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## **Delivering Pre-Integrated, End-to-End Business Processes for Communications**

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# Agenda

- Service Provider Requirements and Oracle Strategy
- Applications Integration Architecture (AIA) Overview
- AIA for Communications 2.0 Process Integration Packs
  - Communications Order to Bill
  - Communications Agent Assisted Billing Care
  - Communications Revenue Accounting
  - Oracle BRM and eBilling Integration
- AIA for Communications -- Planned Enhancements

# Service Provider Requirements and Oracle Strategy





# Communications Service Providers

## Top 10 Requirements

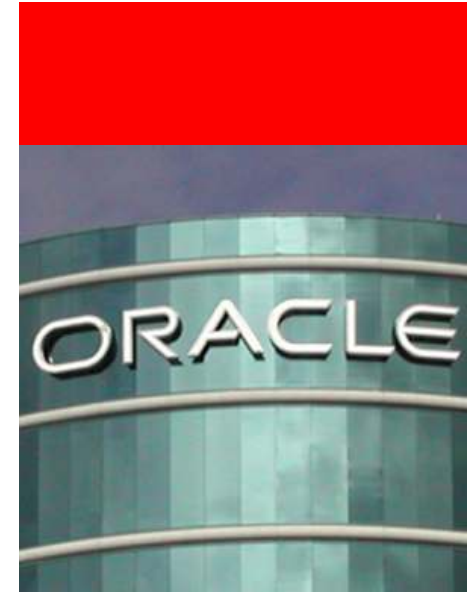
- 1 Shorter time to market for new services
- 2 Pre-integrated solution for reduced project risk
- 3 Proven technology with scalability and performance
- 4 Flexible, converged and open infrastructure
- 5 Support for new user services without vendor lock-in
- 6 Attractive new services that drive ARPU
- 7 Attractive end-user experience for new services
- 8 Support for new and evolving standards
- 9 Reduced training and ops overhead for new services
- 10 Integration with existing legacy OSS/BSS infrastructure

*Source: Yankee Group Survey of Critical Infrastructure Requirements*

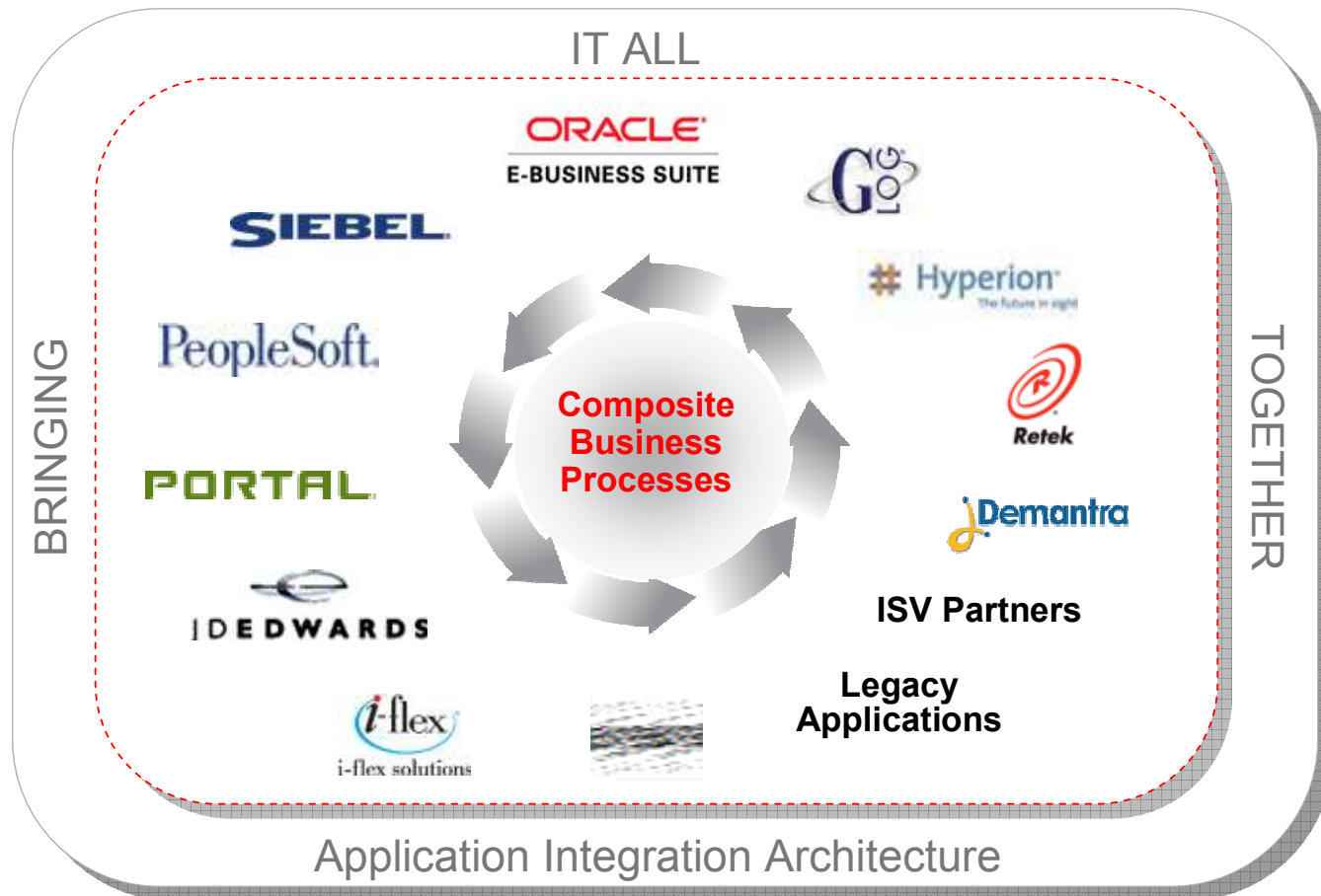
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# Oracle's Strategy for Communications

