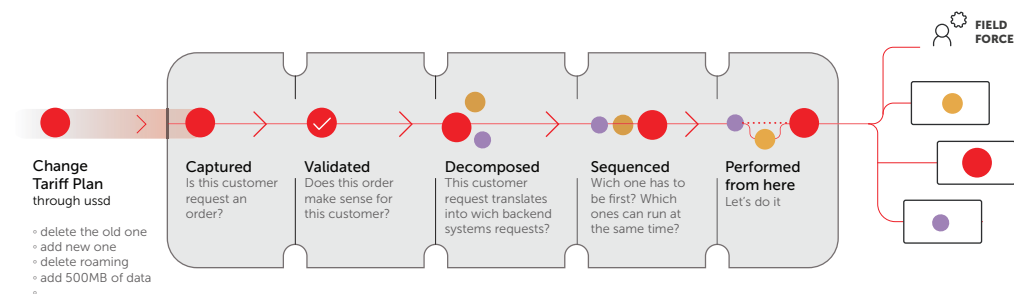


# Delivering diversity with CELFOCUS Order Management

Technological advancements and shifting customer preferences have transformed customer interactions in the dynamic business environment of today. For telecommunications companies like Safaricom, these changes have led to product complexity and a multitude of customer requests spanning various channels. Efficiently managing these requests within tight timelines while ensuring a seamless customer experience has become imperative.



## PROJECT OVERVIEW

Safaricom embarked on a transformative journey with CELFOCUS Order Management. This partnership began in 2009 and has continued to evolve, with a significant upgrade to version 6 in 2021. The latest version is built on a microservices architecture, embracing cloud-native principles, and features a revamped bulk order engine. This upgrade aimed to enhance flexibility to accommodate future services, functions, and offers.

## OTHER REFERENCES

CELFOCUS Order Management has a strong track record, serving prominent clients across sectors such as telecommunications, satellite domain, and energy industry.



## CHALLENGE

The Kenyan Telco was looking for cutting-edge technologies based on new architectures that would allow tracking and increasing order visibility, acquire service metrics to improve customer experience, and automatically scale solutions without impacting performance.









## BENEFITS

The latest version of CELFOCUS Order Management processes more in less time with a faster issue detection capability. The migration to a cloud-native ecosystem allows to scale up and down based on workload and infrastructure demand, enabling Safaricom to manage resources more efficiently due to cost optimisation and handle up to 400.000 orders per day.

The product allowed Safaricom to accomplish its 99,95% target for order management availability and increased scalability for consumer and enterprise customers.

## SOLUTION

CELFOCUS Order Management is a code-free master orchestrator that maps, sequences and fulfils any external or internal customer request. It can map business-oriented complex processes and break them into specific technical processes, which are then ready for automation and system synchronisation, while providing service metrics and order visibility.

-  **Centralised Request Management**  
Flexibility to accommodate new channels, with no additional customisation.
-  **Increased Order Tracking and visibility**  
With 360° view on actions sequences.
-  **Simplified Channel Catalogue**  
Featured order able products only, with no dependencies between systems.
-  **Improved Time - to - Market**  
With no configuration for most new products.
-  **Faster Order Design & Implementation**  
Transforms any request into a meaningful set of actions even non-products.
-  **No Downtime**  
Due to its code-free nature.
-  **Reduced Operational Costs**  
By leveraging Kubernetes platform automation capabilities, like autoscaling.
-  **Fast and Proactive Recovery**  
Through a self-healing mechanism.



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