Oracle’s Billing and Revenue Management (BRM) is the industry’s leading billing and pricing solution for today’s on-demand digital services. BRM is deployed by many of the world’s largest and most innovative service providers, empowering the entire cloud computing ecosystem with scalable and flexible billing, pricing and revenue sharing capabilities. BRM helps today’s next generation service providers to significantly improve time-to-market of new products and services, build stronger brands and lower operational costs.

**Monetizing the Cloud**

Today’s digital marketplace has created a new environment where next generation service providers may offer a broad range of products and services to customers in an “on-demand” business model. This on demand distribution model, known as cloud computing, allows the end user to take advantage of computing hardware, software and applications with little or no required knowledge of the underlying infrastructure, with services delivered via the Internet (or intranet) “cloud”, to the customer’s end point of choice. Cloud computing distribution models are rapidly gaining popularity with customers who do not wish to take on full ownership of computing hardware, applications or services. As such, the “Anything-as-a-Service” (XaaS) business model will continue to gain in popularity as more end users discover the lower price points, higher service value, and guaranteed quality of service that cloud computing based applications can deliver.

<table>
<thead>
<tr>
<th>Example Billing Metric</th>
<th>Applications SaaS</th>
<th>Platform PaaS</th>
<th>Infrastructure IaaS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Application User</td>
<td>Per Transaction</td>
<td># Calls, # Minutes</td>
<td></td>
</tr>
<tr>
<td>Per Transaction</td>
<td>Per GB TransferIn/Out</td>
<td></td>
<td></td>
</tr>
<tr>
<td># Calls, # Minutes</td>
<td>Per Message</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Per Hour</td>
<td>Per Named Host</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Per GB TransferIn/Out</td>
<td>Per GB</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Per Message</td>
<td>Per Server, Per CPU</td>
<td></td>
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</tr>
</tbody>
</table>
Addressing the Revenue Generation Problem

Cloud computing creates an environment that allows the virtualization of hardware, software and services, but today’s efforts to monetize the entire XaaS ecosystem are too simplistic. Most XaaS services are offered in a basic subscription or one-time charge basis, limiting the creative possibilities of pricing and billing and future service profitability. Many XaaS providers rely upon billing and revenue collection mechanisms that cannot create dynamic pricing, nor provide the ability to leverage complex business models to react to market conditions or to fend off competitive offers. Maximizing real-time profitability of services is highly dependent on setting the right price points for the right customers at the right time.

Today’s XaaS providers must address the technology and business challenges that currently limit the potential revenue upside of a successful cloud-based service. They need a billing and revenue management solution that offers:

- **Flexibility** – infrastructure that supports usage-based and subscription pricing models, including non-traditional price algorithms
- **Scale** – the ability to rate and price tens of millions of transactions per day
- **Account Management** – support for real-time balance management; discounting; and enterprise, consumer and hybrid accounts
- **Integration** – pre-built integrations to enterprise applications based upon repeatable business processes and an open SOA-based architecture

Monetizing all layers of the cloud requires an enterprise IT infrastructure that offers enterprise-grade performance, the ability to launch, deliver, revise and retire services quickly, and ultimately one that ensures an exceptional customer experience.

Implementing The Most Effective Solution

Oracle’s Billing and Revenue Management (BRM) platform is a leading solution for businesses that offer digital goods and services in the cloud. BRM offers robust billing and pricing capabilities that support dynamic charging models that can be created in real time based on market demands and conditions. BRM is service agnostic, allowing the monetization of any revenue stream for any customer type, service offering, partner relationship, payment method, business model or geography, with the ultimate goal of profitably monetizing all digital goods and services across the infrastructure, cloud and application layers of the cloud computing ecosystem.
<table>
<thead>
<tr>
<th>Business Enabler</th>
<th>Description</th>
<th>Benefit</th>
</tr>
</thead>
</table>
| **Flexible Pricing, Promotion and Payment** | • Any charging model  
• Any pricing metric  
• Pricing validity periods  
• Extensive promotion support  
• Flexible payment options | • One-time, real-time, recurring or usage based  
• Named hosts, CPUs, storage (MBs), tiered and thresholds  
• Manage pricing for initial and renewal terms  
• Trial periods, free months, cross-product discounts, loyalty points  
• Prepaid, postpaid, gift cards, cash, credit card, auto debit |
| **Powerful Subscriber Management** | • Any type of subscription  
• Account management  
• Customizable account terms  
• Subscriber lifecycle management  
• Real-time balance management | • Fixed period, continuous, unlimited  
• Consumer or business, individual or multi-account hierarchies  
• Price and discount overrides, tailored plans  
• Upsell, cancel, renew subscriptions, add or modify services anytime during lifecycle  
• Notifications when cost thresholds are reached |
| **Value Chain Management** | • Flexible remittance  
• Configurable revenue share terms  
• Minimized revenue exposure | • Automated across multiple partners in value chain  
• Settlement with one or more partners  
• Revenue share only when customer is billed |
| **Comprehensive Billing and Financial Operations** | • Highly configurable billing  
• Collections management  
• Complex revenue recognition rules  
• Robust invoicing  
• Taxation, G/L and reporting tools | • Flexible billing cycles, variable billing date, on-demand, bill now and in-advance billing  
• Improved cash flow  
• Partner-ready revenue calculation algorithms  
• Simple or complex, single or multi-account invoicing  
• Integration to Oracle E-Business and 3rd party applications |
| **Reporting and Business Intelligence** | • Business visibility  
• Revenue visibility | • Tailored and out-of-the-box reports  
• Integration to Oracle BI Publisher  
• Understand process efficiencies  
• Views into current and expected revenue flows |
Supporting the Concept-to-Cash-to-Care Lifecycle in the Cloud

Today’s XaaS Providers need a business strategy that encompasses an end-to-end lifecycle of processes for generating, capturing, and collecting services revenue, and providing the necessary customer care and support. Oracle’s Billing and Revenue Management is the only application that provides a product-based solution for revenue management within the Concept-to-Cash-to-Care lifecycle for digital goods and services available within the cloud computing ecosystem. It is built to industry standards on a highly available, real-time platform, and it is functionally rich enough to support all next generation service provider business processes across all lines of business. Oracle’s Billing and Revenue Management solution to also includes the ongoing process of analyzing, evaluating, and optimizing each phase of the lifecycle, providing complete insight and intelligence into the revenue relationships that customers have with the XaaS provider.

Contact Us
For more information about Oracle’s Billing and Revenue Management, please visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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