

THE
ASCENT PROGRAM

LAUNCHING NEW SERVICES
WITH SERVICE PROVIDERS



How do Service Providers stay relevant in their market and stop themselves from becoming a legacy supplier?

Many organisations have the right aspirations but are having to find imaginative, if not painful, ways to make efficiency gains in the face of falling ARPU and commercial revenues. Improved CSAT and NPS scores are good measures of the quality of services but they are not the measure of sustainability in the changing economics of technology acquisition.

For many service providers (SPs) this situation is very real. As Enterprise businesses start to take advantage of new technologies they look to their providers to offer more. From software defined offerings such as SD-Wan, Office 365, cloud and automation development the list is forever evolving.

Service Providers face losing relevance with their customers if they are unable to (quickly) adapt their portfolio to address the increasing demand for new services from their Enterprise Customers. But equally the same SPs cannot write off the years of investment in their existing infrastructure and many, if not all, will still be in the cycle of driving revenues to return on that investment.

The competitive nature of the telecoms market means that many SPs will have already geared their resources and staff for optimum efficiency reducing the opportunity to invest into new, transformational projects.

In addition to resource concerns we have found that the biggest hurdles for releasing new services to market is not the understanding of the benefit of the technology or the lack of appetite to adopt. It is more often less 'front line' activities like back end internal processes, order intake, provisioning and the quote to cash process.

Many SPs also lack the availability of internal soft skills to deliver Go-To-Market (GTM) initiatives that turn aspirations in to revenue. Selling an entirely new service requires a new sales approach and associated skills. The importance of re-training and business process design as part of a successful implementation of a technology based new service can be easily underestimated.

So how can you deliver new services, and deploy new technologies, while at the same time work within fixed resource boundaries? Only by investing in the changing needs of the end user, and have a supporting ecosystem of consultancy, design and implementation, will there be room to move forward.

The Axians Ascent Program was created to do just this.



ACCELERATING
YOUR RETURN ON
TECHNOLOGY
INVESTMENTS



Service Providers have a whole host of service ambitions, but these in turn create potential operational risks and pressure.

When offering new services for the Enterprise sector, Service Providers look to rise above their competitors, focusing on end user demand through new, disruptive and problem-solving technology. But getting these new services to market in a timely and efficient way is very often the challenge that prohibits progression.

The **Ascent** program from Axians is a strategic approach that takes your plans and ambitions through a structured program of activity and turns them into revenue generating services; with as little risk as possible to current operations.

The Ascent program is specifically designed for Service Providers.

Initial consultancy, Go-To-Market activities, our build-operate-transfer model, product definition, sales enablement, training and service evolution are the component parts that make up the full suite of activities of our Ascent Program.

"It's the whole package a Service Provider needs to deliver new products to their enterprise customers – from concept right through to delivery, and beyond."

Dedicated Team

The people behind the process

A dedicated Axians team supports you throughout the entire project delivery led by an experienced Engagement Manager.

Measuring Success

Your targets are ours as well

We align with your targets, so agree deliverables and timescales that will deliver the business plan objectives

Vendor agnostic

A step by step approach to delivery

We utilise the best possible vendor technology partners to deliver the right outcome for Service Providers and their enterprise customers.

THE ASCENT PROGRAM APPROACH

Our methodology for Ascent is about building a partnership, but what do we mean by that?

For any partnership it is important to build a close period of engagement and an understanding of your culture, approach and business. This allows us to align to your business and fully invest in your service delivery and support the development of your network service portfolio.

Our goal is to accelerate your journey from concept to the successful launch of new services and ultimately on the return on investment.

Measuring Success – Your targets are ours as well

Ascent will align with your targets, and be developed in the outset to maximise return, ensure high levels of customer satisfaction through the right technology and protect your brand reputation.

All of this with minimal impact to your day-to-day operations, existing services and operational teams.

Dedicated Team – The people behind the process

There will be a dedicated Axians team providing the service, led by an Engagement Manager who will have overall operational and commercial responsibility for the service and who will be focused on ensuring our relationship is successful.

Vendor Agnostic – A step by step approach to Delivery

We can utilise the best possible vendor technology partners for your needs and for your enterprise customers.

We will deliver an end-to-end managed service that will support you during every phase of the service life-cycle from building and delivering a go-to-market plan, enabling your sales teams, designing and implementing the core platform, on-boarding new customers, managing the environment and then working with you. If required, we will then transfer the operational service back at the end of the contract term.





Independent Business Consulting, Go-To-Market Program and Complete Network Managed Services incorporating Build, Operate Transfer models.

OUR OFFERING

BUSINESS CONSULTING

Our independent business consulting team delivers three tiers of service:

- IT Transformation
- Business Process Design
- Business Analytics

Regardless of the customer the approach remains the same, 'how can we add value?', How can we take what we understand about our customer and transform that in to meaningful and 'business first' technology, and how do we align and adapt their internal processes to enable fast track delivery of exciting new products and services?

GO TO MARKET

Our Go-To-Market (GTM) program is about helping SPs get new products and services to market and revenue quicker. We help organisations understand the market opportunity and build comprehensive value propositions and GTM strategies. Sales and technical training mean the business will be able to deliver a consistent value proposition narrative, with the right tone and brand value.

Our six step process helps our Service Provider customers to:

- Define and provide insight of the market and trends
- Understand your end customers profile and personas
- Concentrate on the key challenges that are driving change
- Develop your specific value proposition and GTM strategy

Our go-to-market program is managed by Axians specialists supported by specialist expert partners.