- Deliver best-in-class applications built on a common, open, standards-based technology platform
- Provide a complete suite with productized integrations and industry-specific business processes
- Facilitate business transformation through flexible deployment and product collaboration



# Oracle Application Integration Architecture

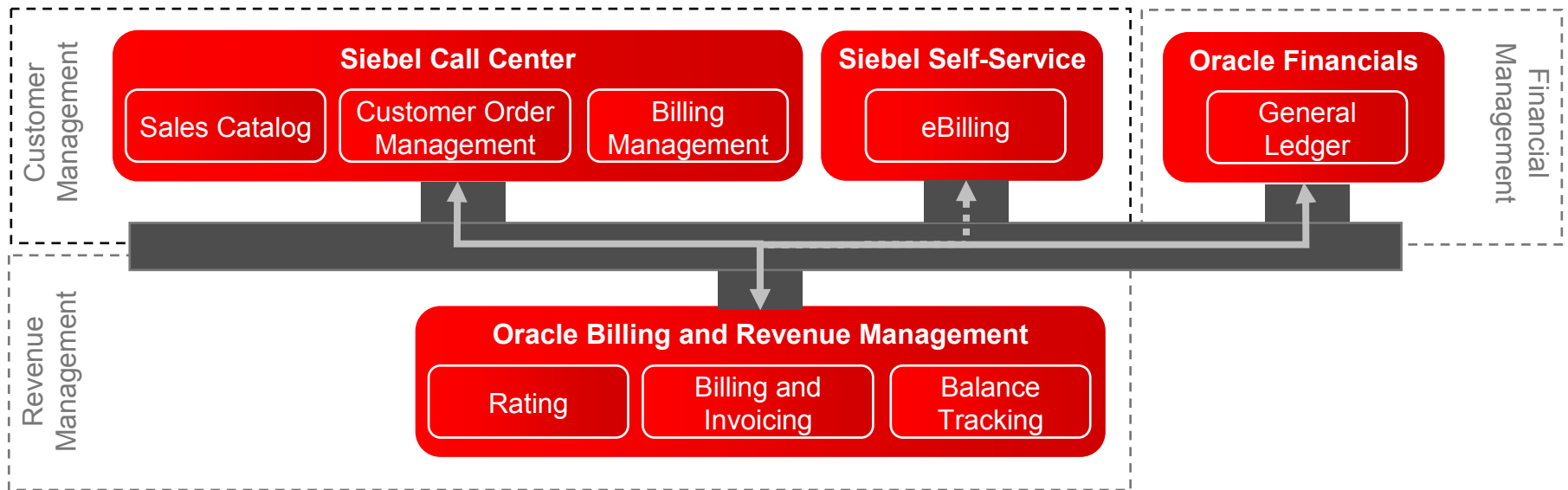


- ✓ Leverage your existing applications for greater business impact
- ✓ Reduce the cost and risk of integrating applications
- ✓ Improve adaptability of business processes

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# AIA for Communications

## Phase 1 Integration Packs



1. Siebel CRM to Oracle BRM enabling **Order to Bill**
2. Siebel CRM to Oracle BRM enabling **Agent Assisted Billing Care**
3. Oracle BRM to E-Business Suite enabling **Revenue Accounting**
4. Siebel eBilling to Oracle BRM enabling **Billing Self-Service\***

