

# TELCOONE: NEXT-GENERATION INTEGRATION ARCHITECTURE



## KEY BENEFITS

- Alignment between carriers' IT systems architecture and business processes, enabling management to effect change at the business-process level
- Increased reusability of a strategic IT asset across geographies and business units
- Support for industry and technology standards, increasing reuse and life span of the solution
- An enterprise architecture that scales as carriers expand their business
- Flexibility to couple or decouple systems, enabling a CSP to rapidly change its IT architecture
- Decreased implementation costs by leveraging prebuilt, industry-specific business processes
- Reduced training expenses through data consolidation
- Increased customer satisfaction through decreased call handling time, resulting from maintaining a single source of all relevant customer data

*In today's competitive convergent marketplace, leading communications service providers (CSPs) remain committed to increasing shareholder value through ongoing cost management, revenue growth, and a renewed focus on customer loyalty. To that end, providers must capitalize on an integration strategy that enables them to enact their business strategies. TelcoOne provides a software-based integration solution enabling a scalable, flexible, process-centric, and standards-based integration solution that enables better integrated business processes.*

## Overcoming CSPs' Challenges

Oracle's Siebel Communications is designed to help overcome the challenges of disconnected applications, broken business processes, and fragmented information. Our customer-facing solutions for customer relationship management (CRM), business intelligence, and customer data integration enable effective interactions at all customer touchpoints. Built in partnership with leading CSPs, Siebel Communications is a proven solution that embodies best practices for attracting and retaining customers, capturing accurate service orders, and servicing customers efficiently—all while leveraging existing billing support system (BSS) and operations support system (OSS) investments.

TelcoOne, developed jointly with Portal Software, a global provider of billing and revenue management solutions for communications and media companies, enables service providers to manage, synchronize, and coordinate sales, marketing, and customer service across all communication channels and points of customer contact. By leveraging Universal Application Network, the result is a flexible and scalable integration solution that enables organizations to rapidly respond to business opportunities, optimize organizational performance, and realize unprecedented business value from existing systems.

## Supporting Industry Processes

TelcoOne supports processes such as account management, product and pricing management, order management, and billing management. By supporting some of service providers' most common cross-application business processes, TelcoOne enables carriers to go to market with an integrated solution more quickly, at a lower cost, and with less complexity.

Given that up to 70 percent of calls to service providers are related to billing, real-time access to billing data is required if providers are to decrease their average call handling time. To this end, TelcoOne offers business integration processes that allow a CSR to have real-time access to an account's current balance, recent payments, and current and historical invoice information. TelcoOne also enables a

CSR to create an invoice adjustment within the Siebel system and have that adjustment automatically flow through to Portal. By enabling a CSR’s most common activities through a single, intuitive user interface, TelcoOne simplifies the CSR desktop and helps reduce training costs.

Order fallout and revenue leakage are common challenges within the communications industry. TelcoOne helps reduce order fallout by synchronizing product, pricing, and account information across your order capture and billing systems. It offers integration processes that enable carriers to create product- and usage-based pricing within Portal, automatically sending that information to the Siebel system. Orders created via the Siebel system are created with synchronized products, meaning that the orders will be created only for active, billable products. TelcoOne also enables the continuous tracking of order status and the synchronization of customer information, allowing service inquiries to be resolved quickly and accurately.

Whether the solution calls for the delivery of complex order data across the enterprise or for addressing a billing inquiry requiring an adjustment, TelcoOne delivers the right cross-application integration processes to meet service providers’ requirements.

Sample Processes Supported	
Account Management	<ul style="list-style-type: none"> <li>• Validate and Create Account</li> </ul>
Product and Pricing Management	<ul style="list-style-type: none"> <li>• Create and Update Products</li> <li>• Synchronize Price Lists</li> </ul>
Order Management	<ul style="list-style-type: none"> <li>• Create a New Order</li> <li>• Update Order Status</li> </ul>
Billing Management	<ul style="list-style-type: none"> <li>• Query Account Balance, Payment, and Invoice History</li> <li>• Create/Update an Invoice Adjustment Request</li> </ul>

**Achieving Organizational Agility**

TelcoOne leverages Universal Application Network specifically for the communications service and media industries, enabling carriers to effectively integrate best-in-class applications, such as Portal’s Revenue Management and optimize their cross-application business processes, resulting in greater organizational agility and a lower total cost of technology ownership. Universal Application Network is a standards-based architecture for business integration developed in collaboration with the world’s leading technology companies. By decoupling the application-specific logic from the application-agnostic business process, TelcoOne enables flexibility in system consolidation as well as upgrades and replacements.

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