ORACLE

Oracle Digital Experience for Communications (DX4C) Executive Paper

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DX4C is Oracle's complete communications solution that enables CSPs to Innovate, Engage and Transform for the experience economy. It leverages data and AI to transform the customer experience – from launching offers, acquiring and retaining customers, omni-channel commerce and care to fulfilling and monetizing services.

DATA POWERING THE EXPERIENCE ECONOMY

Digital disruptors offer simple and intuitive customer-facing applications that provide direct brand visibility with their customers, often relegating CSPs to the position of carriers of commoditized network services. While most CSPs have already embraced digital channels of engagement such as mobile apps and websites using tools like digital chat, they still struggle to compete on CX.

The new battleground is the smart use of **data and artificial intelligence** to offer hyper-personalized, omni-channel, connected experiences based on deep insight into digital profiles and behavior to translate insight to revenue. CSPs have access to massive volumes of data flowing through their network, website, apps, call centers, retail stores and marketing programs – all of which will be further accelerated by 5G deployment. If this data remains siloed, CSPs miss the opportunity to develop a comprehensive understanding of their customers and prospects – and will fail to translate insight to revenue. Independent research shows:

- 68% of digital leaders are prioritizing the creation of a single view of the customer across disparate data sources as a means of creating immersive, engaging and contextually relevant experiences.
- $87.5b in sales were influenced by personalized offers to consumers – highlighting the need for actionable customer intelligence and unified engagement strategies (across sales, marketing, commerce and care) to drive frictionless, cross-channel interactions.

"Data is simply part of our DNA. We use the industry's richest dataset available to accurately anticipate customer needs, then leverage this in our innovative CX cloud applications. This enables CSPs to rapidly design and launch compelling AI-recommended offers that target the right customers, in just the right way, and at just the right time to maximize uptake, revenue, customer satisfaction and loyalty."
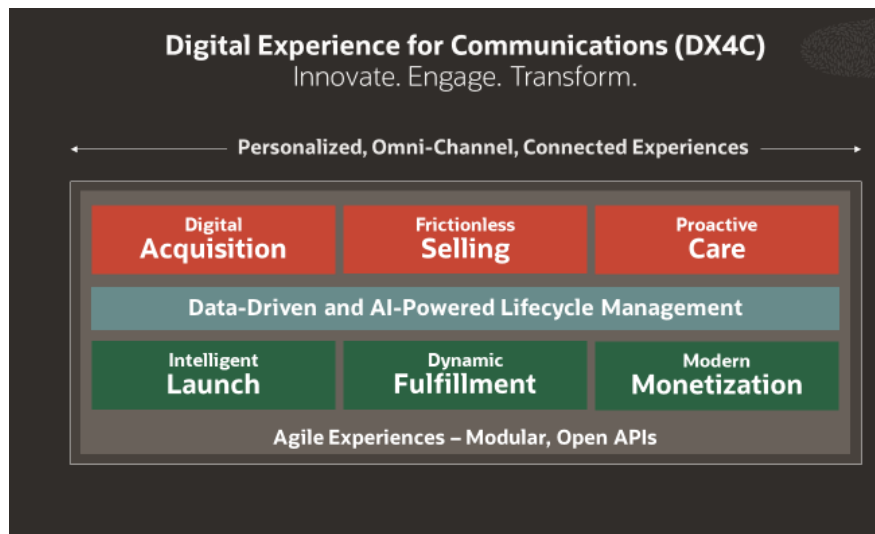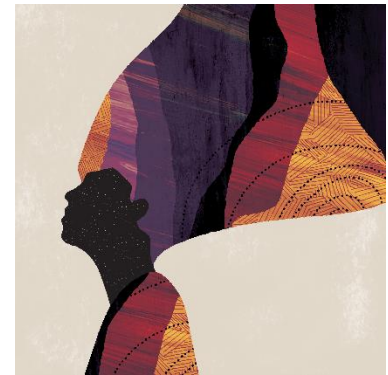
Rob Tarkoff
Executive Vice President and GM
Oracle CX Cloud

The key to success in the experience economy is connected intelligence. By harnessing data and applying adaptive intelligence, CSPs can create a single view of their customers and prospects across disparate data sources.

DIGITAL EXPERIENCE FOR COMMUNICATIONS

Oracle's Digital Experience for Communications (DX4C) is a complete, industry-specific solution built on an intelligent platform that enables CSPs to **Innovate, Engage and Transform** for the experience economy and to:

- Create far more personalized experiences, demonstrating they understand the context of a customer's journey, their digital preferences, what types of offers best suit their personal or business requirements, and be able to order and fulfill such offers against their network, applications and partners.
- Dynamically feed online and assisted channels with the right customer data to respond quickly and effectively to billing / order care inquiries and help create opportunities to turn care into commerce by upselling and cross-selling relevant services.
- Provide product designers a unified design approach with insights based on predicted market demand to quickly launch new offers to the right audience via the right channels for improved offer uptake at lower marketing spend.

Digital Experience for Communications (DX4C)
Innovate. Engage. Transform.

Personalized, Omni-Channel, Connected Experiences

Digital **Acquisition** | Frictionless **Selling** | Proactive **Care**

Data-Driven and AI-Powered Lifecycle Management

Intelligent **Launch** | Dynamic **Fulfillment** | Modern **Monetization**

Agile Experiences – Modular, Open APIs

"The Oracle Digital Experience for Communications platform provides us a complete, agile solution to support our core business, enabling flexibility, rapid product introduction and fast solution configuration as we continue our digital transformation."

