



PegaWorld

JUNE 7-9 | LAS VEGAS

[PEGAWORLD.COM](https://pegaworld.com)



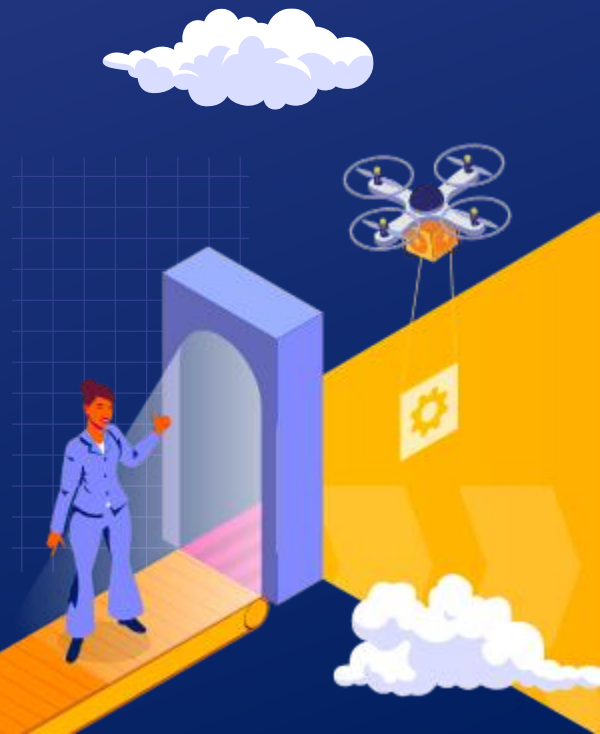
PegaWorld

JUNE 7-9 | LAS VEGAS

axtel

Breaking Legacy Barriers: Axtel's Blueprint for Operational Excellence

Efficient optimization of the enterprise Order-to-Cash flow



Who are we?



Who is Axtel?

Axtel is a leading B2B IT and communications services provider based in México.

Every network we deploy, every cloud solution, every collaboration system, and every layer of cybersecurity share the same goal: bringing people, ideas, and businesses closer together so they can grow without limits.

Our purpose is clear:

Technology that connects your life





We turn information technology into a driver of continuity, intelligence, and transformation.

Our way of operating



CYBERSECURITY



MOBILE



TELECOM



INFORMATION TECHNOLOGIES



The infrastructure driving the new digital era, powered by a cross-border network reinforced for Mexico's digital growth.

World-class infrastructure with +34K miles of fiber optics.



Our key differentiators



Local consulting with specialized talent:

We design with you, understanding your industry and your challenges.



Invisible technology, visible results

Solutions that adapt to every stage of your operation.



Global partnerships, local execution:

We work with global technology leaders to deliver locally tailored solutions.



Relationships that go beyond projects

More than a provider, we are a strategic partner.

Axtel at a Glance



+3,000

Employees



+11,000

Customers in México



+34K

Miles of Fiber Optic



+900

Industrial
Parks



\$12,367

Million Pesos
Revenue (2025)

From Initial Adoption to Strategic Partnership: Axtel & PEGA

A 7-year Journey scaling Pega from foundational workflows to core business operations

2019

Network expansion workflows
Platform

2020

Alestra Digital Sales process
Sales Automation + PCF + CPQ

2021

AxNET Digital Sales process
Sales Automation+ PCF

2022

Alestra One Touch
Platform

2022

AxNET Fulfillment process
Platform

2023

Vista 360°
Customer Service

2024

Mobile Sales & Fulfillment process
Sales Automation + Platform

2025

Alestra Order Management

Blueprint + Constellation

PEGA capabilities used at each stage



Diagnosing the problem



The Problem: Too many systems, limited visibility

Too Many Systems, Manual Steps

- Multiple CRMs, Portals, Legacy BPM, ERP, Billing (+20)
- Manual translation between systems
- No single execution flow

Teams Absorbed System Complexity

- Manual decomposition of sales into delivery and billing
- Status chasing via calls, emails, spreadsheets
- Work driven by coordination

