Oracle® Revenue Management and Billing Product Manager's Workbench

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User Guide

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Oracle Financial Services Revenue Management and Billing Product Manager's Workbench User Guide

E88591-01

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Preface

About This Document

This guide aims to act as a reference guide to an administrator user and helps him with day-to-day tasks, as well as provides some pointers on how to handle some commonly seen change requests. The document is organized in the form of a comprehensive questionnaire and covers most of the administrative tasks.

Intended Audience

This document is intended for the following audience:

- End-Users
- Consulting Team

Organization of the Document

The information in this document is organized into following sections:

Section No.	Section Name	Description
Section 1	Introduction	About the product and the types of analyses included.
Section 2	Dashboards	Explanation of each dashboard.

Related Documents

You can refer to the following documents for more information:

Document	Description
Oracle Revenue Management and Billing Analytics Install Guide	Lists the pre-requisites, supported platforms, and hardware and software requirements for installing the Oracle Revenue Management and Billing Analytics application. It also explains how to install the Oracle Revenue Management and Billing Analytics application.

Change Log

Revision	Last Update	Updated Section	Comments
1.0	July 2017	All	New document

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Contents

1. Introduction to ORMBA Dashboards 8
1.1 OFSRMB Product Manager's Workbench 10
1.1.1 Dashboard Security 11
1.1.2 Dashboard Structure 11
1.1.3 Dashboard Filter 11
1.1.4 Common Elements 12
1.2 Types of Analyses 12
1.2.1 Top N Lists 12
1.2.2 Share Analyses 13
1.2.3 Trend Analyses 13
1.2.4 Interactive Analyses 14
1.2.5 Printable Reports 14
1.3 List of Dashboards 14
2. Billable Charges 15
2.1 Overview of the dashboard 15
2.2 Summary Page 15
2.2.1 KPIs 15
2.2.2 Charges By Divisions 16
2.2.3 Charges By Customer Segments 16
2.2.4 Charges By Contract Types 17
2.2.5 Agreed Vs Standard 17
2.2.6 Volume Vs Value 18
2.2.7 Billable Charges Printable Report 19
2.3 Trends Page 19
2.3.1 KPIs 20
2.3.2 #Billable Charges Trend 20
2.3.3 Billed Usage Trend 21
2.4 Rankings Page 21
2.4.1 Top N Products 22
2.4.2 Bottom N Products 23
2.4.3 Top N Customers 24
2.4.4 Bottom N Customers 25
2.5 Pricelist Page 26
2.5.1 Pricelist Details 26
2.6 Pricelist Simulation 27
2.7 Usage Analysis Page 32

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2.7.1 Distribution By Volume Bucket 32
2.7.2 Usage vs Percentile View 33
2.7.3 Usage vs Average Rate View 33
2.7.4 Usage Grid View 34
2.8 Revenue Analysis Page 35
2.8.1 Distribution By Revenue Bucket 35
2.8.2 Revenue vs Percentile View 36
2.8.3 Revenue vs Average Rate View 36
2.8.4 Revenue Grid View 37
3. Product Pricing 39
3.1 Overview of the dashboard 39
3.2 Product Hierarchy 39
3.2.1 Product Status Indicator 40
3.3 Pricing Parameters 41
3.3.1 Active Filters 41
3.3.2 Product Performance Indicators 41
3.3.3 Standard vs Agreed Pricing 41
3.3.4 Pricing Details by Price Variations 42
3.3.5 Trend of Amount 42
3.3.6 Trend of Billable Charges Count 43
3.4 Flat Pricing Details 43
3.4.1 Flat Pricing Details 43
3.4.2 Amount Across Price Points 44
3.4.3 Volume And Revenue Across Price Points 44
3.4.4 Flat Pricing Trend 44
3.4.5 Scattered View of Price Points 45
3.4.6 Amount By Price Points 45
3.4.7 Billed Usage By Price Points 46
3.5 Step Pricing Details 46
3.5.1 Step Pricing Details 46
3.5.2 %Volume & %Revenue By Steps 46
3.5.3 Step Pricing Charts 47
3.5.4 Step Pricing Trends 48
3.6 Product Simulation 49
4. Simulation or Modeling 52
4.1 Users of Modeling 52
4.2 Modeling Contexts 53
4.3 Modeling Scenarios 53
4.3.1 Change Computation Models 53

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4.3.2 Change Rate Types 53
4.3.3 Change Usage Factor 54
4.3.4 Redefine Tiers 54
4.3.5 Change Price 54
4.3.6 Change Usage 54
4.4 Modeling Results 54

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1. Introduction to ORMBA Dashboards

Oracle Revenue Management and Billing Analytics (ORMBA) follow a layered architecture, which consists of the following four logical layers:

- Source
- Replication
- Transformation
- Presentation and Access

The Source layer represents the source system, which is Oracle Revenue Management and Billing (ORMB). Oracle Revenue Management and Billing Extractors and Schema delivers functionality of the Replication and Transformation layers. Oracle Revenue Management and Billing Analytics (ORMBA) delivers the functionality of the Presentation and Access layer.

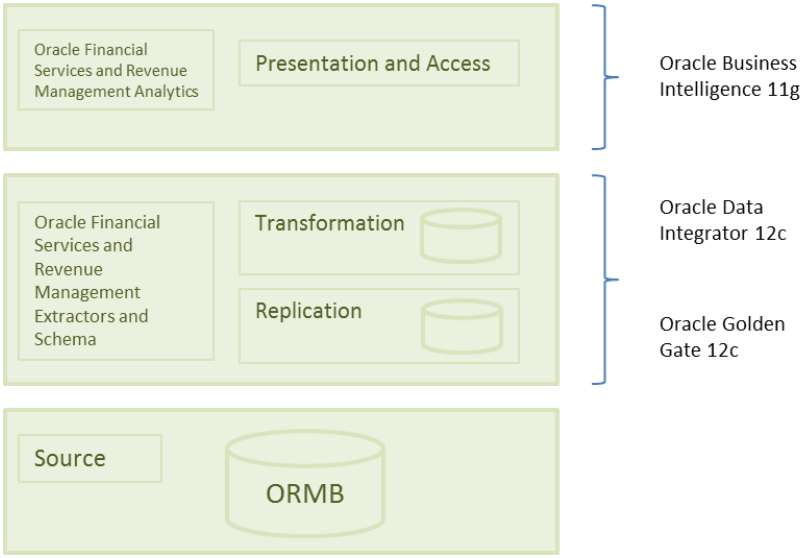

Figure 1: ORMB Analytics Topology

The Presentation and Access Layer of ORMBA is called the ORMBA Dashboards and is powered by Oracle Business Intelligence Enterprise Edition (OBIEE) tool. Currently there are three dashboards available for financial services / banking domain:

- OFSRMB Relationship Manager's Workbench
- OFSRMB Product Manager's Workbench
- OFSRMB Operations Manager's Workbench

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The dashboards available within each workbench vary as shown in the table below:

Workbench	Available Dashboards
Relationship Manager's Workbench	• Relationship Manager • Deal Management • Customer 360° View
Product Manager's Workbench	• Pricing • Price Simulation • Billable Charges
Operations Manager's Workbench	• Financial Transactions • Billing Operations • Transaction Feed Management • Contracts • Tasks • Executive Summary • Customer Contact

You can purchase either one or a combination of the workbenches, based on the dashboards you want to use. This user guide is exclusively for users of Product Manager's workbench.

Note: For customizing the analyses in ORMBA dashboards, you would need a minimum working knowledge of OBIEE. The ORMBA Admin Guide lists some of the common tasks done in ORMBA dashboards and explains how to perform them. For more information, refer to the *ORMBA Admin Guide*.

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1.1 OFSRMB Product Manager's Workbench

You can log on to OFSRMB Product Manager's Workbench with your user credentials through the login page.

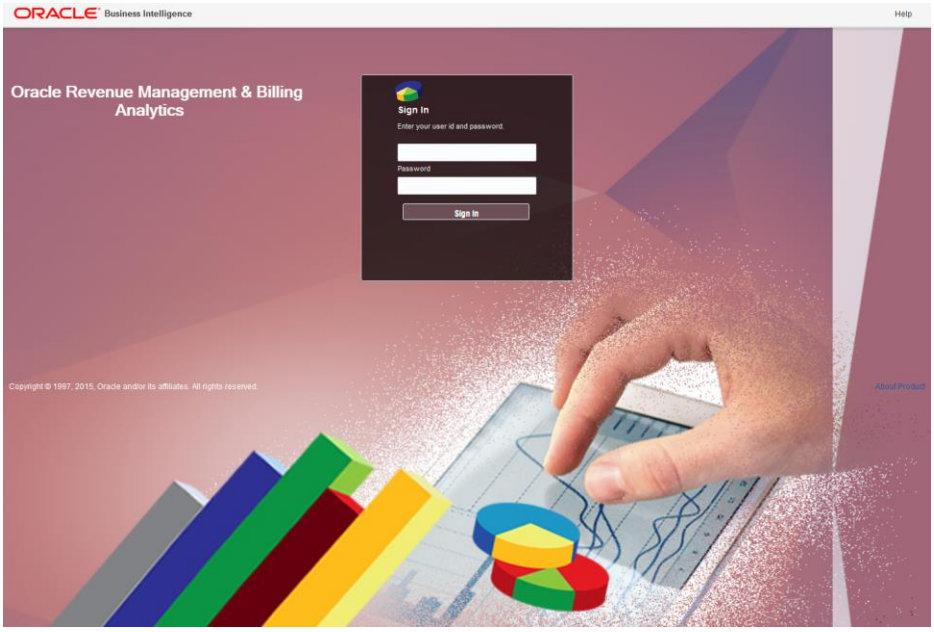

Figure 2: ORMBA Login Page

Once logged in, you will see the ORMBA Home Page that graphically represents all dashboards available within the product, irrespective of whether you have access to them or not. However, dashboards corresponding to your login alone appear highlighted and are accessible.

Figure 3: Product Manager's Home Page

Note: While you can view all dashboards in the Home page, access to dashboards is based on the user role mapped to your login. If you are unable to navigate to a dashboard, it could be because your role does not provide access to that particular dashboard.

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1.1.1 Dashboard Security

Access to a workbench is based on the software license you have purchased and the user role assigned to the user. If you have applied the license key for a workbench and logs in as an administrator user, you would be able to access all dashboards associated with it. To restrict access to specific dashboards, you can either use the default application roles available in the product, or create custom roles.

By default, the product comes with the application role **ORMBAPM** and users of this role can access the Billable Charges, Product Pricing and Modeller Dashboards.

1.1.2 Dashboard Structure

A dashboard is a collection of one or more pages, organized as different tabs within the dashboard. For example, the Billable Charges dashboard contains six pages named, Summary, Trends, Rankings, Pricelist, Usage Analysis, and Revenue Analysis.

Figure 4: Dashboard Tabs

1.1.3 Dashboard Filter

Each dashboard contains some filter fields in the top-left corner of the page. The common dashboard filters are Year and Month. Some dashboards have additional filter fields like Division or Contract Type.

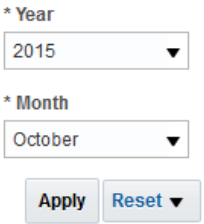

Figure 5: Dashboard Filters

The data included in the analyses depends on the dashboard filters applied. The default year and month available in the filter fields is configured in the Global Settings page of ORMBA Admin Tool.

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1.1.4 Common Elements

The Summary page of most dashboards contains the following common elements:

- Home icon ( ): Click this icon to navigate to the ORMBA Dashboards Home page.
- Printable Report icon ( ): Click this icon to open the printable report of the dashboard.
- Page Options button ( ): Click this button to edit the dashboard, or export the dashboard contents to excel sheet.
- Help button ( ): Click this button to access the online help for OBIEE.

1.2 Types of Analyses

The ORMBA dashboards contain several analyses and most of them fall under one of the categories below:

- Top N Lists
- Share Analyses
- Trend Analyses
- Interactive Analyses
- Printable Reports

Each of the above type of analyses is explained in detail below.

1.2.1 Top N Lists

These are table lists that show you a list of objects (dimensions) sorted in either ascending or descending order of a measure. The main purpose of this type of analysis is to quickly highlight your best performing attributes, like products or customers.

An example list is shown below:

Top 10 Contracts

Rank	Customer	Amount
1	CUST09	$2,023,341.67
2	CUST07	$2,015,442.60
3	CUST02	$2,014,723.75
4	CUST08	$2,013,549.00
5	CUST10	$2,011,682.83
6	CUST06	$2,010,335.31
7	CUST01	$1,994,173.46
8	CUST05	$1,974,959.67
9	CUST03	$1,799,428.29
10	CUST04	$1,774,419.36
	Grand Total	$19,632,055.94

Figure 6: An example of Top N Lists

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1.2.2 Share Analyses

The Share analyses of ORMBA Dashboards illustrate how a measure is spread across different dimensions. A share analysis can be a pie chart or a bar chart. The chart indicates the value and / or percentage of each share and includes a legend.

The pie charts usually includes percentage share of the attributes.

An example pie chart is shown below:

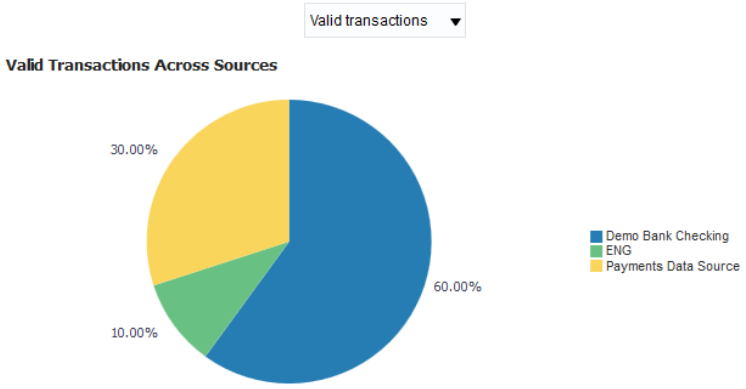

Figure 7: An example of Share Analysis

1.2.3 Trend Analyses

ORMBA Dashboards contains several Trend analyses to indicate the trend of different measures. The two different types of trend analyses available in ORMBA dashboards are:

- Line Charts
- Bar Charts

All trend analyses in ORMBA dashboards indicate the trend of a measure for the last **12 months**, starting from a selected month and year.

In case the analysis contains trend of more than one measure, the chart includes separate lines (in case of line charts) or stacked bars (in case of bar charts) to indicate the trend of each measure.

An example trend chart is shown below:

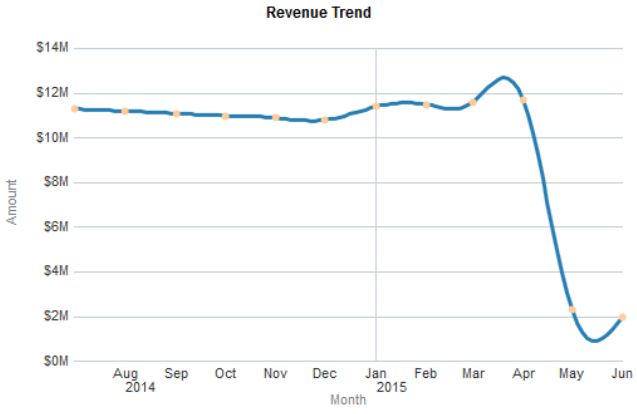

Figure 8: An example of Trend Analysis

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1.2.4 Interactive Analyses

The interactive analyses can be charts/tables that give a high-level view of data, which can be drilled down to offer a detailed view. Currently, all analyses in all dashboards are interactive, except trend analyses.

1.2.5 Printable Reports

Most of the ORMBA dashboards contain one or several printable reports. The printable reports are detailed reports that show the data corresponding to the analyses available in a dashboard or page.

You can generate a printable report by filtering the data using any of the filter fields available for the report. After generating the report, click on the Export link towards the bottom of the report to export the data.

