

ORACLE

# Oracle Industry Playbook

Communications

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# Communications

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With the convergence of 5G, cloud technology, AI, real-time communications, and IoT, there is a unique opportunity for communications providers (CSPs) to tap into new revenue streams and business models. To meet today's digital demands, this requires transformation across technology, operations, and business models. To rapidly launch new offers and adapt to evolving consumer and enterprise needs, CSPs are increasingly migrating to the cloud, leveraging advanced analytics and automation to reduce cost and runway to launch, while also ensuring end-to-end visibility and control. Seamless inclusion of ecosystem partners within offerings and agile monetization applications will reduce time to market and enable diverse new use cases that will support new revenue streams.

# Key Imperatives for Communications

- 1 Connect and improve planning, finance, operations, and customer experience to fuel growth.
- 2 Create new digital experiences and business models made possible by 5G with secure networks and applications built for the cloud.
- 3 Achieve operational agility, reduce costs and drive new revenue with data and AI.

# Forces Shaping the Communications Industry

## INDUSTRY CHALLENGES

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### Supporting Growth

Need to manage product and equipment supply chains to support network expansion and adapt financial plans to new 5G business models.



### Monetize Services

Ability to sustain existing connectivity service revenue streams and enable new business models with differentiated 5G services at scale.



### Outdated Systems

Need to replace fragmented, legacy IT and operations support systems (OSS) and business support systems (BSS) applications.



### Customer Churn

Fierce price competition and increased customer churn aggravated by lack of data-generated insights.



### High Maintenance Costs

Soaring network investment costs and growing service streams require cloud applications to efficiently manage assets and monetize new services.



## VISION OF SUCCESS

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Integrate enterprise planning and monitoring for financial operations, cash, people, and supply chains across operating companies.

Quickly monetize new B2B2X models with end-to-end charging and revenue management. Rate, charge, and bill for any service attribute.

Deploy high performance, low-cost cloud networks driven by automation, analytics, AI and open API standards.

Leverage a single customer profile with complete account history across all channels and engage customers with personalized offers and services.

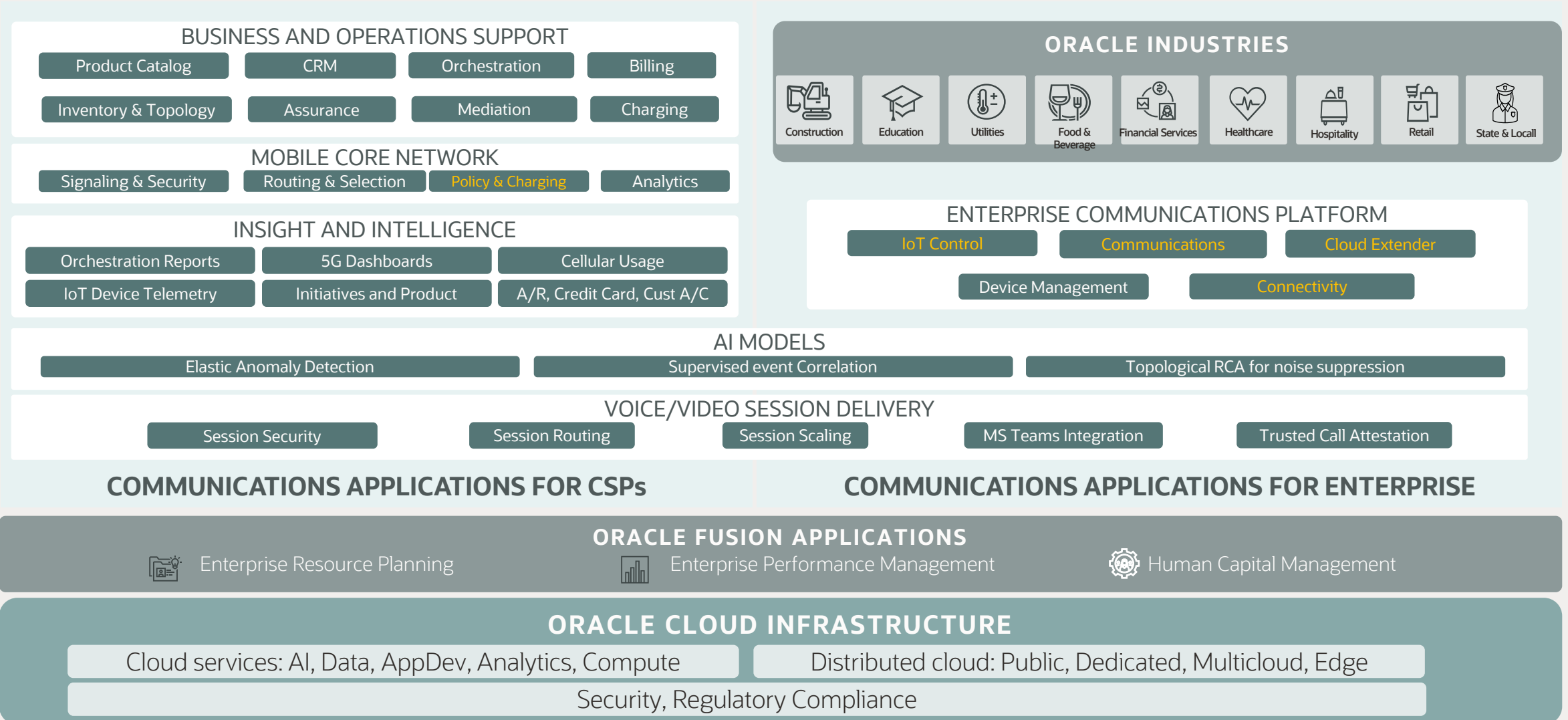
Maximize ROI through effective planning, efficient procurement, preventive maintenance, extended asset lifetime, and increased monetization of services.