Michael Wagenhofer
Chief Executive Officer
ORS, Austria

DX4C enables CSPs to deliver the following **personalized, omni-channel, connected experiences**:

- **Digital Acquisition** – This includes digital marketing / social listening using digital profiles and adaptive intelligence by analyzing behaviors and using intelligently designed offers to optimize marketing decisions, personalize content in real time, and both acquire new & retain existing customers through digital channels.

- **Frictionless Selling** – CSPs can contextually engage customers across all channels by delivering a highly personalized, conversational commerce experience using AI-driven recommendations. This will increase cross-sell/upsell opportunities, improve offer uptake, and reduce the cost of acquisition.

- **Proactive Care –** Empower customers, employees and partners with information, digital engagement tools and innovation to directly manage their subscriptions and their service experience through both unassisted

(digital) and assisted (agent) channels. Connected intelligence enables CSPs to surface relevant, contextual customer data and content. DX4C blends both sales and service, establishing new revenue and upsell opportunities for CSPs where 'Care is the new commerce!'

This digital experience is anchored on key capabilities critical to powering the solution, including:

- **Intelligent Launch** – Real time customer insights are used to ideate, create and launch customer-centric (not product centric) offers. Intelligent Launch allows CSPs to provide the right offerings to the right customers at the right time, where speed time to market, improved offer uptake and reduced marketing costs are key.

- **Dynamic Fulfillment –** Fulfill and deliver customer orders at scale with fully automated, model-driven orchestration of such orders through their entire order lifecycle.

- **Modern Monetization** – The ability to monetize any business model (B2C, B2B, etc.) by employing flexible pricing, discounting and account structures, the management of payments and collections, while presenting relevant billing data into the omni-channel care experience.

Such agile experiences are delivered through an underlying foundational fabric that decouples the engagement and intelligence layers from the systems of record using TM Forum Open APIs in alignment with the TM Forum's Open Digital Architecture. It enables adaptive data mastering, leverages data from many disparate sources (zero party, first party, third party) and provides tools to design and uniquely tailor the user experience for customers, partners and internal users alike.

APPLICABILITY TO SIEBEL CUSTOMERS

DX4C combines these intelligent data-driven digital experiences with key industry-specific capabilities from Siebel (which has been the primary CX/CRM platform running at scale in hundreds of Tier 1/Tier 2 CSPs globally in the past 10+ years) to help enable capabilities such as single product model, shopping cart and customer view. Together these provide the speed, agility and insights necessary to deliver contemporary digital experiences all built on the robust, scalable and communications verticalized foundation to ensure successful deployments in large Tier 1 CSPs.

For existing Siebel customers, DX4C provides several distinct benefits such as the ability to:

- Deploy DX4C to initially co-exist and complement existing Siebel instances – providing ease of adoption of next-gen digital and data capabilities.
- Transition to DX4C at their own pace as DX4C leverages key elements of Siebel's data model and exposes Siebel REST APIs to reduce migration time and risk.
- Protect their existing Siebel investment as DX4C provides a digitally transformed yet largely feature compatible experience for Siebel customers, especially in more advanced buying and ordering scenarios.
- Reduce costs associated with managing Siebel in their data centers – Oracle can run Siebel on Oracle Cloud Infrastructure as a managed service – enabling CSPs to crystallize such savings or apply them to investing in additional DX4C capabilities.

"As a signatory to the TM Forum Open API manifesto, Oracle is further demonstrating the industry value of adopting extensible open APIs to expose and consume a catalog of capabilities to drive innovation and monetization of new products and services. The adoption of these APIs enables companies like Oracle to execute at digital speeds and capitalize on the opportunities presented by an increasingly connected world."

George Glass
Vice President Architecture & APIs
TM Forum

WHY ORACLE?

- Oracle provides unrivaled data management, adaptive intelligence and machine learning capabilities to power transformative connected intelligence and experiences for customers and employees – all of which is fully leveraged in DX4C.
- Oracle has decades of leadership and experience in meeting the communications industry's most stringent CRM requirements at scale.
- Oracle recognizes that CSPs operate in heterogeneous IT environments and may choose step-wise transitions or wholescale transformation. DX4C is architected in adherence to the TM Forum Open Digital Architecture, including Open APIs, to maximize business and IT agility and easily co-exist with existing systems.
- DX4C provides an intuitive customer-centric design experience (Redwood) and extends beyond this by providing the tools for CSPs or their SIs to easily create their own experiences. The solution is designed around intelligent user experience journeys rather than traditional processes, thereby increasing flexibility.
- DX4C is deployed on Oracle Cloud Infrastructure with state-of-the-art data centers, cyber security, autonomous capabilities, high availability, and disaster recovery. The SaaS model reduces operating expenses while delivering continuous innovation.
- DX4C is a complete, end-to-end unified solution with a cohesive information model delivered on the Oracle Cloud. This negates the need for CSPs to otherwise manage multiple components across various clouds, with differing pricing schemes and operational models.
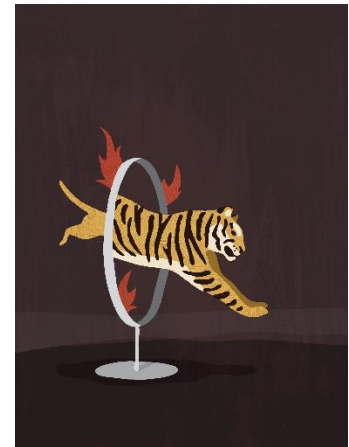
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