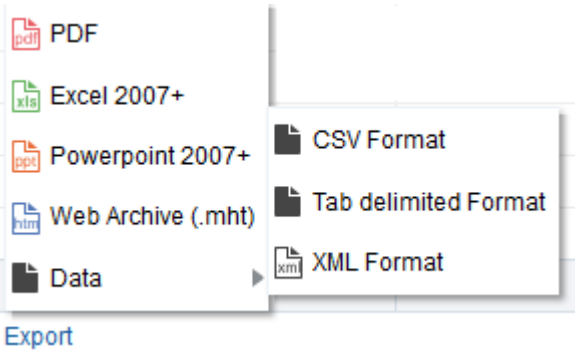

Figure 9: Export Options

You can export data in any of the following formats:

- PDF
- Excel
- PPT
- Web Archive (.mht)
- Data (CSV, Tab delimited, XML)

1.3 List of Dashboards

The dashboards currently available within OFSRMB Relationship Manager's Workbench are:

- Billable Charges
- Product Pricing
- Modeller

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2. Billable Charges

2.1 Overview of the dashboard

Billable Charges dashboard provides key statistics on the priced transactions for a certain period. It provides a snapshot of how the billable charges are attributed across Products, Divisions and Customer segments and also offers insights into how the various Products and Customers have performed over a selected period in time.

The Billable Charges dashboard contains four pages – Summary, Trends, Rankings and Pricelist.

2.2 Summary Page

The Billable Charges Summary page provides the following pricing information:

- Number of Billable Charges and Total Billable Charge amount
- Distribution of charges by Standard and Agreed Pricelists, Divisions and Customer Segments
- Distribution of charges across Volume Pricing vs Per Transaction pricing
- Billable Charges by Contract Type

The dashboard filters available for Summary page of Billable Charges Dashboard are:

- Year
- Month

The Summary page also includes a printable report called Billable Charges Printable Report.

2.2.1 KPIs

Figure 10: Billable Charges KPI

The KPIs available for Billable Charges dashboard are:

KPI	Definition
#Billable Charges	Number of billable charge lines in the selected month and year
#Unbilled Billable Charges	Number of billable charges that were unbilled in the selected month and year
Billable Charges Amount	Total amount against the billable charges during the selected month and year
Amount/Revenue Variation From Last Month	Percentage variation in Billable Charges Amount from the previous month
Amount/Revenue	Percentage variation in Billable Charges Amount from the same month

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Variation From Last Year	in the previous year

Note: Against the variation tiles, you can see or icons that indicate if the KPI has a positive variation or a negative variation from the previous month.

2.2.2 Charges By Divisions

The 'Charges By Divisions' analysis is a bar chart that shows the billable charges amount against each division.

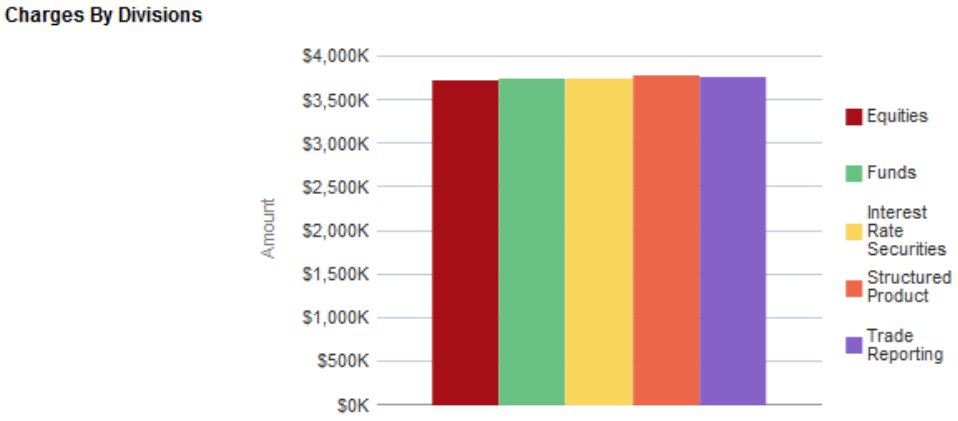

Figure 11: Charges By Divisions

Axes	What it shows?
X axis	Division
Y axis	Billable charge amount against each division

Note: Click on the chart to see the drilled-down details of a division. This opens the Billable Charges Printable Report filtered to display a division's details.

2.2.3 Charges By Customer Segments

The 'Charges By Customer Segments' analysis is a bar chart that shows the billable charges amount against each customer segment.

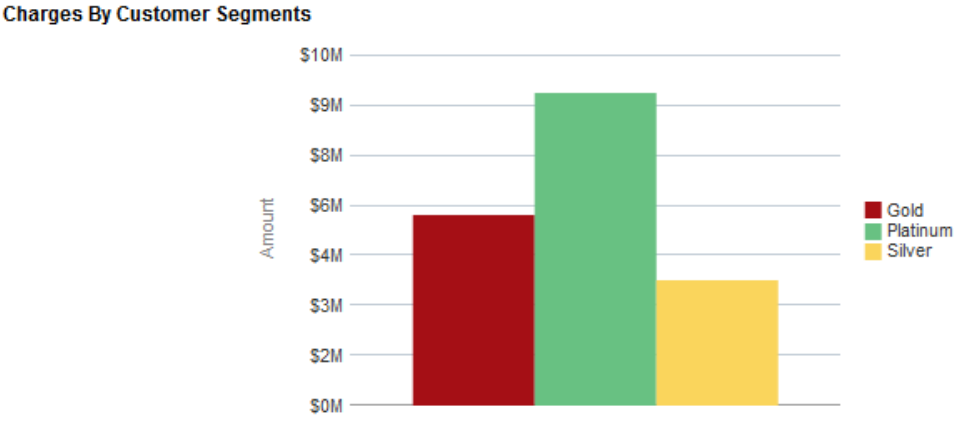

Figure 12: Charges By Customer Segments

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Axes	What it shows?
X axis	Customer segment
Y axis	Billable charge amount against each customer segment

Note: Click on the chart to see the drilled-down details of a customer segment. This opens the Billable Charges Printable Report filtered to display a segment's details.

2.2.4 Charges By Contract Types

The 'Charges By Contract Types' analysis is a pie chart that shows the percentage distribution of billable charges amount against each contract types.

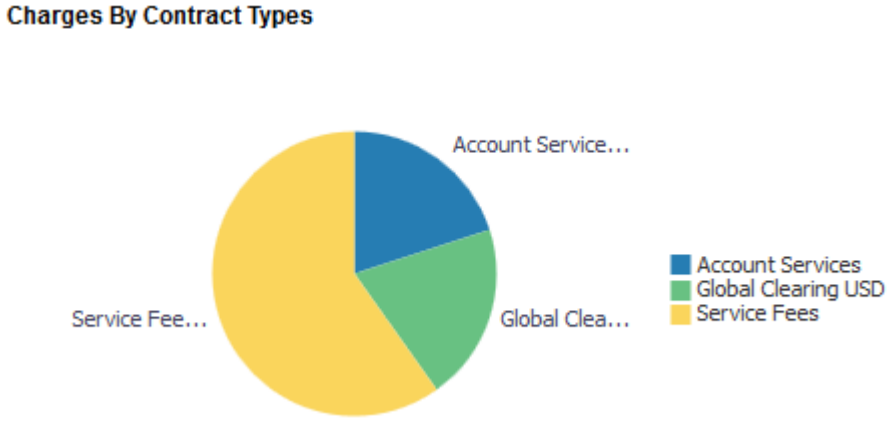

Figure 13: Charges By Contract Types

Note: Click on the chart to see the drilled-down details of a contract type. This opens the Billable Charges Printable Report filtered to display a contract type's details.

2.2.5 Agreed Vs Standard

The 'Agreed Vs Standard' analysis is a horizontal bar chart that shows the number of billable charge lines against agreed pricelist and standard pricelist.

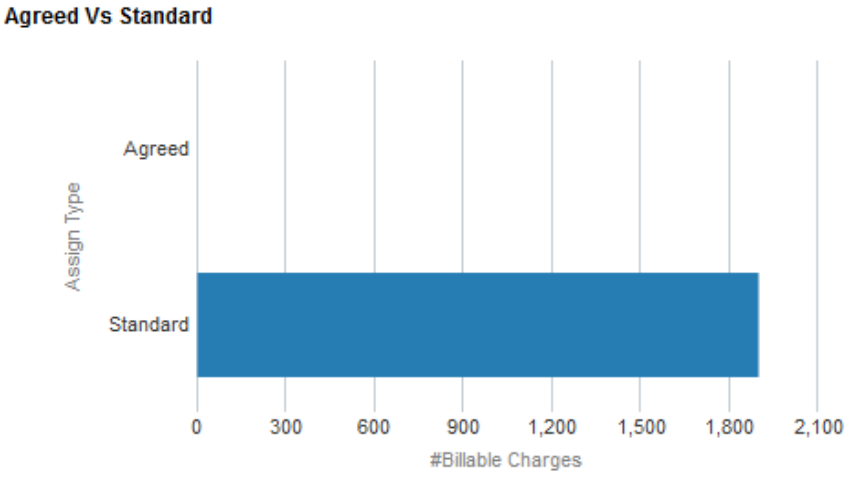

Figure 14: Agreed Vs Standard

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Axes	What it shows?
X axis	#Billable Charges Number of bill lines against each assignment type – Agreed or Standard
Y axis	Assign Type Agreed and Standard

Note: Click on the chart to see the drilled-down details of a either Agreed or Standard pricelist. This opens the Billable Charges Printable Report filtered to display the required details.

2.2.6 Volume Vs Value

The 'Volume Vs Value' analysis is a horizontal bar chart that shows the number of billable charge lines that were priced based on volume or value.

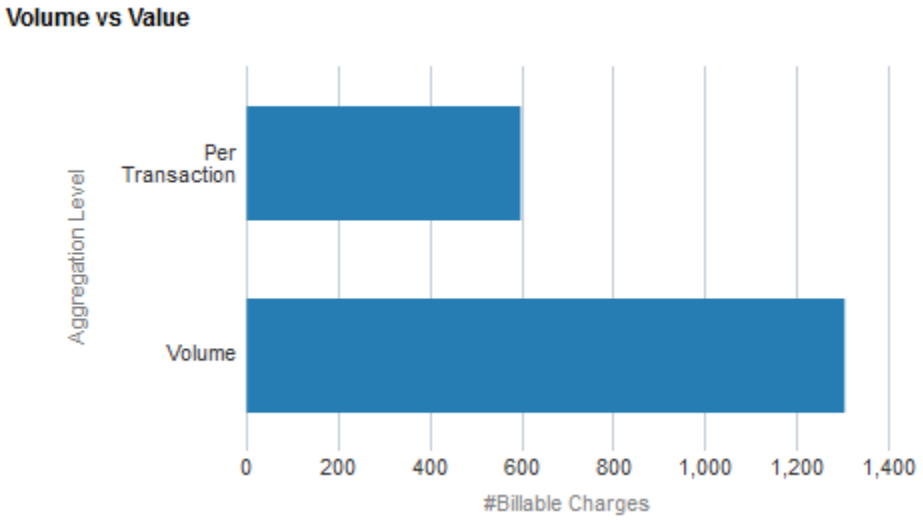

Figure 15: Volume vs Value

Axes	What it shows?
X axis	#Billable Charges Number of bill lines corresponds to Volume-based or Value-based pricing
Y axis	Aggregation Level Volume and Per Transaction

Note: Click on the chart to see the drilled-down details. This opens the Billable Charges Printable Report filtered to display the selected aggregation level details.

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2.2.7 Billable Charges Printable Report

The Billable Charges Printable Report is an interactive report and you can drill-down up to four levels.

Filters	• Year • Month • Division • Customer Segment • Contract Type • Product
Fields	• Year • Month • Division • Customer Segment • Contract Type • Product • #Billable Charges • #Volume Pricing • #Per Transaction • Amount (Standard Priced) • Amount (Agreed Priced)

2.3 Trends Page

The Billable Charges Trends page provides a perspective on how the products have been priced over a 12 month period. Some of the key business insights offered by this dashboard page include:

- Number of products and pricelists used over the period
- Number of customers entitled to Agreed Pricing
- Number of products with Agreed or Relationship based Pricing configured
- Trend of Billable Charges by Standard and Agreed Pricing over the past twelve months
- Trend of Billed Usage by Volume and Value over the trailing twelve months

The dashboard filters available for Trends page of Billable Charges Dashboard are:

- Year
- Month
- Division
- Customer Segment
- Contract Type

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2.3.1 KPIs

Figure 16: Trends KPIs

The KPIs available in Trends page of Billable Charges dashboard are:

KPI	Definition
#Volume Pricing	Number of billable charges that were derived from volume-based pricing
#Per Txn Pricing	Number of billable charges that were derived from per transaction-based pricing
#Products	Number of products against which the billable charges are generated
#Pricelists	Number of pricelists that were applied for the billable charges
#Products With Agreed Pricing	Number of products that were priced
#Customers with Agreed Pricing	Number of customers that were priced with agreed pricelist

2.3.2 #Billable Charges Trend

The '#Billable Charges Trend' analysis is a bar chart that shows the trend of billable charges for the last 12 months.

Against each month, the graph indicates charges based on Agreed and Standard pricelist as adjacent bars.

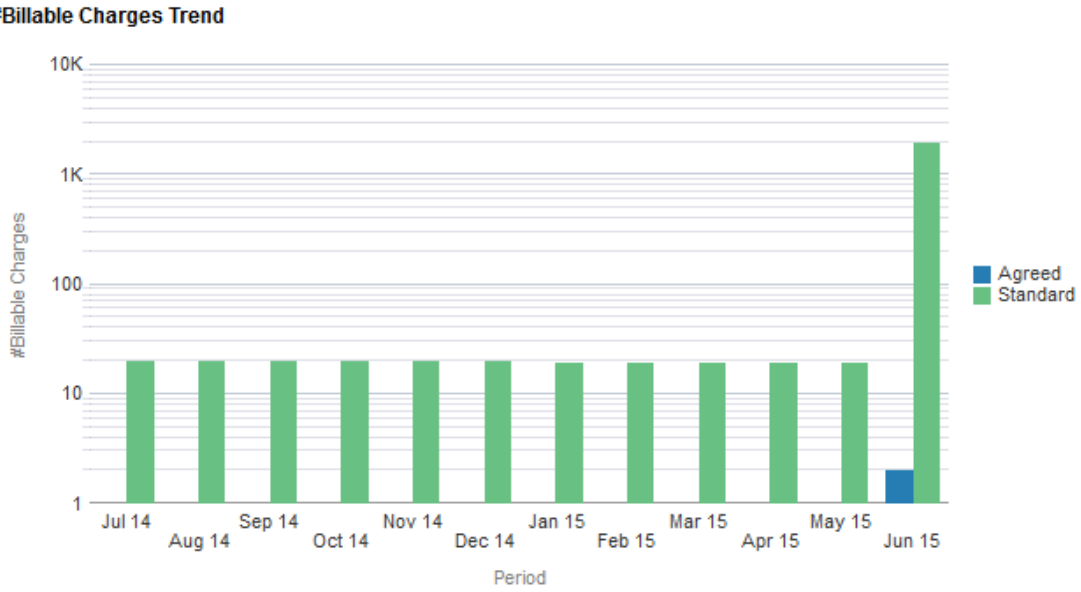

Figure 17: #Billable Charges Trend

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Axes	What it shows?
X axis	Period Shows the last 12 months
Y axis	#Billable Charges Shows the count of billable charge lines against Agreed and Standard pricing

2.3.3 Billed Usage Trend

The 'Billed Usage Trend' analysis is a bar chart that shows the trend of billable charges based on volume or value based pricing for the last 12 months.