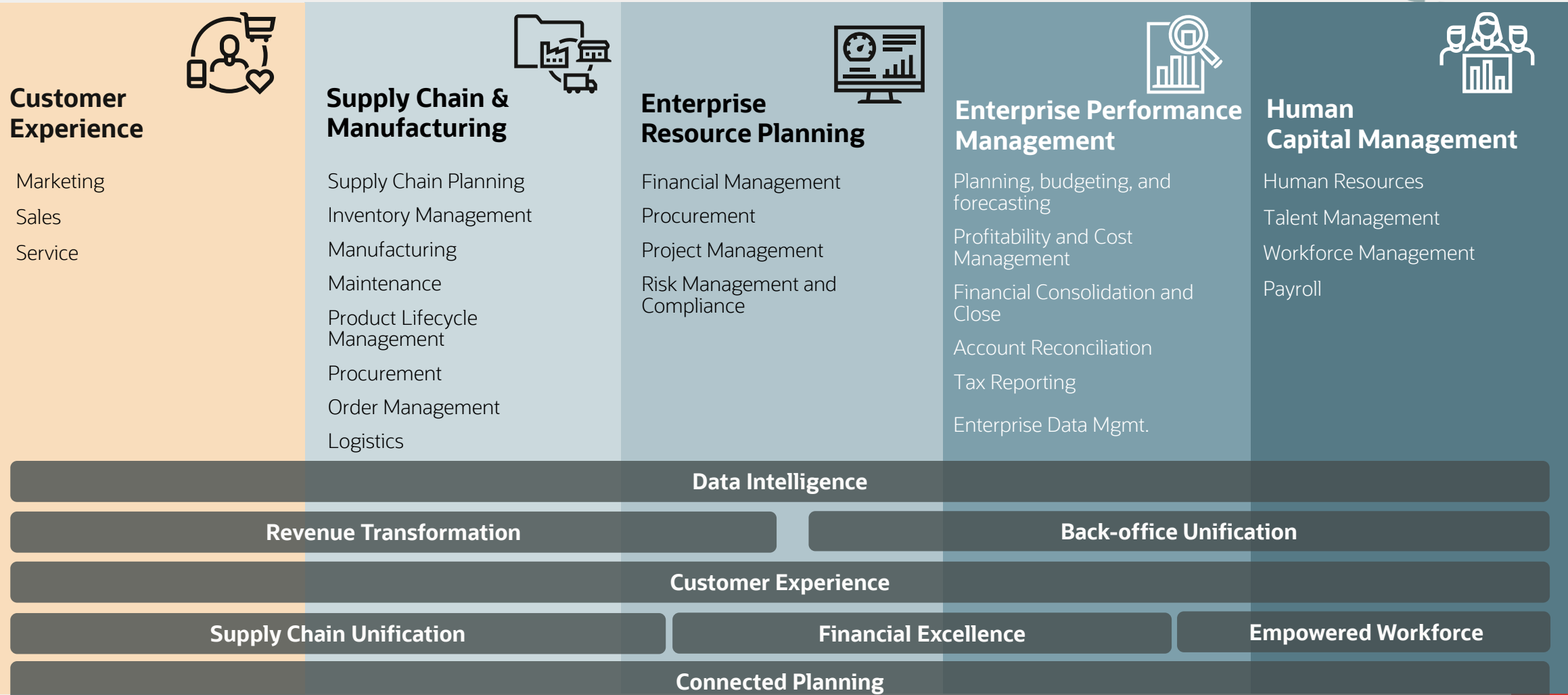
# Oracle Industry Suite for Communications

