

## ServiceNow Sales & Order Management (SOM)

Vativ brings **deep CRM and CPQ expertise** to ServiceNow’s Sales and Order Management suite. While 90%+ of ServiceNow partners focus on IT use cases, we bridge the gap with real-world revenue enablement experience from **Salesforce, telecom, and enterprise CRM** environments—delivering greenfield SOM implementations that drive measurable top-line growth.

**1 Lead & Opportunity Mgmt**  
Full lifecycle lead capture, qualification, scoring, pipeline management & forecasting

**2 Configure, Price, Quote**  
Attribute-based CPQ for complex product portfolios with faster time-to-market

**3 Sales & Order Management**  
Unified order capture, fulfillment tracking, and revenue operations on one platform

**4 Telecom Order Management**  
Industry-specific order orchestration for network services, FTTH, and provisioning

**5 Telecom Service Management**  
Service catalog, activation, assurance, and lifecycle management for CSPs

**6 CRM Migration & Strategy**  
Legacy CRM/CPQ migration roadmaps from Salesforce and other platforms

### Industries We Serve

- Telecommunications**  
Network ops, BSS/OSS, CX transformation
- Manufacturing**  
Operational tech, supply chain modernization
- High Tech**  
Product lifecycle, digital transformation
- Enterprise IT**  
ITSM optimization, platform consolidation

### Why Vativ for SOM?

- ✓ Deep Salesforce CRM & CPQ expertise translated to the ServiceNow ecosystem
- ✓ Actively delivering greenfield ServiceNow CRM implementations right now
- ✓ Founded by former CIOs who’ve run enterprise CRM at scale
- ✓ Hybrid delivery model: senior outcomes at practical, competitive cost

### Founded by Technology Veterans

Former CIO | Former Chief Customer Experience Officer | 50+ years combined IT leadership  
Experience at: Time Warner · Fidelity · Whirlpool · NRG · AT&T · Extreme Networks · ATN International

