

# Oracle Communications Billing and Revenue Management: Ready for Your Business Today, Ready for Your Business Tomorrow

*An Oracle White Paper*  
*September 2006*

**ORACLE**  
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# Oracle Communications Billing and Revenue Management: Ready for Your Business Today, Ready for Your Business Tomorrow

**Customers in over 50 countries rely on Oracle Communications Billing and Revenue Management to roll out hundreds of new services across hundreds of millions of subscribers, more quickly and cost-effectively than their competitors. Market leaders and innovative new service and media providers alike have seen unmatched results and measurable return on investment from their Oracle Communications Billing and Revenue Management applications.**

## **INTRODUCTION**

Oracle Communications Billing and Revenue Management puts communications service providers in control of their business, empowering them to succeed in an increasingly competitive market, meeting changing consumer demands head-on, and creating profitable new business models.

Oracle Communications Billing and Revenue Management is enabling service providers to transform their businesses. Many of the world's largest and most innovative service providers, such as France Telecom, Vodafone, Fastweb, US Cellular, AOL, Sony, XM Satellite Radio, and Telstra, rely on Oracle Communications Billing and Revenue Management solutions to achieve their most critical business goals.

## **KNOW YOUR CUSTOMER. KNOW YOUR REVENUE**

In today's highly competitive communications market, communications service providers compete based on what customers want, not what technology can do. Consumers expect and demand an innovative and relevant portfolio of voice, data, and content services and can easily switch to a different communications service provider if their own provider doesn't deliver.

To battle increased competition, communications service providers have aggressively cut prices, commoditizing traditional voice and access services. To offset their subsequent declines in revenue, service providers are offering more value-added and intelligent services and are supporting these services by shifting to IP networks. Today, communications service providers deliver traditional and IP services that span voice, data, video, content, prepaid and postpaid, fixed and mobile.

Traditional voice revenues are in decline, and revenue from value-added services only partially fills the revenue gap. However, to continue to deliver shareholder value, service providers can add revenue streams by developing new partnerships and exciting new offerings and promotions that can be personally packaged for

each customer. New challenges then arise as service providers need to manage, track, and monetize these new services, offerings, and channels.

To succeed, service providers must change to an infrastructure that supports new business models, real-time customer interactions, and new partners and channels. Driving this transformation are underlying business applications such as billing and revenue management (BRM), customer relationship management (CRM), and enterprise resource planning (ERP).

Service providers are looking for solutions through revenue management, a process that unifies and manages all revenue streams in real time across services, networks, partners, technologies, payment methods, and geographies. Revenue management radically improves time to market of new service offerings, lowers incremental product development costs, meets changing consumer demands, and enables immediate response to changing market forces.

Oracle Communications Billing and Revenue Management meets these challenges by providing the essential link between the service, the customer, and the balance sheet. Oracle Communications Billing and Revenue Management delivers an immediate and comprehensive view of all company revenue with a unified view of each consumer's service preferences, usage patterns, and transactions.

## **MAXIMIZE REVENUES THROUGH LIMITLESS SERVICE AND PRICING OPTIONS ACROSS THE VALUE CHAIN**

**A growing array of new services, such as IPTV, mobile TV, WiMax, and broadband video are influencing and shifting consumer demands. And the horizon is filled with a host of IP services that could be the next "must have" offering. To stay competitive, service providers must bring services together in a meaningful way for the customer and the best possible price point for the business.**

### **Maximize Customer and Partner Value**

Today, the majority of service providers are managing and billing with disparate silo systems, which were built for a specific network or service line and are costly to develop and maintain. This approach hinders their ability to move quickly and differentiate themselves from new competitors, and it inhibits their ability to bring services together in a meaningful way for the customer at the best possible price point for the business. To stay ahead, service providers need to easily create new services, offerings, and promotions.

With Oracle Communications Billing and Revenue Management, service providers can maximize customer and partner value through a single application that provides, to all customers and partners, an end-to-end view of all service lines, products, and bundles. Sophisticated account management and agile service delivery creates an environment that helps generate more revenue through optimally priced and personalized services. With real-time access to customer usage information, service providers can respond quickly to changing market conditions by rapidly, introducing—potentially within hours—competitive products and services.

### **Create Value for the Customer**

Customer centricity is about creating a single view of, and building value for, the customer. Oracle Communications Billing and Revenue Management provides

extensive customer management capabilities. Its complex subscriber management and self-service and loyalty programs increase customer satisfaction and revenues and reduce operating costs by centrally managing customer and service data.

