The Oracle Product Master Data Management Integration Pack, offers a pre-built integration process that seamlessly integrates Oracle Product Data Hub to Siebel CRM, Oracle Billing and Revenue Management and E-Business Suite products, for an accelerated synchronization of offer definition. This Integration Pack is one of the key components of the Rapid Offer Design and Order Delivery solution for the Communications industry and can be adopted across other industries.

One of the keys to successfully overcoming the challenges faced by Communications Service Providers (CSPs) today is to build an integrated Rapid Offer Design and Order Delivery environment that can quickly respond to changing business demands and promote concerted efforts to fulfill customer commitments. As part of Oracle’s Rapid Offer Design and Order Delivery solution, this datasheet focuses on the Offer Design component, describes the business challenges it solves, the business flow it supports, and the benefits provided by the Oracle products that constitute it.

Rapid Offer Design and Order Delivery Overview
Oracle Communication’s Rapid Offer Design and Order Delivery is a solution to the Order Management business problems experienced by Communications Service Providers (CSPs) today. It utilizes best-in-class applications and extensible integrations to rapidly design and introduce offers, capture and fulfill orders efficiently and accurately, and provide visibility across the entire order lifecycle.
The footprint of this solution revolves around two phases –Offer Design and Order Delivery, with the following characteristics:

**Offer Design**
- Design-time integration between Siebel CRM, Product Hub, Order & Service Management, and Billing & Revenue Management
- End-to-end view across the offer creation process
- Zero configuration to introduce ‘more-of-the-same’ offerings

**Order Delivery**
- Sales orders decomposition and unique orchestration for any offer or bundle
- On-demand order status visibility for all orders, including for order fallout
- Enhanced order change management to handle revisions and cancellations

**Offer Design Challenges**
CSPs are faced with challenges while launching new offers, which are induced by three major causes: scattered product data, complex mapping of commercial offerings to technical services and resources, and fragmented design process.

Historically, CSPs have built separate applications to manage the product data related to the different services they offered. As they have been introducing more services, they have kept on building more separate applications, which results in an IT landscape where product stovepipes restrain the providers’ ability to develop new services. As a consequence, it has become very difficult for them to create bundles and discounts across those product stovepipes and to evolve towards n-play offerings, which is a necessity in today’s convergent market.

![Figure 2: Typical CSP stovepipe implementation](image)

An essential step in the design of a new communications offering is the mapping of the commercial offer to the underlying technical services and resources across systems, partners, and delivery channels. The product data dispersion across multiple BSS and OSS systems makes it all the more difficult for CSPs to properly define and reuse those mappings, which has two major negative impacts. First, it drives CSPs to align their commercial offerings with their underlying service definition, thus making the offers complex to understand and order by
end consumers. Secondly, improper mappings results in Order failures, and lot of manual work to fix.

In addition, not only is the product data scattered across multiple stovepipes, but the offer design process is fragmented across multiple departments (Sales, Marketing, Order Management, Fulfillment, Billing, etc.), each having its own IT systems to maintain its view of offers and services. The lack of connectivity between those systems forces CSPs to adopt sequential offer design processes, preventing them to parallelize tasks for a reduction of the end-to-end process time. It also leads to complex integrations, data quality and security issues, and a high amount of manual updates, ultimately increasing the overall operational expenses.

Taken together, the three issues highlighted above have a dramatic impact on the time it takes a CSP to introduce a new offer to the market and sometimes completely prevents them from doing so. This is crippling at a time when offer diversity and time to market are two key competitive differentiators in the Communications industry.

**Oracle’s Offer Design Solution**

With the Offer Design solution, Oracle tackles the challenges described above by offering an SOA-based integration and deployment accelerator that automates the offer design flow across Product Hub, Siebel CRM, Order & Service Management, and Billing & Revenue Management. The solution includes:

- Central repository of product data across the enterprise
- Consistent, secure, version-controlled, and lifecycle-controlled product and offer management
- Design-time integration with CRM, Billing, and Order Management for end-to-end offer creation and testing
- Flexible and extensible integrations to legacy and vendor systems
- Reduced operational expenses

The Offer Design solution enables the product launch process, as described below:

- **Definition:** A Product Administrator, with inputs from a Marketing Manager, defines (or updates) the structure, and attributes of a new (or existing) service, bundle, offer, or promotion in the central product repository, Oracle Product Hub.

- **Publication:** The new or updated product is published in a canonical view to consuming applications. The Offer Design solution offers integration accelerators to Siebel CRM, Order & Service Management, and Billing & Revenue Management. Adapters to legacy and third-party applications can easily be developed, leveraging the underlying integration platform, Application Integration Architecture (AIA).

- **Enrichment:** In the consuming applications, the published product is enriched with the data that is specific to that application. For example, complex usage rate plans for a wireless offer are defined in Billing and Revenue Management; decomposition and provisioning rules for an n-play bundle are defined in Order & Service Management.

- **Test:** The behavior of the offer in a production environment can be tested by capturing orders in CRM and fulfilling them with Order Management through to Billing. See the Oracle Communications Order Delivery solution datasheet for more information.

- **Production Launch:** Once the new offer has been tested and validated, it is released to the production environment where it is ready for ordering.
Integration of Key Oracle Applications
The Offer Design solution is comprised of the following Oracle products:

• Oracle Product Hub for product definition and publication
• Siebel CRM for Sales and Marketing enrichment (e.g. eligibility and configuration rules, sales catalog definition)
• Order & Service Management (OSM) for Fulfillment enrichment (e.g. BSS to OSS specification mapping, decomposition flow design)
• Billing & Revenue Management (BRM) for Billing enrichment (e.g. usage rate plan design, discount and charge sharing)
• Oracle Product Master Data Management Process Integration base Pack and Integration Options on top for Siebel CRM, Oracle E-Business Suite and Oracle Communications Billing & Revenue Management.

Improving Value for Communications Service Providers
The Offer Design solution offers the following business benefits to Communication Service Providers:

• Decrease Time-To-Market for New Offer Introduction
  • Speed up offer design with pre-built, extensible Communication product data model and product structure templates
  • Eliminate errors and delays with workflow-driven offer introduction and change processes
  • Synchronize offer definition with productized integration to CRM, Billing & Revenue Management, and Oracle E-Business suite
  • Zero-touch publication to introduce ‘more-of-the-same’ offerings
  • Minimum disruption to Siebel CRM, Billing & Revenue Management, and Oracle E-Business suite from new product introductions.
• Create Single Repository for Products and Services
  • Aggregate product data from multiple sources with data extraction and import mechanism
  • Classify and organize all products and components with alternate catalogs
  • Support all type of product information with structured and unstructured data support
• Increase Data Quality
  • Reduce data quality error cost with integrated, best-in-class cleanse, match, correct and repurpose capability
  • Increase data quality ownership and audit with role-based security
• Accelerate Integration Project Implementation
  • Leverage extensible integration processes with Oracle “MDM-aware” applications
  • Extend pre-built common objects and services provided by the AIA Foundation Pack to meet any additional customer requirements
  • Reuse Product Hub’s robust publication services for accelerated integration with third-party applications
• Reduce Total Cost of Ownership

• Reduce integration design and implementation costs with pre-built integration

• Allocate less work on maintenance and interoperability issues with the open, standards-based AIA framework

Contact Us
For more information about Oracle Application Integration Architecture, please visit http://www.oracle.com/communications or call +1.800.ORACLE1 to speak to an Oracle representative.

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