

Oracle Communications Launch Cloud Service

Centrally design, govern, validate, and publish complex commercial offers

Communications service providers are under pressure to deliver seamless, relevant, and hyper-personalized customer experiences, but many still manage products, pricing, promotions, and offer rules across fragmented systems and teams. The result is slower offer launches, inconsistent commercial data, and greater risk that what is sold cannot be fulfilled, billed, or supported as intended.

Oracle Communications Launch Cloud Service helps CSPs bring complex offers to market faster with greater control. As part of [Oracle Communications Digital Business Experience](#), Launch provides a centralized commercial catalog and enterprise product catalog foundation for designing, governing, validating, and publishing products, offers, bundles, pricing, promotions, eligibility rules, and lifecycle changes.

Bring offers to market faster

To compete on customer experience, communications service providers need to move efficiently from commercial strategy to market execution. New offers often require coordination across product, marketing, catalog, IT, pricing, ordering, billing, and fulfillment teams. When these teams work from different definitions or processes, even routine changes can become difficult to manage.

Oracle Communications Launch Cloud Service provides a shared environment for designing and managing complex offers. Product, marketing, catalog, and IT teams can use structured design flows, reusable catalog entities, and structured lifecycle processes to help accelerate offer introduction while maintaining alignment with downstream systems.

Give business teams more control

Commercial agility requires both speed and discipline. Launch helps business teams manage routine offer changes directly while giving catalog, IT, and architecture teams the lifecycle governance, validation controls, approval processes, and publishing visibility needed to manage commercial change with confidence.

Teams can manage governed offer data through a structured environment that helps ensure changes are reviewed, approved, and published with appropriate oversight.

Improve consistency through execution

A personalized offer only creates value if it can be delivered accurately. When commercial design is disconnected from execution, providers can face order fallout, billing issues, customer confusion, and revenue leakage.

LAUNCH CLOUD SERVICE BENEFITS

Rapidly launch commercial offers with greater control

- Collaborative environment for business and IT teams to define products, offers, promotions, pricing, services, and rules
- Structured offer design and approval with comprehensive product lifecycle governance
- Business-user offer creation experience that promotes reuse and helps reduce product proliferation
- Trusted commercial launch process based on governed product definitions, lifecycle states, and publishing controls
- Simplified publishing experience across downstream sales, ordering, billing, charging, fulfillment, and care systems

DESIGN PRINCIPLES

A centralized foundation for commercial offer design and execution

- Single environment for conceptualization, design, validation, launch, sustainment, and retirement of commercial offers
- Centralized design-time experience for commercial catalog and

Launch helps align offer definitions with the systems responsible for selling, delivering, and monetizing them. By centralizing the commercial data that shapes each offer, Launch helps providers improve consistency across channels, business units, and operational environments.

Support autonomous customer experience

Autonomous customer experience depends on trusted commercial data. Product, pricing, promotion, eligibility, and lifecycle information must be consistent before it can reliably support personalized offers, guided selling, automated decisions, and coordinated engagement across the customer lifecycle.

Launch helps establish this basis by governing commercial catalog data before it is distributed to downstream systems. This supports Oracle Communications Digital Business Experience’s broader role in helping CSPs connect digital engagement to the operational and monetization capabilities required to deliver more seamless, hyper-personalized customer experiences.

For marketing teams, Launch helps connect offer strategy to market activation. For sales teams, it helps increase confidence that presented offers reflect controlled product, pricing, and eligibility definitions. For IT and operations teams, it provides a more controlled environment for publishing commercial change across the systems that execute the customer experience.

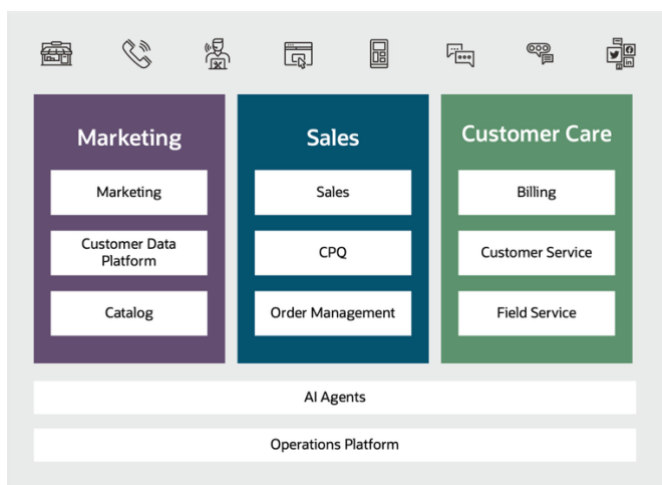


Image 1: Functional modules of Oracle Digital Business Experience

Key capabilities

Centralized offer design and management

Design and manage products, offers, bundles, pricing, promotions, eligibility, compatibility rules, selling terms, and lifecycle states in a centralized catalog environment.

