Capturing 5G value through automated orchestration journeys

Transformation pathways

Contents

A transformation pathway is a clear, step by step plan that takes you from where you are today to the business goal you want to reach. It helps you sync and automate tasks across your systems, components, and teams.

For you, success isn't just about picking the right technology — it's about turning that technology's promise into real, measurable results for your business. This orchestration pathway helps you cut through the noise and find the fastest route to solving your challenges.

How do you move beyond being just a connectivity provider, into creating services that go beyond connectivity only? How can you increase automation, use artificial intelligence (AI), make the network intent-based, and finally make the shift to autonomous networks? These are the moves you need to streamline operations, boost agility, and launch new services.

Navigate your journey to successful IT transformation

Why orchestration?
So you can sell, deliver
and get paid
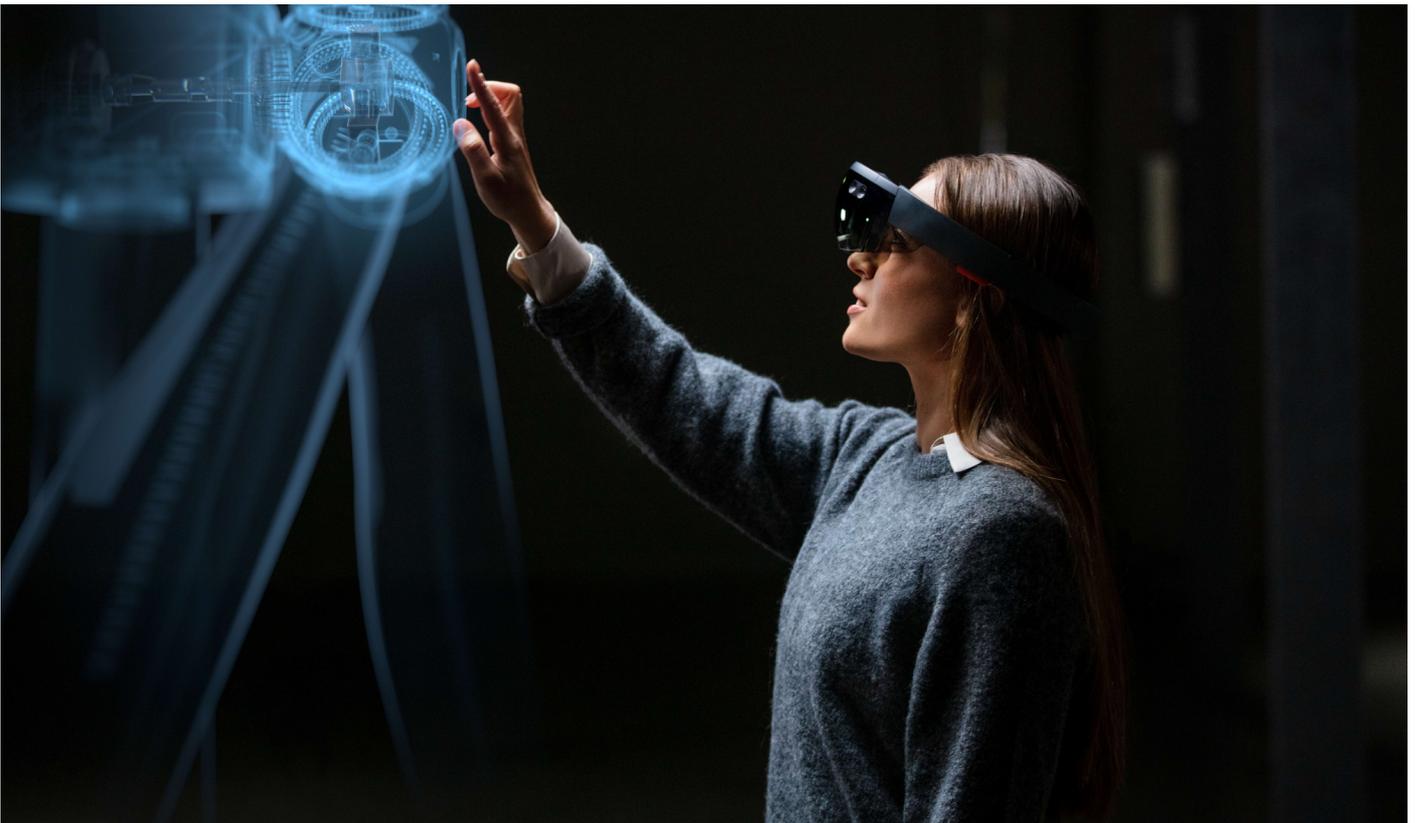
You want your network to work harder for you, not the other way around. Service orchestration takes the complexity out of open, programmable networks by automating the entire service lifecycle. That means easier operations and an opportunity to focus on revenue growth. Because it's built on open, standards-based architecture, you can innovate freely and integrate with multiple vendors without the usual headaches.

