

Oracle Communications at a glance

A look into the history of Oracle Communications and our core offering and strategy

June, 2024, Version [1.0]

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Public

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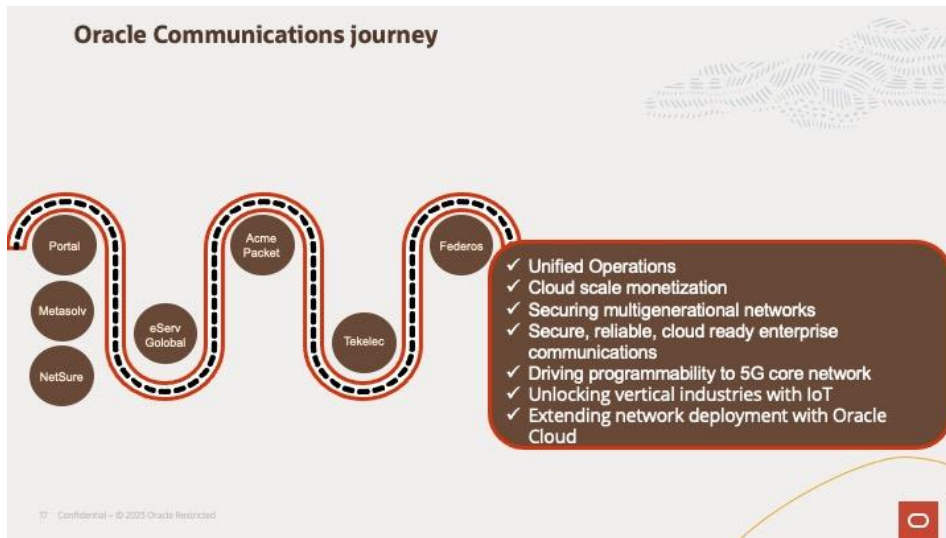
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The history of Oracle Communications

From its origin in 1977 to date, Oracle has been innovating within the technology industry.

In 2006, Oracle made two strategic acquisitions: Portal Software, Inc. and MetaSolv software, shaping the building blocks of what would be our billing and revenue management portfolio and operations solutions for the telecommunications industry. The addition of NetSure in 2007 brought network intelligence, analytics, and network data integrity software. With these acquisitions, the foundation of Oracle Communications was solidified.

Growth continued with the addition of pre-paid software assets from eServGlobal in 2010, enhancing the existing billing and revenue management solution. From focusing on charging, we began our venture into the networks space. In 2013, Oracle acquired Acme Packet, a leading global provider of session border controller technology, as well as Tekelec, a provider of network signalling, policy control, and subscriber data management solutions. Most recently Oracle Communications' acquisition of Federos added important data-driven, service assurance capabilities.



Who are we today?

Innovation has been a consistent thread throughout the Oracle Communications journey, with a foundation of interoperability and security giving us the freedom to innovate. We work in an industry that can fundamentally change the way the world works. Communications is pervasive in everything we do, whether that's making a call or placing an order online – it's an exciting space to be in.

What first comes to mind for many when they think of Oracle is likely a “database company” or even one of the largest software companies in the world. However, with 21 specialized industry verticals, including Communications, Oracle has a hand in so many of the ways the world is transforming.

Oracle Communications

In taking advantage of the capabilities that we have access to in the broader Oracle ecosystem, Oracle Communications goes beyond simply being another provider of telecommunications equipment. With more than 40 years of expertise and experience Oracle Communications supports the world's most mission critical service provider networks and provides consistent, enhanced communications for enterprises wherever they are in their journey to the cloud.

Our commitment to our customers is built on three key pillars: leveraging Oracle's **cloud** DNA to help our customers compete and innovate at the same pace as market leaders at a lower TCO, operating with a **security-first mindset** by building security intrinsically into all our processes and software, and by providing **best of breed**, multigenerational communications products that will evolve with the customer and market opportunities not yet imagined.

The Service Provider Industry Outlook

Oracle Communications routes billions of calls and text messages each day. Supporting more than 5B subscribers globally, Oracle is deeply trusted by communications service providers (CSPs) to deliver the solutions needed to drive results across technology, operations, and business models.

While one of our objectives is to build out secure, future proof, scalable 5G networks we also strive to preserve the value of 3G and 4G networks. [More than half](#) of the connections worldwide in 2023, were 4G connections, making it clear that 4G voice traffic will remain a key component of networks and revenues for the next decade.

