INTEGRATING ORACLE UTILITIES CUSTOMER CARE AND BILLING WITH SIEBEL ENERGY

Utilities, especially retail providers in the deregulated market, often use a Customer Relationship Management (CRM) system to handle sales, marketing and customer service. These companies typically rely on a separate application to manage billing and service fulfillment that cannot be performed by the CRM. These applications must interact during Order-to-Bill processes to enable accurate billing and superior customer service. Utilities that use both Siebel CRM (Siebel Energy) and Oracle Utilities Customer Care and Billing (CC&B) can improve their integration projects by choosing:

- Oracle Customer Data Synchronization Integration Pack for Oracle Utilities Customer Care and Billing and Siebel Energy
- Oracle Product Data Synchronization Integration Pack for Oracle Utilities Customer Care and Billing and Siebel Energy

These integration products enable pre-defined business flows between the applications, while reducing the cost and risk of managing these complex interfaces.

Managing Customer Data

Most utilities that use discrete CRM and billing applications manage customer and prospect information in the CRM system. They want to create customer records in the billing application only when an order is placed. This prevents prospect data from burdening the billing system while also ensuring that accurate information is sent when a prospect becomes a customer.

The Customer Data Synchronization Integration Pack for Oracle Utilities Customer Care and Billing and Siebel Energy synchronizes customer information from Siebel Energy to CC&B. Siebel Energy is the customer data master and captures information during the sales cycle. When a sales order is submitted from Siebel Energy, an implementation-defined process accepts it and invokes the integration flow to create a new customer record for billing and service in CC&B. Later, if these interfaced customer records are updated in Siebel Energy, then the changes are also synchronized to CC&B.

Managing Product and Pricing Data

Utilities must be ready to bill and provide products and services before they can be sold. So, the CRM system needs current product and pricing data from the billing application to support sales, marketing, and customer service activities.
RELATED PRODUCTS
- Oracle Utilities Customer Care and Billing
- Siebel CRM (Siebel Energy)

The Product Data Synchronization Integration Pack for Oracle Utilities Customer Care and Billing and Siebel Energy allows utilities to define rating, billing, and service options in CC&B and then synchronize a relationship to product information to Siebel Energy. CC&B sends new and updated product information to Siebel Energy, where it is enriched to support product configuration models, product eligibility and compatibility rules, product recommendations (for example, up-sell and cross-sell), promotions (for example, product bundling and pricing discounts), and catalog for sales and marketing activities.

Business Benefits
These pre-defined integrations allow CC&B and Siebel Energy to leverage their core strengths – keeping relationship management in Siebel Energy and rating and billing in CC&B. Oracle links the applications, facilitating customer-facing initiatives in Siebel Energy and accurate billing for products in CC&B. The integrations:
- Minimize unnecessary data synchronization and storage.
- Improve process efficiency by allowing users to work in the system that is most appropriate for their role.
- Reduce manual data entry, cross-checking, and the errors that often accompany such activities.
- Configure to fit existing utility business processes.
- Include Oracle product support, eliminating the need to build and maintain these complex interfaces in-house.

Technical Benefits
The Data Synchronization Integration Packs for Oracle Utilities Customer Care and Billing and Siebel Energy leverage Oracle Application Integration Architecture (AIA), providing a rich foundation to implement sustainable, Services Oriented Architecture-based integrations. These AIA Process Integration Packs (PIPs) use open standards and best-in-class Oracle Fusion Middleware to reduce costs and increase business flexibility.

Contact Us
For more information about Data Synchronization Integration Packs for Oracle Utilities Customer Care and Billing and Siebel Energy, visit oracle.com or call +1.800.275.4775 to speak to an Oracle representative.

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Hardware and Software, Engineered to Work Together