ORACLE COMMUNICATIONS RAPID OFFER DESIGN AND ORDER DELIVERY SOLUTION

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KEY BUSINESS BENEFITS

• Accelerates time to market with integrated front and back office offer design capability

• Facilitates enterprise-wide process optimization and reduces cycle time through an end-to-end, comprehensive Order Management solution

• Provides full system visibility and status updates to ensure accurate delivery on every customer commitment

• Minimizes integration cost and risk with a productized, open architecture

• Supports On-premise, Cloud and Hybrid deployment models

Communication Service Providers (CSPs) face numerous challenges today. Facing increased competition and rapidly changing market demands, the industry is under constant pressure to launch offers and provide services more efficiently while cutting operational expenses and improving customer experience and partner relationships. In order to successfully navigate these challenges, CSPs need an integrated offer design and order delivery environment that can quickly respond to changing business demands and promote concerted efforts to fulfill customer commitments. Oracle's Rapid Offer Design and Order Delivery (RODOD) Solution allows CSPs to design front and back office operations for new offers, capture and manage order provisioning tasks efficiently, and provide complete end-to-end visibility into order processes. The results are:

• Faster system implementation and time to market

• Shorter order cycle time

• Lower OPEX through elimination of service based silos

Oracle provides the only integrated, product-based, rapid offer design and delivery solution that cost effectively speeds offer introduction and enables accurate order delivery.

Today's Challenges

Communication Service Providers (CSPs) face numerous challenges today: increased competition, rapidly changing market demands, pressure to launch more offers faster, control of operational expenses, and strengthening customer relationships. These days more and more CSPs implement customer perspective programs to improve sales force automation and customer experience. The primary focus is mainly on the front office or customer facing systems but how can the objectives be achieved if end-to-end concept-to-cash processes are disjointed? One of the keys to successfully navigating these challenges is to view them holistically while focusing locally on the highest impact areas.

The telecommunications market is on the verge of a change in paradigm, in which costs go down but service quality goes up; in which the customer base increases but staff numbers do not; and in which the complexity of offers increases but time to market shortens. Efficient delivery and support of complex convergent services is a necessity in today's market. With the proliferation of bundled offers, ever-expanding customer service channels, and increasingly complex provisioning and activation systems, many

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- Faster Offer Design
  - Integrated offer design processes
  - Zero fulfillment configuration offer launch
  - Automatic synchronization across Sales, Fulfillment and Billing catalogs
- Accurate Order Capture
  - Enhanced support for cross-channel purchasing
  - Advanced technical service qualification to eradicate order failure and billing errors
- Rapid Order Delivery
  - Automated decomposition of orders
  - Dynamic generation of orchestration plans
  - Support for changes to in-flight orders with revisions and follow-on orders
  - End to end order status visibility & fallout management
- Accelerated Quote to Order to Cash to Care
  - Pre-integrated flow through to billing system for account and product setup
  - Two phase billing for faster revenue realization
  - Unified customer and billing care
- Enhanced integration and operability of on-premise and hybrid RODOD deployments for IT users
  - Single, consistent EM based management pack provides one user interface across the Communications portfolio

CSPs are weighed down by inefficient order management processes. The results are problems such as delayed time to market for new offers, escalating order fallout and manual processing, prolonged order cycle time, and mounting customer complaints.

Studies show that:

- Average time to launch new services ranges from 90 days to a year; average time to modify offers ranges from 10-20 days (Yankee).
- 25% of data service orders are cancelled before they are fulfilled (KRC).
- 77% of service providers admit that delivering bundled products and services has increased complexity, with 86% reporting an increase in transaction failures (Vanson Bourne).
- 76% of enterprise customers need more real-time visibility into business processes (Vanson Bourne)

It requires a collaborative, cross-departmental effort and a comprehensive IT solution to address this problem. Service providers who excel in rapid-offer introduction, efficient order delivery and empowering their customers on all channels gain a strong competitive edge in today's complex business environment.