\* Available via field services engagement

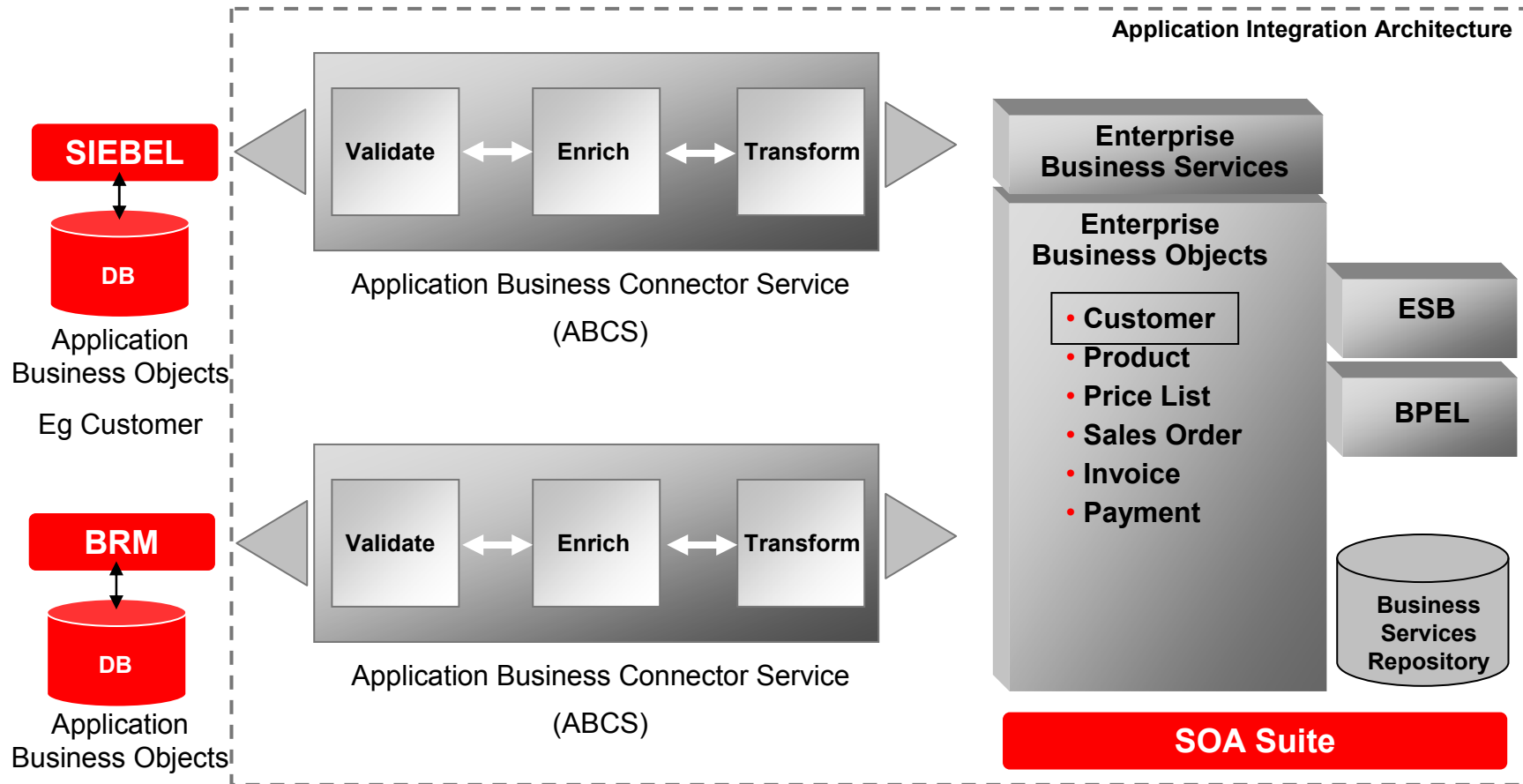
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# Application Integration Architecture Overview



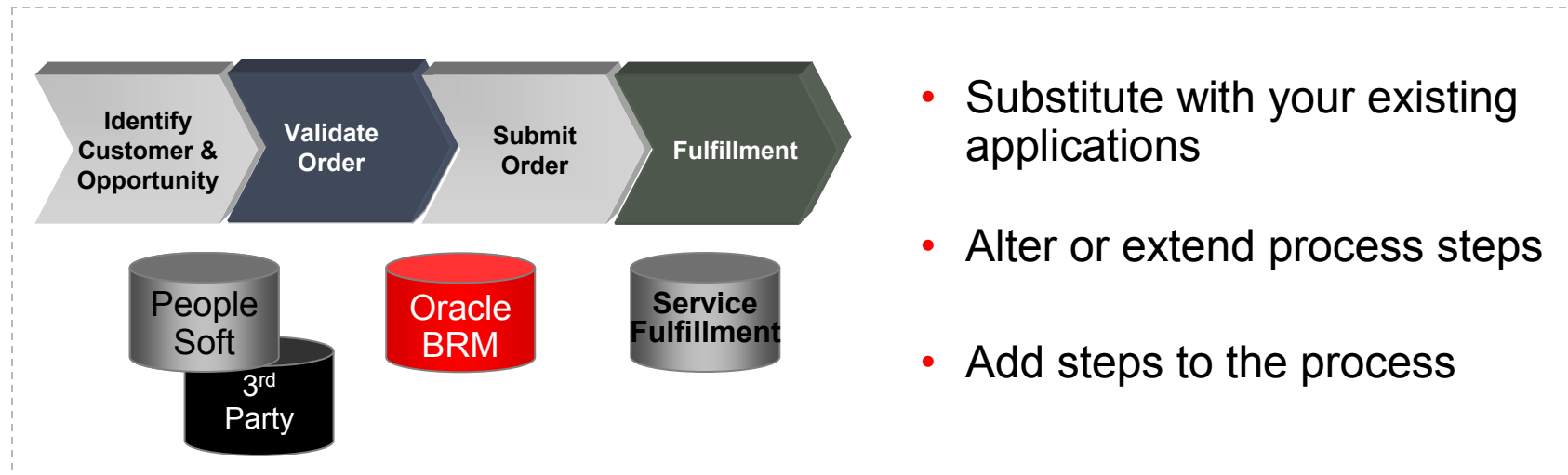
# AIA Overview



**Example: A customer record from Siebel is translated into a generic Enterprise Business Object (EBO) and then pushed out to BRM in the format required.**

# Adaptable to *Your* Business

## Sustainable integration



- Substitute with your existing applications
- Alter or extend process steps
- Add steps to the process

***Productized Integrations That You Can Extend to Meet Your Needs***

# AIA for Communications Process Integration Packs

## Communications Order to Bill





# Features and Benefits

The **Communications Order to Bill** process integration pack automates the order management process between Siebel CRM and Oracle BRM, including automatic product and price synchronization, customer synchronization and integrated order processing.

