



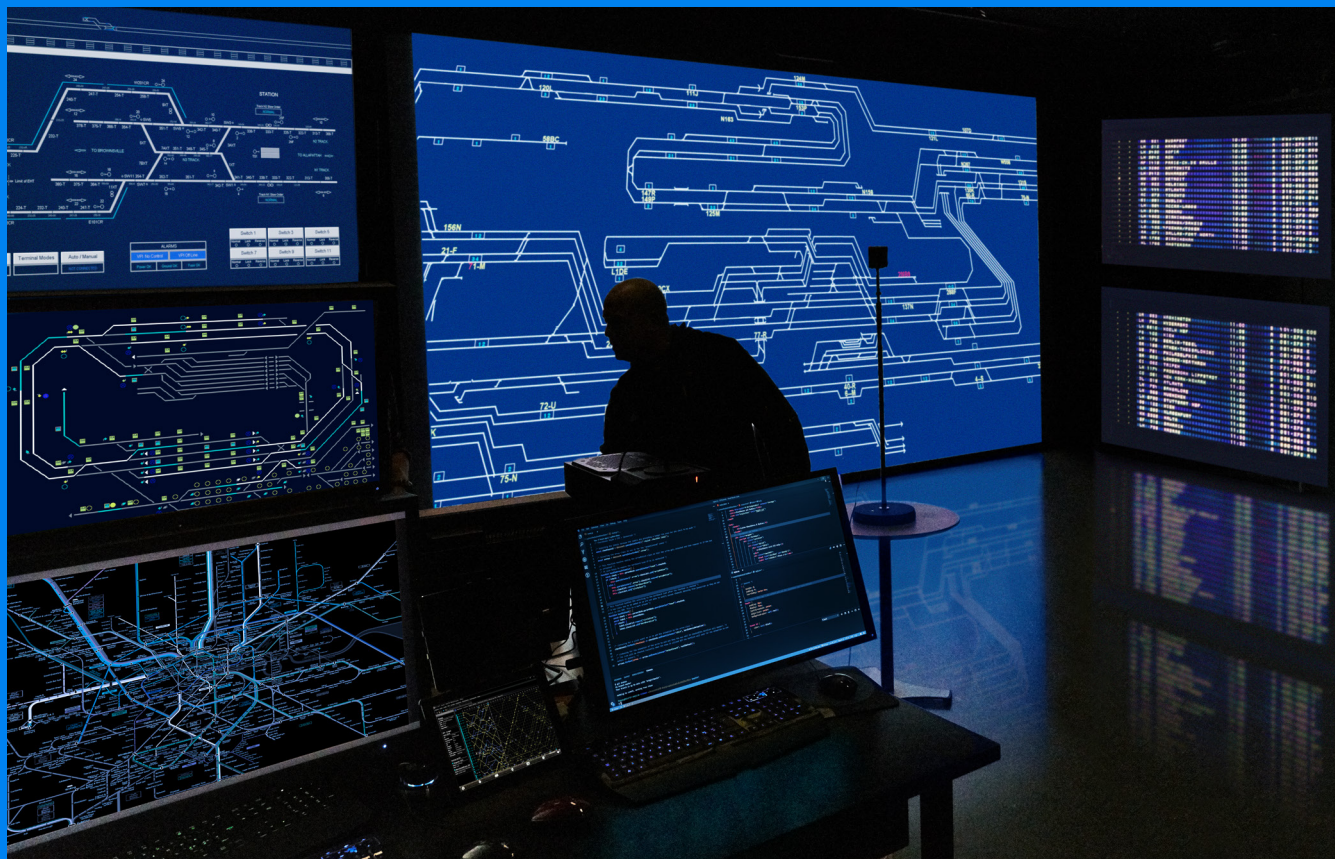
# Revolutionizing telco excellence

**How the Ericsson and IBM  
collaboration is advancing telco  
competitiveness and efficiency**





# Introducing a better way of working



The telco industry is experiencing unprecedented transformation, driven by fierce competition, evolving customer expectations and groundbreaking technological advancements. The imperative to generate incremental revenue from new products—and the need for a comprehensive solution for sales, configure-price-quote (CPQ) and ordering—have never been more critical.

Through their transformative collaboration, Ericsson and IBM now provide Communications Service Providers (CSPs) the flexibility to choose their preferred Customer Relationship Management (CRM) tool, while leveraging Ericsson's industry-leading CPQ and order management solutions. In light of the Artificial Intelligence (AI) revolution, this collaboration promises to empower CSPs as they further navigate the challenges of the digital age.