Reusable commercial design framework

Create, clone, compare, and reuse catalog entities to reduce duplication, improve consistency, and accelerate the design of new offers and bundles.

Pricing, promotion, and rule modeling

enterprise product catalog management

- Reusable product, offer, pricing, promotion, and rule definitions to improve consistency across channels and systems
- Guided business-user experience for creating, cloning, comparing, and publishing offers
- Standards-based catalog modeling with TM Forum alignment, TM Forum Open API support, and Ready for ODA certification
- Publishing governance to support controlled release of catalog entities to downstream systems

CATALOG DIFFERENTIATORS

Commercial catalog depth built for communications providers

- Centralized commercial catalog and enterprise product catalog capabilities within Oracle Communications Digital Business Experience
- Business-oriented UI that helps product and marketing teams create, clone, and launch offers with less dependence on IT
- Rich modeling for simple offers, bundled offers, pricing, promotions, eligibility, compatibility, and selling terms
- Lifecycle governance with approvals, status controls, initiative-based releases, and publishing visibility
- Pre-integrated alignment across Oracle Communications sales, ordering, billing, charging, fulfillment, and care capabilities
- Open, modular architecture using TM Forum-aligned models



Support complex pricing and promotion strategies, including one-time, recurring, usage-based, attribute-based, and volume-based charges; discounts; conditional promotions; eligibility rules; compatibility rules; and bundle constraints.

Commercial and technical catalog alignment

Connect commercial product and offer definitions to the service, fulfillment, charging, billing, and operational requirements needed to execute the offer.

Lifecycle governance and publishing controls

Manage offer changes through lifecycle states, approvals, initiative-based releases, publishing controls, status tracking, rollback support, and environment-sensitive publishing.

Standards-based catalog modernization

Support catalog design and integration using TM Forum-aligned modeling, TM Forum Open APIs, and Ready for ODA certification.

AI-assisted offer quality and reuse

Improve offer quality with capabilities such as specification comparison, AI-assisted similarity detection, and AI-assisted design integrity checks.

Business benefits

Accelerate commercial offer introduction

Move from offer concept to market activation faster with structured, guided design and publishing workflows.

Improve offer consistency

Reduce duplicated definitions and mismatched product, pricing, promotion, and rule data across teams, systems, and channels.

Reduce reliance on IT for routine offer changes

Give business users more direct control over commercial offer design while maintaining lifecycle governance and operational discipline.

Strengthen launch governance

Use approvals, lifecycle states, publishing controls, and release visibility to manage commercial change with greater confidence.

Connect offer design to operational execution

Help ensure that offers can be sold, fulfilled, charged, billed, and supported as intended.

Support more relevant customer engagement

Provide trusted offer, pricing, eligibility, and lifecycle data that can support more targeted, personalized, and consistent customer experiences.

Why Oracle

Oracle brings together communications industry expertise, standards-based cloud applications, and broad business support systems depth to help CSPs modernize commercial catalog management without adding more operational fragmentation.

Oracle Communications Launch Cloud Service is part of [Oracle Communications Digital Business Experience](#), Oracle's autonomous customer experience solution for communications service providers. Oracle Digital Business Experience connects

and Open API support for heterogeneous environments

- AI-assisted offer quality and reuse capabilities, including similarity detection and design integrity checks

OFFER LAUNCH OUTCOMES

- Faster commercial offer introduction
- Greater business user control
- Improved offer, pricing, and promotion consistency
- Stronger lifecycle governance and publishing confidence
- Better alignment between offer design and operational execution
- Stronger commercial catalog for autonomous customer experience

commercial design, customer engagement, order execution, fulfillment, billing, and service operations into a more coordinated lifecycle platform.

With Launch, Oracle helps CSPs establish a lifecycle-managed commercial catalog foundation that supports faster offer launches, greater consistency, stronger operational alignment, and more seamless customer experiences.


Summary


Oracle Communications Launch Cloud Service helps communications service providers bring complex offers to market faster and with greater control. It centralizes commercial catalog design, governance, validation, and publishing so product, marketing, catalog, and IT teams can collaborate more effectively and manage offer change with greater consistency.

As part of Oracle Communications Digital Business Experience, Launch connects commercial strategy to the operational and monetization systems that deliver the customer experience. With governed catalog data, lifecycle controls, TM Forum standards alignment, TM Forum Open API support, and AI-assisted design capabilities, CSPs can improve commercial agility while building a stronger system of record for more seamless, hyper-personalized customer experiences.

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