

ORACLE CONFIGURATOR

KEY FEATURES

INTEGRATED AND GLOBAL

Leverage Oracle Configurator's integration into the complete Oracle Order to Cash Flow, including:

- Oracle Order Management
- Oracle iStore
- Oracle Sales
- Oracle Quoting
- Oracle TeleSales
- Oracle Install Base
- Oracle Advanced Pricing
- Oracle Advanced Planning and Scheduling
- Oracle Inventory
- Oracle Bills of Materials
- Reduce order errors
- Shorten sales cycle times
- Accelerate release to production
- Faster time-to-market
- Operate around the globe: multi-lingual, multi-currency, international formats

MULTIPLE SALES CHANNELS

- Support multiple sales channels from the same configuration model
- Deploy UI's with unique look, feel and flow required for different sales channels
- Provide consistent corporate branding

GUIDED SELLING AND BUYING

- Match customer requirements to the best possible solution
- Put the expertise of your most effective sales representative into sales process
- Ensure complete and valid product configuration at the time of the order
- Increase customer satisfaction and loyalty

Oracle® Configurator is a strategic guided selling and configuration product providing next-generation, state-of-the-art configuration technology. Oracle Configurator is a powerful add-on module to Oracle's CRM and SCM applications that enable information-driven business processes which connect, automate, and energize your business.

Integrated Configuration Across Sales Channels and the Enterprise

Increasingly complex and customized product configurations present new challenges for both the customers who buy them and the vendors who sell and manufacture them. Truly effective configuration solutions have access to product and order data from ERP systems, and Order and Customer data from CRM systems. These solutions use a single model deployed with unique User Interfaces across the enterprise. This accurately feeds orders to manufacturing and supply chain applications to streamline fulfillment. Oracle Configurator enables companies to specify, sell and ultimately manufacture and fulfill complex, customized products and solutions.

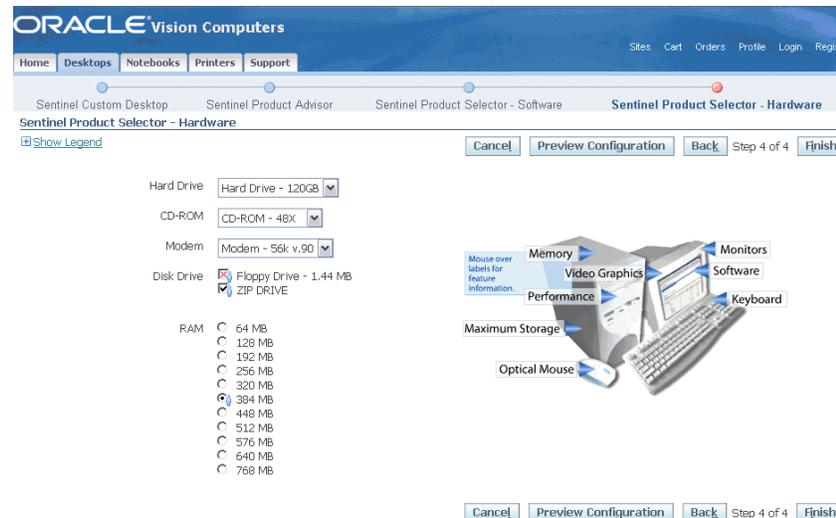


Figure 1. Web store integration enables unassisted internet-based buying of complex products and services

Guide Customers to appropriate and valid product configurations

Oracle Configurator customers can configure custom products and services that meet their unique needs.

FEATURE/OPTION SELECTION

- Provide real-time feedback on the impact of user selections
- Allow non-linear, interactive "what if" scenario analysis
- Ensure valid configuration on each order using constraint-based reasoning
- Save incomplete configurations to restore and complete later

CONFIGURATOR EXTENSIONS

- Use Configurator Extensions to extend Configurator using Java
- Build on reusable argument binding, event driven framework

UI LAYOUTS

- Create multiple UIs for the same model with multiple users or sales channels
- Automatically generate UIs from the model structure
- Modify look, feel and flow of generated UIs using the Template-Based framework
- Customize UIs as needed to meet usability and branding requirements
- Set dynamic visibility conditions
- Set read-only display of model nodes

Guided Selling maps customer needs to product options

Through an interactive guided selling session, customer requirements are gathered and mapped to a set of product options. As the customer provides information, follow-on questions and options are focused to include only the choices that meet the customers' requirements. Oracle Configurator provides messages that guide the customer to a valid solution. Configurations can then be saved and subsequently restored.

Selections validated real-time

As selections are made during a configuration session, Oracle Configurator progressively validates the integrity of each choice. Oracle Configurator's interactive configuration engine provides real-time feedback about each selection's impact in the form of prompts and warning messages. If an invalid selection is made, it is either rejected outright or the user is provided with the ability to accept the selection, potentially overriding previous options or redefining the constraints set through the guided selling process.

MACD ensures valid upgrades on Telco sold services

Oracle's Move, Add, Change, Disconnect (MACD) functionality enables telecommunications service providers to seamlessly upgrade their customers' existing, installed telecommunication services. With this capability, companies have a consistent view of the current state of all of their sold services. These companies will therefore benefit from reoccurring revenue by supporting new sales to their existing customer base related to service upgrades. Oracle Configurator ensures that only valid upgrades are sold thus reducing costly order errors.

