Powering clients to a future shaped by growth

Different by Design

*Oracle Technology Drives
CSP Growth*

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Executive Summary

In recent years, communication service providers (CSPs) have been under pressure from digital disruptors that have gained market share and revenue at the expense of CSPs. These disruptors took a digital-first, data-driven approach. At the entrance of the 5G era, the communications industry is at a crossroads, and delivering a compelling customer experience (CX) will be a make-or-break proposition because of the accelerated push toward digital experiences for CSPs around the world.

Industry Challenges in the Throes of Transformation: Cause and Effect

CSPs worldwide are in the throes of a digital service transformation, constantly evolving and innovating to survive in the market. This industry has no shortage of competitive pressures, and is undergoing significant technological, economic, and social changes. Key major trends and challenges in the industry include the following:

Developing new revenue streams: The biggest challenges in this industry are margin erosion and uncovering new and sustainable revenue streams. The proliferation of over-the-top (OTT) companies, such as Skype, Netflix, and WhatsApp, is disruptive, challenging telecom companies to drive more revenue from core services or expand into new/adjacent markets, such as Internet of Things (IoT) and vertical solutions.

Customer acquisition and support costs: To increase their customer base and revenues, prominent CSPs, such as Verizon, AT&T Business, and Comcast, are investing heavily in the deployment of next-gen 5G network infrastructure. With the challenge to monetize 5G, a dynamic partner ecosystem must be created and orchestrated at scale across business-to-consumer (B2C) and business-to-business (B2B) models.

CX is king: personalized, omnichannel, and connected experiences: CSPs are investing significantly in improving the CX in an omnichannel environment. Many CSPs, however, find it challenging to drive a consistently excellent experience across channels. Self-service options are often unable to blend sales and service opportunities.

Extraordinary consumer expectations: Consumers are more empowered and knowledgeable today than ever before. Expectations for excellent customer service, sales knowledge, and technical support will continue to soar. Customers want to be treated as a 'segment of one,' with products, offers, and services delivered on their terms and through their preferred communications channel.

Availability of new technologies: The variety and quality of services from telecom companies and internet service providers (ISPs) are increasing, profit margins are decreasing, and the line between telecom companies and technology vendors is blurring. Generally, there is no single view of the customer, resulting in the inability to derive actionable insights across disparate data sources. Leveraging investments in systems of record continues to be difficult; therefore, CSPs must take a fresh look at the level of technology innovation and adapt their organizations to digital transformation.[1]
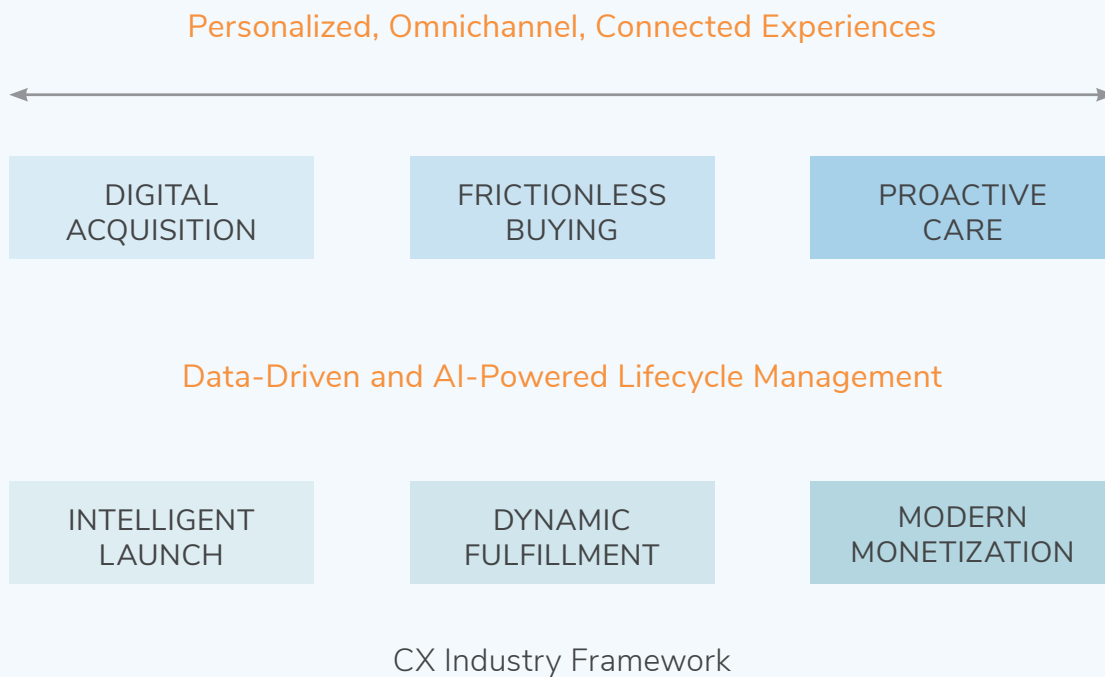
The COVID-19 pandemic was a wake-up call that caught many businesses unprepared to withstand a disaster of such magnitude. The pandemic pushed many boundaries, exposed many vulnerabilities, and compelled people to change their lifestyles drastically and organizations to transform operations overnight. Organizations with the means to adapt quickly turned to cloud services to keep remote workers productive and businesses operating. During this time of need, cloud-based communications and collaboration solutions have proved to be the most effective at connecting people across any geographic distance.

