



Surpass the competition. Innovate from end to end.

Align intelligent workflows to achieve rapid business value and improved operational and customer outcomes

Digital innovation and smarter workflows that boost efficiency, empower employees, and drive better outcomes are critical in ensuring that customers and partners are onboarded faster, operations are more efficient, and exceptions like network outages are resolved effectively. If you don't transform now, you'll be surpassed by more agile competitors at the forefront of the high-speed network revolution. That's where intelligent automation comes into play. Intelligent automation uses powerful tech – like outcome driven low-code collaboration, end-to-end automation, and AI – to streamline and digitize complex operations, all while keeping margins high and bringing real value to the business and customers fast.

Automation of operations is a top priority for 54% of CSP respondents¹

The pressure is on for communications service providers (CSPs): Reducing churn and improving operations – all while streamlining customer experiences, is not easy with multiple, hard-to-change legacy systems, complex code, manual tools, and tangled organizations and workflows. Traditional routes to improve order management, network rollout and service assurance, procurement management, and other critical business problems rely on tactical, quick fixes – and these can only take you so far. There's a better way to manage workflows, quality, and costs. It starts with fully embracing innovation and investing in technology that bridges the gap between business operations and enhanced customer experiences.

Transformation is difficult – not impossible

Pega intelligent automation provides an integrated, end-to-end approach to automation by connecting front and back-end workflows to client experiences.

Using workflow automation, AI-powered decisioning and a powerful low-code platform, transformation is built into the core of your business. You gain the power and visibility to anticipate and solve problems before they happen and make continuous improvements to workflows. Low-code development empowers you to design, make dynamic changes, and deliver meaningful results fast – all while enhancing collaboration between business users and IT. A modern architecture makes it easy to adapt to change, manage variations, and reuse shared workflows to roll out to new regions, functions, products, or channels – driving consistent outcomes everywhere. And by keeping development costs down, you can spend more time keeping productivity up.

When CSPs deploy tactical automations in isolation, the risk for breakages and bottlenecks increases. Intelligent automation aligns workflows and customer interactions around outcomes. Visibility and flexibility, in the form of incremental, short-phase automations, are woven directly into the digital fabric of your objectives. People and systems seamlessly work together to get results, ultimately reducing cost and complexity while strengthening your competitive advantage.

¹ Digital Transformation: What Matters Most In Your Sector - November 2021

Managing orders

By relying on siloed systems and manual tools and processes, CSPs are failing to meet customer delivery expectations – a key driver of experience and satisfaction. Pega makes it simple to orchestrate and automate order workflows for comms products and services by connecting the front office, back office, partners, and customers in a unique omni-channel approach.

Managing network rollout

By 2025, 51% of mobile connections in the U.S. will be on the latest 5G networks, requiring 5–10X more cell tower infrastructure. With manual network planning processes, deployment is slow, and costs are high. CSPs can automate workflows and eliminate touchpoints to ensure on-time delivery, keeping costs low and maximizing margins. Start delivering end-to-end journeys, so you can accelerate the number of homes and office buildings connected by fiber and mobile coverage.

Assuring service

With increasing dependency on high-speed connectivity for homes and businesses, demand for fast diagnosis and resolution of issues is high. However, CSPs face operational challenges and struggle to respond when workflows are manual. They often rely on third-party providers for customer connectivity and diagnostic data. CSPs can eliminate cost and complexity by using fault diagnostics workflows. Accurately analyzing third-party data and workflow automation creates faster resolution of issues and major reductions in expensive and unnecessary engineer visits.

Managing procurement

Key operational workflows for procurement in CSPs are typically highly manual – so provisioning high-value services and audit and control of supply chains is challenging. Rigid technology systems mean a lack of agility for transformation. With Pega, CSPs can simplify and automate workflows from end-to-end, with case management providing control, visibility, and consistent outcomes. Procurement teams can become agile, empowered with rapid delivery and changes. Intelligent automation can be applied to workflows for high-value interactions with significant business impact, such as end-to-end procurement, risk management, and stock control – resulting in cost reduction, capacity improvement, and fraud prevention.



“The concept of develop once, use many is a reality for us. And a major contributor to our success has been our ability to leverage the power of Pega's low-code automation platform.”

– Andy Ryan

Head of Digital Operations & Automation, Vodafone UK



vodafone

When **Vodafone Business** needed to automate global order workflows, they chose Pega's low-code intelligent automation platform to build the solution. Pega digitized and automated workflows as well as enabled 40% reduction in order cycle times and achieved no order fall out for change orders.



Cisco helps run the fastest data networks for the largest companies in the world. But its global supply chain processes were isolated, manual, and stuck in legacy IT. Implementing an agile, cloud-based model enabled end-to-end visibility and reduced manual touches by 93%.



Google used Pega technology to modernize its transactional work lifecycle and cross-team trouble ticket management, driving enhanced analytics for their global network service and installation management. Network outages were reduced through improved workflow management and cycle times made 10 times faster.



PEGA

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Operations.
Exceptions.**

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