Oracle is aware that all our customers are implementing digital transformation initiatives and new business workflows at a different pace. That is why Oracle offers flexibility and scale to meet customers where they are on their journey and aim to provide future proof technology with a roadmap to protect any and all investments, whether that mean's on-premises, virtual, or cloud native solutions.

The Enterprise Industry Outlook

Regardless of where they are on their journey to the cloud, Oracle Communications' focus for our enterprise customers is on building the solutions they need to transform their frontline business.

Enterprises are increasingly recognizing the contribution that high quality support can make on their bottom line. While digital channels and automation are on the rise, most customers that need to contact a business still prefer to do so via the phone, making the contact center experience of critical importance.

According to recent research [88% of companies](#) now prioritize customer experience in their contact centers. The right voice technology is crucial for customer loyalty, generating revenue, and delivering a secure, high quality experience.

Achieving results with Oracle Communications

Oracle Communications is the most strategic partner due to a security-first mindset, 'built from the ground up' approach to cloud native, and multivendor compatibility. With an understanding of the criticality to maintain legacy systems while modernizing and monetizing, Oracle Communications can deliver the solutions and support needed to build capable, revenue-generating networks.

We know that a diverse supply chain is critical to the success of our customers, and it can only be achieved by having an open, interoperable, and secure network. The various migration paths from 4G to 5G means service providers will have to be even more resourceful to ensure today's investments will shape tomorrow's ROI. The value in interoperable, multivendor solutions ensures that customers can continue to use what's working while adding Oracle into the mix where it's needed most.

Defining 'Best of breed'

In the telecommunications industry being 'best of breed' means we can help our customers build the best possible version of their business, with whichever other vendors they may already work with or choose to work with moving forward. Our solutions are designed to be interoperable with others to give the flexibility needed for those operating with legacy equipment or existing contracts.

The value of cloud

Regardless of the size of an operation, agility in the business model is always a top concern, as is monetization. So how do we help operators make the jump from an on-premises legacy approach to cloud? We focus on the foundation. Today's communications service providers are looking to expand revenues and transform into customer-centric organizations. To achieve this, they need the agility and scalability that only cloud-based solutions can provide.

There are a lot of misconceptions around migration to the cloud from perceived high costs to integration challenges with legacy networks, to a lack of successful reference use cases, and necessary skill sets. While cloud is new for telecommunications, there is an unfounded view of complexity around managing cloud native solutions.

Oracle's strategic focus on cloud native can benefit service providers long term – the network ecosystem and technology stack streamlines operations for call and IT workloads and enables new business models.

Security-first mindset

Communications is how the world remains connected, whether that's something as vital in nature as placing an emergency call, or as enjoyable as a video call with a distant loved one. Service providers have a mission critical role in providing the networks for these interactions and cannot afford to compromise this network by working with a vendor that doesn't prioritize security. Trusted by hundreds of thousands of organizations worldwide, security is entrenched in our company and an intrinsic part of all our processes from supply chain to software delivery and ongoing support.

Five ways we are helping our customers with significant industry challenges

Visibility and management: Solving complex network problems in today's communications environments can be a monumental challenge. This is especially true when networks are made up of many different vendors, protocols, and business standards. Over time, communications networks frequent grow to a level where the complexity can prevent an organization from meeting evolving customer demands. Leveraging [Oracle Communications Session Border Controller](#) can be the first step to simplify as networks evolve to 5G and the cloud. The SBC delivers the performance, capacity, and throughput needed for any type and any size service provider. With a range of platforms, service providers have access to a wide array of price and performance points to best match their needs.

Voice security: In a [recent report](#) nearly two-thirds of respondents said protecting against voice fraud is somewhat or extremely important. Yet only 30% have implemented technologies to combat it. One of the biggest challenges enterprises faces is protecting the voice network. The [Oracle Communications Enterprise Session Border Controller](#) is specifically designed to address the unique security, reliability and interoperability problems that can occur when real-time communications sessions cross network borders. It defends against a myriad of cyberattacks and ensures communications privacy, dynamically routes communications around network faults, and manipulates sessions to resolve interoperability problems. The Enterprise SBC is a field-proven solution for connecting a wide range of multivendor VoIP, Unified Communications and Contact Center systems to public network services, including SIP trunking services, the Internet, cloud applications, as well as migration to cloud services such as Unified Communications as a Service (UCaaS) or Contact Center as a Service (CCaaS).

