



# Surpass the competition. Innovate end to end.

Streamline processes and create value with digital process automation.

You're feeling it more than ever: Digital innovation is critical to meeting demands for increased network capacity, efficiently deploying 5G, streamlining order fulfillment, and ensuring you maintain quality service. You know if you don't transform now, you'll be surpassed by more agile competitors at the forefront of the 5G revolution. That's where digital process automation comes into play. Digital process automation uses powerful tech – like robotics, end-to-end automation, and artificial intelligence – to streamline and digitize complex operations, all while keeping margins high and bringing real value to customers, fast.



## On average, 24% of CSP business processes are fit for automation<sup>1</sup>

The pressure is on for communications service providers (CSPs): reducing churn and improving operations, all while streamlining customer experiences, is not easy. Traditional routes toward improving order fulfillment, network deployment, network maintenance, 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 processes, 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

Making the simplest change to vast operating and business support systems is hard enough. Digitizing complex, code-heavy processes – all while staying ahead of competitors – is costly and time-consuming. Transformation is necessary to remain relevant and competitive. However, you shouldn't have to choose between keeping your business running and preparing it for tomorrow. You need an agile way to get value, fast, all while providing outstanding customer and employee experiences. Enter digital process automation (DPA).

## Let DPA guide the way

DPA provides an integrated, end-to-end approach to automation by connecting front- and back-end processes to client experiences.

Using case management, artificial intelligence (AI), and robotic process automation (RPA), processes become rules-based and tied to outcomes. You gain the power and visibility to make continuous improvements to network processes. Low-code development empowers you to design and make dynamic changes with speed and agility, all while enhancing collaboration between business users and IT. 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. DPA uses automation to connect your desired outcomes to your organization's customers. 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.

<sup>1</sup> "The Communications Service Provider Market and Use of Analytics, AI and Automation." Gartner, 2018.

**"It would have previously taken us 16 weeks to bring new development functionality, as that was the standard lifecycle. Now we can bring new functionality in as little as two days."**

– Andy McKee  
Enterprise IT, Vodafone



## Take it one journey at a time

Start with critical business problems to determine the path you should take. Rather than automating what's existing, apply an iterative approach to build a digital, outcome-focused process.

Consider three of the most common operational journeys optimized by leading CSPs:

### Managing network deployment

By 2025, it's predicted that 49 percent of U.S. mobile connections will be on 5G networks – requiring 5–10x more cell tower infrastructure. Accelerate fiber connections and mobile coverage during network rollout with DPA, which combines case management, robotics, and low-code development to help you build better and faster at a lower cost.


### Handling network maintenance

Using DPA, network outages and events can be identified and automatically resolved – with little to no human interaction. You can create end-to-end visibility of complex processes and add capabilities that analyze live data related to rules, costs, and other criteria. This ensures the most effective delivery methods, equipment, vendors, or contractors are selected to address and resolve problems.

### Fulfilling orders

Siloed systems and processes lead to inefficiencies. Add to this higher service costs and failed delivery expectations, and you have a recipe for poor customer experiences and low Net Promoter Scores. With DPA and robotics, you can orchestrate and automate orders for digital services. By connecting front and back offices, partners, and customers across channels, you'll optimize your operations and lower your risk of losing business.





"We keep discovering how we can push the envelope. And so far, we've not found a limit to how far Pega can take us."

– Steve Power  
Senior Director  
Order Management Services  
Cisco

## DPA in action

Industry leaders are embracing transformation with DPA – and seeing incredible results.

**Vodafone's** order capture process was manual, error-prone, and disparate. With Pega, the company developed a new digital process, fueled by enhanced business and IT collaboration, that increased outcome visibility and reduced fulfillment efforts by 51 percent.

**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 percent.

**Google** used Pega technology to modernize its transactional work lifecycle and cross-team trouble ticket management, driving enhanced analytics for service and installation management.



**Start  
your digital  
transformation  
journey today.**

Find an outcome. Streamline the process. Make it better with digital process automation. To learn more, visit us at [pega.com](https://www.pega.com)