The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle’s products remains at the sole discretion of Oracle.
Agenda

• Introduction to AIA
• AIA for Comms PIPs
  • Order to Bill
  • Agent Assisted Billing Care
  • Revenue Accounting
  • Customer MDM
• Q&A
Business Process Integration Across Applications

Robust SOA Infrastructure, Industry Content and Solutions

Oracle AIA Process Integration Packs
Packaged Integration Flows For Specific Applications & Processes

Oracle AIA Foundation Packs
Reference Process Models
Common Object Definitions & Standard Shared Services
SOA/BPM Framework & Methodology

Oracle SOA & BPM Infrastructure
Process Management
Service Bus
Registry & Repository
Service Management
B2B Integration

Oracle E-Business Suite
Oracle PeopleSoft Enterprise
Oracle Siebel
Oracle Retail
Oracle Communications
Oracle Demantra
Oracle Agile
Oracle JD Edwards EnterpriseOne
Oracle SAP

Custom, legacy, others, …
Designed for Extensibility

- Can introduce extensions to pre-built integrations in a structured, upgrade-safe manner
  - No changes required to the delivered code
  - Customer changes/extensions are clearly identifiable

- AIA Artifacts have inherent support for extensibility

  - Extensions are durable - protected during upgrades

- Ability to extend various AIA artifacts
  - Enterprise Business Objects & Enterprise Business Messages
  - Transformations
  - Routing Rules
  - End-to-End Flows
  - Business Processes
  - Enterprise Business Services
# AIA for Communications Components

<table>
<thead>
<tr>
<th>Licensable Components</th>
<th>Overview</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Communications Foundation Pack</strong></td>
<td>• Communications specific object definitions, business services, and business process library to integrate Oracle and non-Oracle applications</td>
</tr>
<tr>
<td><strong>2. Order to Bill PIP</strong>&lt;br&gt;Siebel CRM to Oracle BRM</td>
<td>• Automates data synchronization to ensure accuracy &amp; real-time availability of customer, billing, product, and pricing data</td>
</tr>
<tr>
<td><strong>3. Agent Assisted Billing Care PIP</strong>&lt;br&gt;Siebel CRM to Oracle BRM</td>
<td>• Integrates the billing management process providing an integrated, real-time and actionable view of billing data from the CRM system</td>
</tr>
<tr>
<td><strong>4. Revenue Accounting PIP</strong>&lt;br&gt;Oracle BRM to Oracle E-Bus Suite</td>
<td>• Provides a performance optimized General Ledger (GL) integration improving GL accounting, reporting and accuracy</td>
</tr>
<tr>
<td><strong>5. Customer MDM PIP</strong>&lt;br&gt;Customer Hub to multiple apps</td>
<td>• Enables single source of truth in Customer Hub and maintains consistent customer info in Siebel, EBS, BRM, and SAP</td>
</tr>
<tr>
<td><strong>6. Product MDM PIP</strong>&lt;br&gt;Product Hub to multiple apps</td>
<td>• Enables faster product launch by synchronizing product information from Product Hub to Siebel, BRM, and EBS.</td>
</tr>
<tr>
<td><strong>7. Order to Activate PIP</strong>&lt;br&gt;Oracle OSM to Siebel CRM</td>
<td>• Integrated order lifecycle management between Siebel CRM and OSM for central fulfillment and provisioning processes.</td>
</tr>
</tbody>
</table>

* PIPs under development. Horizontal version of Product MDM PIP available today.
AIA for Communications
Process Integration Packs
Communications Order to Bill
**Order to Bill**

**Features and Benefits**

The **Communications Order to Bill** process integration pack automates the order management process between Siebel CRM and Oracle BRM, including product lifecycle management, customer management, integrated order processing, and error handling.

### Key Process Integrations

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Lifecycle Management</td>
<td>• Product and discount synch between BRM and CRM</td>
</tr>
<tr>
<td>Customer Management</td>
<td>• Customer synchronization between CRM and BRM (create and update)</td>
</tr>
<tr>
<td>Integrated Order Processing</td>
<td>• Automates order processing between CRM and BRM</td>
</tr>
<tr>
<td></td>
<td>• Generate sales order, initiate billing, create and update CRM assets</td>
</tr>
<tr>
<td>Error Handling</td>
<td>• Automates creation of Siebel trouble tickets for AIA exceptions</td>
</tr>
</tbody>
</table>

### Key Business Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce integration time and costs</td>
<td>• Faster time-to-market with new products/services</td>
</tr>
<tr>
<td>Improve product lifecycle mgmt</td>
<td>• Greater accuracy of products and offers across CRM and BRM</td>
</tr>
<tr>
<td>Enhance customer visibility and</td>
<td>• Improve CSR productivity</td>
</tr>
<tr>
<td>accuracy</td>
<td></td>
</tr>
</tbody>
</table>
Order To Bill PIP
High Level Processes

High Level Order to Bill Process Integrations

<table>
<thead>
<tr>
<th>Product Lifecycle Management</th>
<th>Customer Management</th>
<th>Order Management</th>
<th>Error Handling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrich Products, Publish Sales Catalogs</td>
<td>Create New Customer or retrieve existing</td>
<td>Capture Order &amp; Submit to Orchestration</td>
<td>Update Order Item Status</td>
</tr>
<tr>
<td>CRM</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Orchestration

<table>
<thead>
<tr>
<th>Start</th>
<th>Sync Customer</th>
<th>Bill</th>
<th>Complete</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRM</td>
<td>Order Fulfillment Flow</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

BRM

<table>
<thead>
<tr>
<th>Start</th>
<th>Define &amp; Sync Billing Products &amp; Discounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRM</td>
<td>Create/Update Accounts</td>
</tr>
<tr>
<td>CRM</td>
<td>Interface Order to Billing</td>
</tr>
</tbody>
</table>

Oracle Communications Partner Forum
Order to Bill in Action

Customer

Hello Mrs. Jones, how may I help you?

