From Service Navigator to Celfocus BSP

20 Years of Delivering High-Value B2B Customer Experiences

"For customers, Service Navigator is a reason for doing business with us. This solution offers them efficiency, transparency and a reason to be willing to have Vodafone Ziggo manage their equipment. Our relationship with enterprise customers really improved thanks to Service Navigator. We would not even have some B2B customers if we didn't provide them with this solution."

Loes Tjerkstra
Manager B2B Customer Success Management, VodafoneZiggo

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The B2B Challenge

With global digitalisation and larger partner ecosystems comes the greater challenge of efficiently serving business customers. The 5G opportunity and next-generation business innovations will further require a leap change in products and services customisation capabilities to address the enterprise market demand.

CSPs need to deliver and support end-to-end business solutions to customers while efficiently managing a growing partner ecosystem. This positioning requires comprehensive control of that ecosystem, where processes involve different teams and partners and frequently demand multiple manual hops over siloed systems and scattered data.

To thrive in B2B and be a partner for Enterprise customers, CSPs need to:

- Adjust value propositions flexibly and deliver solutions to customers' needs.
- Engage and coordinate multiple internal and external parties involved in enterprise solutions.
- Ensure data and system consistency despite changes during negotiation and delivery.
- Assure service quality and visibility to each customer, including and especially when third-party services are involved.
- Provide the customer with good assistance channels and fast responses.
- Keep a lean service operation over multiple product lines and technologies.

Figure 1 – Overview of Telcos' Managed Services for the Enterprise Customer.
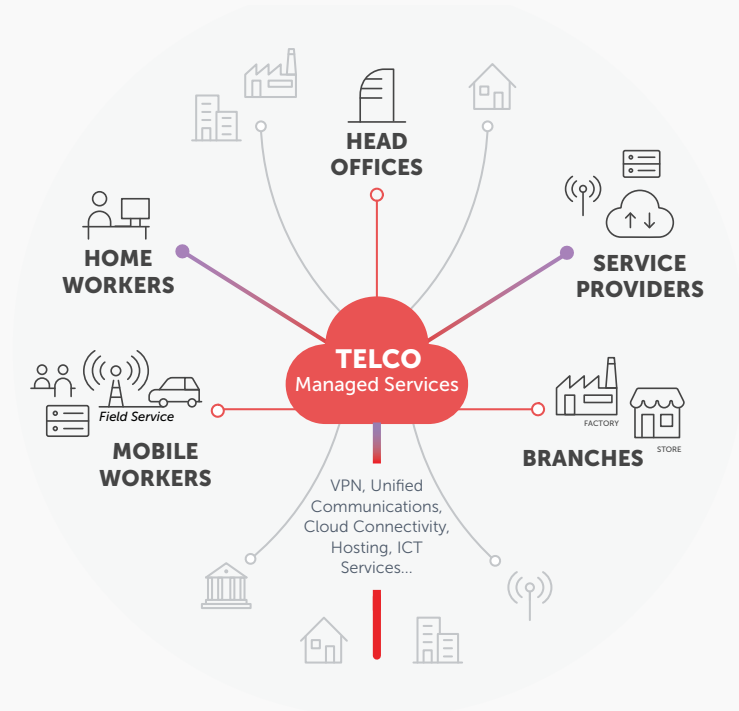
When debating creating a complete B2B solution to address enterprise market demands, one example stands out for setting the tone for all its competitors – **Vodafone Service Navigator.** This end-to-end B2B solution revolutionised Telco's enterprise segment in the 2000s, when it was first created, and has been considered an example worth following ever since. Service Navigator impacted several Vodafone OpCos businesses and has been responsible for earning and maintaining many enterprise customers and defining the rules of a unified, transparent, and efficient B2B solution.

With a lengthy evolution history within Telcos, Service Navigator is now an integral part of the **Celfocus Business Services Platform (BSP)**. Celfocus BSP provides a unified B2B service solution for end-to-end order orchestration and supporting managed services to enterprise customers.

