

SIEBEL EBILLING MANAGER AND BILLING ANALYTICS SELF-SERVICE SOLUTIONS



Oracle's Siebel Customer Relationship Management (CRM) applications enable organizations to more effectively sell to, market to, and serve their customers across multiple channels in any industry. Siebel CRM empowers organizations to meet the rapid pace of change so they can capitalize on the best opportunities for growth while ensuring maximum satisfaction levels for customers.

Oracle's Commitment to Siebel Self-Service Applications

Building on our ongoing commitment to enhance Siebel applications as part of the "Applications Unlimited" program, Oracle has released two new key components of our Self-Service solutions - Siebel Communications Billing Manager 5.1.1 and Siebel Communications Billing Analytics 5.1.1. These enhanced offerings help customers dramatically cut costs by giving them comprehensive online access to billing data and the most advanced reporting capabilities available.

KEY EBILLING 5.1.1 FEATURES

- Consolidated e-billing
- Multi-account payments
- Integrated charting
- Unbilled data presentation
- Download CSV, XML, PDF
- Personal/corporate address book
- Dispute management
- User roles and permissions
- CSR views
- Versioned Hierarchy
- Summary and detailed bill presentation
- Bill history access (3-13+ months)
- Drill-down – from summary to detail
- Connectors for credit-cards, ACH (checks) and EDI
- A/R Integration

eBilling Manager 5.1.1

Oracle's Siebel eBilling Manager enables organizations to deliver online access to electronic bills. Designed to integrate with existing applications and diverse core legacy systems, it extends the convenience of online billing and account management to a company's entire customer base, as well as its call centers. And with advanced self-service features, it provides a superior online experience that increases customer satisfaction and loyalty, while decreasing costs.

Interactive Statement Presentment

eBilling Manager allows organizations to present e-bills either dynamically, using HTML, or in a print-friendly format, using PDF. When presented in HTML, e-bills provide a familiar Web experience with search, sorting, filtering, drill-down and download capabilities. HTML e-bills can also include embedded links, allowing customers to click through to more detailed information and self-service functionality.

Combined Account Statements

eBilling Manager creates a single, consolidated view of all of a customer's accounts by aggregating account information from multiple legacy systems. Using the application's self-service features, accounts can either be linked automatically or at the request of customers.

Online Payments

eBilling Manager provides personal wallets for managing multiple payment vehicles (for example, credit cards and checking accounts). Users or permitted customer service representatives (CSRs) can make one-time payments; establish scheduled recurring payments, view payment histories, and set thresholds and payment alerts.

KEY REPORTING & ANALYTICS

5.1.1 FEATURES

- Robust corporate-strength reporting
- Ability to sort and filter on any column in CDR detail view
- Graphical presentation of spend trending or service spend breakout
- Out of the box reports including:
 - Top 10 Expensive Calls
 - Minutes by Destination
 - Minutes by Rate Period
 - Calls & Charges by Usage Type

Paperless Account Option

Through a managed consent model, customers can turn off paper and opt for print-friendly PDF or HTML presentment alternatives. Oracle's solution complies with regulatory requirements for paperless delivery and has historically delivered high enrollment rates.

Multi-Year Statement History and Online Archive

A disk-efficient, high performance statement archiving system gives organizations the flexibility to store years of historical account statements and account-related communications without degrading performance or increasing storage costs.

Contextual Self-Service and Customer Care

With eBilling Manager, organizations can integrate customer self-service into e-bills, enabling customers to easily find relevant information and act on it quickly. Self-service can include such operations as changing an address, turning off paper statements and initiating disputes or account inquiries. By providing access within the statement itself, organizations can also promote self-service operations that may otherwise be unknown or difficult to find on a web site.

CSR Call Center Access

eBilling Manager provides customer service representatives (CSRs) with customer impersonation rights to access customers' e-bills from a standard web browser. Because they can view the same statement as customers, CSRs can easily facilitate both online and offline service requests. The application's customer service dashboard can also incorporate additional operational data, such as personalized marketing offers and service and payment history to provide CSRs with a more comprehensive overview of the organization's relationship with a customer.

Targeted Promotions and Messaging

Within e-bills, organizations can present customers with customized product offers or personalized service messages based on individual account information. By reducing direct mail and telemarketing costs, this feature creates additional revenue generation opportunities and improves marketing effectiveness. And, since the offers are highly targeted, customers are more likely to respond to them.

