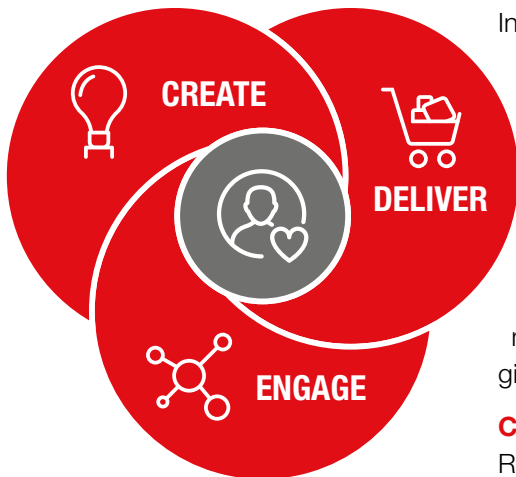


# PRODUCT BRIEF



***Eliminate ordering disorder to precisely deliver the services that customers purchase.***



In today's increasingly complex digital environments, many service providers resort to piling delivery stack upon stack as they widen their portfolio, open new markets and offer more service combinations. The result? Processes get more convoluted, order turnaround times lengthen, failed orders pile up and time-to-deliver for new services gets longer – with a massive toll on operational costs and customer satisfaction.

**Hansen OM** is the commercial and technical order orchestration and fulfillment management product that eliminates points of order failure, minimizes fulfillment costs and maximizes customer satisfaction. Hansen OM gives service providers valuable, catalog-driven fulfillment capabilities.

#### **Configurable Workflows**

Replacing hardwired 'spaghetti' workflows for every service with re-usable tasks and sub-flows that can be used to deliver multiple products and bundles.

#### **Über-orchestration**

A unified platform that bridges digital and legacy services and supports both consumer and enterprise products.

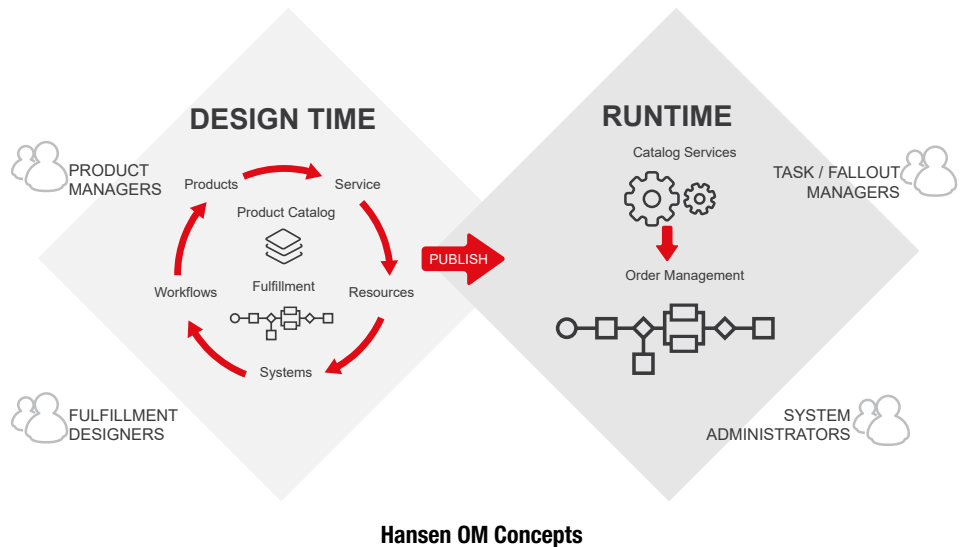
#### **Fully-transparent Visualization**

A complete and detailed view of fulfillment design and run-time execution for easy, hands-on management of the service environment.

## HANSEN OM

Working from pre-defined and pre-validated product and service components to deliver the customer order, Hansen OM greatly improves the speed, consistency and accuracy of order execution, leading to much lower order fallout rates and a reduction in costly re-work.

Recognizing the customer's context – the services, devices and equipment that may already be installed and active – improves the experience, leading to happier customers, higher lifetime value and visible positive effects on NPS and other metrics.



## BENEFITS

### Faster Time-to-Market

Hansen OM reduces time-to-market for new products through rapid and reliable process definition and re-use. Proven workflows and fulfillment logic can allow new product offers and their fulfillment paths to be rolled out in hours or days rather than months or years, shortening time-to-market.

