ORACLE COMMUNICATIONS BILLING AND REVENUE MANAGEMENT

In a dynamic environment, in which consumer expectations and behavior are changing rapidly, communications, cloud and media service providers are faced with many business challenges. Yet, this environment provides more opportunity for innovation than ever before. To build strong brands and improve profitability, service providers globally rely on Oracle Communications Billing and Revenue Management to radically improve time to market for new services, and lower operational costs by managing, monetizing, and maximizing revenue streams for any customer type, service offering, partner relationship, payment method, business model, or geography.

Billing and Revenue Management

Service providers, in order to survive in the face of mounting competition, must also evolve to deliver innovative services that enhance their brand value and the overall customer experience. The communications service provider can no longer simply offer single services, such as fixed voice or Internet connectivity. Customer expectations, both consumers and enterprise alike, have evolved. To turn customers from passive consumers to active advocates of their brand, service providers must offer multi-play services that are personalized, targeted, timely and above all relevant.

To support such innovation, Oracle Communications Billing and Revenue Management provides a fully convergent charging and billing system to manage the entire revenue management lifecycle. From a single modular platform BRM supports charging and rating for any service, any network, any payment method, any geography and supports all customer and partner type. The solution is built with adherence to industry standards to enable application extensions for specific communications capabilities, and with pre-built integrations, through Oracle Application Integration Architecture (AIA), to key Oracle business applications such as Oracle’s Siebel CRM and Oracle E-Business Suite. Further it is architected for extreme real-time performance and high-availability to satisfy the most demanding service provider needs.

The Revenue Management Lifecycle

The key to supporting the flexibility, innovation, agility and customer-centricity required for successful service providers is the underlying revenue management system. Revenue management is the end-to-end process for generating, capturing and collecting revenue for each service and customer. Revenue management 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 their service provider and partners.

Billing and Revenue Management is the only product-based revenue management solution that is functionally rich enough to support the customer-centric, innovative business needs required by service providers of all types.
Revenue Generation
Revenue generation enables the delivery of services at optimal prices for the user, service provider, and partner. Through an intuitive, easy-to-use, front-end application called Pricing Design Center (PDC), business users within a service provider organization can quickly create pricing elements no matter how simple or complex, including bundles, promotions and discounts within a matter of minutes. PDC’s powerful pricing management capabilities enable service providers to rapidly respond to market conditions and satisfy sophisticated customer requirements by offering total pricing flexibility and unparalleled time-to-market performance. Adaptable to any service provider business model, services across any payment type are supported. For example, prepaid, subscription or periodic invoice, for a single subscriber account as well as for complex account hierarchies with interrelated charging relationships. With real-time access to customer data, service providers can centrally manage their customers and partners, and focus on revenue generation by introducing competitive market leading products and services to the right customers at the right time. Profitable revenue share and settlements for more complex business and value chains with partners can also be created quickly and securely.

Revenue Capture
Revenue capture is the process of charging for the delivery of assets and services, capitalizing on the competitive pricing models, flexible balance and credit controls created in the revenue generation process. Billing and Revenue Management enables revenue capture capabilities for any digital service, including cloud, media, entertainment, and other information services all supported through a variety of payment options. Any service metric that can be measured may be introduced as a pricing element, which is the primary reason Billing and Revenue Management provides unmatched business flexibility for all service providers. Through sophisticated real-time (online) and offline functionality, services usage is categorized as events and introduced to a process called rating, where charges and charge shares are calculated, account balances are updated, and financial information is posted in real time, ensuring revenue accountability and assurance.

Revenue Collection
Revenue collection ensures all bills and invoices are generated, and appropriate payments are collected from the correct debtors. Billing and Revenue Management is the only solution with patented real-time billing technology that gives service providers unmatched flexibility in
supporting their billing requirements for diverse customer segments. It provides multi-currency financial management, accounts receivable, general ledger, taxation, payment processing and payment terms, collections, and dunning capabilities. And through partner agreements, service providers can also share revenues with and pay, or collect royalties from other 3rd party service or network providers and content or media partners. Sophisticated customer and partner relationships may also be created within Billing and Revenue Management to the point where complete virtual independently branded business may be created with full account, user and operator secure separation within the system. This capability enables partner settlements to be extended beyond simply sponsorship models to rich multi-level value chains as are now seen in the wholesale, content and emerging M2M businesses.

Revenue Analysis

Revenue Analysis occurs across the entire revenue management lifecycle. Understanding the revenue relationships with customers and partners improves their satisfaction and the ability of the communication service provider to serve their overall needs. Revenue Analysis ensures all transactions are conducted with the fullest possible control, integrity, and completeness. It provides real-time verification, reporting, intelligence, and control of all events and actions. This helps maximize revenue and minimize loss associated with fraud, bad debt and revenue drain. Further revenue insight may be achieved by bringing data together from the key service and subscriber resources to predict churn, revenue and margin, and customer lifetime values. By analyzing customer behavior based on this rich aggregation of data and using advanced simulation tools a wider value-oriented view of customers may be obtained. Finally service and system reporting for audit, reconciliation, sales and marketing analysis is conducted.

Communication Portfolio Extensions

The Oracle communication portfolio is rich and extensive. Closely associated with the key Revenue Management Lifecycle functions are a number of important products delivering an evolutionary and extensive service provider application capability.

Such capabilities include policy control, real time service and network control, mediation and predictive business analytics.

![Figure 2. Oracle Communications Evolutionary Charging Architecture](image)

Integrated charging and policy is delivered through the integration of Billing and Revenue Management and Oracle Communication Policy Controller. Using a shared subscriber Profile Repository (SPR) the combined solution enables real-time and intelligent traffic management driven by customer knowledge and value.

The integration with Oracle Communications Network Charging and Control provide a next
generation integration improving overall scalability and performance, and provides a service enrichment layer, directly coupling service control of SS7 and IP services to charging, enabling the rapid delivery of innovative value-added services, including partner and social relationship models, through pre-built service templates.

Mediation is another critical element within the service provider domain. Mediation solutions unify charging across multiple network assets and enable the network infrastructure to evolve independently of the charging systems.

Predictive business and campaign analytics is delivered through the interworking of Billing and Revenue Management and Oracle Communications Data Model. Rich usage data from the charging system is passed to the Data Model where full analysis of the data takes place. This will include financial forecasting at subscriber and product level, continuous determination of consumer profiles and segmentation, advanced prediction of lifetime value and the key opportunity to trigger back to Billing and Revenue Management segmented subscriber lists for smart campaign delivery.

Additionally, as mentioned above the business applications of Siebel CRM, and Oracle financials are addressed through the Application Integration Architecture, powered by Oracle Fusion Middleware, which provides an open, standards based framework for creating cross application business processes that support organizations run their business today, while paving the way for long term, strategic, business transformations. Oracle’s Siebel CRM and Oracle EBS Financials is integrated with Billing and Revenue Management via four productized Process Integration Packs (PIPs); Order to Bill, Agent Assisted Billing Care and Revenue Accounting.

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