Knowing the importance of learning from past experiences, Celfocus created BSP as an upgraded version of Service Navigator, capable of responding to current-day challenges while remaining scalable for those the future may hold and maintaining the core benefits that provided vital business benefits for CSPs over the years.

A Telco's B2B Solution
with Twenty Years of History

*"Twenty years ago, an online real-time portal was quite new and innovative in the market. At that time, to really communicate with customers on a real-time basis and to show them an online stage of their equipment in an easy and presentable way was **revolutionary**."*

Ad van der Burgt
Program Manager, VodafoneZiggo

2002
Creating a
Game-Changer

◎ Created in 2002 by The Network Factory (TNF), a well-known virtual network services provider in the Netherlands market during the 2000s, Service Navigator was tailored and built as a solution specifically for Telco's B2B segment.

At first, it focused on monitoring enterprise services, making them visible online to customers. The following functionality was incident management, allowing customers to create and update incidents in an online portal. Around 2004, the Back-Office Portal (BOP) for internal employees was added — later evolving to include project and inventory management capabilities applied to the order fulfilment process for enterprise customers.

The solution was revolutionary in the 2000s, enabling Telcos to provide their enterprise customers with an online tool for project management — including support, billing, and service management. Customers could see everything related to their business, open complaints, report incidents, and consequently see their problems solved very transparently. The solution had everything a Telco needed to manage its business in the enterprise market.

TNF continued to evolve and improve the solution during the following years, focusing on managed connectivity services and relying on third-party fixed access. On the other hand, Vodafone Netherlands – a pure mobile operator at that time – aimed to invest in Fixed Connectivity and grow in the B2B segment. After negotiation between the two parties, Vodafone Netherlands acquired TNF in 2006, along with its talent, customers, and tooling, including Service Navigator, which was then integrated with the operator's existing systems.

This acquisition enabled Vodafone Netherlands to offer broadband services to the enterprise market, delivering voice and data communication on mobile and fixed network platforms. Beyond that, this transition also represented an essential step in Service Navigator's evolution. Within the Vodafone Group, the solution's functional coverage for B2B continued consolidating, and the benefits delivered to the organisation started increasing. At this point, network provisioning and resource management were included in the solution, and all capabilities focusing mainly on network provisioning were constantly evolving.

2009-2015
Deployments
on the Horizon

As Vodafone Netherlands was one of the first Vodafone OpCos to acquire a fixed company, the Dutch operator decided to do a roadshow across the globe to share the process and benefits of acquiring TNF and its tooling with the other OpCos. Other Vodafone OpCos recognised the high potential of using Service Navigator for their Fixed Connectivity investment plans and enterprise market growth.

The solution was prepared for internationalisation at Vodafone Netherlands by adding multi-language support and ensuring it was ready for different business scenarios. This process culminated in its deployment to Vodafone Egypt in 2009. More deployments followed – the next to Vodafone Ireland in 2012 and Vodafone Hungary in 2015. Consequently, many Vodafone system

integration processes were implemented. The product team also provided training sessions to guarantee that each OpCo could use and manage Service Navigator as effectively as possible.

With each deployment, the solution further evolved, adapting and responding to each Vodafone OpCo's needs. In other words, Service Navigator received higher reconfigurability to support different business needs and specifications.

This evolution also implied some changes in product development. In 2012, part of the development work was outsourced to Vodafone's Shared Service Centre in India to increase continuous development and improvement capacity.

2016-2019
A Merger with New Opportunities

In 2016, Vodafone Netherlands merged with Ziggo, the largest cable operator in the Netherlands. Ziggo provided residential and commercial customers with digital cable television, Internet, and telephone services. The new joint venture pushed for team, network and the operators' tooling reorganisation and harmonisation. With this process, VodafoneZiggo transferred Service Navigator to an external party to benefit from a focused product evolution in a specialised company. Having previous experience with the solution on projects for VodafoneZiggo, Vodafone Ireland and Hungary, Celfocus was chosen.