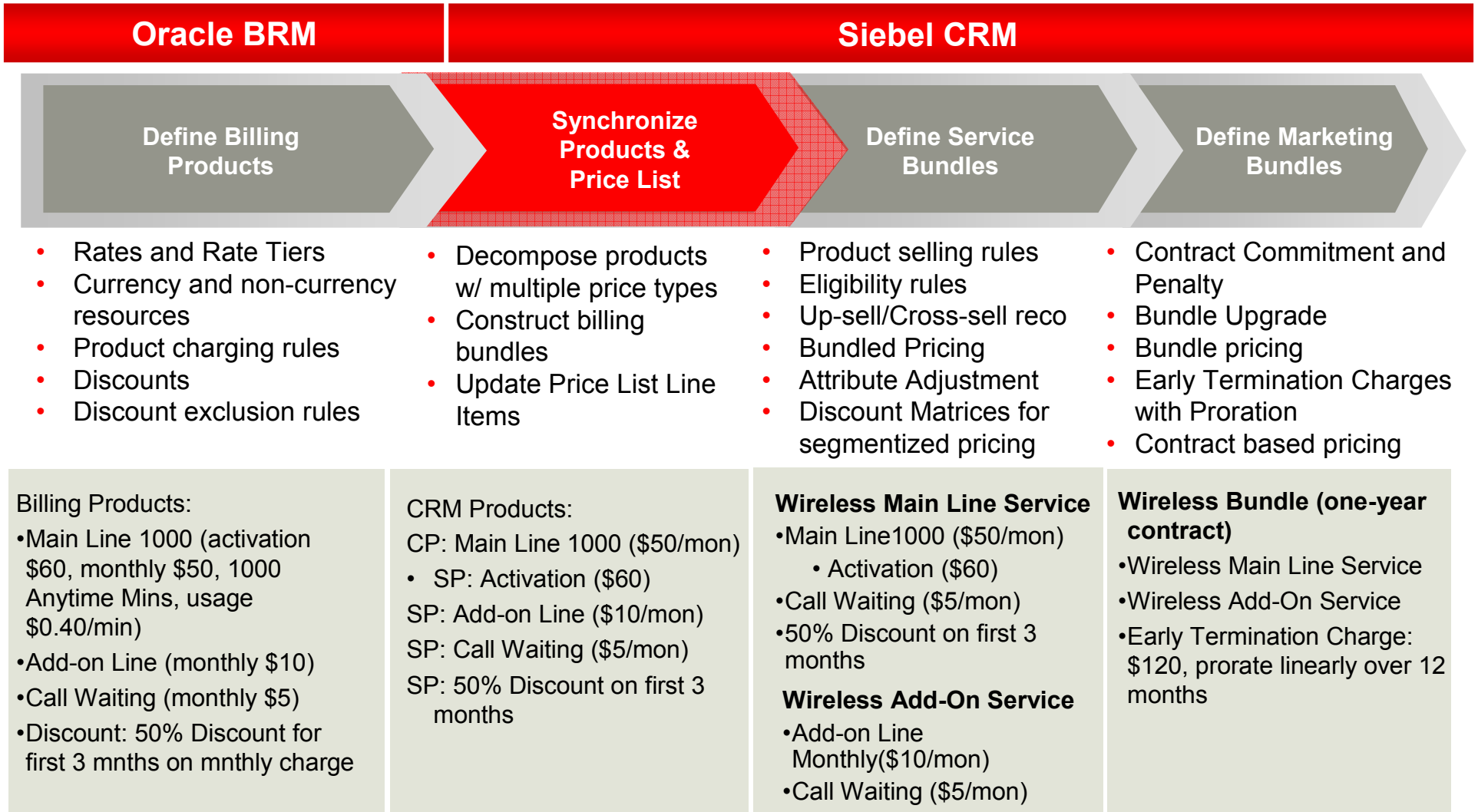
## Key Features

- Product and price synchronization between BRM and CRM
- Customer synchronization between CRM and BRM
  - Create new customers
  - Update existing customers
- Integrated order management
  - Generate sales order
  - Initiate billing on fulfilled services
  - Create and update CRM assets

## Key Business Benefits

- Reduce integration time & costs
- Faster time-to-market with new products/services
- Improve product lifecycle mgmt
  - Greater accuracy of products and offers across CRM & BRM
- Enhance customer visibility and accuracy
- Improve CSR productivity

# Product and Price Synchronization



# Order to Bill in Action

Customer



Hello Mrs. Jones, how may I help you?

Agent



The screenshot displays the Siebel CRM interface for a Sales Order. The top navigation bar includes 'Home', 'Accounts', 'Agreements', 'Orders', 'Sales Order', 'Quotes', and 'Trouble Tickets'. The main content area shows a 'Sales Order' form with fields for 'Order #', 'Account', 'Opportunity', and 'Status'. Below the form is a table of line items with columns for Line #, Product, Action, Status, Billing Account, Billing Profile, Qty, Net Price, and Service Id.