The Oracle Digital Experience for Communications Is Here Now!

CSP must anticipate the rapidly evolving needs of the customer and responding with a real-time, holistic digital commerce solution that transforms the shopping, buying, and support experiences.

Figure 1 introduces Oracle's Digital Experience for Communications (DX4C), which is a complete communications industry-specific solution built on an intelligent platform. DX4C enables CSPs to innovate, engage, and transform.

Figure 1: Oracle's DX4C

Digital Experience for Communications

Innovate. Engage. Transform.

Personalized, Omnichannel, Connected Experiences

DIGITAL ACQUISITION	FRICTIONLESS BUYING	PROACTIVE CARE

Data-Driven and AI-Powered Lifecycle Management

INTELLIGENT LAUNCH	DYNAMIC FULFILLMENT	MODERN MONETIZATION

CX Industry Framework

Source: Oracle 2021

Frost & Sullivan believes that DX4C offers a unique value proposition with the following five distinct benefits for CSPs worldwide:

- *DX4C is specifically designed for the communications industry to improve customer acquisition rates,* increase the efficiency of engagement channels, and enhance the CX transformation by offering smart, innovative, and personalized digital experiences with a solution architecture that maximizes business and IT agility.

- *DX4C leverages data and artificial intelligence (AI) to transform the customer and employee experience.* Oracle's omnichannel-enabled solution lets CSPs increase customer lifetime value, from acquisition through retention. Customer care, solution fulfillment and service monetization are enhanced through utilizing DX4C.

- *DX4C provides tools to design and tailor the user experience* for customers, partners, and internal users alike. Oracle's tools can provide different experiences for different users, such as separating systems of record from intelligence layers. Tools such as TM Forum Open APIs and TM Forum Open Digital Architecture allow for this flexibility.

- *DX4C is deployed on Oracle Cloud Infrastructure* (OCI) at advanced Oracle data centers, equipped with state-of-the-art cybersecurity, disaster recovery, and automation. The cloud model enables the agility, scalability, and cost flexibility necessary for continuous innovation.

- *DX4C is a complete, end-to-end, and unified solution* that streamlines the entire process. Leveraging the Oracle Cloud reduces the complexity associated with multiple components in multi-cloud settings.

CSP Industry Case Studies

Telecom Fiji

Company Background

Owned 100% by Fijians, Telecom Fiji is the leading South Pacific island provider of Internet and communications services to consumers, businesses, and the Fiji government. The company's services span homes and businesses and include complex corporate ICT solutions, cost-effective mobile and landline packages, and the delivery of Fiji's only ultra-fast home fiber broadband. The company is committed to its mission of delivering innovative services and an improved CX so the people of Fiji can benefit from the best of the world's technology in their remote location.

Business Challenges

As a century-old service provider, Telecom Fiji has embarked on an end-to-end digital transformation journey with Oracle that will undertake discrete initiatives, from lead acquisition to revenue realization, involving the following:

- Digitally coordinated and modernized service delivery
- Zero-touch provisioning
- Real-time notifications
- Full digital customer lifecycle processes
- Speedy delivery of new products and services
- Improved visibility and workflows for field technicians

Why Telecom Fiji Chose Oracle DX4C

The solution was delivered on Oracle Private Cloud Appliance and Oracle Cloud Infrastructure and was implemented and managed by Oracle Communications Consulting, the trusted partner of hundreds of service providers around the world.

Swisscom

Company Background

Swisscom is the market leader in Switzerland for B2C mobile and landline communications and digital TV. The company offers a wide range of B2B services, including network, cloud, and information and communication technology (ICT) services. As one of the most innovative and sustainable companies in Switzerland, Swisscom is dedicated to a 'success by design' principle. The largest proportion of the company's revenue is generated from products and services that did not exist a few years ago—a result of constant reinvention and focus on different and new areas of business.

Business Challenges

To find more growth areas, Swisscom wanted to pursue new B2B and B2C business models. The company focuses on delivering innovative digital services and making it easy for B2B and B2C customers to interact and transact with the company. Swisscom is targeting new areas of growth, particularly around B2B solutions, including IoT, mobile and smart working, security, cloud hosting, and blockchain-based services.