With 5G, you can create virtual networks — network slices — built for specific needs. Service orchestration configures the slices on the fly and makes sure they get the right resources, so the performance and user experience never drop.

Multi-domain service orchestration lets you provision, scale, and automate services fast — cutting costs and getting to market quicker, this is not optional. You need it to handle complexity, power network slicing, and deliver services efficiently. This is a necessary step for getting going with AI and intent-based management on your road to a fully autonomous network.

5G also lets you create a completely new type of sophisticated services. Think of a smart campus powered by fixed wireless access, network slices, and SD-WAN. To set up and run an advanced service like this, you are going to need multi-domain service orchestration to keep it all under control.

Turning 5G into real business — two transformation journeys

If you want to become a truly digital service provider, multi-domain service orchestration is the way forward. There are many ways you could try to evolve your network and capture new opportunities. This report, shows you two clear paths that help you simplify your operations, get the business results you want, and keep everything in sync.

1. Introduce 5G — step by step

If you haven't launched 5G yet, the first journey will show how you get there

2. Get new revenue — with new orchestration

The second journey shows you how a modern, automated platform helps you shift from a traditional Telco into an innovative technology company — a digital service provider.
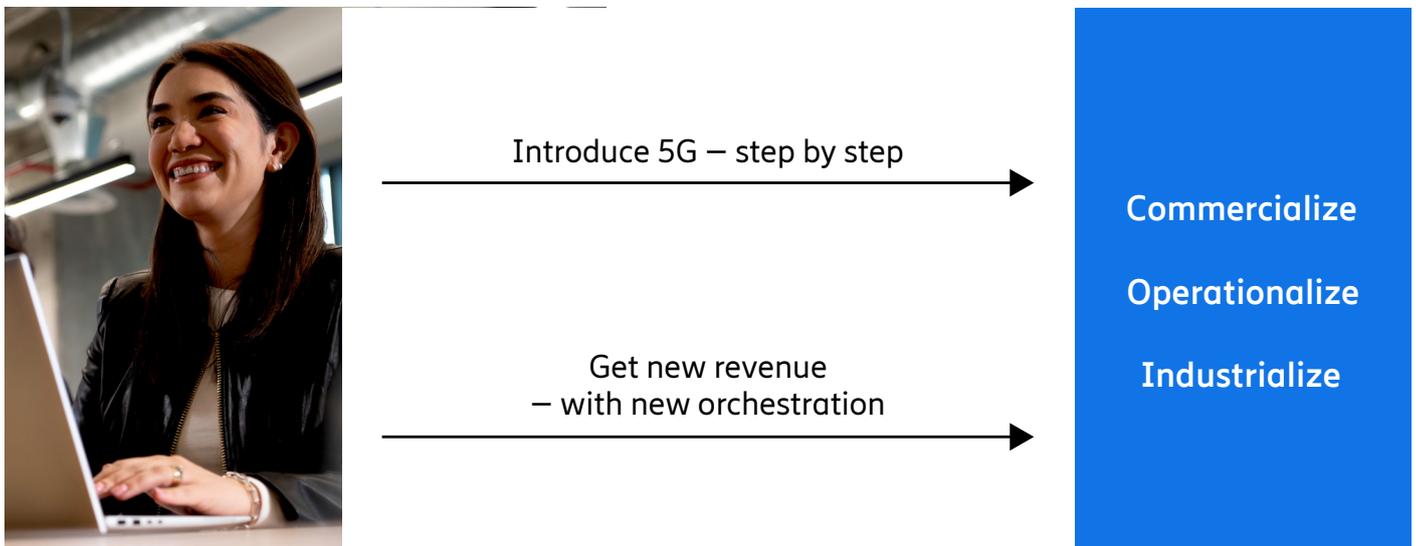

