

Digital Experience for Communications

Beyond Connectivity

Beyond Connectivity is a Digital Experience for Communications (DX4C) Solution that enables communications service providers (CSPs) to engage enterprise customers with a personalized, consumer like experience and provide tomorrow's experience today. The solution provides a connected customer profile for a single view of B2B customers to acquire customers across digital and traditional channels, engage customers with offers tailored to their needs, fulfill and monetize their services. Beyond Connectivity helps empowering customers with an intelligently assisted self-service experience, to drive NPS and contract profitability. With Beyond Connectivity CSPs are able to understand customer demand, introduce the perfect product quickly and orchestrate a partner and marketplace ecosystem to drive new revenue streams from 5G and vertical services.

ENTERPRISE CUSTOMERS DEMAND A CONSUMER-LIKE EXPERIENCE

Communications service providers (CSPs) have never faced a more challenging environment. Their traditional business is disrupted by digital innovators, that are setting the bar for customer experience. Today's enterprise customer demand a frictionless, consumer like experience and B2B buyers are seeking inspiration, guidance, and personalized solutions for their specific business requirements. At the same time CSPs have to capitalize their investment in new technologies such as 5G through new partnerships, B2B2X business models, vertical solutions and marketplace.

5G promises a huge opportunity in the enterprise customer segment as industries such as manufacturing, healthcare or utilities require 5G for their future business models and connectivity becomes mission-critical. The opportunity is now, but enterprise customers won't accept compromises

Key Features

- Digital marketing with data management platform, audience selection, campaign launch & orchestration
- Single, dynamic view of the customer across 1st, 2nd and 3rd party data
- Lead qualification and nurturing
- Blended sales and service experiences
- Adaptive intelligence to sell smarter
- Configure-Price-Quote (CPQ) with subscription ordering
- Knowledge empowered service and self-service
- Customer data management with data quality capabilities
- Integration and process management
- Conversational interactions and voice driven digital assistants
- Mobile and API platform to enable digital channels
- Fulfillment and Monetization
- Cloud solution from single vendor including CX, AI, Fulfillment, Monetization and PaaS

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in customer experience. CSPs have to prioritize customer experience investments for their enterprise customers to be able to provide tomorrow's experience today.

KNOW YOUR CUSTOMER AND PERSONALIZE EACH EXPERIENCE

Oracle's DX4C Beyond Connectivity solution helps CSPs to understand their customers' behavior and the intent of every prospect & customer using a digital customer profile. The solution enables a single, dynamic view of the customer across 1st, 2nd and 3rd party data to personalize the experience for every individual. The solution uses AI-sourced data and signals to engage more productively with enterprise customers. It delivers timely intelligence about the customer to personalize the experience in real-time and optimize the brand experience across the customer lifecycle.

ACQUIRE CUSTOMERS WITH INTELLIGENT, PERSONALIZED EXPERIENCES

Beyond Connectivity helps CSPs to identify prospects whose behaviors and company activities make them promising buyers. The solution enables CSPs to provide relevant messaging to B2B buyers based on where they are in the decision cycle and intelligently adapts the experience based on the buyer's real-time activities. It improves marketing efficiency and increases conversions by automating lead scoring and nurturing. Beyond Connectivity enables marketing teams to effectively drive revenue and deliver quality leads to sales at high volume.

ENGAGE CUSTOMERS PERSONALIZED THROUGHOUT THEIR BUYING CYCLE

Beyond Connectivity enables CSPs to engage customers with transparency, inspiration, and offers that support the buyer's key needs. AI and data-driven next-best sales actions, win probability scores, and smart talking points help to boost sales productivity, predict outcomes and automate common tasks. The solution provides guided offer and subscription configuration, automated pricing decisions, and deal management intelligence to maximize contract margins. A fully connected buying and selling experience enables sales reps to focus on the art of selling, improve the win rate and drive contract profitability.

To orchestrate a partner ecosystem Beyond Connectivity provides channel managers and partners a complete set of tools to collaborate, manage leads and create quotes to accelerate growth from vertical solutions.

EMPOWER CUSTOMERS, DRIVE NPS WHILE REDUCING COST TO SERVE

Beyond Connectivity helps CSPs to empower customers with full control over their usage experience with a consumer-like self-service experience and provides a nurtured service experience. The solution incorporates intelligent digital assistants, spot-on knowledge, and easy self-service to drive NPS and turn customers into brand advocates while reducing cost to serve.

With Beyond Connectivity CSPs are able to blend service and sales interaction and empower employees and partners with a 360-degree view of the customer, the right information, digital engagement tools, and innovations to serve every customer individually with personalized responsiveness.