2019 - Present
Into a New Life

The transfer process was concluded in 2019 when the product and its core team moved officially to Celfocus, resulting in a new, focused Business Unit dedicated to B2B solutions for Telcos. In 2021, the Product Development and Support teams moved from India to Portugal to Celfocus's offices in Lisbon and Oporto.

This represented a strategic change, allowing Celfocus to start deep quality and efficiency improvements in the solution's development and delivery processes to its customers. According to Andreea Lazar, Product Owner at VodafoneZiggo, these improvements contributed to the system's stability and increased delivery quality. It also benefited VodafoneZiggo's operational team, "encouraging them to request several enhancements, thus leading to new developments in the system". On that matter, Andreea also highlights the importance of the working relationship with Celfocus: "I don't see Celfocus as a vendor. We work together as one team, and I think that's the secret – everybody shares the same goal". The combination of excellent teamwork with an Agile working method – including prioritising and testing more within sprints – explains the improved results for Andreea.

"By improving Service Navigator's quality and showing that this is a reliable and stable solution, Celfocus is making it a good candidate for the B2B future landscape within VodafoneZiggo."

Andreea Lazar

Product Owner at VodafoneZiggo

Celfocus has owned all intellectual property rights related to Service Navigator's software since 2019. As part of its market strategy, Celfocus's objective is to fully leverage its comprehensive functional coverage while modernising the solution's architecture and technology, strengthening its capability to provide added value to Telcos and their users.

Benefits

Service Navigator played and continues to play an important role in B2B business for several Vodafone OpCos.

After acquiring TNF and, consequently, Service Navigator, Vodafone Netherlands entered the fixed enterprise market and began to gain and retain new customers. Being an end-to-end solution, Service Navigator covered multiple processes, from customer contract signing to invoicing and the support process behind it. These processes were also very well integrated, making them easy to find, correlate and expose all the information to the customer – increasing the transparency of the entire process.

After the merge, VodafoneZiggo continues receiving the solution's benefits. Its transparency gives customers a clear picture of what VodafoneZiggo is managing regarding device running status, equipment, trouble ticketing or changes – with every process being visible on the platform, creating trust in the solution and VodafoneZiggo. Customers also have the opportunity to check their service status and see if an incident or problem is on the Telco side or theirs, taking corrective actions themselves if necessary. On the other hand, it also helps to ensure that VodafoneZiggo's Customer Support Department is not overwhelmed with questions that can't be solved when related to the customer's side of the network. The communication flows easily between both parties, with no need for extra meetings or conversations, as everything can be found through Service Navigator.
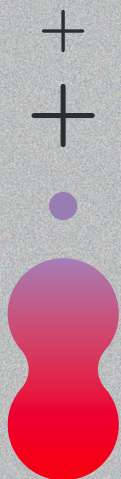
"Service Navigator was a unique selling point. With this solution, customers had a view of their own network—— something that simply wasn't available with any other tooling in the 2000s. It is a reliable and flexible solution, quick to develop and adapt to changes, and a vital system to deliver to our customers."

Oscar Jansen

Senior Manager Business Management, VodafoneZiggo

In Vodafone Ireland's case, Service Navigator started fuelling two fixed operators' integration processes after Vodafone acquired Interfusion and Complete Telecom. The teams received training and learned how to use the solution, guaranteeing a smooth transition into the company.

Beyond that, Service Navigator also brought the uniformity and transparency that Vodafone Ireland needed at the time. After the solution's deployment process in 2012, all teams moved away from using tools such as Excel, emails, Word documents, and shared folders, which were untraceable and more complex to scale and structure. Instead, they started to store all the information in one common platform – a single source of truth – to which everybody had access and where all the provisioning happened with complete transparency.
Service Navigator also improved Vodafone Ireland's processes, scaling them up and making them faster and more uniform, ultimately contributing to the growth of the operator's enterprise segment.