While offering customers the latest IT and communications infrastructure, Swisscom was ill-equipped to generate new revenue opportunities and sales. The organization's lead generation and marketing campaign processes were manual, expensive, and used software hosted on-premises. Even though the company provided first-rate content through its website, its B2B marketing teams lacked modern marketing tools to help convert leads into sales.

Why Swisscom Chose Oracle DX4C

Swisscom looked for a partner that would ensure its business support systems, operations support systems, and CX efforts could support new business opportunities.

Swisscom found that Oracle's architecture provides easy interoperability between channels. In addition, Oracle's cloud-based Digital Experience for Communications supports personalized, omnichannel engagement.

> 66 **Swisscom is very focused on delivering innovative new digital services and making it easy for our B2B and B2C customers to interact and transact with us. Oracle Digital Experience for Communications gives us the agility and rich functionality to transform the way we engage with customers, improve our employee experience, drive operational excellence and reduce costs.** 99

—Alexander Mohri, Head of Strategy, Swisscom

Results Delivered

Swisscom's goal with Oracle is to deliver on the following key pillars for continued success: offer the best CX on assisted and unassisted channels; gain 360-degree customer insight to make the most of customer engagement; reduce operational costs to free up funds for new investments; and cut internal redundancies and incoherence by implementing a single end-to-end architectural blueprint. Following is a partial listing of the benefits for Swisscom customers:

Security standards: The service is provided exclusively in platinum data centers with operating teams in Switzerland. Customers are always allocated a virtual machine (VM) and the associated container database (CDB), guaranteeing a totally isolated customer environment.

Reliability: With options such as RAC, Data Guard, DB Backups, and proactive monitoring, data is highly available and secure, with possible service level agreement (SLA) values for recovery time objective (RTO) and recovery point objective (RPO) of up to 'near to zero.'

Low administrative costs and licensing: Outsourcing data storage and platform operations can save IT resources and operating costs. Virtualization takes place with Oracle VM in accordance with Oracle's hard partitioning rules. Oracle's on-premises licenses can still be used, similar to an installation on dedicated servers.

Scalability: Resources can be adapted as required, only paying for what is allocated.

Analyst Perspective: The Bigger Picture

CSPs are at the heart of the digital transformation drumbeat, with a renewed focus on customers' needs. While the industry has been searching for new ways to monetize and harness its formidable capabilities, investment returns have been risky and uncertain—pandemic or no pandemic. CSPs are trying to tap into the agility and rich functionality of the cloud to redefine customer personalization, improve the employee experience, drive operational excellence, and find new revenue streams while reducing costs, all simultaneously.

The financial promises that come with 5G's broad yet profound future impact are fueling industry growth; however, challenges remain. For example, this revolutionary 5G technical landscape with higher connection speed, reduced latency, and enhanced reliability has accelerated consumers' willingness to experiment with their entertainment options. The co-evolution of entertainment and technology is driving new service offerings and entertainment bundles for consumers, thereby necessitating new strategies and agile approaches for CSPs and their technology partners.

Frost & Sullivan indicate that CSPs must examine several critical areas when considering a technology partner; however, among the most critical are the vendor's completeness of offering and vision, market leadership and reputation, client recommendations and verified referrals, and the ability to meet demand on a global scale.

Two additional and perhaps even mission-critical factors include the following:

- Innovation and technology: Has the company developed special processes, tools, and platforms specifically designed for CSPs in the last two to five years?

- Security analytics: Can the partner bring end-to-end security analytics and behavior analysis to detect and thwart attacks and insider fraud?

Consumers, broadly speaking, come to the market with unrelenting demands for tailored offers, discounted products, and options for content and pricing. At the end of the day, the key to success for CSPs is determining how to leverage new technologies, applications, and platforms—not alone but in partnership—to create new products, services, and business models that drive sustainable revenue growth.

Learn more:

http://bit.ly/SwisscomCXCloud

https://www.oracle.com/customers/swisscom-boosts-growth/

Endnotes

1   Racknap Blog; Munesh Jadoun; February 16, 2020;
    "Top 5 challenges & trends in telecommunication industry in 2020"

About Oracle

Oracle Communications provides integrated communications and cloud solutions for service providers and enterprises to accelerate their digital transformation journey in a communications-driven world, from network evolution to digital business to the CX. www.oracle.com/communications

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Growth is a journey. We are your guide.

For over six decades, Frost & Sullivan has provided actionable insights to corporations, governments and investors, resulting in a stream of innovative growth opportunities that allow them to maximize their economic potential, navigate emerging Mega Trends and shape a future based on sustainable growth.