No Single Source of Truth

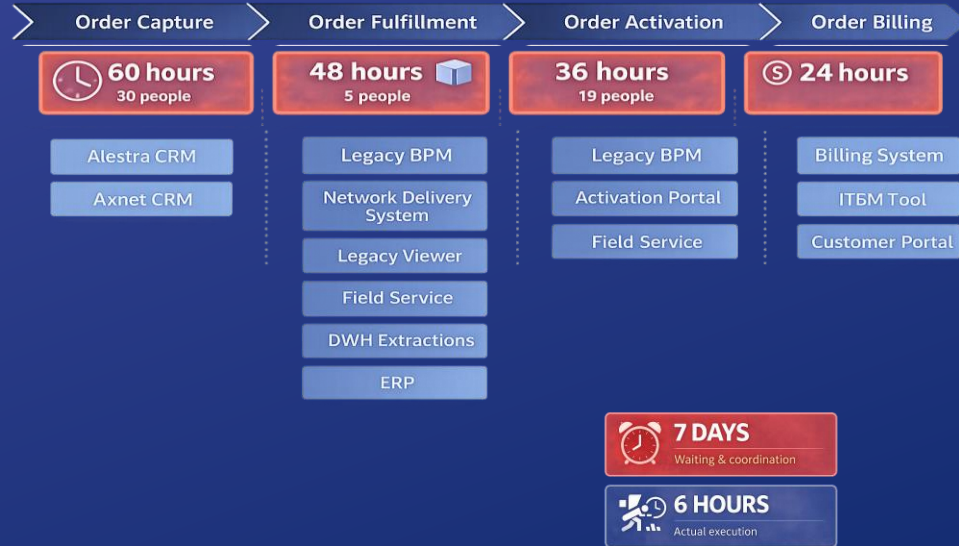
- Data desynchronized across systems
- Multiple versions of the same order
- Decisions made with partial information



"My job wasn't moving orders forward — it was switching systems."

The Breaking point: many systems, limited visibility

Service Delivery (Order to Cash)



- Manual coordination did not scale
- Order Entry became the primary bottleneck
- People absorbed system complexity
- Data desynchronization became systemic

Legacy systems were not the problem, the lack of orchestration was

From problem to solution



A New Approach: From Digitalization to Orchestration

Digitalizing tasks alone does not transform operations—it only improves isolated activities.

True transformation happens when the entire flow is orchestrated, connecting people, processes and data end-to-end.

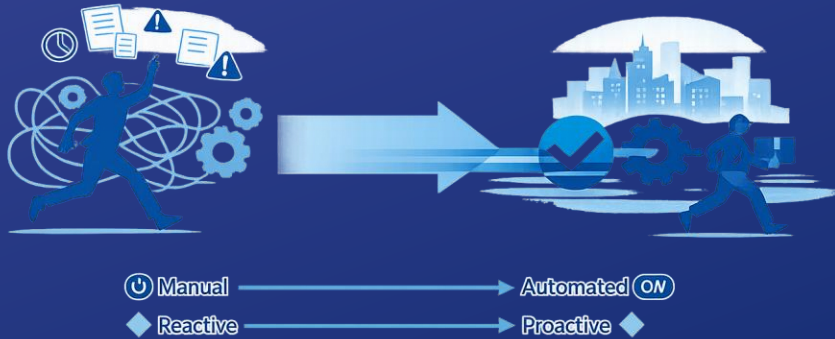
Automation changes speed.

Visibility changes behavior.

Transformation *means orchestration, no just digitalization.*



Observed Shift: From reactive to proactive



No more manual status chasing

Project teams focus on delivery—not on tracking.

Real-time execution

Orders move from sales to delivery readiness in minutes.

3–4 days → minutes

Validation and assignment are now automated.

Manual → Automated

Reactive → Proactive

Implementation & results



The Strategy: An orchestration layer, not just another system

Orchestration acts as the brain of the workflow, coordinating complex processes across systems.

AOM transforms a sale into an executable, end-to-end flow:

T – Transformation

Sales data from any channel is normalized .

D – Decomposition

Each order is decomposed into services.

R – Routing

Work is intelligently routed to provisioning and billing.



Order translation & routing no longer human tasks – they are handled by the orchestration engine

Implementation approach:

Agile and MVP-Driven

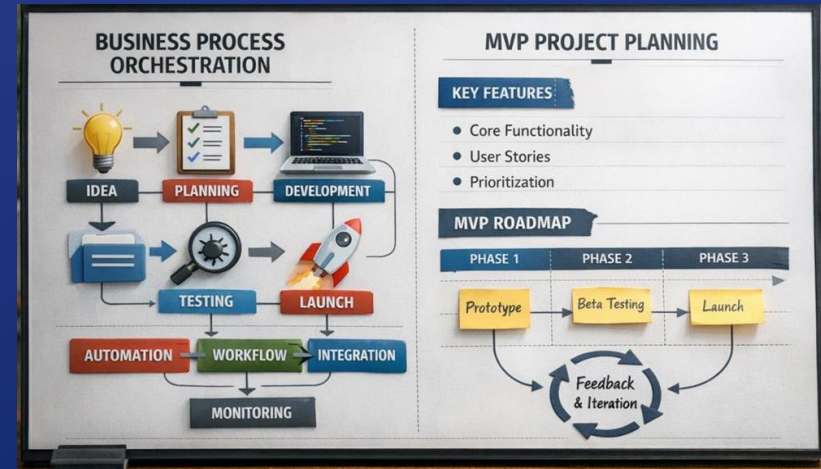
- Axtel used an agile, MVP-driven method to deliver the first product version within four months.
- Each MVP takes 90-120 days to be productive.