Protecting the traditional roaming business: As customer demands evolve it's increasingly important that service providers protect existing sources of revenue. Failures in the signaling system result in subscriber churn, lost revenue, and opportunity cost. [Oracle Communications' 3G/4G signaling and routing product portfolio](#) is built on more than 40 years of network signaling. EAGLE is the industry's most trusted and reliable SS7 signaling platform and Diameter Signaling Router (DSR) provides a seamless transition from 2G/3G to 4G with a unified signaling solution that can reduce cost and complexity while increasing growth and interoperability.

Assuring the performance of critical networks and services: Communications networks are becoming increasingly critical for service providers, managed service providers, and enterprises as they seek to capitalize on business opportunities. At the same time, these networks are becoming far more challenging to manage given the increased network complexity and exponential growth in network traffic. [Oracle Communications Unified Assurance](#) provides AI-optimized assurance, analytics, and automation solutions that monitor and manage the performance of critical networks and services. This helps businesses transform operations to reduce costs, prevent losses, improve operational efficiency, and deliver better customer service.

Cloud transformation: Oracle's strategic focus on cloud native can benefit service providers and enterprises long term. Oracle's network ecosystem and technology stack streamlines operations for call and IT workloads and enables new business models.

- **Cloud native technology underpinning all our products and solutions:** Only Oracle Communications offers an extensive range of cloud-based industry solutions that empowers service providers to better meet their goals. With Oracle Cloud Infrastructure, Oracle can support customers in bringing innovations to market faster, and enhance organizational agility, offering flexibility across workloads whether in multiple cloud or data centers.
- **Enterprises are migrating to the cloud:** Enterprises are moving their business to the cloud to help cut IT costs, streamlines processes, improve security, and boost performance. When it comes to communications

systems, UCaaS and CCaaS technologies are the key enterprise services which are readily available in the cloud. Each have architectures that are held together and brokered by session delivery technology, specifically the Session Border Controller. As more and more enterprise services migrate to the cloud, Oracle can serve as a partner to ensure seamless, secure delivery to all network components.

- **Telco cloud:** Oracle is redefining the scope of telco cloud enablement with three key tenets: OCI’s carrier-grade cloud, combined with the communications network and IT applications, including but not limited to 5G core, OSS/BSS, and CRM, as well as Oracle’s depth and heritage in industry cloud solutions such as manufacturing, public safety, retail, and more. As service providers curate a technology stack with new use cases, Oracle Network Functions on OCI can build a flexible foundation, increase agility in the network, and reduce CapEx and OpEx.

“Oracle is looking to not only redefine the way telco cloud is viewed by its comms SP customers, which could be far beyond how a comms SP deploys infrastructure, but also align that infrastructure to industry application needs. Said differently, Oracle is positioning to provide comms SPs with a revenue stream and not just infrastructure.”

- IDC

Partnering with Oracle Communications to solve for the industry’s toughest challenges.

To compete in today’s communications industry both service providers and enterprises are challenged to drive digital transformation across technology, operations, and business models. Our portfolio is designed to first and foremost provide a monetization stack for our service provider customers, and our enterprise strategy is focused on creating the solutions needed for customers to transform their frontline business while continuing to support their IT evolutions to the cloud. A big difference that sets us aside from the competition in our ability to work with industrial parts of Oracle and bring real-time communications capabilities to some of our most critical industries, ranging from public safety and government to energy and water, and healthcare to name a few. In order to solve for the most prevalent challenges within the communications marketplace while still evolving, Oracle Communications’ foundation of cloud, security, and interoperability can provide the best possible support for customers. With a focus on protecting existing assets and revenue streams while reducing the burden and cost of digital transformation, Oracle Communications solutions and expertise make us an ideal partner.

Oracle Communications Service provider solutions	Oracle Communications Enterprise solutions
<ul style="list-style-type: none"> • Oracle Communications Session Border Controller • Oracle Communications EAGLE • Oracle Communications Diameter Signaling Router • Oracle Communications Unified Assurance 	<ul style="list-style-type: none"> • Oracle Communications Enterprise Session Border Controller • Oracle Communications Enterprise Communications Platform

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