Oracle Communications Solutions
- Integration Order Management -

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Why Integrated Order Management?

Customer Intimacy

Operational Excellence

Rapid Service Innovation
### Top 10 ‘Order-to-Fulfilment’ Issues

1. It takes too long to introduce new products
2. Slow order delivery
3. Cost of service delivery
4. Not having a comprehensive software solution
5. Too many manual and redundant activities
6. Difficulty tracking order progress and status
7. Lack of end-to-end process support
8. Inefficient order-handling
9. Mistakes leading to more work or lost contracts
10. Pricing is not flexible

Data based on independent study conducted for Oracle by KRC Research
Customer Feedback to Oracle

Industry Strategy Council Customer Feedback

- Order Orchestration, Order Capture, Customer Master and Product Catalogue are Top Requirements
Integrated Order Management = CRM + Order Management + Product Catalogue
The Concept to Cash Value Chain

1. Concept Creation
   - Customer insight
   - Behavioral and revenue analytics
   - Segmentation analysis
   - Concept generation

2. Service Design
   - Service definition & configuration
   - Service pricing, bundles and promotions
   - Service network deployment
   - Service trials and release

3. Campaign Execution
   - Campaign Management
   - Sales Execution
   - Real-time up sell/cross sell
   - Order Capture and Commit

4. Service Fulfillment
   - Inventory assignment
   - Order orchestration
   - Provisioning
   - Service Activation & Configuration

5. Usage Charging
   - Service Delivery & Usage
   - Service Mediation
   - Real-time charging and billing
   - Discounts and promotions

   - Customer and invoicing
   - Trial billing
   - Receivables and G/L
   - Collections
   - Partner settlements
Integrated Order Management

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5. Service Billing & A/R
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IOM: Process Flow

Order Capture

Customer Inquiry

Order Management & Orchestration

Capture Order Validate Reserve Resources

Create (Update) Service Plan

Active Service Plan and Start Billing Cycle

Submit Order

Customer Order Account & Contact

View / Create Billing Profile

Review Installed Asset / Open Orders

Order Decomposition

Create Order Cross/Upsell RTD

Create Service Plan

Order Proceeding

Manage Order Status

Oracle BRM

Create (Update) Customer Account

Oracle OSM

Create (Update) Customer Account

Oracle OSM

Create (Update) Service Plan

Oracle OSM

Active Service Plan and Start Billing Cycle

Oracle ASAP

Provisioning

Oracle ASAP

Activation

Network / SDP

Oracle BLP

Ship CPE (Logistics)

Installation (Field Service)

Field Service

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Products Introduction and Maintenance

Service Creation Process

1. Central Product Definition & PLM – Agile/PIM
2. Sales Catalog Enrichment - Siebel
3. Technical Catalog Enrichment - SCE
4. Service Definition in SDP - SDP
5. Demand Planning of Supply Chain – Demantra
6. Quote & Order Capture – Siebel
7. Service Fulfillment – OSM, UIM, ASAP, IPSA
8. Usage Charging – BRM
OSM for End-to-End Order Fulfillment

- Application focused on the management of the end-to-end lifecycle of the customer order
- Enables order decomposition and orchestration across all participating applications in fulfillment of the customer order
- Provides constant visibility & status updates of order progress during the entire customer experience
- Supports automated order change management for in-flight order changes / exceptions
- Navigates users dynamically through order lifecycle

**Advanced Fulfillment Capabilities**

- Automated Order Fulfillment
- Manual Order Fulfillment
- Order Support

**Foundatons**

- Key Value with Oracle CRM:
  - Productized order management - from pre-order through to delivery
  - Integrates CRM with Service Fulfillment and Assurance
  - Enables predictable service delivery and guaranteed end to end customer experience
Application Integration Architecture for Comms