Line #	Product	Action	Status	Billing Account	Billing Profile	Qty	Net Price	Service Id
1	Wireless Promo	Add	Pending	PM Demo Account	Bill Me	1		
2	Wireless Main Line	Add	Pending	PM Demo Account	Bill Me	1		
2.1	Wireless Activation	Add	Pending	PM Demo Account	Bill Me	1	\$20.00	
2.2	Wireless Main Line	Add	Pending	PM Demo Account	Bill Me	1	\$20.00	
2.3	Wireless Usage	Add	Pending	PM Demo Account	Bill Me	1	\$20.00	
3	Internet Access Ser	Add	Pending	PM Demo Account	Bill Me	1		
3.1	Internet	Add	Pending	PM Demo Account	Bill Me	1	\$0.00	
3.1.1	Internet-CTM	Add	Pending	PM Demo Account	Bill Me	1	\$20.00	
3.1.1	Internet-PURCHASE	Add	Pending	PM Demo Account	Bill Me	1	\$10.00	

- All information available from Siebel CRM
- No need to manually enter subscriber data into billing system
- No need to manually place order in billing



# Participating Application Enhancements

## *Communications Order to Bill*

- Siebel Application Enhancements
  - Support for multiple billing profiles per account
  - Support for multiple balance groups, balances and details for an account
  - New web services for accounts, contacts, billing profiles, import of product definitions, etc.
  - Enhanced integration support for one-time charges, order history tracking, and move scenarios
- Oracle Communications BRM Enhancements
  - Batch export utility for products and discounts already defined in BRM
  - New and modified APIs to support integrated order management process
  - New J2EE Connector Architecture (JCA) based Adaptor to increase the performance and usability of CRM integration services
  - Web Services Description Language (WSDL) for each supported operation



# AIA for Communications Process Integration Packs

## Communications Agent Assisted Billing Care





# Features and Benefits

The **Communications Agent Assisted Billing Care** process integration pack integrates the billing care process between Siebel CRM and Oracle Communications BRM, and provides a real-time view of billing data from your CRM console.

## Key Features

- Real-time view of balance groups & balance details
- Real time display of unbilled usage information
- View of invoice details
- View of payment and adjustment history
- Ability to capture payments from CRM and send to BRM for processing
- Ability to capture adjustment requests and send to BRM for processing

## Key Business Benefits

- Reduce integration time and costs
- Reduce call handling times
- Reduce call agent training time/cost
- Reduce operational costs
- Improve customer service
- Increase customer satisfaction

# Balance Summary

The screenshot displays the Siebel Communications interface in Microsoft Internet Explorer. The browser address bar shows the URL: `http://sdchs22n097.corp.siebel.com/ecommunications_enu/start.swe?SWECmd=Login&SWEPL=1&SWETS=1189302641258`. The page title is "Siebel Communications - Microsoft Internet Explorer".

The main content area is titled "Account: DIT Account 1 -> Customer Portal: DIT Account 1 -> Balance Group". It features a navigation menu with tabs: Home, Accounts, Agreements, Orders, Sales Order, Quotes, Trouble Tickets, and Billing Profile. The "Billing Profile" tab is active, showing a "Billing Profile" section with the following details:

- Account: DIT Account 1
- Profile Name: Credit Card 1
- Payment Method: Credit Card
- Primary:
- Bill Type: Detail
- Bill Media: Email
- Comments: (empty)

Below the Billing Profile is a "Balance Summary" section with a "Refresh" button. It displays the following financial data:

Balance:	\$1,915.32	Due Now:	\$1,915.32
Pending Payments/Adjustments:	\$0.00	Currency:	USD
Unresolved Disputes:	\$0.00	Total:	\$1,930.84
Unbilled Usage:	\$15.52		

Below the Balance Summary is a "Balance Group" section with a "Refresh" button and a table with the following columns: Name, Amount Due. The table is currently empty.

At the bottom, there is a "Balance" section with a "Menu" button and a "Balance Details" section with a "Menu" button. The "Balance" section shows a value of (4.00). The "Balance Details" section shows "No Records".

The status bar at the bottom of the browser window displays the message: "The Siebel Object Manager was unable to establish a network session with the Communications Session Manager. (SBL-CSR-00304)".



# Participating Application Enhancements

## *Communications Agent Assisted Billing Care*

- Siebel Application Enhancements
  - 14 new user interfaces to view billing data
  - Support for multiple billing profiles per account
  - Support for and ability to view data related to multiple balance groups, balances and details
  - Real-time display of unbilled usage data and invoice details
  - Support for payment and adjustment capture
- Oracle Communications BRM Enhancements
  - No application specific enhancements required for this PIP

# AIA for Communications Process Integration Packs

## Communications Revenue Accounting





# Features and Benefits

The **Communications Revenue Accounting** process integration pack provides a pre-built/high performance General Ledger (GL) integration between Oracle Communications Billing and Revenue Management and Oracle E-Business Suite.

