

# Anything as a Service (XaaS)

Virtually any industry is transitioning to a service-oriented business model, including subscription-based models. Organizations are facing operational challenges in their service transformation journey. There is the need for a multidisciplinary approach for a new service operating model to be successful. Oracle “Anything as a Service” enables all business processes for a service operating model in a holistic way through specialised capabilities.



## The need for a new service operating model

Developing an “as a service” business model is becoming a strategic imperative for most companies. New ‘as a service’ models are driven by new ownership models - such as “pay as you go”, “pay per use”, and “pay per view” – or new business revenue models – such as those around the concept of “product as a service”. They are catching on in many industries, from automotive to industrial manufacturing, high-tech, durable goods, media, and CPG. However, as first movers have seen, service-based business models – including subscription-based models – are not easy to set up, manage, and make profitable. There are specific challenges to be faced in a holistic way. It requires a “new operating model” for companies that come from more traditional business models.

Our Anything as a Service solution demonstrates how companies can enable all business processes needed for an effective and profitable service operating model.

### Challenges

Adopting a service-based model introduces significant challenges that must be addressed together to create an effective, profitable business model:

- **Contracts and subscription management**, to manage recurrent invoices, under complex pricing, terms and conditions.
- **Customer management**, to engage customers; keep them consuming services; reduce churn rate and increase renewals.
- **Operation service**, keeping products and assets in the field up and running to provide continued value for customers.
- **Financial business processes**, managing complex revenue management and allocation; constant checking and tuning of the financial viability of the new business model.
- **Offer management**, managing offers as bundles of products and services, keeping offerings in line with customer expectations.

### Key features

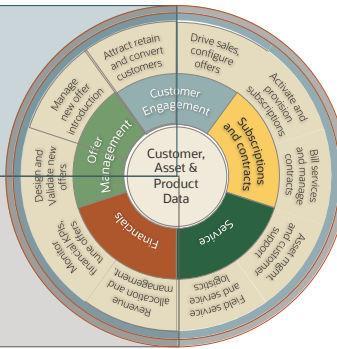
- Manage subscriptions; configure, activate, provision contracts; measure consumption; invoice properly
- Support all service related processes and activities
- Collect and manage all data from remote assets and customers, leveraging all this information in all related business processes, from Finance and ERP to CX and Service
- Manage service logistics from parts to returns
- Integrate financial planning, revenue management and allocation
- Measure relevant business KPIs, constantly checking the overall financial viability
- Define services, bundling products and services, determining configurations and prices
- Have an integrated customer view providing a 360° view of customers, contracts, and assets;
- Provide self-service capabilities for buying and issue solving, enabling contactless interactions with customers

### Business Support Services

Higher reactivity for complex processes at higher frequency. It requires advanced supporting applications, business automation, decision-oriented analytics.

### Operation Support Services

Need to quickly scale to a potentially huge number of assets in field that need to be managed and maintained. It requires an enterprise-grade infrastructure, processes and organization.



### Key business benefits

- Reduce service delivery cost by streamlining and automating complex processes at scale
- Increase revenue by enabling new business models, e.g. billing by usage
- Increase asset uptime through predictive maintenance, reduce cost of quality
- Increase field service productivity and optimize service costs
- Ensure compliance with accounting rules
- Manage service margins and assess financial viability of the business model
- Increase customer lifetime value with new products and services
- Manage top line revenue through the transition to new offers
- Increase customer loyalty and renewal rates
- Reduce cost through self-service, increase sales, with up-sell and cross-sell

The overall challenge: managing business and operation complexity

## Oracle Anything as a Service solution

As seen, this new business model requires a multidisciplinary approach to be effective and profitable. That is exactly what makes Oracle's positioning unique in the market. In fact, only Oracle can provide a complete "Anything as a Service" business solution seamlessly combining Subscription Management, Customer Experience (CX) Sales, Service, Service Logistics, IoT Intelligent Apps, Financials and ERP, Enterprise Performance Management (EPM) and Analytics. Each of these Oracle components is a leading solution in its market, and only Oracle has them all. **Fully on cloud.**

### Service transformation journey

Having in mind a holistic vision, companies can undertake their journey towards an effective service transformation through steps taking into account their maturity level, ambitions, experience, business context and proceed at their own speed, addressing specific business processes or all at once. Whatever their approach, they can rely on Oracle for the data foundation of a service transformation – customers, assets, products – and for technologies and business applications to address each specific need, now and in future.

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