CSG Encompass
Smart Launch CPQ

Designed specifically for Telco B2B by the Telco B2B experts.

Built for telco B2B2X complexity

As CSPs look to expand their portfolios beyond connectivity, the impact on their Configure, Price, Quote (CPQ) solutions, catalog and order management systems will be massive. B2B2X equals more customers and more revenues but also brings more partners, more products and more complexity.

The pricing and fulfillment of simple connectivity-based B2B services are already slow and complicated for many communication service providers (CSPs) and are usually underpinned with error-prone manual processes. The complexity with B2B2X marketplaces will increase with CSPs' need to manage richer partnerships and services to leverage existing 4G and fixed line services and future 5G technologies.

Industry generic CPQs are not built for B2B2X complexity

General purpose CPQ solutions can't meet the challenges of the telecoms market. Many CSPs are already struggling with inefficiencies in their B2B processes and as enterprise services get increasingly complex, manual computing, swivel chair tasks and hard-coded CPQ algorithms are no longer viable.

And as the complexity grows for CSPs, today's enterprise customers want a more streamlined ordering process and the convenience and simplicity of one combined order even for complex multi-site, multi-access, multi-line orders. Generic CPQs can have serious business and financial implications for CSPs, costing them resources, revenues and customers.

Why non-telco specific CPQs struggle?

- CSPs can't expand their portfolios fast enough to unlock the full revenue potential of the high-growth B2B and B2B2X markets

- Existing CPQ solutions can't capture complex orders to successfully monetize connectivity, digital and 3rd party services

- CSPs can't manage multi-faceted requirements from their customers for multi-line, multi-access, multi-site, multi-partner offerings without resorting to manual processes

- CSPs are losing revenues and disappointing customers with unintuitive processes, quoting inaccuracies and long lead times

- CSPs' employees are frustrated with cumbersome, manual tasks that result in business risk, errors and process fall-out.

Why are enterprise product so complex?

CSG's CPQ solution accelerates time to market with an end-to-end, open and interoperable design that is completely catalog-driven.

The solution ensures a faster time to revenue and improved process speeds, resulting in a better overall enterprise customer experience. It also enables zero-touch processing through omnichannel-assisted and self-service channels.

The solution complies with TM Forum Open APIs which are essential to unlock the full value of B2B partnering at the scale needed for 5G-enabled offerings, eliminating the need for customized integrations for onboarding and managing each partner. CSG's CPQ solution simplifies the integration complexity and provides reusable integration through open APIs.

CSG's CPQ solution enables a catalog-driven quote-to-order cycle, including managing the quote acceptance process and any relevant contract details in orders and their underlying inventory. CSPs can give their customers and partners unparalleled visibility across the entire quote to order process with any changes and updates automatically recorded.

