



Symphonica's No-Code  
Integration with ServiceNow

# Streamlined and Proactive Service Order and Resource Management

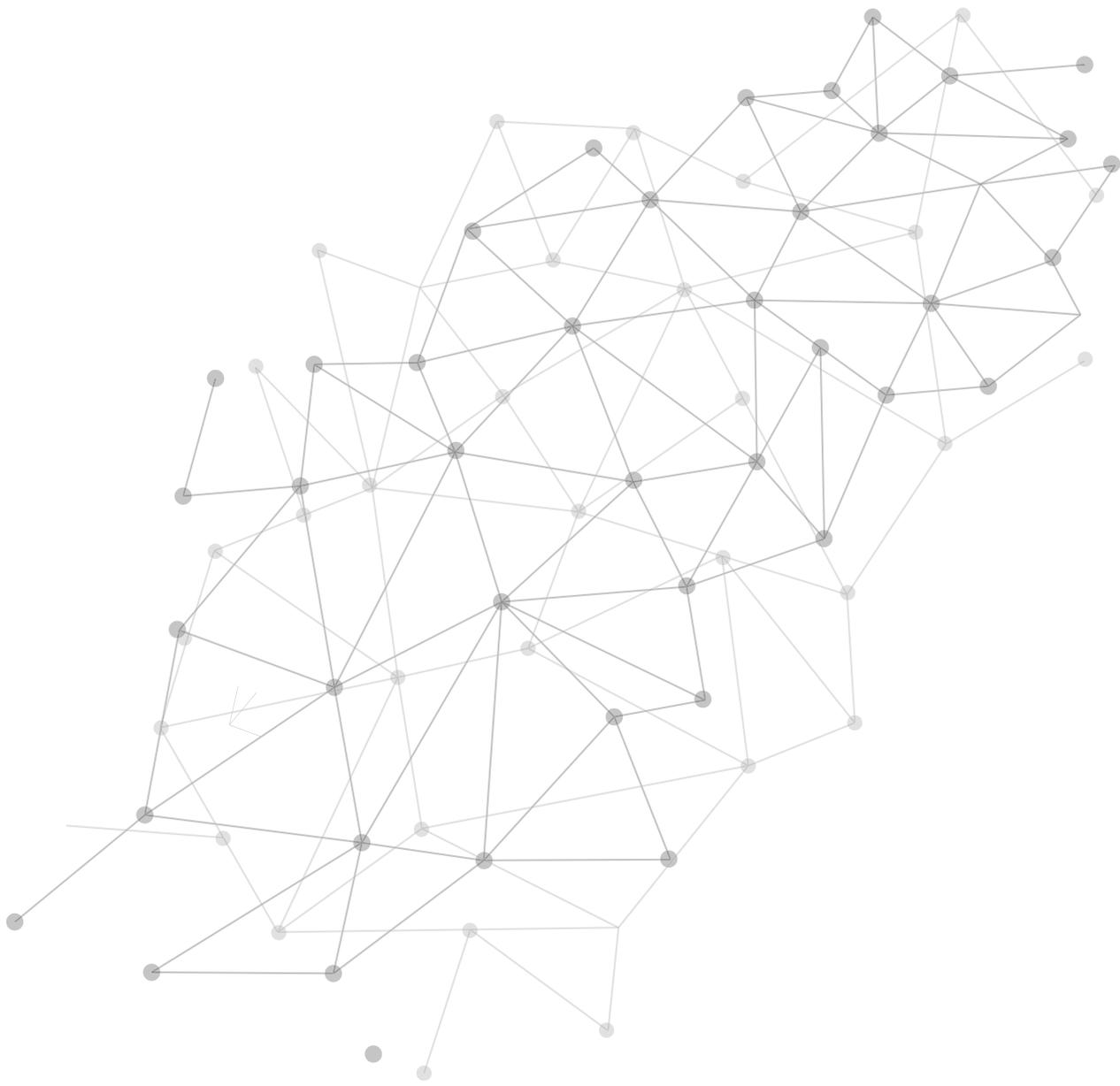
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## Symphonica's No-Code Integration with ServiceNow

# Streamlined and Proactive Service Order and Resource Management

Competition has never been more fierce for Communication Service Providers, and the stakes have never been higher. The need to harness the scalability and adaptability of the cloud, drive growth and operational efficiencies, and maintain security and governance while delivering exceptional customer service can be overwhelming without the right people, processes, and systems.

