Oracle Playbook

COMMUNICATIONS

Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead

Copyright © 2026, Oracle and/or its affiliates

Communications

Communications companies must optimize existing operations, enhance customer experiences, build programmable networks, expand enterprise services, and offer industry-specific solutions. They must automate, boost margins, partner effectively, and standardize and expose networks via APIs to pave the way for the modern digital world. They should expand into new industries with communications-enabled applications to diversify and boost revenue.

Copyright © 2026, Oracle and/or its affiliates

Key imperatives for communications

1. Optimize existing business
2. Enhance customer experiences
3. Modernize the network
4. Expand enterprise services
5. Rewire for new business models
6. Transform verticals with real-time communications

Copyright © 2026, Oracle and/or its affiliates

Forces shaping the communications industry

INDUSTRY CHALLENGES

Lack of customer centricity hinders growth
Telco operators must rise to the challenge of launching innovative products and services across all channels with accurate capture, efficient orchestration, and flexible monetization—while also increasing customer loyalty through intelligent, personalized, and proactive care that delivers a differentiated digital experience.

Growing complexity creates challenges for billing and revenue operations
Telco operators must modernize and simplify enterprise systems that limit business operations, speed, and profitability. They must take advantage of AI to help improve revenue operations and help reduce manual effort.

Network complexity stifles the use of AI
Telco operators must tackle the complexity of modern networks by seamlessly integrating and orchestrating diverse voice communications, network services, and voice AI technologies—allowing for a streamlined, high-performant environment to help meet evolving customer demands.

VISION OF SUCCESS

Click on a section to learn more.

1 Increase revenue through personalized customer experiences
2 Help improve revenue operations with AI
3 Simplify and streamline
4 Start your journey

Copyright © 2026, Oracle and/or its affiliates

1: Help increase revenue with personalized customer experiences

Customer experience has never been more critical to growth. With AI-powered customer experience management, service providers can automate the personalization of experiences throughout the customer lifecycle, improve customer loyalty and stimulate profitable revenue growth.

Recommended actions:

- Unify business support systems and embed AI
- Create a single source of truth across the business
- Launch new offers often to meet customer needs
- Offer multiple pricing and payment models
- Empower frontline employees across marketing, sales, and customer service with AI-enabled tools
- Deliver a consistent experience across channels

How to get started:

- Rationalize and consolidate IT systems
- Unify customer data into a single common repository
- Bring AI to customer data
- Automate business processes and employee workflows with AI
- Optimize decision-making with intelligence

Oracle capabilities enabling strategic goals

Catalog and commercial offers	AI	Sales	Order management	Monetization	Customer experience	Cloud

Copyright © 2026, Oracle and/or its affiliates

2: Help improve revenue operations with AI

Telecom operators must implement solutions that optimize operations and monetize new business models. Bundled offerings, usage-based pricing, and constant contract changes make revenue recognition and adherence to regulatory requirements increasingly complex.

Recommended actions:

- Deploy the next-generation mobile network with best-in-class solutions
- Automate the core to bring new services to market faster
- Create a robust signaling framework to future-proof the traffic
- Modernize outdated business applications

How to get started:

- Build tailored 5G network policies, improve 5G quality of service, and introduce and monetize new services
- Use AI agents to automate multichannel invoice processing
- Use AI agents to accelerate issue resolution, reduce finance process handoffs, and improve financial visibility
- Provide a conversational interface to help users build, modify, calculate, and analyze profitability and costs models.

Oracle capabilities enabling strategic goals

Planning and budgeting	Finance and operations	Open industry standards	AI	Billing	Monetization

Copyright © 2026, Oracle and/or its affiliates

3: Simplify and streamline

Managing network operations has become more complex than ever, while at the same time conversational AI is fundamentally changing the way businesses and customers connect. Service providers must reduce complexity and achieve a future-ready, intelligent communication landscape to make sure they fully capitalize on the benefits for their customers.

