

ORACLE COMMUNICATION PRICING DESIGN CENTER

KEY FEATURES

- Open, web-based application designed for the business user
- Top-down business-oriented workflows
- Configurable user interface adaptable to varied business environments
- Robust search capabilities
- Extensive validation
- Single design interface supporting multiple charging models
- TMF SID-compliant
- Rating engine independent

KEY BENEFITS

- Extreme ease of use through any web-enabled device
- Dramatically reduces offer design time
- Pricing structures can be reviewed by non-technical users
- Reduced configuration errors
- Supports convergent charging
- Industry certified data model provides a common vocabulary and ensures compatibility in the IT domain

The ability for service providers to create, modify and manage product offerings, without constraint, in a timely manner is the key to sustained competitive differentiation. Delivering innovation through flexible price plans, including bundles, promotions and discounts, across both prepaid and postpaid payment models, enhances brand value, promotes customer affinity and increases revenue for communications, media, entertainment, cloud and information service providers. Oracle Communications Pricing Design Center is a new, highly flexible, web-based pricing platform designed to bring an intuitive business-based workflow approach to pricing design for unprecedented time to market advantages.

Offer Creation through Business-based Workflows

The key objective of Oracle Communications Pricing Design Center (PDC) is to make the process of creating and managing product offerings as easy and intuitive as possible. With this business objective at its core, PDC's top-down, workflow business definition approach enables product pricing managers to confidently develop and evolve innovative new offers, focusing on market and customer benefits, without the need to be specialists in the underlying technology of the pricing application.

Oracle Communications Pricing Design Center enables service providers (SPs) to create, configure, modify and validate new product offerings (referred to as charge offers within PDC) in minutes through a point-and-click, intuitive user interface without the need for coding or scripting. A "sand-box" environment provides a secure design environment, and internal validation checks and diagnostics, with automatic data entry and field selection provides extra confidence and robustness to the entire process. In addition, many price plans share similar price structures and elements. PDC enables such common structures to be designed and created once and used multiple times. This attention to ease of use and the user experience contributes dramatically to reduced time to market.

Configurable Pricing Profiles

The use of pricing profiles makes it possible to configure which features are available and displayed within PDC. The pricing profiles are therefore able to adapt the user interface to the SPs specific business needs and to make the user experience simpler and more relevant. For example, a cloud service provider's pricing profile could be configured to include pricing elements related to usage, hardware capacity or other business metrics (and exclude elements that may not be relevant, such as zoning or roaming). When creating a charge offer the user selects the appropriate profile to be used.

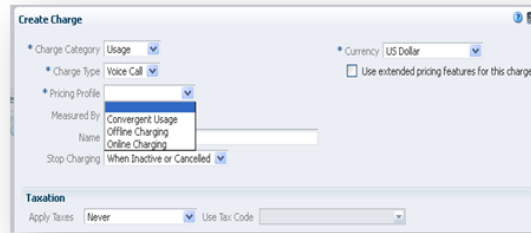


Figure 1. Selection of pricing profile

From that point on, only the features supported by that profile will be available within the user interface. Figure 1 shows an example where the user is able to choose between convergent usage, offline charging or online charging. By selecting the ‘Convergent Usage’ profile, only those features supported by both online and offline charging will be available for that offer.

Top-down Navigation View

As charge offers and bundles increase in both volume and complexity, easily managing the elements comprising the offer and their relationships to each other is critical for overall operations management as well as in reducing the introduction of errors. Figure 2 shows two different navigational views from the PDC that provide an easy way to select a charge element and view the details, but also to examine a top down view of a package, with its included bundles, charge offers and discounts.



Figure 2. Navigational views of price structures from Oracle Communications Pricing Design Center

Search and “Used By” Commands

By default a pricing element, such as a price rate or discount, is only used in the charge offer in which it was created. However, it is possible to allow a pricing element to be designated as “reusable” and applied to other charge offers. When introducing a global change to product offers, understanding where all common pricing elements are used across charge offers is vital.

PDC, with its powerful search capabilities, instantly displays to the user where specific price elements are used across the entire product portfolio. The “used by” command identifies where price elements are used in other charge offers, and aids the user in analyzing the effect of price changes. Additionally, when price changes are made, the user can define the scope and extent of that change so that it only affects intended offers.

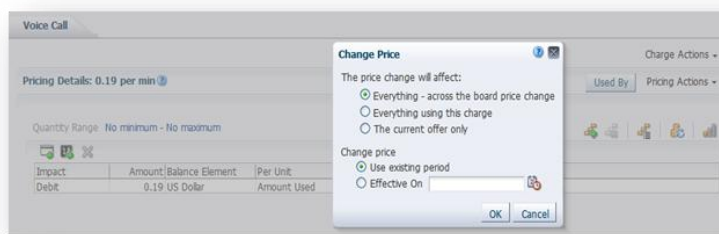


Figure 3. Example of managing a price change

Open Architecture, Web-based User Interface and Industry Compliant Data Structures

Oracle Communications Pricing Design Center is a Java EE application based upon WebLogic Server utilizing standardized, modular components. Leveraging Oracle application development technologies provides the foundation for PDC's rich web-based user interface, product reliability and extensive functionality.

In addition, the underlying data structure and model for PDC is fully TeleManagement Forum (TMF) Information Framework (SID) compliant. Mapping to this important industry standard ensures commonality of language and structure, providing the key advantages of ease of use and interoperability across information technology (IT) domains.

Oracle Communications Pricing Design Center is integrated with the industry leading Oracle Communications Billing and Revenue Management solution to provide world class, out-of-the-box, product offer design functionality. Furthermore, PDC's open architecture and industry compliant data model lends itself to supporting multiple rating engines in a single deployment. PDC supports pre-paid, postpaid, online, offline and convergent pricing and charging bundles for service providers in a variety of domains, including communications, media, entertainment, cloud, information services and gaming.

Summary

PDC is an open, web-based, application providing a single point of management control for all pricing and charge offers. Fully integrated with Oracle Communications Billing and Revenue Management, PDC provides a rich and extensive pricing design environment, with intuitive top-down workflow navigation, designed for the business user, enabling them to 'sandbox' new ideas with appropriate control and validation. It enables pricing structures to be both innovative and achievable, while dramatically reducing time-to-market, from concept, through validation to service production.

Contact Us

For more information about Oracle Communications Pricing Design Center, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.



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Hardware and Software, Engineered to Work Together