# A new era of possibilities is unfolding

The rapid acceleration of 5G rollouts brings with it exciting opportunities to revolutionize the way CSPs deliver services to both businesses and consumers. However, with great opportunities come new challenges and complexities.

In this highly competitive industry, with multiple players vying for market share, competing on price alone can adversely impact profitability. The best way forward for CSPs is to adapt to changing consumer behaviors, such as increasing demand for data services and personalized, flexible, and convenient services, while complying with regulations like data privacy laws and spectrum allocation rules.

To stay competitive, CSPs must invest in new technologies, such as 5G, Generative AI (GenAI) and the broader partner ecosystem, while reducing costs and improving operational efficiency. They must also forge new ways of working, while partnering with other industries, such as automotive, healthcare and finance, to provide new services and solutions.



## Optimize processes for enhanced business outcome

To achieve better business outcomes, CSPs must evolve their OSS/BSS, creating optimized processes and workflows that seamlessly connect their networks with customers and partners. As they seek to monetize their 5G network investments, CSPs must also plan to integrate next-generation wireless and GenAI technologies. This requires a solution that scales to meet the demands of future network advancements, while providing the agility to adapt to dynamic market conditions.

## Scale to new heights with innovative services and business models

Embracing new services and business models is essential for CSPs to remain competitive, deliver superior service, reduce costs and generate new revenue streams. It is a critical step towards future-proofing the business and staying relevant in a rapidly evolving market.

## Simplify customer and partner interactions, capture orders swiftly

Since 5G customers are demanding more personalized, flexible and seamless experiences, it is essential for CSPs to leverage GenAI to get a deeper understanding of specific customer needs and preferences, and then deliver customized solutions and services that meet those requirements. This strategy will help them retain customers and upsell new services.

That is why they need an innovative new solution that makes customer interactions simpler, with order capturing capabilities that resonate with digital natives, and order-to-activation requests orchestrated faster than ever before. The result? A coherent service experience that sets CSPs apart in the market.

## Drive data- and AI-powered operations for success

Harnessing the power of insights-guided, data-driven operations is at the core of our strategy. We understand that harmonizing

dynamic charging and billing is essential to securing new revenue opportunities and maintaining high service quality. By analyzing data from various sources, such as network usage patterns, customer feedback and market trends, we can identify areas of inefficiency, as well as opportunities for growth. AI-driven decision-making algorithms can help automate and optimize complex processes, such as network optimization, resource allocation, and customer support. And GenAI can help generate new insights and recommendations that can inform CSPs' strategic decisions and improve their overall performance.

## OSS/BSS evolution: your strategic priority for 5G monetization

In their pursuit of top-line revenue growth, CSPs must regard OSS/BSS transformation as a strategic priority. This requires trusted partners who can support them as they navigate the multi-dimensional complexity associated with diversifying revenue streams, outperforming competitors and maximizing efficiency.

# Unlocking the future: A comprehensive solution

As leaders in telecommunications and technology, Ericsson and IBM have joined forces to create a compelling value proposition for CSPs striving to modernize and thrive. This innovative solution, as described in this paper, addresses key industry challenges by offering a roadmap to enhance efficiency, reduce costs, increase agility and promote optimal customer experiences, all while maximizing existing investments.

## Highlights of this revolutionary solution

To capitalize on 5G growth and GenAI, while addressing market challenges and opportunities, the joint Ericsson-IBM solution proposes to:

### 1. Streamline business processes and secure enhanced business outcomes

Our integrated solution streamlines and modernizes B2B selling and order management processes, providing CSPs with a competitive edge in this rapidly evolving market. It does so while keeping the user experience intact throughout the lead-to-quote, quote-to-order and Configure Price Quote (CPQ) processes.

### 2. Enhance customer and partner satisfaction

The Ericsson-IBM collaboration significantly improves customer satisfaction by leveraging cutting-edge technologies and streamlining processes. IBM's GenAI solutions have a CSP-specific track record of increasing client NPS [by up to 30-percent](#).

### 3. Increase operational efficiency

Leveraging the power of data and insights is at the core of our strategy. The joint solution will guide sales agents, customers and partners to swiftly capture and track orders, as well as make add-on sales anytime with Ericsson Core Commerce that is using AI capabilities of Ericsson and IBM watsonx. AI can further promote efficiency by analyzing order processing system data in near real-time to predict potential roadblocks and prevent order failures..