The complexity of multi-faceted business models
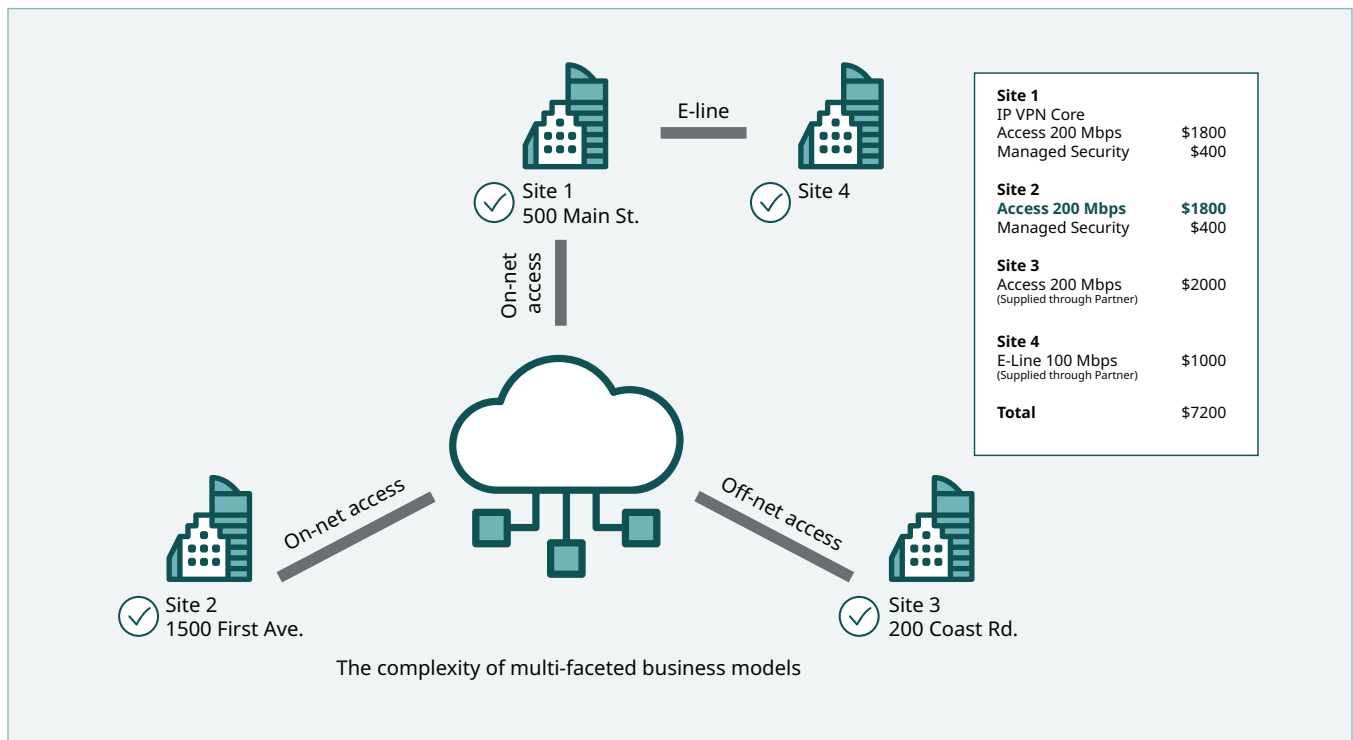
Key features

- **OFFERS EASY AND ACCURATE DESIGN TIME PROCESSES**
  Configurable, component-driven design processes utilizing a SID compliant catalog and centralized product life cycle management for product launches and in-life updates.

- **SUPPORTS MULTIPLE PRODUCTS AND SERVICES ON A SINGLE QUOTE**
  B2B quotes need to reflect how customers order. Combine multi-line, multi-site orders and optional add-ons into a single quote – customer specific pricing and discounts.

- **PROVIDES FAST AND ACCURATE QUOTING**
  Identifies existing access in real-time – whether on-net or off-net offerings – along with available services to provide fast and accurate quoting, reducing errors and order failure.

- **BUILT ON CATALOG-DRIVEN ARCHITECTURE**
  Eliminates error-prone manual workflows and swivel chair tasks with the dynamic orchestration of orders and fulfillment.

- **TRUE OMNI-CHANNEL SELF-SERVICE**
  Improves customer and partner experience by making componentized quotes available to all channels by separating the catalog from the customer relationship management (CRM) system and exposing information through the use of Open APIs.

- **READY FOR THE SOFTWARE DEFINED ERA**
  Dynamic orchestration of software-defined networks (SDN) requires network agnostic workflows powered by IT/BSS and Network catalogs. Our solution decomposes orders with the automated mapping of customer facing specifications (CFS) to resource facing specifications (RFS) powering full software-defined product and service lifecycle automation.

- **INTEGRATES THROUGH TM FORUM OPEN APIs**
  Fully TM Forum Open API compliant based on TM Forum Open Digital Architecture (ODA) principles to unlock the value of north-south and east-west interfaces at repeatable pace and scale. CSG is a TM Forum Key Contributor and Award Winner.

