

# Oracle Fusion Cloud Order Management *Configurator Solution Brief*

In today's business environment, customers are demanding products that are tailored to their unique specifications. Successful companies must provide customized versions of products with shortened lead times. Pre-integrated with Oracle Fusion Cloud Order Management, the Configurator is a powerful guided selling and configuration product that enables flexible modeling of configurable, multi-option, and customizable products and services. It has two major components: a configurator modeling capability that uses constraint-based technology to develop a series of rules and options that define valid configurations for products; and a configurator run-time that can use these configurator models, or optionally a simpler definition based directly on the product structure, to present a dynamic user interface for the capture of the configuration selections on an order. As part of Oracle Fusion Cloud Order Management, the Configurator eliminates order errors and the associated cost of re-work and automates the order-to-production process to reduce overall sales cycle times.



## **Key Business Benefits**

- Simplify the configuration of complex, customizable products using an intuitive, visual, user experience
- Match customer requirements to the best possible solution
- Guide your customers to valid configurations eliminating order errors and associated cost of order re-work
- Automate the order-to-production process and reduce sales cycle times
- Leverage a dynamic design environment to quickly create, test and release configuration models

## SIMPLIFY CONFIGURATION OF COMPLEX SOLUTIONS

Configurator supports configuration requirements across the enterprise. It is natively integrated with Oracle Fusion Cloud Order Management to support downstream Configure to Order (CTO) flows and can be integrated with upstream channel applications, including CPQ, commerce sites, and 3rd party products. Powered by a powerful, AI constraint engine, Configurator provides both an interactive UI for guided selling and option selection as well as a validation service to ensure the configuration remains valid throughout the ordering process.

Oracle Configurator's dynamic runtime user interface provides an intuitive user experience to help choose the best product options for your customer's needs. As each option is selected, it is interactively validated by the Configurator's constraint engine. Options that become invalid can be dynamically hidden or shown as invalid based on the UI's display condition rules. Images can be used for option selections in place of standard controls and visualization elements can be added to further portray the product being configured.

### Key Features

- Template-driven user interface
- WYSIWYG user interface editor
- Transactional attributes to add item characteristics at runtime
- Intuitive development environment for management of configuration models
- Model testing, versioning and release
- Underlying constraints-based configuration technology
- Pre-Integrated with Fusion Cloud Order Management

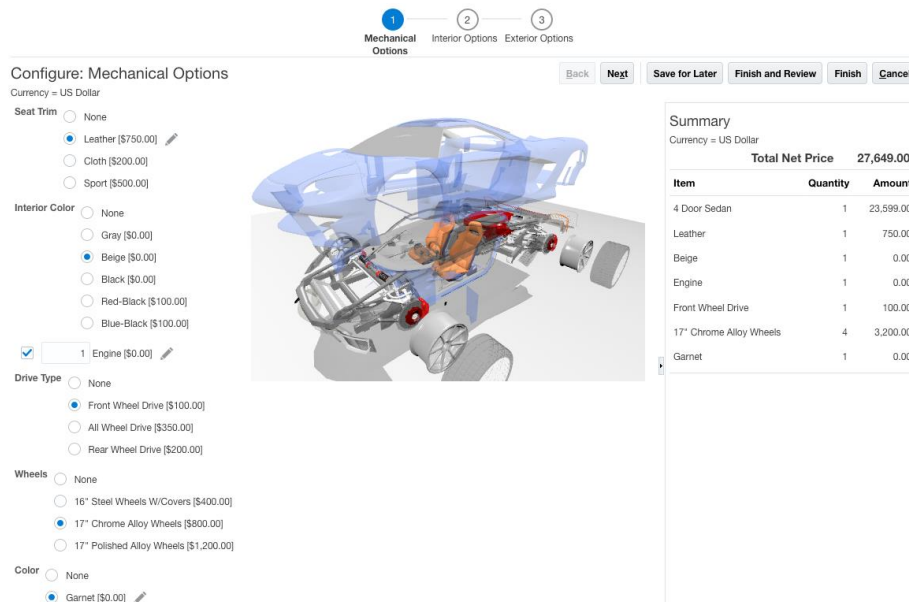


Figure 1 - Dynamic User Interface to Capture Configuration Selections

## Solve the configuration at any point ('Finish it for me')

Using the constraint engine's AI solver capability, customers can make a minimal set of selections in the runtime UI and let the Configurator make the remaining selections. Remaining selections are determined based on the engine's built-in heuristics, or by rules defined for this purpose in the Configurator Modeling Environment.