Measuring Outcomes from Start

- Measuring project outcomes from day one helped build trust and supported continuous improvement through data-driven decisions.

2026 Goal

- Achieve 100% of order volume (+180 Prod&Services) orchestrated through AOM.



From Pega Blueprint to Agile Execution

Axtel intentionally designed how people would work together around AOM.

- **IT, Business Processes and Operations** were involved from **day one**.
- Clear ownership defined per **Order-to-Cash domain** (Order Capture, Fulfillment, Billing, Field Service).
- Internal Axtel teams working together with **Pega delivery specialists**.
- Execution structured around incremental MVPs, expanding orchestration scope step by step.

Blueprint aligned the vision; Pega Agile Studio ensured disciplined execution.

- **Pega Blueprint** used to: Define the end-to-end Order-to-Cash orchestration
 - Stable case & data foundation reused across MVPs
- **Pega Constellation** adopted as standard UX to scale consistently.
- **Pega Agile Studio** enabled:
 - Scrum-based execution
 - Sprint planning and backlog control
 - Visibility for both business and IT stakeholders



Overcoming challenges

Instead of a big-bang implementation, Axtel chose continuous alignment with the business.

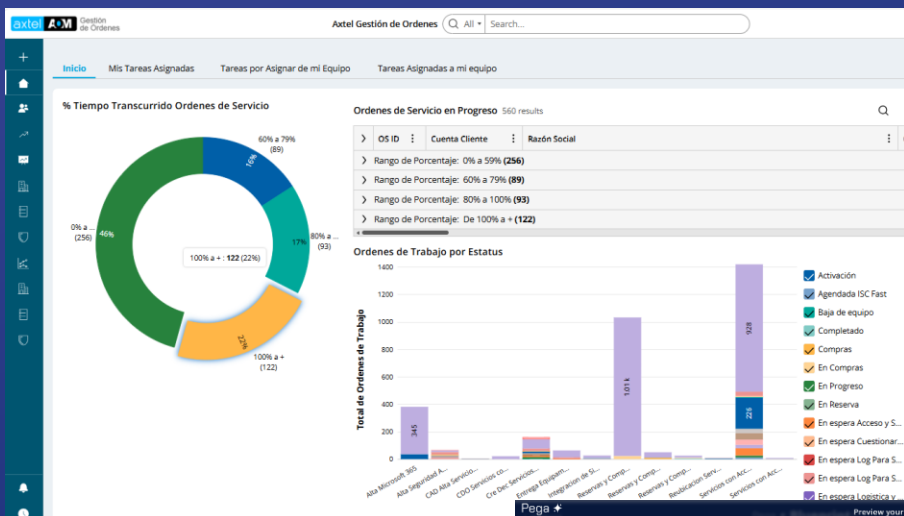
Challenges

- Fragmented ecosystem (CRMs, BPMs, billing, network, fulfillment).
- Different interpretations of the same process across areas.
- Limited end-to-end visibility of orders.

How Axtel Responded

- **Workshops and working sessions** with business and operations.
- **Co-creation of real scenarios before building.**
- **MVP iterations with continuous feedback.**
- **Early focus on metrics and real-time visibility to build trust.**

The Solution: AOM (Alestra Order Management)

