Simplify Broadband Ordering with Service Orchestration

Communications service providers (CSPs) are evolving their network infrastructure, systems and operations to software defined networking (SDN), enabling the launch of new, virtualized offerings. These offerings, such as SD-WAN, require agile, on-demand connectivity with assured service quality that is orchestrated across different domains, also known as Lifecycle Service Orchestration (LSO).

With LSO, carriers replace manual, swivel-chair heavy, ordering processes with automation that accelerates service activation when buying and selling access and broadband services.

Neustar Service Order Orchestration accelerates the quote-to-cash cycle by eliminating fragmented ordering processes. Our centralized hub expedites inter-provider ordering and provisioning and reduces processing errors.

Neustar Broadband Order Orchestration Manager orchestrates broadband service orders between carriers, multiple system operators (MSOs) and cloud service provider trading partners. The single interface provides a one-stop shop for service fulfillment of broadband access orders from multiple commercial and wholesale providers, including:

- Site address qualification (serviceability)
- Service quotation request/pricing
- Service ordering, tracking, reporting and analytics

AT-A-GLANCE

Neustar Service Fulfillment and Order Orchestration enable dynamic network LSO across multiple service providers. Clearinghouse capabilities provide a single, universal interface to process industry-standard and non-standard service orders between service provider trading partners.
Neustar provides a CSP-neutral platform and automation to qualify, quote, order and provision broadband services between multiple carriers, MSOs, and cloud service providers.
Orchestration Use Case for SD-WAN

SD-WAN services from CSPs, cloud service providers and new managed service provider (MSP) entrants are driving demand for commercial broadband services. A primary use case occurs when the end customer for SD-WAN services has branch office locations that need to be serviced, but lie outside of the service provider’s footprint. In this case, broadband access from a local ISP or wholesale provider is often the best, most cost-effective connectivity solution to quickly on-board the service location.

To support this, the service provider needs the ability to:

- Query serviceability of off-net service location(s) to determine available broadband access providers and services
- Select a broadband provider with the required service offerings for the service locations
- Order the broadband services and manage the provisioning/activation process

LEARN MORE
To learn how Neustar Communications Solutions can help CSPs in their transformation to digital service providers, visit www.communications.neustar.