LAUNCH THE PRODUCTS AND SERVICES CUSTOMERS DEMAND

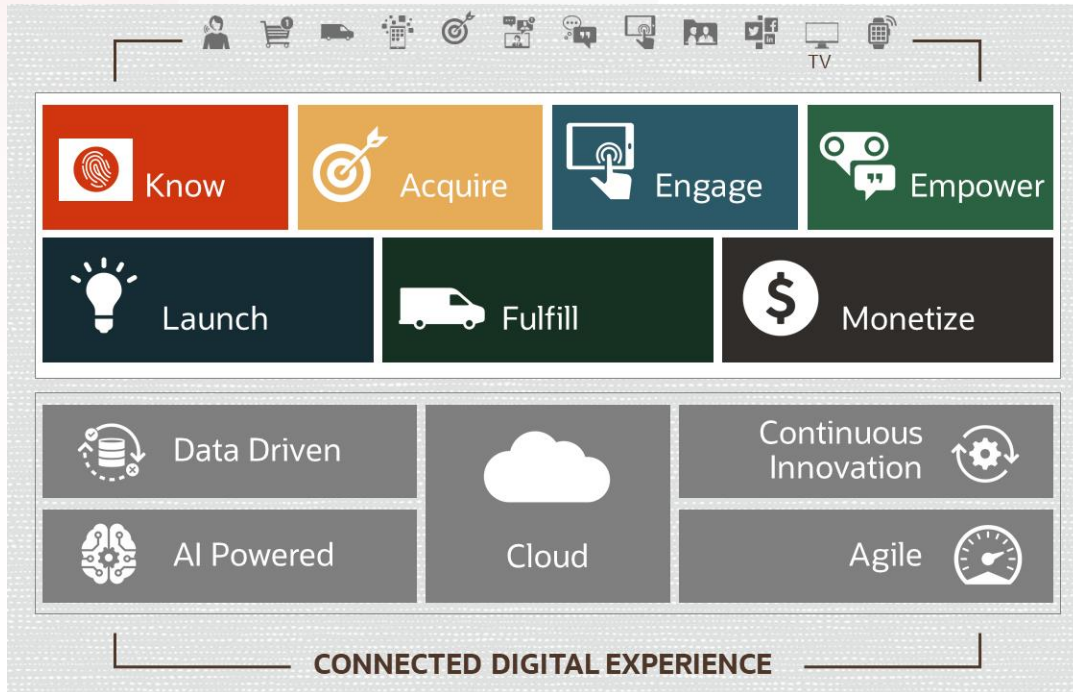
Beyond Connectivity enables CSPs to shift the paradigm for new service introduction to drive customer-centric service innovation and revenue diversification with innovative solution offerings. By providing a common and consistent definition of product information, the solution helps CSPs simplify and streamline the offer introduction across sales, ecommerce, ordering, fulfillment, billing, partners and marketplaces. The solution empowers CSPs to easily launch new service offers, tailor them to specific customer segments while reducing time-to-market.

Key Benefits

- Increase customer insight to better anticipate needs
- Increase sales efficiency and win rate with modern sales, sales collaboration, sales coaching, and guided product selection
- Empower customers with full control over their usage experience, so they can better maximize the value of your services
- Enable new channels and capabilities on a proven digital platform
- Reduce operational cost and increase agility
- Expand revenues with innovative digital services, such as IoT and new Business Models, such as B2B2C
- Monetize lakes of customer, device, and network data to personalize the experience and launch information-based services
- Personalize the purchasing experiences across channels with proactive offers
- Turn customers into better brand advocates
- Agile cloud delivery and continuous innovation

FULFILL CUSTOMER ORDERS AND MONETIZE CUSTOMER PRODUCTS

Beyond Connectivity allows CSPs fulfill enterprise customer orders, including long-running and complex orders with dynamic Orchestration of products and services across participating systems, partners & networks. It enables monetization of customer products & services with real-time balance, rating & revenue management.



ORACLE'S DX4C BEYOND CONNECTIVITY SOLUTION DELIVERS INNOVATIVE CX FOR THE COMMUNICATIONS INDUSTRY IN THE CLOUD

CSPs must rapidly adapt to market changes and to customer demands. The Oracle cloud is the next-generation public cloud that provides the agility, reliability, scalability, and security that modern businesses need. It is built on an intelligent platform that is designed to tailor the experience and create new digital interactions with digital assistants, mobile apps, and an API platform to enable digital ecosystems and marketplaces.

Beyond Connectivity is comprised from Oracle's market leading SaaS and PaaS. This cloud-based solution is complete, data-driven, and secure.

Oracle's DX4C Beyond Connectivity is an innovative CX solution designed for the communications industry that enables CSPs to provide the ultimate enterprise customer experience and deliver tomorrows experience today.




Integrated Cloud Applications & Platform Services

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