

ORACLE COMMUNICATIONS RAPID OFFER DESIGN AND ORDER DELIVERY SOLUTION



KEY BENEFITS

- Accelerates time to market with integrated front and back office offer design capability
- Facilitates enterprise-wide process optimization and reduces cycle time through an end-to-end, comprehensive Order Management solution
- Provides full system visibility and status updates to ensure accurate delivery on every customer commitment
- Minimizes integration cost and risk with a productized, open architecture

Communication Service Providers (CSP) face numerous challenges today: increased competition, rapidly changing market demands, pressure to launch more offers faster, control of operational expenses, and strengthening customer relationships. One of the keys to successfully navigating these challenges is to view these challenges and systems involved in these challenges holistically while focusing locally on the highest impact areas. The creation of an integrated offer design and order delivery environment that quickly responds to changing business demands and promotes concerted efforts to fulfill customer commitments is now possible. Oracle's Rapid Offer and Order Delivery Solution allows CSPs to design front and back office operations for new offers, captures and manages order provisioning tasks efficiently and provides complete end-to-end visibility into order processes. The results are:

- *Faster system implementation and time to market*
- *Shorter order cycle time*
- *Lower OPEX through elimination of service based silos*

Oracle provides the only fully integrated, product based, rapid offer design and delivery solution that cost-effectively speeds offer introduction and enables accurate order delivery.

Today's Challenges

The telecommunications market is on the verge of a change in paradigm - where costs go down but service quality goes up; where customer base increases but staff numbers do not; and where the complexity of offers increases but time to market shortens. In today's market, it is a competitive necessity to efficiently create offers and deliver services that are complex and often convergent. With the proliferation of bundled offers, ever-expanding customer service channels, and increasingly complex provisioning and activation systems, many CSPs are weighed down by inefficient order management processes. The results are problems such as delayed time to market for new offers, escalating order fallout and manual processing, prolonged order cycle time and mounting customer complaints.

Studies show that

- Average time to launch new services ranges from 90 days to a year; average time to modify offers ranges from 10-20 days (Yankee)
- 25% of data service orders are cancelled before they are fulfilled (KRC)
- 77% of service providers admit delivering bundled products and services has increased complexity, with 86% reporting an increase in transaction failures (Vanson Bourne)

It requires a collaborative, cross-departmental effort and a comprehensive IT solution to address this problem. Service providers who excel in rapid offer introduction and efficient order delivery gain a strong competitive edge in today's complex business environment.

Solution Overview

Oracle Rapid Offer Design and Order Delivery is the industry's only fully integrated, productized solution that cost-effectively reduces time to market for new offer introduction and enables accurate order delivery across all customer service channels.

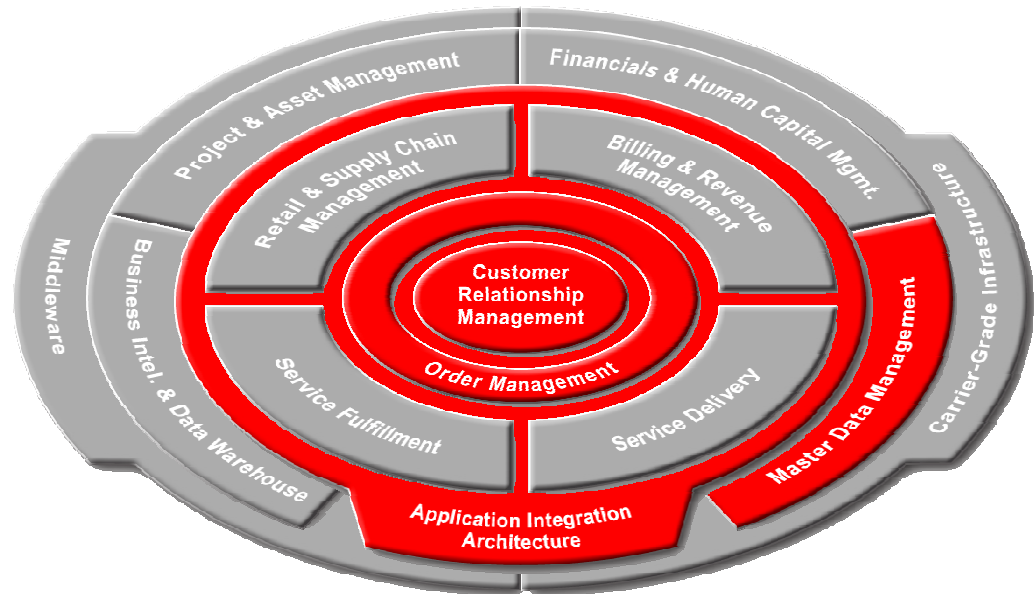


Table 1. Solution footprint

Oracle Communications Rapid Offer Design and Order Delivery Solution delivers:

Faster Offer Design and Implementation

Oracle Product Hub for Communications is an enterprise data management solution that enables service providers to centralized product information from heterogeneous system, creating a single view of product that can be leveraged across the entire solution footprint.

The Product Launch Process Integration Pack (PIP) integrates Oracle Product Hub for Communications with Oracle Communications Order and Service Management (OSM), Siebel CRM, and Oracle Communications Billing and Revenue Management. Once synchronized, product catalog, offers and bundles, service eligibility can be defined in Siebel. OSM Design Studio brings product definition into a single, comprehensive view where the user can design fulfillment workflow, orchestration and decomposition rules, and change management procedures. These definitions are the business logic to be enforced during runtime. The class matching capability in OSM allow users to reuse the business rules for products under the same class such as broadband and mobile. It allows similar products to be launched without redefining additional provisioning rules.

