# Oracle's Rapid Service Design & Order Delivery Solution

The domain of OSS Service Fulfillment is one that is at the heart of every communication service provider's (CSP) operations. Whether it falls within the domain of the traditional network operations or within the IT operations, the mission critical nature of a service fulfillment solution can hardly be overstated with the service provider environment. Despite the long experience and deep domain knowledge related to these service fulfillment solutions, service providers are finding that these systems are providing to be an obstacle to their business transformation and revenue generation objectives, because of some fundamental challenges with the way they have evolved and been architected. Significant effort has been invested in trying to understand the root causes for such challenges in a

CSP environment. The findings can be summarized as below:

- Fragmented service design and launch: While the front-of-house, commercial operations / BSS environment wishes to rapidly rollout new
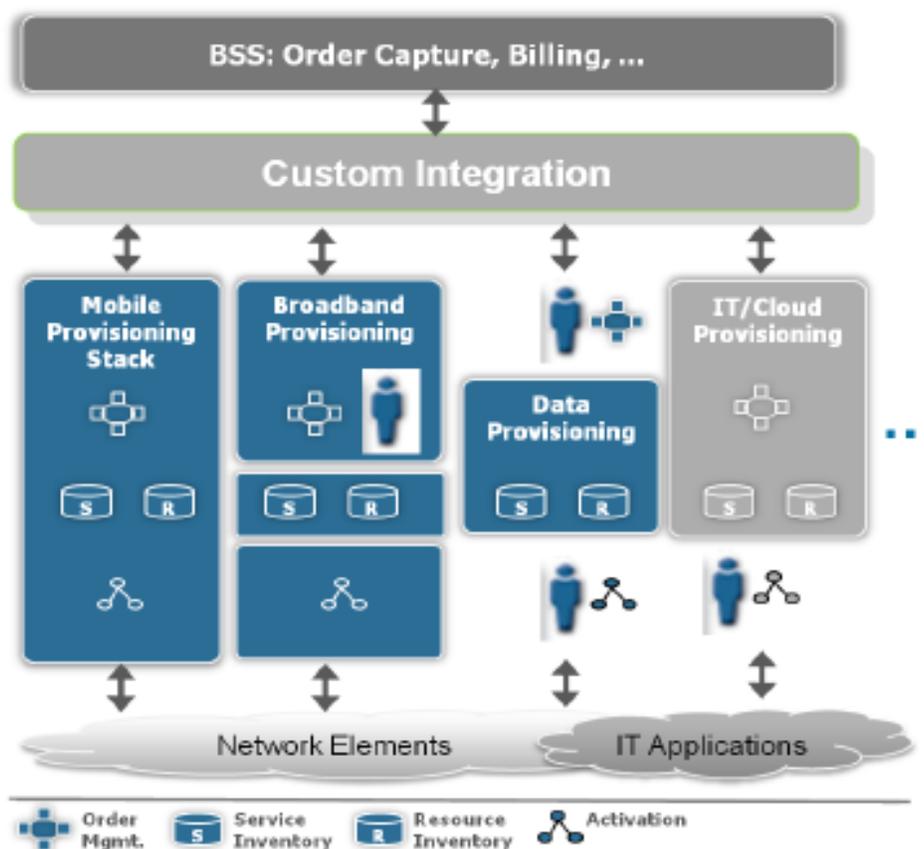
products and product bundles at an ever-increasing pace, the OSS service fulfillment systems are not able to support this need because the fragmentation of the service design process across multiple silos and tight coupling of the product, service and resource definitions within each silo leads to a "IT project" for almost every change that needs to be made. These projects typically end up needing varying amounts of development and regression testing resources and the associated timelines for delivery do not support the business objectives. In addition, because service providers have a complex mix of multiple vendor technologies, homegrown systems and COTS applications; the skill levels and types of resources needed to execute this project is costly and difficult to assemble leading to reduced overall profitability of the product launch.

Typical OSS Service Fulfillment Scenario

- Long, error prone service delivery: Even after the lengthy process to launch the service, service providers are finding that they are unable to meet customer service expectations because of an inability to accurately qualify custom orders at the time of order capture leading to unrealistic expectations being set with the customer. Once the customer order has been captured and is being processed, the customer and the call center agent have very limited real-time visibility to the status of the order and any requests for changes / revisions to the order are usually impossible to support or lead to manual 'exception processing' causing additional operational costs. It is not uncommon to see pre-dominantly manual processes; coordinated through emails and spreadsheets for the fulfillment of enterprise services. These problems are only compounded further when the customer's request is a bundle of services across different domains and a delay or failure in any one of them leads to the delay in billing the customer for services that are being used and consequent loss of revenue. A CSP can ill-afford such increases in operational cost and revenue loss in today's environment.