SALES ENABLEMENT

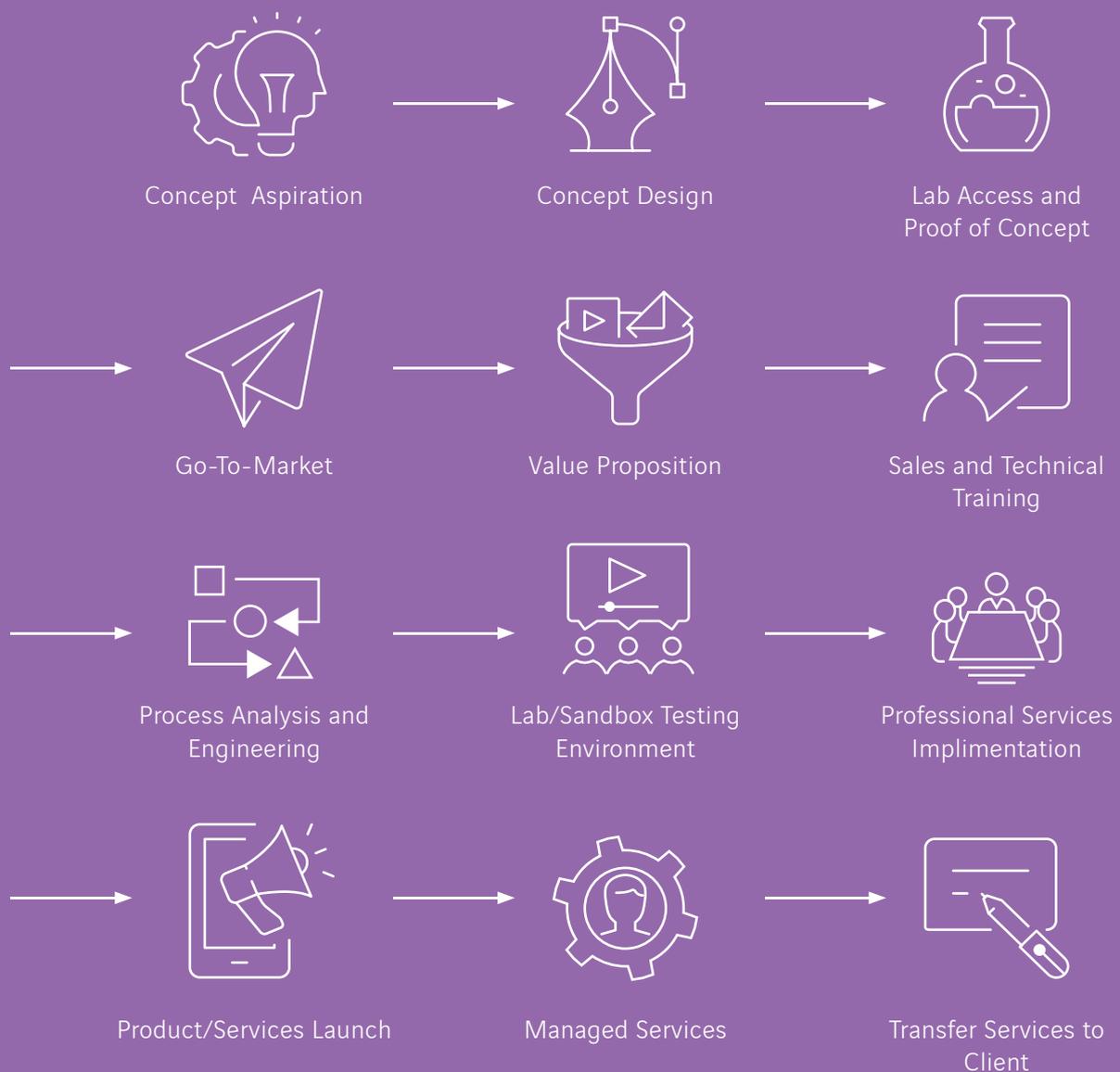
This very important stage of the GTM strategy will be to focus on sales enablement and knowledge transfer which we deliver as a combination of workshops, webinars, team training and one-to-one coaching sessions to fully prepare the sales and pre-sales teams to engage with customers. Ongoing for an agreed period we support sales team in customer engagements by providing the right mix of bid, sales, technical and pre-sales resources. We train your teams on the technology and benefits to your customers, enabling speed to pipeline development and sales success.

BUILD/OPERATE...TRANSFER

Our build, operate and transfer model follows a consultancy period after which we will design and build the agreed network solution. We will deploy the technology with minimal disruption to your business, followed by the operation and support of the new network service through our managed service capability and, when required to do so will transfer the management of the network service back in-house for you.

Axians project management office adheres to recognised project management methodologies and techniques including PRINCE2, APM, Management of Risk and MSP.

The Ascent GTM high level work flow



Service Providers have a whole host of service ambitions, which in turn can manifest into operational risks and pressures. When offering new services to Enterprise business customers they look to rise above their competition and focus on problem solving technology. The biggest challenge? It needs to be deployed yesterday. Axians having worked with carrier grade networks for over ten years and have seen a landscape shifting. The launch of Ascent is a program developed with service providers, and their customers, in mind. Not only supporting the network infrastructure but developing the proposition with the entire product development team, from sales enablement to operations. Axians created this service with a goal, to turn their customer's ambitions with technology into reality, with minimal risk to current operations.

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