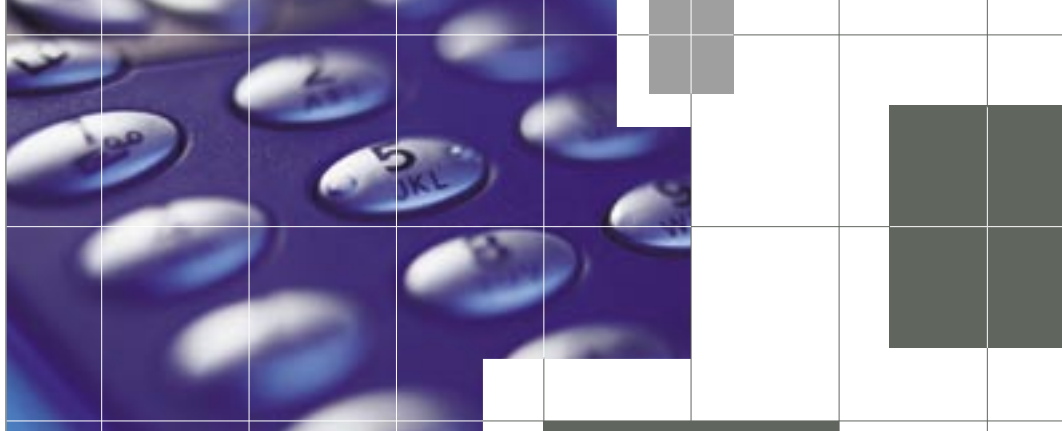


**Fact:** 7 of the top 10 communication companies use Oracle E-Business Suite applications.



“Critical to our success is a best-of-suite, complete workflow management, immediate business dashboard, and a shared information model. Oracle provides this capability to the communications industry with one suite that covers our key processes from CRM to order management, inventory, trouble ticketing, financials, human resources, and payroll. With Oracle we have not only delivered substantial improvements in quality and security, we’ve improved customer focus and revenue, and reduced operating costs.”

–JEFF BURKE  
Executive Vice President,  
PAETEC Communications, Inc.

“A shared data model [found in Oracle solutions] is one of the four key pillars of Next-Generation OSS (NGOSS)... the industry-agreed business and systems framework for guiding the implementation of improved business behavior processes and policies.”

–JIM WARNER  
President  
TeleManagement Forum

## Oracle Solutions for Communications

Anytime. Anywhere. Available on any device. Information-rich communications are creating unprecedented growth opportunities. Along with this explosive growth come deregulation and the need for effective and intelligent service. Together, these changes are putting extreme pressure on pricing, quality, and speed. Thriving in the new communications industry will require more than cutting capital and operating expenditures. Whether you’re an incumbent or competitive local exchange carrier; interexchange carrier; cable, satellite, or wireless operator; or a managed service provider, becoming a customer-focused lean operator is critical to winning customers and delivering solid revenue growth and higher earnings per share.

Oracle offers the communication industry’s only complete and integrated solutions for the customer-focused lean operator. Consisting of Oracle E-Business Suite Release 11i.10 and industry-leading independent software vendor applications running on high-performing, scalable Oracle technology, Oracle solutions help improve customer insight, streamline order management and billing, simplify customer care, transform network lifecycle management, and accelerate digital content and delivery—all via a modular communications platform.

### Enhance Visibility into Customer Needs

Pressures on pricing, quality, and speed are negatively impacting OSS/BSS (operational and business support systems) in core operations such as customer sales and service. What’s more, due to expanding sales channels, changing customer relationships, and complex service offers, current IT systems cannot adequately handle the need to capture, analyze, and leverage comprehensive customer information, leading to high customer churn and poor sales effectiveness.

Oracle’s customer insight solution—the industry’s most complete and flexible enterprise customer data model in a best-of-suite software solution—can help communications service providers (CSPs) gain a comprehensive view of customers and improve customer insight and sales channel coordination, resulting in improved customer retention, cross- and up-sell effectiveness, and superior customer experiences.

