



Cognizant Telco Assurance 360

Connect to profitable enterprise customers, fast

By moving assurance to a virtualized cloud environment, CSPs can tap into ServiceNow's industry-leading customer base.

ServiceNow unites telco service and operations on a single platform, and Cognizant Telco Assurance 360 enables the integration to happen fast.

The result? Moving to ServiceNow's virtualized cloud environment lets communications service providers (CSPs) speak the language of enterprise customers and offer them smooth integration and a better customer experience.

Business customers gain greater visibility into operators' network CIs and managed customer CIs. CSPs gain quicker, more cost-effective implementation of service orchestration and service assurance as well as high-quality experiences that keep customers coming back.

How it works

Cognizant Telco Assurance 360 is a set of cloud-native solutions built on the **Telecommunications Service Management (TSM)** suite of modules from ServiceNow, the leading digital workflow company.

With its automation and workflows for BSS/OSS, Cognizant Telco Assurance 360 enables CSPs to turbocharge TSM, overcome siloes, and lower the cost to serve.

Cognizant's first two solutions are OrderNow and AssureNow.

Cognizant OrderNow

Cognizant OrderNow accelerates and optimizes the implementation of ServiceNow's Order Management for Telecom. It brings together Cognizant's expertise in telecom, implementation, and processes for a solution no other service provider can match.

Customers get a speedier, more convenient way to order products. CSPs gain a repeatable order development methodology that reduces costs—and allows them to recognize revenue faster through the Solution Designer, an accelerator that simplifies the entry of complex enterprise orders and permits modifications within a flexible, dynamic environment for order processing.

Cognizant OrderNow's workflows and reusable implementation patterns also help CSPs recognize revenue faster through greater product modeling flexibility.

Cognizant AssureNow

Customer retention has never been more critical for CSPs. Cognizant AssureNow solution unites network inventory and service management so CSPs focus less on major incidents and more on the delivery of proactive, automated service assurance.

The result is a high-quality customer experience that boosts retention by ensuring enterprises get the service requirements they signed up for.

Key functions of Cognizant AssureNow:

- Automation of service impact analysis, ticketing, and RCA corrective and preventive actions.
- Correlation of network-generated events across fault/performance and automated alarm management.
- Plug-in network-data-trained AI models to drive autonomous functions.

Let's talk about how cloud-based business processes and assurance can help your telco modernize. For a demo of our ServiceNow Telecom capabilities, contact Toby Schmeling at toby.schmeling@cognizant.com.



Cognizant (Nasdaq:100; CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or [@Cognizant](https://twitter.com/Cognizant).

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