The system-enabled, concerted effort facilitates collaborations between front and back offices during offer design time. It has enabled communication service operators around the world to introduce new products and services to market in record time and stay competitive in today's market.

Shorter Order Cycle Time

Siebel CRM validates and captures orders via multiple channels such as call centers and web self-service. The Rule-based Product Configuration, enhanced Order Validation and Technical Service Qualification improve order accuracy in the downstream processes for all types of orders. Reducing error rate and delivery cycle time is key to satisfying today's demanding customers.

The Order to Activate PIP seamlessly integrates Siebel and OSM to synchronize Order information between the front and back office. It incorporates industry best practices to provide productized integration between Siebel CRM and OSM, while still providing customers the flexibility to adapt these practices to their specific business needs.

Once the Order is sent to OSM for order fulfillment, OSM manages for all downstream actions required in the fulfillment of that order. OSM splits the order into its constituent elements according to the decomposition rule, and creates an orchestration plan to complete the fulfillment across major back office applications including ERP, Billing, Workforce Management Systems, Inventory and Activation. OSM then manages the execution of that plan including process prioritization and status updates. In-flight order changes are handled by automatically generating a compensation plan to calculate any impact to the order fulfillment process. Order status is maintained throughout the fulfillment process and updated to Siebel so the front office personnel and customers can stay informed at all time. .

In the case that an order cannot be fulfilled successfully due to unexpected errors in downstream systems, OSM automatically creates a trouble ticket in Siebel and provides a centralized Order Fallout Management capability that allows the designated user to investigate and correct the errors. The order can then be resubmitted for processing, aborted or designated as being complete.

OSM provides productized integration with Oracle Communications Activation Platform for the activation of services. OSM also provides integration with Oracle Communications Unified Inventory Management (UIM) application to support management of network and service inventory.

The validation and qualification of services at the time of Order entry, along with advanced order management functionalities such as decomposition, orchestration and change management provide an effective way to reduce order cycle time and increase customer satisfaction.

Lower OPEX







The combined solution offers a proven, convergent platform that creates and orchestrates orders across existing provisioning systems. It eliminates costly operation silos, workarounds and manual intervention that are prevalent in the space of telecommunication order management.

Application Integration Architecture (AIA) Process Integration Packs (PIPs), Oracle's pre-built composite processes across enterprise applications, offer productized integration at the data, process and user interface level. Its components are designed to work together in a mix-and-match fashion with maximum flexibility. It allows companies to get up and running with core processes quickly, reduces implementation time and ongoing support cost for integrations.

Bottom Line

Oracle delivers business value to the communications industry through a unique solution portfolio that offers integrated productized applications working together to resolve CSP's pain in the Order

Management space. Find below just a few examples of how CSPs around the world have been deploying the solution with measurable, tangible success.

Time to Market	Order Cycle Time	Operation Efficiency
 <ul style="list-style-type: none"> Achieved commercial launch in 7 months Delivered hosting, internet access, VPN services in less than 3 months  <ul style="list-style-type: none"> Solution enabled broadband growth from < 50K to 1.5m subscribers in just over one year Reduced order delivery time by 66% Process 97% of orders accurately, without human intervention Are now able to introduce a new portfolio of services with different offers every 2 months More than 5,000 broadband orders processed each day from the first day of system deployment 	 <ul style="list-style-type: none"> Achieved 95% customer satisfaction Reduced time to deliver complex enterprise services from 6 days to 6 minutes Delivered customer ready prototype in six weeks Cost of development reduced by approximately 80%  <ul style="list-style-type: none"> Real time delivery of consumer broadband services - 100% automation with 24x7 provisioning Reduced service delivery time by 80% Increased profitability of complex IP & connectivity services by 45% Cut order fallout from 30-45% to less than 1% 	 <ul style="list-style-type: none"> Replaced 10+ legacy applications with one single solution for voice, broadband and mobile Consistent service across all channels, promotes use of low-cost self-service channels Reduced desktop complexity for 4400 Siebel users with a 360° view of the customer within 1 system Significantly reduced efforts to manage in-flight order changes  <ul style="list-style-type: none"> Reduced implementation risk and cost Single ordering solution for all products and services Goal is to increase speed of service delivery by over 100% Zero increase in staff despite increasing order volumes

The combined power of the Rapid Offer Design and Order Delivery Solution leveraging Siebel CRM, Oracle Communications Order and Service Management, Oracle Application Integration Architecture for Communication, and Oracle Product Hub for Communications provides:

- An adaptive, comprehensive order management solution that eliminates the need for custom development, silos, workarounds and reduces implementation risk
- A flexible solution that automates processes, transactions and interfaces as demand grows
- An integrated offer and fulfillment process design environment that spans and unifies front and back office operations to achieve quick time to market
- Full order status visibility across the order life cycle keeps CSRs and customers informed of order progress
- Accurate, predictable service delivery cost – there is no need to build in redundant resources and capacity to compensate for order fallouts
- Strategic order prioritization, orchestration and decomposition capability to reduce cycle time, error rate, extra truck roll, rework activities

Contact Us

For more information about Oracle’s Rapid Offer Design and Order Delivery Solution please visit <http://www.oracle.com/communications> or email brian.kracik@oracle.com.

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