

COMMUNICATIONS

# Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead



# Communications

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Communications companies must optimize existing operations, enhance customer experiences, build programmable networks, expand enterprise services, and offer industry-specific solutions. Through increased automation, providers can reduce overhead and boost margins. By partnering to deliver diverse digital and entertainment services, providers can enhance the customer experience and increase revenue per account. Standardizing and exposing networks via APIs paves the way for more efficient, programmable infrastructure, while becoming a trusted digital transformation partner that helps enterprises modernize. Finally, moving into new industries with communications-enabled applications diversifies revenue streams and boosts further growth. Operators may pursue any combination of these priorities to remain competitive and meet evolving market demands.

# 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



# 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 truly differentiated digital experience.

### Outdated technology hurts scalability

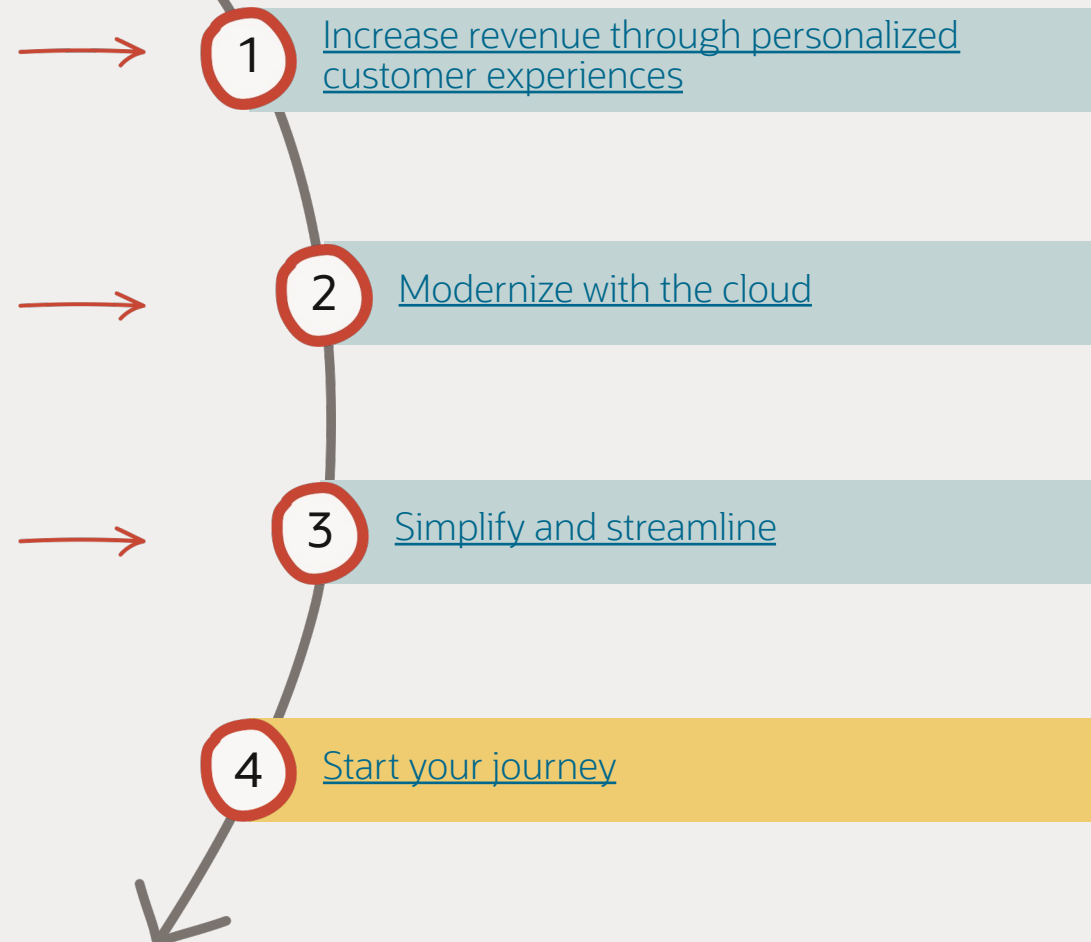
Telco operators must deploy secure, cloud native 5G technology from the network through B/OSS applications—harnessing automation in the 5G standalone core to accelerate service delivery—while using converged policy and charging to unlock network slicing and capitalize on emerging business models.

### 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 meet evolving customer demands.

## VISION OF SUCCESS

*Click on a section to learn more.*



# 1: Increase revenue through personalized customer experiences

Communications service providers are seeking ways to increase profits through cost reduction, improved customer retention, and new revenue streams, but are burdened by legacy systems and inconsistent customer experiences. By implementing a unified customer experience management platform, service providers can efficiently deliver more personalized customer experiences and stimulate profitable revenue growth.