- **CLOUD-NATIVE AND MICROSERVICES-BASED**
  Leverages a cloud-native and catalog-driven architecture to maximize speed, scale and agility needed for B2B and B2B2X for Fixed and 4/5G networks.
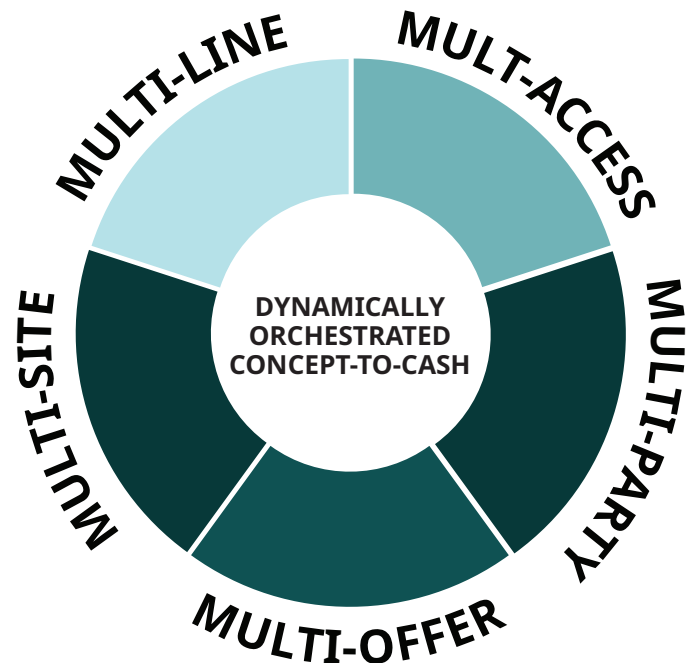
Why choose CSG ENCOMPASS SMART LAUNCH CPQ?

CSG ENCOMPASS SMART LAUNCH CPQ is designed for all the complexities of the B2B and B2B2X telco market and can easily handle multi-line, shared-access orders and combine them into a single quote.

Our SMART LAUNCH CPQ has been pre-configured with high-value B2B offerings out of the box and is ready to deploy and launch in weeks. The immediate benefits include a significant reduction design-time by cutting workflow steps with an out of the box capability for no-code complex product modelling and faster time to sale with pre-defined multi-site products and CPQ processes that are reusable.

CSG Encompass

- The proven CPQ solution built to manage multi-faceted Telco B2B and B2B2X
- Designed for multi-line, shared access
- Pre-configured for IP VPN, E-Line and Business Internet
- Cloud-native solution, fully compliant with Open Digital Architecture (ODA) framework
- Omnichannel access to quotes
- Interoperable TM Forum compliant SID Data Model
- Ready to deploy with your rules and criteria in weeks

MULTI-LINE · MULT-ACCESS · MULTI-PARTY · MULTI-OFFER · MULTI-SITE

DYNAMICALLY ORCHESTRATED CONCEPT-TO-CASH

Why CSG?

CSG delivers transformational outcomes and solves the complex challenges presented by B2B2X marketplaces. Our solutions leverage a fast-to-market, catalog-driven and cloud-native approach, enabling you and your partners to launch new products and services in hours instead of weeks or months.

With over 40 years' experience in enabling CSPs to successfully monetize the B2B market, CSG is uniquely positioned to help you deliver complex digital offerings by unifying the commerce journeys of CSPs, partners and customers.

CSG Encompass is a proven end-to-end solution enabling CSPs to handle the complexity needed to monetize B2B2X multi-sided business models for any digital or network service. A SaaS, open, integrated and modular solution, Encompass combines Catalog, CPQ and Order Management, with Revenue Management and Digital Partner Management. Encompass supports the monetization of all services for all customer types and business models across all access networks on one cloud and network-vendor agnostic platform.

About CSG

CSG empowers companies to build unforgettable experiences, making it easier for people and businesses to connect with, use and pay for the services they value most. Our customer experience, billing and payments solutions help companies of any size make money and make a difference. With our SaaS solutions, company leaders can take control of their future, and tap into guidance along the way from our more than 5k-strong experienced global team.

Want to learn more about how to be a change maker and industry shaper like our 1,000-plus clients? Visit **csgi.com** to learn more.