**Intraway** has partnered with **ServiceNow** to simplify and accelerate delivering innovative and intelligent solutions on your service delivery net-

work. Together we extend all the very best aspects of ServiceNow to the place where you need them the most: your revenue-generating services and applications.

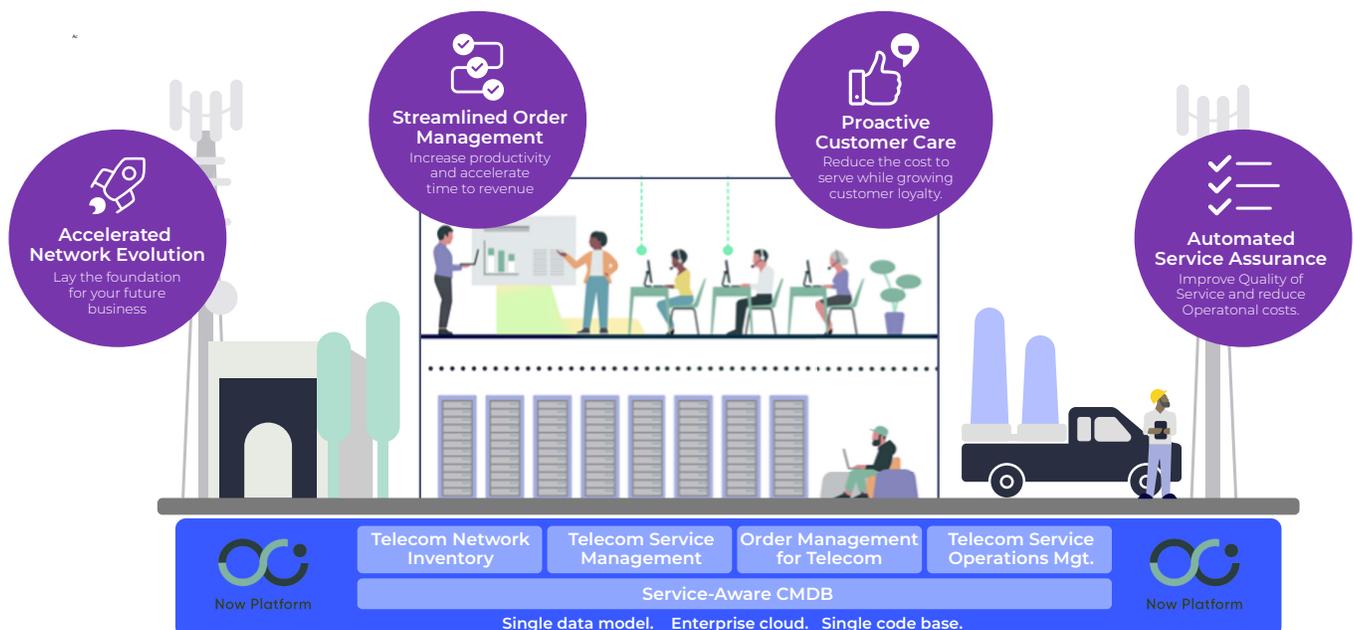
Harness the business-oriented design, self-service enablement, centralized visibility, and AI/ML-driven capabilities of these two platforms to unlock the full potential of your network. Empower your business leaders, and ensure successful launches while enjoying the operational benefits of reduced trouble volume and resolution times.

## Digitalizing customer and network workflow with a single system of action

Integrating new processes with legacy systems in a cost-efficient way is a challenge most companies face on their path to digital transformation.

