

INFORMATION ENRICHES

Real-Time Event-to-Cash

Oracle Communications Billing and Revenue Management





ORACLE IS THE INFORMATION COMPANY

Making the Revenue Connection Between the Customer, the Services, and the Balance Sheet

Automating the links between selling products and services and reaping the financial rewards, Oracle Communications Billing and Revenue Management gives communications service providers the edge to succeed in today's fiercely competitive market.

Get to market faster—with more-compelling products and services. Build market share in an almost impossibly competitive and hostile environment. Develop partnerships that help you consistently innovate on new offerings. Keep your customers happy and loyal while recruiting new ones. Turn revenue into cash in record time. Cut costs without impacting business performance. And keep an eye on all this, as it happens, in real time.

Is this possible, given the chaos and upheaval that characterizes today's communications industry?

With Oracle, the answer is yes.

Oracle Communications Billing and Revenue Management transforms your passive and outdated back-office billing processes into a unified revenue management system that provides you with a measurable strategic advantage.

By delivering a single platform that manages revenue in real time across any customer type, network, service, payment method, business model, or geography, Oracle Communications Billing and Revenue Management revolutionizes the way you do business, rapidly converting transactions into revenue while significantly reducing the operational costs associated with the revenue management cycle.

Fact: Orange UK doubled their revenues from value-added services and achieved project return on investment within six months after implementing Oracle Communications Billing and Revenue Management.

“The Oracle Communications Billing and Revenue Management solution has consistently helped us roll out new content services and tariff models for pre- and post-paid subscribers. As Orange UK continues to grow our mobile content offerings, we plan to leverage Oracle [Communications Billing and Revenue Management] as a convergent solution on which to manage the revenues of content services and third-party relationships.”

Charmaine Oak, Products and Innovation, Orange UK

Grow Market Share

More Than Billing

With Oracle Communications Billing and Revenue Management, billing is instrumental in retaining existing customers and attracting new ones, not simply a back-office chore. For example, you can target high-margin enterprise customers with group plans and corporate discounts, and better retain existing customers with customer-focused offers and promotions in their online bills.

Your ability to survive—much less thrive—in the communications services market depends on understanding exactly what your customers want and being able to calculate down to the last unit of currency how much they are willing to pay for it. Oracle Communications Billing and Revenue Management enables you to do this by giving you access to up-to-the-minute customer usage information that you can use to design new offerings and price them aggressively while still ensuring high margins for your business.

Decrease Time to Market

Your newest competitors operate on extremely short development lifecycles. Unlike in the past when you had the luxury of 3 to 10 months to design new products, you now must follow a replace-and-replenish model in which new services are released within weeks or even days of conception.

Oracle Communication Billing and Revenue Management moves you into a next-generation environment in which you can quickly roll out, test, and measure the success of new products and services with little or no custom development. This lets you experiment with new offerings at dramatically lower product and service development costs.

Create Compelling Service Bundles and Promotions

Your marketing professionals dedicate their time to analyzing customer behavior. Their job is to determine the best bundles of services that will appeal to a notoriously fickle consumer population. But even the most-brilliant marketing promotions can be undermined by an antiquated billing system.

“By consolidating several systems on to a single, product-based platform, THUS will be able to accelerate the time to market for launching new convergent offers and price plans and improve on business efficiency.”

Bill Milne, Financial Controller, THUS plc

Fact: Cablevision Mexico increased revenues by 20.6 percent and reduced bad debt by 15.3 percent with Oracle Communications Billing and Revenue Management.

With Oracle Communications Billing and Revenue Management, you get the most robust and flexible pricing solution in the industry. Products and services can be rated based on any metric or pricing scheme, and discounting rules can be based on a wide range of subscriber, product, event, and service attributes. Whether you are bundling existing services; offering discounts on voice, video, and data service combinations; awarding loyalty points based on usage; or creating “buckets” of units, such as minutes or downloads that can be used across multiple services or accounts, Oracle Communications Billing and Revenue Management supports your most creative marketing campaigns.

Set Optimal Pricing Levels

Determining what customers really want is only half the battle to winning their business. The price must be right. Yet chances are good that you currently price your products using separate, non-integrated systems that are each dedicated to a specific network or service line. This makes it virtually impossible to create offers with price tags that appeal to the market and meet your organization’s target margins.

Oracle Communications Billing and Revenue Management enables you to centralize pricing and rating of all services and products regardless of network or line of business. By segmenting products and controlling prices and price lists by customer segment or brand, you can reuse product and pricing configurations without re-creating new ones from scratch. Additionally, Oracle Communications Billing and Revenue Management helps you create customer-specific pricing, discounts, and promotions targeting high-value or enterprise customers. This boosts customer satisfaction—and therefore loyalty—without forcing you to create custom products for your product catalog.