Agent

- All information available from Siebel CRM
- No need to manually enter subscriber data into billing system
- No need to manually place order in billing
AIA for Communications
Process Integration Packs

Communications Agent Assisted Billing Care
Agent Assisted Billing Care
Features and Benefits

The **Communications Agent Assisted Billing Care** process integration pack integrates the billing care process between Siebel CRM and Oracle Communications BRM, and provides a real-time view of billing data from your CRM console.

<table>
<thead>
<tr>
<th>Key Process Integrations</th>
<th>Key Business Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Customer Management</td>
<td>• Reduce integration time/costs</td>
</tr>
<tr>
<td>• Synchronizes updates to customer data from Siebel CRM to BRM</td>
<td>• Reduce call handling times</td>
</tr>
<tr>
<td>• Billing Management</td>
<td>• Reduce call agent training time/cost</td>
</tr>
<tr>
<td>• Retrieves real-time billing related info from BRM to Siebel CRM</td>
<td>• Reduce operational costs</td>
</tr>
<tr>
<td>• Collection Management</td>
<td>• Improve customer service</td>
</tr>
<tr>
<td>• Synchronizes collection data between Siebel CRM and BRM</td>
<td>• Increase customer satisfaction</td>
</tr>
</tbody>
</table>
Customer Management Integration Flow

Customer Management overview

There are two integration flows:
- Create Account Flow (Siebel CRM \(\rightarrow\) Oracle BRM)
- Update Account Flow (Siebel CRM \(\rightarrow\) Oracle BRM)

- Create account flow covered by Order to Bill PIP
Collections Management
Integration Flow

- Auto Sync of Collections Actions to CRM
- View collections status and take actions in CRM
AIA for Communications
Process Integration Packs
Communications Revenue Accounting
Revenue Accounting
Features and Benefits

The **Communications Revenue Accounting** process integration pack provides a pre-built/high performance General Ledger (GL) integration between Oracle Communications Billing and Revenue Management and Oracle E-Business Suite.

<table>
<thead>
<tr>
<th>Key Features</th>
<th>Key Business Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Extract, load, and transform General Ledger data from Oracle BRM into Oracle General Ledger</td>
<td>• Reduce integration time and costs</td>
</tr>
<tr>
<td>• Schedule automatically the load of the GL data into Oracle General Ledger</td>
<td>• Improve operational control</td>
</tr>
<tr>
<td>• Provide email notification of successful/failed load of General Ledger data into Oracle General Ledger</td>
<td>• Maintain regulatory compliances</td>
</tr>
<tr>
<td></td>
<td>• Improve timeliness and accuracy of financial reporting</td>
</tr>
</tbody>
</table>
Revenue Accounting Architecture

- Point-to-point integration between Oracle BRM and E-Business Suite (GL integration)
- Optimized for frequent batch loads and high volumes of data
- Leverages Oracle Data Integrator (ODI) for high-performance transformation and loading
AIA for Communications
Process Integration Packs

Customer Master Data Management (MDM)
The **Customer MDM** process integration pack integrates Oracle Customer Hub with Siebel CRM, Oracle Communications BRM, Oracle E-Business Suite, as well as SAP, providing a single point to truth for customer information.

### Key Features

- Match & Fetch flow between Siebel CRM and Customer Hub
- Customer Data Merge in Siebel to reflect merge initiated in Customer Hub
- Synchronization of customer data between Customer Hub and participating applications
- Cleanse customer data centrally

### Key Business Benefits

- Reduce integration time/costs
- Provide single source of truth across multiple applications
- Improve data accuracy
Oracle Customer MDM Integration at a glance

- **Oracle Customer Hub**
- **Oracle E-Business Suite**
- **Siebel CRM**
- **3rd Party Data Enrichment**
- **SAP**
- **Oracle BRM**

### Key Processes:

- **Match & Fetch flow between Oracle EBS and Oracle Customer Hub using Composite Application Framework**
- **Synchronization Among all Applications (MDM Customer Sync)**
- **Match Operation**
- **Fetch flow from Siebel CRM to Oracle Customer Hub**
- **Fetch flow from Oracle EBS to Oracle Customer Hub**
- **EBS Sync initiated by Oracle Customer Hub Merge Publishing**
- **Data enrichment for Contact records from 3rd party system**
- **Update of Customer Data in BRM as part of MDM Customer Sync flow**
- **Synchronization of Customer Data in BRM as part of AIACOM flow**

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