To prevent unnecessary complexity, Symphoni-

ca's architecture is flexible –it deploys the same functionality across multiple channels—while taking care not to jeopardize the performance of existing systems.



## Intraway's impact on Rapid Service Deployment

Today the key to rapid service deployment and upgrade is a no-code, service enablement and orchestration platform focused not only on adding value with operations simplicity and automation but also on reducing time to market and total cost of operation, and increasing productivity, revenue assurance and NPS for new revenue generating services.



### Reduce Time-To-Market

Transformations and cloud migration programs can be complicated. CSPs should work with a team and product with a 100% success rate for wireless and fixed line operators. Symphonica extends ServiceNow CSM capabilities by connecting the platform to your revenue generating network to **accelerate digital transformation and cloud migrations**.



### Reduce Total Cost of Operation

CSPs can take the guesswork out of service management with Quick Launch Packages, which with a few clicks are ready to drive your next phase of growth and success. With Symphonica, CSPs can minimize onboarding, training, support, and other business activities by leveraging the same platform for design, implementation, and support processes.



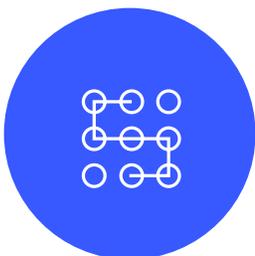
### Increase Productivity

With Symphonica, a no-code **alternative to multiple proprietary tools**, CSPs can graphically build workflows for their products, verify, deploy, and leverage their insight portal to ensure operations are meeting everyone's expectations. Also, business staff can rapidly build new offerings and solutions, responding to their customers needs and desires, while maintaining governance, security, and consistency.



### Increase Revenue Assurance

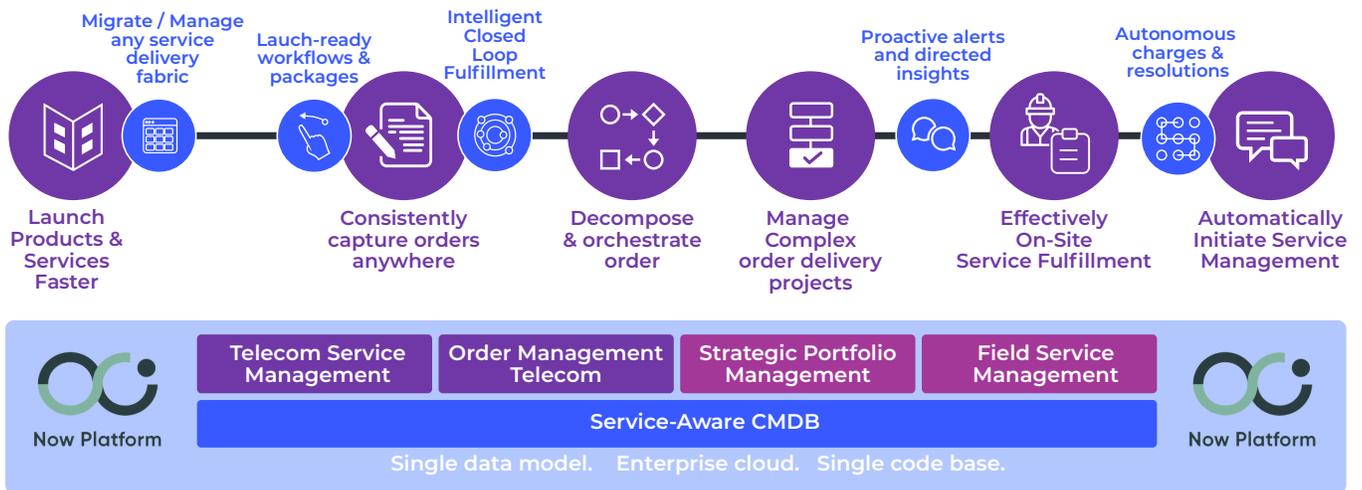
Whether launching your first product/market, or extending your position as a market leader, once Symphonica is deployed CSPs never have to worry about scale and cost efficiency again. With **Closed Loop assurance**, they can ensure every order is fulfilled accurately, well within SLAs, and alignment with their BSS, and ready for use without human intervention.



