



ASCENT PROGRAM

Accelerating 'Time To Market' and unleashing
the power of disruptive network technologies
to fuel Service Provider growth





50% of new product launches fail to hit their targets, but more than 25% of total new revenue and profit is expected from new products and services*

Many Service Providers (SPs) have the right aspirations but are having to find imaginative ways to make efficiency gains in the face of falling ARPU and commercial revenues. CSAT and NPS scores are good measures of the quality of services but they are not the measure of long term sustainability in the changing economics of technology acquisition.

Service Providers face losing relevance with their customers if they are unable to quickly adapt their portfolio to address the increasing demand for new network services. Equally they cannot write off the years of existing infrastructure investment and many, if not all, will still be in the cycle of returning revenues on those investments.

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.

Ascent re-imagines the role of the network systems integrator evolving the traditional tactical role into a strategic consultative led Build-Operate-Transfer model. Consolidating our extensive expertise to provide a complete **“as-a-service”** wrap for Service Providers who have digital transformation and next generation network ambitions, but who don't have access to the right skills or resource.

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.

* Source: McKinsey



**ACCELERATING
RETURNS ON
TECHNOLOGY
INVESTMENTS**



Digital transformation is an unavoidable consequence of the advancement in technology, the cloud centricity of new business applications, the changes in how organisations acquire and consume those services and the 'today' attitude of many business users.

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 dedicated project management led strategic approach that through a structured program of activity turns plans and ambition 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 through to delivery, and beyond."



BUILD/OPERATE...TRANSFER

Built around a flexible Pick 'n' Mix services menu of business and technical consulting, professional services, and specialist project management, the Ascent Program provides a choice of expertise and capabilities to augment existing skills and resource to accelerate in-flight or fledgling transformational projects.

Service Handover



Transfer



Operational Management

- Service Migration
- Knowledge Transfer
- Operational Guides Handover



Commercial Management

- Contract Migration
- Legal Agreements



Service Launch



Operate



Technical and Sales Training

- Customer Scenarios
- Competitor Overview
- Opportunity Qualification
- Sales Asset Requirements



Early Life Support

- Service Desk/Incident Management
- 24x7 Monitoring and Management
- Specialist Resolver Groups
- Service Delivery Management



Sales Enablement

- Opportunity Qualification
- Joint Customer Engagement
- Bid Response Support
- Solution Design Validation



Service Aspiration



Build



Technology Consulting

- Technology Strategy
- Concept Design
- Technology Selection
- Vendor Short-list



Network Analysis

- Network Strategy Review
- Network Assessment
- NxGen Network Opportunity
- Network Security Assessment



Concept Validation

- Lab Access
- Proof of Value
- High Level Solution Design
- Vendor Validation



Contract Agreement

- T&Cs, Framework and Scope of Works
- Project Milestones and Deliverables
- Commercial Terms and Pricing



Service Design and Build

- Architectural Principles
- High Level Design
- Low Level Design
- Implementation



Go-To-Market Services

- Value Proposition
- Strategy and Tactics
- Product and Marketing Alliance
- Asset Creation



Client Sandbox Environment

- Purpose Built Demo Lab
- Tailored Customer Demonstrations
- Scenario Testing
- Sales Enablement Tool



Business Process Mapping

- Optimising Quote to Cash Process
- Stakeholder Process Ownership
- Financial and ROI Analysis
- Process Automation



Program Delivery

- Project Plan and Governance
- Milestones and Deliverables
- Resourcing and Reporting
- Work Breakdowns





this
must be
the place

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? 'New Services' need to be deployed quickly.

Axians has been designing, implementing and supporting business critical carrier grade networks for over ten years and have seen the 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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