In a dynamic environment in which customer expectations and behaviors are changing rapidly, service providers across industries including communications, cloud, media, and financial services are faced with many business challenges. Yet, this environment provides more opportunity for innovation than ever before. Service Providers are achieving greater service and offer personalization while improving profitability by leveraging Oracle Communications Billing and Revenue Management, a solution that radically improves time to market for new services, lowers operational costs by managing, monetizing, and maximizing revenue streams for any customer type, service offering, partner relationship, payment method, business model, or geography.

**Billable and Revenue Management**

Service providers, in order to survive in the face of mounting competition, must also evolve their business models as they deliver innovative services that enhance their brand value and the overall customer experience. Service providers can no longer simply offer siloed independent 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 types. The solution is built with adherence to industry standards to enable application extensions for specific communications capabilities, and with pre-built integrations to other products within the Oracle Communications portfolio delivers a strong evolutionary path for such capabilities as policy, real-time service and network control, mediation and business analytics. Further extensions to Oracle’s business applications such as Siebel CRM and E-Business Suite, and to other external systems, are achieved through Oracle Application Integration Architecture (AIA) for Communications. Finally BRM is architected for extreme real-time performance and high-availability to satisfy the most demanding service provider needs.
**KEY FEATURES**

- Intuitive web-based top-down Pricing Design Center with certified conformance to the TMF standards.
- Modern, secure web-based Billing Care and Business Operations Center applications.
- Consumer, enterprise and partner support with full partner settlement across complex value chains.
- Ability to rate any metric, attribute and combination of payment options.
- High availability, linear scalability and low TCO with full lifecycle operational support.
- Native integrations to
  - Oracle Communications Convergent Charging Controller
  - Oracle Communications Offline Mediation Controller
  - Oracle Communications Policy Management
  - Oracle Communications Data Model

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**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 and revenue growth demands required by service providers across industries.

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**Figure 1.** The Revenue Management Lifecycle defined by Oracle Communications Billing and Revenue Management functionality.

**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 component called Pricing Design Center (PDC), business users within a service provider organization can quickly create pricing elements no matter how simple or complex, including packages, 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 with unparalleled time-to-market performance. Adaptable to any service provider business model Billing and Revenue Management enables revenue capture capabilities for any digital service, including cloud, media, entertainment, and other information services. 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 rules for more complex business and value chains with partners can also be created quickly and securely.

**Revenue Capture**

Revenue capture is the process of rating and charging for the delivery, usage and consumption of assets and services. Any service metric that can be measured may be used as part of the pricing mode. In real-time, as services are consumed, transactions
are pre-authorized, captured and enriched. Rating and discounting fully supports any online or offline service, subscription or periodic invoice be that for a single subscriber or a complex enterprise with account hierarchies and interrelated charging relationships. Capitalizing on the competitive pricing models, flexible balance and credit controls created in the revenue generation process, sophisticated rating, charging and discounting enables all monetary and non-monetary balances across all account hierarchies to be managed and updated in real-time.

Revenue Collection

Figure 2. Business Operations Center

Revenue collection includes generation of bills and invoices and the accurate collection of payments. Billing and Revenue Management is built using patented real-time billing technology that provides CSPs with unmatched flexibility in supporting diverse billing requirements such as in advance, on-demand, suspense management, open item and balance forward with fully flexible and variable cycle support. It also provides multi-currency financial management, accounts receivable, general ledger, taxation, payment processing and payment terms, collections, and dunning capabilities. Sophisticated customer and partner relationships may also be created within Billing and Revenue Management. A single BRM instance may also model complete independently branded businesses while maintaining full account, user and operator secure separation within the system. Through these partner agreements, service providers can also share revenues with and pay, or collect royalties from other third party service or network providers and content or media partners. This capability enables partner settlements to be extended beyond simple sponsorship models to rich multi-level value chains as common and more prevalent 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 key service and subscriber resources to predict churn, revenue, 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 conducting service and system reporting for audit, reconciliation, sales and marketing analysis.

Communications Portfolio Extensions

The Oracle Communications 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 3. Oracle Communications Evolutionary Charging Architecture.

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 next generation integration of BRM with Oracle Communications Network Charging and Control provides a unique service enrichment layer together with improved scalability and performance. The service enrichment layer couples the network service control of SS7 and IP services directly to charging, enabling the rapid delivery of innovative value-added services, including partner and social relationship models.

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 OCDM where full analysis of the data takes
Oracle Communications enables service providers to succeed in a highly competitive environment, combining service differentiation with innovative offerings that accelerate monetization at a predictable cost of ownership.

- Oracle Communications Convergent Charging Controller
- Oracle Communications Offline Mediation Controller
- Oracle Communications Policy Management
- Oracle Communications Data Model

place, including financial forecasting at subscriber and product level, continuous determination of consumer profiles and segmentation and advanced prediction of lifetime value. This enables the key opportunity to trigger back to Billing and Revenue Management segmented subscriber lists for smart and predictive campaign delivery.

Additionally, as mentioned above, extensibility and accelerated deployment to the business applications of Siebel CRM, and Oracle Financials are addressed through Application Integration Architecture, powered by Oracle Fusion Middleware. This provides an open, standards based framework for creating cross application business processes that support organizations running their business today, while paving the way for long term, strategic, cost effective business transformations. Oracle’s Siebel CRM and Oracle EBS Financials are integrated with Billing and Revenue Management via three productized Process Integration Packs (PIPs) Order to Cash, Agent Assisted Billing Care and Revenue Accounting. These PIPs promote rapid deployment, reusability, and configurability of business processes, saving significant time, effort, and cost.

Oracle Communication Billing and Revenue Management is the most widely deployed system of its kind. It is used globally by many hundreds of market leading telecommunication and information service providers to cost effectively deliver their latest innovative and revenue generating services.

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.

Integrated Cloud Applications & Platform Services

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