Actions Speak Volumes

By analyzing customer behavior based on aggregate data and simulation tools, you can gather valuable data about revenue and margin potential, simulate price plans and usage patterns, migrate or build new tariffs based on actual customer usage scenarios, predict customer churn, and analyze competitor offerings.

Fact: In two years, Sirius grew from 400,000 to more than 6 million subscribers with the help of Oracle Communications Billing and Revenue Management.

Deliver Real Value to Customers

You can't afford to be complacent about customer service. Satisfied customers are more likely to buy additional products, tell friends about you, and stay loyal in the face of tantalizing offers from competitors. Dissatisfied ones will desert you immediately and never come back. Indeed, investments that improve customer care routinely deliver an impressively high rate of return. Oracle Communications Billing and Revenue Management is such an investment—and will make a measurable contribution to your bottom line.

Offer Personalized Billing

Billing is your most important touch point with customers. Yet within the communications industry, billing problems consistently rank at the top of consumer's complaint lists.

Oracle Communications Billing and Revenue Management takes this customer "hot spot" and turns it into a competitive advantage. By enabling you to offer billing statements that are easy to access online, easy to read, easy to understand, and easy to pay, Oracle Communications Billing and Revenue Management delivers higher customer satisfaction rates that translate into additional revenues. Moreover, billing statements that clearly display discounts, new product offers, and earned loyalty points and credits are transformed from mere summaries of usage charges into powerful marketing tools.

Ease the Administrative Burden of Servicing Customers

Delivering the kind of superlative service that today's customers absolutely require can consume personnel time and substantially increase your overhead. Oracle Communications Billing and Revenue Management includes sophisticated customer management capabilities that address this competitive reality.

“Oracle Communications Billing and Revenue Management product-based applications minimize deployment costs and simplify administration. The solutions are stable, and we can easily scale the system to accommodate new services.”

Marcelo Koji Tahara, Information Technology Manager, iG Brazil

Fact: Oracle Communications Billing and Revenue Management supports more than 50 service categories in production across wireless, fixed, cable, IP, and media on a single platform.

By storing all customer services, balances, invoices, and usage records within a single application, Oracle Communications Billing and Revenue Management gives your customer service representatives everything they need to answer inquiries, resolve disputes, adjust services, or otherwise modify customer accounts instantaneously, on the first call. And because it enables easy integration with customer relationship management (CRM) applications, Oracle Communications Billing and Revenue Management allows you to build a truly responsive and customer-centric organization.

Enable Mutually Profitable Partner Relationships

To succeed, you need strong and loyal partners. But such relationships will falter unless you have access to accurate, real-time information that will enable you to stay in sync on joint promotion and billing activities. Oracle Communications Billing and Revenue Management provides you with a unified platform that centrally manages all aspects of your partner accounts.

Manage Complex Billing Agreements

Oracle Communications Billing and Revenue Management gives you the tools to forge profitable relationships with partners of all kinds and provides you with a unified view for managing them. In addition to automatically calculating the monies due from partner royalty or revenue-sharing agreements, it provides you with enormous flexibility for creating settlement and sponsorship arrangements that take into account wholesale and roaming business models, resellers, retailers, mobile virtual network operators, advertisers, content, and media partners.

Settle Faster

Settlement processes are transitioning from a monthly to a daily or even real-time activity. Oracle Communications Billing and Revenue Management provides a platform for facilitating settlements between you and your business partners, whether you are working off a royalty and revenue sharing, advertising, roaming, wholesale, or resale model. Multiple providers can share revenue based on a single event through single-event processing.

“As the only offering that provides a unified platform capable of managing enterprise revenue in real time across any customer type, service, payment method, business model, and geography, Oracle Communications Billing and Revenue Management was uniquely positioned to address all of Cablevision Mexico’s requirements.”

Juan Jose Colon Carbajal, Chief Information Officer, Cablevision Mexico

Real-Time Benefits

For services that require online verification, such as the delivery of pay-per-view content, Oracle Communications Billing and Revenue Management authenticates service requests, verifies that the service has been delivered, and ensures that all transactions are captured, rated, discounted, and accurately charged to the customer’s account balance—all securely and all in real time. As an additional benefit, immediate processing of consumer requests for on-demand services promotes “impulse” purchases and improves customer satisfaction.

Access and Share Accurate Partner Data in Real Time

No matter what your business model or what revenue-sharing agreements you have forged, you need accurate, up-to-the-minute data on all partner activity. Oracle Communications Billing and Revenue Management provides you with real-time access to all partner accounts-receivable and accounts-payable data, making it easy to issue partner statements that avoid disputes or delays in the settlement process.