"Service Navigator allowed us to have one common tool across the team. It also helped us to deploy on a larger scale and gave us the visibility and transparency of seeing everything that's going on from a deployment and commercial point of view. These are all positive attributes that have enabled Vodafone Ireland to improve its operational capability."

Michael McHugh

Head of Project Management, Vodafone Ireland

Over the years, Service Navigator provided benefits for several Vodafone OpCos, improving how they worked internally and the relationships with their enterprise customers. Below are some examples of the solution's key advantages:

Proactive monitoring
The operator can detect and start fixing a problem or anomaly before the customer refers it.

Saving costs and increasing productivity
The operator can grow and support a large customer base without having to drastically scale-up teams.

Transparency
Customers can manage and view their network on a real-time basis and in an easy and presentable way, promoting trust, efficiency and better communication between the customer and the operator.

Single source strategy
The operator has a single IT system that manages all data, orders and inventory, preventing duplication and error, which can be integrated with external systems to automate specific tasks.

Partner Interactions
Field service partners can handle work orders from the operator for order fulfilment, service changes or fault resolution. The operator can further issue and manage orders to external service providers for wholesaled fixed access. Resellers can access the customer portal and manage their customer base services.

Reporting
The operator can extract multiple reports and see what has been performed by who and at what speed, pinpointing any issues in a specific delivery or order and correcting them.

"Service Navigator was a customer magnet and a great selling point for Vodafone B2B products. It really set a benchmark for all competitors."

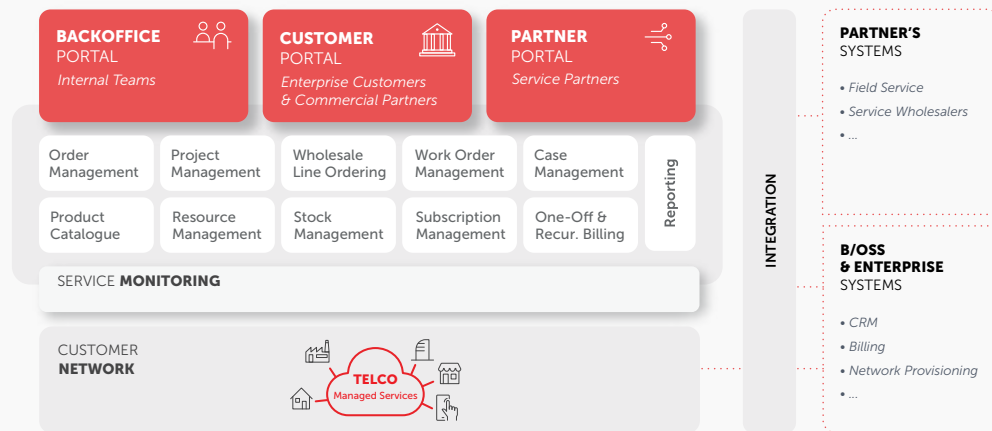**Harm Kanters**

Technical Solution Architect B2B, VodafoneZiggo

Figure 2 – B2B Solution, now part of Celfocus's BSP

What's Next?
The Future with Celfocus Business Services Platform

Celfocus has improved Service Navigator since its transference from VodafoneZiggo. The solution has been revamped to improve user experience, and the underlying technology has been modernised for a microservices architecture and readied for cloud deployment, providing its customers with much more flexibility and scalability. Investment has also been made regarding its documentation and increased automated test coverage for better quality assurance.

By leveraging proven technologies and frameworks used in other Celfocus solutions, the new version of the product is now an integral part of **Celfocus's Business Services Platform (BSP),** a backbone for Celfocus's B2B2X solutions. The new platform extends the underlying Service Navigator capabilities, keeping all the built business benefits while introducing key usability improvements for day-to-day operational efficiency.

Ultimately, Celfocus BSP is a platform that enables digital transformation and evolution, simultaneously improving journeys and processes for customers, partners and internal users.

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