Recommended actions:

- Simplify the integration of disparate voice and AI solutions
- Integrate AI seamlessly into the voice network and workflows
- Enhance operational efficiency with voice network AI-driven operations

How to get started:

- Ensure workflows and logic are aligned with existing business priorities
- Maximize existing investments and maintain compatibility and scalability by prioritizing integration with current network elements
- Embrace advanced AI models and automation rules to improve issue resolution time and network reliability

Oracle capabilities enabling strategic goals

Cloud	Business operations	Security	Real time communications	Automation	Customer experience	AI

Copyright © 2026, Oracle and/or its affiliates

Internal questions to get going

Data

Do we have the data we need to make the right decisions?

How easily can we derive actionable insights from our customer data?

How consistent are our customer experiences?

Cloud adoption

Is our core network enabled to rapidly respond to new and emerging opportunities?

How can we use the cloud to rapidly launch new services with agility?

Where can we reduce complexity through automation in the network?

AI readiness and innovation

Are we capable of helping customers simplify and optimize their voice network?

How can we integrate AI into our existing workflows and networks?

Are we able to maximize our existing investments while embracing innovation?

Copyright © 2026, Oracle and/or its affiliates

Four key elements to your success

Leadership defines vision/urgency for AI adoption, alongside commitment to customer success and continuous improvement.

Processes are continually reimagined to **streamline** operations and **empower** people to focus on higher-value work.

Oracle provides everything you need to deploy best-in-class applications and continuously innovate – with AI and agentic at the core.

Benefit from a unified data model provided by Oracle's end-to-end technology stack and invest in data governance.

Copyright © 2026, Oracle and/or its affiliates

Oracle Communications

AI-Powered Communications Industry Business Capabilities

Communications Operations				
Customer Experience	**Customer Management**	**Monetization**	**Operations**	**Network**
Assisted and Self-Care	Customer	Revenue Management	Orchestrations	Policy
Buying & Commerce	Catalog	Charging	Inventory & Topology	Signaling and Routing
Marketing	Orders	Billing	Provisioning & Activation	Voice Security and Networking
Any Channel	Sales & Service	Mediation	Assurance	Internet of Things

Enterprise Operations			
Financials	**Supply Chain**	**Human Resources**	**Performance Management**

Enterprise Data Intelligence

Master Data	**AI Agents/ML**	**Enterprise Analytics**	**Data Visualization & Insights**

Cloud Infrastructure

Services	Compute	Networking	Storage	AI/ML	Security	Database	Compliance
Deployments	Public regions	Sovereign regions		Dedicated regions	Multicloud	Edge	

Copyright © 2026, Oracle and/or its affiliates

Additional ways Oracle serves Communications

Complete Capital Program Management

Support project governance, visibility, and performance across capital project portfolios. Address project risk, manage change, and sharpen decisions from ideation and planning through execution and asset operation.

Intelligent Retail Store Operations

Support telco retail store operations with modern POS, merchandising, inventory management, associate management, and more.

Connected Communications Network Operations

Connect network infrastructure, edge devices, towers, and data centers to collect telemetry, enable digital twins, and transform real-time operational data into actionable insights. Improve network reliability and service quality, support predictive maintenance for critical infrastructure, help optimize energy and capacity utilization, and increase visibility across communications operations.

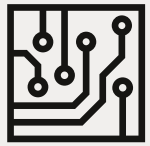
Copyright © 2026, Oracle and/or its affiliates

Why Oracle?

Complete Suite

Best-of-breed apps designed and built based on customer needs—with AI throughout.

Industry-specific apps, finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics built to work together.



Best Cloud Technology

Next-generation Oracle Cloud Infrastructure (OCI) with the performance, security, and availability to run your mission-critical operations.

Cloud regions worldwide for commercial and government needs.

Award-Winning Design

Award-winning consumer-grade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend, and build applications.

Self-learning and self-improving applications.