Future-proof your business with a secure, scalable, high-performance cloud



# Oracle Fusion Cloud Applications Suite

A platform for enterprise-wide transformation



# Oracle Fusion Cloud ERP

## AI-Powered Finance



### Financials

- General Ledger
- Accounting Hub
- Payables & Assets
- Treasury & Payments
- Expense Management
- Receivables & Collections
- Bill & Credit Management
- Revenue Management
- CPQ / Subscription Management
- Joint Venture Management
- Lease Accounting



### Procurement

- Supplier Qualification Management
- Sourcing
- Procurement Contracts
- Self Service Procurement
- Purchasing
- Supplier Portal
- Spend Classification



### Project Management

- Cost Management & Control
- Billing & Revenue Mgmt
- Planning, Scheduling & Forecasting
- Project Asset Management
- Project Management
- Resource Management
- Program Management
- Grant Management
- Task Management



### Enterprise Performance Management

- Enterprise Planning
- Profitability & Cost Mgmt
- Narrative Reporting
- Financial Consolidation & Close
- Account Reconciliation
- Tax Reporting
- Enterprise Data Management



### Risk Management

- Separation of Duties Reporting (SOD)
- Preventive SOD User Provisioning
- Security Monitoring
- User Access Reviews & Certifications
- Fraud & Payment Monitoring
- Configuration & Audit Monitoring
- Internal Control Assessments
- Risk & Controls Matrix
- Workforce Health & Safety

Touchless Operations

Predictive Insights

Connected Actions



# Oracle Fusion Cloud SCM

Deep Functional Integration Connecting the Digital Thread



## Supply Chain Planning

Demand Management  
Supply Planning  
Sales & Operations Planning  
Supply Chain Collaboration

Strategic Sourcing



## Supply Chain Execution

Inventory  
Costing  
Manufacturing  
Maintenance  
Quality  
Production Monitoring

Smart Operations



## Order Management

Order Management  
Product Configuration  
Order Pricing  
Global Order Promising  
Channel Revenue Management

Perfect Order



## Logistics

Transportation Management  
Global Trade Management  
Warehouse Management  
Logistics Network Modeling

Revenue Transformations



## Product Lifecycle Management

Innovation Management  
Product Hub  
Product Development  
Quality Management

Strategic Sourcing



## Procurement

Sourcing  
Contracts  
Purchasing  
Supplier Management

End to End Visibility





# Oracle Fusion Cloud HCM

Empowering Employee Success for Exceptional Business Outcomes



## Human Resources

- Benefits
- Core HR
- Work Life
- Workforce Modeling & Predictions
- Strategic Workforce Planning
- Advanced HCM Controls



## Talent Management

- Recruiting
- Onboarding
- Learning
- Career Development
- Opportunity Marketplace
- Performance Management
- Compensation
- Succession Planning
- Dynamic Skills



## Workforce Management

- Time & Labor
- Workforce Scheduling
- Workforce Labor Optimization
- Absence Management
- Workforce Health & Safety



## Payroll

- Payroll
- Payroll Core
- Payroll Interface



## Employee Experience

- HCM Communicate
- Journeys
- Connections
- Grow
- Touchpoints
- Celebrate
- HR Help Desk
- Digital Assistant

Intelligent & Automated People Processes

Hyper-Personalized Experiences

End-to-End Visibility



# Oracle Fusion Cloud CX

## Maximizing the Power of Your Enterprise Data and AI



### Marketing

Unity Customer Data Platform  
Eloqua Marketing Automation  
Responsys Campaign Management  
CrowdTwist Loyalty and Engagement



### Sales

Fusion Sales  
Sales Force Automation  
Configure, Price, Quote (CPQ)  
Subscription Management  
Commerce  
Incentive Compensation



### Service

Fusion Service  
Digital Customer Service  
Field Service  
Knowledge Management  
Service Logistics