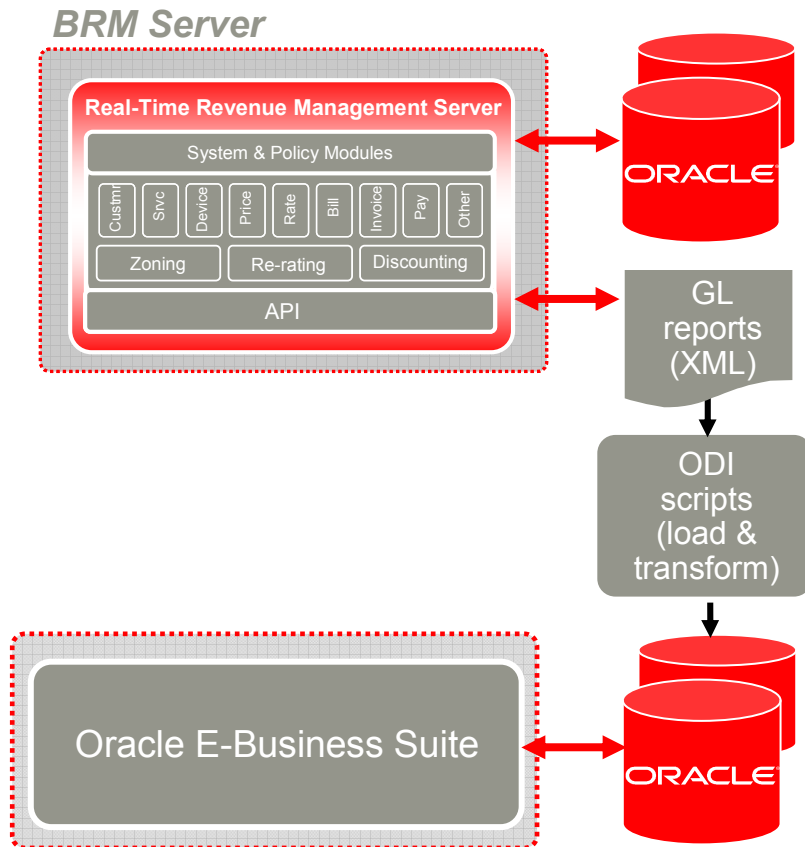
## Key Features

- New Scheduler within BRM to automate GL report generation
- Ability to customize reports as well as regenerate specific reports
- Enhanced BRM reports that include currency or non-currency resources (or both)
- Enhanced BRM capabilities to provide incremental and cumulative reports
- High performance load & transform tools to automate posting to EBS

## Key Business Benefits

- Reduce integration time and costs
- Improve operational control
- Improve timeliness and accuracy of financial reporting

# Revenue Accounting Architecture



- Point-to-point integration between Oracle BRM and E-Business Suite (GL integration)
- Optimized for frequent batch loads and high volumes of data
- Leverages Oracle Data Integrator (ODI) for high performance transformation and loading



# Integration and Application Enhancements

## *Communications Revenue Accounting*

- Oracle Data Integrator (ODI) Components
  - Scripts to take GL reports produced by BRM, and load and transform reports to E-Business Suite
- Oracle Communications BRM Enhancements
  - New Scheduler to automate GL report generation
  - Ability to customize reports as well as regenerate specific reports
  - Enhanced reports that include currency or non-currency resources (or both)
  - Enhanced BRM capabilities to provide incremental and cumulative reports
- Oracle E-Business Suite Enhancements
  - No application specific enhancements required for this PIP



# AIA for Communications

## Oracle BRM and eBilling Integration





# Features and Benefits

The **Oracle Communications BRM and eBilling integration\*** enables exchange of billed transactions (invoices) as well as unbilled transactions for viewing and analysis purposes.

## Key Features

- Proof-of-concept integration
- Framework that can be leveraged for BRM and eBilling integration
- Interfaces for XML invoice and unbilled transactions
- ETL to process data and load to eBilling

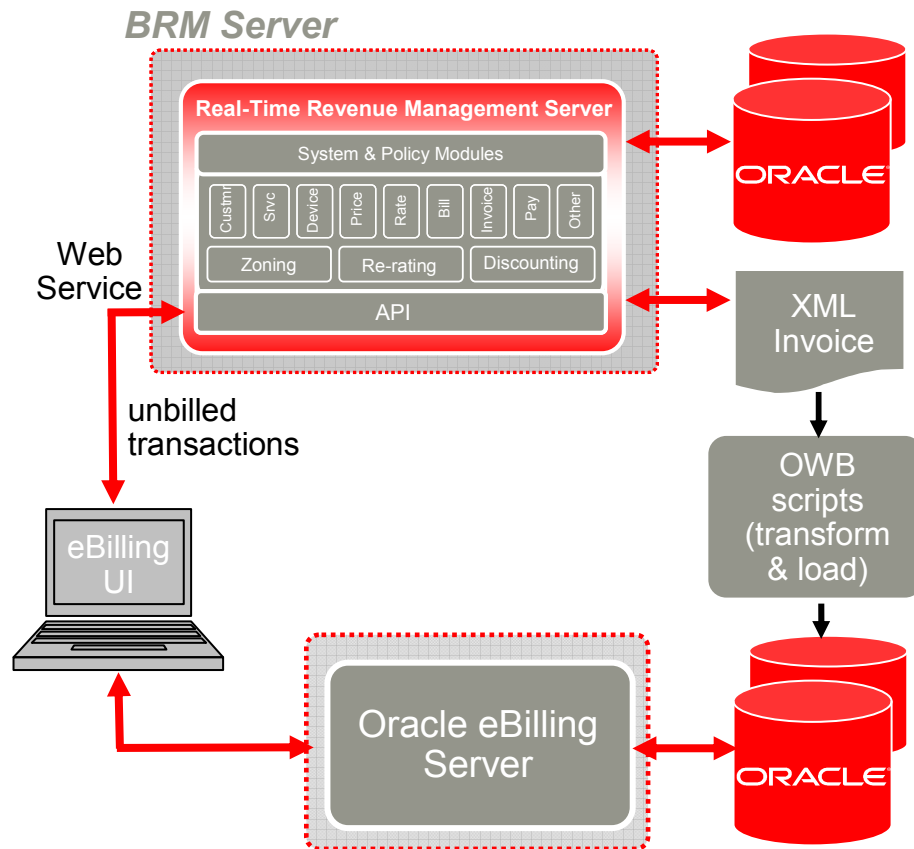
## Key Business Benefits

- Reduce integration time and costs
- Supports move towards self-care
- Increases customer satisfaction
- Reduces operating costs for customer care and maintenance
- Provides flexibility for accessing billing and usage information in real-time

\* Available through professional services engagement. Not a licensed PIP in phase 1.

