

### Automate Communication Management Workflows with ServiceNow

When it comes to managing communications for the desktop or contact center, enterprises stand to achieve the most significant benefit by automating the labor-intensive processes of on-boarding and off-boarding user's communication resources. Automation empowers enterprises to become more agile and respond faster to dynamic conditions which drives operational efficiencies.

Enterprises can achieve significant benefits of automated provisioning by tightly integrating with ServiceNow.

#### **Solution Overview**

#### **ServiceNow Integration**

Starfish Provisioning Solution ServiceNow Connector automatically fulfills service requests, tasks and incidents to execute communication management workflows. The workflows provision and manage communication resources on multi-vendor communication platforms including Avaya, Cisco, Microsoft, Genesys, NICE and Verint.

#### Sample Use Case

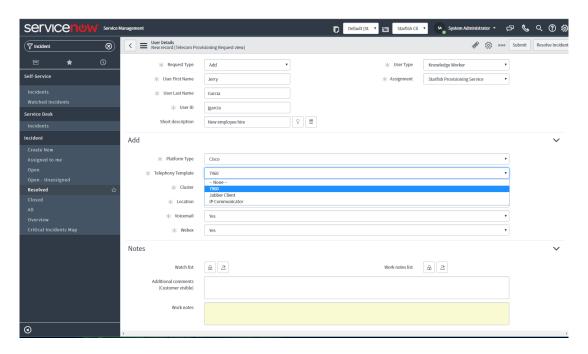
• When service requests for communication resources are submitted, Provisioning Solution can automatically provision or de-provision resources for users. Depending on the type of user (knowledge worker or a contact center agent), specific communication resources for the user are created or removed.

#### Sample Workflow

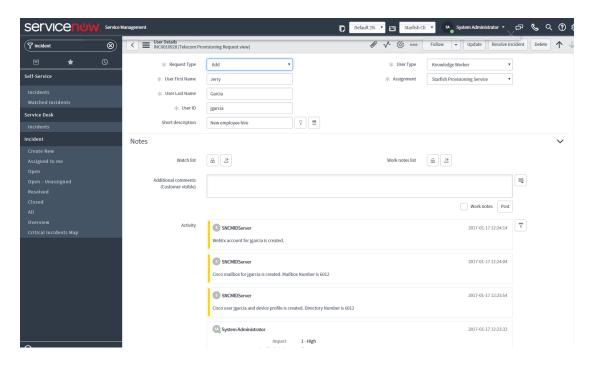
- When a new user is on-boarded, a service request is submitted to create a phone, voice mailbox and a Webex
  account for the user. Provisioning Solution automatically executes the service request provisioning transaction
  and updates the request with the action taken, request status and detailed information about the
  communication resources provisioned for the user.
- When a user is off-boarded, a service request is submitted to remove the phone, voice mailbox and Webex
  account for the user. Provisioning Solution automatically executes the service request de-provisioning
  transaction and updates the request with the action taken. Communication resources can be de-provisioned
  immediately or scheduled for a later date.



This ServiceNow form shows an on-boarding provisioning request for a Cisco Unified Communications Manager:

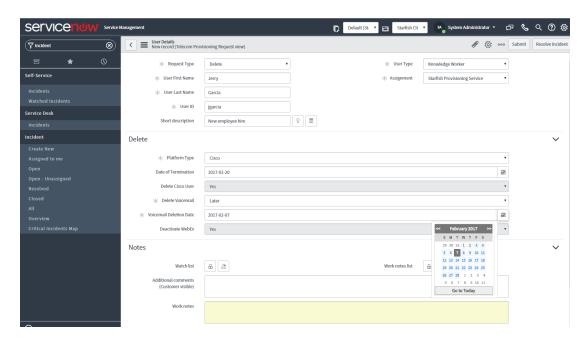


The results of the provisioning transaction are maintained in the ServiceNow Activity log:

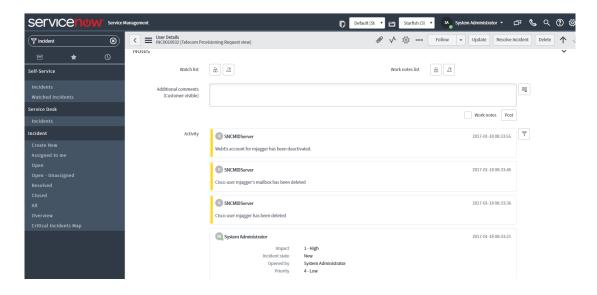




This ServiceNow form shows an off-boarding de-provisioning request for a Cisco Unified Communications Manager:



The results of the de-provisioning transaction are maintained in the ServiceNow Activity log:





#### **Solution Benefits**

- Automatically provisions and de-provisions through ServiceNow the required communication resources such as phones, voice mailboxes, and contact center agents by automatically fulfilling service requests, tasks and incidents.
- Substantially reduces administrative overhead and total cost of ownership by automating lifecycle management of phones, voice mailboxes, and contact center agents.
- Consistently and efficiently executes tasks and work orders eliminating the need for re-work caused by human error.
- Eliminates security concerns by automatically disabling users' communication resources when users leave the organization.
- Facilitates efficient re-use of communication resources by automatically de-provisioning users' communication resources when users leave the organization.
- Provides a comprehensive extension management system replacing cumbersome manual processes.



#### **Key Features**

#### **On-boarding & Off-boarding**

Automate, configure and remove communication resources such as phones, voicemail, agent logins and call recording accounts for multi-vendor communication platforms.

#### **Intelligent Rules-based Workflow Engine**

Receives notifications from IT business applications to trigger MACD workflows transactions.

#### **Number & Extension Management**

Manage inventory of available, used and reserved numbers plus extensions.

#### **Communication Systems Connectors**

Connectors to multi-vendor communication platforms enables automated configuration management.

#### **Standardization**

Communication resources are created and managed in a consistent and standard manner.

#### **Bulk Provisioning & De-provisioning**

Perform bulk changes for unified communication and contact center platforms.

#### **Synchronization Engine**

Synchronize authoritative phone & communication resource data between IT applications.

#### **Authoritative Phone Directory**

Consolidated directory information from multi-vendor communication platforms that is updated in near real-time.

#### **Integrations/IT Apps Connectors**

IT connectors to business applications trigger workflows to auto-provision UC user resources and contact center agents.

#### **Compliance**

Enforce compliance for communication passwords, call recording and access controls to communication resources.

#### **Provisioning Portals**

Customizable provisioning portals for end users and delegated administrators simplifies complex tasks, reduces service tickets and workload for administrators and helpdesk staff.

#### **Roles-based Access Control**

Flexible controls over who can perform specific actions and what they can manage.

#### **Configuration/Inventory Database**

Maintain a searchable and reportable configuration and inventory database with consolidated data from multivendor communication platforms.

#### **Web Services**

Standardized services to multivendor communication platforms enables customer applications to trigger MACD workflow transactions.



#### **Supported Platforms & Applications**

#### **Unified Communications & Contact Center Platforms**

#### Avaya:

- Aura Communication Manager
- Aura Session Manager
- Aura System Manager
- Aura Messaging
- Aura Call Center Elite / CMS
- Equinox
- Oceana / Workspaces

#### Cisco:

- Unified Communications Manager
- Unity Connection
- Jabber
- Webex
- Webex Teams
- Unified Contact Center Express (UCCX)
- Unified Contact Center Enterprise (UCCE)

#### **Genesys:**

PureEngage

#### Microsoft:

- Microsoft Teams
- Skype for Business
- Unified Messaging
- Microsoft365

#### XMedius / AVST:

XM Connect (formerly AVST CX-E)

#### Verint

• Impact360

#### **NICE**

Uptivity Call Recording