Solution Overview

To help CSPs with the many challenges they are focusing in today's fast-paced markets Oracle provides the most comprehensive Concept to Cash to Care solution offering for faster system implementation, enhanced customer experience, fast time to cash, and operational cost savings.

Oracle Communications Concept to Cash to Care Solutions offering includes the Rapid Offer Design and Order Delivery (RODOD) solution and the Service & Network Orchestration (SNO) solution.

The following diagram captures the footprint of the overall Oracle Concept to Cash to Care solution offering.
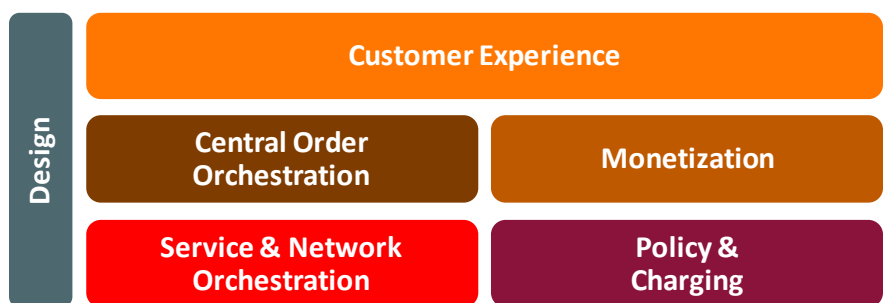

Figure 1. Oracle Communications Concept to Cash to Care Solutions Offering

Oracle Rapid Offer Design and Order Delivery is the industry's only fully integrated, productized solution that cost-effectively reduces time to market for new offer introduction, and enables accurate order delivery across all customer service channels.

Figure 2. Oracle Communications Rapid Offer Design and Order Delivery (RODOD) Solution

The Oracle applications on which the core solution is built are Oracle Customer Experience (CX) Cloud-based applications, Oracle Communications Order and Service Management (OSM), Oracle Communications Billing and Revenue Management (BRM), Oracle Communications Design Studio, Oracle Communications Application Integration Architecture (AIA).

In March 2011, the On-premise RODOD solution was the very first solution to be awarded the seal of Frameworx Certified Solution by TM Forum. In 2013 the solution was re-certified against *TM Forum Business Process Framework (eTOM) 12.0* to cover Online and Cross Channel Ordering. In 2014 TM Forum recognized the Oracle solutions as the winner of the Solution Excellence Award.

Figure 3. TM Forum Certified and Solution Excellence Award Winner

Detailed certification report can be found on the TM Forum site at: http://www.tmforum.org/ConformanceCertification/10660/home.html.

Faster Offer Design and Implementation

A federated approach where offer design starts in PDC within BRM, it is continued in Oracle CX and completed in Oracle Communications Design Studio for OSM.

Common offer data across systems is defined only once and automatically synchronized thus greatly reducing configuration errors, the need for lengthy test cycles, or order failures due to undetected configuration misalignment.

PDC is a web-based application part of BRM for managing product offerings. PDC has an intuitive web-based offer design interface that can be used directly by business users. PDC data model has been certified against TM Forum SID at the highest levels of compliance.

Fulfillment flows associated to Service Specifications are defined in Design Studio for OSM. In Design Studio the user can design fulfillment workflow, orchestration and decomposition rules, and change management procedures. At run-time OSM dynamically generates orchestration plans by selecting the fulfillment flow for the product specification matching the product class in the commercial offer. This decouples

the commercial offers from the fulfillment flows, increases reuse of fulfillment patterns, eliminates lengthy test cycles, and greatly reduces time to market.

Overall the RODOD Offer Design process is a concerted, system-enabled effort that facilitates collaborations between front and back offices during offer design time, and that enables service providers around the world to introduce new services to market in record time.

Shorter Order Cycle Time

RODOD has multiple alternative and flexible approaches for the quote to order business processes. The Rule-based Product Configuration, guided selling, enhanced Order Validation, and Technical Service Qualification improve order accuracy in the downstream processes for all types of orders. Reducing error rate and delivery cycle time are keys to satisfying today's demanding customers.

