

A young woman with dark hair, wearing a white ribbed turtleneck and a dark lanyard, stands in a server room. She has her arms crossed and is smiling warmly at the camera. The background is filled with server racks and colorful cables, with some lights glowing in the dimly lit environment.

servicenow

The role of network inventory to fuel growth in telecom

Exceed your customer expectations
by redefining the service experience

START

FIBER BUILDOUTS ON THE RISE

The emergence of new use cases, like telehealth, autonomous vehicles, smart factories, and fully remote workers, have created needs that only high-speed fiber connectivity—combined with 5G network slicing—can solve.


AT&T expects to invest about

\$48B

**through the end of 2023
to expand its fiber internet
and 5G wireless service.**

aiming to double its fiber internet availability to 30 million homes in the United States and expand its 5G network to cover more than 200 million people.

Source: [Reuters](#)



Following decades of transformation, the telecommunications industry's vision of delivering reliable, real-time, and dynamic services has arrived. For years, customers' primary service needs were relatively predictable. Fast forward to today: True differentiation lies in the ability to provide digital-first, customized services driven by the possibilities of 5G. It will be critical for communications service providers (CSPs) to shift away from archaic, labor-intensive processes—and start thinking differently about automation and the impact of an accurate network view.

But while significant network infrastructure buildouts are underway, network data is often inaccurate, which hinders CSPs from optimizing those investments or delivering the services customers demand. When inventory systems are out-of-sync with actual network information, the resulting data can't be trusted, used—or automated. Future innovation and expansion rely on trusted, transparent network data.

Few could have predicted today's reality. As CSPs continue to see unprecedented growth in demand for digital services, there's a choice to make. To maintain existing service levels, while adding new customized services and business models, it's time to transform the way you manage your network inventory.

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Your customers' needs are changing:

As technology evolves, so do your customers

The demand for unlimited high-quality video streaming services, online schooling, and remote work were just some of the challenges that emerged from the COVID-19 pandemic, triggering an acceleration of transformation many CSPs had never imagined.

Now, with new services emerging from the realization of 5G standalone potential, customer demand for even more customization of services will only continue to grow. These opportunities create unique challenges, which require new and innovative solutions to **delivering an intentional service experience**.

NEW SERVICE REQUIREMENTS

✓ Industry-specific use cases are driving the need for new support services

✓ To deliver these services, the network requires more bandwidth, increased capacity, and low latency

SERVICE PROVIDER CHALLENGES

✓ A fragmented view of the network halts the ability to automate

✓ Data accuracy is required for transformation, and the perception that data is false needs to be addressed

Looking forward, it will be even more critical to anticipate and monetize innovation made possible by the joining of 5G standalone, the digital ecosystem, and automation. To remain competitive, CSPs must invest in network automation, leveraging maximum use of their existing investment and delivering automation and processes around managing network inventory.

And while use cases are unique to specific industries, one thing is common throughout—CSPs must create a partner ecosystem, and network assets will form the foundation for future growth.

WHAT HAPPENS IF A NETWORK IS DISRUPTED?

Imagine a customer calling in with a network performance issue. Your team is likely navigating multiple applications to determine what part of the network is affected and what services and customers are impacted—but they also don't trust the system data. The result? **Fragmented and inaccurate network inventory data hinders your ability to serve customers and grow your business.**

FROM 2010 TO 2020,

the amount of data created, captured, copied, and consumed in the world increased from 1.2 trillion gigabytes to 59 trillion gigabytes—

an almost

5,000% growth

Source: [Forbes](#)

Take your service to the next level:

Automate your business to drive customer value

Driven by 5G and IoT innovation, CSPs continue to uncover new business opportunities stemming from the massive amounts of data with unprecedented infrastructure expansion. New customer use cases are tied directly to CSPs' internal business processes. Solving the operational complexities of fulfilling new services, accurately and in real time, is where customer value is truly maximized.

With scattered systems and thousands of vendors, your data integrity is paramount to deliver a great customer experience. Automating your business allows you to differentiate the speed of your service delivery, giving your customers exactly what they want.

THE FIRST STEP TO AUTOMATING YOUR BUSINESS IS AN ACCURATE VIEW OF YOUR NETWORK INVENTORY THAT ENABLES YOU TO:

01

Trust the identification and location of your resources

02

Leverage a platform to connect inventory to your resources and services

03

Streamline and share lifecycle information across your functional teams

The best of both worlds:

Holistic service design and delivery

The complexity of your ecosystem is rising—from the emergence of new services to infrastructure growth to smarter devices being deployed. Taking an automated approach to lifecycle inventory management will break down information silos across enterprises large and small.

By assessing your inventory, you add direct value to your internal and external customers. **Teams within your organization begin to trust the data they are being served and therefore will act quicker and with more assurance.**

That same data can then be used for planning, designing, building, assuring, and managing the network. **Your teams pass that confidence to their customers, who will feel positive impacts immediately.**

SERVICE AUTOMATION

Enable automated service design and delivery by integrating inventory data with resource allocation and service information.



