

# SERVICENOW SALES CUSTOMER RELATIONSHIP MANAGEMENT (CRM) ESSENTIALS

Course Code: 835006

Learn about product catalog management, order capture, order priority, order decomposition, quantity support, inflight changes, REST API, compatibility rules, orchestration UI, and other topics.

The Order Management Fundamentals course introduces Order Management (OM) terminology and configuration activities associated with both service provider and enterprise customer setup. You will also learn about product catalog management, order capture, order priority, order decomposition, quantity support, inflight changes, REST API, compatibility rules, orchestration UI, and other topics.

Please note the following:

- This course supports the Utah release of the Order Management application.
- This course utilizes examples from the Telecom, Media, and Technology industries.

## What You'll Learn

- Lab Instance Help
- New Features
- Specification Relationship
- Decomposition Rules
- Mapping Specification with CI Class using category
- Functional Flows
- Enhanced Product Catalog Experience
- Order Capture and Fulfillment
- Fallout Management
- Orchestration Plan UI
- Order Management Overview
- Quantity Support
- Horizontal Relationships
- Staggered Decomposition
- Attribute Propagation
- Workflow Management
- Order Lifecycle
- Order Priority
- Support for external inventory ID

- K23 Order Management Lab
- Jeopardy Management
- In-Flight Order Change
- FSM Integration
- Integration with Strategic Portfolio Management
- Catalog Versioning
- Suspend and Resume Orders
- Technical Service Qualification
- Support 5G network slice orders
- OMT REST API
- Support outbound service orders via TMF 641 API
- Accreditation Exam

## Who Needs to Attend

Catalogue Management professionals, Product Management professionals.

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ON-DEMAND

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## On-Demand Outline

### **Module 1 Lab Instance Help**

- This content item provides lab instance guidance.

### **Module 2 New Features**

- Discover the latest features in the Vancouver release of ServiceNow®, including Jeopardy Management, 5G Network Slice Orders, Support for External Product Inventories, seamless integrations with Field Service Management and Service Portfolio Management, Support for Suspend and Resume Orders, and access to informative demo videos and practical lab exercises covering various aspects.

### **Module 3 Specification Relationship**

- This module explains Specification Relationship types and how they are used within Order Management for Telecommunications.

### **Module 4 Decomposition Rules**

- This module discusses Decomposition Rules and how they are used within Order Management for Telecommunication.

### **Module 5 Mapping Specification with CI Class using category**

- This module provides an overview of Mapping Specification with Configuration Item Class using category and associated best practices.

### **Module 6 Functional Flows**

- This module outlines the steps and user personas in creating a product offering.

### **Module 7 Enhanced Product Catalog Experience**

- Learn about Enhanced Product Catalog Experience and how it can be used to visualize the product catalog experience in a single configurable workspace.

### **Module 8 Order Capture and Fulfillment**

- This module discusses the order capture process for product and service orders. In addition, the module provides an overview of the capabilities of the REST API.

### **Module 9 Fallout Management**

- This module will walk through the Order Fallout process and its associated data model and demonstrate the fallout process within Order Management.

### **Module 10 Orchestration Plan UI**

- Learn about Orchestration Plan UI and how it can be used to track the fulfillment progress of an order, order line items, and domain product, service, or resource orders.

### **Module 11 Order Management Overview**

- This module explores ServiceNow® Order Management for Telecom, Media, and Tech and introduces key terms, personas, and configuration activities associated with both service provider and enterprise customer setup.

### **Module 12 Quantity Support**

- Discover how Quantity Support is used to support orders for multiple instances of a product.

### **Module 13 Horizontal Relationships**

- This module will outline the uses of Horizontal relationships and describe how they are configured within Order Management.

### **Module 14 Staggered Decomposition**

- Learn how you can stagger the decomposition for your customer orders. You can decompose your customer orders in multiple iterations by using the available information at the domain level, rather than decomposing an entire customer order at one time after it is approved for fulfillment.

### **Module 15 Attribute Propagation**

- Learn how Attribute Propagation is used in the order fulfillment process.

### **Module 16 Workflow Management**

- Learn about Workflow Management and how it is used in order fulfillment.

