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

Ready to transform your revenue engine?   vativ.ai/connect