

# SIEBEL COMMUNICATIONS SOLUTION SET FOR COMPLEX ORDERING OPERATIONS



## KEY BENEFITS

- Effective and automated opportunity-to-order business processes to streamline complex order operations
- Comprehensive contract lifecycle management to manage commitments and maximize profitability
- Support for complex order capture such as convergent and multipoint services
- Sophisticated validation and approval capabilities to ensure order accuracy
- Agility in introducing new products, pricing, and contract strategies
- Dynamic pricing to ensure consistent and accurate pricing execution and enforcement
- Service-oriented architecture and composite application framework, enabling simplified integration

*Oracle's Siebel Communications Solution Set for Streamlining Complex Ordering Operations offers a comprehensive suite of multichannel business applications that enables customer-driven communications service providers to manage products, pricing, contracts, quotes, and orders.*

## Addressing Customer Order Management Concerns

Propelled by business drivers—growth, competition, and convergence—communications service providers (CSPs) that focus on business customers must grow their revenue by selling targeted and intelligent offers while reducing costs through accurate order entry and validation. Selling to business customers demands streamlined and collaborative business processes that adhere to controlled business practices based on informative pricing and profitable agreements. These are prominent concerns in the area of customer order management, and to address them, communications companies must

- Streamline opportunity-to-order lifecycle management
- Maximize profitability through contract lifecycle management
- Capture and validate convergent and complex orders

The implementation of these business requirements, however, has been challenging, due to the sheer complexity of order management business processes, the multitude of BSS/OSS systems in which product and pricing data resides, and the lack of a compelling solution in the marketplace to address industry-specific requirements. Profitability has been undermined by disjointed processes across the enterprise, noncompliant agreements, rogue pricing policies, and an inability to capture information for complex products and services.

Siebel customer-facing solutions for CRM, business intelligence, and customer data integration enable effective interactions across all customer touchpoints. Siebel Communications embodies best practices for streamlining the business processes involved. Tools for monitoring and analyzing order accuracy, processing time, and pricing are provided through seamless integration with Siebel Business Analytics. A broad set of integration options—including standards-based Universal Application Network and Web services—seamlessly integrates the Siebel Customer Order Management solution with BSS/OSS.

## Streamline Opportunity-to-Order Lifecycle Management

The sales cycle in the business-to-business environment typically involves many functional areas within a CSP, such as sales, finance, legal, and sales operations. Management requires insight into current opportunities and relies on accurate

forecasting to manage the business. Legal demands rigid contract standardization that should be enforced during the negotiation and contract creation stages. Throughout the opportunity-to-order lifecycle, information should be populated, tracked, and routed to employees in a timely and accurate manner.

The Siebel Communications Solution Set for Streamlining Complex Ordering Operations supports automated processes for opportunity management and forecasting, pricing and terms negotiation, contracts management, and order capture. The solution set provides a platform and tools for gaining insight into the pricing derivation for effective negotiation. It crystallizes forecasting by updating the opportunity revenue as the negotiation progresses. Guidelines for negotiations can be defined by the administrator to provide flexibility for the user. The user can apply the necessary adjustments to maximize the close rate during the negotiation. Sophisticated and flexible pricing management capabilities allow for the planning, deployment, execution, and analysis of pricing policies throughout the enterprise. Approval routing is also in place to trigger approval processes if thresholds are reached. Integrated proposal generation eliminates any manual interaction. The solution set supports flexible automated processes to create contracts based on negotiated terms and conditions, and the terms and conditions are enforced during the order capture to ensure its accuracy.

Siebel Communications provides an integrated platform for managing the entire opportunity-to-order lifecycle. Siebel Business Analytics provides critical operational analyses that proactively manage the sales execution. The solution is designed to enable companies to increase opportunity win rate; optimize negotiation and order cycle time; and, most important, maximize profitability.

