

Oracle's Enterprise Catalog for Communications will enable CSPs to drive offer uptake

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Adaora Okeleke



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Summary

TM Forum shared research at 2019's Digital Transformation World (DTW) event in Nice, France, showing that communication service providers (CSPs) are likely to miss over 70% of the growth opportunities attached to 5G unless they change their current operating models. A critical factor that could lead to missed opportunities is services that do not meet customers' needs. CSPs must take advantage of technologies such as big data, analytics, AI, and open application programming interfaces (APIs) to create, launch, and target services that meet the identified demands of customers.

The Oracle Enterprise Catalog for Communications (Oracle ECC) was announced at DTW 2019 to provide CSPs with the capability to identify, create, launch, and manage a portfolio of services that are both personalized and relevant to various customer segments. However, merely implementing the solution will not be enough to earn Oracle ECC's benefits; fostering the right culture and practices within the business is vital to ensure that the services identified as the most likely to be successful in the market can be launched rapidly, and managed effectively.

Oracle announces its Enterprise Catalog for Communications

As CSPs develop their 5G networks, key issues to address include identifying services that are relevant to customers and that have potential for a high uptake rate, how to create and launch these services quickly, and how to target these services to the right customers through the right channels. Consequently, CSPs must invest in intelligent offer-introduction strategies, such as product catalogs, that provide the flexibility and agility to create new products, utilize insights from customer behavior to anticipate customers' needs, and offer services that align with these needs.

In view of this trend, Oracle announced the planned launch of the Oracle ECC at the DTW 2019 event. Oracle ECC (which became generally available on June 1, 2019) is part of the Oracle Digital Experience for Communications solution. Oracle ECC enables CSPs to create offers related to customers' needs based on insights from specific customer segments, and to launch these offers quickly. This approach represents a shift away from the traditional processes that most CSPs follow, toward leveraging digital insights and advanced machine learning (ML) capability to streamline and enhance the product introduction process. The intelligence-driven offer-launch capability in Oracle ECC is provided by the following modules:

- **Offer Ideation** identifies what customers want using insights generated from capabilities such as social listening to sentiment analysis. Recommendations on what attributes to include in service bundles are generated using machine learning capabilities. These ML-based recommendations ensure that resulting offers align with market demand, therefore assuring good uptake rates.
- **Offer Creation** enables the quick design and launch of services. It includes a unified offer design environment for all involved parties (including partners) to reduce the time spent on service creation.
- **Offer Launch and Presentation** provides insights on the best way to target these offers and services in a way that personalizes the experience for the customer. AI models provide

guidance on how, when, on what channel, and at what time to target the customers with the offers.

Understanding that many CSPs have invested in product catalogs in the past, the Oracle ECC leverages the TM Forum Open APIs to integrate with CSPs' pre-existing product and sales catalogs. Insights gleaned from these pre-existing catalogs may be utilized in identifying and creating services within Oracle ECC. Oracle ECC also integrates with partner sales catalogs, CRM, and systems such as billing and provisioning to support the complete concept-to-cash process. Pre-integrations with Oracle's sales, commerce, fulfillment, and billing capabilities, as well as Oracle Siebel CRM to support a CSP's digital transformation strategy, are also provided.

CSPs need to develop a new culture for service creation

To drive up revenue, the overall objective of CSPs should be to maintain a product catalog containing a concise, well-managed set of offerings that have good offer uptake, and the capabilities provided by Oracle ECC can enable CSPs to build a portfolio of services with healthy uptake rates. Oracle ECC can subsequently form the foundation on which additional services such as 5G and IoT-based functions can be created and offered to customers.

However, the implementation of Oracle ECC must be accompanied by CSPs adhering to a strict discipline and focus to create and launch offers that are relevant to customers. This approach would involve developing a culture where services held in the enterprise product catalog are assessed on a regular basis. Taking this approach ensures that only services found to be profitable and of value to customers are maintained within the catalog. The size of the product catalog can also be constrained, making it easier to manage the content. Therefore, a combination of the right business processes, practices, and the technology itself will be critical to CSPs making the most of their investment in Oracle ECC.

Appendix

Further reading

Act on Your Intelligence: An AI Roadmap for Service Providers, ME0002-000769 (July 2017)

Author

Adaora Okeleke, Senior Analyst, Telecoms Operations and IT

adaora.okeleke@ovum.com

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askananalyst@ovum.com

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