### Increase NPS

Sometimes business drives the need for expert opinions or helping hands. CSPs can rest easy that if needed, from strategy to deep into operations, our highly recognized staff & partner network will be there to support you every step of the way, leveraging the knowledge base and chat tools available within ServiceNow to drive corrective actions or appointments, without tying up a Support resource

# ServiceNow Streamlined Order Management



# CSP leaders choose Symphonica when they need to:

|   |   |   |
|---|---|---|
| <p><b>Strategy Office</b></p>    | <p><b>Product Office</b></p>    | <p><b>Financial Office</b></p>   |
| <p><b>TRANSFORM DELIVERY &amp; OPERATIONS</b></p> <p>Harness the cloud to deliver agility reliably</p> <p>Multiple certifications of compliance with industry standards and best practices .</p> <p>Impeccable delivery and support record.</p> <p>Deep catalog of adaptors, prebuilt solutions, and graphical environments to drive customization as required.</p> <p>Direct and Indirect business models.</p> | <p><b>GROW PORTFOLIO &amp; MARKET SHARE</b></p> <p>Monetize Adaptive Networks and Services</p> <p>Voice, Video, Data, Messaging solutions deployment and/or customization ready.</p> <p>Residential, Commercial, Enterprise, Wholesale.</p> <p>Fixed Line, Wireless, IoT.</p> <p>Match adaptivity of SDN networks and pace of market place.</p> | <p><b>ENSURE PREDICTABLE RETURNS</b></p> <p>Drive Revenue and EBITDA growth</p> <p>Deployment and Pricing models built to align with your accounting practices.</p> <p>Reliable alignment between BSS &amp; Network to mitigate revenue leakage.</p> <p>ROI typically achieved in &lt;= 1 year.</p> <p>Integration &amp; Orchestration enables financial growth without requiring staff expansions.</p> |



## ServiceNow and Symphonica Joint Solution

Symphonica provides a no-code approach to integrating ServiceNow and extends ServiceNow CSM capabilities by connecting the platform to your revenue-generating network. By leveraging the same platform for design, implementation, and support,

