Program Agenda

• Order Management Challenges
• Oracle Solution Approach
• Introduction to OSM
• OSM Role in Order Management Solutions
• Proof Points and Resources
• Q&A

• Appendix
Order Management Need
Operational Impact on the Business

“Getting the service delivered to meet customer expectations!”

- Consumers have higher and higher expectations
- Pressure to launch services and scale fast leaves no room for error
- Escalating costs to deploy and manage services
- Fallout rate in excess of 70% for new services
- Over 30% of orders require 2nd truck roll
- New install results in help desk calls in first few days & another 5-8 during the year
- Poor experience and service quality drives customer churn as high as 2-3 %/month
- Cost to fulfill multi-service orders are high as they are usually not managed centrally
• #1 Requirement – Order Orchestration including run-time product transformation
• #2 Requirement – Centralized Product Data Master for Product to Launch Administration
• #3 Requirement – Centralized Customer Data Master, UCM
Changing Scope of Order Management
Needs to focus on enabling growth

• Previously Order Management focused on Order Processing for the purposes of reducing Opex
  • Service Delivery
  • Provisioning
  • Process Automation

• Emphasis on Revenue Growth and Customer Satisfaction requires
  • Speeding introduction of new products and offers
  • Increasing new sales channels and self service
  • Consistency of experience across all order capture channels

A paradigm shift in Order Management expectations
CSP IT Environment
Market Learning – IT Environment

IT unable to support strategic objective despite expertise and maturity of IT team

Projects stall or delayed for many reasons…

- Long project timelines
- No quick wins
- Scope creep
- Distraction from original path
- Moving target
- Lack of ability to execute (50% internal, 50% external)

Underlying Reason:
Not a single application problem
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Oracle Communications Evolution
Solutions Focused Strategy

• Complete:
  ✓ Cross business involvement agreement to address this area
  ✓ Synchronized Product roadmaps

• Integrated:
  ✓ End-to-end processes engineered, tested, and supported together

• Configurable
  ✓ Allow extensibility and configurability in a structured and facilitated way

1977  Yesterday  Today
Oracle Communications
Approach to industrialize OSS/BSS Transformation

- OSS/BSS Application Products are broadly aligned with *Frameworx*

- **Productized Solutions** integrate several products to cover significant slices of Business Process Framework and ITIL

- **Rapid Offer Design and Order Delivery Solution** is the FIRST solution Certified by TM Forum
Traditional Concept to Cash Approaches

Investment Ratio

<table>
<thead>
<tr>
<th>CSP</th>
<th>Vendor</th>
</tr>
</thead>
</table>

Delivery Approach
- One Implementation/ One Code Release
- Proprietary integration

Delivery Model
- One vendor: Product < 20%, Services > 80% (SI or in-house)

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Competence center
Re-usable assets

Monolithic

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Delivery Approach
- Leverage best practices
- Customization
- System Integration

Delivery Model
- Integration led by SI + Apps vendors

Productized applications
Competence center
Re-usable assets

Best of breed

Oracle Confidential
Oracle Approach for reduced risk and TCO

Investment Ratio  ■ CSP ■ Vendor

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Best of breed

Productized Solutions

Delivery Approach
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Delivery Model
- Integration led by SI + Apps vendors

New Paradigm of pre-integrated & Productized solutions

Productized applications
Competence center
Re-usable assets

Oracle Confidential
Rapid Offer Design and Order Delivery

Solution Introduction

Rapid Offer Design and Order Delivery

- Enables providers to rapidly design and introduce offers, capture and fulfill orders efficiently and accurately, and provide visibility across the entire order lifecycle

Three Key Components

- Offer Design | Order Capture | Order Delivery

Addressing three key metrics

- Offer Time to Market | Order Cycle Time | Operational Efficiency
Rapid Service Design and Order Delivery

Solution Scope

Rapid Service Design and Order Delivery

• A comprehensive service fulfillment solution that enables Communications Service Providers to rapidly and efficiently design, launch and deliver any type of service for any network domain.

Four Key Capabilities

• Service Design | Service Order Management | Service & Resource Management | Service Activation

Key Business Metrics

• Service Introduction Time | Order Cycle Time | Cost of Ownership
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Oracle Communications OSM

Overview

- Decompose sales orders, generate and execute Orchestration Plans
- Fulfill any combination of Products across different system topologies
- Ensure visibility of Order and Order Item status throughout fulfillment
- Manage in-flight order revisions and cancellations automatically
- Pre-integrated to Siebel CRM, BRM

Customer benefits include:
- Faster time to market
- Faster order throughput
- Lower operating costs
- Fewer mistakes/lost orders
- Greater service flexibility
- Enhanced order visibility
OSM Functional Capabilities

**Order and Service Management**

- **Retail Orders**
- **Wholesale Orders**
- **Partner Orders**

**Platform Enablers**

- Design Studio
- Orchestration Cartridges
- Product Master Integration
- Provisioning Cartridges

