process an order from start to finish. Such a system will push for an edge within the telecom market; seeing how many industries are transforming into a digital age, it only makes sense for providers to follow this age into a fully digitalized process. A digitalized process is expected when it comes to the competing markets of today's telecom industries. Direct integration also creates a smoother workflow when providing for telecom customers, which means greater cost efficiency and increasing resource utilization.

That said, OMS can up the game for many telecom providers in a highly competitive and advance market. This is why it functions as a leverage within the industry. So, for those looking to increase their market power and stand out in the telecom business, OMS serve as a powerful tool to make that happen.

[Discover more about order management systems through ESKADENIA's order management software, ESKA Order Manager.](#)

ESKADENIA Software

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Inquiries:

Tel + 962 6 5510717

Fax + 962 6 551071

E-mail: sales@eskadenia.com
pr@eskadenia.com

www.eskadenia.com

About ESKADENIA

[ESKADENIA® Software](#) is a three-time [MENA Award](#) Winner & [CMMI®](#) level 3 certified company that is active in the design, development and deployment of a range of software products in the [Telecommunications](#), [Insurance](#), [Enterprise](#), [Education](#), [Healthcare](#), and [Internet](#) application areas. The company is based in Jordan and has sales activities in Europe, the Middle East and Africa; more than 85% of its sales are exported to the global market. ESKADENIA Software is a customer-oriented organization that assists enterprises and promotes businesses by use of highly effective IT strategies, solutions and tools. With customers in more than 25 countries and a retention rate of over 95%, ESKADENIA endeavors as a team to augment quality and customer gratification, build up perseverance, and foster innovation. ESKADENIA Software positively contributes and strongly believes in the crucial role of businesses in the development of their communities.