Oracle Communications Billing and Revenue Management also offers integrated solutions to leading Oracle CRM products, enabling automatic data flows between CRM and BRM applications with an improved order-to-cash process.

### **Maximize the Value of Partner Relationships**

Today, content creators and aggregators, virtual service providers, advertisers, and media companies participate in creating, aggregating, and delivering services across the value chain. The service provider must manage these partners and develop pricing, settlement, and profitable payment agreements. Oracle Communications Billing and Revenue Management centrally manages all partner accounts. It manages royalty calculations and revenue sharing agreements, and creates many types of settlement and sponsorship arrangements to account for wholesale and roaming business models, virtual service providers, retailers, mobile virtual network operators (MVNOs), advertisers, content, and media partners.

### **Offer the Right Services at the Right Time**

Because today's customers value information, entertainment, and applications more than the underlying transport services, marketing organizations must constantly determine how to best bundle, price, and promote communications and entertainment services. A key strategy for many service providers will be pricing based on the value of the content or service to the customer.

Oracle Communications Billing and Revenue Management provides pricing capabilities to rapidly create and roll out high-margin services and service bundles, giving service providers a competitive advantage. With flexible bundling structures, service providers can organize their products and services and then target them to specific customer segments—with less overhead cost. The structured product catalog makes it easy to manage the product offerings, and the comprehensive, robust, and flexible pricing model makes it easy to design rating and discounting rules, supporting all marketing, advertising, and promotion campaigns.

### **Rapidly Introduce Competitive Products and Services**

Service providers need a BRM application that can support extremely short product and service development lifecycles, and can quickly roll out, test, and measure the success of services without a huge investment. With Oracle Communications Billing and Revenue Management, service providers can experiment with service offerings with little to no custom development, dramatically reducing product and service development costs. Oracle Communications Billing and Revenue Management also moves the service provider into a next-generation environment by enabling services to roll out within hours, weeks or days, instead of the traditional three to ten month time frames.

**Oracle Communications Billing and Revenue Management moves the service provider into a next-generation environment by enabling services to roll out within weeks or days, instead of the traditional 3 to 10 months.**

## **IMPROVE CASH FLOW AND REVENUE ASSURANCE WITH REAL-TIME, EVENT-TO-CASH PROCESSING**

Beyond the monthly billing cycle, service providers need to account for all new types of services and usage. This ensures that all transactions are captured and monetized immediately—making the process of consumption to cash as short as possible—and minimizes risk to the service provider and partner value chain. Oracle Communications Billing and Revenue Management provides online charging and event-to-cash processing to complete transactions instantly and in real time, thus delivering service excellence to the consumer and cash in the bank for the service provider. And Oracle's online charging capabilities can work over any network, handle any business model, and manage any consumer or partner relationship.

### **Reduce Revenue Leakage Through Real-Time Service Authorization**

With a transactional, real-time architecture that minimizes fraud and controls access rights, Oracle Communications Billing and Revenue Management addresses the vital requirement of authenticating users and determining their levels of service and privileges. When a registered user tries to access a service, Oracle Communications Billing and Revenue Management authenticates and authorizes in real time, using real-time data. In addition to checking these policies within its own database, Oracle Communications Billing and Revenue Management can also access external applications and databases, to authenticate based on partner data or other content delivery platforms. And as different types of services are added, this module can be extended to perform any required verification. It can also prompt consumers to restock their account or purchase a related or complimentary product.

For services that require online charging and authentication, such as pay-per-view content, Oracle Communications Billing and Revenue Management ensures that services are authorized and consumed, and transactions are captured, rated, discounted, and charged to the balance in real time. This removes the risk of revenue leakage, while real-time service handling improves customer satisfaction and encourages impulse and on-demand usage.

### **Monetize All Transactions**

Service providers need to capture and monetize all transactions so that they make sense to the consumer and make a profit for the business. Legacy applications, however, either force service providers to charge for only certain types of services or lock them into a single method of charging, such as by the length or size of the transaction or by when it took place.

Oracle Communications Billing and Revenue Management unlocks the true value of the service and allows the full potential of revenues to be realized. Offering unparalleled flexible rating and discounting capabilities, it can be based on a wide range of parameters associated with the subscriber, product, event, and service attributes. Service providers can freely define the chargeable events to be rated—

creating the most flexible and robust rating and discounting solution in the industry.