Improve Cash Flow

You can no longer afford to treat billing as a static, back-office, batch processing chore. Rather, your ability to rapidly transform delivery of services to customers into actual revenue determines whether you will be profitable on paper—or in reality. Oracle Communications Billing and Revenue Management helps you efficiently perform real-time, event-to-cash revenue management as well as put safeguards in place to minimize fraud and other types of financial risk that can adversely impact your balance sheet.

Minimize Fraud and Bad Debt Through Real-Time Authentication

To avoid revenue leakage due to fraud and bad debt, you must be able to authenticate customers in real time so you can provide legitimate users with the services they subscribed to while denying access to unauthorized persons. Oracle Communications Billing and Revenue Management allows you to tightly control access rights—an essential feature when offering communications services. This minimizes illicit use of services while making sure that your valued customers always get what they have paid for. You can automatically enforce credit limits and other financial controls in real time to minimize bad debt, and you can give customers tools to help them better manage their spending.

“Oracle Communications Billing and Revenue Management allowed us to replace our entire legacy GSM [global system for mobile communication] billing system in five months—from initial project inception through installation, testing, and deployment—a timeframe virtually unheard of in the industry.”

Thierry Poyet, General Manager, Monaco Interactive

Using Oracle Communications Billing and Revenue Management, Telus launched new services and billed in less than 30 days, generating 7 million chargeable events in one week for a single game.

Reduce Risk and Exposure to Revenue Losses

“Revenue assurance” means that you’ve put processes in place to ensure that all usage and charges are being rated and recorded correctly, that all subscribers are being billed appropriately, and that you can track the status of a specific usage event or set of events at any time. Oracle Communications Billing and Revenue Management gives you the tools you need to ensure that all transactions are completed with integrity by enabling verification, reporting, analysis, and control of all events and actions. These tools help maximize revenues, minimize losses, and keep operational costs from spiraling out of control. In addition, you can use these tools to automate revenue assurance processes, and then configure and extend those processes to new services, partners, and customer segments. Oracle Communications Billing and Revenue Management also provides the role-based user access and privileges and full reporting capabilities that help you comply with Sarbanes-Oxley requirements.

Right Now Reporting

Before you can generate accurate customer statements, you need to make sure that all service charges have been rated and recorded correctly and that, at any moment, you can check the status or view the history of a specific usage event. Oracle Communications Billing and Revenue Management helps ensure that all customer-facing activities are completed with integrity by providing real-time verification of and reporting on all transactions.

Streamline IT Operations

Unlike rigid legacy billing applications that force your organization to adjust its business processes around them, Oracle Communications Billing and Revenue Management supports the way you operate today and evolves as your business changes. Its standards-based architecture allows for straightforward configuration to manage billing and revenue activities across the network for all products, services, and payment methods while ensuring interoperability with other enterprise applications. By delivering a solution that supports industry best practices and standards, Oracle Communications Billing and Revenue Management gives you access to the latest technology while protecting your existing IT investments.

Fact: Service providers across 60 countries depend on Oracle Communications Billing and Revenue Management.

“By working closely with [Oracle], we expect to further optimize our costs while reducing our time to market.”

Bernhard Schimmele, Program Manager Billing, Swisscom Mobile

More than 150 Million Subscribers

Companies using Oracle Communications Billing and Revenue Management provide rating and billing services for more than 150 million live subscribers worldwide, including

- 21 of the top 50 wireless companies
- 29 of the top 35 wireline companies
- 3 of the top 5 internet service providers

Centrally Manage All Billing-Related IT Activities

Rather than the cumbersome interface provided by most legacy billing systems, the operations management console in Oracle Communications Billing and Revenue Management lets your IT personnel centrally manage daily operations and monitor performance while providing internal users with exceptional, nonstop service and support. The console also allows you to define the best hardware configuration for the solution, minimizing your overall data center costs.

Easily Integrate with Other Systems

To effectively manage the billing process, you need your revenue management system to integrate seamlessly with other applications. Oracle Communications Billing and Revenue Management provides prebuilt connectors to CRM and enterprise resource planning software, enabling rapid and easy implementations of and upgrades to the Oracle platform. Additionally, through open, standards-based application programming interfaces, Oracle Communications Billing and Revenue Management allows transparent integration with other systems in your business support systems environment.

Create Real Value in Real Time

You need insight into customer profitability, service profitability, and the overall health of your business to be at your fingertips 24/7. Oracle Communications Billing and Revenue Management provides you with just that. By capturing the revenues generated by customer and partner accounts in real time, as the services are consumed on the network, you can make quick and incisive decisions about what new products to build and what services to offer, and you can respond swiftly and effectively to changing market conditions.

CONTACT US

To learn more about how Oracle Communications Billing and Revenue Management can make a difference for your business, visit oracle.com, or call **+1.800.ORACLE1** to speak to an Oracle representative.



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