splunk>partner+

celonis

Splunk Service Assurance Solutions for Communication Service Providers

Creating connections across the enterprise to support

- Infrastructure monitoring and troubleshooting
- Application performance management
- Service monitoring, incident response, automation

Excellence in service assurance is essential for communication service providers (CSPs) in support of order-to-cash, order entry and order fulfillment systems. Tracking an order to ensure accuracy and prevent fallout can be a highly challenging task, especially when combined with related and dependent transactions — like provisioning activity across a given network. This includes processing an order for activation of a new service (e.g., mobile subscriber identity module, video set-top box, internet access device), to tracking orders across various management systems (e.g., customer relationship management, order management, billing revenue management, inventory, shipping and other systems across the BSS stack). Adding frontline omni-channel communications to initiate and process that order, it's imperative that all of these disparate systems are not only working together seamlessly, but also are able to provide real-time insights and updates at the speed of business and across the course of a customer interaction.

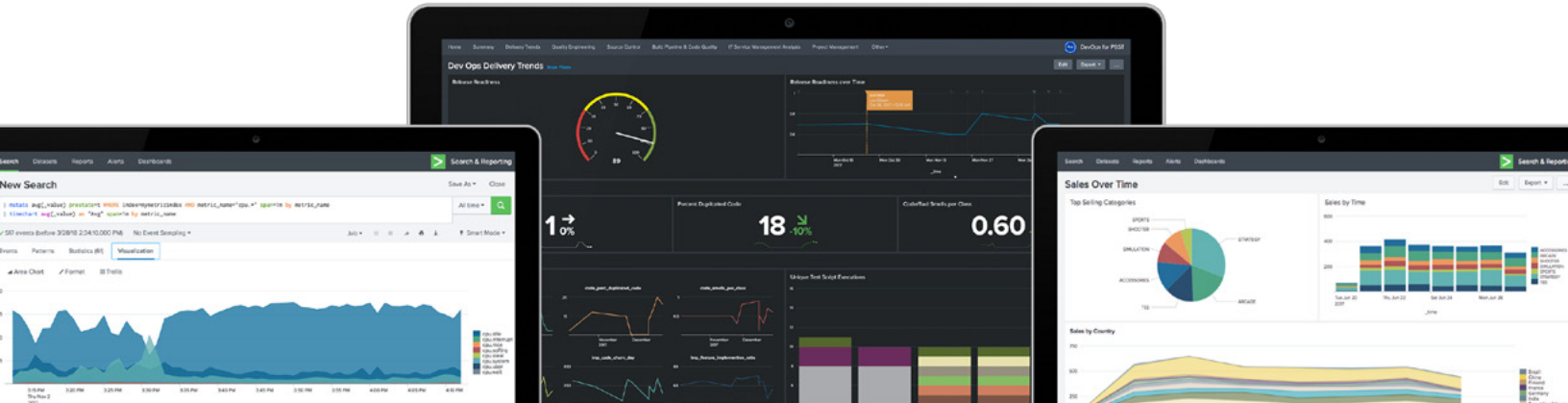
Beyond that, CSPs can face some operational challenges in supporting order entry systems, such as:

- Difficulty correlating events
- Complex logging
- Poor data entry
- System, OS, application or middleware-related resource constraints
- Certificate errors

Experts say that not only is it five times more expensive to acquire a new customer versus retaining one, it's also considerably more difficult to sell additional products and services to new customers. Here are the top reasons why customers churn:

- Poor customer support experience
- Higher cost of services rendered
- Poor product quality
- Lack of technological advancements

To paint a clear, end-to-end picture for service assurance using passive and active monitoring datasets to answer any question, regardless of the service or technologies used to monitor that service, the missing component is often a powerful and flexible platform. It must help tie together disparate data in its natural state and create actionable insights so that providers can continue to deliver unmatched, uninterrupted services to customers.



Many providers trust the Splunk platform for service assurance, but Splunk also breaks down silos and unites teams. With role-based access control, operations teams can use the same platform and data within to drill deep to uncover root cause and quickly apply a fix for a given incident. Planning teams can leverage link capacity data in Splunk to predict congestion and work with provisioning teams to map a strategy to augment the network well in advance.