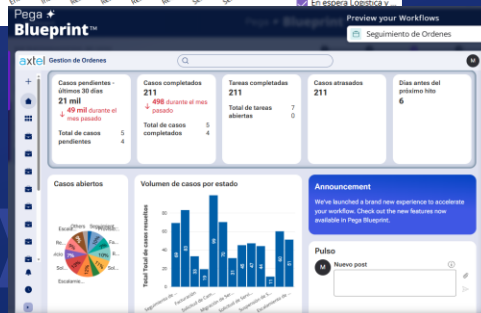


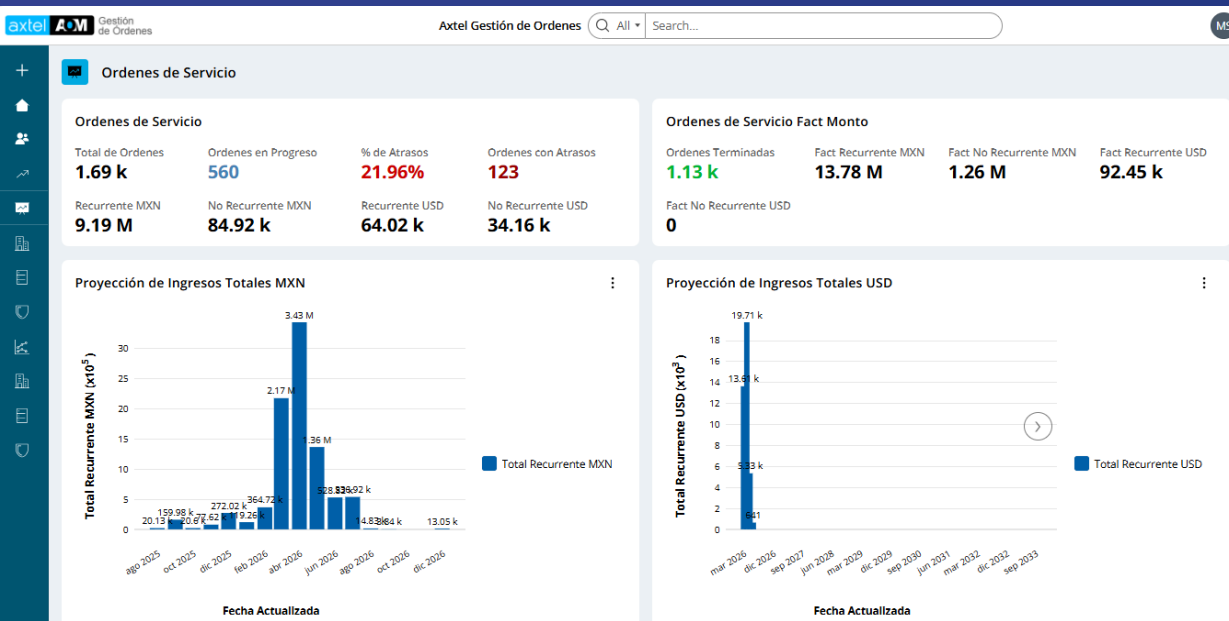
The goal is to unify the user experience—operating as a control tower for end-to-end execution (Constellation based approach).

Continuous monitoring and control of processes.

Seamless coordination across the entire Order-to-Cash lifecycle.

Blueprint gave us a stable case foundation, so every new MVP reused the same orchestration logic instead of reinventing it





Orders

- Total Orders
- In Progress

Revenue (In Progress)

- Recurring – MXN / USD
- Non-Recurring – MXN / USD

Completed (Billed)

- Completed Orders
- Recurring – MXN / USD
- Non-Recurring – MXN / USD

End-to-End Case Visibility (AOM)

Service Order Summary (Case Overview)

Consolidated and structured information, including:

- Project stage
- Customer information
- Services
- Work orders
- Service equipment
- Sites
- Customer contacts
- Sales attachments

Work orders and their status show project progress in a single view.

Orden de Servicio OS-873

Creado: 29 oct 2025, 11:40 a.m. | Fecha Compromiso: 4 de diciembre de 2025 | PM Asignado: | Tipo de Escenario: --

Inicio | Captura | Cumplimiento | **Activación** | Facturación | Cierre

Summary | **Detalle** | Historial | Pulso

Resumen General

Orden de Servicio	OS-873	Razón Social	PPEL	Cuenta Cliente	61198..
Cierre de Venta	--	Ejecutivo de Cuenta		Estatus OS	EN PROGRESO
ID-OPP	OPP-123476	Nombre de Oportunidad	PPEL SITIOS VARIOS	Requiere SAIC	No
Fecha de Creación OS	29 oct 2025, 11:40 a.m.			Clasificación	--
Esp. Ofertas		COE	No	Grupo	PPEL
Categoría	Black	Segmento	Corporativo	Fecha Compromiso Entrega	4 dic 2025
Monto RC MXN	34,000.00	PM Asignado	Salva	Fecha Actualizada Entrega	27 feb 2026
Monto NRC MXN	0.00	Monto RC USD	0.00	Gestor Tipo	PM
		Monto NRC USD	0.00		