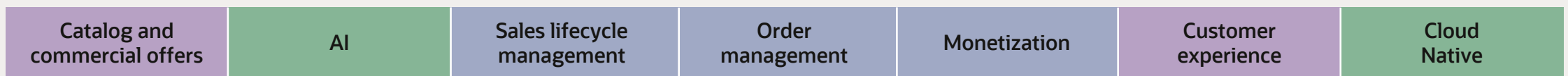
## Recommended actions:

- Lower operating costs
- Increase customer lifetime value
- Lower subscriber acquisition costs
- Identify new revenue streams

## How to get started:

- Rationalize and consolidate IT systems
- Create a single source of data
- Embrace a customer-centric culture
- Adopt new tools to improve customer experiences
- Automate processes and operations
- Optimize decision-making with intelligence

## Oracle capabilities enabling strategic goals



## 2: Modernize with the cloud

With evolving market demands and the transition to cloud native 5G technologies, telecom operators must implement solutions that optimize operations and monetize new business models.

### Recommended actions:

- Deploy trusted, cloud native 5G technology
- 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

### How to get started:

- Efficiently operate the networks and develop new applications for enterprise customers—all on a performant and cost-effective cloud platform
- Use analytics and automation for an optimized service and network experience
- Build tailored 5G network policies, improve 5G quality of service, and introduce and monetize new services
- Manage network at scale by providing routing control, resiliency, security, and observability to the 5G core network

### Oracle capabilities enabling strategic goals



## 3: Simplify and streamline

Managing voice 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 and managed 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.

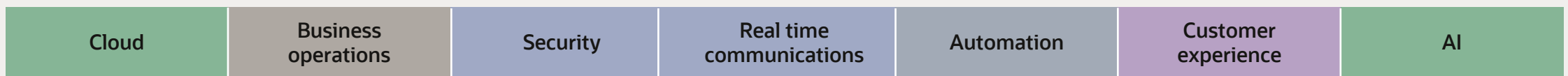
### Recommended actions:

- 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



# 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?

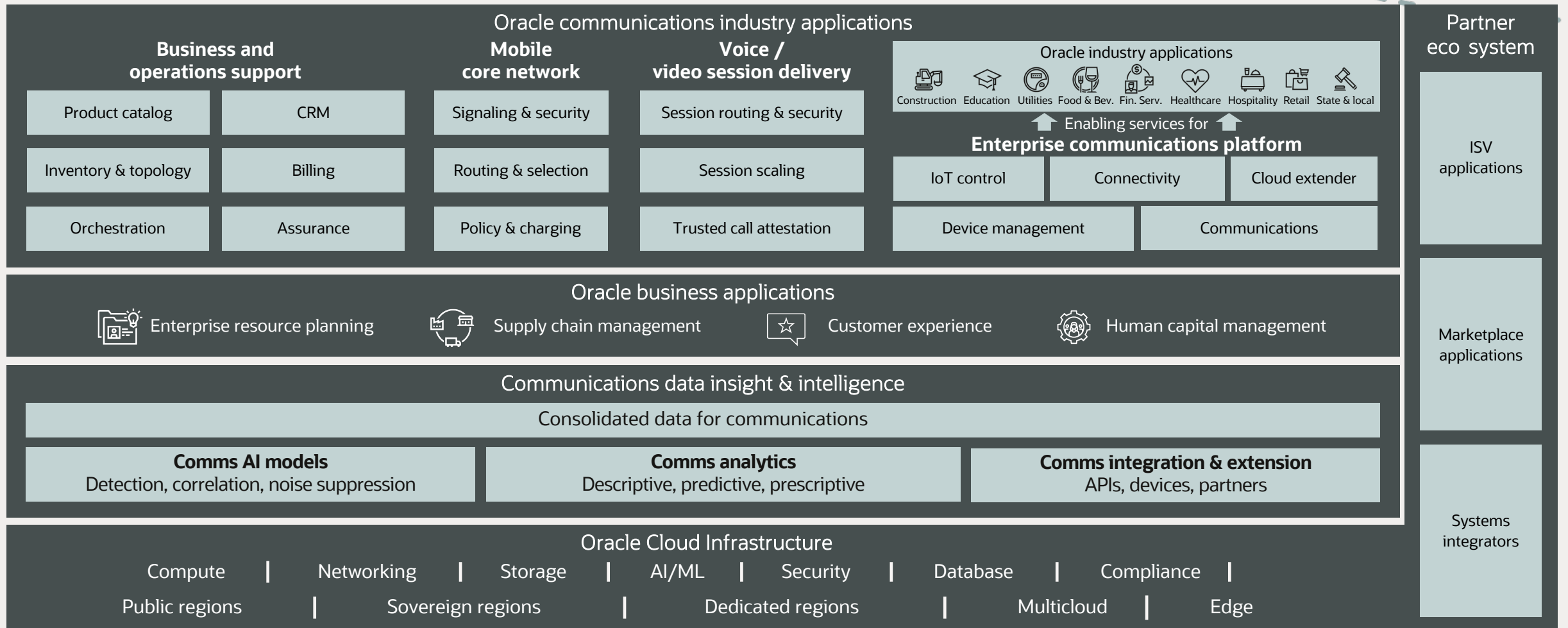
How can we integrate AI into our existing workflows and networks?