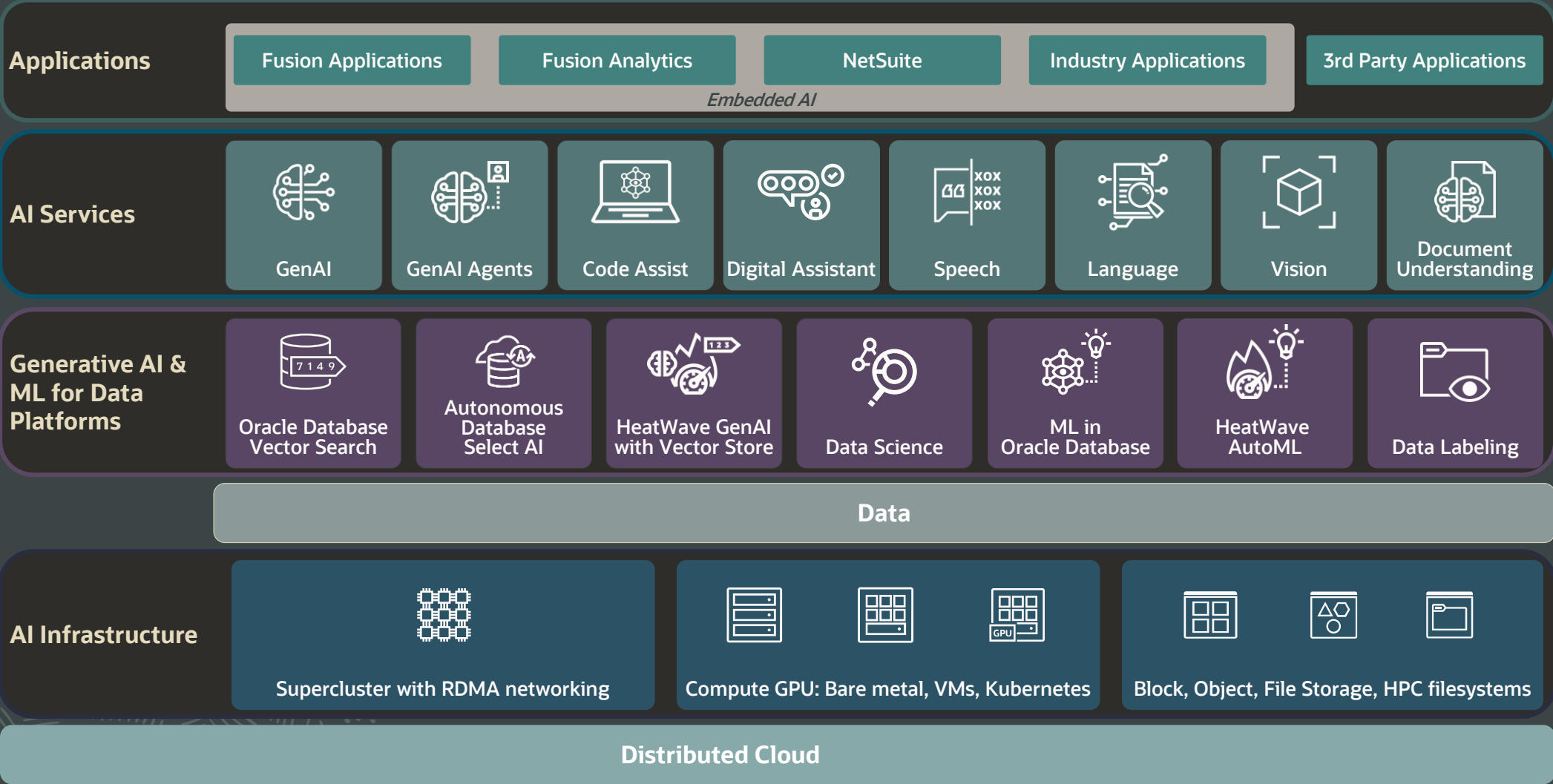
Revenue Transformation

Service Automation

Marketing and Sales Unification

Single Customer View

# The Oracle AI Stack



AI Partners and ISVs



# Oracle Knows Communications

## Billions

Routes billions of calls and texts every day

## Top 20

Protects networks in the top 20 communication services providers

## 10M

Orchestrates more than 10 million orders per day

## 5B

Supports more than 5 billion subscribers globally

# Extensive Partner and ISV Ecosystem

 **accenture**

**Deloitte.**

**IBM**

 **pwc**

**Infosys**

 **cognizant**

 **KPMG**

**tcs**

 **NVIDIA.**

 **wipro**

 **Informatica**

 **Palantir**

+20,000  
Partners and ISVs

# More Industry and Leadership Awards Than Any Other SaaS Company

ERP	SCM	HCM	CX
<b>28X</b>	<b>10X</b>	<b>8X</b>	<b>22X</b>

Gartner, Forrester, IDC, Omdia

Number of times top-tier analyst firms placed Oracle in a leadership position over the last 36 months



# Why Oracle?

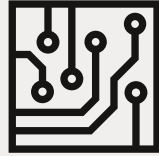


## Complete Suite

Best-of-breed apps designed and built for changing customer needs—with machine learning, process automation, and other customer-driven innovations.

Finance, HR, supply chain, manufacturing, marketing, sales, service and analytics built to work together.

100s of new features each quarter.



## Best Technology

Next-generation cloud infrastructure (OCI) designed for Fusion Applications.

The only public cloud with the performance, security and availability to run your mission-critical operations.

40 cloud regions worldwide for commercial and government with 9 more planned.



## Applications Platform

Award-winning consumer-grade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend and build applications.

Self-learning and self-improving applications.

The logo consists of a red square with rounded corners. Inside the square, there are three white horizontal lines at the top, resembling a book's pages, and a white stylized 'O' shape below them.

# Oracle Playbook