Flexible Integration

eBilling Manager plugs into existing web applications and customer support systems, preserving investments in and extending the capabilities of existing infrastructure. The application also delivers superior performance without regard to large data volumes or user loads, ensuring that both business and consumer customers have the best possible self-service experience.

Other Key Features/Functions in eBilling Manager 5.1.1 include:

- **Convergent Billing** – This new feature allows for a single user-interface (UI) screen that draws from many billing feeds with a variety of different formats.
- **Large Hierarchy Support** – This new feature includes retrieve and display thresholds. It has a new user-interface (UI) flow to enable

companies to manage very large hierarchies.

- **Multi-Language Support** - This new feature uses Java resource bundles to support implementations with multi-language translation requirements.
- **Performance Enhancements** – This new release includes rigorous performance, scalability and reliability improvements.

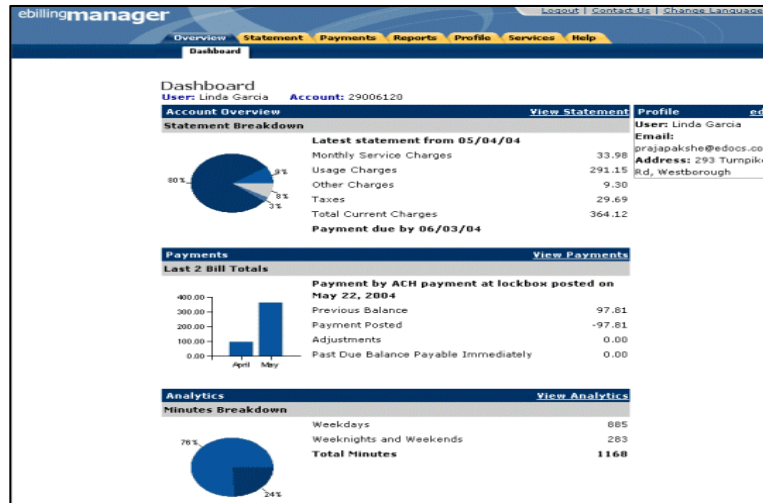


Figure1. Siebel eBilling Manager 5.1.1

Communications Billing Analytics 5.1.1

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

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 accountant 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.

Communications Billing Analytics guarantees timely and efficient delivery of valuable billing data to customers while reducing the cost of distributing bills, CDs, and customer 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.

"We selected the Oracle Self-Service platform because it provides an out of the box solution with state-of-the-art functionality, proven scalability, and the lowest cost of ownership," "Since our implementation, we have experienced an 85% reduction in customer support requirements via email as well as tremendous favorable customer response and acceptance. We have also dramatically reduced transaction and IT support costs."

- Mike Ligett, Director of Mass Markets and Strategic Initiatives, Progress Energy.

Collect Business Intelligence

Communications Billing Analytics transforms traditional billing data into 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.

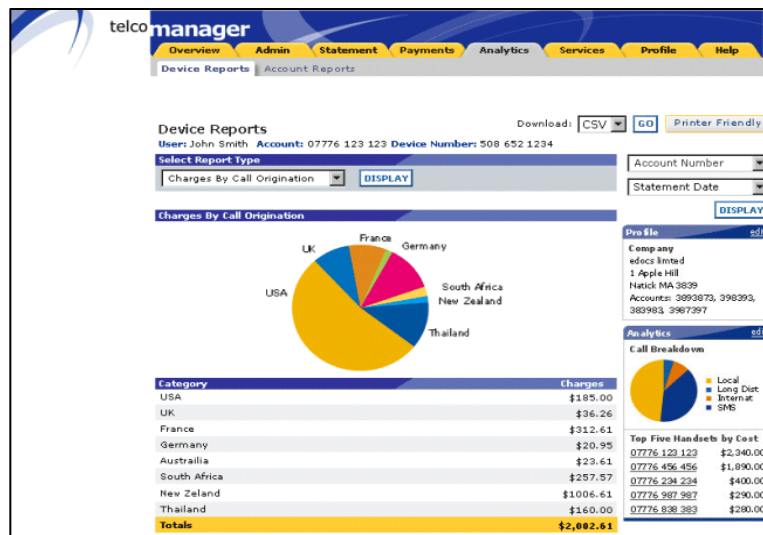


Figure1. Siebel Communications Billing Analytics 5.1.1

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:

- **Built-in Hierarchy with Versioning:** These new capabilities allow end user's to model their organizations according to the way they do business.