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





# Oracle for Communications



# Why Oracle?

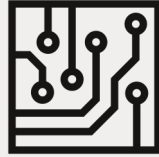


## Complete suite

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.

Hundreds of new features each quarter.



## Best cloud technology

Next-generation 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.

# Extensive partner and ISV ecosystem

+20,000

Partners and ISVs

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**Deloitte.**

  
**pwc**

 **cohere**

 **Palantir**

 **Red Hat**

 **THOMSON REUTERS®**

  
**VERTEX**

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 **Google Cloud**

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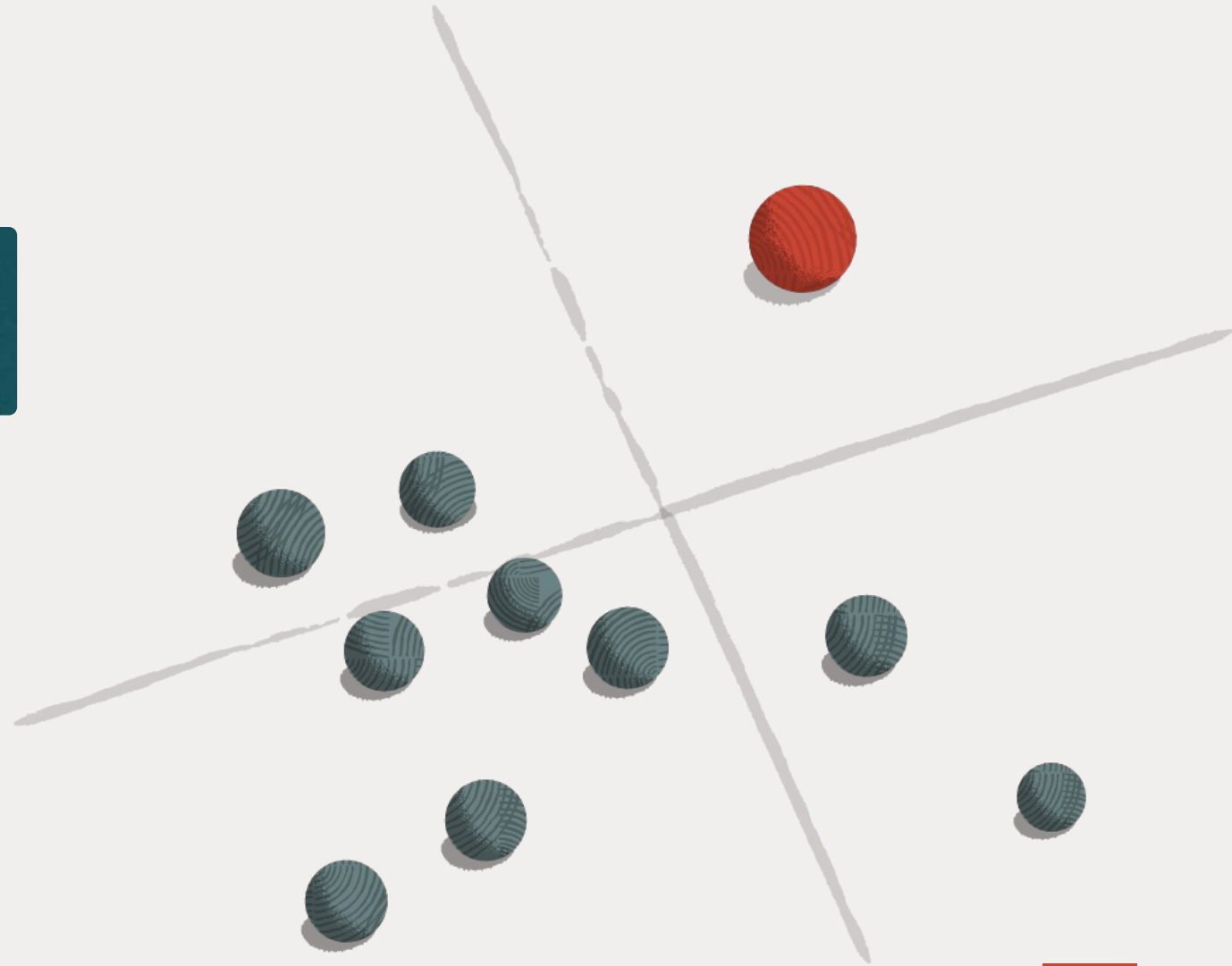
  
**NVIDIA®**

# More industry and leadership awards than any other SaaS company

ERP	SCM	HCM	CX
28	10	8	22

Gartner, Forrester, IDC, Omdia

Number of times top-tier analyst firms placed Oracle in a leadership position over the last 36 months





# Thank you

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