- High cost of ownership: Many service provider OSS service fulfillment environments have evolved over many years through a combination of home-grown technologies, network vendor provided software and some domain centric COTS applications. This kind of an environment does not allow for reuse of applications and configurations across domains and requires some very specialized and highly skilled and costly resources to

build, operate and maintain on an ongoing basis. A significant portion of their budgets are focused on keeping the lights on; thereby reducing the investment available to support the business objectives of service innovation and improved customer service.

Rapid Service Design and Order Delivery (RSDOD) solution is the industry's leading COTS products based solution that can truly enable service providers to deploy a convergent platform across his entire range of services and network configurations to support the rapid design and delivery of new technical services and commercial bundles across all customer service channels.
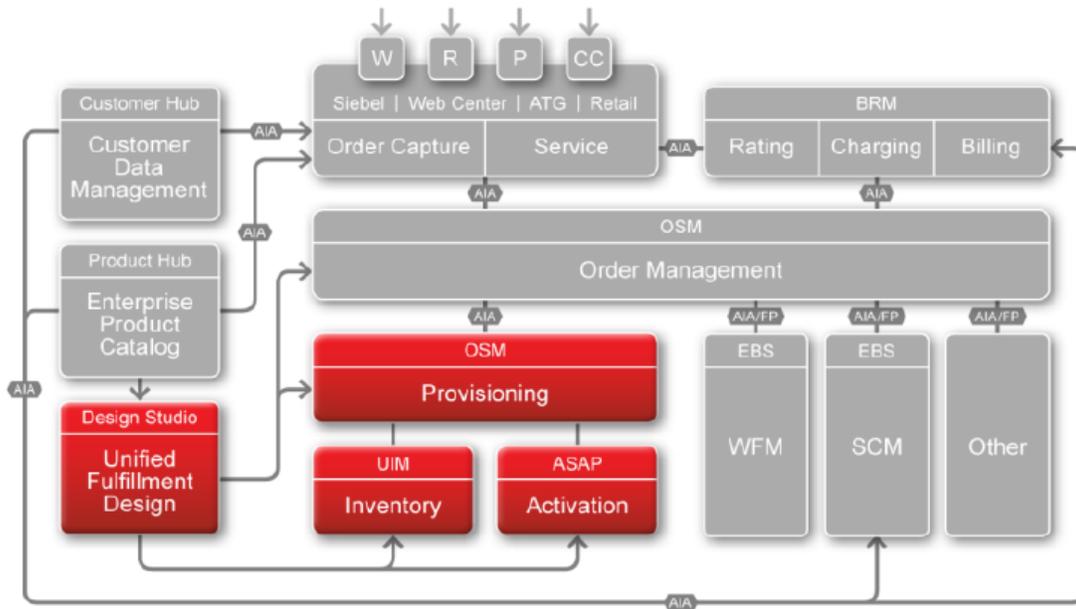
Oracle Rapid Service Design and Order Delivery Solution

Our solution brings together four component products to deliver the solution:
- Oracle Communications Order and Service Management (OSM)
- Oracle Communications Unified Inventory Management (UIM)
- Oracle Communications Automated Service Activation Program (ASAP)
- Oracle Communications Design Studio

Complementary applications include:
- Oracle Communications MetaSolv Solution (MSS)
- Oracle Communications IP Activator (IPSA)

Oracle Rapid Service Design and Order Delivery Solution, as a part of the Oracle Concept to Cash solutions, provides a proven service fulfillment solution that allows service providers to transform their business with a customer centric focus thereby improving their competitiveness and business performance.

Communication service providers around the world have been deploying the solution with measurable, tangible success.

The key value of the solution capabilities include:

➕ Service Design
- Unify product – service – resource modeling methodology
- Single product and service bundling approach across all domains
- Enable product and service bundling across legacy stacks
- Decouple commercial products, technical services and vendor technology
- Reuse configurations across service domains
- Enable catalog driven fulfillment

➕ Service Delivery
- Consistent order delivery approach across service domains through clearly defined customer, service and technical order fulfillment roles
- Enable customer self-service through increased automation across order capture and delivery
- Improve order capture accuracy through advanced service and resource qualification
- Improve customer experience through real-time status visibility and pro-active fault detection and resolution
- Enable zero touch fulfillment across multi-vendor, multi-domain environments
- Enable operational integration across domains through modular, reusable, service agnostic fulfillment methodology
- Improve operational delivery efficiency through greater visibility into run-time processes

Five key design principles form the foundation the next generation of OSS service fulfillment solutions. They are:

1. Commercial, Technical and Vendor decoupling: An OSS service fulfillment solution must allow for the isolation and containment of the impact of changes of various kinds including new commercial offerings and network equipment vendor upgrades/changes. This will allow service providers to

accelerate time to market and reduce operational costs of ongoing operations.

2. Catalog driven service fulfillment: The solution must allow for the maximum reuse of configurations to reduce the time and effort needed for testing during the rollout of new services and bundles. The use of a catalog based approach – where the service fulfillment patterns are dynamically orchestrated by selecting from a catalog of pre-defined patterns, makes a significant difference to the flexibility and reusability of configurations.

