

data sheet **ORACLE CONFIGURATOR 11i**

Oracle Configurator is a strategic guided selling and configuration product providing next-generation, state-of-the-art configurator technology. Sold as a powerful add-on module to Oracle's Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) applications, this product supports configurations throughout the enterprise from a centrally maintained configuration model. Oracle Configurator enables products to be configured to meet unique customer requirements and simplifies the configuration of complex solutions, decreasing order errors and increasing top line growth. Oracle Configurator is part of the Oracle E-Business Suite, an integrated set of applications that are engineered to work together.

Integrated Configuration Across the Enterprise

Truly effective configuration solutions have access to product and order data from ERP systems, order and customer data from CRM systems, and accurately feed orders to manufacturing and supply chain applications to streamline fulfillment. Operating as a fully integrated component within Oracle's E-Business Suite, Oracle Configurator enables companies to specify, sell and ultimately manufacture and fulfill complex, customized products and solutions.

The screenshot displays the Oracle iStore Oracle Configurator interface. At the top left is the Oracle iStore logo with the tagline "Vision Computers". A navigation bar includes links for Home, Desktops, Notebooks, Printers, and Peripherals. On the right side of the navigation bar are icons for Cart, My Orders, Profile, and Sign In. The main content area is titled "Sentinel Custom Desktop: Peripheral Options". On the left, a sidebar lists various configuration options: Basic Requirements, Peripheral Options (highlighted), Drive Option Class, Hard Drive Option Class, Modem Option Class, RAM Option Class, and Software Option Class. The main configuration area includes a "Monitor" dropdown menu set to "19" Flat Screen", an "External Zip drive" checkbox (unchecked) labeled "Zip Drive", a "Number of external slots" input field with the value "0", and an "Identification label" input field. To the right of these fields is a "Sentinel Computer Systems" graphic showing a computer monitor, a printer, and a peripheral device. At the top and bottom of the configuration area are buttons for "Cancel", "Preview Configuration", and "Finish". The footer contains the text "Copyright Oracle 2003" and a repeat of the navigation links.

Oracle Configurator integrated with iStore. A guided buying UI guides customers to an optimal solution, allowing internet-based unassisted buying of complex products and services.

Oracle Configurator supports all sales channels from a single, centrally maintained configuration model. Direct and inside sales channels are handled through Oracle Configurator's integration with Oracle Quoting, Oracle Field Sales and Oracle TeleSales. Business-to-business and business-to-consumer web-based sales are managed through Oracle Configurator and Oracle iStore. Order entry users access Oracle Configurator directly from Oracle Order Management. Contracts are configured through Oracle Sales Contracts and Oracle Procurement Contracts. Oracle Configurator can also be hosted by a custom web application through a documented XML API.

Configure Products to Meet Unique Customer Requirements

With Oracle Configurator, customers can configure custom products and services that meet their needs. Through an interactive guided selling session, customer requirements are gathered and mapped to a set of product options. As the customer provides information, follow-on questions and options are focused to include only the choices that meet the customers' requirements. Oracle Configurator's interactive configuration engine provides real-time feedback about the impact of each selection in the form of prompts and warning messages that guide the customer to a valid solution. Configurations can be saved and subsequently restored. Benefits include the ability to:

- Deliver accurate, configurable orders while reducing order complexity
- Increase customer satisfaction, loyalty, and retention
- Capture the expertise of your most effective sales representative

Position Uniquely Across Multiple Sales Channels

Oracle Configurator supports multiple UIs from a single configuration model. Companies are able to customize the look, feel and flow of each UI to meet any unique requirements of their multiple sales channels, giving each user type an appropriate 'view' of the configuration model. For example, different UIs may be deployed for web-based, self-service customers versus in-house order processing representatives. All of the UIs can be driven from the same configuration model, ensuring timely and accurate data is being used during the sales, order management, and support processes. UIs can be customized to introduce corporate branding elements into the sales applications through the use of logos, colors and typefaces, reinforcing brand identity to the consumer.

Simplify the Configuration of Complex Solutions

With "Solution-Based Modeling", customers can dynamically create configurations for complex, networked products and services. The ability to add and delete components dynamically, coupled with the ability to specify run-time attributes such as physical dimensions, has several benefits, including:

- Ensuring that complex configured solutions are valid
- Simplifying model interaction in the runtime UI
- Avoiding the need to manage thousands of explicit parts for every valid product, service, or system combination

Provide Interactive Pricing and Available to Promise (ATP) Data

Interactive pricing and Available to Promise (ATP) information can be displayed during a configuration session. Oracle Advanced Pricing can provide sophisticated pricing strategies beyond base pricing to meet rapidly changing e-business requirements. List prices are available for models,

option classes and options during the configuration session. Selling price and extended prices can also be provided for all selected items. Available to Promise (ATP) checks can be performed during a configuration session to assist a user in making buying decisions.

Simple Option Selection

The Generic Configurator UI is available from both forms-based and HTML-based hosting applications. At runtime the BOM-based manufacturing rules are dynamically enforced to assist users in creating complete and valid configurations. This UI provides the ability to select options without creating a configuration model.

