

Oracle Revenue Management and Billing - Deal Pricing

Today, corporate banks face significant challenges. On the one hand, they are burdened with multiple disparate legacy pricing and billing systems, on the other hand, they have to cope with ever-rising client expectations and tighter compliance regulations. Deal pricing, an important customer touchpoint, plays a decisive factor in both improving customer satisfaction and achieving higher profitability. But, many banks continue to be overly reliant on siloed, homegrown systems with manual processing and knowledge-based decision-making to perform these critical tasks.

To compete and stay relevant in today's digital age and hyper-connected environment, corporate banks need to re-imagine and radically transform their traditional deal pricing practices. A modern pricing infrastructure not only speeds up the deal pricing process but also enables relationship managers to consistently make better pricing decisions and negotiate deals more effectively. As the leading provider of revenue management and billing solutions,



Key Benefits

- Maximize profitability through optimized deal price management
- Eliminate revenue leaks with accurate pricing proposals
- Reduce deal pricing cycle times with ability to quickly create pricing elements
- Manage all stages of deal life-cycle with a streamlined workflow
- Powerful simulation to ensure right price for the deal
- Prevent over-discounting
- Improve decision-making with integrated decision support tools

Oracle is committed to helping corporate banks manage the entire deal pricing process with a more predictable and profitable outcome.

ENTERPRISE-WIDE, END-TO-END DEAL PRICING

In most traditional banks today, the relationship manager often has to navigate multiple pricing applications, customer information systems, and financial applications in order to get an accurate 360° view of the customer. This complexity results from the array of deal pricing applications used for different products, lines of business and geographies. In such an environment, it is difficult for the banks to get an accurate picture of the aggregated value and profitability that customers bring to the enterprise. Oracle provides a single convergent platform with the business agility to manage deal pricing across any customer type, product, line of business and geography. This allows banks to support global operations and different geographical nuances with a single application.

The deal creation component provides ability to support multi-currency and multi-divisional deals at any level of hierarchy of customer/accounts. Deal can be saved as a template, different versions can be created, with ability to capture terms and conditions.

While creating a deal, user can simulate to arrive at the optimum volume/values of transaction commitments or arrive at optimum price points to increase the profitability. Moreover, the user can simulate the pricing points by changing the offer price method (like from flat to tier), merge/add tiers, redefine tiers to arrive at desired profitability.

Easy navigation with deal dashboard is introduced for the deal managers to have a holistic view of the deals or for the approvers to approve the deals and check the status.

With this application, corporate banks can eventually replace ineffective and inefficient excel-based models with a modern platform to manage the end-to-end deal pricing lifecycle, reducing the need for multiple system integrations and increasing operational efficiency

INFORMED DEAL PRICING AND MARGIN DECISIONS

Oracle Revenue Management and Billing's Deal Pricing is designed to help financial institutions increase profits by enabling relationship managers to consistently make informed deal pricing and margin decisions at every negotiation, thereby controlling the pricing process. With essential tools, embedded analytics, past and real-time market metrics and scenario modeling, sales professionals can quickly create pricing elements regardless of how simple or complex they may be.

With Oracle Revenue Management and Billing's deal pricing capability, business users can:

- Create a new deal for a prospect customer from an existing deal of the same customer, without altering it
- Create multi-parameter based pricing models. Virtually any attribute can be used as a guide to a price. Once created, these models can be saved and reused
- Use customer reference attributes to determine pricing methods. Relationship managers can compare the current deal against 'similar' deals
- Compare revenue details of a deal with that of available competitor pricelists in the system
- Compare deal profitability as well as average price

Key Features

- Price recommendations based on customer profile, segment or division
- Perform what-if modeling against alternative pricing or margin goals
- Manage the end to end lifecycle of deal with capability to create deals at different hierarchies with multicurrency and multidivisional support
- Simulate to arrive at the optimum volume/values of transaction commitments or arrive at optimum price points to increase the profitability
- Workflow capability for approvals, auto-approvals at different hierarchies- deal level, price item level and division level
- Easy navigation with dashboard to view status and approvals
- Ability for deal monitoring and deal orchestration- reject/hold/review
- No additional technology footprint needed for deal management – eliminating licensing needs of GG,ODI, OBIEE
- Seamless Integration (UX,SSO, Access control) with core Pricing and Billing system
- Browser support for Chrome, IE

- Review the purchase history of a customer to determine buying frequency and pricing of previous opportunities, for both the current product and deals overall
- Access more than 450 graphs, metrics, charts and reports designed to make informed and proactive decisions. The summarized graphical view of the dashboards allow users to identify trends, monitor business process and understand changing business conditions such as revenue leakage due to an exception pricing offered to a customer
- Perform what-if pricing analysis and understand the results at different price points or for different target margins. It supports virtually an unlimited set of pricing scenarios based on an extensive set of attributes
- Based upon the customer acceptance, deal can be accepted or rejected within the system. Comments or reference to any documents can be captured by the user as needed
- After deal acceptance, system supports the ability to change the pricing of the existing customer or convert a prospect to a customer as part of orchestration.
- Select one or more products from the list of cross-sell recommendations based on the customer segment and products selected for the deal
- Deal review frequency can be set up to review the deals at regular interval.
- View customer, product and revenue KPIs, and drill-down to multiple levels to answer questions such as - How profitable this deal at the given price? How much does this given line item represent of the deal revenues and margins overall?

Related Products

- Oracle FLEXCUBE Universal Banking
- Oracle Banking Digital Experience

AUTOMATED APPROVAL AND EXCEPTION MANAGEMENT

Oracle Revenue Management and Billing comes with a configurable workflow that can be used for deal creation, acceptance, review and approvals. Approvals can be done at different hierarchies- deal level, price item level and division level. And exceptions can be triggered based on defined criteria that prevent relationship managers from creating inaccurate pricing proposals.

The deal approval workflow can include multiple parallel branches that are triggered simultaneously, with an ability to configure either users or roles against each approval stage in the deal approval workflow. The workflows can be configured in such a way that sub-stages, which do not require approvals can run in parallel, and the deal pricing cycle is not disrupted by exception management and approval processes.

SEAMLESS INTEGRATION WITH EXTERNAL SYSTEMS AND APPLICATIONS

Oracle provides pre-built integrations for Oracle Revenue Management and Billing with other Oracle applications as well as third party industry applications like CRM systems, core banking applications, financial systems and billing systems to support end-to-end business processes. This enables financial institutions to utilize existing IT infrastructure and greatly reduces the total cost of implementation, as well as eases cross-application business processes. The seamless bi-directional data movement with periphery systems both in batch and real time mode ensures a single version of the truth and improved deal pricing accuracy. In addition to this, real-time revenue tracking against commitments can be done through integration with billing systems, wherein the actual transactions from billing systems are fed back into the deal pricing system.

Oracle provides out-of-the-box integration (only for Buyers Credit and Letter of Credit) with Oracle FLEXCUBE Universal Banking, the core banking solution from Oracle. The integration will help Oracle customers to streamline business processes and improve operational efficiencies.

Traditionally, financial services institutions have struggled with integration of their core banking and revenue management solutions - adding a new level of complexity to their IT environments. With this out-of-the-box integration, Oracle customers will be able to acquire both world-class core banking and deal pricing capabilities that work together- simplifying deal management



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