CARE

Service agent provides proactive communications to customers



ENGINEERING

Network engineers have the power to plan, build, and operate the network to speed production



FINANCE

Equipment traceability, invoicing, vendor payments, and tax planning enables optimization

OTHER DOWNSTREAM SYSTEMS

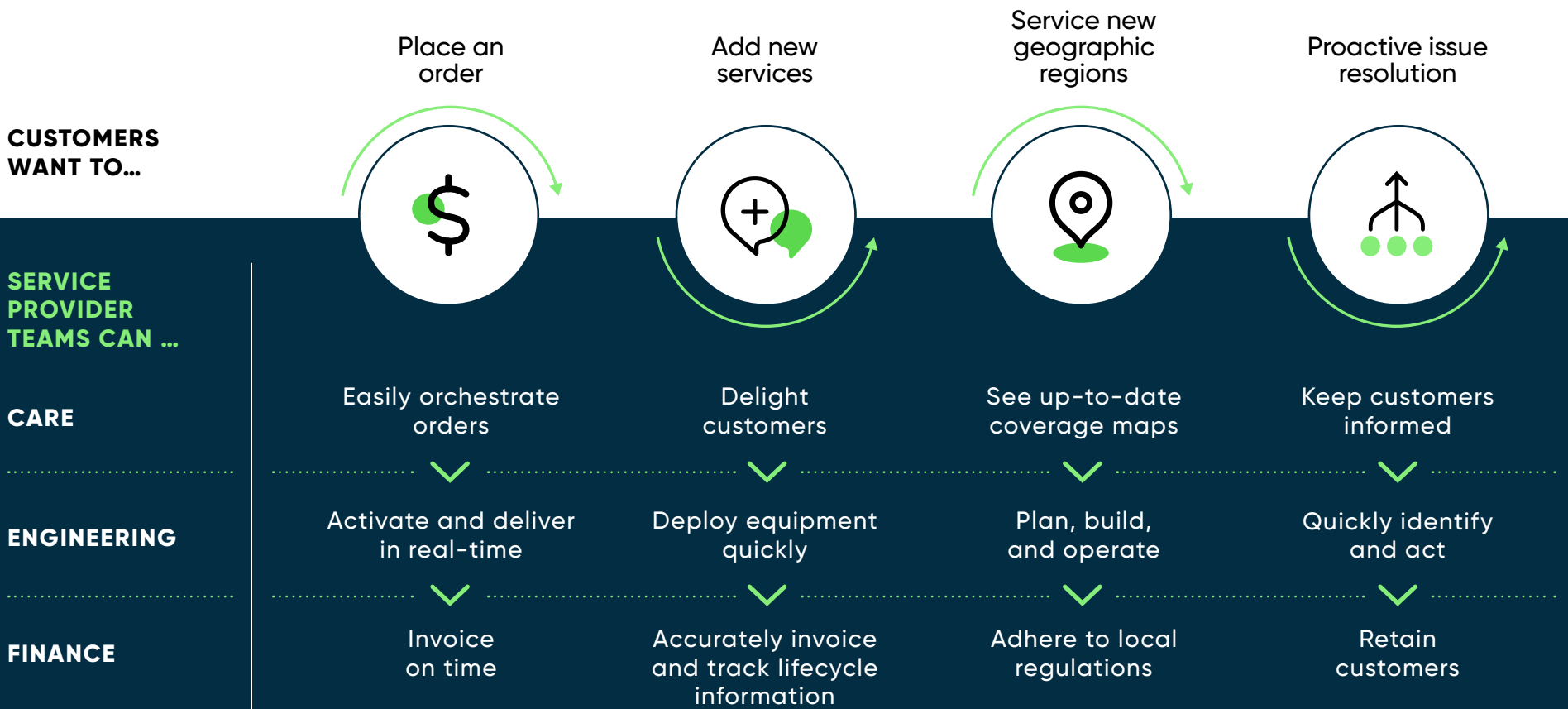
will benefit from accurate inventory, including field service teams, as well as service assurance and network configuration/monitoring tools and customer, network, and business analytics

A platform approach to inventory management:

Real-time control is the ultimate differentiator

As services and needs evolve, it's imperative your customers trust you will grow with them. By investing in a platform that can deliver physical, logical, and virtual inventory—one common inventory management view—you will manage, collect, and accurately store inventory data. Improve and automate the lifecycle of your services across core internal functional teams to **exceed the dynamic needs of your customers**.

A trusted, connected, and streamlined process for automated service design and delivery improves workflows across business functions. As a result, you deliver quality services, faster—and to more customers.



HOW IT WORKS

The time is now

As you build your multi-year strategy to capture new business opportunities brought forth by the latest innovations in telecom, one thing is clear.

The foundation required for end-to-end, automated service management and network resourcing starts with rethinking your inventory needs. And ServiceNow is helping CSPs to pave a pathway to combine, optimize, and automate your business models. ServiceNow Telecommunications Network Inventory product enables CSPs to easily manage network resources and rapidly deploy services—all from a single platform. Through automated workflows and an accurate view of your inventory lifecycle, it's possible to optimize resource utilization and network investment.

[LEARN MORE](#)

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help to digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™. For more information, visit: www.servicenow.com.