The screenshot shows the Oracle Configurator interface for 'Envoy Custom Laptop'. The interface includes a header with the Oracle logo and 'Configurator' text, a 'Return to Portal' link, and buttons for 'Cancel', 'Preview Configuration', and 'Finish'. Below the header, there are links for 'Show Legend', 'Expand All', and 'Collapse All'. The main content is a tree view of product options, with a table showing the following data:

Focus Name	Description	Select	Info	Quantity
[-] CN97444	Envoy Custom Laptop		✓	1
[-] OC55437	Software	✓	✓	2
[-] CM54321	Software - Word Processing	✓	✓	2
[-] CM59311	Software - Spreadsheet	<input type="checkbox"/>		0
[-] CM65827	Software - Project Management	<input type="checkbox"/>		0
[-] CM49954	Software - Graphics	<input type="checkbox"/>		0
[-] CM56560	Software - Web Browser	<input type="checkbox"/>		0
[+] OC68020	Hard Drive Option Class	✓	✓	1
[+] OC55449	Modem	✓	✓	1
[-] CM94043	Modem - 56k	<input type="checkbox"/>		0
[-] CM44131	Modem - 56k v.90	✓	✓	1
[+] OC29315	RAM Option Class	<input type="checkbox"/>		0
[-] CM99105	RAM - 64MB	<input type="checkbox"/>		0

The Generic Configurator UI allows for the interactive selection of product options without the need to use Configurator Developer. The configuration engine validates each selection, ensuring a valid configuration and a manufacturable order.

Update Existing Telecommunications Service Network Configurations

Oracle's Move, Add, Change, Disconnect (MACD) functionality enables telecommunications service providers to seamlessly upgrade their customers' existing, installed telecommunication services. With this capability, companies have a consistent view of the current state of all of their sold services. These companies will therefore benefit from reoccurring revenue by supporting new sales to their existing customer base related to service upgrades. Oracle Configurator ensures that only valid upgrades are sold thus reducing costly order errors. Knowing the current state of all of their customers' purchases also enables these companies to capitalize on potential cross-sell and up-sell opportunities.

The key aspects of Configurator functionality enabling this upgrade process flow for telecommunications service networks are:

- Integration with Oracle Install Base
- Partial network reconfiguration & validation
- Computation of configuration deltas

- Fulfillment based on user-defined actions (Move, Add, Change, Disconnect)

Deploy Configurator for Wireless Access

Oracle Configurator supports mobile operations wirelessly, via cellular data networks. Eliminating the complexity of replicating and synchronizing data, wireless access extends the benefits of complex applications such as Oracle Configurator and Oracle Quoting with Oracle Advanced Pricing to all sales and mobile workers. Results are received and processed in real-time, with full access to all business data and functions.

Operate Globally

Oracle Configurator provides Multiple Language Support (MLS) for the efficient creation of a UI in the appropriate language for the end user. A single UI is created and published for all languages in which it needs to be globally deployed. At runtime, the user will be presented with the content of the UI in the language preference specified by the hosting application.

Oracle E-Business Suite—The Complete Solution

Oracle E-Business Suite enables companies to efficiently manage customer processes, manufacture products, ship orders, collect payments, and more—all from applications that are built on a unified information architecture. This information architecture provides a single definition of your customers, suppliers, employees, products—all aspects of your business. Whether you implement one module or the entire Suite, Oracle E-Business Suite enables you to share unified information across the enterprise so you can make smarter decisions with better information.

KEY FEATURES

Integrated & Global

- Leverage Oracle Configurator's integration into the complete Oracle Order to Cash Flow, including:
 - *Oracle Order Management*
 - *Oracle iStore*
 - *Oracle Field Sales*
 - *Oracle Quoting*
 - *Oracle TeleSales*
 - *Oracle Install Base*
 - *Oracle Advanced Pricing*
 - *Oracle Advanced Planning and Scheduling*
 - *Oracle Inventory*
 - *Oracle Bills of Materials*
- Reduce order errors
- Shorten sales cycle times
- Accelerate release to production
- Faster time-to-market
- Operate around the globe: multi-lingual, multi-currency, international formats

Multiple Sales Channels

- Support multiple sales channels from the same configuration model
- Deploy UI's with unique look, feel and flow required for different sales channels
- Provide consistent corporate branding

Guided Selling and Buying

- Match customer requirements to the best possible solution
- Put the expertise of your most effective sales representative into sales process
- Ensure complete and valid product configuration at the time of the order
- Increase customer satisfaction and loyalty

Feature/Option Selection

- Provide real-time feedback on the impact of user selections
- Allow non-linear, interactive "what if" scenario analysis
- Ensure valid configuration on each order using constraint-based reasoning
- Save incomplete configurations to restore and complete later

Summary Information

- Provide complete list of selections
- Display pricing information in real-time
- Display Available to Promise (ATP) information in real-time

Upgrade Capabilities for Telco Service Providers

- Enable unique customer requirements to drive the creation and fulfillment of customized, complex network systems
- Recommend and validate upgrades to customer installed
- Reduce sales cycle times and increase win rates with installed equipment knowledge
- Reduce order errors by ensuring new orders are compatible with existing customer installations
- Ensure that every new or changed order is valid, and can be priced and provisioned correctly by tracking additions, changes, and deletions to configured systems
- Reduce customer dissatisfaction resulting from order errors

Integrate with Custom Hosting Applications

- Leverage documented XML API

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The Oracle logo consists of the word "ORACLE" in a bold, red, sans-serif font. The letters are slightly spaced out, and the 'E' has a small registered trademark symbol (®) to its upper right.