### Personalize Digital Content

Increasing demand for “anytime, anywhere” digital content, personalized to specific customer needs, taxes core BSS systems because they’re too limited to efficiently develop and deliver quality digital content. Oracle’s digital content-management and delivery solution enables CSPs to rapidly develop, manage, and deliver personalized content and offers. Because personalized content offerings provide a foundation for superior customer service, they translate into greater customer retention and increased average revenue per user (ARPU). Oracle provides this functionality through a complete platform that

enables CSPs to easily store, manage, and retrieve digital content, using it to dynamically serve up personalized recommendations (on any device) to the right customers, at the right time.

### **Streamline Service Ordering**

Increasingly complex service orders, together with business contracts and expanding sales channels, overtax current systems because they're not designed to handle processes necessary for designing, pricing, proposing, and ordering communication services. This breakdown in processes leads to order fall-out rates that can run as high as 70 percent.

From sales configuring, pricing, proposing, and order capture to operations booking, provisioning, and updating customer inventory, Oracle provides an integrated software solution that enables multichannel service ordering. Whether you're competitively selling new products or reconfiguring existing services through direct sales or an interaction center, Oracle E-Business Suite Release 11i.10 is the only fully integrated suite of applications providing customer-facing order capture, back-end provisioning logic, and synchronization to third-party billing systems. Oracle also has the industry's most robust move, add, change, disconnect (MACD) capability for easy handling of complex rules for services, as well for enabling strict revenue assurance.

### **Simplify Customer Care**

Demands for higher customer service are straining customer care systems because they lack the capability to address complex service needs spanning multiple channels. This leads to poor customer experiences and high internal costs. Oracle's customer care solution automates the call-to-resolution process, resulting in reduced call-resolution time, improved customer care, and greater employee productivity. Certified by the IT Infrastructure Library for IT Service Management, Oracle's customer care solution is capable of optimizing customer-facing operations. It also comes preintegrated with computer telephony integration, trouble-ticket management, and third-party billing systems.

### **Transform Network Lifecycle Management**

Due to a continuing torrent of new services and technologies, mergers and acquisitions, varying OSS upgrades, and new revenue models, core network-asset and inventory-management capabilities cannot handle the tracking of physical network inventory from "cradle to grave." This has become a multibillion-dollar, industry-wide problem resulting in an estimated 20 percent in stranded assets, excess inventory, financial reporting discrepancies, high-cost audits, and regulatory fines.

Oracle network lifecycle management applications help CSPs integrate physical network inventory, automating the end-to-end network lifecycle management process from equipment deployment to retirement. From procuring, installing, maintaining, and reporting of network assets, Oracle's industry-leading converged software solution enables comprehensive network lifecycle management. With its prebuilt integration and supported workflow between asset management, purchasing, inventory, and financial systems, Oracle solutions also help communications companies gain accurate, real-time visibility into physical assets, financial data, and more.

### **Modularize Network Platforms**

Existing network technology (HLR, VLR) is reaching technical limitations in terms of availability, performance, and scalability, causing a decline in service quality and limiting the ability to quickly deploy new broadband services and/or features. Moreover, both network information and technical architecture is separate from mainstream customer relationship management systems, resulting in high-cost computing infrastructures and fragmented customer information.

Based upon Oracle's leading database technology, Oracle Carrier Grade Framework 10g assists both CSPs and network equipment manufacturers in driving the standards-based modularization of a communications platform—a platform that enables efficiencies throughout the entire value chain, including solution flexibility, faster time-to-market, reduced cost, and improved customer service.

### **Grow with the Oracle Advantage**

Despite the pressures that come with industry deregulation and increasing customer demand for feature-rich content anytime and anywhere, the communications industry is poised for unprecedented growth. Oracle can help you take command of these growth and profit opportunities with solutions that are designed to help you achieve customer centricity, accelerate personalized digital content and delivery, streamline service-order management, transform network-asset management, and simplify customer care.

#### **CONTACT US**

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