

*case study*



Bringing automation  
and transparency  
into the B2B sales-  
to-order process

## The overview

A tier-1 operator seeking to accelerate enterprise and midmarket growth was constrained by a slow, complex legacy sales order process. With Amdocs' digital technology-driven innovative, integrated, automated and completely transparent Configure-Price-Quote solution, the company acquired omni-channel commerce-engine functionality, typically only seen in the consumer segment. Today, the solution is capable of creating a single proposal for hundreds, even thousands of customer sites – each with complex, unique network requirements. Benefits include cutting ordering time in half, significantly reducing order cancellations, the ability to create contracts in minutes, reducing sales-to-finance cycle time, and simplifying and accelerating the creation of mega-proposals.

## The challenges

Despite the operator's expanding network and continual introduction of new products and services, competition remained strong. At the same time, customers were demanding better, more flexible services, as well as an improved customer experience.

One of the company's most significant challenges was responding to customer RFPs, which typically involved an average of 4000 sites (with some as large as 10,000) and requirements for both on-net and off-net serviceability. The main stumbling block lay in the orchestration of its sales-to-order process, which was very slow, cumbersome and heavily reliant on manual procedures. In addition, the company's RFP response process was overly dependent on spreadsheets, emails and telephone communication. Moreover, due to the lack of end-to-end project orchestration to govern the process and P&L monitoring, financial modelling was often inaccurate, leading to the generation of unprofitable proposals and delivery SLA violations.

Both as a result of the above, as well as to capitalize on the rapidly growing, highly competitive enterprise market segment, the operator understood the solution lay in improving the speed and efficiency of its sales-to-order process. This would enable them to improve proposal profitability on one hand, while providing an unparalleled customer and employee experience on the other.

## The solution

Amdocs was awarded the project to completely revamp and modernize the operator's sales-to-order process and capabilities. These objectives were achieved via an innovative, integrated, automated and completely-transparent Configure-Price-Quote (CPQ) solution, built upon digital technology that delivered functionality of an omnichannel commerce engine that was typically only seen in the consumer segment. The benefits for the operator's enterprise customers, who relied upon configure-price-quote, ordering and pre-integrated project-management capabilities, included ordering time reduced by half and order cancellations reduced by 30%.

And this is how they achieved it:

## Scaling The Enterprise:

As the operator expanded its B2B footprint in the large enterprise market, a significant challenge to accelerating growth lay in the ability to respond to customer RFPs, which typically involved an average of 4,000 sites (and sometimes as many as 10,000) and included network requirements for both on-net and off-net serviceability. The main stumbling block to addressing the challenge was the orchestration of its sales-to-order process, which was very slow. By creating a new sales-to-order platform, Amdocs provided complete transparency into the mega proposal-driven sales process. For example, its P&L analysis capabilities provided internal line-of-business stakeholders and project managers with a significantly more transparent view of the opportunity cost than was previously possible. It also provided immediate access to a P&L analysis for any proposal at any stage, thereby enabling close monitoring of financial performance, adherence to guidelines and the ability to make informed, context-driven exceptions.

## Expanding To Mid-Market:

After successfully "scale" testing the solution in the enterprise market, the operator expanded its use into the midmarket segment. With full integration with Salesforce.com's SFA system, Amdocs' solution not only enabled a completely seamless data flow during the lead-to-cash process across multiple B2B product lines, but its sales force could now generate a final contract in JUST 10 MINUTES, instead of two days!

In the few months since the phased go-live, customer orders continue to flow smoothly from sales (opportunity creation) to finance (notify billing) and operations (fulfillment and install). Meanwhile, benefits flow through to users across all aspects of the process, with increased operational agility resulting in a 40% reduction in the sales-to-finance cycle time.

## A Future-Proof B2b Commerce Engine For Next-Generation Connectivity And Beyond:

As the operator continued to differentiate its B2B offerings with newer technologies (e.g. SD-WAN, VNF), Amdocs' solution began to serve as a single "sales and ordering" platform for all B2B segments supporting all product lines.

In the future, the solution will also support next-generation, on-demand connectivity as a central B2B commerce engine for all customer channels (including self-service), thereby bringing the B2B customer experience ever closer to the consumer omni-channel experience.

## Key features and capabilities

Implemented and delivered from end to end by Amdocs, new platform was seamlessly integrated with the operator's existing billing and fulfillment systems.

Key features include:

- Seamless sales user experience enabled by guided selling and configuration
- Rapid, accurate and standard serviceability for both on-net and off-net, supporting initial availability check to necessary site survey
- Fully integrated P&L during the proposal generation and approval process
- End-to-end order tracking, process visibility and orchestration from sales to delivery
- Operational dashboard, providing end-to-end business KPIs and real-time visibility during the order-to-activate process
- Enterprise catalog with standards-based, reusable building blocks for current and future B2B/enterprise products and offers
- On-boarding of service partners and field technicians, including contract management, ongoing management of partner profile information, settlement calculation of partner-provided services and expected bill preparation
- Network fault and performance management, including generation and handling of real-time alarms

## Proven business benefits

- Since going into production for the enterprise segment in December 2017, the operator's new platform has supported 155+ mega-proposals for enterprise customers, with 111,000+ sites in total, 156,000+ serviceability requests and around 670 P&L reports generated during the sales process for managed connectivity services. The system has also been the backbone of 20%+ year-to-year enterprise-segment revenue growth.
- Since going into phased production for the mid-market segment in May 2018, order processing time has been reduced by 40%, sales-quote creation by 60%, and first bill creation from five days to only one.
- Also since going into phased production for the mid-market segment in May 2018, salespeople need to fill out only 30 fields to enter a new order, down from around 800 previously, resulting in very positive user feedback from employees.

# about amdocs

Amdocs is a leading software and services provider to communications and media companies of all sizes, accelerating the industry's dynamic and continuous digital transformation. With a rich set of innovative solutions, long-term business relationships with 350 communications and media providers, and technology and distribution ties to 600 content creators, Amdocs delivers business improvements to drive growth.

Amdocs and its 25,000 employees serve customers in over 85 countries. Listed on the NASDAQ Global Select Market, Amdocs had revenue of \$4.0 billion in fiscal 2018

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