

SIEBEL COMMUNICATIONS BILLING ANALYTICS



Oracle's Siebel Communications Billing Analytics application empowers business managers and individual employees to analyze and understand their communication costs and usage by investigating and identifying trends and patterns across multiple views of their own unique organization.

KEY FEATURES

- Intuitive interface
- Ability to drill up, down, and across hierarchies to investigate cost and usage profiles as well as trends
- Import/export enterprise views in XML format for use in other systems
- Personalized notification alerts as invoices exceed defined limits
- Out-of-the-box analytics for the most common reporting needs
- Reports include longest/most expensive calls, most frequent calls, call volume/cost analysis, cost-center trending, and cost detail breakout
- Download any results for further analysis

Monitor and Control Communications Usage and Costs

As businesses increase and develop their investment in communications, they are demanding access to sophisticated tools to monitor and control the usage and costs of their voice and data services across their organization. Communications service providers are recognizing customer self-service and e-billing technologies as the solution. At the heart of the solution is business customers' ability to access their rich billing data, but the needs extend well beyond simply viewing an electronic copy of a conventional paper bill. Administrators, managers, and financial accountants want to easily validate billed costs against authorized purchase orders and current contracts, allocate costs against changing organizational hierarchies, and find ways to optimize the use of their communications assets to achieve their primary business goals.

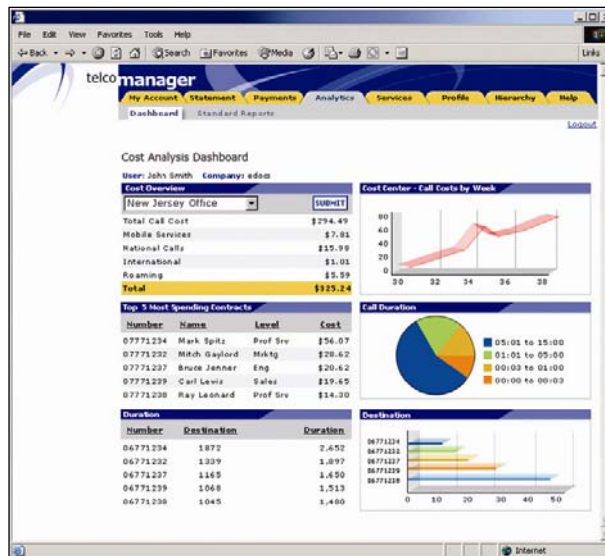
Siebel Communications Billing Analytics guarantees timely and efficient delivery of valuable billing data to customers while reducing the cost of distributing bills, CDs, and custom reports. Customers can easily analyze costs to identify any discrepancies in their bills, speeding up or even eliminating dispute procedures, avoiding the costs and delays involved in requesting reports from specialist customer support staff, and reducing payment delays.

The application gives business customers valuable insight into their companies' communications usage. Business administrators control the distribution and allocation of billing data and can delegate secure access to managers and business end users, saving the time, cost, and effort of internal financial approval and control processes within customers' organizations. This powerful business tool significantly enhances the customer experience and improves the retention and acquisition of high-value business customers.

Collect Business Intelligence

Siebel Communications Billing Analytics transforms traditional billing data into a rich and powerful source of business intelligence for service providers' business customers. Business managers, together with business end users, can map corporate bills as well as individual call records to the company's specific financial and operational reporting needs. Through integration with Siebel Communications Billing Manager and Self-Service Manager, business customers can leverage the in-

depth knowledge of their communications usage to rapidly make relevant and necessary changes to their contracts—changing rate plans, reassigning contracts, and subscribing to and configuring new services.



Dashboard view of the account usage and trends.