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# BRM/eBilling Integration Architecture



- Proof-of-concept integration
- Framework that can be leveraged for BRM and eBilling integration
- Interfaces for XML invoice and unbilled transactions
- ETL to process data and load to eBilling
- Available through Services engagement



# Integration and Application Enhancements

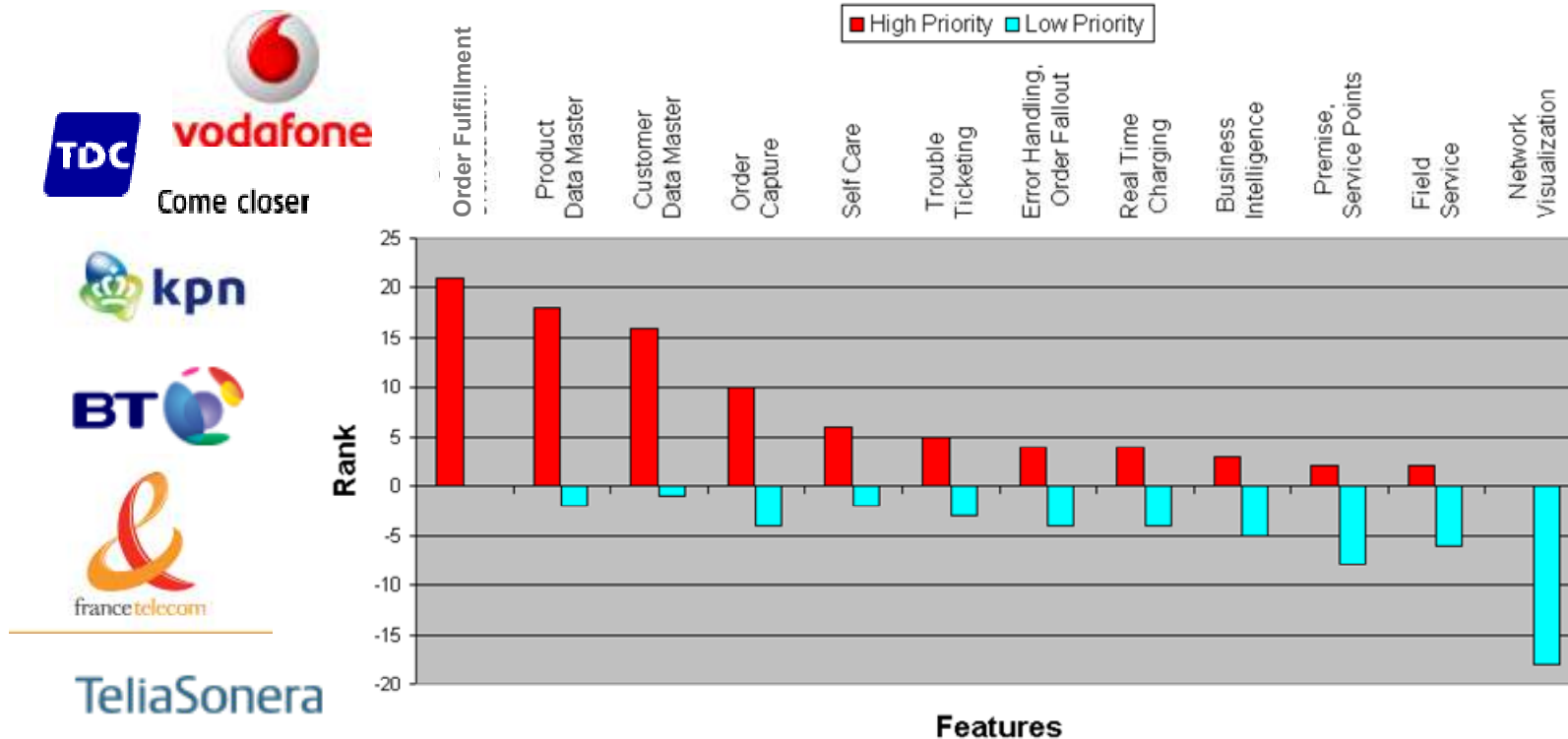
## *Oracle BRM and eBilling Integration*

- Oracle Communications BRM Enhancements
  - Customized Oracle BRM invoice policy to produce XML invoices with additional data to conform to eBilling 6.0 (“Darwin”) format
  - New BRM API (opcode) to retrieve unbilled events for a given phone number
    - Exposed above API through web service (how eBilling interfaces with this API)
- Oracle eBilling Enhancements
  - Integrated Oracle Warehouse Builder (OWB) ETL processing and data quality
  - OWB leveraged to process XML invoice and load into eBilling database