Resumen Consolidado

Número de Sitios	Número de Servicios	Número de Equipos
TMP: 1	Internet Dedicado: 8	
QRO: 1	AD Ethernet Alestra: 8	
QR: 1		
NAY: 1		

Servicios | Detalle de los Servicios | **Ordenes de Trabajo** | Equipamiento | Sitios | Contactos | Clas. Facturación | Archivos Adjuntos | Historial de Gestión

Flujos 15 results

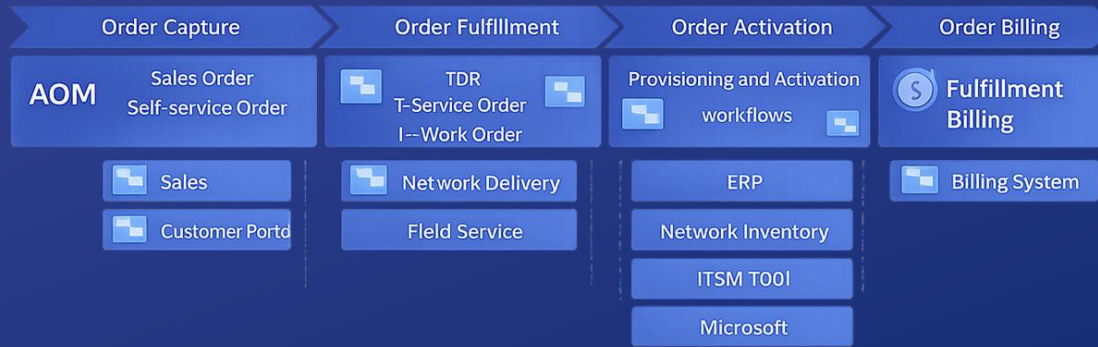
Flujo	Tipo de Orden de Trabajo	Estatus	Responsable Acceso	Sitio	Servicios
OTR-877	Rentabilidad	RESUELTO-COMPLETADO	--	TIJUANA SANTINI 6584	Internet Dedicado
OTF-784	Facturación	RESUELTO-COMPLETADO	--	TEPIC	Internet Dedicado
OTF-746	Facturación	RESUELTO-COMPLETADO	--	CUERNAVACA	Internet Dedicado
OTF-743	Facturación	RESUELTO-COMPLETADO	--	TIJUANA SANTINI 6584	Internet Dedicado

Efficiency & benefits



End-to-End Case Visibility (AOM)

Service Delivery (Order to Cash)



Now **0 DAYS** | 4 minutes

Before

60 hours 30 people	48 hours 5 people	36 hours 19 people	24 hours
------------------------------	-----------------------------	------------------------------	-----------------

Unified System Integration
A low-code orchestration

End-to-End Automated Execution
Process decisions are embedded into the architecture

Scalable Orchestration Architecture (Constellation)
The architecture is designed to scale.

Increase efficiency and revenue recognition



Productivity Improvement

- 6,600 recurrent monthly hours result for orchestration automation
- 50% Efficiencies in areas such as Order Entry Department
- Execution time reduced from hours (6.5hr) to minutes (4 min)

- 6,600 hrs



Customer Experience

- Capacity to deliver more projects with the same time
- Reduction from 90 to 40 days service delivery (60% of transactions)

- 50 days



Revenue increase

- Better orchestration accelerate service delivery
- 6 of 10 orders delivered faster; accelerating revenue recognition
- Revenue increase by \$2.5M USD annually

+ \$2.5M

Key learnings & success factors



Key Learnings

Before

The Order-to-Cash flow required operating across **multiple platforms**



Before



After

AOM centralizes orchestration, reducing the number of systems users need to interact with



After



Benefit

- Less context switching
- Fewer systems (6 → 2)
- Greater focus on delivery



Benefit

AOM proved orchestration changes behavior at scale.

Turning orchestration into execution



Design for orchestration, not just automation

Start with how work flows end-to-end, not with individual systems.



Make work visible from day one

Visibility drives accountability and better decisions.



Deliver value early (MVP mindset)

Small wins build trust and accelerate change.



Reduce upgrade risk through platform evolution

Focus less on maintenance, more on outcomes – the Constellation way.



Invest in people and ecosystem

Skills, partners, enablement and user engagement matter as much as the platform itself.

*“We didn’t eliminate complexity.
We orchestrated it.”*



PegaWorld

JUNE 7-9 | LAS VEGAS

PEGAWORLD.COM





PegaWorld

JUNE 7-9 | LAS VEGAS

PEGAWORLD.COM