Introduce 5G — step by step

Get new revenue — with new orchestration

Commercialize

Operationalize

Industrialize

Figure 1. Commercialize, operationalize and industrialize 5G with modern orchestration

Journey 1: Introduce 5G — step by step

Rolling out 5G doesn't have to happen all at once. You can take it step by step, starting with either non-standalone (NSA) or standalone (SA) and services like enhanced mobile broadband and fixed wireless access. Instead of chasing full coverage, start in dense areas where the business case is the strongest. Get started with a hybrid setup that combines 4G and 5G until your ecosystem and use cases mature. This stepwise approach makes it easier to move into more advanced services like ultra-reliable low-latency communications (URLLC) and massive machine-type communications (mMTC).

In the beginning, mobile broadband is good enough. Save the strict performance guarantees for later. The real priority is expanding the network to handle roll out and configurations semi-automatically. Use orchestration and standard tools to do most of the heavy lifting.

Also start adapting your customer-facing processes and systems for B2B and B2B2X scenarios at the same time. Guaranteed performance levels will help you win businesses that needs reliable, predictable performance for critical applications. This will become more important when you start to launch more advanced services, your ecosystem starts to grow, and especially as you roll out 5G SA networks. Here, you're going to need assurance — continuous monitoring, management, and optimization of single and multi-domain services — to make sure you deliver on your SLAs.

But the real game changer comes when you can start delivering on-demand guaranteed SLA services. How? By automating service qualification and using event driven, predictive, closed loop automation service management. In practice, this lets you quickly assess and approve any service request against your SLAs, and if something falls short, you spot it instantly and fix it right away.

Making service orchestration and assurance work — one step at a time

When you roll out 5G in steps, it makes sense to introduce service orchestration and assurance gradually. This gives the system time to stabilize while you fine-tune your business processes. Here, we show you the best way to do it, using our structured approach in eight steps (figure 2).

Keep it simple in the beginning, while service orders are low: enter orders manually and use tickets to send resource configuration requests to your managed services team. It's been the standard practice for B2B services for a long time. Use your existing assurance tools to keep track of service quality and monitor your SLAs.

If you'd rather skip the manual stage, you'll first have to take a few important steps to prepare your 5G network for service orchestration.

Build go-to-market models for B2B and B2C by identifying the right use cases and mapping out a clear roadmap. This gives you a solid view of the capabilities needed for 5G service delivery across the network, OSS, and BSS.

Modernize order management, product catalogs, and network inventory. Laying this groundwork makes it easier to automate workflows later — when service orchestration and assurance are introduced for B2B2X models.

As you roll out 5G and customers start expecting guaranteed performance, service orchestration usually begins in one area — like the radio access network (RAN). You could manage core and transport manually at first, but don't wait too long. Soon you'll need assurance anyway, to guarantee that you can deliver on your promises — your SLAs.

The next step is to take assurance from being reactive to predictive. How? With the help of AI and automation — and tools like predictive analytics, anomaly detection, and automated optimization.

As services become more advanced, you need to expand service orchestration and assurance across multiple domains, including service configuration. The goal: Full automation of slice service lifecycles — from setup to ongoing management. This means highly customizable slices, provisioned on demand, and backed by predictive, closed-loop automation to help you deliver the kind of performance your customers can really depend on. Once you up your automation game, you can customize services faster, provision them quicker and

easier, and scale them as much as you want — while getting happier customers in the process.

