



Streamlined and Proactive Order-to-Payment-to-Care

ServiceNow and Aria

Communication Service Providers are actively shifting course to build a more agile, open and autonomous business and architectural foundation to capture opportunities driven by industry partnerships, adaptable networks and the connection of everything.

Aria has partnered with ServiceNow to deliver a flexible and autonomous Streamlined Order Management and Proactive Customer Care solution. Together, we empower business users to build, operate, manage, and optimize the order-to-payment to-care lifecycle (Figure 1). As a cloud-native application CSPs get the digital, cost, and operational advantages of a workflow, cloud and data-oriented platform.

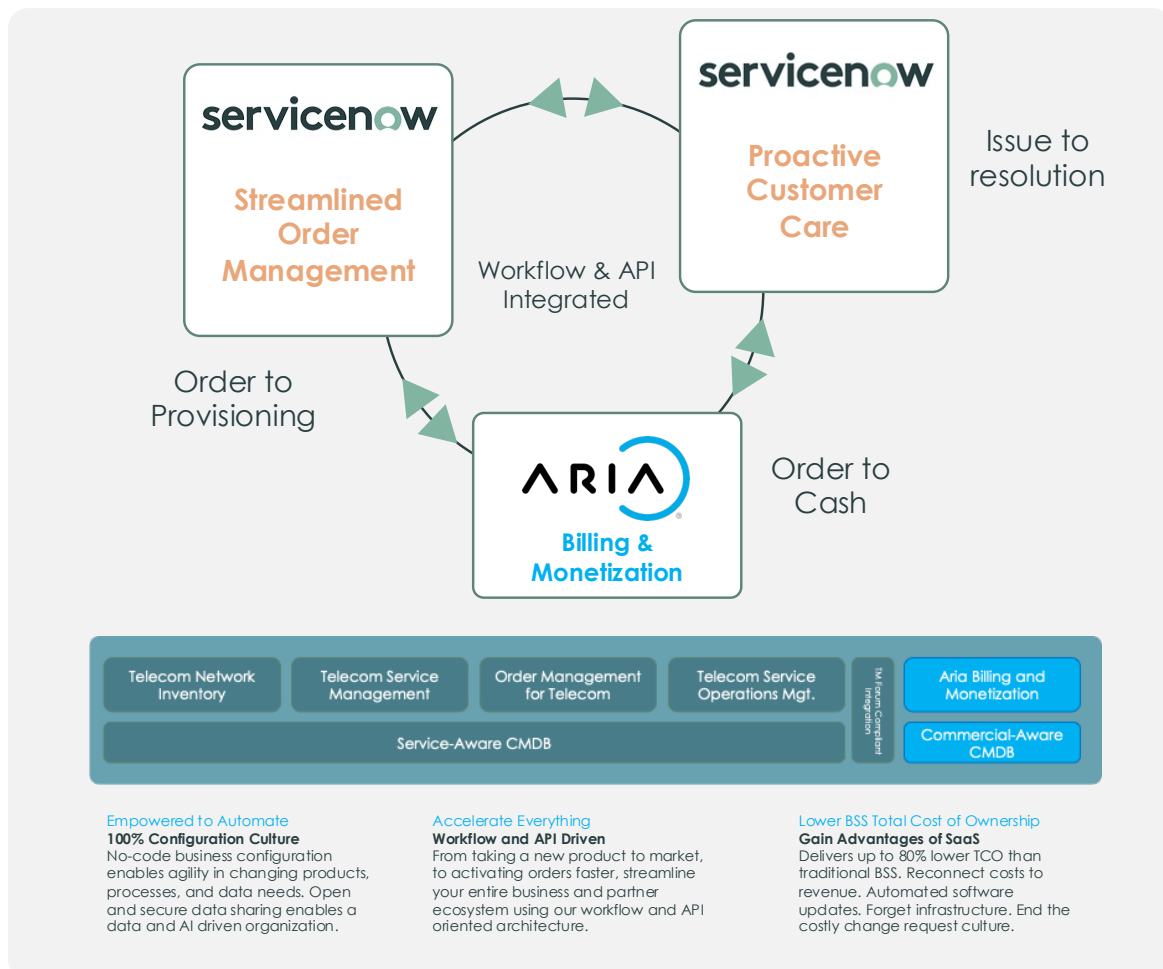


Figure 1 - Streamlined Order-to-Payment-to-Care from Aria and ServiceNow

Gain a business advantage in the coordination era

Time to market of new products and services is a critical factor for driving growth. **Streamlined Order to Payment Management** capabilities (Figure 2) enables telecom providers to accelerate time to revenue by rolling out new services and business models faster than ever before. It consistently captures value and monetizes orders across all sales channels (telesales, online sales, field sales, digital channels, etc.). It then diligently orchestrates service orders across all fulfillment systems whilst keeping stakeholders informed – as a unified process.

