

ORACLE®



SPL®



ORACLE® Lower TCO and ↑ Customer Satisfaction with Oracle Utilities Customer Care And Billing

Mark Sims

Director, Business Development

Utilities Global Business Unit - North Asia

Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decision. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

Agenda

- Key Organizational Change Drivers and Objectives
- Realization Of Change
- Buy Vs Build
- The ORACLE Difference
- The Oracle Utilities Solution Map
- Customer Feedback



Key Organizational Change Drivers and Objectives



Key Organizational Change Drivers

- Government
 - Deregulation, Increased Regulation, Political Commitments
- Competition
 - New Market Entrants
 - Competitor Initiatives, Internal Initiatives
- Economic Conditions
 - Market Demand, Resourcing Costs, Profitability
- Technology Changes
 - Technology Platform (Hardware and Software)
 - Scalability / Flexibility
- Environmental

Key Organizational Change Objectives

- Internal Objectives
 - Cost Reduction
 - Process Improvement
 - Staff Utilization / Retention
 - Revenue Growth / Profit Improvements
- External Objectives
 - Compliance
 - Market Perception Change (Media / Regulatory / Customer)
 - Market Share Increase
 - Share Price Improvement

Realization Of Change



Realizing Change Objectives?

Business Change

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graph TD; A([Business Change]) --> B{Empowered By}; B --> C([Information Technology Change]);
```

**Empowered
By**

**Information Technology
Change**

Decision Point

Build

OR

Buy

Build Vs Buy



Buy Vs Build

The Traditional Argument

	Buy	Build
Business Process	Standard	Organizational Specific
Enhancement / Change Control	Vendor Reliant	Organizational Controlled
Industry Knowledge	Generic	Organizational Specific
Support	Vendor Dependant	Organizational Specific Quicker Response
Cost	Expensive Hidden Costs	Cheaper

Buy Vs Build

The ORACLE Reality

	Buy	Build
Business Process	Organizational Specific	Organizational Specific
Enhancement / Change Control	Organizational Controlled Vendor Supported	Organizational Controlled
Industry Knowledge	Industry Expertise International Experience	Organizational Specific
Support	Organizational Lead Vendor Supported	Organizational Specific Conflicted Resourcing
Cost	Cheaper	More Expensive (Scope Creep)

The ORACLE Difference



The ORACLE Difference

Customer Care And Billing




 Oracle Differentiator

CHALLENGES

- Integration with Legacy Infrastructure
- Complex Business Processes.
- Complicated Tariff Structure, with need for individual 3rd party customer contractual variations.
- Ongoing Business Change support.




CAPABILITIES

- True Service Orientated Architecture – using open standards. 
- Fully Configurable Business Process Engine, with configurable screen design. 
- Fully configurable rating engine, with support for complex billing and individual contract variations without coding.
- Plug-in architecture, allowing for localization and customization of solution, while still guaranteeing upgradeability. 



VALUE

- Simpler Integration with existing Framework, plus glide path for upgrading.
- Implemented system matches Organizational Processes AND desired screen layout.
- Quickest time to Market for new Tariffs and unique contract set-up. 
- Organizational Specific solution, while maintaining the advantages of a true Commercial Off the Shelf (COTS) Package.