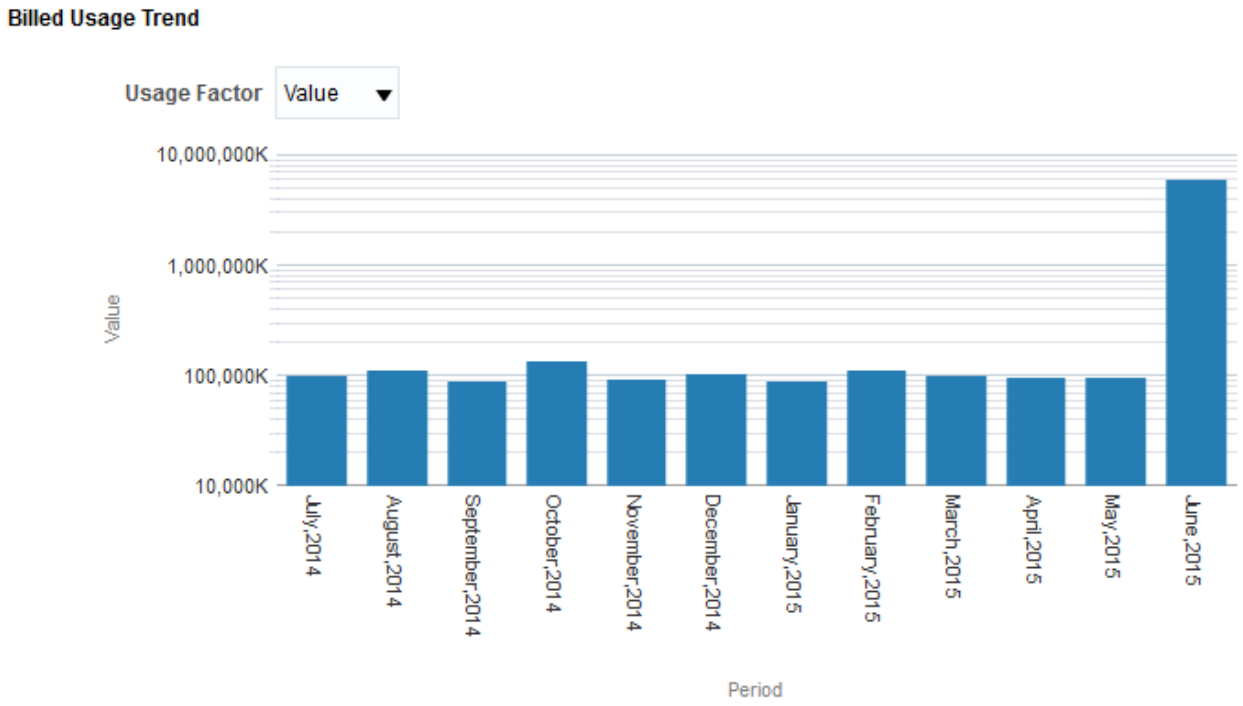

Figure 18: Billed Usage Trend

Axes	What it shows?
X axis	Period Shows the last 12 months
Y axis	Value Shows the billable charges for each month priced on a volume or value basis

2.4 Rankings Page

The Billable Charges Rankings page provides a summary of how the various Products and Customers have performed compared to each other. This comparison can be done based on the following dashboard filters:

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- Year
- Month
- Division
- Contract Type
- Customer Segment

2.4.1 Top N Products

The 'Top N Products' analysis is a table list that shows the list of N products with the highest billable charges. You can see the list based on either Agreed pricelist or Standard pricelist.

Top 10 Products

Assign Type Standard

Rank	Product Description	Amount	#Billable Charges
1	02900040 - Equities Trade Fee	$8,249,178	100
2	06250012 - Funds Trading Market 1_4 Fund	$6,476,626	100
3	02900043 - Equities Auction Trade Fee	$1,048,580	100
4	02900046 - Equities Centre Point Trade Fee	$696,345	98
5	06250011 - Funds Trading Market 5_9 Fund	$657,104	100
6	06250009 - Funds Quote Display Board	$333,946	101
7	02900044 - Equities Undisclosed Trade Fee	$247,002	100
8	02900345 - Interest Rate Securities Centre Point Trade Fee	$239,063	100
9	02900240 - Structured Product Trade Fee	$234,826	100
10	06250010 - Funds Trading Market 10 Funds	$208,180	100

Figure 19: Top N Products

Fields	Explanation
Assign Type	Select a value in this field to see the top N products ranked based on the highest cumulated billable charges, priced based on either Agreed pricelist or Standard pricelist. Values available are: • Agreed • Standard
Rank	The rank assigned to the product, based on the billable charges amount cumulated against it.
Product Description	Description of the product
Amount	Total billable charge amount against the product
#Billable Charges	Number of billable charge lines cumulated against the product

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Note: Click on the product description to see the drilled-down details. This opens the Billable Charges Printable Report filtered to display the selected product's details.

2.4.2 Bottom N Products

The 'Bottom N Products' analysis is a table list that shows the list of N products with the lowest billable charge amount. You can see the list based on either Agreed pricelist or Standard pricelist.

Rank	Product Description	Amount	#Billable Charges
1	02900141 - Trade Reporting Facility Warrants Fee	$26,486	100
2	02900243 - Structured Products Auction Trade Fee	$50,114	100
3	02900242 - Trade Reporting Facility Structured Products Fee	$54,167	100
4	02900344 - Interest Rate Securities Undisclosed Trade Fee	$64,115	100
5	02900341 - TradeReportingFacilityInterestRateSecuritiesFee	$73,412	100
6	02900340 - Interest Rate Security Trade Fee	$99,710	100
7	02900244 - Structured Products Iceberg Trade Fee	$104,482	100
8	02900343 - Interest Rate Securities Auction Trade Fee	$124,918	100
9	02900042 - Trade Reporting Facility Off-mkt Equities Fee	$178,850	100
10	06250010 - Funds Trading Market 10 Funds	$208,180	100

Figure 20: Bottom N Products

Fields	Explanation
Assign Type	Select a value in this field to see the both N products ranked based on the lowest cumulated billable charges of either Agreed pricelist or Standard pricelist. Values available are: • Agreed • Standard
Rank	The rank assigned to the product, based on the billable charges amount cumulated against it.
Product Description	Description of the product
Amount	Total billable charge amount against the product
#Billable Charges	Number of billable charge lines cumulated against the product

Note: Click on the product description to see the drilled-down details. This opens the Billable Charges Printable Report filtered to display the selected product's details.

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2.4.3 Top N Customers

The 'Top N Products' analysis is a table list that shows the list of N customers with the highest billable charge amount. You can see the list based on either Agreed pricelist of Standard pricelist.

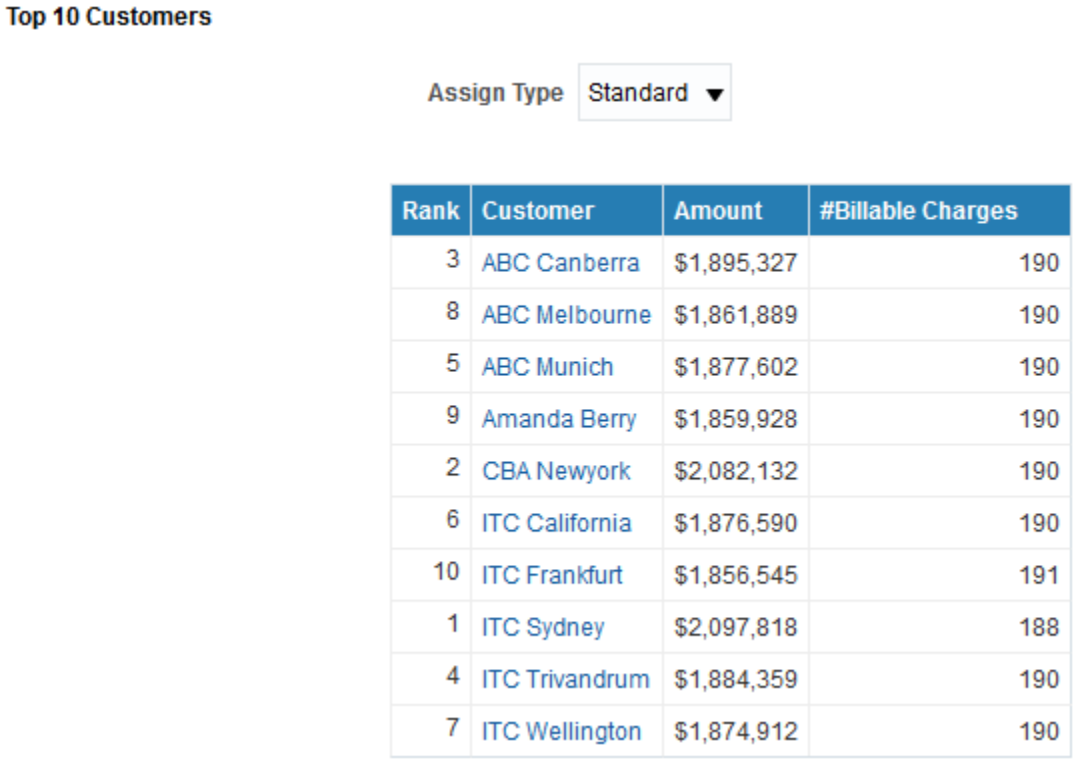

Figure 21: Top N Customers

Fields	Explanation
Assign Type	Select a value in this field to see the top N customers ranked based on the highest cumulated billable charges of either Agreed pricelist or Standard pricelist. Values available are: • Agreed • Standard
Rank	The rank assigned to the customer, based on the billable charges amount cumulated against them.
Customer Name	Name of the customer
Amount	Total billable charge amount against the customer
#Billable Charges	Number of billable charge lines cumulated against the customer

Note: Click on the customer name to see the drilled-down details. This opens the Billable Charges Printable Report filtered to display the selected customer's details.

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2.4.4 Bottom N Customers

The 'Top N Products' analysis is a table list that shows the list of N customers with the lowest billable charge amount. You can view the list based on either Agreed pricelist or Standard pricelist.

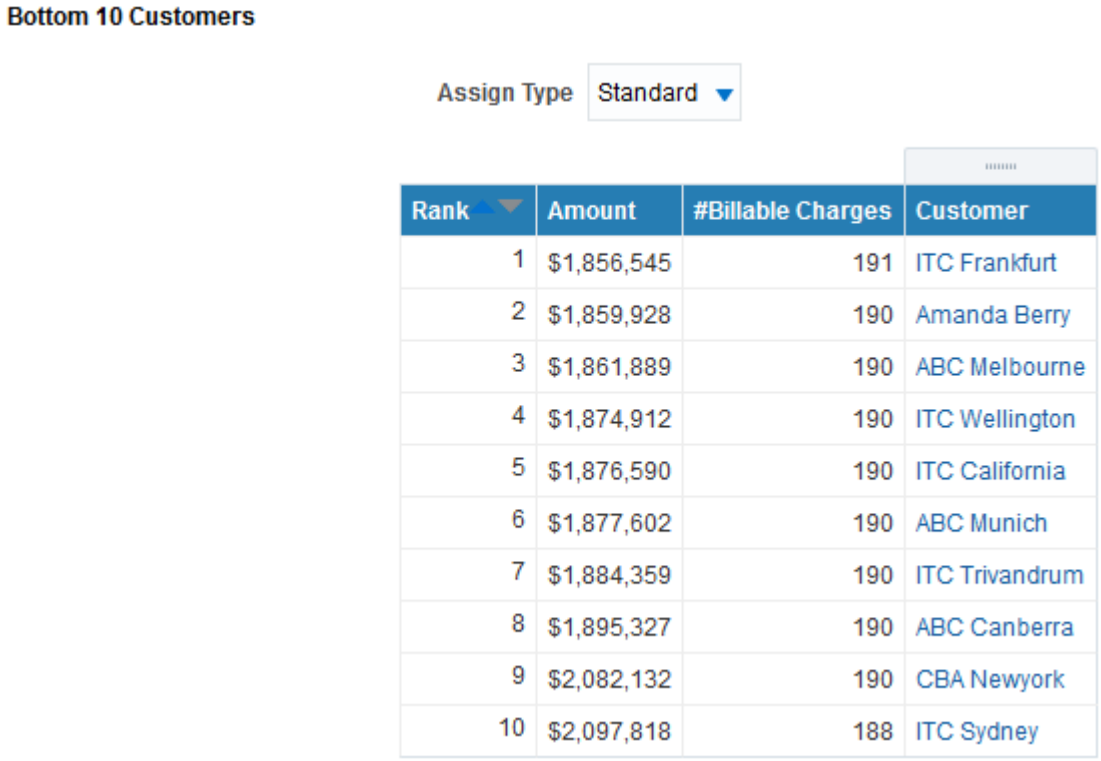

Figure 22: Bottom N Customers

Fields	Explanation
Assign Type	Select a value in this field to see the bottom N customers ranked based on the lowest cumulated billable charges of either Agreed pricelist or Standard pricelist. Values available are: • Agreed • Standard
Rank	The rank assigned to the customer, based on the billable charges amount cumulated against them.
Amount	Total billable charge amount against the customer
#Billable Charges	Number of billable charge lines cumulated against the customer
Customer Name	Name of the customer

Note: Click on the customer name to see the drilled-down details. This opens the Billable Charges Printable Report filtered to display the selected customer's details.

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2.5 Pricelist Page

The Pricelist page enables a business user to view the various pricelists configured in the system and the corresponding number of billable charges and overall amount. The Pricelists can be selected either for a specific Month and Year or also by the various applicable business divisions. The dashboard page also provides a context for invoking the Pricelist Modelling feature where you can simulate changes in pricing parameters across a portfolio of products assigned to a particular price list. This dashboard offers Pricing Analysts and Product Managers the opportunity not only to review the Product and Pricing performance over a past period but also to simulate for any future changes in the product usage and pricing parameters.

The dashboard filters available for Pricelist page of Billable Charges Dashboard are:

- Year
- Month
- Division
- Parent Pricelist
- Pricelist

2.5.1 Pricelist Details

The 'Pricelist Details' analysis is a table list that shows a list of pricelists based on the filters you selected. From this analysis, you can:

- View the complete list of pricelists that satisfy the filters you select
- View the divisions against which each of these pricelists are applied
- View the parent pricelist
- View the number of billable charges against a pricelist and a division
- View the total billable charges against a pricelist and a division
- Simulate a pricelist – division combination

Pricelist Details
Click the simulate icon to simulate the price list

Pricelist Id	Pricelist	Parent Pricelist	Status	Global Pricelist	Division	#Billable Charges	Amount	
4710034647	ASX Standard Pricelist	Global Pricelist	Active	No	Equities	178	$2,390,602.50	
					Funds	411	$1,538,970.05	
					Interest Rate Securities	80	$99,364.00	
					Structured Product	60	$76,468.25	
					Trade Reporting	80	$60,499.82	

Figure 23: Pricelist Details

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Fields	Explanation
Pricelist Id	Unique identifier of the pricelist
Pricelist	Name of the pricelist
Division	The division against which the billable charges are cumulated
Status	Current status of the pricelist
Parent Pricelist	Name of the parent pricelist, if any
Global Pricelist	Whether the pricelist is a global one or not
#Billable Charges	Number of billable charge lines that were priced using the pricelist and belongs to the division
Amount	Total billable charges cumulated against the pricelist and for a division in corporate currency
	Click this button to simulate a pricelist – division combination. This takes you to the Pricelist simulation page where the data against the selected pricelist – division combination is pre-populated.

2.6 Pricelist Simulation

You can simulate a pricelist with a division's usage using the Billable Charges dashboard. To do this, follow the procedure below:

1. Open the Billable Charges dashboard and navigate to the Pricelist page. The page lists all available pricelists, with usage details (Billable Charges and Amount) against each division.
2. Click Simulate button against a pricelist – division combination to simulate the pricelist. This opens the Pricelist Simulation page.

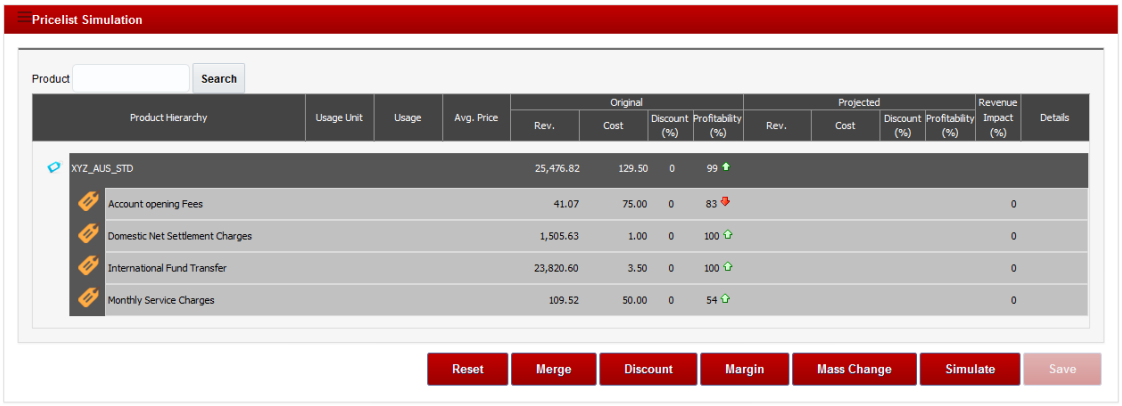

Figure 24: Pricelist Simulation Page

The Pricelist Simulation page lists the products within the pricelist, along with the revenue, cost, discount, and profitability against each of the products.