### 4. Capitalize on 5G monetization opportunities

Gain insights into the strategies outlined in this brief that empower CSPs to capitalize on the immense monetization potential presented by GenAI and 5G technologies.

## Benefits of the Ericsson-IBM collaboration

# 1.

### Increase revenue

Our joint solution enhances operational efficiency, enabling CSPs to adapt to market changes swiftly and effectively. It allows CSPs to increase customer acquisition and retention by offering personalized services, flexible billing options and real-time customer insights.

# 2.

### Reduce costs

The cost-saving mechanisms driven by pre-integration, improved CSR (customer service request) efficiency and digitalized omni-channel self-service are key benefits of our solution. CSPs can optimize resources without performance compromises.

# 3.

### 3. Enhance agility

The Ericsson-IBM collaboration fosters agility within CSP operations, allowing for quick adaptation to emerging technologies and customer demands. It also supports the launch of new services, such as IoT, 5G and cloud-based offerings, which can generate additional revenue streams for telcos.



# Solution overview

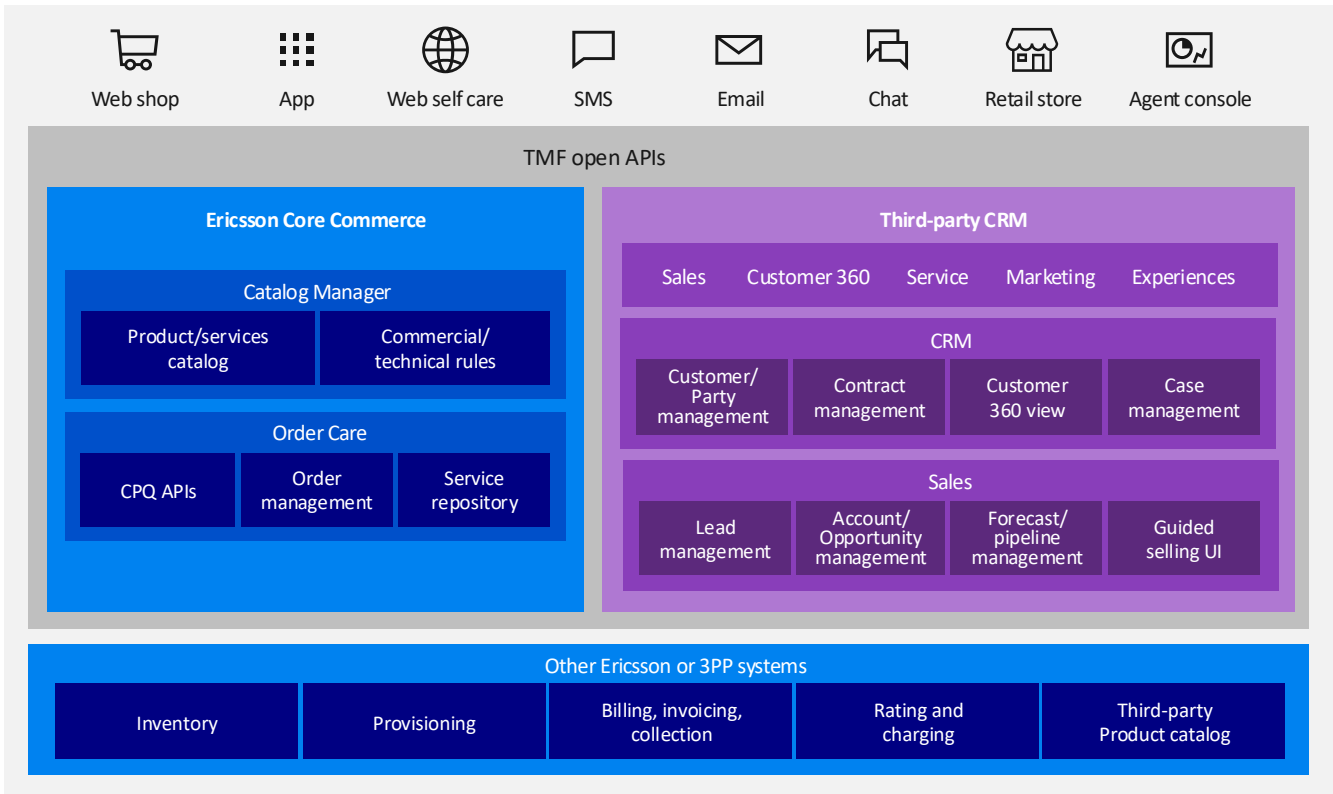


Figure 1: High-level architecture for a seamless and efficient CSP experience.