- eTOM aligned Industry Business Model
- Pre-build Processes, e.g.
  - Order to Bill
  - Agent Assisted Billing Care
  - Revenue Accounting
  - Billing Self-Service
- Pre-Build SOA
  - Common Object Model (SID alignment)
  - Enterprise Business Services
  - OOTB Application Adapters
  - Build using Fusion Middleware Technology
  - Standards-based, SOA-enabled platform

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Achieved Savings</th>
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<tbody>
<tr>
<td>Reduced Development Cost</td>
<td>Up to 50% reduction</td>
</tr>
<tr>
<td>Reduced IT Operational Cost</td>
<td>30% of IT budget vs. 80%</td>
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<tr>
<td>Solve service problems faster</td>
<td>30% faster reduction in problem solving</td>
</tr>
<tr>
<td>Launch a new service</td>
<td>30 Days to minutes</td>
</tr>
<tr>
<td>Lower provisioning costs</td>
<td>Up to 60% reduction</td>
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AIA: Productized Sustainable Integrations
Common Object Model and Service Registry

Enterprise Business Objects:
- Customer, Product, Price List, Sales Order, Invoice, Payment, etc...

Enterprise Business Service:
- Create, update, query Customer
- Create, update, synch Price List
- Create, update, synch Product, etc...

BPEL
ESB
BPA
Rules Engine
BAM

Business Services Repository

3rd Party Middleware
ISV
Custom
Legacy

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Oracle Communications Suite - Integrated Order Management

- Call Center
- Web
- Order Capture & Validation
- Billing and Revenue Management
- Order and Service Management (CSM)
- Unified Inventory Management (UIM)
- Service Fulfilment
- Activation (IPSA)
- Activation (ASAP)
- Order Management
- Oracle BI
- Data Management
- EBS
- SDP
- GL
- UCM
- GL

Network Technology: Broadband, Voice, IP/TV

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### IOM: where has been deployed?

<table>
<thead>
<tr>
<th>Company</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Vodafone Qatar</strong></td>
<td>- New greenfield mobile voice operator&lt;br&gt;- Live in under 5 months. Oracle and EDS implemented&lt;br&gt;- Siebel Call Center / Order Capture, BRM, ASAP, AIA, FMW&lt;br&gt;- PIPs: Order to Bill and Agent Assisted Billing Care</td>
</tr>
<tr>
<td><strong>BaneTele</strong></td>
<td>- Fixed &amp; Cable (Corporate Customers) provider in Norway&lt;br&gt;- AIA, Siebel, &amp; BRM&lt;br&gt;- PIPS: Order to Bill, Agent Assisted Billing Care</td>
</tr>
<tr>
<td><strong>Lyse Tele</strong></td>
<td>- Triple play broadband services provider in Norway (high-speed Internet, digital TV and telephone)&lt;br&gt;- AIA, Siebel, BRM, EBS&lt;br&gt;- PIPs: Order to Bill, Agent Assisted Billing Care, Revenue Accounting</td>
</tr>
<tr>
<td><strong>Com hem</strong></td>
<td>- Swedish triple play provider with 40% market penetration&lt;br&gt;- Siebel &amp; AIA. Evolving to BRM&lt;br&gt;- PIPs: Order to Bill, Agent Assisted Billing Care</td>
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<td><strong>Cox Wireless</strong></td>
<td>- 3rd largest cable provider in NA entering wireless business in 2009. Head to head competition with Amdocs.&lt;br&gt;- End to end deal: Siebel, BRM, OSM, UIM, ASAP, Retail POS &amp; AIA&lt;br&gt;- PIPs: Order to Bill and Agent Assisted Billing Care</td>
</tr>
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<td><strong>DNA</strong></td>
<td>- Convergent provider in Finland (TV, Fixed, Mobile), 2M customers&lt;br&gt;- AIA, Siebel eMarketing/ Order Capture, BRM, FMW, iAS Database&lt;br&gt;- PIPs: Order to Bill &amp; Agent Assisted Billing Care</td>
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