Cost Reduction With ORACLE

- Reduced Maintenance Cost
 - CORE Product Maintained by ORACLE
 - Upgradeable – incorporating Technological Advances
- Internal IT Focus
 - Business Improvement Vs. Business Support
- Organizational Efficiency
 - Reduced Process Steps / Increased Speed
 - Improved Authorization efficiency
- Time To Market
 - Concept to Deployment Reduction
 - Regulatory Change Efficiency

↑ Customer Satisfaction With ORACLE

- Access to Information
 - Self-Service
 - Integrated Solutions
- Reduced Contact Time
 - Process Efficiency
 - Improved Information Push
- Improved Offerings
- Reduced Errors

The ORACLE Utilities Solution Map



The Oracle Utilities Solution Map

Customer Channels

Solutions supporting customers either directly or through an organization's employee or partners

Analytics

Solutions supporting business intelligence and analysis of all functional areas

Business Operations

Solutions supporting the business operations of the organization including all transaction processing, direct supply chain, and product management

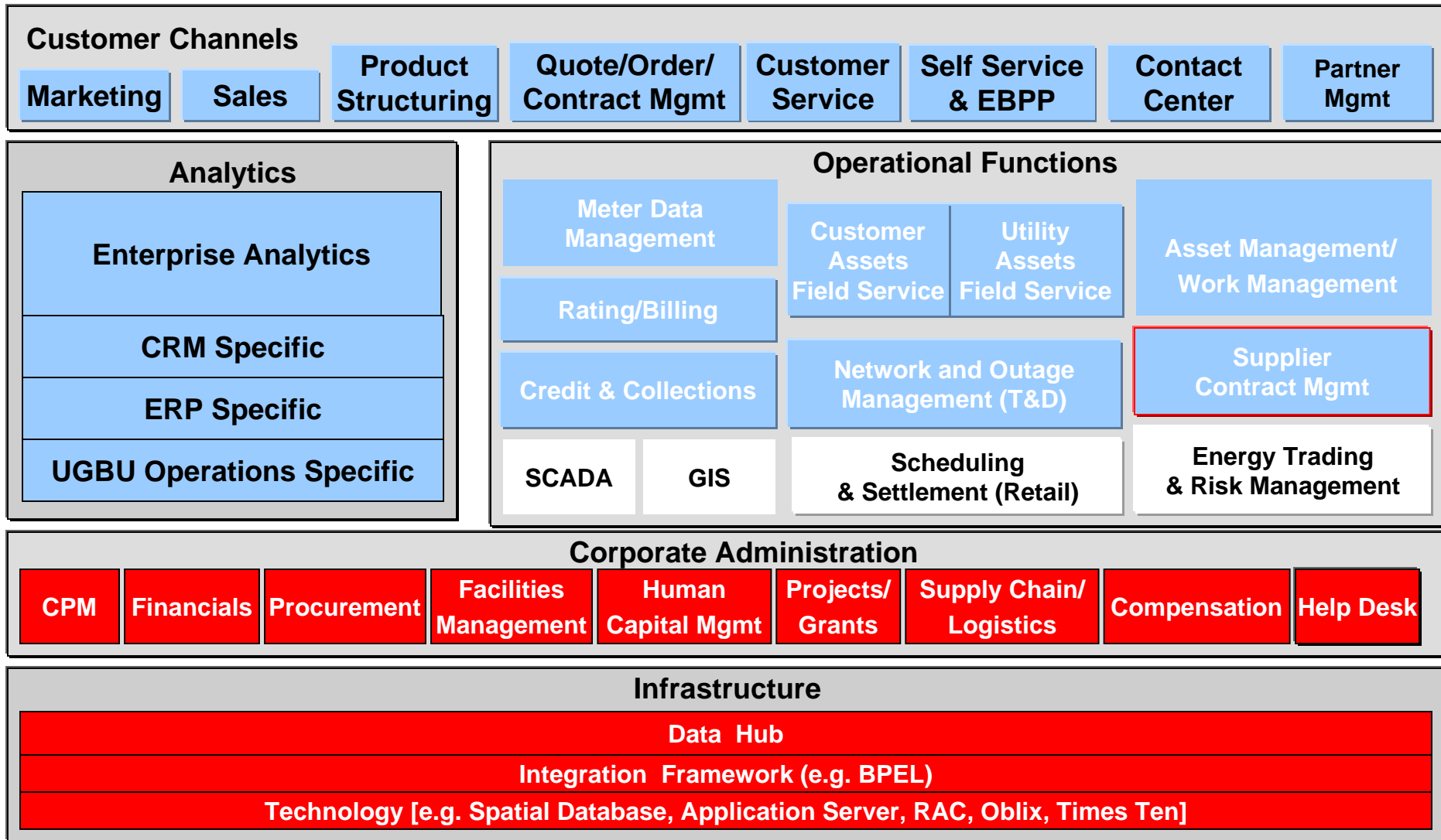
Corporate Administration

Solutions supporting the Finance, HR, Facilities, Indirect Procurement and other organization-wide functions

Infrastructure

Technology supporting the functional areas above including data management, security, and integration

The Oracle Utilities Solution Map



Customer Feedback



What Hunter Water is Saying

“The [Oracle Utilities] Customer Care and Billing solution offered the best fit for our organisation. Its functionality closely matches our activities but it also provides a high degree of flexibility. We see this solution as one that will enable our business to grow and meet changing service standards and customer expectations well into the future.”

Manager - Business Services, Hunter Water Corporation - Australia

What PowerSeraya is Saying

“Customer care and billing has become a crucial competitive element since retail competition began four years ago. We look forward to working with [Oracle] in ensuring our ongoing success within a continued dynamic market that demands higher level of service standards, lower costs of service, and maintain compliance with market frameworks and government regulations. This initiative with [Oracle] is part of our overall strategy to stay ahead of the competition in delivering flexible and competitive offerings to our customers at the highest service standards.”

John Ng, Executive Director, Seraya Energy Pte. Ltd - Singapore.

What Sui Southern Gas Company is Saying

“Oracle Utilities Customer Care and Billing has led to complete automation of SSGC's customer-facing processes with well-defined accountabilities leading to greater efficiency, productivity and quality of customer operations. The new implementation will allow SSGC to embrace industry best practices. Through a state-of-the-art call center, SSGC staff will use Oracle Utilities Customer Care and Billing and Oracle E-Business Suite to track customer complaints on a real-time basis and efficiently manage and resolve customer queries. Oracle Utilities Customer Care and Billing will also allow customer self-service over the Internet. ”

Munawar Baseer Ahmed, Managing Director, Sui Southern Gas Company - Pakistan



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