3. Common solution for customer, service and technical order fulfillment: A common, repeatable approach to managing the various types of orders that are a part of the service fulfillment lifecycle is vital to reducing complexity of the service provider IT environment. Such a consistent approach also allows service providers to use a common infrastructure to support their own customers and any reseller partners. This also provides service providers a lower risk approach to transforming their operations.

4. Modular service domain agnostic capabilities: The solution must be able to cater to any technology or service domain and not be too narrowly focused to avoid further propagation of the legacy problem of service specific silos. Such a solution will also allow service providers to increase the automation of service design scenarios and maintain data and process integrity across the entire fulfillment chain.

5. Comprehensive order lifecycle management: The solution must provide pre-built and advanced automated order management capabilities to support the reduced cost and time to deliver order efficiently.
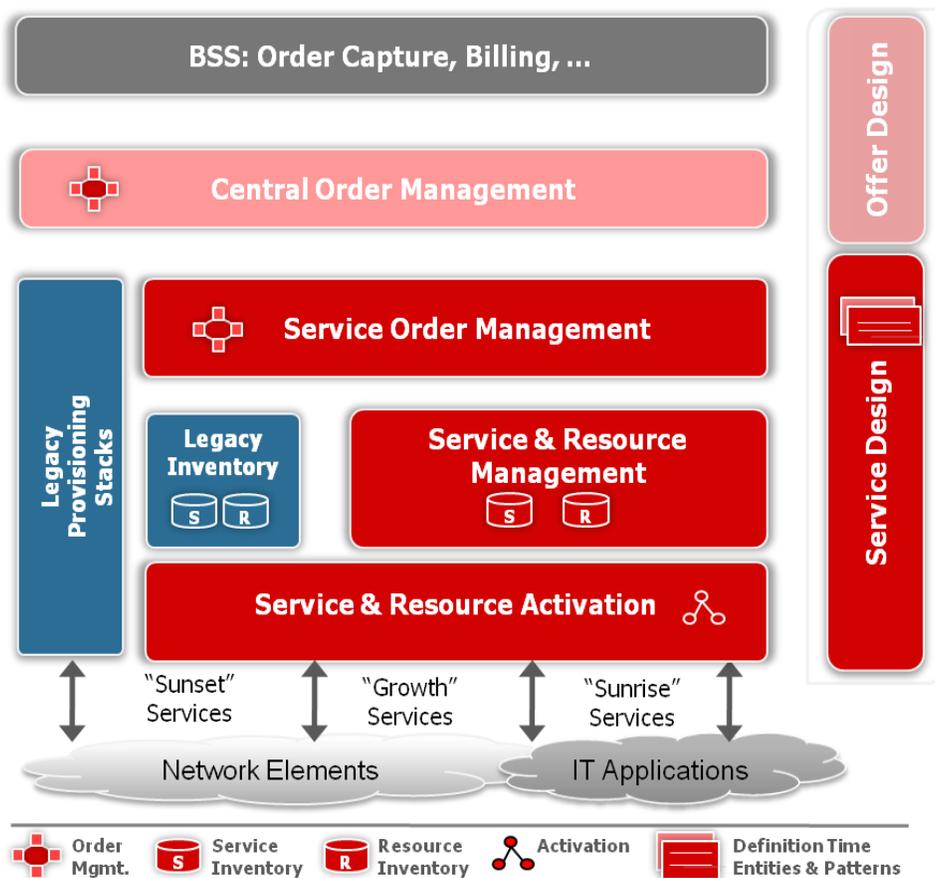
The value of the key principles is shown in the

Key Principles	Value
Commercial, Technical and Vendor decoupling	✓ Decrease time to market ✓ Ability to isolate changes minimizing operational costs
Catalog driven service fulfillment	✓ Maximum reuse of configurations ✓ Reduction of testing time for solution deployment
Common solution for customer, service and technical order fulfillment	✓ Single platform to support multiple service ✓ Flexible deployment options to suit CSP needs
Modular service domain agnostic capabilities	✓ Maintain data and process integrity ✓ Support complex manual and rapid automated service design scenarios
Comprehensive order life cycle management	✓ Decreased operational complexity and costs ✓ Improved customer experience

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Key Design Principles for a next generation OSS Service Fulfillment Solution

RSDOD as a solution is domain agnostic and can support any service domain or network vendor. However, RSDOD provides pre-built support – through optional cartridges and tech packs – for a large variety of network vendor equipment and service domains. Component products of RSDOD have been used in a wide variety of domains including broadband, cable, mobile, fixed, enterprise and cloud services. Each component of RSDOD can be used independently and provides the required open interface to support 3rd party integrations where required.

This significantly reduces the risk of transformation and total cost of ownership while providing service providers the foundation to simplifying their IT environment.

RSDOD Solution