## View real time pricing as product is configured

During product configuration, prices for the selections are displayed within the configuration user interface, enabling the user to make decisions about the selections based on this information. As options are selected, they are added to the running summary along with their prices and total price.

## DESIGN A CUSTOMIZED USER EXPERIENCE

The Configurator Modeling Environment (CME) provides an intuitive development environment for building and maintaining configurator models including the model structure (all possible options), rules, and user interface behavior.

Starting with the items, structures, and item classes defined in Product Management, Configurator Modeling provides the capability to add the supplemental structure, rules, and user interface definitions needed to simplify the quoting and ordering of complex products and services.

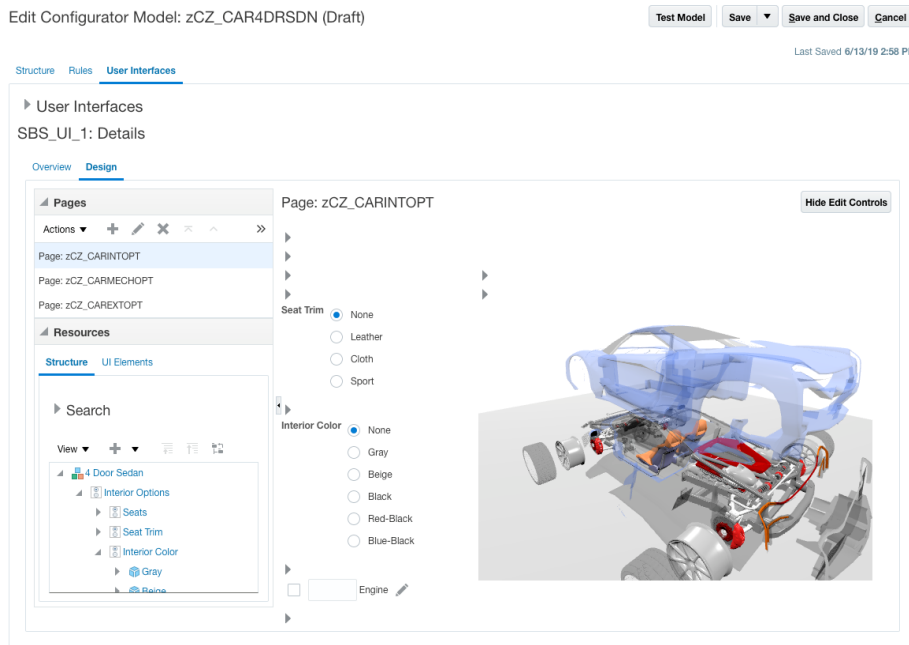


Figure 2 - Build Configurator Models in an Intuitive Development Environment

The configuration process can be simplified by adding guided selling questions to the model and tying the answers to one or more option

selections via rules, directing the end-users to the right or optimal solution.

With a constraint engine and AI solver ‘under the hood’, modelers have a wide variety of rules to leverage including simple Default Rules and bi-directional Constraint Rules. Groovy can be used to create Configurator Extension rules, to invoke business logic that falls outside the scope standard rules. Search Decision Rules can be used to capture logic needed to ‘solve’ or ‘finish’ the configuration.

## Build a Better User Experience

Use a what you see is what you get (WYSIWYG) user interface editor to build a user experience which guides customers to valid configurations. Choose from a variety of UI selection controls such as radio button groups, images, checkbox and choice lists, with more complex tabular controls to manage multi-item and multi-instance selection/s. Use predefined UI templates with commonly used layout and navigation options, such as single page, step-by-step and dynamic tree, to quickly create the dynamic runtime user interface that best meets your needs.

## MANAGE THE CONFIGURATOR MODEL LIFE CYCLE

Configurator Modeling covers the full lifecycle of creating, releasing and maintaining the models that drive the runtime configurator sessions.

