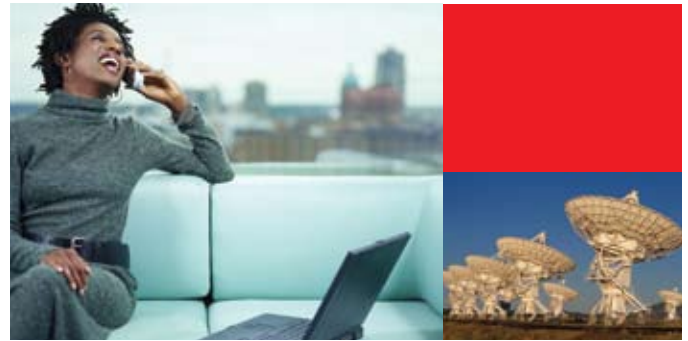


INFORMATION ACCELERATES

Communications: Putting the Service Provider in Control



As the communications industry races to deliver on the exciting promise of next-generation convergent services, its suppliers are challenged to provide solutions that enable success. Oracle is at the forefront of this effort with innovative software solutions that put the service provider in control.

“Oracle Communications Billing and Revenue Management real-time solutions enable us to capture new business by speeding time to market for new services targeted at lucrative market segments.”

Jean-Paul Broc
Chief Executive Officer
Cablevision Mexico

“We chose Oracle due to its secure and highly available database—the most robust in the market, guaranteeing the integrity of our applications.”

Mauricio Vargas Sanchez
Information Technology Manager
Avantel S.A.

The communications industry is experiencing a revolution. New entrants are bringing greater competition—which, when combined with new technologies such as Voice over IP (VoIP), is forcing prices down. The need for new revenue streams and economies of scale is driving mergers and acquisitions. The “quadruple play”—voice, video, and data, bundled with mobile services—is becoming the new standard. And carriers are deploying IP-based networks to enable new services and reduce operating costs, while service providers are battling to acquire and retain subscribers and increase average revenue per user (ARPU).

In response to these market trends, Oracle, the world’s leading enterprise software provider to the communications industry, delivers innovative software solutions that put the service provider in control.

Enable Next-Generation Services

Next-generation convergent services are key to revenue growth in the communications

industry. To deliver these new products profitably, service providers need systems that enable much greater speed, flexibility, and efficiency throughout the service life-cycle. Oracle is first to offer a complete solution that helps service providers accelerate the end-to-end process for next-generation services, from “concept to cash.” Oracle’s solutions provide a full range of capabilities that include enterprise resource planning (ERP), customer relationship management (CRM), service fulfillment, service delivery, and billing and revenue management. These features let you create, market, sell, fulfill, deliver, bill or charge, and settle next-generation convergent services with greater speed and flexibility—and at a lower cost.

Drive Customer-Centric Business

In today’s fiercely competitive communications market, many service providers are moving from a network-centric to a customer-centric mind-set to improve customer satisfaction, build brand loyalty, and maximize the profitability of each customer.

Fact: All 20 of the world's top 20 communications companies rely on Oracle Applications.

Oracle's solutions for customer-centric business let you gain customer insight at the level of the individual; analyze buying behavior; and make appropriate recommendations and offers in real time, through multiple channels. This leads to increased ARPU growth and customer satisfaction, with reduced churn and customer service costs.

Transform Information Architecture

The rapid proliferation and convergence of services is driving leading service providers to transition from traditional information architectures and silo-based IT systems to a service-oriented architecture (SOA). This architecture provides a flexible and efficient environment to support the rapid creation and delivery of next-generation services. Oracle delivers all the tools you need to build and manage a service-oriented architecture, including carrier-grade solutions that reduce the cost of IT infrastructure, improve application performance and availability, and enable efficient master data management.

Improve Cost Control and Compliance

In the last decade, the communications industry witnessed the harsh consequences of losing financial control. While better business conditions have returned, the ramifications of noncompliance and poor cost control remain. To help you operate successfully in this more stringent environment, Oracle offers the industry's most comprehensive portfolio of financial and enterprise management applications and reporting tools—proven in shared service

center deployments and hosted environments throughout the world. With Oracle solutions you can drive efficiency and control in all aspects of your business operations, from budget and resource planning to financial and regulatory reporting.

Optimize Business Performance

In a crowded marketplace with tight margins, you need a detailed understanding of the factors that affect success across the enterprise, and you need to be able to act on that information quickly. Oracle helps you optimize your business performance by delivering an accurate, real-time view of your critical information, from customer trends, sales forecasts, and financial results to network inventory and performance. Oracle's extensive portfolio of business intelligence (BI) solutions combine the power of our database and middleware technology with the industry's most comprehensive BI suite.

Putting the Service Provider in Control

Oracle delivers business value to the communications industry through a unique solutions portfolio that offers the widest choice of enterprise and carrier-grade software applications, decision support tools, and middleware and database technology available from a single supplier. Factor in the consulting, training, hosting, and product support services available from Oracle and a wide range of partners, and you can be sure you'll get the right advice and the right solution for your communications business.



Oracle's Solution Portfolio

Oracle's communications portfolio includes innovative solutions for

- Service creation
- Marketing and sales
- Offer and order management
- Service fulfillment
- Network inventory
- Service delivery
- Billing and revenue management
- Customer care
- Partner and channel management
- Asset maintenance and management
- Enterprise resource planning
- Supply chain planning
- Business intelligence and reporting
- Database and tools
- Data mastering and data hubs
- Middleware, integration, and SOA
- Data security, and more

To find out how Oracle is putting the service provider in control, contact us today.

CONTACT US

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit oracle.com/industries/communications

Outside North America, visit oracle.com/corporate/contact to find the phone number for your local Oracle office.