

Oracle's Rapid Offer Design & Order Delivery Solution

We provide end-to-end implementation services for Oracle Rapid Offer Design & Order Delivery Solution

SELECT's approach to rapid offer design and order delivery focuses on providing a solution to fill the void in the current OSS/BSS environments while still remaining flexible and adaptive to the Communication Service Providers (CSP) current environment. **SELECT** Consulting provides the ability to manage orders throughout the entire order creation and order-to-activate life cycle. By delivering a real-time communications capability between its CRM system (i.e. Oracle Siebel CRM), Order Management solution (i.e. Oracle Order and Service Management, OSM) and Master Data Management (i.e. Oracle Product Hub for Communications) products along with pre-integration and defined processes via its enterprise integration system Application Integration Architecture (AIA), this Dynamic/Enterprise Order Management requirement is filled. It facilitates informed communication across applications and delivery silos.

The RODOD solution fulfils two main core functions:

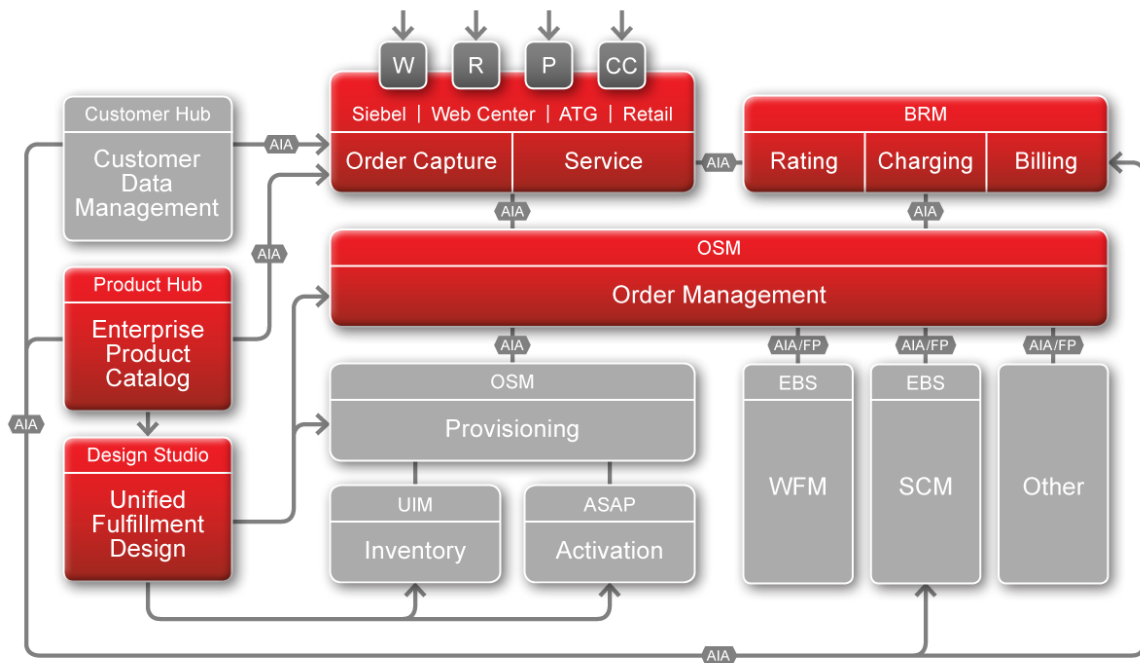
Offer Design

- Design time integration between Siebel CRM, Product Hub for Communications, Oracle Order & Service Management, Oracle Billing Revenue Management (BRM) and Oracle's ERP system e-Business Suite (EBS)
- Provide end-to-end view required to create offers
- Zero configuration offer introduction of new services being added to an existing family

Order Delivery

- Enhanced service qualification across all channels for all order types
- Sales orders decomposition and unique orchestration for any offer or bundle
- On demand order status visibility for all channels across order lifecycle, including jeopardy and fallout management
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- Orchestration of orders are automatically generated to handle order revisions and cancellations



The RODOD solution is a comprehensive solution consisting of the following solution components: Siebel CRM, OSM, and Product Hub for Communications, Unified Fulfillment Design Studio, and AIA for Communications. BRM is a complementary product in this solution.