- Web UI
  - Orchestration
  - Provisioning

- User Admin
- Reporting

**Advanced Enterprise Order Management**

- Siebel CRM
- BRM
- AIA COMM Integration
  - Order-To-Activate, Order-To-Bill, Product Launch
- Order Delivery
- Trouble Ticketing

- Advanced Enterprise Order Management
  - Any order input, Order Decomposition, Orchestration, Dependencies, Follow-on Orders, Future-dated orders, PoNR, Status Mgmt, Fallout Management

- Comms Order Management
  - Moves, Adds, Changes, Disconnects,Suspends, Resumes
  - In-flight Order Change Management for Revisions and Cancellations

- Automated Service Provisioning
  - System integration, Performance,
  - XQuery Plugin, JDBC, XSLT, Email

- Manual Service Provisioning
  - Human Interaction, Intelligent Order Editing,
  - Views, Workstreams, User Assignment etc.

- Order Support
  - Order Lifecycle Support, Order Editing, Order Tracking, Order Priorities, etc.

- Foundations
  - Processes, Workflow, Tasks, Rules, Workgroups, Worklists etc.

**Value**

Oracle Confidential
Order Fulfillment in Communications
Advantage of COTS over Middleware

With home-grown MW-based solutions:
• It is extremely difficult to get the key required features right on the first try:
  • Order decomposition
  • Status management
  • Fall out management
  • Jeopardy management
  • Order lifecycle management
  • Service Fulfillment Intelligence
• It is very difficult to add key features at later (except perhaps BI)
• It is very costly to build and maintain homegrown OM solutions
OSM Product Functionality
Out of the Box Capabilities

Order data lifecycle (model, persistence, history, audit, etc.)

Auto Service Provisioning (performance, throughput, monitoring, etc.)

Integration (Inbound/ outbound interfaces, data transformation, custom plugins, etc.)

Process design (tasks, processes, workflow, rules, notifications, jeopardy, etc.)

Order tracking & reporting

Order state policy (order states & transitions, integration with security, order operations)

Advanced order management capabilities (Intelligent Change Management, decomposition, etc.)

Security (users & workgroups, permissions, etc.)

Manual Service Provisioning (manual tasks, views, intelligent order entry, workstreams, workgroups, assignment algorithms, etc.)

Service Creation Environment (design/ develop/ deploy across OM, Activation, Inventory)
OSM Product Functionality
Out of the Box Capabilities

• Reducing implementation effort and risk
  • Custom-built OM solutions have a significant higher Total Cost of Ownership (TCO) because most of the core Order Management capabilities and integrations are custom developed.
  • OSM reduces the timeline and risk of implementation by productizing the required functionality and integration.

<table>
<thead>
<tr>
<th>Capability</th>
<th>Definition</th>
<th>OSM</th>
<th>Middleware / BPEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Order Mgmt. Capabilities</td>
<td>Order Types, templates, order to process mapping, attachments, order events</td>
<td>Out-of-the-box</td>
<td>Custom Build</td>
</tr>
<tr>
<td>Advanced Order Mgmt.</td>
<td>Lifecycle mgmt, Suspend/Resume, In-Flight Change Mgmt., Order rollback and Fallout</td>
<td>Out-of-the-box</td>
<td>Custom Build</td>
</tr>
<tr>
<td>User and workgroup management</td>
<td>User to task &amp; workgroup mapping and mgmt and calendaring, task filtering, load balancing, auto assignment</td>
<td>Out-of-the-box</td>
<td>Custom Build</td>
</tr>
<tr>
<td>CRM Integration</td>
<td>Pre-defined WS APIs for Order Mgmt and productized integration to Siebel CRM</td>
<td>Out-of-the-box</td>
<td>Custom Build</td>
</tr>
<tr>
<td>BRM Integration</td>
<td>Pre-defined Billing fulfillment functions and business logic</td>
<td>Out-of-the-box</td>
<td>Custom Build</td>
</tr>
</tbody>
</table>
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OSM in Offer and Service Design
Key Value for Concept to Market processes

OSM greatly simplifies the **Concept to Market** process

- Synchronize Offer and Service Fulfillment Design processes
- Unify all aspects of end-to-end Order Delivery Design in one environment
- Rapidly rollout new offers with Zero Configuration
Concept to Market
OSM Design Time Solution

Features
- Support import of product class definitions from a common product master
- Configurable metadata to support the order design process
- Enable support for catalog driven fulfillment
- Consistent treatment of customer, service and technical orders

Benefits
- Reduce order fallout by ensuring fulfillment process design synchronized with the commercial product catalog
- Simplify creation and reduce ongoing management of fulfillment definitions
Concept to Market
OSM Design Time Solution