This collaboration serves as a catalyst for modernization by combining Ericsson’s market-leading proficiency, innovation and expertise in 5G networks and OSS/BSS with IBM’s expertise in consulting, CSP industry solutions, customer care and more.

By melding their respective strengths, Ericsson and IBM provide a cohesive solution enabling CSPs to achieve their modernization goals.

Figure 1 illustrates the integrated architecture of the Ericsson and IBM solution, showcasing how diverse components interact to deliver a seamless and efficient experience for CSPs.

Our collaboration seamlessly integrates with the CRM-agnostic Ericsson Core Commerce, creating a cohesive environment for the quote to order process. This integration ensures a streamlined flow, empowering your sales team to generate accurate quotes swiftly, optimize pricing strategies and accelerate the sales cycle.

We leverage AI and GenAI in Ericsson Core Commerce to drive efficiency and enhance the customer experience. AI can help in order fallout detection and prediction by analyzing order processing system data to detect anomalies in order processing, as well as forecasting the order success rate.

Delivering a seamless customer experience is paramount. Leveraging

purpose-built primary CRM and sales platforms, we provide a centralized view of the customer journey. From lead inception to quote generation, our solution empowers sales and service teams to forge stronger relationships and propel revenue growth using the Generative-AI assistant.

AI applications in Ericsson Core Commerce can also help uncover hidden customer insights to enhance marketing strategies, reduce customer attrition and improve customer satisfaction. It can also capitalize on new revenue-generating prospects with use-cases, including next best offer, intelligent customer segmentation, intelligent churn management, and similar interest recommendation.

Intelligent assistants using Generative AI technology can help in automating and streamlining processes like product configuration. Furthermore, machine learning can help identify optimal prices for product offerings using data-driven insights. Moreover, AI can be leveraged for intent-driven service management, where GenAI is used for natural language processing and intent translation into TMF REST commands.

With IBM anchoring the generative AI-assisted sales and CRM aspects, and Ericsson driving the configure-price-quote (CPQ) to activation flow, our joint solution offers more than just operational efficiency.

It’s a transformative force reshaping how you engage with prospects and convert them into loyal customers.

Data and insights optimize pricing strategies, while ensuring market competitiveness and maximizing revenue potential. We also seamlessly integrate processes and platforms to ensure operational efficiency, while reducing complexities and streamlining workflows.

Key functions covered by a third-party CRM
Customer 360
Sales lead2opportunity
Customer service
Key functions covered by Ericsson Core Commerce
Sales CPQ – Front-end agnostic supported by Ericsson back-end APIs
Product and service catalog
Order management (COM and SOM)
TMF Open APIs

# Improve the service activation journey

The diagram below illustrates the typical sales to activate journey, including three high-level processes: “Lead to quote”, “Quote to order” and “Quote to activation” (or “Order to service”). These processes must be integrated holistically, while allowing for any special handling that their respective personas, experience and capabilities require. Also, the complexity of these configure, price and quote processes varies greatly between B2C, B2B

and B2B2X, and requires configurability and adoptability, especially given the different use cases 5G can enable.

Since non-telco-specific CPQ/CRM solutions are typically unable to handle the complexity of telco sales and ordering, CSPs need to determine whether to pursue “best of breed” or “best of suite” approaches.

Furthermore, OSS/BSS vendors that provide strong industry-specific CPQ and

order management solutions usually provide their own limited CRM solutions, which are not on par with native CRM solutions.

The Ericsson-IBM value proposition is therefore unique in that it helps CSPs pick their preferred CRM/front-end user experience solution while also benefiting from Ericsson’s market-leading, proven, industry-aware CPQ and order management solutions.