Providers can use Splunk's capabilities as a data platform to evaluate the broad landscape of interconnected systems to determine if there are indeed service disruptions causing an impact to consumers. Executive-level views are also available to help leaders within an organization immediately understand the business impact.

Splunk acts as an operations lens by using data integration and intelligence to drive operational excellence for end-to-end processes, such as order-to-cash systems. It also:

- Integrates all the relevant data
- Provides real-time visibility
- Allows for interactive exploration and investigation

Splunk provides your business with:

- A single pane of glass to manage critical infrastructure
- Real-time visibility for applications and services
- Actionable insights to drive root cause determination and remediation

Digital transformation starts by unlocking your data and your processes

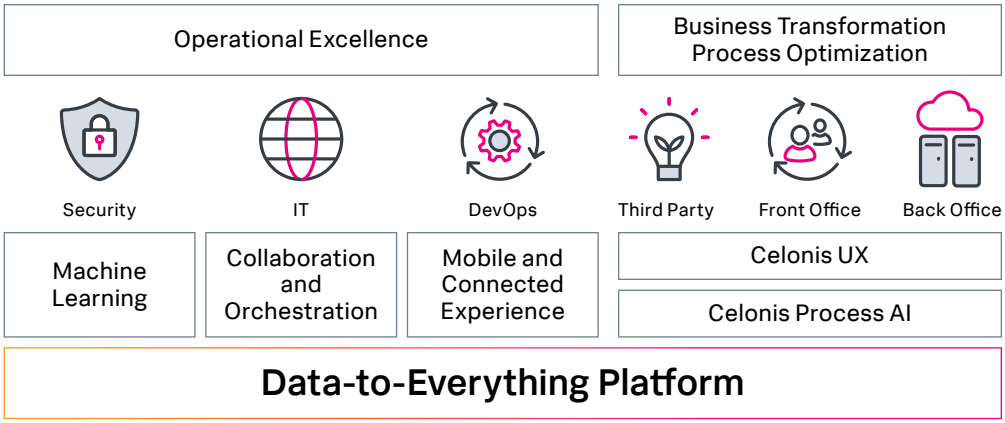
Splunk is partnering with Celonis, the global leader in execution management systems (EMS). The Celonis EMS uses a powerful technology called process mining to help companies understand and improve their business processes to unlock execution capacity.

Together, Splunk and Celonis are bringing together the power of our platforms to help companies achieve intelligent business transformation. Our integrated solution can help drive outcomes across every source system and process in the enterprise.

How the Celonis EMS works

EMS capabilities	Example in the telecommunications order-to-activation process
Measure: Visualize your processes in real time The EMS connects to data indexed by Splunk so you can see your process as it really runs and all the deviations that are happening along the way.	Gain full visibility, from orders received to activation and contract signed, across CRM, inventory management and other systems.
Know: Detect gaps and pinpoint the right course of action to close them Critical gaps and inefficiencies are surfaced in real time alongside recommended actions to tackle them so you can fix issues before they impact KPIs.	Uncover issues such as order rework, unnecessary visits and credit blocks throughout the process, and understand the underlying causes.
Act: Deploy automation and other process enhancements to improve KPIs Act by implementing automation, setting up alerts and triggers, reducing manual steps and streamlining processes.	Based on contextual business data from Splunk, Celonis can detect orders that are likely to be delayed and trigger alerts and automations that ultimately increase on-time, in-full delivery.

Better together, Splunk and Celonis optimize process and drive operational excellence across a CSP ecosystem



How Celonis works

1. Connect	2. Measure	3. Know	4. Act
• Establish continuous connection to system landscape • Create unified process model across SAP instances and other source systems • Automatically refresh data in real time	• Create objective visualization of as-is and to-be processes • Measure process performance and drill down on friction points • Uncover root causes behind deviations	• Continuously analyze processes for patterns, changes and predictions • Recommend next best actions • Execute automations directly in source systems	• Track progress towards key business outcomes • Set targets and milestones • Collaborate on transformational initiatives

Learn more about how Splunk drives solutions across the ecosystem for communication service providers.

splunk>partner+

21-18028-Splunk-Splunk Serv Assurance Solns for Comm Serv Providers-103-PB

celonis

Celonis is the leader in the Execution Management System (EMS) that helps companies unlock capacity to maximize business performance.