



Streamline Sales & Services Ordering through Oracle's Telecommunications Service Ordering (TSO) Process

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EXECUTIVE SUMMARY

In a volatile technology-driven era, ordering, delivering, provisioning and servicing high technology products & services is complex and time-consuming. The unprecedented growth of innovations in this industry has led to a further widening of available products and services in the market. Oracle's Telecommunications Service Ordering (TSO) has been designed to specifically address this issue and provide to end users the opportunity to achieve exceptional sales and service management at significantly reduced costs.

The TSO is essentially a streamlined process; a functionality in Oracle Applications that supports the processes involved in moving, adding, changing, and disconnecting customer services.

This paper examines the challenges that this solution is meant to diffuse and briefly discusses the solution itself.

THE CHALLENGE

A lot of challenges and difficulties are faced by the Telecommunications/Carrier/Service Provider Industry involving:

- ◆ Complex Order Configuration
- ◆ Provisioning
- ◆ Recurring Billing
- ◆ Revenue recognition
- ◆ Tracking of all customer installs as -
 - Hardware
 - Services
 - Configuration Information

Complexities related to these issues increase significantly with service changes and upgrades. When a customer requests an upgrade of a product from the selling company after a number of years, the company must have access to an accurate & most recent product update on that specific product and it must also be able to verify that the requested changes are feasible. For instance, the enterprise must be able to determine whether or not these requested changes are compatible with the customer's existing installed products before fulfilling the ones that are possible to change.

As a result, to enable the upgrade process flow, companies need to have the ability to track the complete life cycle of an item such as product information, location, status, etc. from order creation to order fulfillment. Hence, the main requirement for such a streamlined process would be a master repository, such as an Install Base, for all customers and product data. This would also require a process that would allow for the creation of a new configuration for a customer as well as the capacity for reconfiguring a customer's installed services.

THE SOLUTION

Oracle's Telecommunications Service Ordering (TSO) solution reduces the complexity of the ordering process and enhances the sales and service management. It does so by providing a comprehensive process whereby one can obtain a 360 degree view of a customer's ordering activities including all products and services available to a customer as well as the ability to design and redesign existing service configuration. In doing so, this solution completely streamlines the entire sales ordering process that centers around a master repository (the Install Base) that maintains all customers and products data. This system includes integration with third party billing systems. This central repository makes it possible to maintain all product data, especially hardware. In fact, it is this Install Base that makes possible all new configurations or reconfigurations of existing products for a customer.

For instance, when customers want to make product changes, you can search the Install Base for a customer's existing products. You can then select a subset of the product instances to change, disconnect, or move. In other words, you can reconfigure.

This highly resourceful and automated Oracle process works mainly due to its ability to span across various other Oracle applications. Every application has a set of functionalities that when employed collectively enable the TSO solution. A quick look at these applications and their functionalities will help us understand the solution, the overall user flow and the various functionalities that allow the TSO to function so seamlessly and powerfully.

Oracle Quoting is a hosting functionality that helps support **Container Models** which enable the ordering of an entire telecommunication network within one configuration. It also permits the user to search **Oracle Install Base** for the purpose of reconfiguring existing installed launches.

Oracle Order Management is also a hosting functionality that supports all the features of Oracle Quoting besides enabling the launch of Oracle Configurator to add new instances or reconfigure installed instances.

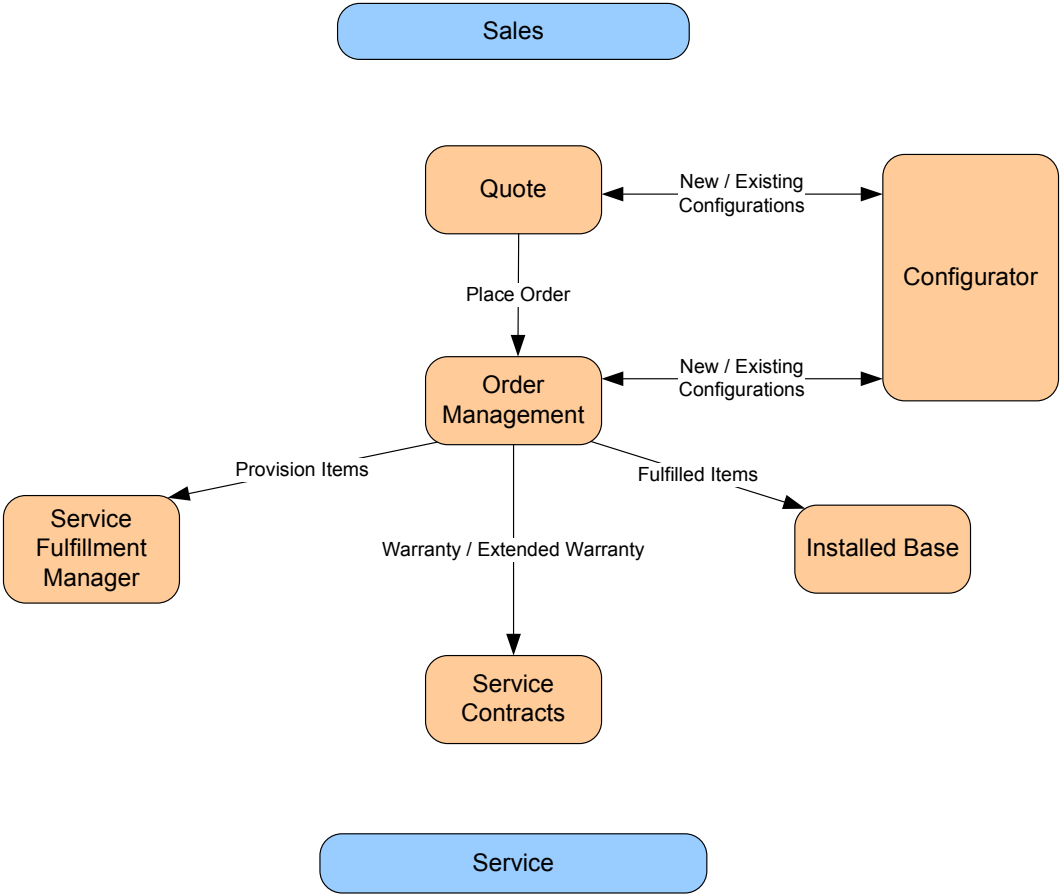
Oracle Configurator is a key functionality that allows the user to configure new items, create new configurations, restore configurations from the Install Base and reconfigure existing configurations.