3. Click on a product name to see the Pricing Rule applied and against the pricing rule, the following details are available:

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- **Usage Unit**: In case of Step or Threshold pricing rules, the Based On factor is shown here, Transaction Volume or Transaction Value. The field appears blank in case of Flat pricing.
- **Usage**: In case of Step or Threshold pricing rules, the total usage value is displayed here. In case of Flat pricing, usage is zero.
- **Average Price**: In case of Step or Threshold pricing rules, the average value of price against several steps or tiers is displayed here. In case of Flat pricing, the standard price itself is available here.

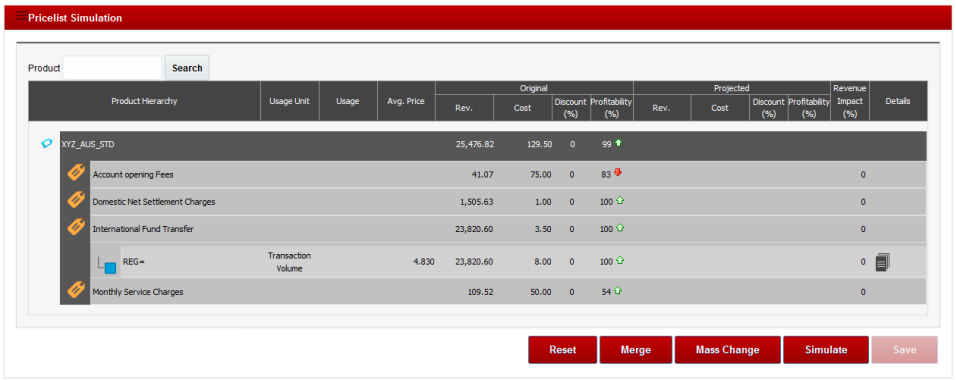

Figure 25: Pricelist Simulation Page – Expanded View

4. Click on the Details button against a pricing rule to simulate the details. This opens the Simulation page.

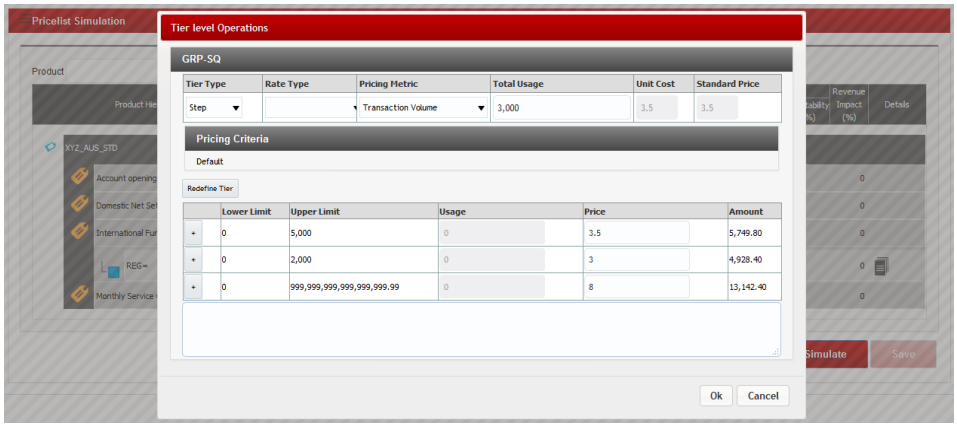

Figure 26: Simulation Actions Window

Note: The above image is indicative and shows the data and simulation actions available while trying to simulate a Step type of pricing rule.

5. Perform the required simulation operations in the window and click Ok. The common operations available are:
   - **Change Tier Type**: Select another tier type. Available options are: Flat, Step, Threshold
   - **Change Rate Type**: Select another rate type. Available options are: Absolute Amount, Unit Rate, Percentage, Basis Points, Annual Interest Rate

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- Change Pricing Metric: Available options are: Transaction Volume
- **Change Total Usage**: Enter a new value for usage.
- **Redefine Tier**: Redefine the existing tiers by giving new limits for tiers, along with corresponding price values.

6. In the Pricelist Simulation page, click Simulate to see the results of simulation actions. The Projected section shows the changes to the Revenue, Cost, Discount, Profitability values after simulation. The Revenue Impact (%) field shows the impact of simulation to the product's revenue.

Note: The up and down arrows against each value in Projected section indicate whether the values have increased or decreased on simulation.

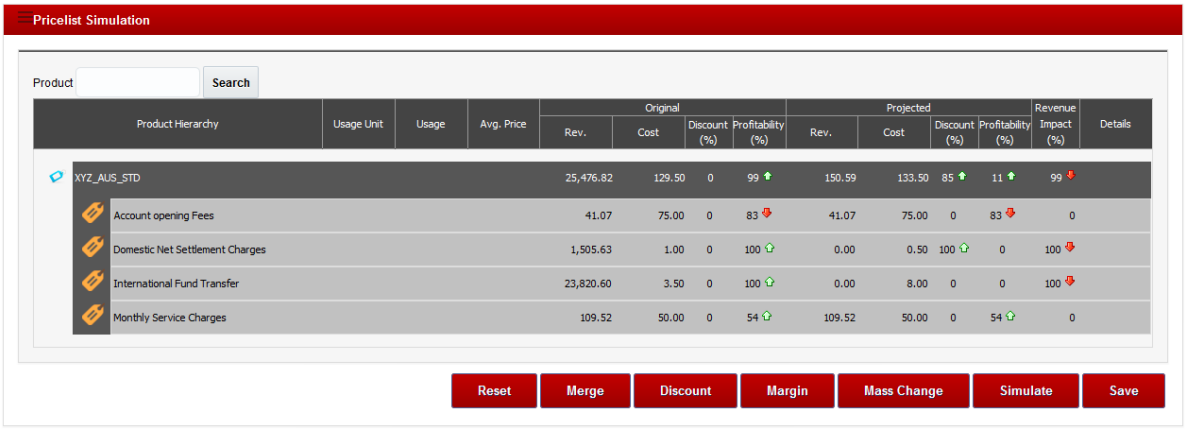

Figure 27: Simulated Results

7. In addition to the simulation actions performed inside the Details window, you can perform some additional actions to the current pricing details of the pricelist. These actions are available as buttons on the Pricelist Simulation page itself and are:

- **Merge**: Click this button to merge one or products, to either create a new product or update an existing product. You can select the products to merge and specify the target product. In case of a new product, you can enter the name of the new product. Click Merge to merge the products

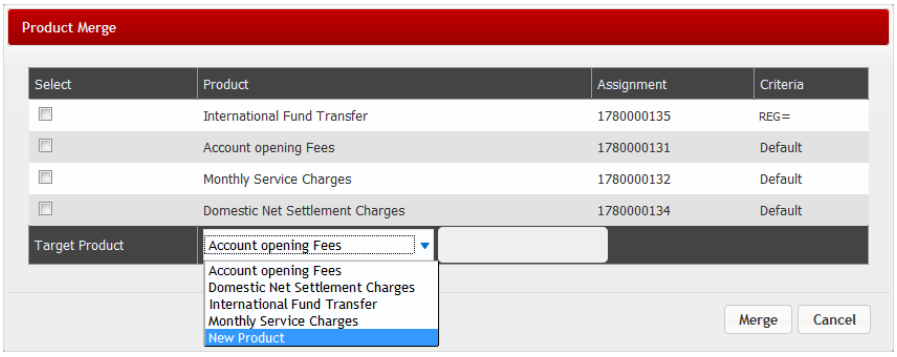

Figure 28: Product Merge Window

- **Discount**: Click this button to offer Product Level Discount or Total Discount. The discount percentage can be based on either Price or Usage. If you select Product Level

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Discount, you can specify the discount percentage against each of the products. Click Simulate to view the results.

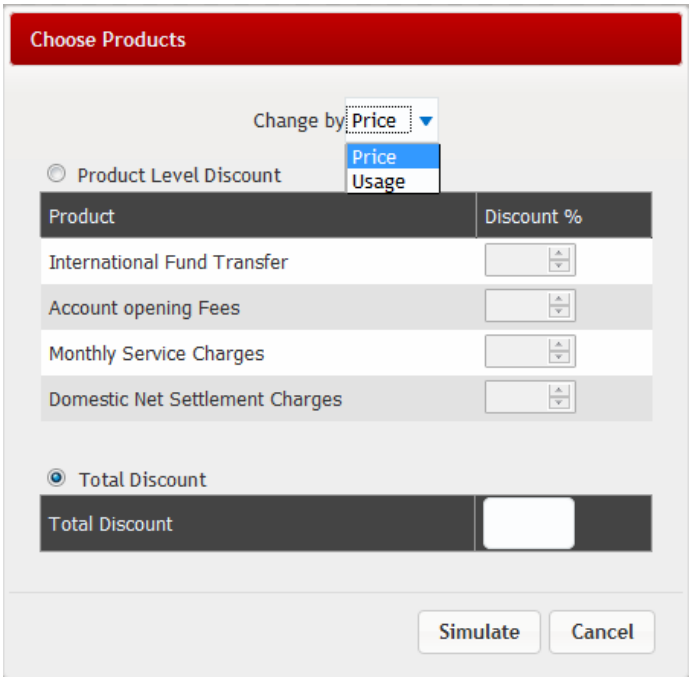

Figure 29: Apply Discount Window

- **Margin**: Click this button to offer Product Level Margin or Total Margin. The margin percentage can be based on either Price or Usage. If you select Product Level Margin, you can specify the margin percentage against each of the products. Click Simulate to view the results.

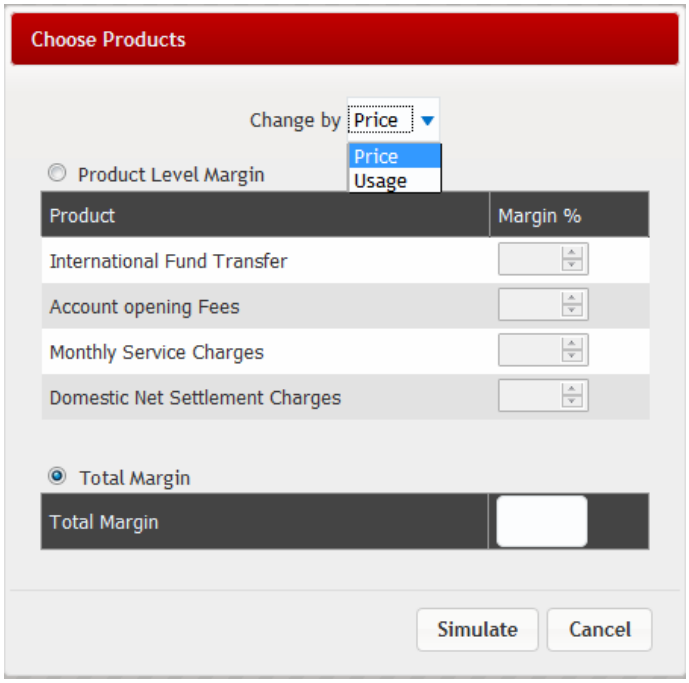

Figure 30: Apply Margin Window

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- **Mass Change**: Click this button to make a mass change at Product Level or Price Level. The mass change can be on either Price or Usage. If you select Product Level, you can specify the mass change percentage against each of the products. Click Simulate to view the results.

8. Once you have simulated the price details of the pricelist successfully, click Save to save the model.
9. In the Save Model dialog box, enter validity period and comments, and click Save.

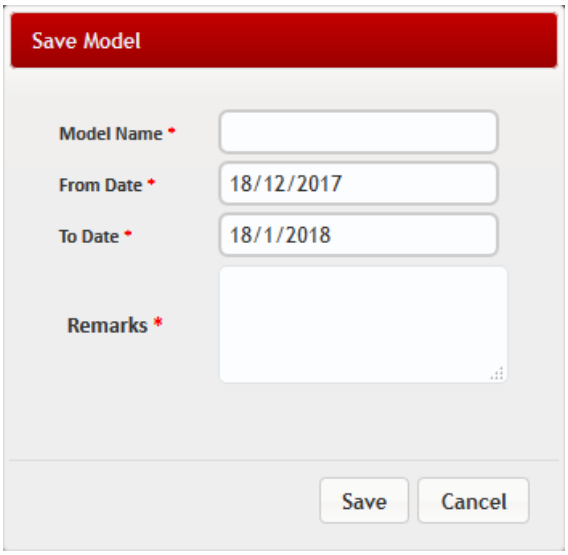

Figure 31: Save Model Window

10. While saving the model, you will have the option to view the model. If you click Yes, you are redirected to the Modeller dashboard where you can see all the models created.

Note: Models may go through an approval workflow if an applicable configuration is available in ORMBA Admin UI. Once approved, the Product Manager can apply back the model details to the source system, ORMB. Once applied back, ORMB creates a new pricelist with the simulated details.

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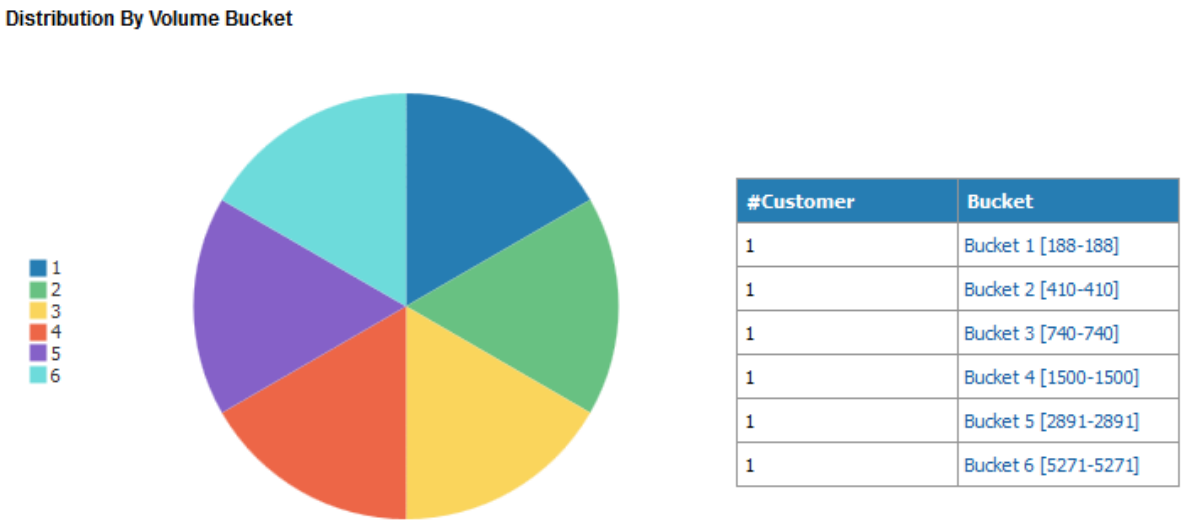
2.7 Usage Analysis Page

The Usage Analysis page enables Usage based segmentation of customers using a selected product. Customers using a product are classified into different buckets based on average unit price applied to them. The page shows the customers categorized under various percentiles of usage.

You can examine the distribution of average unit price across various customers, identify re-pricing opportunities and mark the customers for re-pricing. This triggers an alert to the respective Relationship Manager, who can simulate and see the impact on overall revenue while moving the customer from one percentile to another. After arriving at an acceptable model, you can apply back the changes back to the source system.