Committed to Your Success

Oracle Customer Success Services helps you maximize your cloud investment with proactive support, expert guidance, and comprehensive tools and best practices.

Copyright © 2026, Oracle and/or its affiliates

Committed to your success

Oracle Cloud Success Navigator

Achieve Cloud transformation objectives

Cloud success starts with projects that are delivered on time, on budget, and done right the first time. Leverage standards from +10K implementations with AI guided actions, role-level ownership, and accountability across your team, Oracle, and your SI to achieve success faster.

Confident design decisions deliver exceptional results

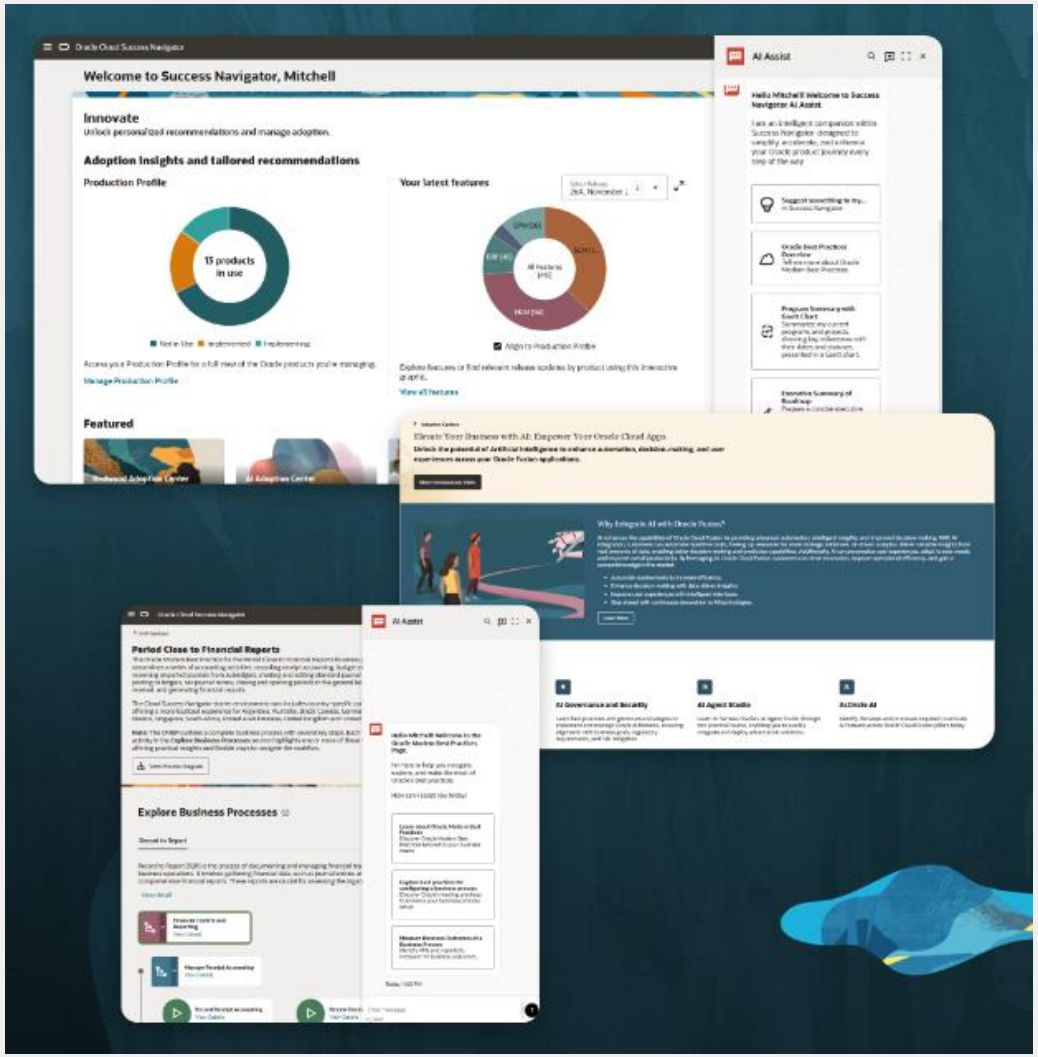
Oracle Modern Best Practices and Oracle University modules establish knowledge of your Oracle solutions and help reduce customization risk. Hands on application practice through Starter Configuration helps drive decisions from experience.