Oracle Install Base is the Master Repository that stores all the Network Configurations Models. For instance, when a user completes the ordering and fulfillment of the Container Model, the saved configuration shows up in the Oracle Install Base as **Item Instances**. Oracle Quoting and Oracle Order Management access the Oracle Install Base providing users the capability to view, or reconfigure the configured item instances, their attributes, and relationships from Oracle Install Base.

Oracle Service Fulfillment Manager is a functionality that assists in provisioning the services that the customer ordered by:

- Capturing a service order request
- Confirming the order
- Analyzing the order
- Fulfilling the order
- Executing the order, and, if necessary,
- Supervising order fallout

TSO General Process Overview:



ADVANCED PRICING

The TSO also enables the pricing functionality which provides various advanced pricing models for all items included in Oracle Pricing. Since Order Management processes all new orders and change requests, the TSO can be used for defining advanced pricing rules including Recurring and One-Time Charges, Modeling Options, Discounts on Recurring and One-Time Charges.

BENEFITS

One cannot stress enough on what perhaps, is the most obvious benefit derived from the TSO Solution: its ability to work with a host of other Oracle Applications to support changes to an existing customer's telecom services. For instance, the TSO solution is based on an intricate configuration of telecom products and services purchased by the customer (also enabling reconfigurations if and when needed) thus allowing for the Moving, Adding, Changing and Disconnecting (MACD) of services effortlessly.

This "effortlessness" in providing enhanced telecom services accommodates the complexities involved by providing flexibility in customer service in the telecom ordering business.

In a nutshell, the TSO solution provides the following:

- ◆ A centralized view of the customer, including the installed service configuration (Oracle Install Base)
- ◆ The products and services available to the customer
- ◆ The ability to restore, reconfigure and re-price an existing service configuration

CONCLUSION

The need for telecom service ordering solutions has come of age and Oracle's TSO solution challenges the predicaments faced by the Telecom Service Providers in an efficient and simple manner. Bottom-line, the highlights of this process are its time-saving capacity and its automation competence which reduces errors increasing user efficiency. In conclusion, the telecommunications service ordering process provides the much-needed breakthrough technology to an otherwise cumbersome process in this industry thus resulting in high ROIs due to increased revenues and decreased operating expenses.

ABOUT KESTE

Keste is an enterprise software solutions provider as well as a leading Oracle solutions supplier, integrator and service provider. We specialize in building Oracle implementations for the mobile economy and continue to support our clients thereafter. We are a team of highly specialized Oracle experts that automate business processes by implementing and configuring solutions that integrate with the enterprise's system and fulfill your enterprise's unique needs.

Telecommunications Service Ordering (TSO) & Keste

The TSO functionality in Oracle Applications is a core competency of Keste. Having worked with major telecom companies for many years, Keste has developed a deep understanding of the industry as well its intricate workings. Backed with this experience & knowledge we are highly effective in delivering telecom solutions.

Keste mobile solutions around TSO:

Sales

Keste provides turn-key mobile solutions that integrate the mobile sales force to the TSO sales process. These mobile solutions integrate with:

- Customer / Contacts
- Configurator
- Product Catalogs
- Inventory Look-ups
- Order Management
- Approvals

Keste also provides complete end-to-end integrated mobile process that can be executed on the server from anywhere and at anytime. Keste also provides complete web-based or complete disconnected solutions.

Services

Keste also offers advanced mobile solutions for field services that integrate with the Oracle Install Base, TCA (Trading Community Architecture) and Oracle Field Service. Keste's mobile solutions span across sales and service and fit in neatly with the TSO process. The Configurator and Install Base are the core of the process whereby the Configurator acts as the gateway to accurate customer product information.

The technology is based on a complete end-to-end Java application that utilizes the Keste mobile gateway to provide the mobile business process and is capable of handling encryption and decryption.

Extending the TSO concept to utility services industry

Keste has broadened the scope of the TSO process by applying it to the utilities services industry as well. As a result, Keste delivers the utilities market world-class business-driving solutions built within the Oracle environment.

ABOUT ORACLE

Oracle's business is information—how to manage it, use it, share it, protect it. For nearly three decades, Oracle, the world's largest enterprise software company, has provided the software and services that let organizations get the most up-to-date and accurate information from their business systems. Today, Oracle is helping more governments and businesses around the world become information-driven than any other company.