One of the keys to successfully overcoming the challenges faced by Communications Service Providers (CSPs) today is to build an integrated offer design and order delivery environment that speeds introduction of new product offering to the market, prevents order fallout, provides comprehensive order visibility, reduces order delivery costs and facilitates business and IT transformations. Oracle Order to Activate Process Integration Pack for Siebel CRM and Oracle Communications Order and Service Management (Order to Activate PIP) is a fundamental element of Oracle’s Rapid Offer Design and Order Delivery solution. This datasheet focuses on the Order to Activate component, describes the business challenges it solves, the business flow it supports, and the business benefits it provides. Order to Activate PIP and Order to Bill PIP complement each other and together automate the Order to Cash process for the Communications Industry.

Order to Activate PIP Overview
The Order to Activate business process is at the core of business and operational support systems for any CSP. The process extends from the time a quote or order is created, to the time when the goods and services are delivered and properly billed. Oracle Communications Order to Activate PIP is an extensible integration and deployment accelerator of best-in-class applications to expedite introduction of new product offerings, capture and fulfill orders efficiently and accurately, manage fallouts and provide visibility across the entire order lifecycle.

Figure 1: Oracle Communications Order to Activate solution functional decomposition
The Order to Activate PIP integrates Siebel CRM, Oracle Communications Order and Service Management (OSM) central order management, OSM service order management and billing to enable the following process integrations part of the order to cash business process:

- Passing qualify, deliver and cancel order requests from Siebel CRM to AIA and from AIA to OSM central order management.
- Passing sync customer data requests from OSM central order management to AIA sync customer enterprise service flow.
- Passing interface order to billing requests from OSM central order management to AIA interface order to billing enterprise service operations.
- Passing provision order requests from OSM central order management to AIA and from AIA to OSM service order management.
- Passing update order status and data requests from OSM service order management to AIA and from AIA to OSM central order management.
- Passing update order status and data requests from OSM central order management to AIA and from AIA to Siebel CRM.
- Passing error incident messages from participating applications, middleware and AIA to AIA Error Handling and OSM central order management for order fallout management.
- Passing create and update trouble ticket requests from OSM central order management to AIA and from AIA to Siebel CRM to report and update fallout incidents.
- Query product class requests from OSM Design Studio to AIA and from AIA to Siebel CRM to facilitate mapping of order lines to fulfillment patterns.

**Order to Activate Key Features**

Order to Activate features include integration and deployment accelerators as well as enhancements to Siebel CRM, OSM and Design Studio.

<table>
<thead>
<tr>
<th>Feature</th>
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<tr>
<td>New orders</td>
<td>- Siebel multi-channel Quoting &amp; Order Capture</td>
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<td>- Siebel auto-assetting of fulfilled orders</td>
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<td>- Siebel first-time ordering</td>
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<td>- Siebel asset based ordering (known as MACD or change orders)</td>
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<td>- Simple, bundled and promotion ordering</td>
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<td>- Add, Delete, Update, Suspend, Resume and Move order line actions</td>
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<td>- Apply applicable penalty and one-time-charges</td>
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<td>Revision orders</td>
<td>- Accommodate customer order changes to long running “in-flight” orders</td>
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<td>- Honor Point-Of-No-Return</td>
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<td>- Siebel enriches customer order with prior values for significant attributes with changed values</td>
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<td>- Revisions submitted to OSM for delta analysis</td>
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<td>- OSM intelligent change management</td>
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<td>Follow-on orders</td>
<td>- Ability to take change orders based on Projected Asset Cache</td>
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<td>- Explicit order to order fulfillment dependencies</td>
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<td>- Explicit order line level fulfillment dependencies</td>
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| Future-dated orders                         | - Siebel creates and submits future dated orders instantly to OSM  
  - Configurable fulfillment durations in OSM  
  - OSM dynamically computes fulfillment start date  
  - Siebel keeps track of future state of the customer assets (i.e. projected asset cache) |
| Order priorities                            | - Out-of-the-box support for Siebel’s Urgent, High, Medium and Low order fulfillment priority values  
  - Extensible up to 10 values |
| Order decomposition and orchestration through OSM central order management | - Abstracted fulfillment topology from fulfillment flows  
  - Product Specification to fulfillment pattern mappings  
  - Rules and metadata based decomposition and routing  
  - Dynamically generated and pre-defined fulfillment flows  
  - Manual and automated fulfillment task orchestration  
  - Fulfill order lines across multiple fulfillment providers |
| Order status management                     | - OSM maps responses from fulfillment providers to aggregated order and order line status updates  
  - Configurable statuses and status updates from OSM to Siebel  
  - Extended set of status attributes: Fulfillment Status, Status Context, Milestone, Point of No Return (PONR), Expected Delivery Date, Actual Delivery Date |
| Order fallout management                    | - AIA passes all order fulfillment related exceptions to OSM for fallback handling  
  - OSM adopts best effort to fulfill orders and handles fallbacks at the order line level after fulfillment starts  
  - OSM validations trigger order level fallouts  
  - OSM creates and updates Trouble Tickets in Siebel for fallback incidents  
  - Siebel provides notification, auto-assignment and reporting on trouble to resolve for fallback incidents |
| Order billing patterns                      | - Single phase billing  
  - Two phase billing latency pattern  
  - Two phase billing validation pattern  
  - OSM sample cartridge computes billing dates per fulfillment pattern |
| Order technical service qualification (TSQ) | - Siebel provides option to trigger TSQ for an order  
  - OSM supports multiple order types like Deliver and Qualify  
  - OSM support reuse across order types of most product specification, decomposition and orchestration metadata |
| Design Studio order management plug-in      | - Design time automation of product class query and mapping to product specifications  
  - Design time user interfaces to build order management cartridges  
  - Design time user interfaces to define product specifications and fulfillment metadata |
## Feature | Details
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Integration and deployment accelerators | ▪ AIA enterprise and application integration components  
▪ Guaranteed Delivery of AIA integration messages  
▪ Typical message sequencing  
▪ OSM cartridges with pre-built automation of AIA services for CRM, Billing and Provisioning  
▪ Decoupled fulfillment patterns from commercial offering and fulfillment topology variations

### Improving Value for Communications Service Providers

The Order to Activate solution provides the following business benefits to Communications Service Providers:

- **Enhanced customer experience**
  - Preventive fallout management reduces fallout incidents through validation, integration and automation of entities and processes.
  - **Pro-active resolution of order fallout incidents reduce time to resolve** through central fallout visibility, trouble ticketing, notifications and auto assignment.
  - **Enhanced customer experience and management** through comprehensive visibility of customer order fulfillment status and pro-active handling of any out of the ordinary incidents.

- **Fast time to market and efficient revenue management**
  - **Zero customer order management configuration to introduce more of the same offerings** through decoupling customer order management fulfillment flows from commercial offering variations.
  - Reduce net new product specification introduction and maintenance costs through product data and meta-date driven decomposition and dynamically generated orchestration plans.
  - **Increase revenue capture efficiencies** through faster product introduction, order decomposition, automated customer order lifecycle and support for one-phase and two-phase billing patterns.

- **IT and Operational efficiency**
  - **Significant implementation cost savings** through AIA process integration packs and OSM cartridges.
  - **Reduce order fallout incidents and enhance trouble to close SLAs** through validations, integration, automation and fallout management.
  - **Reduce manual intervention in customer order management** through automated order fulfillment and order lifecycle event management.

### 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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