We're already seeing this in action. One tier 1 CSP in the US is working with Ericsson to roll out slice-based services. They started with straight-forward connectivity, like 5G-enabled FWA, making the most out of 5G NR RAN features, like radio resource partitioning (RRP) and relative priority scheduling (RPS), managed by a RAN domain orchestrator. Later they can move into advanced services like low-latency connectivity for gaming and AR/VR/XR, and premium offerings with guaranteed performance beyond standard mobile broadband — that slice assurance makes possible.
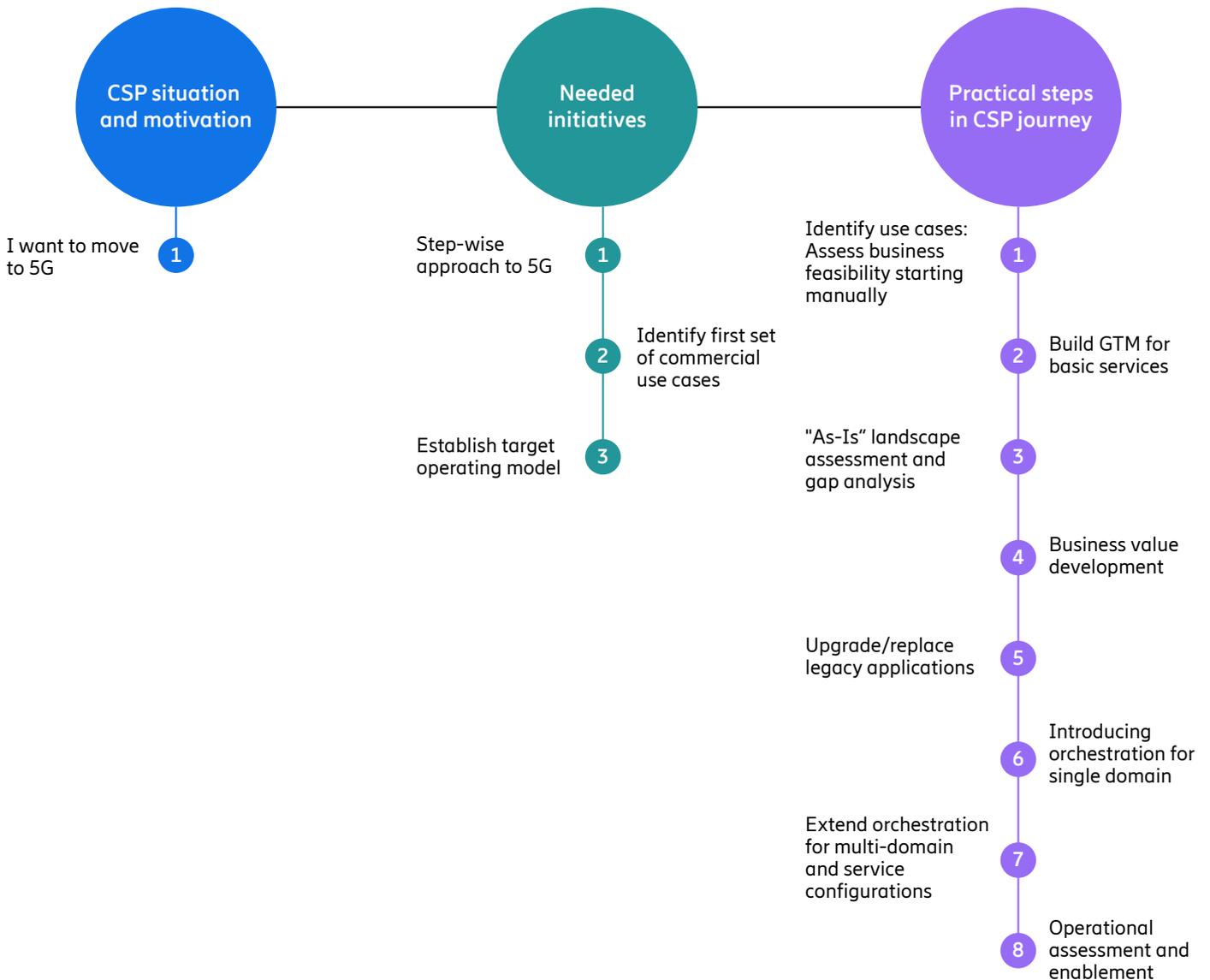