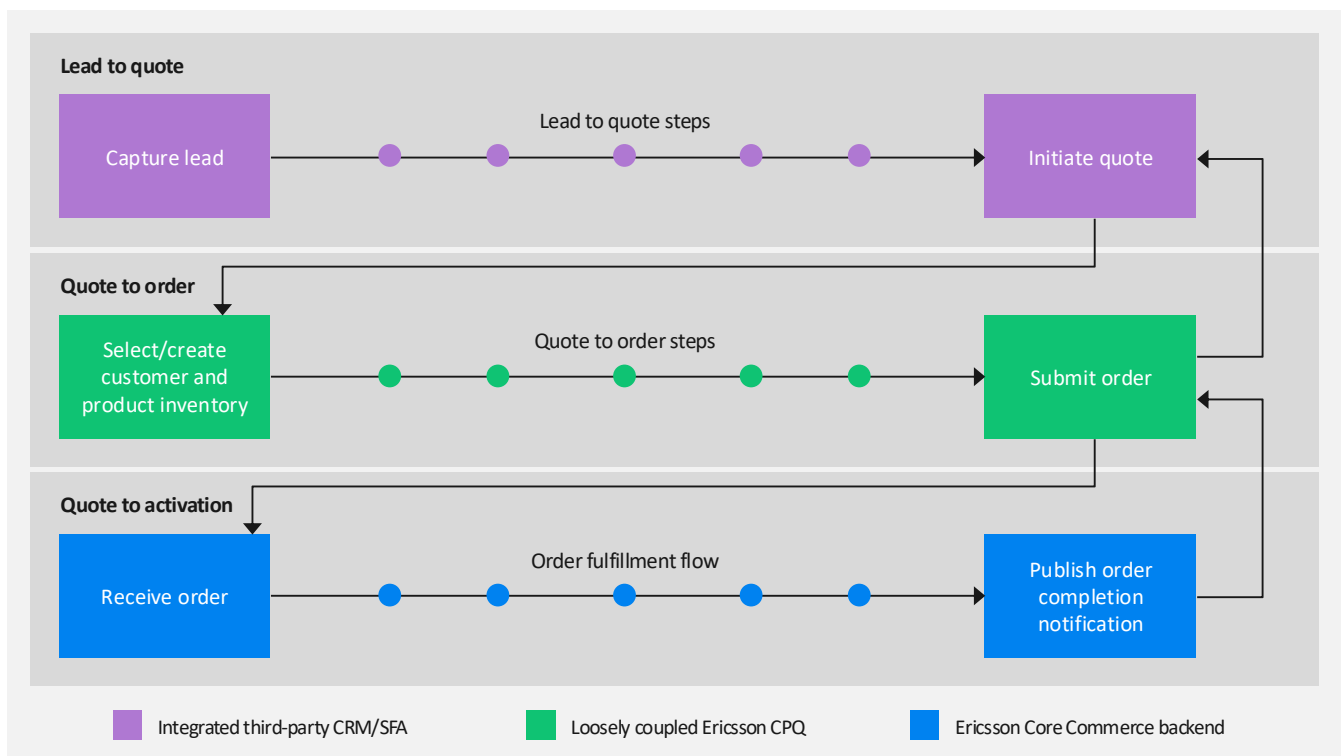


Figure 2 – Integrated high-level sales and ordering journey

# Conclusion



At a time when innovation is vital, the Ericsson-IBM collaboration serves as a beacon of progress for the telco industry. This powerful solution empowers CSPs to modernize their sales processes and capitalize on emerging opportunities so they can deliver seamless, efficient, and personalized experiences to their customers and partners. In doing so, they can rest assured that they will not only survive but thrive in this rapidly evolving and competitive market.

## Further reading

[OSS/BSS evolution for successful 5G monetization - Ericsson](#)

[Core Commerce for superior service experience](#)

[Drive commercial success through enhanced CPQ](#)

[CIO Silobreakers – How successful leaders are transforming OSS/BSS across legacy boundaries](#)

[Reinventing telecoms with generative AI](#)

[Telecom 2030: Dial in for a decade of opportunity](#)



## About Ericsson

Ericsson's high-performing, programmable networks provide connectivity for billions of people every day. For nearly 150 years, we've been pioneers in creating technology for communication. We offer mobile communication and connectivity solutions for service providers and enterprises. Together with our customers and partners, we make the digital world of tomorrow a reality. [www.ericsson.com](http://www.ericsson.com)

The [Ericsson OSS/BSS offering](#) is pioneering superior service experience and monetization. Open and standards-based architectures to foster innovation and multi-vendor integration are foundational characteristics of the portfolio. Ericsson delivers cloud agnostic products across core commerce, orchestration, monetization and data and analytics accompanied by a comprehensive range of services to advise, build, operate and ensure.

## About IBM

IBM Consulting is the only major global consultancy that sits within a technology company. With principles grounded in open innovation, collaboration and trust, we don't just advise. We work side by side to design, build, and operate high-performing businesses—together with our clients and partners. With deep Telecom industry expertise, business outcome led transformation approach, we're well-positioned to help CSPs in their transformation journey. Leverage expertise from IBM Consulting's 21k+ data scientists, AI engineers, and consultants. [www.ibm.com](http://www.ibm.com)