Each component of the RODOD architecture has a specific role as follows:

- Oracle Siebel CRM provides a sales catalogue definition, multi-channel order capture and customer management, trouble ticketing and service management functions
- Oracle Communications Order & Service Management (OSM) performs order mapping, decomposition, Technical Service Qualification (TSQ) during order capture and orchestration and central management of order changes, fallouts and status
- Oracle Product Hub for Communications defines the product, offers, price plans etc. across order capture, billing and order management functions. These can then be further enriched in the corresponding functional systems to which they have been published

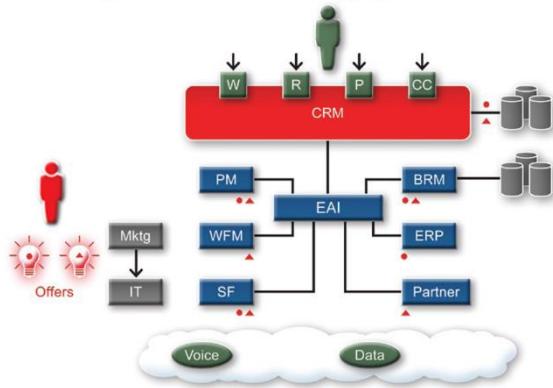
- Oracle Communications Unified Fulfilment Design Studio is used to configure (and re-use) fulfilment workflows, orchestration and decomposition rules and order management procedures
- Oracle Applications Integration Architecture (AIA) provides productised and extensible integration between Oracle components for Offer Design and Order Delivery, as well as providing a framework to integrate non-Oracle components. To support the solution a number of productized pre-build SOA integrations, referred to as Process Integration Packs (PIPs), have been released
- Oracle Billing and Revenue Management (BRM) provides revenue management capabilities for generating, capturing, collecting and analysing revenue for any service and customer type

The RODOD solution has for aim to address specific business objectives through key design principals. These are:

Business Objective	Design Principal
Fast Time to Market <ul style="list-style-type: none"> • Once identified by marketing introduce more of the same commercial offering within hours • Once identified by marketing and the infrastructure is ready, then introduce the service within days 	Decouple commercial offerings and fulfilment flows Enable product and order-driven fulfilment flow
Low cost, agile development	Decouple fulfilment topology and fulfilment flows
Superior visibility and experience	Enable a configurable and streamlined order fulfilment status
Lower cost of fallouts and enhanced customer experience	Control fallout conditions Manage fallout incidents

Business Challenges

Costly and slow to design, deliver and support offers



Top Order Management Challenges

- Slow Time to Market
- Slow Order Deliver
- Many Order Fallouts
- Poor Order Visibility
- Revenue Leakage
- Costly to Maintain & Operate

Slow offer design

- Fragmented design process
- Time consuming processes to test new offers
- Limited ability to reuse existing work for new offer

Error prone order capture

- Inability to support multi-channel order capture
- Inability to perform technical service qualification

Long order cycle time

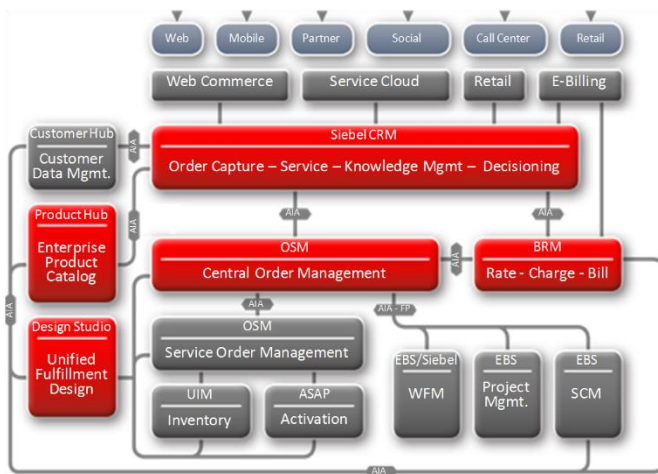
- Inability to decompose orders and provide orchestration plans for service bundles
- In-flight customer revisions and cancellation requests are resource intensive
- Lack of order status visibility

Delayed, error prone order to cash cycle

- Poor billing system synchronization
- Revenue leakages from billing errors and limited flexibility
- Lack of integrated billing and customer inquiry support

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Rapid Offer Design and Order Delivery Solution Benefits



Fast offer design

- ✓ Integrated offer design processes
- ✓ Zero fulfillment configuration offer launch
- ✓ Sales, fulfillment and billing catalog synchronization

Accurate order capture & streamlined support

- ✓ Enhanced support for cross-channel order capture
- ✓ Service qualification across channels and order types

Short order cycle time

- ✓ Automated decomposition of orders and generation of orchestration plans for service bundles
- ✓ Productized support for in-flight customer revisions and cancellation
- ✓ End to end order status visibility & fallout management

Accelerated Order to Cash

- ✓ Integrated flow through to billing system for account and product setup
- ✓ Line item level and two phase billing to support reduced revenue leakages
- ✓ Integrated customer and billing care