

Orange Transforms Product Development and Reduces Time to Market by 75% with Billing and Revenue Management

The Challenge

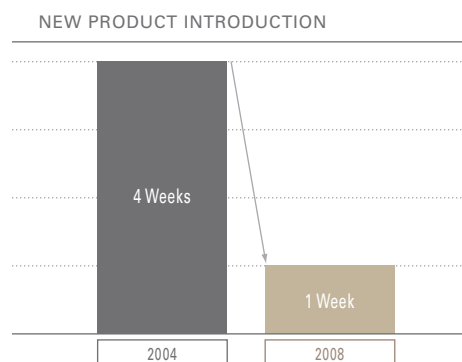
Founded in 1994 and bought by France Telecom in 2000, Orange UK is one of the leading mobile network and internet service providers with over 17 million customers through its mobile and broadband services. With operations in eight different countries, Orange has a variety of different billing platforms with which it serves different customers. Many of these platforms were built over 15 years ago, and with the rapidly changing competitive landscape, these systems soon became barriers to growth. Facing reduced revenue from voice service, Orange recognized that it needed to transform its billing system and develop a single platform for revenue and partner management. Orange required a solution that could

- Capitalize on non-voice services such as mobile entertainment and content services
- Manage the billing of value-added services
- Ensure new products are available to customers as quickly as possible

The Solution

Orange UK selected Oracle Communications Billing and Revenue Management because it was a robust solution that could provide a single architecture for all customer needs and was less costly to support. By implementing a single solution, Orange simplified its billing and partner management processes and reduced operating costs. Oracle Communications Billing and Revenue Management offered Orange distinct advantages including

- Increased flexibility to rollout new products, which are now much less expensive to bring to market. With 85% of content products failing as the industry average, billing is no longer a bottleneck.
- Improved ability to manage third-party settlement: Payment and management of third-party content providers now requires fewer people. In addition, transaction volume has more than quadrupled, making for a 1,700% productivity improvement.



Rapid implementation of Oracle Communications Billing and Revenue Management also helped grow value-added service transactions by 3.3 million within the first six months of service. More importantly, Oracle Communications Billing and Revenue Management will provide Orange with the flexibility to grow. By supporting 20 different revenue sharing models, from volume-based to percentage-based, and providing clear auditability of revenue sharing with large providers, Orange is now able to manage more than 70 content providers and plans to enlist thousands more going forward.



HEADQUARTERS: **London, England**

FOUNDED: **1994**

INDUSTRY: **Communications**

REVENUE: **US\$9.1 billion**

EMPLOYEES: **10,000**

HIGHLIGHTS:

Goal

Transform billing and partner management capabilities to capitalize on the rapid growth of emerging services such as mobile entertainment and content services, and effectively manage change in competition and the marketplace.

Solutions

- Oracle Communications Billing and Revenue Management

Results

- 100% increase in revenue from music downloads
- 75% reduction in new product time to market
- Added 1 million subscribers in first six months of service
- 1,700% efficiency gains in third-party settlement

“With our industry experiencing convergence at such a rapid pace, Oracle Communications Billing and Revenue Management gave us the speed and flexibility to deliver the rich content and quality service our customers demand.”

DOUG MELBOURNE
MARKETING REQUIREMENTS MANAGER, GROUP
SALES AND CUSTOMER EXPERIENCE, ORANGE UK