Enable business users to quickly create configuration models

Using the integrated Configurator Developer modeling environment, Oracle Configurator gives product specialists the range and flexibility to model even the most complex products and services - without programming expertise.

Flexible constraints implement business logic

Once the Model structure has been created, constraints can be applied between and among its elements. This preserves product and service relationships during configuration. Constraint-based logic ensures that the solution will meet the customer's requirements of completeness and validity. More advanced constraints can be created through Statement Rules. Users can add, delete and edit the rule text directly or copy and paste from other textual sources.

Debugger simulates user interactions with model

Configuration constraints can be tested using the Model Debugger. It can be launched directly from within Oracle Configurator and allows users to specify initialization parameters such as Effective Date and Usage. The Model Debugger allows complete simulation of user interactions with the model to see the configuration results. It contains a watch list to which model elements can be added and removed for convenient tracking.

Optimized for ease of model maintenance

Over the lifetime of a model, the availability of listed items may change. Oracle Configurator provides a powerful mechanism to manage changes in configuration models as they change over time. Configuration models can be very easily maintained within Oracle Configurator, items that are not offered will not appear in the runtime UI. Also constraints can be set to be in effect only for a particular time period.

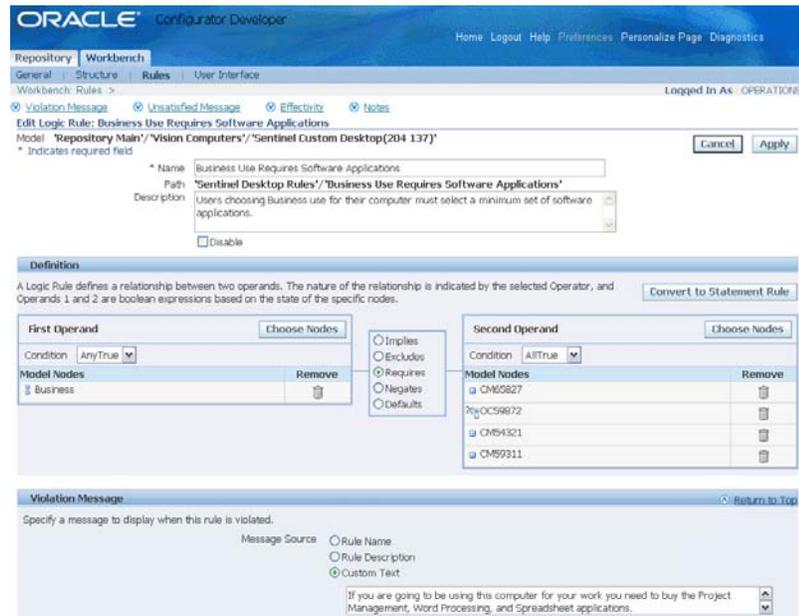


Figure 2. The Configurator Developer tool provides an intuitive user interface enabling product specialists to rapidly create and easily maintain their configuration models

Deploy a single configuration model across all sales channels

Oracle Configurator ensures model consistency across the enterprise by supporting all sales channels from a single, centrally maintained configuration model. Requests can be submitted through any channel but will be validated through a single configuration model. Each channel has access to the same information and same model data but through a unique UI for that channel.

Single model reduces time to market

One configuration model can be used across all your sales channels and hence makes it quick and easy to deploy. Direct and inside sales channels are handled through Oracle Configurator's integration with Oracle Quoting, Oracle Field Sales and Oracle TeleSales. Business-to-business and business-to-consumer web-based sales are managed through Oracle Configurator and Oracle iStore. Order entry users access Oracle Configurator directly from Oracle Order Management. Contracts can also be configured through Oracle Sales Contracts and Oracle Procurement Contracts using the Contracts Expert.

KEY BENEFITS**WITH ORACLE
CONFIGURATOR YOU
CAN**

- Guide customers to appropriate and valid product configurations
- Enable business users to quickly create configuration models
- Deploy a single configuration model across all sales channels

RELATED PRODUCTS

The following products are available from Oracle:

- Oracle Order Management
- Oracle Quoting
- Oracle iStore
- Oracle Advanced Product Catalog

RELATED SERVICES

The following services are available from Oracle Support Services:

- Oracle E-Business Suite Accelerators
- Oracle Application Solution Centers
- Oracle University
- Oracle Consulting

Unique UI deployed for each sales channel

Oracle Configurator supports multiple UIs from a single configuration model.

Companies are able to customize the look, feel and flow of each UI to meet any unique requirements of their multiple sales channels. All of the UIs can be driven from the same configuration model, ensuring timely and accurate data is being used during the sales, order management, and support processes.

Customizable UI's automatically generated from model structure

Oracle Configurator provides the flexibility to fully customize runtime UIs.

Developers can leverage seeded templates to generate UIs or build one from scratch by starting with an empty UI. Users can represent model nodes, including BOM nodes, with a number of different UI controls, including drop-downs, tables, and radio button groups. The Generic Configurator UI is available from both forms-based and HTML-based hosting applications.

Oracle E-Business Suite—The Complete Solution

Oracle E-Business Suite enables companies to efficiently manage customer processes, manufacture products, ship orders, collect payments, and more—all from applications that are built on unified information architecture. This information architecture provides a single definition of your customers, suppliers, employees, and products—all important aspects of your business. Whether you implement one module or the entire Suite, Oracle E-Business Suite enables you to share unified information across the enterprise so you can make smarter decisions with better information.

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