

ORACLE COMMUNICATIONS RAPID SERVICE DESIGN AND ORDER DELIVERY

KEY BENEFITS

- Accelerates time to market through streamlined service fulfillment design capability and decoupling of commercial offers from underlying technology
- Facilitates right first time service fulfillment through a converged platform supporting multiple service domains
- Minimizes IT complexity and cost through a set of COTS based, standards aligned components that can be rapidly deployed to support a productized, open architecture

Communication Service Providers (CSP) face numerous challenges today. From increased competition and rapidly changing market demands, the industry is under constant pressure to launch offers and provide services more efficiently while cutting operational expenses and building better customer and partner relationships. One of the keys to successfully navigating these challenges is the building a flexible, modular and convergent platform for fulfillment of the various kinds of current and emerging services that can quickly respond to changing business demands and promote concerted efforts to fulfill customer commitments. Oracle Communications' Rapid Service Design and Order Delivery(RSDOD) Solution, allows CSPs to design the OSS operations of provisioning, inventory management and activation functions in a way that allows them to deliver measurable benefits in key business metrics.

The results are:

- *Rapid service design and launch*
- *Fast, accurate service delivery*
- *Reduced IT complexity and cost*

Oracle provides the only fully convergent, modular and standards aligned fulfillment solution that cost effectively speeds service introduction and enables accurate order delivery.

Solution Context

Most tier one and tier two communication service providers (CSPs) have grown complex IT infrastructure through historical accumulation, mergers and acquisitions and custom development. A typical B/OSS environment is characterized by several BSS and OSS stovepipe solutions. In the OSS domain, these stovepipes tend to correlate with service domains and have no uniform blueprint. Data, business rules and order management is kept and replicated in silos hindering efficient & rapid rollout of converged bundles of services and exceptional customer service. The solutions are very labor intensive, error-prone, and provide little to no order lifecycle and status visibility, exception and order fallout handling, and order change management.

The industry dynamics have changed during the past years so profoundly such that legacy deployments are hindering the CSPs competitiveness and performance. Among those dynamics are:

- Unprecedented levels of customer expectations making excellent customer experience a paramount competitive factor.
- Proliferation of service providers increasing demand for differentiation through customer service, convergent and a-la-carte bundling, and shorter launch cycles of

services and product offerings.

- Proliferation of devices and technologies increasing demands for shorter implementation cycles.
- Commoditization of value-add services placing huge pressures to cut cost and find new revenue streams from new types of services.

Legacy IT solutions are rendered obsolete in relation to the new realities and requirements. Moreover, the lack of modularity in legacy solutions makes them an obstacle to transformation. The need of the hour is a modular solution that offers standardized capabilities that would allow service provider to transform their OSS environments to support the rapid-offer introduction, efficient order delivery and excellent customer service.

KEY CAPABILITIES

- Offer and Service Design – Unified, rich graphical design time environment to model fulfillment patterns, services and activation configurations
- Catalog Driven fulfillment – Simplification and consistent management across customer, service and technical orders
- Pre-built domain and vendor support – Availability of a large number of pre-built cartridges and plug-ins to support service domains and network vendors
- Converged Platform – Single, scalable platform to support all types of services

Solution Overview

Oracle Communications’ Rapid Service Design and Order Delivery (RSDOD) solution is the industry’s leading COTS products based solution that can truly enable a service provider to deploy a convergent platform across his entire range of services and network configurations to support the rapid design and delivery of new technical services and commercial bundles across all customer service channels.

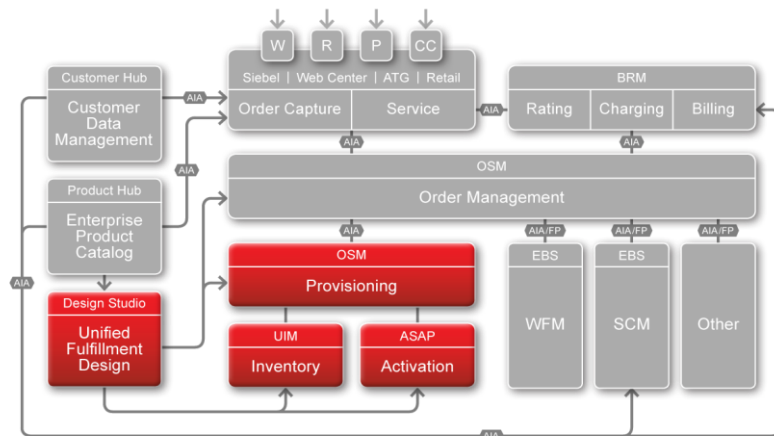


Figure 1 : Oracle Communications Rapid Service Design and Order Delivery Solution.