### **Offer the Customer Flexible Payment Options**

The fully extensible Oracle Communications Billing and Revenue Management system allows consumers to manage their balances, including budget controls, transaction limits, prepaid and postpaid options at the service level, and the ability to pay for services with nonmonetary resources (such as loyalty points or airline miles). Managing consumer balances more granularly appeals to the consumer and allows the service provider to monitor customer spending. This results in reduced credit exposure, improved risk detection, and standardized credit management across the platform.

### **DRIVE HIGHER-QUALITY CUSTOMER EXPERIENCE WITH PERSONALIZED BILLING**

In the communications industry, billing issues consistently rank at the top of consumer complaint lists. Bills that are easy to access, easy to read, and easy to pay drive higher customer satisfaction rates, create customer loyalty, and reduce customer service calls. Oracle Communications Billing and Revenue Management provides tools to turn billing into an interactive, dynamic experience which increases the “I want that!” factor of the services provided and lowers ongoing customer service costs.

**Billing is the most consistent and important customer touchpoint for the ongoing customer relationship. Oracle Communications Billing and Revenue Management turns billing into an “I want that!” experience for the customer.**

### **Simplify Viewing, Understanding, and Paying Bills**

Oracle Communications Billing and Revenue Management provides powerful billing and online invoicing capabilities which are accessible through its Web self-care application. In addition to viewing and checking their bills, customers can drill down into service usage to fully understand their account charges. Flexible formatting, along with line items that are clearly separated and described, reduces confusion and calls for help—which is particularly important for large enterprise accounts. Finally, invoices that clearly display discounts, new product offers, and any earned loyalty points and credits turns the invoice from a statement of charges into a powerful marketing tool.

### **Offer Flexible Billing Arrangements**

Service providers can better retain existing customers and attract new customers with customer-focused billing options, and target high-margin customers such as corporate accounts or subscribers with family or group plans.

With Oracle Communications Billing and Revenue Management revenue collection, service providers can effectively manage and maximize their revenue stream. This flexible solution performs real-time billing, maintains complete audit trails of all billing activities, supports a wide range of payment methods, and provides flexibility in managing customer accounts receivables.

Oracle Communications Billing and Revenue Management's unique architecture supports complex subscriber billing and payment arrangements, such as split billing, sponsored billing, and multiple payment types. This flexibility allows subscribers to split charges by different service offerings and select different prepaid and postpaid payment methods for each bill, giving their customers superior service.

### **Accurately Audit and Settle with Partners**

With settlements processes moving from a monthly to a daily or real-time activity, it is more important than ever to have a centralized, automated, auditable method for tracking and calculating all partner service activity and settlement dollars. Oracle Communications Billing and Revenue Management provides a convergent platform for settlements between business entities, allowing providers to share revenue with third-party partners and support multiple business models (such as royalty and revenue sharing, roaming, wholesale, and resale). This flexible solution also allows third-party content providers to integrate into the service value chain, where accurate royalties and revenue sharing can be tracked and assured in real time. With this convergent rating and settlement solution, multiple providers can share revenue based on a single event through single-event processing. It reduces revenue leakage, provides the most accurate picture of partner accounts receivables and accounts payables, and makes it easy to issue partner statements to avoid disputes or delays in payments—all enabling communications and media providers to reap the higher-margin revenues of digital media.

### **Real-Time, Accurate Views of Revenue**

Oracle Communications Billing and Revenue Management's comprehensive accounts receivables, collections, and G/L functionality—combined with open APIs—easily integrate with financial management and ERP applications. Today's communications providers analyze revenues, margins, and profitability of services, customer segments, and partner agreements minute-by-minute. With a current view of revenues and accounts receivables, businesses can make decisions faster on pricing, offers, services, partner agreements, and usage; instead of waiting until accounting cycles are closed and analysis reporting is completed. Oracle Communications Billing and Revenue Management captures and applies revenues to customer and partner accounts as services are consumed on the network—giving service providers insight into customer profitability, service profitability, and the health of the business.

### **ENSURE REVENUE INTEGRITY AND GAINING CUSTOMER INSIGHT**

The business risks are overwhelming with the ongoing network evolution of new services, channel partners, and business models. Inadequate connections to an ever-growing number of applications and network components, and the use of disparate data stores and revenue management applications can all promote revenue leakage and lead to loss of business.