CSP situation and motivation

1 — I want to move to 5G

Needed initiatives

1 — Step-wise approach to 5G

2 — Identify first set of commercial use cases

3 — Establish target operating model

Practical steps in CSP journey

1 — Identify use cases: Assess business feasibility starting manually

2 — Build GTM for basic services

3 — "As-Is" landscape assessment and gap analysis

4 — Business value development

5 — Upgrade/replace legacy applications

6 — Introducing orchestration for single domain

7 — Extend orchestration for multi-domain and service configurations

8 — Operational assessment and enablement

Figure 2. Important steps and practical tips for introducing 5G in steps

Journey 2: Get new revenue — with new orchestration

The telco landscape is changing — and it is changing fast. The leading CSPs are finding new ways to cut costs, revamp their networks, and make money with new services. How do they do it? By streamlining processes, moving to AI-capable programmable networks, and replacing old systems with modern OSS and BSS built on open standards and APIs.

Sooner or later, this shift is necessary to help you handle a multi-vendor world, and to keep up with a fast-changing customer and market demands. The benefits are clear: lower costs and faster time-to-market. But it's not always easy. The right way forward depends on your current setup, how ready your organization is, and the goals you're aiming for.

CSP situation and motivation

1. Cost reduction through automation and programmability
2. OSS/BSS transformation for process consolidation
3. Adoption of programmable networks
4. New revenue streams generation through continued innovation

Needed initiatives

1. Identify commercial use cases and GTM
2. Identify first set of commercial use cases
3. Going intent-based: Evolve OSS/BSS architecture
4. Evolve from "Telco" to "Techco"

Practical steps in CSP journey

1. Identify use cases: Assess business feasibility
2. Build GTM for B2C/B2B/B2B2X market
3. "As-Is" landscape assessment and gap analysis
4. Business value development
5. Upgrade/ replace old OSS/BSS product
6. Consolidate line of businesses
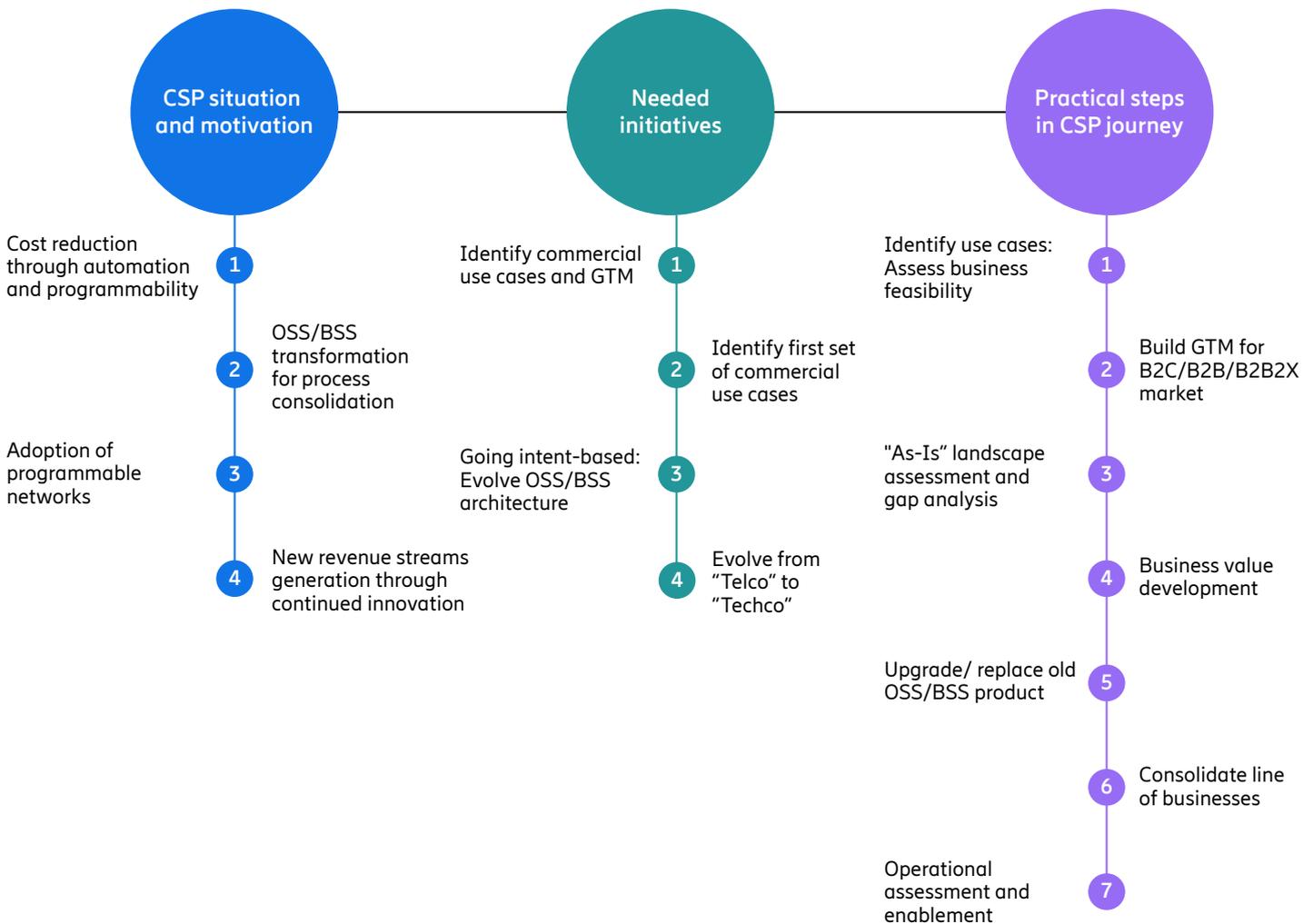7. Operational assessment and enablement