2.7.1 Distribution By Volume Bucket

The 'Distribution By Volume Bucket' analysis include a pie chart and table list showing the distribution of customers across different buckets of usage, for a selected product. You can click on the entry in the table list for a drilled down view.



#Customer	Bucket
1	Bucket 1 [188-188]
1	Bucket 2 [410-410]
1	Bucket 3 [740-740]
1	Bucket 4 [1500-1500]
1	Bucket 5 [2891-2891]
1	Bucket 6 [5271-5271]

Figure 32: Distribution By Volume Bucket

Fields	Explanation
#Customer	Number of customers falling under a bucket
Bucket	Definition of the usage range for a bucket

Note: Click on a bucket range to view the details of customers who fall in the selected bucket. This opens a page where you can see three different views:

* Usage vs Percentile
* Usage vs Average Rate
* Grid View

Each of these views are explained in detail below.

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2.7.2 Usage vs Percentile View

The 'Usage vs Percentile' view shows the percentile view of the customer's usage. You can click on the dots to view that customer's details.

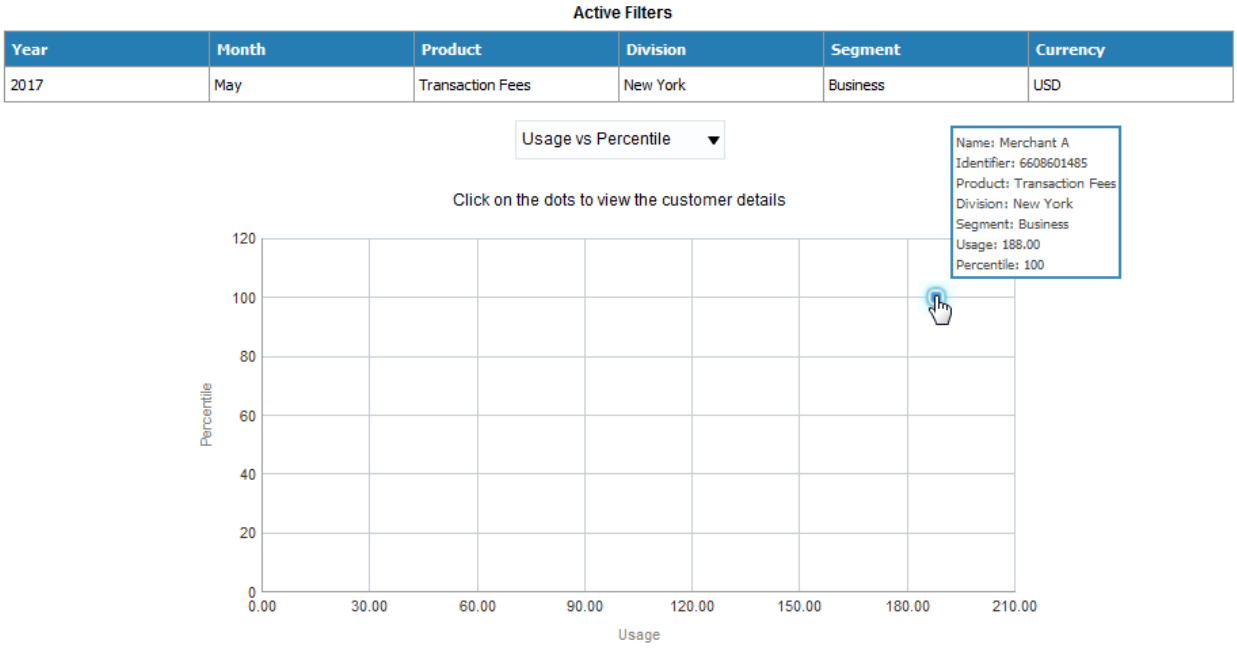

Figure 33: Usage vs Percentile View

2.7.3 Usage vs Average Rate View

The 'Usage vs Average Rate' view shows the average rate of the customer's usage. You can click on the bubbles to view that customer's details.

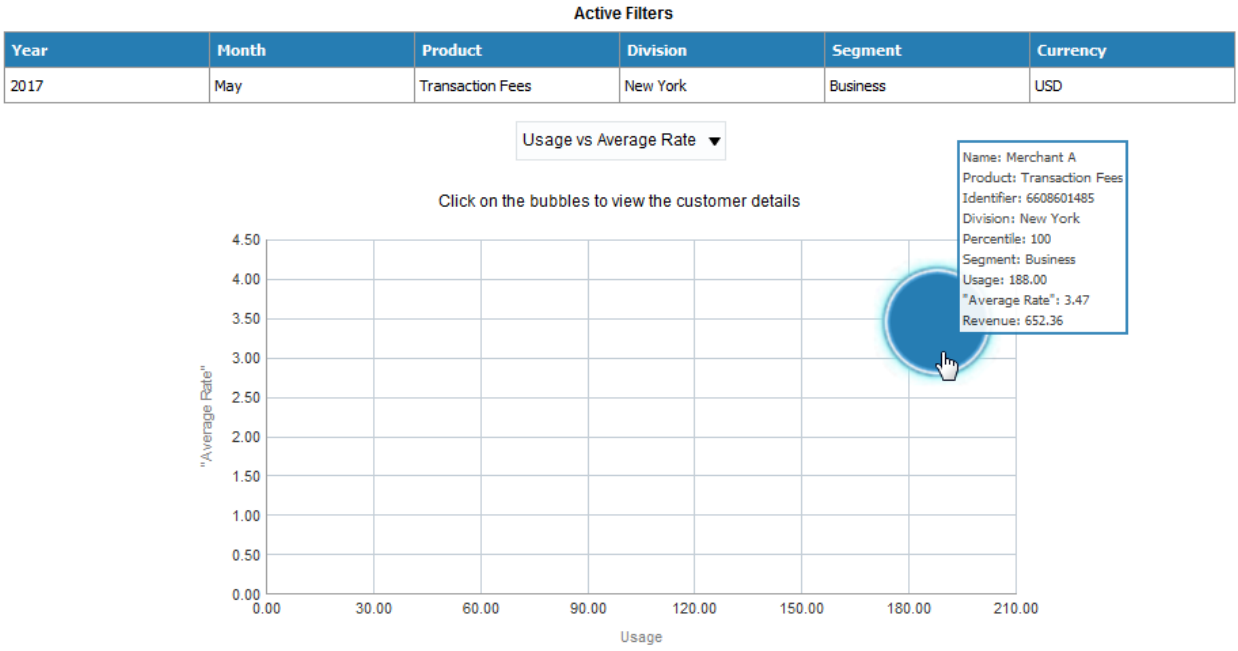

Figure 34: Usage vs Average Rate View

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2.7.4 Usage Grid View

The Grid view of usage analysis shows details of the customer's usage, as well as offer the following simulation operations:

- Move to Percentile
- Change Usage (%)
- Change Rate (%)

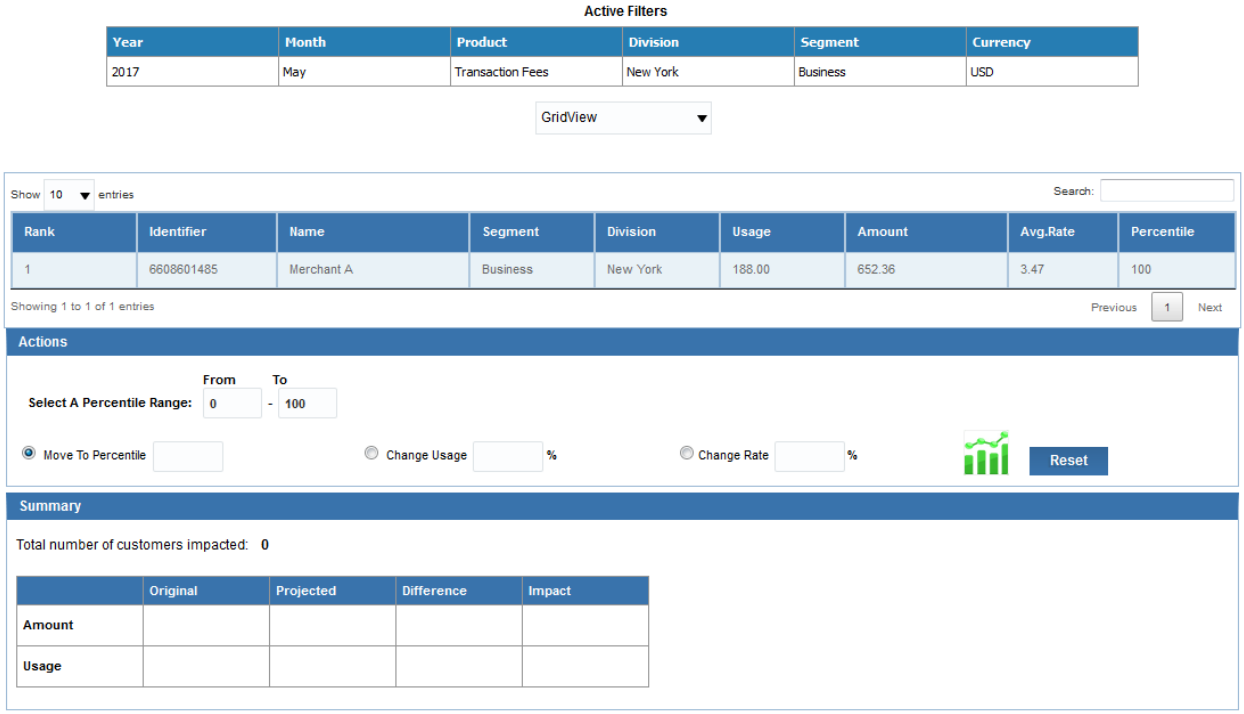

Figure 35: Usage Grid View

Select either of the three radio buttons, enter appropriate values in the corresponding fields, and click **Simulate** button to simulate and view the projections and impact. Once you simulate, you will be able to view the following details:

- Original Amount and Projected Amount
- Original Usage and Projected Usage
- Difference in Amount
- Difference in Usage
- Impact in Revenue (Percentage)
- Impact in Usage (Percentage)

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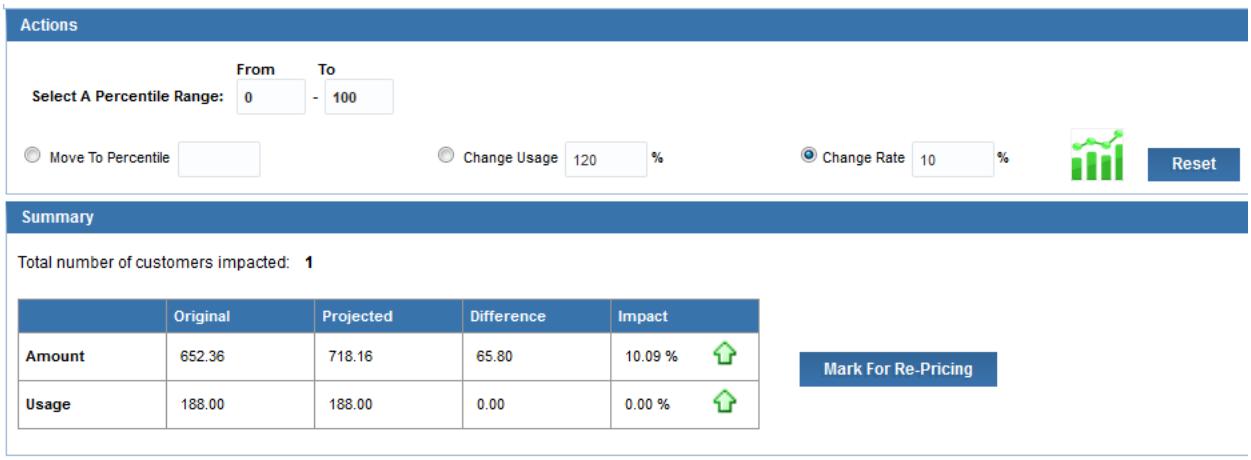

Figure 36: Mark for Re-Pricing

After simulation, if the projections match the business requirements, click on the **Mark for Re-Pricing** button to initiate repricing for the customers. The corresponding Relationship Managers receive an alert on the Customer dashboard Summary page informing they have been marked for re-pricing.

2.8 Revenue Analysis Page

The Revenue Analysis page enables Revenue based segmentation of customers using a selected product. Customers using a product are classified into different buckets based on average unit price applied to them. The page shows the customers categorized under various percentiles of revenue.

You can examine the distribution of average unit price across various customers, identify re-pricing opportunities and mark the customers for re-pricing. This triggers an alert to the respective Relationship Manager, who can simulate and see the impact on overall revenue while moving the customer from one percentile to another. After arriving at an acceptable model, you can apply back the changes back to the source system.

2.8.1 Distribution By Revenue Bucket

The 'Distribution By Revenue Bucket' analysis include a pie chart and table list showing the distribution of customers across different buckets of revenue, for a selected product. You can click on the entry in the table list for a drilled down view.

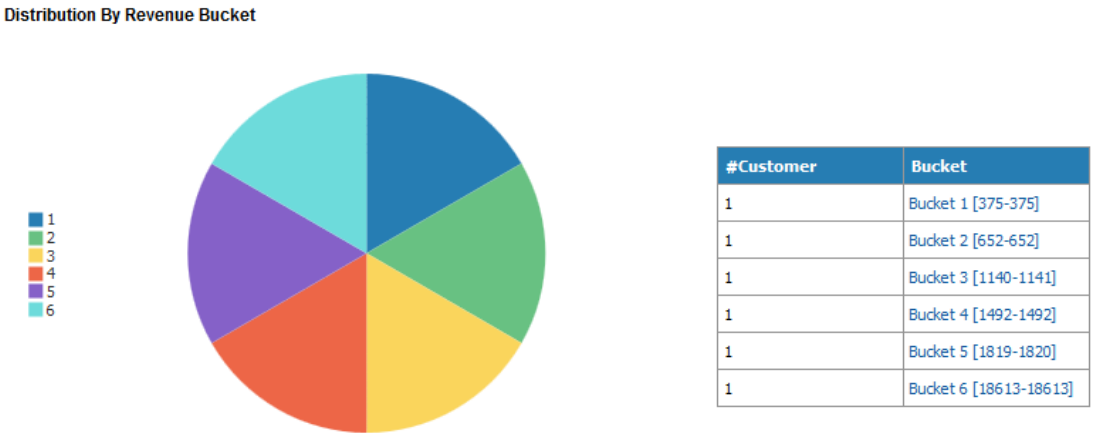

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Figure 37: Distribution By Volume Bucket

Fields	Explanation
#Customer	Number of customers falling under a bucket
Bucket	Definition of the revenue range for a bucket

Note: Click on a bucket range to view the details of customers who fall in the selected bucket. This opens a page where you can see three different views:

* Revenue vs Percentile
* Revenue vs Average Rate
* Grid View

Each of these views are explained in detail below.

2.8.2 Revenue vs Percentile View

The 'Revenue vs Percentile' view shows the percentile view of the customer's revenue. You can click on the dots to view that customer's details.

