



## Oracle Monetization Cloud

Subscription Monetization for Smart City Services



*“Smart cities will allow us to make more efficient use of our resources, lower our energy consumption and build cities to maximize efficiency. To continue providing people with safe, comfortable and affordable places to live, cities must incorporate technologies to bring them into the future.”*

FORBES, AUGUST 2016

**Smart city services have the potential to deliver a vastly improved customer experience to citizens while monetizing new services for municipal government. Smart Cities – these forwarding-thinking municipalities – embrace a digital transformation.**

Cities across the world are entering an era of epic digital transformation. Going from simple services to digital services and from standard offerings to highly personalized Internet of Things-enabled offerings demands new capabilities. This transformation introduces enormous operational challenges while at the same time delivering the potential for profitable new services that improve citizens’ quality of life.

**New Opportunities and Efficiencies through Agile Monetization**

Smart Cities effectively monetize their current revenue streams while laying the groundwork to deploy evolving smart services. Providing digital economy services requires innovative pricing, rating, discounting and invoicing capabilities such as:

- Bundled services and consolidated billing across multiple revenue generating activities - from WiFi to smart metered utilities to IPTV to parking – to provide an integrated user experience and reduce cost and complexity
- Real-time balance and consumption notifications to ensure citizens are using their resources within expected parameters
- Rating metrics like gigabytes, watts, levels, clicks or energy units to deploy flexible offerings
- Discounting individual services or packages at a flat rate or based on consumption.
- Robust revenue management capabilities to recognize a variety of revenue types, prevent revenue leakage, and ensure compliance

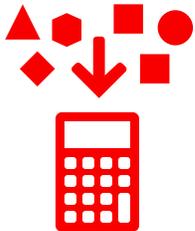
These business models operate in an increasingly complex ecosystem where monetization capabilities complement ERP and CRM solutions.

The benefits that come from offering digital and subscription-based services include recurring revenue streams, deeper customer relationships, and more flexible business relationships.





### REAL-TIME BALANCE MANAGEMENT



### RATE ON ANY METRIC



### SECURE PAYMENT PROCESSING



### BUSINESS ANALYTICS



### ORACLE CLOUD

## Oracle Monetization Cloud

To monetize innovative digital business models and provide a customer-centric experience, Oracle Monetization Cloud supports flexible pricing, speed to market, and self-service capabilities.

### Flexibility and Agility

Bill for any currency or non-currency metric, including clicks, scans, downloads, views, events and more. Deploy consumption-based pricing to increase personalization of offerings. Create account hierarchies for family or corporate customers. Deploy self-care options using intuitive user interfaces for pricing design, customer care and operations.

### Easy Integrations

The solution is built with adherence to industry standards to enable applications extensions, and with pre-built integrations to other products within the Oracle portfolio and to third parties. Further extensions to external systems are achieved through SOAP and REST Web services APIs.

### Security, Scalability and Availability

Deployed in highly secure Oracle data centers with support for enhanced data privacy, this public cloud solution scales to support emerging businesses or very large enterprises.

### Analytical Insight

With analytical insight into operational performance trends, smart cities can optimize their offerings and respond rapidly to changes in market demand.

## Going Digital

Oracle Monetization Cloud helps Smart Cities execute on their digital transformation by providing agile monetization capabilities. This allows smart cities to focus on offering new Internet of Things-enabled digital services. Oracle provides the highest level of agility, flexibility, security, and scalability – a solid foundation in the consumer-centric, digital world.



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Monetization Cloud

## Common Use Cases

The flexibility of Oracle Monetization Cloud allows the solution to support a wide variety of use cases across industries. This is a small sampling for Smart Cities.

### Subscription to Energy Efficient Utilities

As Internet of Things technologies create smarter homes and more efficient use of utilities, Smart Cities have the opportunity to create and monetize flexible offerings including subscription, one-time and consumption-based pricing as well as discounts.

### Transportation

Smart services are transforming many aspects of transportation, from e-parking to e-tolling to e-ticketing. Coupled with Internet of Things data, deploy a flexible monetization platform to create subscriptions to premium parking spots based on demand or access to faster highway lanes on a consumption basis. Award a bundle of parking minutes and track consumption in real time.

### Monetizing Data

As IoT sensors increasingly track urban activity such as foot traffic and available parking in neighborhoods, Smart Cities can monetize that data on a subscription or one-time basis to business developers and entrepreneurs.

Request a live demo and learn more at [www.oracle.com/monetization-cloud](http://www.oracle.com/monetization-cloud)

**ORACLE**

#### Oracle Corporation, World Headquarters

500 Oracle Parkway  
Redwood Shores, CA 94065, USA

#### Contact Us

Phone: +1.650.506.7000  
In North America call: 1.800.ORACLE1  
Email us at: [oraclecomms\\_ww@oracle.com](mailto:oraclecomms_ww@oracle.com)

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