### **Module 17 Order Lifecycle**

- Learn about the Order Fulfillment lifecycle and its associated state values.

### **Module 18 Order Priority**

- Discover the Order Priority feature, components, capabilities, and uses within Order Management.

### **Module 19 Support for external inventory ID**

- Learn about the Support for external inventory ID capabilities within Order Management for Telecommunications

### **Module 20 K23 Order Management Lab**

- Complete the Order Management lab exercise featured at Knowledge 23.

## **Module 21 Jeopardy Management**

- Jeopardy Management in Order Management for Telecommunications is a vital tool that oversees tasks, evaluates potential risks, and provides timely alerts to managers when task timelines are in jeopardy. This system plays a crucial role in monitoring task advancement, determining potential delays, and assigning corresponding risk levels. Specifically tailored for the telecommunications industry, it plays a pivotal role in ensuring compliance with time-bound commitments outlined in customer contracts. By proactively identifying delays and promptly notifying managers, it enables swift and effective action to meet customer expectations.

## **Module 22 In-Flight Order Change**

- This module describes the In-Flight Order Change process and its process flow used within Order Management. A video demonstration is included.

## **Module 23 FSM Integration**

- This integration enables the smooth generation of work orders in both automated and manual modes, bridging the Order Management for Telecommunications, Media, and Technology application with the Field Service Management application. It fosters cooperation between these platforms, simplifying the overall order fulfillment procedure. The system creates work orders tailored for tasks requiring field service, enhancing the efficiency of task management for both fulfillment agents and managers.

## **Module 24 Integration with Strategic Portfolio Management**

- The integration of Order Management for Telecommunications (OMT) and Service Project Management (SPM) provides project managers with a unified view of the order fulfillment process and task status within customer orders, regardless of whether they are associated with customer projects or internal initiatives. This integration grants project managers the ability to proactively monitor and manage customer service delivery.

## **Module 25 Catalog Versioning**

- This module will walk through Catalog Versioning and how it can be used to provide up-to-date versions of the products or services to customers.

## **Module 26 Suspend and Resume Orders**

- The Support for Suspend and Resume feature in ServiceNow simplifies order management, allowing users to easily suspend and resume orders for enhanced efficiency and improved customer service.

## **Module 27 Technical Service Qualification**

- Explore the features and capabilities of Technical Service Qualification and how it can be used to perform feasibility and availability checks prior to an order being submitted for delivery.

## **Module 28 Support 5G network slice orders**

- The Order Management for Telecommunications, Media, and Technology application empowers communication service providers (CSPs) to seamlessly

integrate 5G services into their offerings and manage the entire service lifecycle within a sliced network. This involves breaking down a physical network into individual slices, each with unique characteristics. CSPs can define and maintain slice templates in their catalog, simplifying the process of accepting and processing slice orders from external systems. This ensures efficient delivery of 5G services in a sliced network environment, interfacing with systems like the Network Slice Management Function (NSMF) through the service order open API.

### **Module 29 OMT REST API**

- An Open API manages information exchanged between external systems and the Now Platform. ServiceNow offers the following: Product catalog API (TMF 620), Service Catalog API (TMF 633), Product inventory API (TMF 637), Product order patch (TMF 622), Service Order API (TMF 641), and Asynchronous Order Processing.

### **Module 30 Support outbound service orders via TMF 641 API**

- The TMF641 Service Ordering Management Open API facilitates seamless updates to ongoing service orders from external systems using a "PATCH" operation. This allows for the creation of new orders, modifications to existing ones, and even order cancellations through a straightforward "POST" operation.

### **Module 31 Accreditation Exam**

- Order Management for Telecommunication, Media, and Technology Accreditation exam

### **On-Demand Labs**

- Lab 1: Quantity Support
- Lab 2: Staggered Decomposition
- Lab 3: Order Priority
- Lab 4: Support for External Product Inventories
- Lab 5: Jeopardy Management
- Lab 6: OMT-FSM Integration
- Lab 7: OMT-SPM Integration
- Lab 8: Catalog Versioning
- Lab 9: Support for Suspend and Resume Orders
- Lab 10: Technical Service Qualification
- Lab 11: Manage 5G Slice Orders
- Lab 12: Horizontal Relationships

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