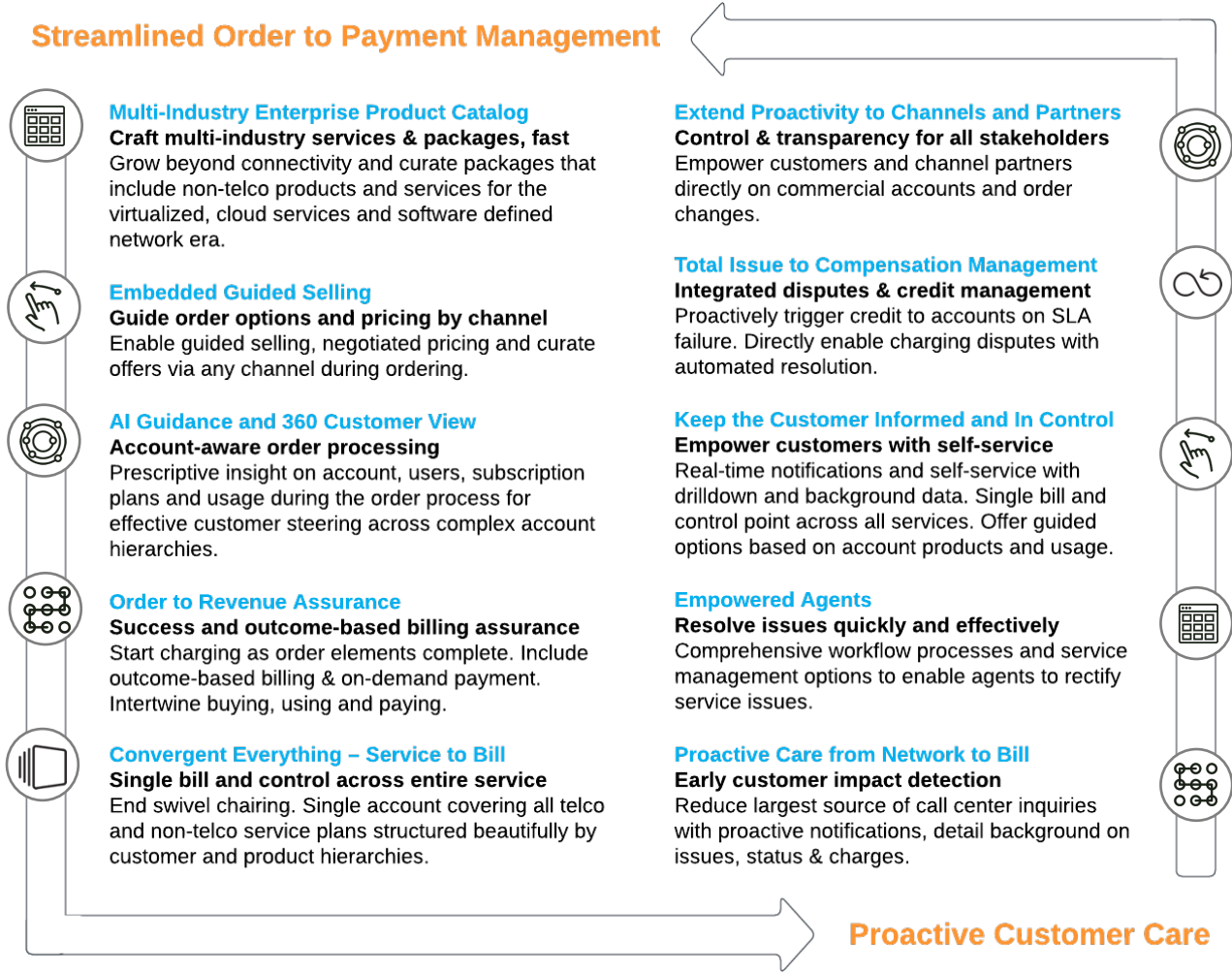


Figure 2 - Proactive and Streamline Processes

Customers subsequently expect great service through their channel of choice, and their Net Promoter Score is directly influenced by it. **Proactive Customer Care** capabilities (Figure 2) enable CSPs to improve customer satisfaction and loyalty while reducing the cost to serve by creating a seamless, digital and proactive experience across all channels. With ServiceNow and Aria, you get to the customer before they get to you.