Our solution brings together four component products to deliver the solution. They are:

- Oracle Communications Order and Service Management (OSM)
- Oracle Communications Unified Inventory Management (UIM)
- Oracle Communications Automated Service Activation Program (ASAP)
- Oracle Communications Design Studio

Complementary applications include:

- Oracle Communications MetaSolv Solution (MSS)
- Oracle Communications IP Activator (IPSA)

Oracle Communications Rapid Service Design and Order Delivery (RSDOD) solution delivers:

Rapid service design and launch

Oracle Design Studio is a graphical, easy to use intuitive design environment that provides comprehensive support for the end to end design and deployment of provisioning, inventory and activation configurations across the entire suite of applications in a standardized manner thus eliminating the need to learn multiple tools and technologies to deploy a service fulfillment solution.

Our unique design methodology for assembling a solution allows for the decoupling of the products and services from the underlying network technologies and allows for significant reuse of existing configurations in the rollout of new offers and bundles, thereby reducing the time to market for commercialization of new services.

Fast, accurate service delivery

Oracle Order and Service Management (OSM) provides a bridge between the back-office and front offices of a CSP. Through its advanced order management capabilities, it can support increased accuracy of order capture through advanced service qualification. OSM in its Service Order Management role, transforms the commercial customer order into service & technical orders and interacts with the Unified Inventory Management application to complete the design and assign functions of service delivery and the automated service activation program application to configure the services on the network.

This end to end solution enables increased automated flow through of service requests and provides pro-active order status visibility thereby reducing order cycle time and order fallout leading to improved customer satisfaction.

Reduce IT Complexity and Cost

Oracle Communications Rapid Service Design and Order Delivery solution offers a proven, convergent platform that handles the entire range of service fulfillment functions from service order creation, inventory status management, service instance design and network activation across multiple network configurations. It has been used by service providers around the world to manage and deliver whole range of legacy and next generation services including ranging from fixed line and mobile voice services to up and coming cloud services. It eliminates costly operation silos, workarounds and manual intervention that are prevalent in the space of telecommunication order management.

Oracle Communications Unified Inventory Management and Automated Service Activation Program and IP Service Activator products have plug-ins for pre-built domain behaviors supporting a variety of network equipment and service domains, thus reducing the time to rollout solutions.

In addition, all the constituent applications can be installed and operated on a single hardware platform as they all support the same core set of underlying technologies including operating system and databases. This allows service providers to simplify their IT environment and also reduce the need for multiple expensive IT operations resources.

Strategic Advantages of Rapid Service Design and Order Delivery

Oracle Communications Rapid Service Design and Order Delivery Solution, as a part of the Oracle Communications Concept to Cash solutions, provides a proven service fulfillment solution that allows service providers to transform their business with a customer centric focus thereby improving their competitiveness and business performance. Communication service providers around the world have been deploying the solution with measurable, tangible success.

The key value of the solution capabilities include:

- Service Design
 - Unify product – service – resource modeling methodology
 - Single product and service bundling approach across all domains
 - Enable product and service bundling across legacy stacks
 - Decouple commercial products, technical services and vendor technology
 - Reuse configurations across service domains
 - Enable catalog driven fulfillment
- Service Delivery
 - Consistent order delivery approach across service domains through clearly defined customer, service and technical order fulfillment roles
 - Enable customer self-service through increased automation across order capture and delivery
 - Improve order capture accuracy through advanced service and resource qualification
 - Improve customer experience through real-time status visibility and proactive fault detection and resolution
 - Enable zero touch fulfillment across multi-vendor, multi-domain environments
 - Enable operational integration across domains through modular, reusable, service agnostic fulfillment methodology
 - Improve operational delivery efficiency through greater visibility into run-time processes

Contact Us

For more information about Oracle Communications Unified Inventory Management, visit oracle.com or email comms-oss_ww@oracle.com.



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Hardware and Software, Engineered to Work Together