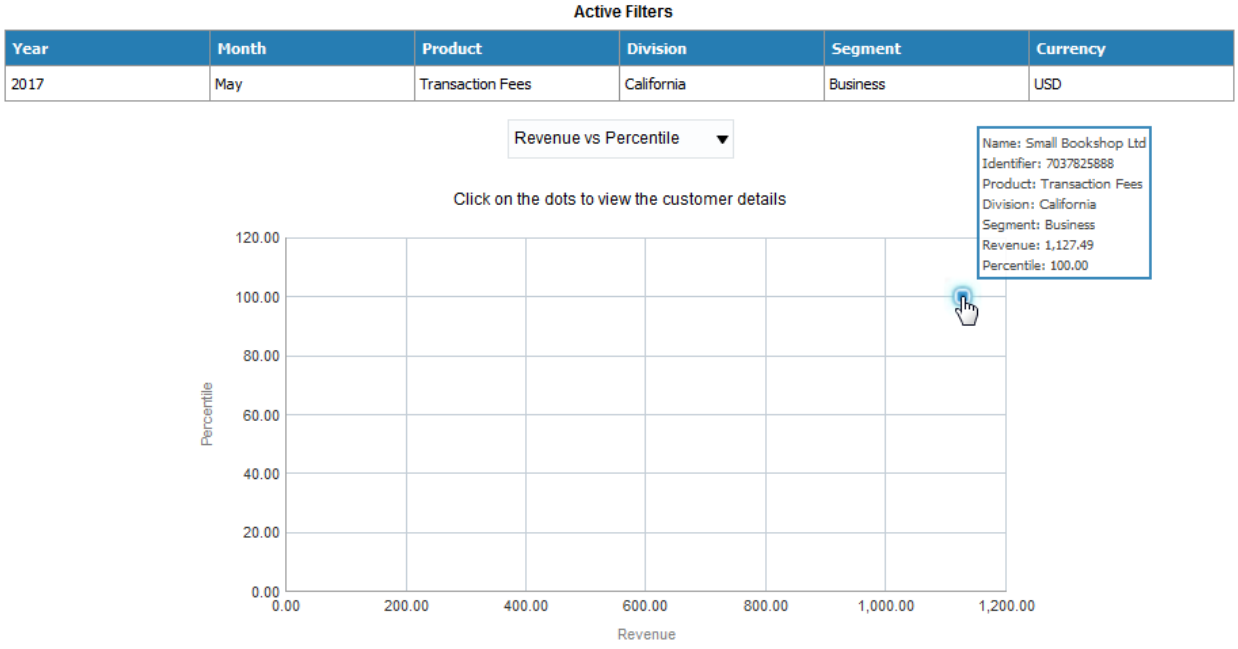

Figure 38: Revenue vs Percentile View

2.8.3 Revenue vs Average Rate View

The 'Revenue vs Average Rate' view shows the average rate of the customer's revenue. You can click on the bubbles to view that customer's details.

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Figure 39: Revenue vs Average Rate View

2.8.4 Revenue Grid View

The Grid view of revenue analysis shows details of the customer's revenue, as well as offer the following simulation operations:

- Move to Percentile
- Change Usage (%)
- Change Rate (%)

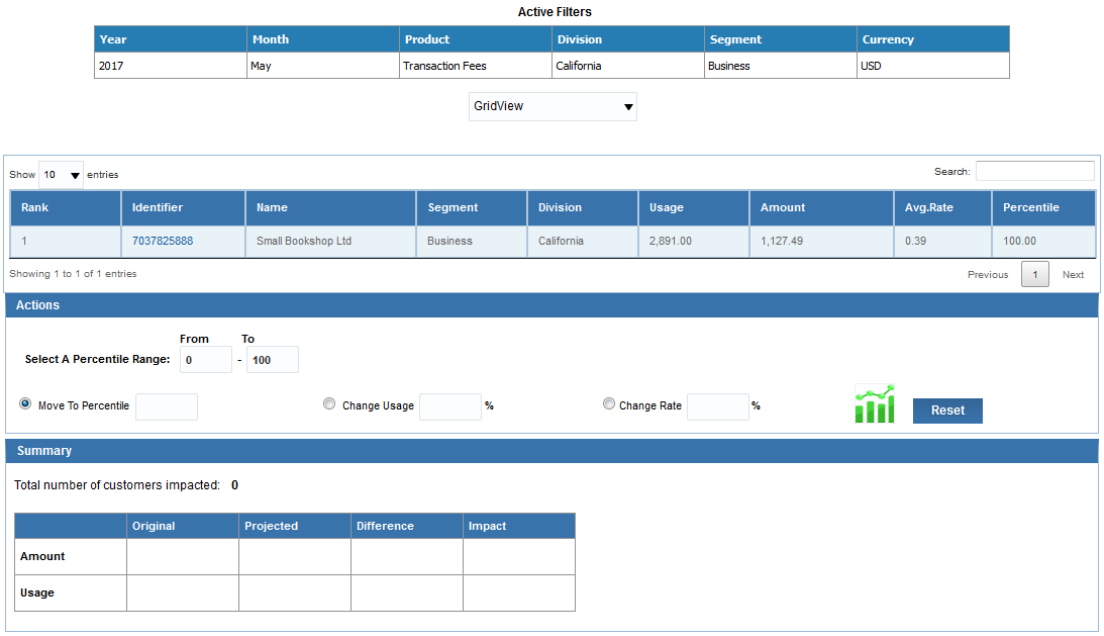

Figure 40: Revenue Grid View

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Select either of the three radio buttons, enter appropriate values in the corresponding fields, and click **Simulate** button to simulate and view the projections and impact. Once you simulate, you will be able to view the following details:

- Original Amount and Projected Amount
- Original Usage and Projected Usage
- Difference in Amount
- Difference in Usage
- Percentage Impact in Revenue
- Percentage Impact in Usage

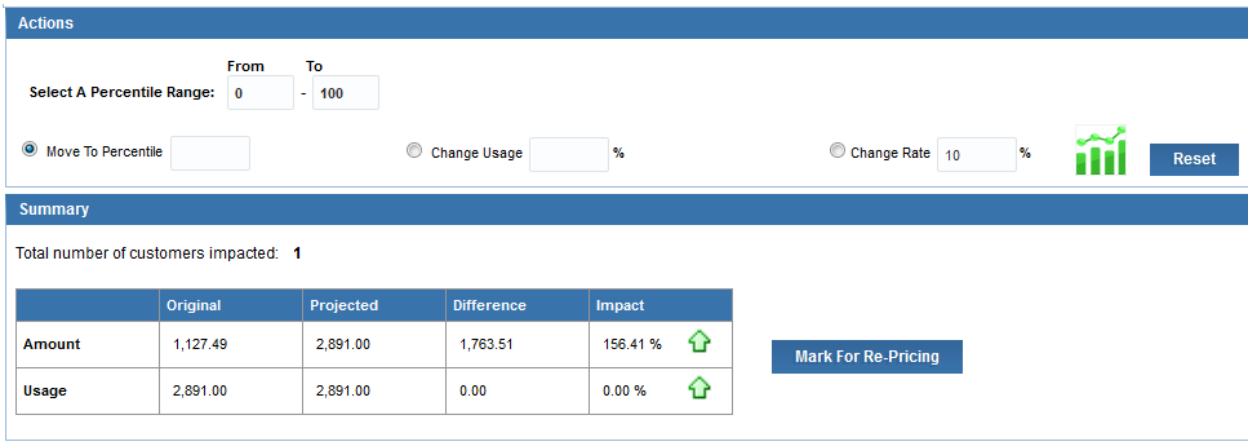

Figure 41: Mark for Re-Pricing

After simulation, if the projections match the business requirements, click on the **Mark for Re-Pricing** button to initiate repricing for the customers. The corresponding Relationship Managers receive an alert on the Customer dashboard Summary page informing they have been marked for re-pricing.

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3. Product Pricing

3.1 Overview of the dashboard

The Product Pricing dashboard provides a single but holistic view of how a product is priced in the system. It allows you to drill down from product usage across divisions to individual price tier details and offers comprehensive pricing related insights including:

- Details of Product hierarchies
- How many different price variations for a Product exists in the system?
- Is there an Agreed Pricing configured for a Product. What is the Billable charge level distribution for Standard vs Agreed Pricing?
- Comparison of Standard vs. Agreed Pricing
- Different Price Variations (Price Lines) for a Product / Division. For each price variation, the different Price lists , Computation models and Price points available
- Monthly trends – calculation amount, calculation lines and billable charges
- What is the trend of transactions over various tiers (step pricing)?
- What is the trend of transaction volume and revenue over various tiers (step pricing)?
- What is the trend of fee amount per price-point for a step pricing model?
- What is the trend of billable charges (for a product) price through aggregated / per-transaction pricing for the last N months?
- Which are the products with highest no: of agreed prices?
- Which are the products with highest no: of billable charges?
- What are the top N pricelists?
- Minimum/Maximum and Mean price for a product over last N months
- Minimum/Maximum and Mean price for a product for a Customer

3.2 Product Hierarchy

This page shows the detailed product or bundle hierarchy in the system with products/bundles grouped under each division. The page lets you select if you want to see the product hierarchy or the bundle hierarchy.

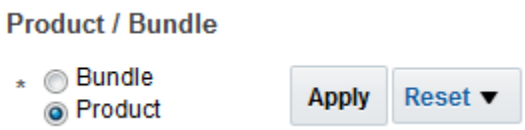

Figure 42: Product or Bundle Filter

Based on the option you apply, the page displays a list of filter fields that can be used to refine the hierarchy. The available filters are:

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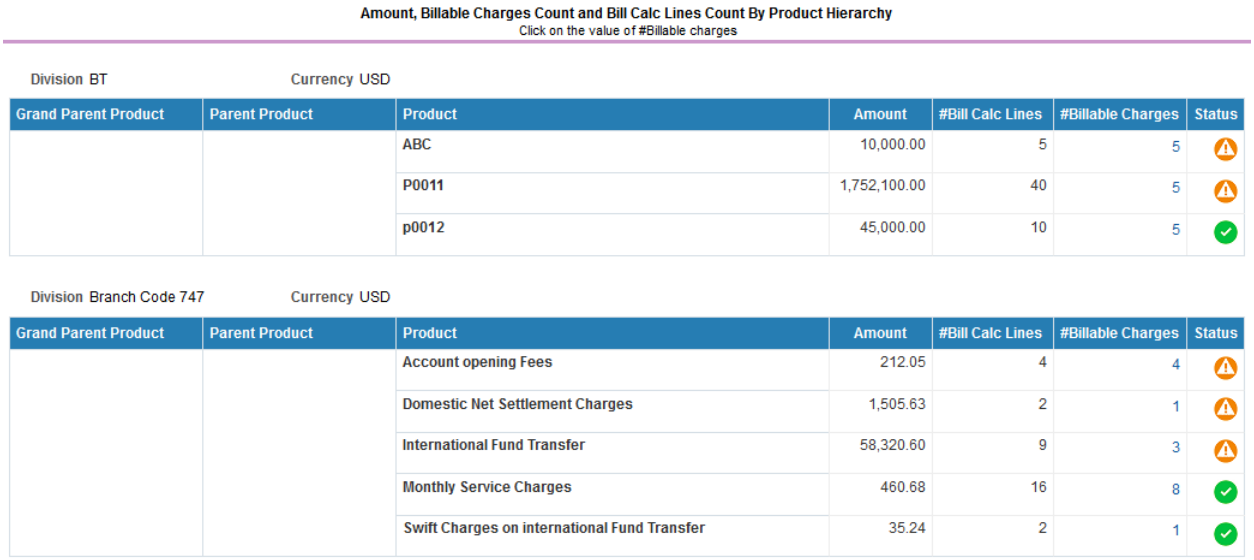
- Year
- Month
- Division
- Product / Bundle Grand Parent
- Product / Bundle Parent
- Product

Based on the filters selected, the product or bundle hierarchy is shown on the page with products or bundles grouped under a division.



Amount, Billable Charges Count and Bill Calc Lines Count By Product Hierarchy

Click on the value of #Billable charges

Division BT Currency USD

Grand Parent Product	Parent Product	Product	Amount	#Bill Calc Lines	#Billable Charges	Status
		ABC	10,000.00	5	5	
		P0011	1,752,100.00	40	5	
		p0012	45,000.00	10	5	

Division Branch Code 747 Currency USD

Grand Parent Product	Parent Product	Product	Amount	#Bill Calc Lines	#Billable Charges	Status
		Account opening Fees	212.05	4	4	
		Domestic Net Settlement Charges	1,505.63	2	1	
		International Fund Transfer	58,320.60	9	3	
		Monthly Service Charges	460.68	16	8	
		Swift Charges on international Fund Transfer	35.24	2	1	

Figure 43: Product Hierarchy

3.2.1 Product Status Indicator

The product hierarchy displays the total billable charges, the number of Bill Calc Lines and number of billable charges against each product. It also includes a Status indicator to highlight the status of the product performance. The status indicators vary based on following conditions:

- Percentage variation of revenue from previous month is less than 20%
- Percentage of revenue from agreed pricing for the current month is less than 50%
- Percentage of zero priced transactions for the current month is less than 10%

- All conditions are satisfied

- One or more conditions are not satisfied

- None of the conditions are satisfied

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The Bundle hierarchy lists the product(s) included in the bundle, and against each product, it displays the total cumulated revenue, the number of Bill Calc Lines and number of Billable Charges.

Division Description Equities Currency Code AUD

Grand Parent Bundle	Parent Bundle	Bundle	Product	Amount	#Bill Calc Lines	#Billable Charges
		Product 20	02900243 - Structured Products Auction Trade Fee	11,054	20	20

Figure 44: Bundle Hierarchy

Clicking on the #Billable Charges takes you to the second page of Product Pricing dashboard.

3.3 Pricing Parameters

The Pricing Parameters page gives you the price variations applied on the product during the selected month and year. It also lists the possible combinations of these pricing parameters, along with the applied price lists and the pricing computation method. For the same combination of pricing parameters, the dashboard displays the price variations based on various price lists, as well as the computation method.

3.3.1 Active Filters

This table shows the value of filters applied on the first page of Product Pricing. The filters are: Product, Division and Currency.

Active Filters

Attribute	Value
Product	02900040 - Equities Trade Fee
Division	Equities
Currency	AUD

Figure 45: Active Filters

3.3.2 Product Performance Indicators

This table lists the performance indicators as shown below:

Product Performance Indicators

4.26% Agreed	0.00% Ignored	4.08% Zero Priced	0.00 % Amount Variation

Figure 46: Product Performance Indicators

3.3.3 Standard vs Agreed Pricing

This table shows the billable charges that were priced using the Agreed pricelist and Standard pricelist.

Standard vs Agreed Pricing

Assign Type	#Billable Charge	Amount
Agreed	0	0
Standard	20	1,649,640

Figure 47: Standard vs Agreed Pricing

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3.3.4 Pricing Details by Price Variations

This table shows the various Pricing variations applied on the product. There are two views available for this table:

- Group By Pricing Rule
- Group By Tiered Flag and Pricing Metric

The image below shows the product pricing details grouped by pricing rule.

Product Pricing Details By Pricing Variations

Click on the '#Billable Charges' to view more details of each Pricing Variations. Click on the 'Amount' to view the report.

Group By Pricing Rule

Pricing Rule	Tiered Flag	Pricing Metric	Billed Usage	#Bill Calc Lines	#Billable Charges	Amount
DEFAULT	Flat	Transaction Volume	1,202	5	1	17,400.00
			1,202	5	1	17,400.00
	Step	Transaction Amount	1,202	5	1	17,400.00

Figure 48: Pricing Details By Price Variations

The image below shows the product pricing details grouped by the pricing metric (Transaction Volume or Value).

Product Pricing Details By Pricing Variations

Click on the '#Billable Charges' to view more details of each Pricing Variations. Click on the 'Amount' to view the report.

Group By Tiered Flag and Pricing Metric

Pricing Metric	Tiered Flag	Pricing Rule	Billed Usage	#Bill Calc Lines	#Billable Charges	Amount
Transaction Amount	Step	DEFAULT	1,202	5	1	17,400.00
Transaction Volume	Flat	DEFAULT	1,202	5	1	17,400.00
	Flat	DEFAULT	1,202	5	1	17,400.00

Figure 49: Pricing Details By Tiered Flag and Pricing Metric

3.3.5 Trend of Amount

This chart shows the variation in the billable charges over the last 12 months.

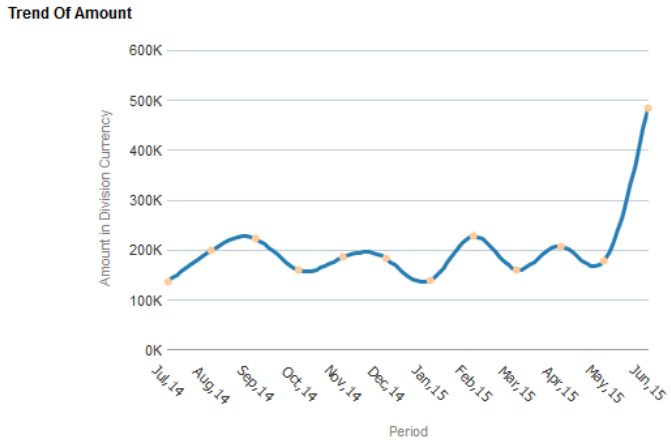

Figure 50: Trend of Amount

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3.3.6 Trend of Billable Charges Count

This chart shows the variation in the number of billable charges over the last 12 months.