Adjustment	Type	Amount	Price	
List price from CRM 7.8 Price List price list	Price Override	149.99	\$149.99	1 - 1 of 1
Account Type Adjustment for Residential	% Discount	10	\$134.99	
Contract Discount: SMB - Corporate Wireless Plan	Price Override	49.99	\$49.99	
				<b>Net Price</b>

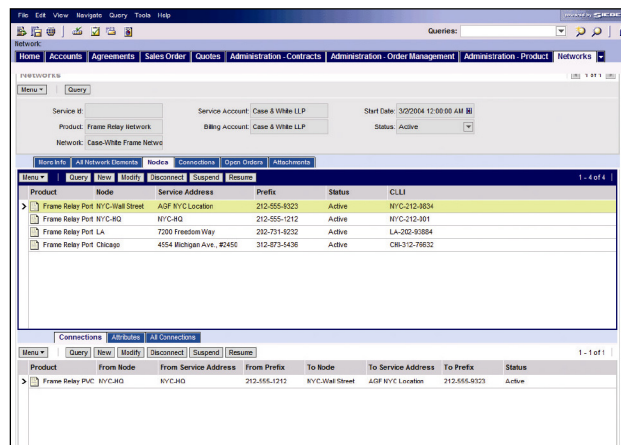
The pricing waterfall provides insights into the derivation of the customer net price to facilitate effective negotiation.

### Maximize Profitability Through Contract Lifecycle Management

Contractual agreement is critical in the business-to-business environment, because it dictates the obligations and profitability of the products and services to be delivered. This poses challenges to many carriers, in that the contract planning, creation, execution, and monitoring may involve manual processing and span multiple

disparate applications. This lengthens the opportunity-to-order cycle time and introduces human errors that result in increasing fallout, decreasing close rates, and increasing litigation risks.

The Siebel Communications Solution Set for Streamlining Complex Ordering Operations provides a complete solution for full contracts lifecycle management while enabling seamless integration with the order capture processes. The solution set streamlines contract creation, by allowing administrators to prepackage a repository of templates, including standard and nonstandard terms and conditions, contract documents, entitlements, and commitments. Fully integrated document generation enables the creation and maintenance of paper documents to be signed. To ensure order accuracy and minimize litigation or customer satisfaction risks, the terms in the contracts are enforced during the order capture. The solution determines the appropriate pricing that should be applied to the customer, according to contractual agreements. Contracts are also tracked, to ensure their compliance and to maximize profitability. This enables companies to underscore profitable or underperforming contracts and proactively manage their customer commitments. The automated contract renewal process reduces revenue volatility and customer churn through automated win-backs. Siebel Business Analytics completes the lifecycle, by providing users and managers with key performance indicators and insight to refine the contract strategy.



**Network Order Entry automates the process of capturing, validating, and managing multipoint services from a customer perspective.**

### **Capture and Validate Convergent and Complex Orders**

Convergent and complex offers pose particular challenges to order capture and validation. Typically, the different components of such offers reside in different systems. The large number of products makes it difficult to determine which products are components in convergent offers. Also, rules for pricing, eligibility, and compatibility are difficult to understand, explain, and enforce. For communications companies, complex solutions, such as multipoint services (including Frame Relay, ATM, and Centrex), must be captured. The complexity increases in proportion to the number of components and intercomponent validation rules.

The Siebel Communications Solution Set for Streamlining Complex Ordering Operations helps create a superior customer experience by taking a customer-centric approach. The solution set supports complex product selection and configuration; availability, eligibility, and compatibility checking; and intercomponent validation. The declarative rules are efficiently managed by users without scripting and programming. An intuitive user interface and processes address the ability to view and manage the service profiles, quotes, and orders of all types (move, add, change, delete, suspend, resume, and so on). Operating costs are reduced by streamlined and automated processes that also reduce the scope for error. UAN enables automatic order submission and continuous tracking of order status, and customer intimacy is maintained throughout the quote and order lifecycle in a single, user-friendly environment.

The solution set enables carriers to manage the relationship with enterprise customers and enables customers to maximize profitability by providing streamlined collaborative business processes, comprehensive contract lifecycle management, and robust components to capture complex and accurate orders. Based on the service-oriented architecture (SOA), Oracle's Siebel Communications is designed to scale as service providers' business processes evolve over time and the IT infrastructure becomes more complex.

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