Figure 3. A seven-step approach towards new revenues

The road to becoming a digital service provider depends on your competition, budget, and timing. But the top priorities are still the same. You need modern OSS/BSS powered by agentic AI, orchestration, real-time inventory, predictive assurance, and intent. Why? Because that's how you cut costs, launch services faster, and grow revenue. To make it stick, you need to be on your toes — work quickly, with low-risk and maximum return on investment. The seven steps in Figure 3 show you the way.

The keys here are service orchestration and assurance. Service orchestration connects RAN, transport, and core so services launch on demand. Assurance and closed-loop automation keeps them performing, spotting and fixing issues in real time. This gives you better reliability and agility — and a solid base for fully autonomous networks.

Rogers is already there. With Ericsson's Service Orchestration and Assurance, they've turned slicing into real business using the Dynamic Network Slicing solution. The result? Faster launches, automated delivery, and 5G slices ready to generate money today.

[Rogers: 5G network slicing to deliver superior service experiences](#)

Telstra has implemented Ericsson Service Orchestration and Assurance, to enable the Ericsson Dynamic Network Slicing solution. With this solution Telstra can commercialize, operationalize, and industrialize innovative new services at scale. Telstra already started this journey by building on foundational wireless orchestration capabilities across Core and RAN networks.

[Telstra: Delivering superior service experiences to Australian enterprises with network slicing](#)