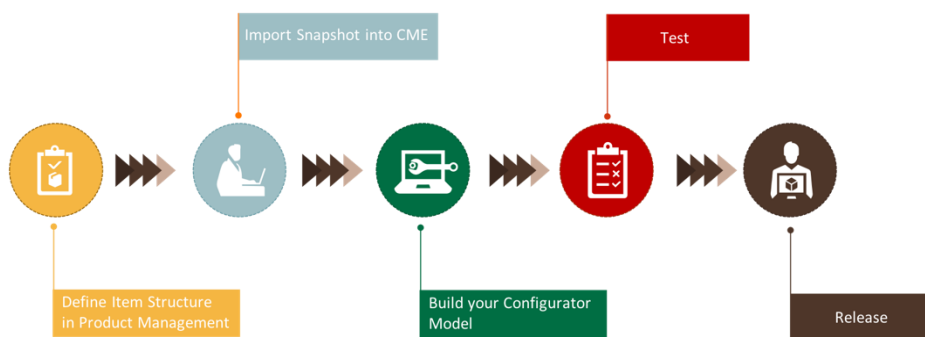


Figure 3 Design Time - Configurator Model Life Cycle

You can utilize existing items, structures and item class information defined in Product Management to use as the basis of your configuration model. Simple to complex (i.e., nested models) are

supported as well as support for Transactional Item Attributes (those whose value is determined through a configuration session).

Design, build and simulate model behavior and overall user experience prior to release. Incrementally release delta model changes into production, leveraging comprehensive impact analysis and validation checks to ensure quality. Unrelease models from production to revert to the previously released versions of the models.

## STREAMLINE PRODUCT CONFIGURATION ACROSS YOUR QUOTE TO CASH PROCESS

Oracle Fusion Cloud Order Management supports omnichannel customers by connecting your sales, fulfillment, logistics and finance organizations. Integration of these key business functions:

- Improves order accuracy
- Drives fulfillment efficiency
- Ensures consistency in pricing, delivery, order status reporting, and billing

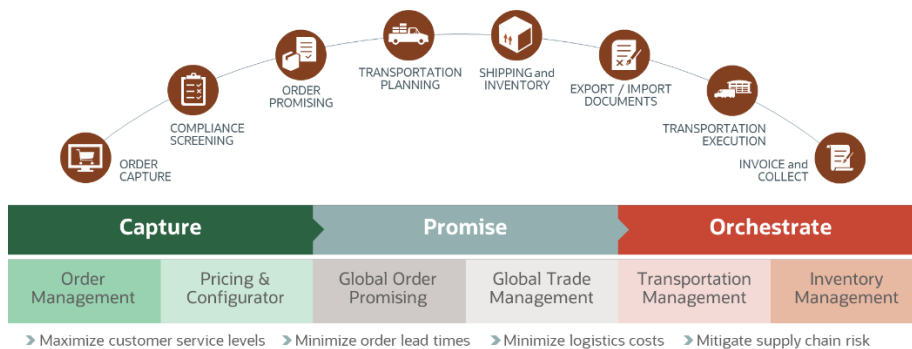


Figure 5. Oracle Order Management Cloud solution components

Oracle Configurator is seamlessly integrated with Order Management and supplies all aspects of the configuration rules, user interaction and order capture to match customer requirements to the best possible solution. Configuration and validation services ensure that only valid product configurations are built which eliminates order errors and the associated cost of re-work.

As part of a runtime configuration session, attribute values can be determined or set that need to be carried downstream as part of the CTO flow. Known as Transactional Item Attributes, the values for these attributes can be set using Configurator.

### Related Products

- Oracle Fusion Cloud Order Management is designed to improve order capture and fulfillment execution across the quote to cash process by providing a central order hub for multi-channel environments.
- Oracle Fusion Cloud Inventory Management is a complete, modern materials management solution that can help you effectively manage the flow of goods across your business organizations.
- Oracle Global Order Promising can help you meet the most demanding customer expectations by promising delivery based upon actual supply across all potential sources.
- Oracle Fusion Cloud Manufacturing helps firms compete in today's global market by providing new and better tools to run their shop floor.
- Oracle Product Hub is an enterprise-class product information management system, delivered via Cloud for lower cost and faster deployment.

Configurator provides the validations and order line creation for configurations captured via other sources, such as Oracle CPQ to automate the order-to-production process to reduce overall sales cycle times.

## Ensure Model Continuity

You can take advantage of the power of Configurator in your third-party quoting and/or order capture application by embedding the Configurator run time user interface directly into your applications. Configurator run time services allow you to start a new configuration session in your order capture application and restore the configuration to make changes or revise the order, as necessary in a later phase in the quote to cash process.

Oracle Configurator is pre-integrated with both Oracle Fusion Cloud Order Management and Oracle CPQ, to provide a seamless user experience across the quote to cash process

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