

Automate Communication Management Workflows through 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 for ServiceNow 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 and Verint.

Sample Use Case

- When service requests for communication resources are submitted, Provisioning Solution automatically provisions or de-provisions resources for users and contact center agents. Depending on the type of user (knowledge worker or a contact center agent), specific communication resources 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 request and updates the ticket with the action taken, 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 request and updates the ticket with the action taken. Communication resources can be de-provisioned immediately or scheduled for a later date.



Starfish Provisioning Solution for ServiceNow

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

The screenshot shows a ServiceNow form titled "User Details (Telecom Provisioning Request view)". The form includes the following fields:

- Request Type: Add
- User First Name: Jerry
- User Last Name: Garcia
- User ID: jgarcia
- Short description: New employee hire
- User Type: Knowledge Worker
- Assignment: Starfish Provisioning Service

The form also includes sections for "Add" and "Notes". The "Add" section contains the following fields:

- Platform Type: Cisco
- Telephony Template: 7960
- Cluster: 7960
- Location: Jabber Client IP Communicator
- Voicemail: Yes
- Webex: Yes

The "Notes" section includes a "Watch list" and a "Work notes list".

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

The screenshot shows the same ServiceNow form as above, but with the "Activity" section expanded. The Activity log contains the following entries:

- SNCMIDServer** (2017-01-17 12:24:14): WebEx account for jgarcia is created.
- SNCMIDServer** (2017-01-17 12:24:04): Cisco mailbox for jgarcia is created. Mailbox Number is 6012
- SNCMIDServer** (2017-01-17 12:23:54): Cisco user jgarcia and device profile is created. Directory Number is 6012
- System Administrator** (2017-01-17 12:23:32):

The Activity log also shows the "Impact" and "Priority" of the request, which is 1 - High.

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 phone number management system replacing cumbersome manual processes.



Starfish Provisioning Solution for ServiceNow

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 multi-vendor communication platforms.

Web Services

Standardized services to multi-vendor communication platforms enables customer applications to trigger MACD workflow transactions.



Starfish Provisioning Solution for ServiceNow

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