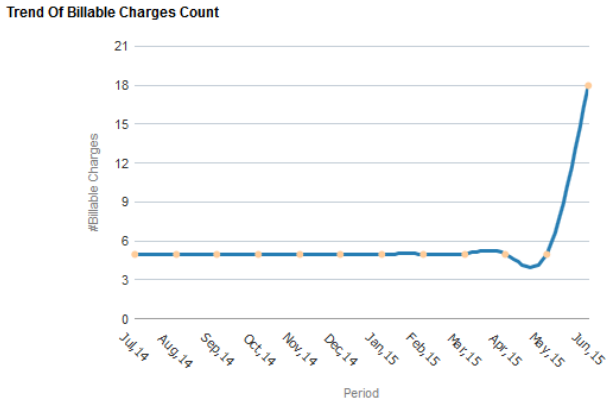

Figure 51: Trend of Billable Charges Count

3.4 Flat Pricing Details

This page shows all possible pricing combinations applicable for the selected pricing methodology (Flat / Step / Threshold) and how well each of them fares.

3.4.1 Flat Pricing Details

This table shows all pricing details of the selected pricing rule – Flat, along with the option to view respective price assignment details, as well as simulate.

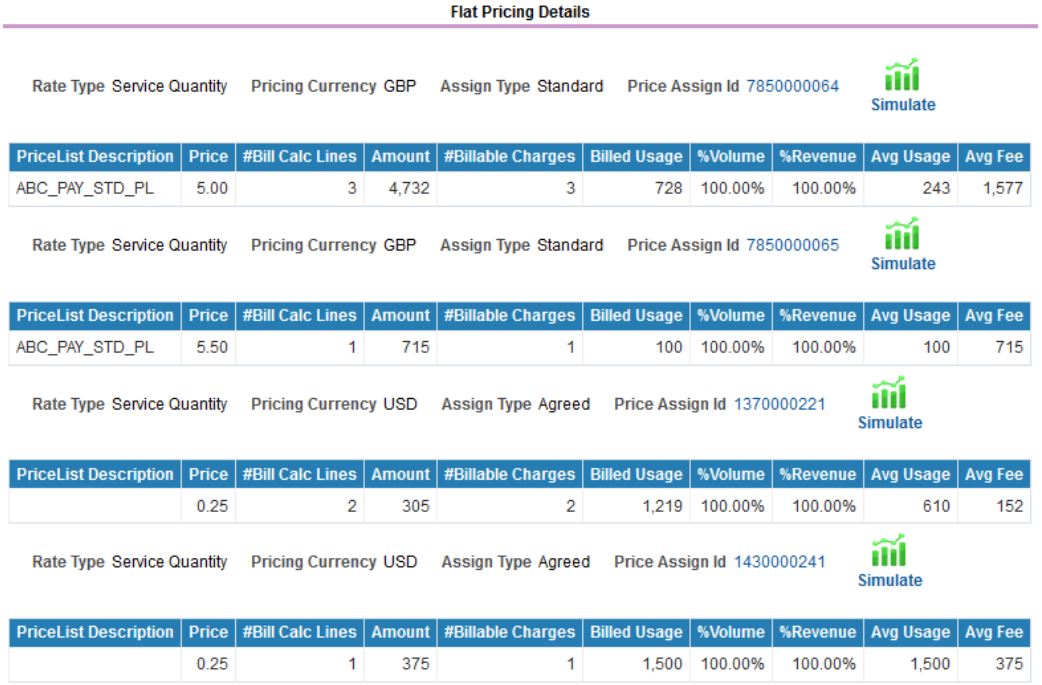

Figure 52: Flat Pricing Details

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Note: The table displays the average usage and fee against each price assignment:

Average Usage = Billed Usage ÷ #Bill Calc Lines

Average Fee = Amount ÷ #Bill Calc Lines

3.4.2 Amount Across Price Points

This chart shows the distribution of billable charges across various price points in the pricing rule.

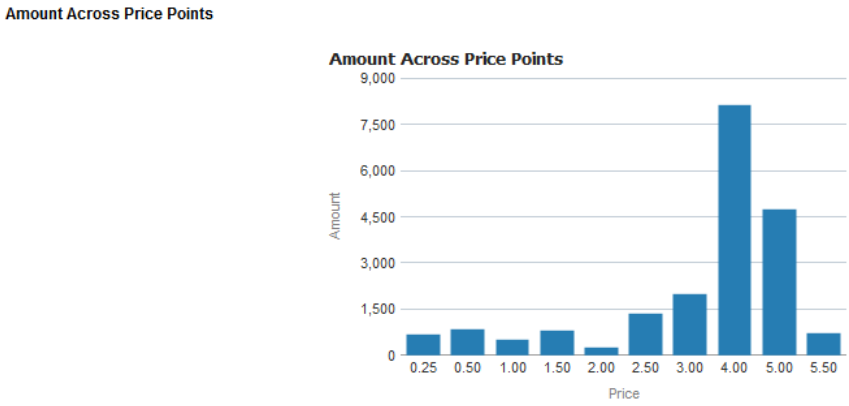

Figure 53: Amount Across Price Points

3.4.3 Volume And Revenue Across Price Points

This chart shows the distribution of transaction volume and revenue across various price points.

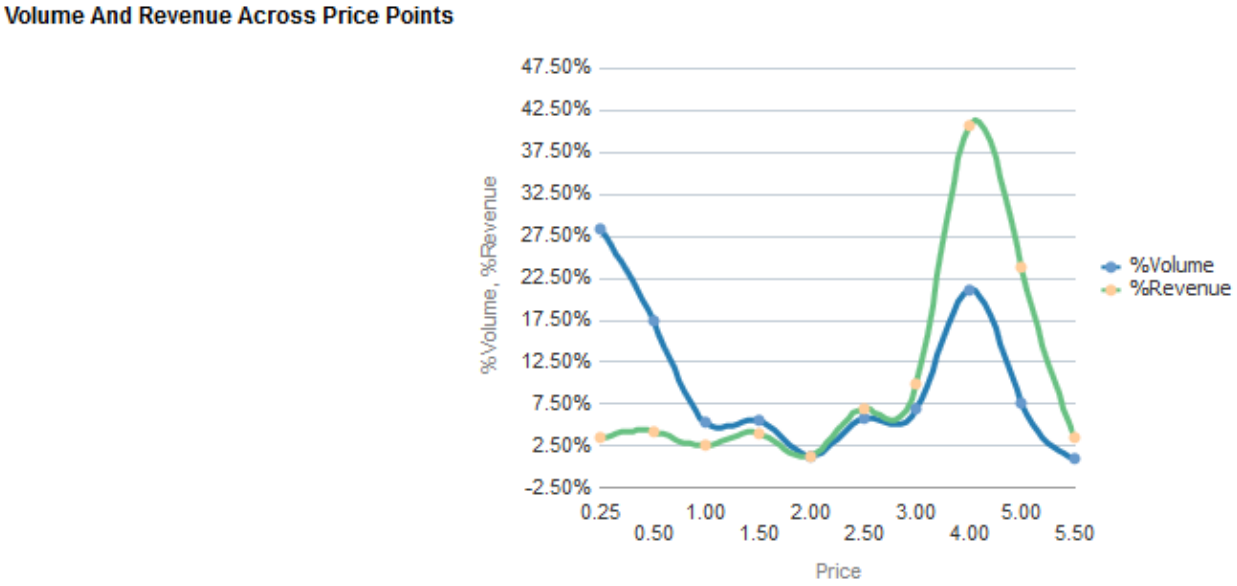

Figure 54: Volume and Revenue Across Price Points

3.4.4 Flat Pricing Trend

This table list shows the percentage of total revenue against each price point, for the previous 12 months.

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Flat Pricing Trend

	JUL 2014	AUG 2014	SEP 2014	OCT 2014	NOV 2014	DEC 2014	JAN 2015	FEB 2015	MAR 2015	APR 2015	MAY 2015	JUN 2015
Price	%Revenue	%Revenue	%Revenue	%Revenue	%Revenue	%Revenue	%Revenue	%Revenue	%Revenue	%Revenue	%Revenue	%Revenue
4.00	2.37%	1.36%	1.55%	1.64%	1.92%	1.98%	2.15%	1.19%	1.96%	0.81%	1.01%	
5.00	97.63%	98.64%	98.45%	98.36%	98.08%	98.02%	97.85%	98.81%	98.04%	99.19%	98.99%	100.00%

Figure 55: Flat Pricing Trend

3.4.5 Scattered View of Price Points

This chart shows a scattered view of revenue against each of the price points for the previous 12 months.

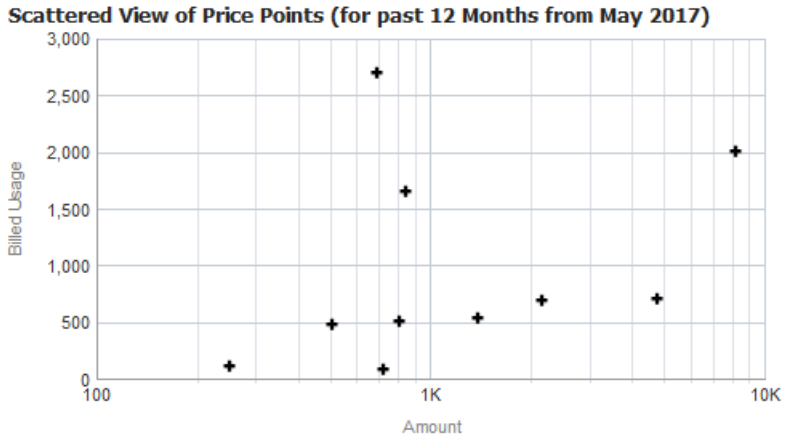

Figure 56: Scattered View of Price Points

3.4.6 Amount By Price Points

This chart shows the percentage distribution of monthly revenue across various price points for the previous 12 months.

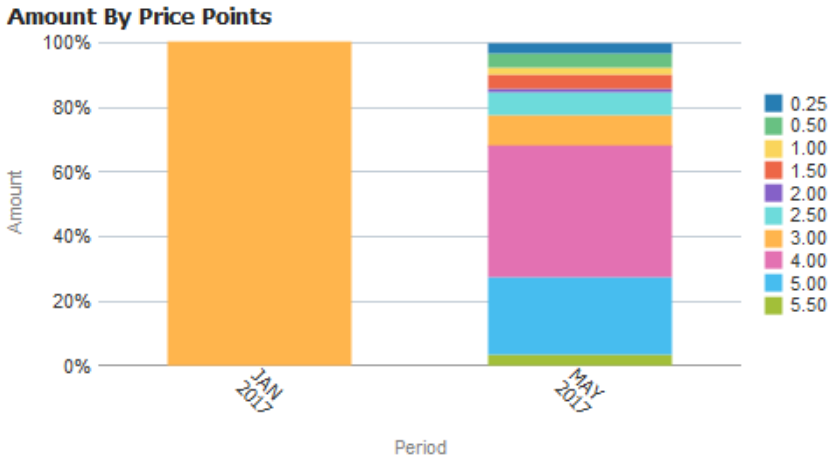

Figure 57: Amount By Price Points

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3.4.7 Billed Usage By Price Points

This chart shows the percentage distribution of billable charges across various price points for the previous 12 months.

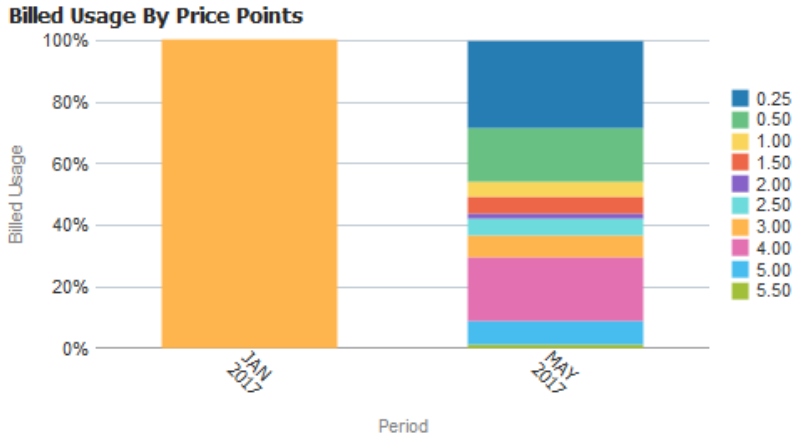

Figure 58: Billed Usage By Price Points

3.5 Step Pricing Details

This page shows all possible pricing combinations applicable for the selected pricing methodology (Flat / Step / Threshold) and how well each of them fares.

3.5.1 Step Pricing Details

This table shows all pricing details of the selected pricing rule –Step, along with the option to view respective price assignment details, as well as simulate.

Step Pricing Details

PriceList : BT Pricelist Price Assign Id 0127673932 Rate Type Unit Rate Pricing Currency USD Assign Type Standard Charts Trends Simulate

Based on SQ	Step Number	Lower Limit	Upper Limit	Price	Amount	#Billable Charges	#Bill Calc Lines	Billed Usage	%Volume	%Revenue	Average Usage	Average Fee
	1	0	2000	3.00	22,500	5	5	7,500	50.00%	50.00%	1,500	4,500
	5	0	5000	3.00	22,500	5	5	7,500	50.00%	50.00%	1,500	4,500

Figure 59: Step Pricing Details

The table displays the following details against each step:

- %Volume = (Billed Usage in each step ÷ Total Billed Usage) × 100
- %Revenue = (Amount in each step ÷ Total amount) × 100
- Average Usage = Billed Usage of each step ÷ #Bill Calc Lines
- Average Fee = Amount ÷ #Bill Calc Lines

3.5.2 %Volume & %Revenue By Steps

This chart shows the distribution of %volume and %revenue across various steps.