Increase your investment's value with AI and innovations

Help reduce cycles and costs while AI identifies gaps and expedites planning. Consolidated release materials with customizable Adoption Roadmaps drive business and IT alignment.

Leverage AI every step of the cloud journey

AI agents shape your journey and create tailored strategies for ongoing evolution. Empower teams and increase satisfaction by directing resources toward value innovation not tedious administration.



Copyright © 2026, Oracle and/or its affiliates

Extensive partner ecosystem

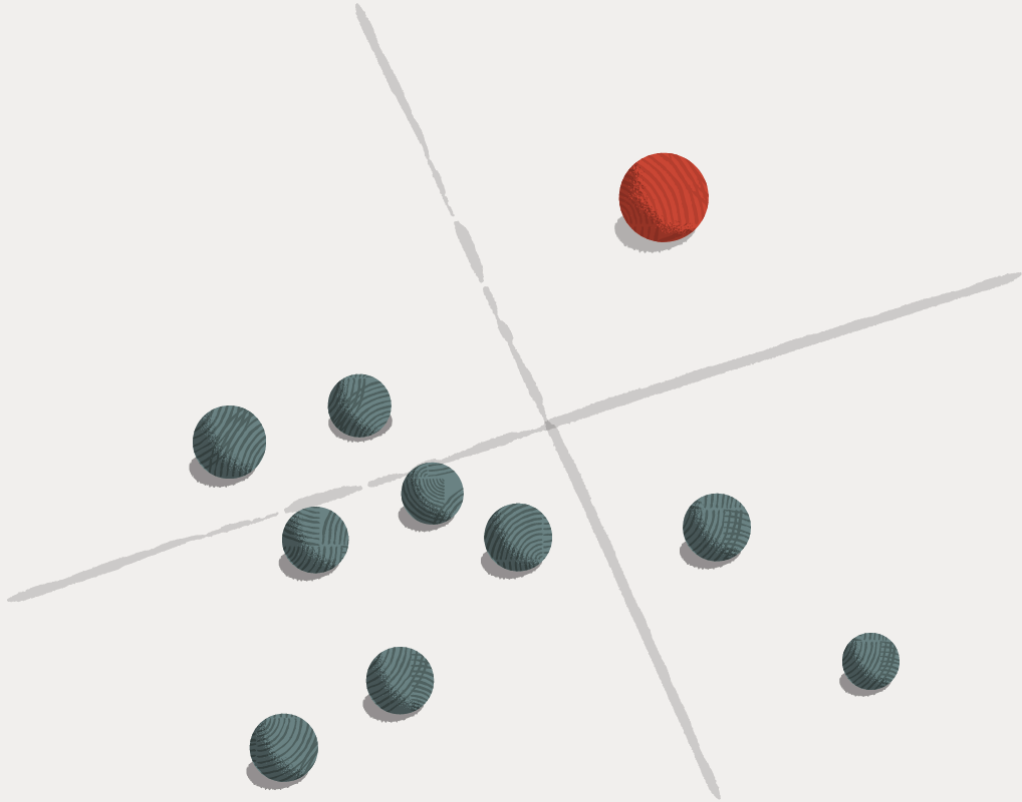
+20,000

Partners and ISVs

Copyright © 2026, Oracle and/or its affiliates

Consistently recognized leader in industry analyst reports

https://www.oracle.com/corporate/analyst-reports/



Copyright © 2026, Oracle and/or its affiliates

Thank you

To learn more, please visit:
oracle.com/communications/

Copyright © 2026, Oracle and/or its affiliates