KEY BENEFITS

Highest ROI

- Reduce processing costs and accelerate collections
- Contain costs with account & cost center based reporting; budget, spend and usage analysis
- Decrease expenses by web-enabling answers to the top 7-10 reasons customers contact your call center

Unique, Advanced Billing Reporting

- Create accurate historical and trend reports with versioned hierarchy
- Conduct "what if" analysis with real-time updates between business hierarchies
- Distribute information access throughout the organization with hierarchical and role-based reporting

Rapid User Adoption

- Achieve 3-5 times higher adoption rates than competing solutions
- Leverage extensive eBilling expertise from an industry leader supporting over 125MM enrolled users
- Improve relationships with a dynamic, intuitive user experience

- **More Intuitive Interface:** This enhancement enables end users to quickly become productive without the need for formal training.
- **Drill-Up, Down and Trend Billing & User Defined Business Hierarchies:** These new features allow users to easily investigate cost and usage trends.
- **Purpose Built High-Efficiency Communications Star Schema:** Application has been designed to support 1,000s of concurrent online users.
- **Contract Cost Thresholds:** which enable users to set personalized notification alerts as invoices exceed defined limits
- **Enterprise Views:** An unlimited number of enterprise views that can be pulled directly from billing information or custom created. Ability to import or export enterprise views in XML format for use in other systems.

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:

- **New Out-Of-The-Box Reports:** These new OOTB reports address customers' most common reporting needs, including budget and cost re-allocation; longest/most expensive calls; most frequent calls; call volume/cost analysis; cost-center trending; and cost detail breakout.
- **Versioned Hierarchy:** Allows you to create accurate historical and trend reports across multiple billing periods
- **Hierarchical and Role-Based Reporting:** Allows you to distribute access to information throughout the organization.
- **Filters:** The ability for users to define and apply sophisticated filters to focus on specific areas of the business.
- **Fast, Real-Time Updates:** Allow you to conduct 'what-if' analysis.
- **Dynamic Sort & Download Capabilities:** Enable users to sort by any results column & Download any results for further analysis.

Highest ROI

Oracle's Siebel eBilling solutions have the most proven return on investment for our customers. Prior to implementing our solutions, we take the time upfront to analyze the top 7-10 reasons why your customers are calling your contact center. Based on those findings, we move the answers to those queries to the web. As a result, your customers will not need to make a costly call center call, as they can quickly and easily find what they are looking for on your front page. By leveraging Oracle's online bill payment and presentment functionality, you will dramatically reduce

print, postage and payment processing costs while accelerating collections. At the same time, your business will contain costs with account and cost center based reporting coupled with budget, spend and usage analysis. On average, our clients realize a rapid payback on their investment with an average breakeven in 6-12 months.

Why Choose Oracle?

Oracle's Self-Service and eBilling solutions enable companies to empower their business and consumer customers to manage their relationship online. With over 125 million active, online users, Oracle has demonstrated results in meeting YOUR CUSTOMER's needs while providing a flexible, scalable solution to meet YOUR needs.

Oracle's mission for self-service solutions is to focus on what preserves and grows your customers' relationships. For consumers, that includes, among other things, invoice management, relationship-based analytics, an online store front, payment processing, and service transactions. The goal is to provide the "sticky content" within your portal in an intuitive, presentable format so that your customers always come back for more. For your business customers, preserving the relationship extends functionality by enabling businesses to manage their organization online, in the way they view their business, not how it is set-up within your internal systems. This streamlines workflow, approval and payment processes for your customer to manage their relationship with you.

The eBilling, Billing Analytics and entire suite of self-service solutions from Oracle deliver immediate, measurable results in call center deflection, reduced mailing and postage costs, streamlined payment processing, enhanced marketing effectiveness, and improved customer acquisition and retention. These factors result in Oracle delivering three to five times the adoption rates of competing solutions in the industry.

Proven Solutions. Most Complete Multi-Channel Footprint. Highest ROI. Rapid User Adoption. Empowered Customers. To learn more about how your company can benefit from Oracle's Self-Service Solutions, visit our website at:

www.oracle.com/goto/self-service/index.html

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