# AIA for Communications -- Planned Enhancements



# Customer Feedback from Industry Strategy Council and Order Fulfillment Workshop



## Follow up Communications Order Fulfillment Workshop

- Attended by strategic Oracle Communications customers including British Telecom, Deutsche Telecom, KPN, Partner Communications, TDC, and Turkcell
- Validated Barcelona Phase 2 Scope and Solution Approach



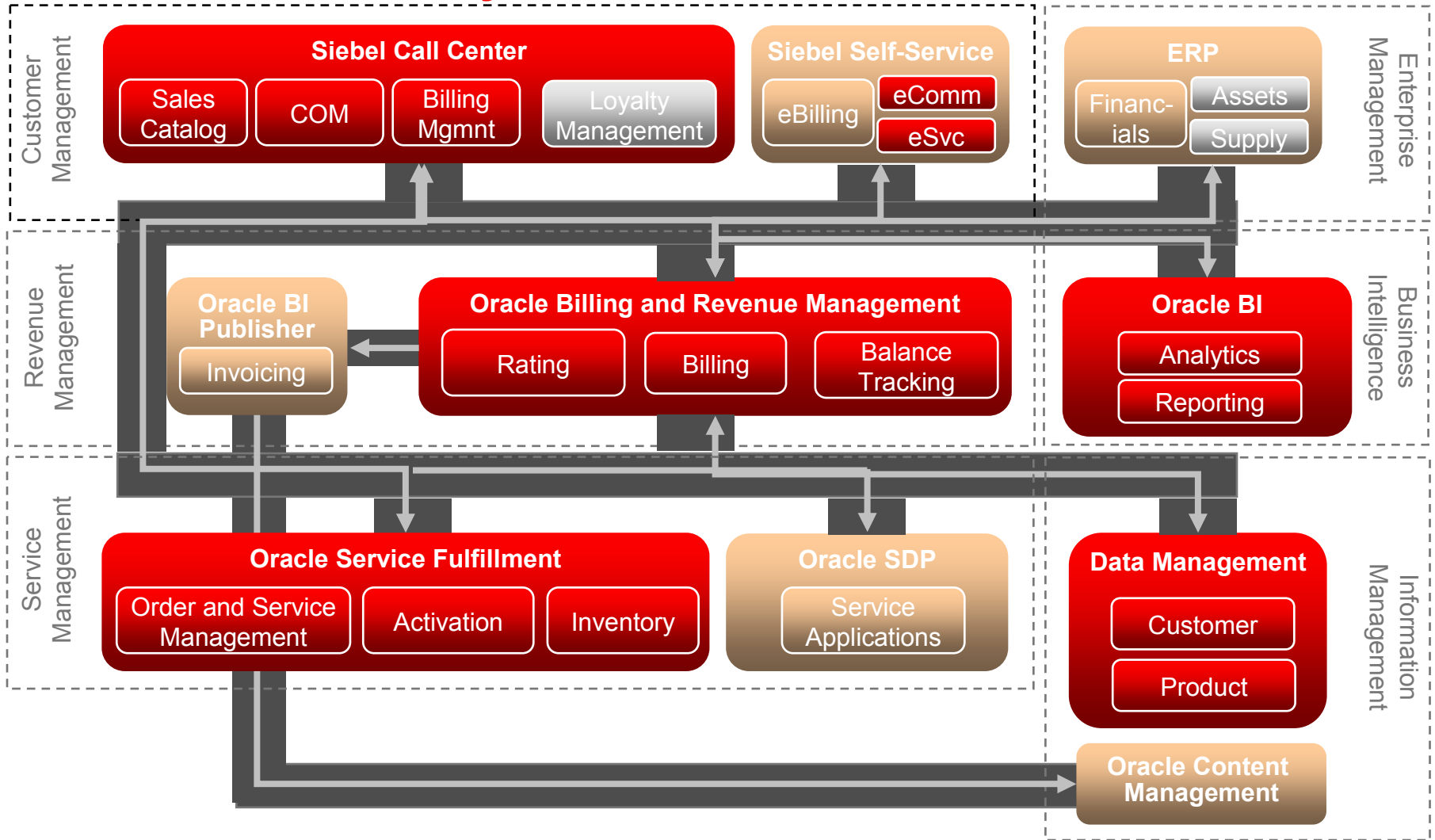
# AIA for Communications

## Phase 2 – Three Planned Deliverables

- AIA for Comms 2.0.1
  - Certification with Siebel 8.0 and continued support for 7.8
- AIA for Comms 2.1
  - Certification with Siebel 8.1 and continued support for 7.8 & 8.0
  - Certification with E-Bus Suite 12.0 & continued support for 11.5.10
- AIA for Comms 3.0
  - Certification with E-Bus Suite 12.1 & continued support for 12.0
  - CRM/BRM enhancements to AIA for Comms 2.0 PIPs
  - Introduce new AIA for Communications PIPs (eg. Order to Activate)

# AIA for Communications

## Phase 2 and Beyond



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Point to Point Integration

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# Summary

- Oracle Application Integration Architecture for Communications addresses top Service Providers requirements
  - Shorter time to market for new services
  - Improved business agility and performance
  - Streamlined operations
- AIA for Communications is key part of Oracle's overall strategy for Communications market
- PIPs enable rapid implementation of business processes while reducing the cost and burden of integration
- Future enhancements provide additional pre-integrated solutions further reducing TCO for service providers

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