The features provided by the application can be grouped into two distinct functional domains:

Hierarchical Cost Analysis

Business managers and team leaders can create and manage multiple cost allocation hierarchies for call cost reporting, enabling analysis by geography, product line, functional division, virtual team, and the like, as well as across the conventional organizational structure. Major features/functions include

- An intuitive interface, which enables anyone to create and manage organizational hierarchies or “enterprise views”
- The ability to drill up, down and across hierarchies, for investigating cost and usage profiles as well as trends
- An unlimited number of enterprise views that can be pulled directly from billing information or custom created
- Import/export enterprise views in XML format for use in other systems
- Contract cost thresholds, which enable users to set personalized notification alerts as invoices exceed defined limits

Call Analysis Reporting

Communications Billing Analytics allows business managers and authorized end users to quickly and easily report on any individual calls made by anyone in their organization. Coupled with the up-to-date and flexible hierarchical model of the organization, call analysis reporting provides business customers with a detailed and

comprehensive understanding of their communications investments. Major features/functions include

- Out-of-the-box analytics that cover business customers' most common reporting needs
- Reports that include details such as the longest/most expensive calls, most frequent calls, call volume/cost analysis, cost-center trending, and cost detail breakout
- The ability for users to define and apply sophisticated filters to focus on specific areas of the business
- Dynamic sort by any results column
- Download of any results for further analysis

The screenshot shows the 'telcomanager' web application interface. The main content area displays a 'Usage Report' for 'Company1 edco, Inc.' with the following data table:

Level Name	Work Hours	Travel Time	Lunch Time	Non-Work Hours	Total
Marketing Department	5.17	9.07	5.50	7.04	27.58
RD Office	2.61	3.97	2.52	4.31	13.31
MD Office	1.54	2.43	1.21	2.23	7.41
IL Office	1.02	2.77	1.77	1.30	6.86
Sales Department	31.67	44.12	20.18	18.34	114.31
Support Department	12.21	21.78	11.20	8.43	53.28
Engineering Department	3.43	3.51	2.65	0.65	10.24
Executive Department	10.56	16.19	8.46	3.99	41.30
Professional Services	2.95	1.02	4.23	0.45	8.65
Total	65.99	97.69	52.42	19.68	283.28

Detailed billing reports allow a user to investigate usage at all levels.

Enabling Complete Customer Self-Service

Oracle's Siebel Self-Service application suite for telecommunications includes every capability that service providers need in order to enable a complete online customer self-service experience at their Web site.

The suite combines the industry's most comprehensive e-billing and online self-service functionality with extensive industry domain expertise. The out-of-the-box applications are tailored to solve communications service providers' distinct business problems and to meet industry-specific process requirements.

The suite includes the following applications:

Communications Billing Manager, Business and Consumer Editions

A complete e-billing and online account management application for communications service providers that gives business and consumer customers valuable and convenient online access to their account information, including the ability to easily view bills, make online payments, and perform bill analysis.

SIEBEL SELF-SERVICE
COMMUNICATIONS
KEY CUSTOMERS

- British Telecom
- Cingular Wireless
- GCI
- KPN
- mm02
- Sprint
- Telecom Italia
- Telstra
- T-Mobile
- Verizon Wireless
- Vodafone

Communications Self-Service Manager

Enables business and consumer customers to manage most aspects of their service relationship online. From a single convenient interface, customers can easily activate and manage subscriptions and report and resolve problems. Business customers are able to complete these activities for individual employees, as well as company departments and divisions, across the entire organization.

Communications Billing Analytics

A reporting solution for business customers that empowers individual employees as well as business managers to analyze and understand their communications costs and usage by investigating and identifying trends and patterns across multiple views of their own unique organization.

Communications Rate Plan Advisor

A Web-based application that recommends the ideal rate plan for wireless subscribers in real time. Individual consumers as well as large businesses can analyze their actual historical voice/mobile/data usage, find the best-fit rate plans, and compare the features offered by those plans. With its intuitive wizard user interface, Siebel Communications Rate Plan Advisor quickly guides end customers or customer service representatives through the entire analysis process. In addition, a service provider's customer care and marketing groups can also use Siebel Rate Plan Advisor to identify prechurn subscribers, simulate new rate plans, and run predictive analytics.

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