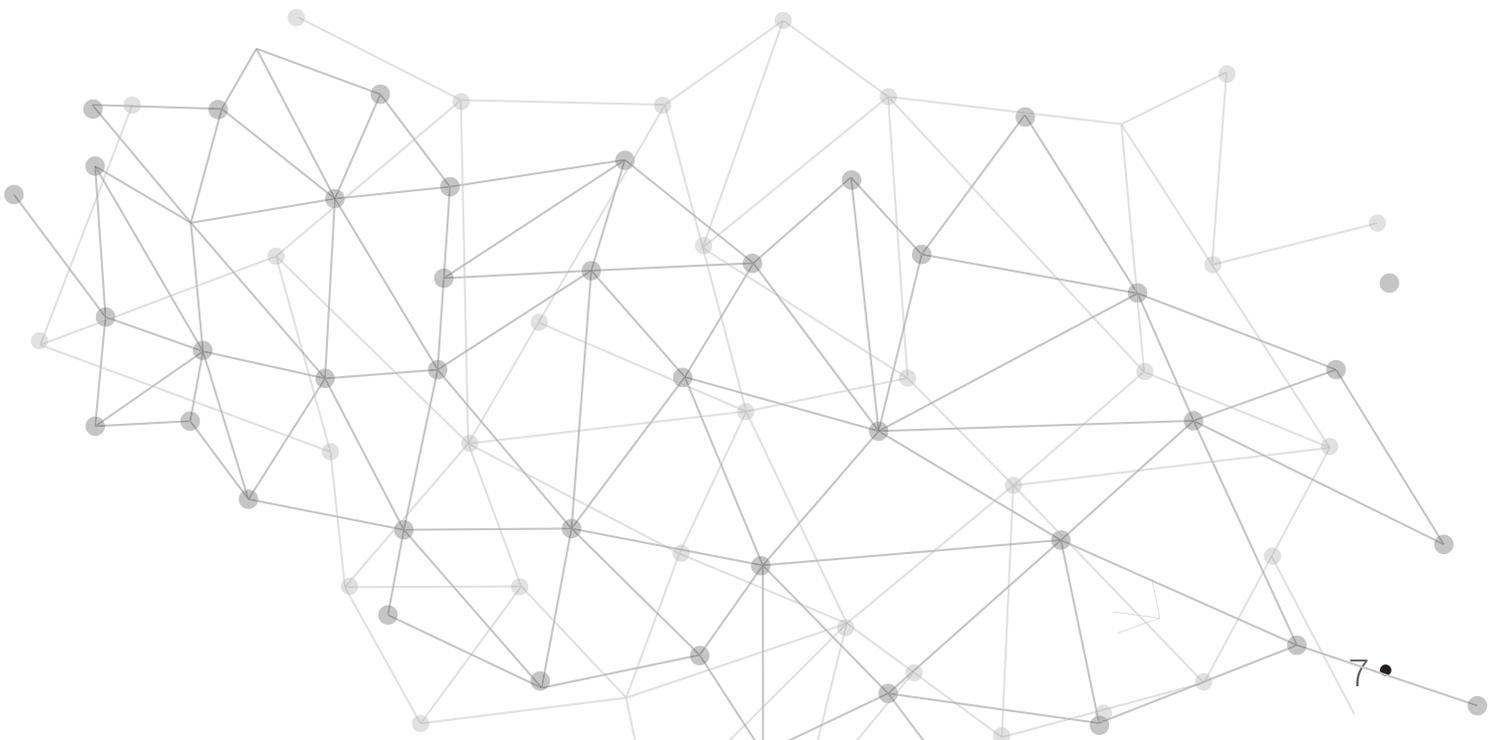
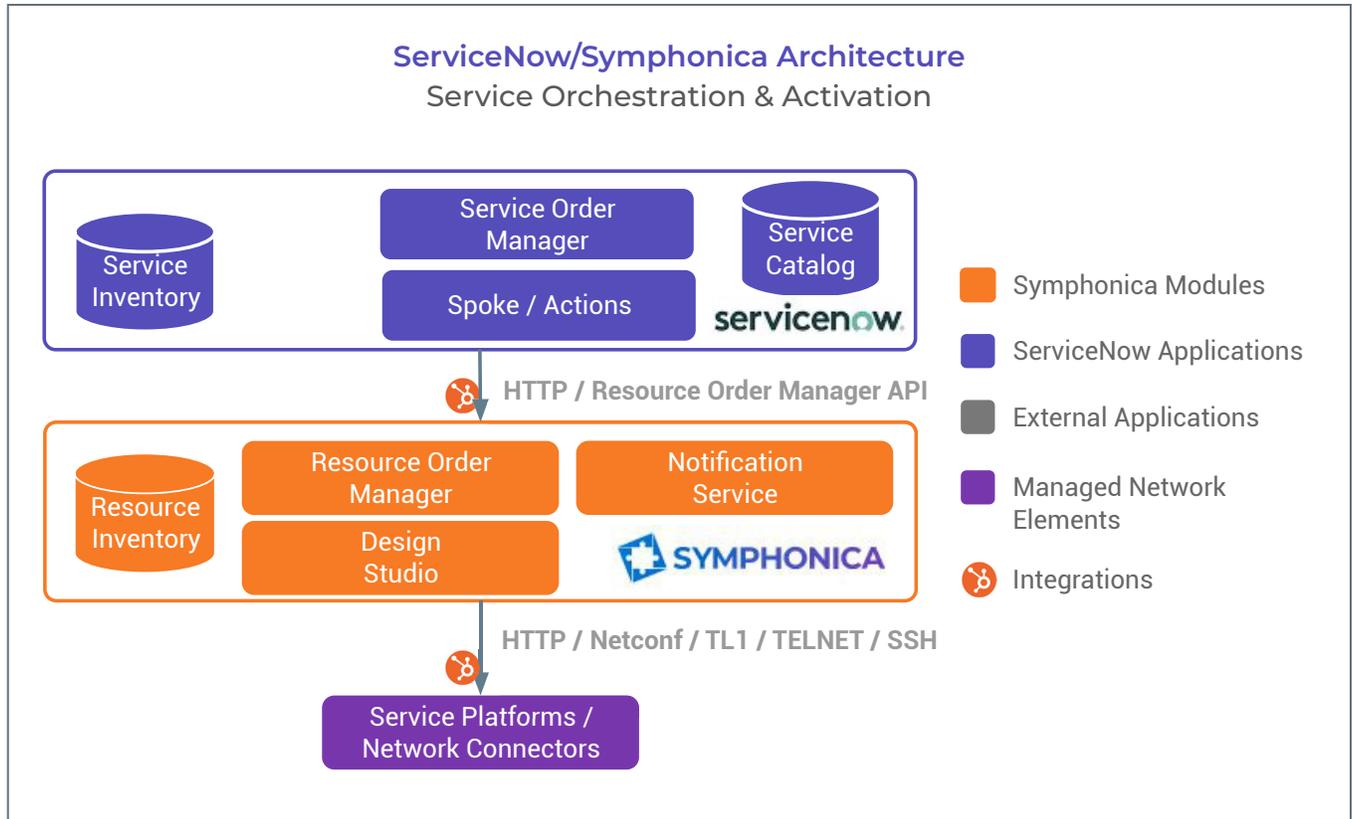
Symphonica offers pre-built integrations for any system, including ServiceNow, as well as the ability to minimize onboarding, training, support, and other business activities.