Features

- Single tool to configure end to end order management process
- Create and deploy both orchestration and provisioning cartridges
- Supports common data dictionary across OSM, UIM and ASAP configuration
- Supports the import of OSM 6.3.1 and previous process models
- Supports version management of OSM cartridge configurations

Benefits

- Reduce time taken to design and rollout new order management processes
Concept to Market
OSM Design Time Solution

Features

• Configurable product specifications outlining fulfillment functions with dependencies
• Dynamic order decomposition and orchestration plan generation for both customer orders and service orders
• Isolate the impacts of commercial changes to BSS layer and technical changes to OSS layer

Benefits

→ Rollout new offers to the market with zero configuration
→ Low cost and fast deployment topology reconfiguration to match business needs

Synchronized Design Process
Unified Design Environment
Zero Configuration Offer Rollout
OSM in Order Delivery
Key value of OSM in Order to Cash processes

OSM orchestrates & executes the **Order to Cash** process

- Capture orders from multiple sources and across multiple channels in a single environment
- Orchestrate the end to end, mixed mode, order fulfillment process across multiple systems
- Manage revisions to in-flight orders and inter-order dependencies
- Provide real-time order status visibility at a line item level
- Manage order processing fallouts and errors
Order to Cash

OSM Run Time Solution

Features

• Receive and process multiple order formats simultaneously through configuration

• Support multiple order types – new, change, move, cancel, etc.

• Support non-service orders i.e., not requiring any inventory/activation actions

• Support technical service qualification requests

Benefits

→ Centralize all order management functions leading to reduced operational costs

→ Rapidly rollout new offers and services through newer channels (including partners) using minimal configuration
Order to Cash
OSM Run Time Solution

Features
• Rules & metadata based decomposition and routing
• Dynamically generated orchestration plans for fulfillment
• Configuration allows zero configuration new offer launch
• Abstracted fulfillment topology from fulfillment flows
• Support manual and automated tasks
• Fulfill order across multiple fulfillment providers

Benefits
• Fast time to market with maximum reusability of fulfillment flows
• Low cost and fast deployment topology reconfiguration to match business needs
• Choice of fulfillment flows and tasks to match varying business needs

Multi-channel Order Capture
Order Decomposition and Orchestration
In-flight Order Revisions
Order Status Management
Order Fallout Management
Order to Cash
OSM Run Time Solution

Features

- Automatically perform delta analysis for order revisions
- Support multiple revisions to customer’s “in-flight” orders and dynamically generate and execute compensation
- Support Point-Of-No-Return configuration
- Industry-unique intelligent order change management supports configurable compensation

Benefits

- Efficient handling of customer changes to in-flight orders
- Entirely eliminate unnecessary fulfilling of revised orders
- Enhanced customer experience
- Reduced fallouts
- Treat in-flight order changes as a normal part of business
Order to Cash
OSM Run Time Solution

Features

• OSM maps responses from fulfillment providers to aggregated order and order line status updates
• Configurable statuses and status updates from OSM to Siebel
• Extended set of status attributes
  • Status, Status Context, Milestone, Point of No Return (PoNR), Expected Delivery Date, Actual Delivery Date, Changed Order

Benefits

→ Comprehensive visibility of order status to CSR
→ Expedient customer interactions and care
Order to Cash
OSM Run Time Solution

Features

- OSM adopts best effort to fulfill orders and handles fallouts at the order line level when fulfillment starts
- OSM validations trigger order level fallouts
- OSM creates / updates Trouble Tickets in Siebel for fallout incidents
- OSM can resume processing of the order upon failure resolution

Benefits

- No lost orders
- Faster resolution to fallout incidents
- Eliminate unnecessary operational and IT costs
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Licensed Customer Base

North America Total: 20
- Bell South
- AT&T
- Bell Canada
- EDS
- TWC
- CenturyLink
- SaskTel
- TDS

South America Total: 8
- Brasil Telecom S.A. (Brasil)
- CTBC
- UNE
- Millicom

Europe Total: 32
- Arcor (Germany)
- British Telecom Group (UK)
- Cesky Telecom (Czech Rep.)
- Cable & Wireless (UK)
- Central Telegraph (Russia)
- OTE (Greece)
- RomTelecom (Romania)
- Turk Telecom
- Telefonica O2 Germany
- Polkomtel
- COLT
- Vodafone UK

Asia/Pacific Total: 20
- Shanghai Telecom (China)
- Aircel (India)
- Atria (India)
- VSNL (India)
- Korea Telecom
- Telstra
- DTAC
- Aircel (India)
- KDDI
- China Telecom
- Telekom Malaysia

Large Tier-1 Providers, Multi-Domain, Multi-Service
Resources

• Product Webpage on Oracle.com:
  http://www.oracle.com/industries/communications/oracle-communications-order-service-management.html
  
  • Datasheet
  • Product whitepapers

• Product Discussion Forums:
  https://forums.oracle.com/forums/forum.jspa?forumID=86&start=0