Oracle Communications Billing and Revenue Management centralizes and processes all revenue streams with a single-touch rating and settlements engine. Auditing, controlling, and centralizing customer relationship and usage data better ensure revenue integrity and allow instant access to ever-critical usage data. Businesses can make decisions about products, services, promotions, competitors, suppliers, and channels based on measurable customer data that will drive to profitability.

### **Reduce Risk and Exposure to Revenue Losses**

Comprehensive revenue assurance means that processes are in place to ensure that all usage and charges are being rated, recorded, and billed correctly; that all subscribers are being billed appropriately; and that at any moment operations can track the status of a specific usage event or set of events. Oracle Communications Billing and Revenue Management provides the right tools to ensure that all transactions are conducted with the fullest possible control, integrity, and completeness, with real-time verification, reporting, analysis, and control of all events and actions. These tools help maximize revenue and minimize loss associated with fraud and revenue leakage. Automating revenue assurance processes and configuring and extending these processes easily to new services, partners, and customer segments prevent operational costs from spiraling out of control. Oracle Communications Billing and Revenue Management also provides the tools to help service providers comply with Sarbanes-Oxley requirements with role-based user access and privileges and full reporting capabilities.

### **Empower the Business to Make Better Decisions**

Oracle Communications Billing and Revenue Management provides the tools to build insight into the business. By analyzing customer behavior based on aggregation data and simulation tools, service providers can gather valuable data about revenue and margin potential, simulate price plans and usage patterns, migrate or build new tariffs based on actual customer usage scenarios, predict customer churn, and analyze competitor offerings. Building this arsenal of revenue intelligence can drive the service provider to increase the effectiveness of campaigns and offerings and to maximize customer lifetime value.

**Above and beyond revenue assurance is revenue intelligence. With the right revenue management solution, revenue intelligence can deliver a value-oriented view of customers and services.**

## **STREAMLINE BUSINESS PROCESSES ON A SINGLE REVENUE MANAGEMENT APPLICATION**

### **Unlock the Revenue Potential of New Services Immediately**

The single platform architecture of Oracle Communications Billing and Revenue Management provides the foundation for an end-to-end revenue management and billing solution. Functionality is segregated into layers using well-defined interfaces, each of which can be modified and enhanced without disrupting platform-level functionality. The system can be extended easily to add new services and capabilities through configuration and enhancements to business logic.

Abstracting the business logic from the network and enabling logic to be reused or applied to any service means that the solution integrates to various network-facing components without major development and without building new applications for each new network component. This eliminates the need to silo functionality according to network or service type and moves the business logic closer to the network.

Through open, standards-based application programming interfaces, Oracle Communications Billing and Revenue Management allows transparent integration with other systems in the service provider's business support systems (BSS) environment. This integration includes critical links to CRM and ERP applications to provide an environment in which business processes, information, and events flow in an automated and auditable fashion.

Multicurrency and multilanguage capabilities also make it possible for multinational organizations to deploy a single instance of the solution. This manages all revenues across geographies, providing economies of scale by leveraging both functionality and operational management across multiple countries.

### **Centralize Business and Operations Management**

With the Oracle Communications Billing and Revenue Management operations management console, IT can manage the operations and performance of the application and provide exceptional, carrier-grade service and support around the clock to the various service provider organizations. Centrally managing the operations of a single application streamlines operational processes and reduces the resources and costs needed to manage the system day-to-day. It delivers greater control to the service provider by providing an end-to-end view of the entire billing and revenue management application and arming them with the means to identify and fix potential downtime incidents before they impact the business. The console also monitors and optimizes performance and operations to help define the best hardware configuration for the Oracle system. And it reduces hardware requirements, giving businesses a competitive advantage.

### **CONCLUSION**

Billing and revenue management is not just mission-critical for service providers to collect revenues on services rendered. It is also a strategic and competitive weapon in the race to become the ultimate one-stop shop for information, communications, and entertainment services. With Oracle Communications Billing and Revenue Management platform, service providers can change billing from a passive, back-office function to an active business solution that can transform their business.



Oracle Communications Billing and Revenue Management  
September 2006

Oracle Corporation  
World Headquarters  
500 Oracle Parkway  
Redwood Shores, CA 94065  
U.S.A.

Worldwide Inquiries:  
Phone: +1.650.506.7000  
Fax: +1.650.506.7200  
[oracle.com](http://oracle.com)

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