Once the Order is sent to OSM for order fulfillment, OSM manages all downstream actions required in the fulfillment of that order. OSM splits the order into its constituent elements according to the decomposition rule. An orchestration plan is generated to complete the fulfillment across major back office applications including ERP, Billing, Workforce Management Systems, Inventory and Activation. OSM then manages the execution of that plan, including process prioritization and status updates. In-flight order changes are handled by automatically generating a compensation plan to calculate any impact to the order fulfillment process. Order status is maintained throughout the fulfillment process and updated to CX so the front office personnel and customers can stay informed at all time.

OSM provides productized integration with Oracle Communications Activation Platform for the activation of services. OSM also provides integration with Oracle Communications Unified Inventory Management (UIM) to support management of network and service inventory.

The validation and qualification of services at the time of order entry, along with advanced order management functionalities such as Decomposition, Orchestration and Change Management, provide an effective way to reduce order cycle time and increase customer satisfaction.

Lower OPEX

The combined solution offers a proven, convergent platform that creates and orchestrates orders across existing provisioning systems. It eliminates costly operation silos, workarounds and manual intervention that are prevalent in the space of telecommunication order management.

AIA Process Integration Packs (PIPs), Oracle's pre-built composite processes across enterprise applications, offer flexible, standard-based, pre-built integrations that enable CSPs to accelerate their transformations, optimize their business processes, and deliver more compelling services to their customer, faster! AIA PIPs productize the process integration and shift the burden of implementing and supporting cross-application business processes to the vendor, thus they help Service Providers get up and running

with core processes quickly, to minimize implementation risk and time, and to reduce total cost of ownership for integrations.

Multiple Deployment Models

In addition to the existing On-premise RODOD solution, Oracle introduces another deployment model with direct integration of Oracle CX applications with On-premise RODOD components as CSPs look to increasingly adopt cloud-based solutions.

Bottom Line

Oracle delivers business value to the communications industry through a unique solution portfolio that offers the end-to-end integrated applications. CSPs around the world have been deploying the solution with measurable, tangible success.

SUCCESS STORIES

Time To Market	Order Cycle Time	Operational Efficiency
TURKCELL SUPERONLINE	**Televisa**	**TM**
XDG system developed in **2** weeks instead of 6 weeks	Average time to release a new product has been reduced to **10** days.	**256%** Increase in number of reseller orders submitted per day
233% Faster Cloud Fax developed in 3 weeks instead of 7 weeks	Average time to activate a new Triple-Play customer has been reduced to **45** sec	**54%** monthly increase in order fulfillment
Changes to in production offers made in **hours** not weeks	Improved customer experience with increased order delivery accuracy	**70%** reduction in order fallout
Telefónica O₂	**OTE**	**TDS**
62% Reduction in Time to Market for new services	Introduce a new portfolio of services with different offers every **2** months	**52%** Automated Order Capture
47% Reduction in Order Cycle Time for broadband services	Process **97%** of orders accurately, without human intervention	**96%** Automated Fulfill Billing $$$$
98% Orders accurately activated	Reduced order delivery time by **66%**	**56%** Overall End-to-End Fully Automation

The combined power of CX, OSM, BRM and AIA for Communications offers:

- An integrated offer and fulfillment process design environment that spans and unifies front and back office operations to achieve quick time to market

- Full order status visibility across the entire fulfillment life cycle to keep CSRs and customers informed of order progress
- An adaptive, comprehensive order management solution that eliminates the need for custom development, silos, workarounds and reduces implementation risk
- A flexible solution that automates processes, transactions, and interfaces as the service demand grows
- Real-time physical and logical feasibility check to ensure every customer promise is system-validated and fully committed
- Accurate, predictable service delivery cost – there is no need to build in redundant resources and capacity to compensate for order fallouts
- Strategic order prioritization, orchestration and decomposition capability to reduce cycle time, error rate, extra truck roll, rework activities

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Hardware and Software, Engineered to Work Together

Oracle is committed to developing practices and products that help protect the environment