### Reduced Costs

Hansen OM reduces costs using standardized workflow modelling practices, such as Business Process Model and Notation (BPMNv2), sample workflows and tools that emphasize configuration over hardwired code. It allows the optimal balance to be struck between automated processing and manual intervention depending on business and service needs.

### Integration Ready

Hansen OM can be non-disruptively integrated into existing technology architectures over time - on a product-by-product basis, for example, or by channel, minimizing risk to customers, revenue or transformation planning.

## How to Recognize Ordering Disorder

- Is order fallout costing your business millions of dollars per month?
- Can you configure workflow - or do new services always mean new code?
- Is your order 'architecture' just a spaghetti of hard-coded integrations?
- Are you defining workflows in multiple siloed systems and just hoping they all work together?

### Better Customer Experience

Hansen OM is based on an enterprise catalog-driven approach that allows orders to be fulfilled quickly, accurately and consistently. Order tracking and potential fails are evident to CSRs and service managers, accelerating problem resolution and order completion rate, and minimizing risk to customer satisfaction.



## HansenCreate-Deliver-Engage™ for Communications Services Providers

**HansenOM™**  
Commercial and Technical Order Über-Orchestration and Fulfillment Management

**HansenPortfolio™**  
Installed Product, Service and Resource Inventory Management

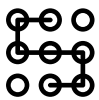
**HansenCCB™**  
Convergent End-to-End Customer Care and Billing for CSPs

**HansenCPQ™**  
Cross-Market / Omni-Channel Quote and Order Capture

**HansenCatalog™**  
Commercial Product and Technical Service Catalog and Lifecycle Management

**HansenProvision™**  
Network Service and Device Activation

### Configured Dynamic Workflow Definitions



Created through a collaborative configuration environment, catalog-driven BPMN workflows are dynamically optimized at runtime for each order context, working with Hansen Catalog, the single master product, service and resource catalog at both design-time and runtime.

### Order Assessment



Pre-fulfillment order checks and procedures, including OSS/J JSR264 compliance, commercial rules compatibility, order decomposition and enrichment, customer-specific impact analysis and fulfillment process selection, supported by transparent decomposition views.

### Order Fulfillment



Identifies the sequence and priority of tasks and external systems with which order management must interact to fulfil the order, further dynamically optimized using catalog-driven interest rules. Fulfillment processes and rules are based on BPMNv2 workflow logic defined at design time.

### Supplemental and Cancellation Orders



Allows updates to in-flight orders to precisely meet customer requirements, intelligently handling all changes to workflow execution paths. Cancellations are supported by comprehensive roll-back of relevant external systems to their original state.

### Order Handling and Tracking



Features and functions for handling and tracking orders in the system include support for long-running orders (over days or weeks), full workflow visualisation and drill-down, status tracking, order auditing, SLA monitoring and user-specific order grouping.

### Error Handling and Fallout Management



Fallout processes can be handled automatically or by routing to specialist workgroups for manual handling, dependent on context.

## DYNAMIC WORKFLOW AND ÜBER-ORCHESTRATION



Hansen OM Workflow Design and Order Tracking

## HANSEN OM: BETTER ORDER DELIVERY FOR HAPPIER CUSTOMERS

**Increase order accuracy** – Delivering precisely to meet customer’s needs and recognizing the existing service context is a vital contributor to overall customer experience and lifetime value.

**Reduce order handling time** – Reducing order turnaround improves both customer experience and time to revenue for the business. Hansen OM has been shown to reduce time to deliver by between 60 and 80%.

**Reduce order fallout** – Order fallout has a major detrimental impact on operational costs and customer experience (lowering lifetime value and NPS). Hansen OM has been shown to reduce fallout rates to an industry-leading less than 1 in 1,000 failed orders.

**Shorten time-to-revenue** – Rapid, catalog-driven workflow design minimizes delay between product concept and market launch.

### Powered by Hansen



Hansen Technologies (ASX: HSN) is a leading global provider of software and services to the energy, water and communications industries. With its award-winning software portfolio, Hansen helps over 620 clients from over 30 offices worldwide to create, deliver and engage with their customers, to manage and analyze customer data, and control critical revenue management and customer support processes.