By using multi-domain service orchestration and dynamic network slicing solutions, it is possible to radically cut the time to customer when delivering a differentiated connectivity slice from months to days. There is huge potential in transforming business performance with increased levels of autonomy.
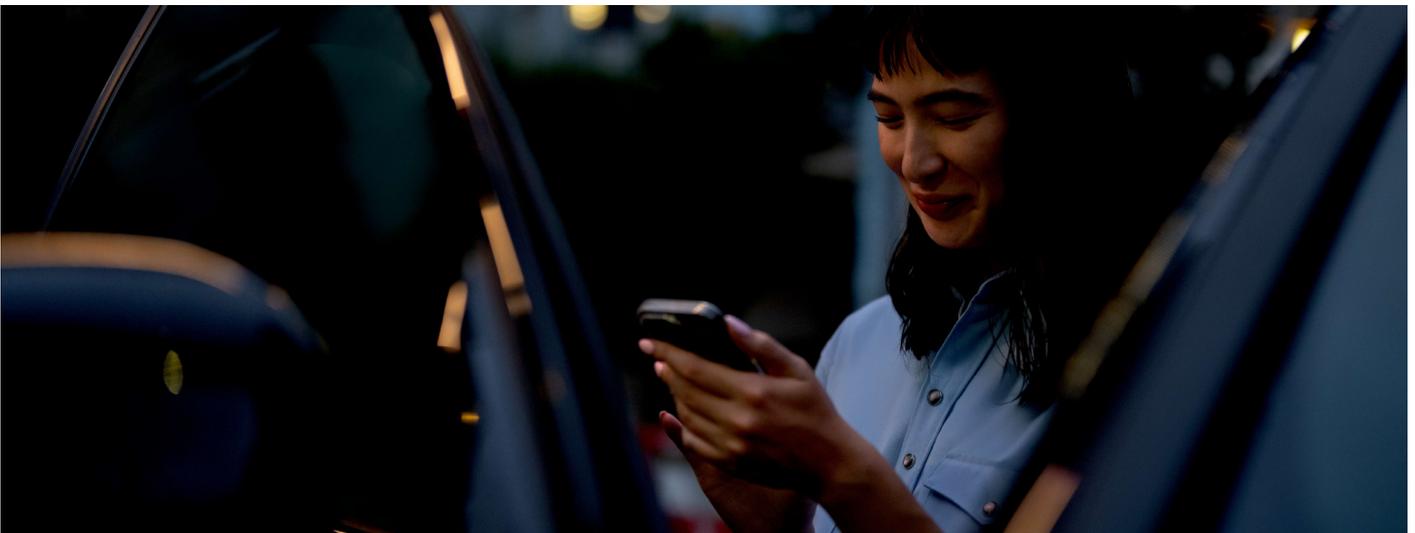
Bring your OSS and BSS up to date

Investing in the right technology is only half the story — you also need the right expertise. That's where Ericsson comes in. Our advisory services will help you find your way to intent-driven autonomous networks and Network as a Service (NaaS).

The TM Forum NaaS framework sets the rules with open interfaces and best practices. It breaks vendor lock-in, solves interoperability, and makes collaboration between the ecosystem players easier. It also speeds up innovation, so you can prototype and get new services out faster — and stay ahead from your competition.

But to do this, you also need to change how you work. To deliver the new types of services and experiences that customers want, you need to bring commerce, service orchestration, monetization, and analytics together.

Ericsson Network Orchestration and Assurance Services

Rolling out 5G slicing and other multi-domain services isn't easy. To make money from them, you need a clear plan. Slicing is one of the big game-changers in 5G — opening for new, innovative services, business models, and big opportunities with enterprises. But it's not just about the technology. You need everything to work smoothly across your ecosystem — and the flexibility to fine-tune services to your customers' changing needs. Do that, and slicing becomes a real engine for growth.

> To get OSS/BSS transformation and slicing right the first time, you need a partner you can trust — one who guides you through the journey and helps you avoid costly missteps.

Ericsson's Network Orchestration and Assurance Services help you find the fastest path to market for new services while cutting the risks that usually come with deploying network slicing.

Key benefits of Ericsson OSS/BSS Services include:

Get network slicing working with fewer risks

Scale your network slicing operations with automation and full lifecycle management (with Ericsson Dynamic Network slicing)

Faster time-to-launch and better success rate for new multi-domain services

Better performance, quality and service experience with seamless processes and application monitoring

Further reading

[OSS/BSS evolution for successful 5G monetization](#)

[Ericsson network orchestration and assurance services](#)

[Service orchestration for better service quality](#)

[Drive intent with AI-enabled OSS/BSS](#)

[Accelerating 5G business growth with Ericsson Dynamic Network Slicing](#)

[OSS/BSS solutions to maximize business efficiency](#)

[Power differentiated connectivity with a firm SLA - Ericsson](#)

[Autonomous networks: Use real-time inventory to unravel the challenge](#)

[Delivering superior service experiences to Australian enterprises with network slicing](#)

[Closing the loop: CSPs aim to automate service orchestration and assurance - Ericsson](#)

Ericsson's high-performing networks provide connectivity for billions of people every day. For nearly 150 years, we've been pioneers in creating technology for communication. We offer mobile communication and connectivity solutions for service providers and enterprises. Together with our customers and partners, we make the digital world of tomorrow a reality.