| GAIN A DIGITAL ADVANTAGE   | EMPOWER BUSINESS USERS  | GAIN COSTS & OPERATIONAL ADVANTAGES  |
|--|---|--|
| Migrate from a legacy change request culture to a cloud-native best-of-breed solution for a flexible OSS architecture. | No-code business configuration enables business agility. Open data access for a data-driven organization. | Symphonica and ServiceNow delivers up to 40% lower operational costs than traditional BSS/OSS solutions. |

| CURATE AND STREAMLINE ADAPTIVE SERVICE ORDERS  | ZERO-TOUCH AND PROACTIVE CUSTOMER MANAGEMENT  | ENABLES CSPS TO DIVERSIFY BEYOND CONNECTIVITY   |
|--|---|---|
| Build intelligent commercial packages for new adaptive networks, application services and channel-empowered configuration. | Intertwine buying, paying and care through APIs and workflows to drastically accelerate your services development, deployment and E2E provisioning. | Multi-industry solutions with Quick-Launch Services packages that enable a 50% reduction in time to market vs legacy OSS. |

Once ServiceNow is integrated into Symphonica, CSPs can quickly leverage the knowledge base and chat tools available within ServiceNow to drive corrective actions or appointments without tying up a support resource.





## Intraway has radically simplified Telecom OSS

With over 40 million subscribers successfully served in more than 20 countries over three continents, **Intraway** specializes in driving fixed-line and wireless operators' Digital Transformation projects with a 100% success rate. Supported by a staff that clients claim is a natural extension of their team, Intraway supports telco cloud initiatives for operators looking to reduce OpEx and migrate BSS/OSS functions to the Cloud.

Our globally deployed, award-winning Business Process and Service Orchestration platform, **Symphonica**, is a no-code, cloud-native, telco-grade orchestration and service activation platform for automating the entire life cycle of services orchestrated across multiple networks and technology domains. Whether Communications Service Providers (CSPs) want to increase agility through automation, modernize their operations or embrace digital transformation, Symphonica has them covered.

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[www.intraway.com](http://www.intraway.com)