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# COMMUNICATIONS ORDER TO BILL



## KEY BUSINESS BENEFITS:

- Ensure consistency and accuracy of data and processes
- Improve product lifecycle management
- Reduce implementation and operational cost

*Siebel CRM Integration Pack for Oracle Communications Billing and Revenue Management: Order to Bill automates data synchronization across Oracle's Siebel CRM and Oracle Communications Billing and Revenue Management to ensure the accuracy and real-time availability of customer, billing, product, and pricing data for improved customer service and value.*

## Product Overview

In today's highly competitive communications industry, the rapid convergence of wireless and wireline services, pre-paid and post-paid services, and IT and network, makes it challenging for communications service providers (CSPs) to rapidly orchestrate streamlined processes across front-office and back-office applications and networks.

Communications Order to Bill Integration Pack helps with this challenge by providing CSPs with efficient, accurate order-to-bill business processes and consistent product definitions between CRM and billing. By combining Siebel's campaign-to-order product set with Oracle Communications Billing and Revenue Management's robust rating, billing, payment, and collections capabilities, Communications Order to Bill Integration Pack gives you a single view of the entire order-to-bill business process.

Additionally, with the Communications Order to Bill Integration Pack, systems are able to automatically create and update customer information including accounts, addresses, contacts, and billing profiles. As a result, a complete, accurate and synchronized customer view is achieved, as well as enhanced customer visibility across CRM and billing systems.

With this pre-built sustainable integration, risks will be minimized and systems implementation costs will be significantly reduced. Unlike solutions from other vendors, the productized integrations are designed to work together and are maintained and upgraded with new releases.

## Integration of Key Oracle Applications

The Siebel CRM Integration Pack for Oracle Communications Billing and Revenue Management: Order to Bill integrates the following Oracle applications:

- Siebel CRM 8.1.1
- Oracle Communications Billing and Revenue Management 7.4

Built on Oracle Application Integration Architecture, Oracle's next generation

solution for uniting applications through pre-built business process integrations, the Communications Order to Bill solution comes with a flexible, standards-based framework that can be easily extended to meet your unique business needs.

### **Improving Value for Communications Service Providers**

The integrated solution framework provides CSPs with the following key business benefits:

- Ensure consistency and accuracy of data and processes between CRM and Billing.
  - Reduce errors through zero touch, integrated order management.
  - Ensure cross-application data consistency and accuracy through pre-built process integrations and automated billing provisioning.
  - Reduce exposure to stale data through automatic synchronization of Customer data.
- Improve product lifecycle management.
  - Deliver consistent and accurate product and pricing catalogs via automated synchronization.
  - Streamline concept-to-launch by harnessing combined strengths of Siebel and Oracle Communications Billing and Revenue Management.
  - Speed time to market of new services through integrated product and pricing catalogs.
- Reduce implementation and operational cost
  - Pre-built integrations decrease systems implementation and maintenance costs, reduce risks and enable faster time-to-market for CSPs.
  - Access a holistic view of the customer to drive higher quality and more efficient customer interactions.
  - Lower operating expense (OPEX) with greater levels of automation and efficiency from productized integrations.

### **For More Information**

To learn more about Oracle Application Integration Architecture visit:

<http://www.oracle.com/aia>

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