ORACLE PRODUCT HUB FOR COMMUNICATIONS

KEY FEATURES

- Proven, industry-leading Oracle master data management foundation

- End-to-end solution

- Productized integration

KEY BENEFITS

- Accelerate time-to-market for new product offerings

- Agility in product bundling and streamlining promotions

- Re-use product information for marketing campaigns and sales

- Integrated multi-channel commerce

- Centralized product catalog and cross-catalog mapping

- De-couple offer definition from downstream systems yet retain accurate product mapping and data synchronization across downstream systems

- Integrated change management across enterprise

Oracle Product Hub for Communications is Oracle's MDM solution for consolidating product information from disparate systems and our design-time authoring environment for complex offers.

Today's Market Challenges for Companies with Complex Offers

Costs are expected to go down, but service quality needs to go up. Your customer base is growing but not your headcount. The complexity of your offers has to increase but your time-to-market must shorten. In today's market, it is a competitive necessity to efficiently create offers and deliver services that are complex and often convergent. With the proliferation of bundled offers, ever-expanding customer service channels, and increasingly complex provisioning and activation systems, many companies are weighed down by inefficient offer management processes. The result is delayed time-to-market for new offers, escalating order fallout, resource-intense and error-prone manual processing, prolonged order cycle time, and mounting customer complaints. Do you need to know how to:

- Reduce time-to-market for new offers?
- Empower your business with next-generation offerings to drive new revenues?
- Re-purpose product bundles to both reduce costs and deliver new and innovative offerings?
- Realize the full value of newly acquired assets?
- Decouple offer design processes from your fulfillment topology?

Uniquely Complete: MDM Foundation, E2E Solution, Productized Integration

With Product Hub for Communications, only Oracle has the master data management foundation and advanced modeling capability needed by customers who must react quickly to changing market requirements by rapidly building, bundling and launching new offers, and then building and launching new promotions on both their individual offers and their offer bundles.

Product Hub for Communications was designed and built to enable a uniquely complete solution: Interconnected via a pre-built integration, Product Hub for Communications enables the front-end product design processes for Oracle's complete communications solutions for order execution and fulfillment.

MDM Foundation

Product Hub for Communications provides a complete hub solution designed to:

- Consolidate product data from multiple sources with data extraction and import mechanism
- Classify and organize all product and components in a product taxonomy and catalogs
- Support all types of product information with support for both structured and unstructured data
- Reduce data quality errors with integrated, best-in-class data quality engine to cleanse, match and standardize product data

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- **Quicker time to market, lower order fall-out, and fewer billing errors**. Single reference source of product information, accurately mapped to integrated systems, ensures seamless end-to-end information flows and stronger team coordination

- **Greater efficiency and sell-through in channel relationships**. Managing canonical product models with multiple user-specific views enables channel-specific offerings and results in fewer offer/billing errors

- **Less revenue leakage, more multi-play product offerings, and greater efficiency in optimizing time-based solutions.** Clean data facilitates clean business processes for product and price changes.

- **Higher customer satisfaction and loyalty.** Centrally managed products enable rapid development and deployment of targeted offerings with fewer offers and billing errors.

- Provide secure access to critical information, protect intellectual property, and improve compliance through role-base security

However, Product Hub for Communications goes beyond its MDM foundation and provides a functional foundation to consolidate, integrate and govern data for complex offers within the Communications and other industries:

- 200+ pre-built item attributes designed for automated publication via a productized integration to Oracle's order execution and fulfillment systems
- Extensible data model adaptable to suit virtually any business need
- Specialized business rules to reduce offer and bundle errors through design-time validations
- Product Workbench to manage complex bundling
- Item creation and change workflow processes to govern product and bundle offer creation
- Extensive catalog management capabilities secured with role-based security
- Bulk / mass data changes for faster updates

End-to-End Solution

Within Oracle's end-to-end communications solution for Rapid Offer Design and Order Delivery (RODOD), Product Hub for Communications defines and synchronizes products, offers, bundles, price plans, etc. across order capture, billing and order management functions. Modules within Oracle's complete RODOD solution include :

- Oracle Universal Customer Management (UCM) provides sales catalog definition, multi-channel order capture and customer support; Oracle Service provides support for trouble ticketing
- Oracle Order and Service Management (OSM) performs order mapping and decomposition during order capture and orchestration and central management of order changes, fallouts and status.
- Oracle Billing and Revenue Management (BRM) provides account management, offer purchase, rating and billing.
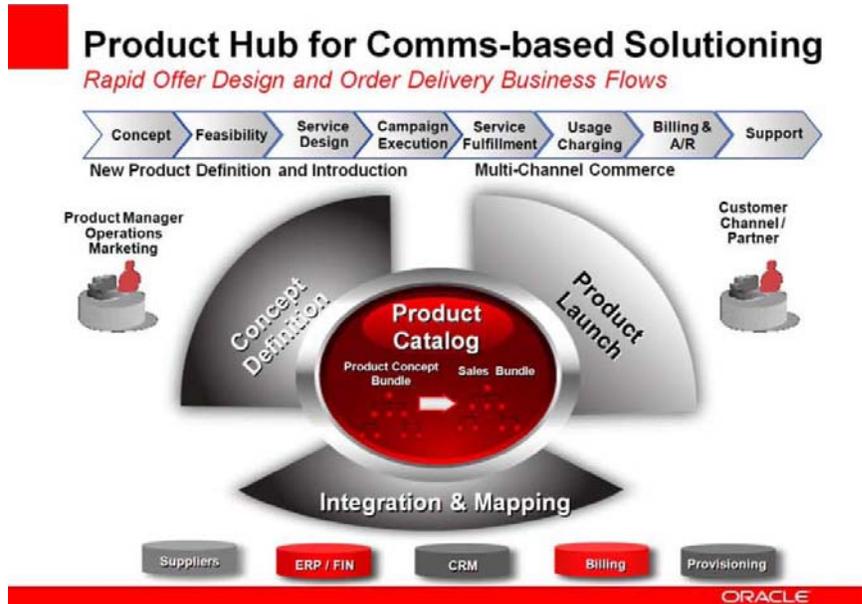
Productized Integration

Oracle's Application Integration Architecture (AIA) team provides a pre-built and extensible connector between Product Hub for Communications and the other RODOD components. Companies using legacy or third-party BSS / OSS systems may use the AIA Foundation Pack platform to build integrations as needed.

Oracle Product Hub for Communications Provides a Unique Blend of Value

For the communications industry, as well as other industries with complex offers, Product Hub for Communications provides the high value drivers noted on the previous page, as well as all of Oracle's traditional master data management value:

- Master: Trusted Product Data
- Consolidate: from Disparate Sources
- Cleanse: to Improve Accuracy
- Govern: for Control and Compliance
- Share: with Applications and Users

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Contact Us

For more information about Oracle Enterprise Data Quality products, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

Hardware and Software, Engineered to Work Together