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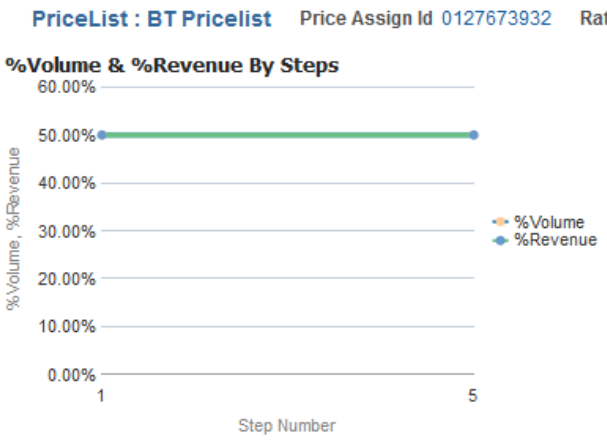

Figure 60: %Volume & %Revenue By Steps

3.5.3 Step Pricing Charts

From the Step Pricing Details page, click on the Charts icon to view the respective charts. The charts available are:

- No. Calc Lines and Amount By Step
- No. Calc Lines and Billed Usage By Step
- %Volume and %Revenue By Price Points
- Average Usage and Average Fee By Step

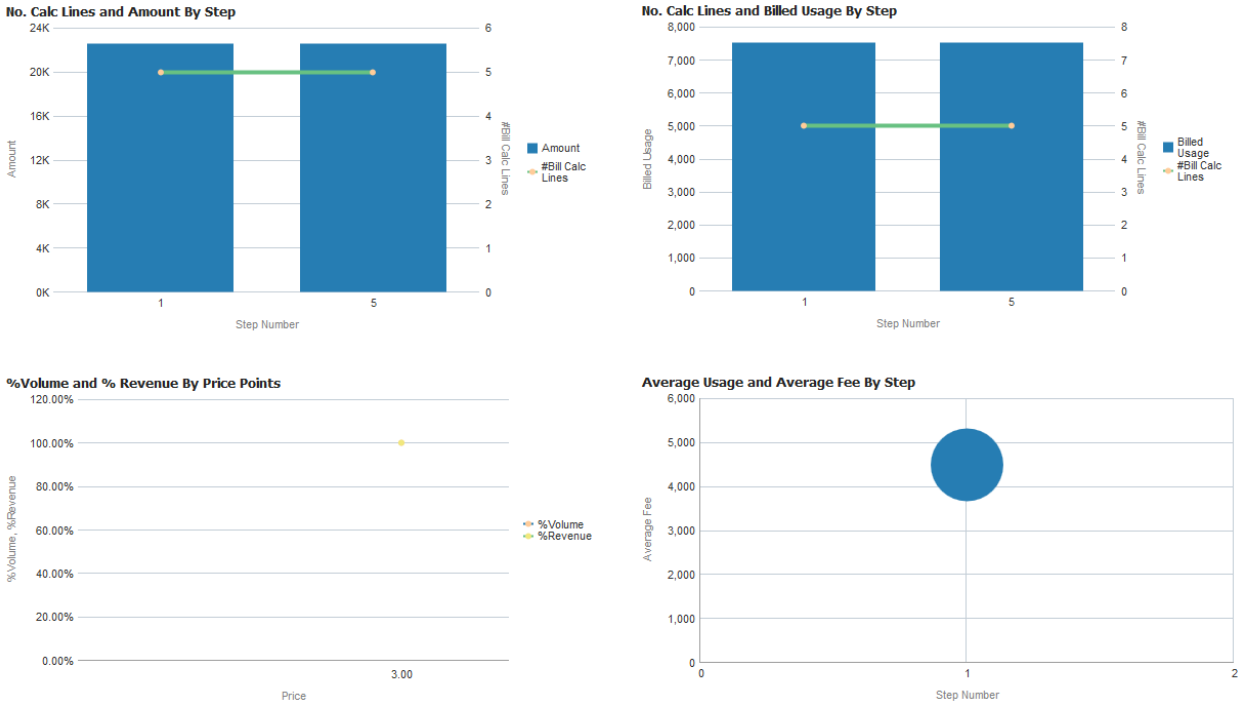

Figure 61: Step Pricing Charts

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3.5.4 Step Pricing Trends

From the Step Pricing Details page, click on the Trends icon to view the respective trend charts. The trend charts available are:

- %Revenue By Step
- Billed Usage By Price Points
- %Volume and %Revenue Trend By Step
- %Volume and %Revenue By Price Points For Past 12 Months
- Blended Rate and Billed Usage Trend
- Billed Usage By Price Points
- Scattered View of Blended Rate on Amount For Past 12 Months
- Billed Amount By Price Points

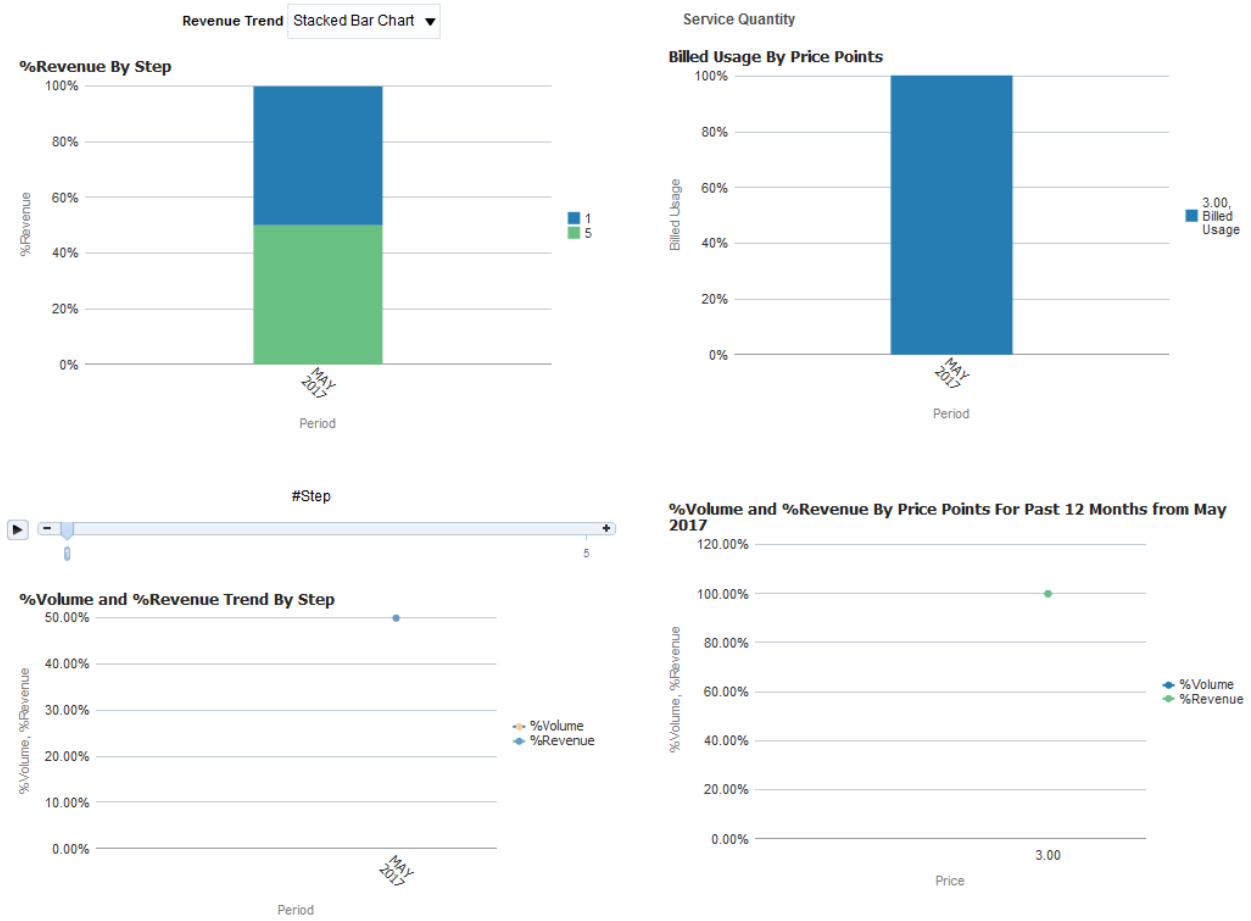

Figure 62: Step Pricing Trends

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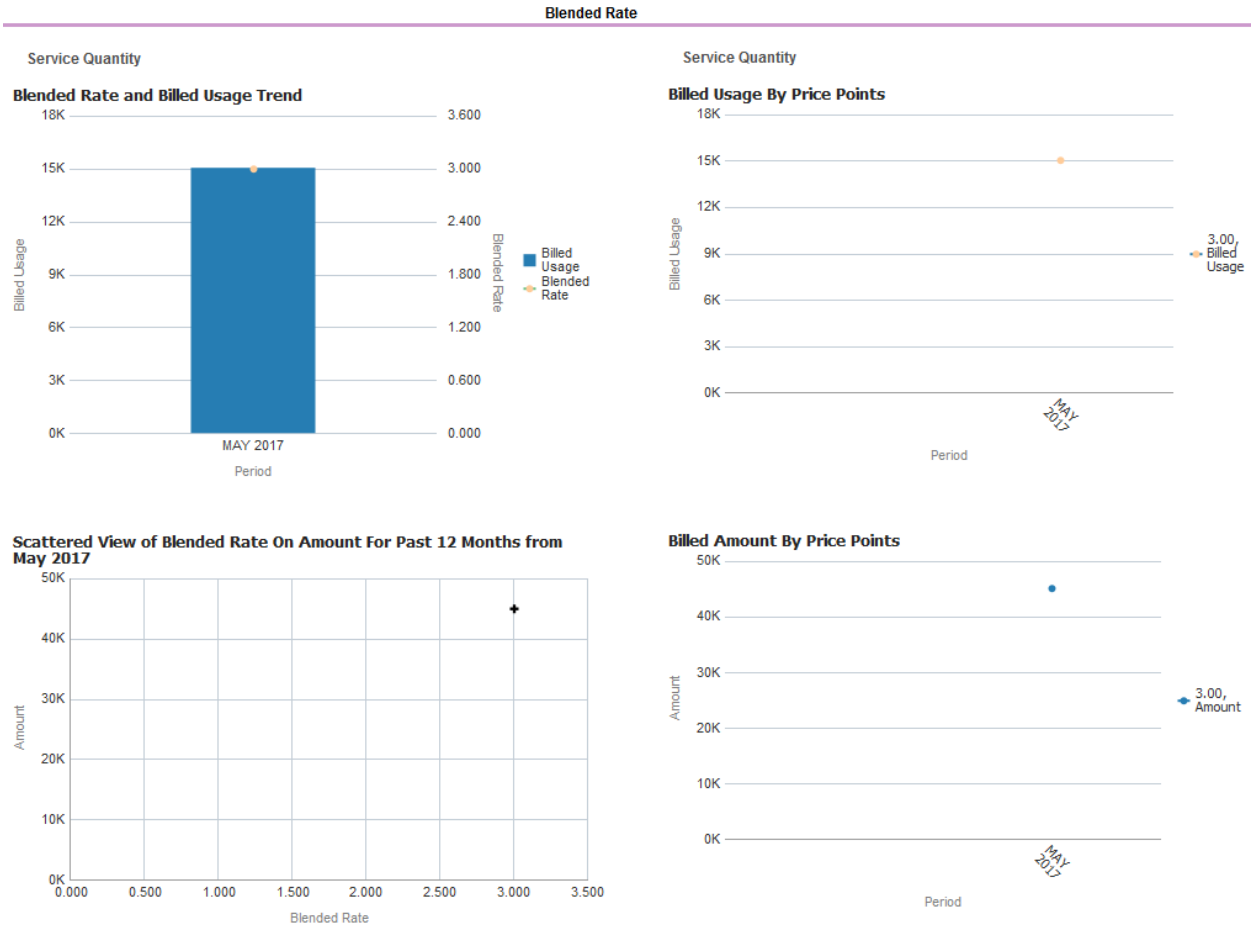

Figure 63: Step Pricing Blended Rate Charts

3.6 Product Simulation

You can simulate a product's pricing using the Product Pricing dashboard. To do this, follow the procedure below:

1. Open the Product Pricing dashboard and find the product, division combination that you want to simulate.
2. Click on the corresponding #Billable Charges value. This opens the Product Pricing Details page, which shows the pricing rule(s) and the corresponding computation models. Against each computation model, the following details are listed:
    - Pricing Metric
    - Billed Usage
    - #Bill Calc Lines
    - #Billable Charges
    - Amount
3. Click on the value against the #Billable Charges to view the combination of a pricing rule and a pricing metric. This opens the Flat/Step/Threshold Pricing Details page.

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4. The page lists price details grouped by price assignments for the selected pricing rule and you can click button against a price assignment-pricelist combination to initiate simulation.
5. The Simulation page appears with all details of the selected combination pre-populated.

Figure 64: Simulation Page

6. Perform the desired simulation action(s). The available simulation options are:
    - Change tier type
    - Change rate type
    - Change pricing metric
    - Change usage period
    - Split the tier by (25% or 50%)
    - Merge the tiers
    - Change the Price
    - Change billed usage
7. When you perform a simulation operation, the Actions section displays the change made.

Figure 65: Actions Section

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8. After performing the desired simulation actions, click Simulate button. The page updates the Summary section to show the Simulated Value, Difference and Impact.
9. Click on the 'Check the impact on customers' link to view the impact of simulation action on other customers using the price assignment – pricelist combination.
10. Click Save to save the simulation as a model. You can push the model through an approval workflow and apply back to the Source system.

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4. Simulation or Modeling

Modeling or Simulation is the ability to do a what-if analysis that instantly and accurately predicts the results of strategic changes you are considering to introduce into your business.

The commonly asked what-if queries are:

- What if I change the rates?
- What if I change the usage factor?
- What if I change the value of usage factor?
- What if I change the pricing methodology?
- What if I change the definition in a methodology?
- What if I change the tier ranges in a definition?

Once you have done the required what-if analysis and seen the results of your decision, you can decide if you would like to go ahead with the change or not. With modeling, your decision is based on the live figures in the system and the snapshot justifies the decision.

Any strategic changes to the pricing models will have enormous impact on the revenue gained or lost. Prior to taking such decisions, it is beneficial to do an analysis of "What happens if I make this change?" The uniqueness of ORMB Analytic Modeling is that it lets you do this analysis on the actual/live data on your system, thereby giving you an accurate snapshot of how your strategic change affects your revenue.

With Modeling, your decisions are based on facts and not on intuitions. Your decisions are justified with the backup of figures. In addition, it gives you the ability to play around with your options until you reach an optimal solution.

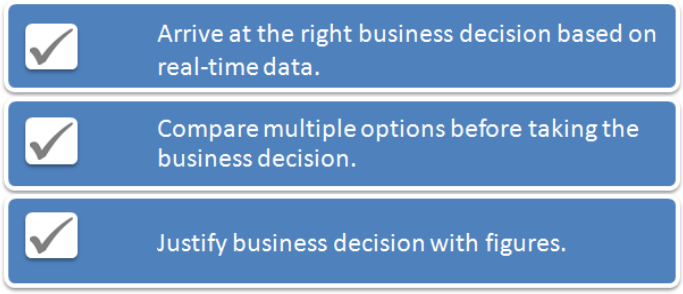

Figure 66: Merits of Simulation

4.1 Users of Modeling

All key decision makers in your business should use Modeling. Though the process of modeling remains the same for all users, the context in which the what-if questions are applied changes with the user. The main users of Modeling are categorized as below:

- **Relationship Managers**: Modeling helps an RM in fixing the 'right price' for a customer. It helps RMs to create personalized pricelists for a customer based on his financial value and

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profitability. It also helps RMs to check the impact of deviations from standard rate and helps them avoid over-discounting.

- **Product Managers**: A Product Manager can model based on the products they own. It allows an RM simulate scenarios to see how tweaking of product pricing alters the sales and revenue from a product. It also helps them to fix the *negotiability* limits for a product and combine products with similar usage/pricing patterns to create *bundles*.
- **Sales Teams** - Sales team effectively uses the simulation capabilities to *fix* the right price for an opportunity. With the ability to determine the floor/average/stretch prices for a similar customer profile, they will be able to set an optimal price for the opportunity without over commitment.
- **Price Analysts** - Modeling helps Price Analysts to understand the impact of a pricing change accurately before it is put in place. They can try out several price computation models, analyze the impact, compare those models and choose the best one. Thus, they will be able to justify their decision promptly, based on the results and data.

4.2 Modeling Contexts

You can initiate modeling from any of the following contexts:

- For a Product from Pricing Dashboard
- For a Customer from Customer Dashboard
- For a Price list from Billable Charges Dashboard
- For a Price list from Customer Dashboard

In all above cases, the actual modeling applies at individual Price Assignment level and then gets rolled up as required, based on the invocation context.

4.3 Modeling Scenarios

Various modeling scenarios are:

4.3.1 Change Computation Models

The three available computation models are:

- Flat
- Step
- Threshold

4.3.2 Change Rate Types

The rate types available are:

- Absolute Amount
- Unit Rate
- Percentage

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- Basis Points
- Annual Interest Rate

4.3.3 Change Usage Factor

You can change the Service Quantity Identifier (applied on factor or Bill SQ). The *new* usage factor could be any other SQ applicable for the product/division. Typically, a change of usage factor necessitates change of tiers as well as rates.

E.g. You can change the basis of pricing for a fund transfer transaction from **Transaction Volume** to **Transaction Value**.

4.3.4 Redefine Tiers

You can change the limits of tiers as well as add or remove tiers. Change of tiers is applicable only in case of Threshold and Step computation models. Various options supported are:

- Splitting the tiers by 25%
- Splitting the tiers by 50%
- Merging two or more consecutive tiers

4.3.5 Change Price

It is also possible for you to change the price or rate associated to a tier. On the other hand, in case of flat computation models, there will be a default *tier* with just the rate, but without any upper or lower limits.

4.3.6 Change Usage

You can also alter the usage value. That is, the value of Bill SQ (applied on) for a tier can be increased or decreased and you can view the impact.

4.4 Modeling Results

After performing the desired modeling actions as listed in the previous sections, you can see the results of the scenarios in the Summary section.

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