

Oracle® Communications Digital Business Experience Concepts



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About This Guide

This guide provides conceptual information about Oracle Communications Digital Business Experience.

Audience

This guide is for personnel who would like to understand and use Oracle Communications Digital Business Experience, a pre-integrated, end-to-end, digital business support system (BSS) for managing experiences and revenue at every stage of the customer journey.

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Conventions

The following text conventions are used in this document.

Convention	Meaning
boldface	Boldface type indicates graphical user interface elements associated with an action, or terms defined in text or the glossary.
<i>italic</i>	Italic type indicates book titles, emphasis, or placeholder variables for which you supply particular values.
monospace	Monospace type indicates commands within a paragraph, URLs, code in examples, text that appears on the screen, or text that you enter.

1

Introduction

This guide provides conceptual information about Oracle Communications Digital Business Experience.

Overview of Oracle Communications Digital Business Experience

Oracle Communications Digital Business Experience is a pre-integrated, end-to-end, digital solution that supports Concept to Cash to Care business processes for telecommunications service providers.

The solution enables you to:

- Launch rapidly, deliver efficiently, and monetize orders
- Improve business agility with a full featured, productized, and configurable solution
- Increase operational efficiency with a flexible, future-proof architecture

Digital Business Experience supports the complete lifecycle of the Concept to Cash to Care business processes, which includes:

- Concept to Market: Design commercial and billing product catalog with Oracle Communications Launch Cloud Service
- Order to Cash: Order Lifecycle Management with Oracle Communications Order and Service Management (OSM) and monetization of services with Oracle Communications Billing and Revenue Management (BRM)
- Cash to Care: Advanced customer care with Siebel CRM

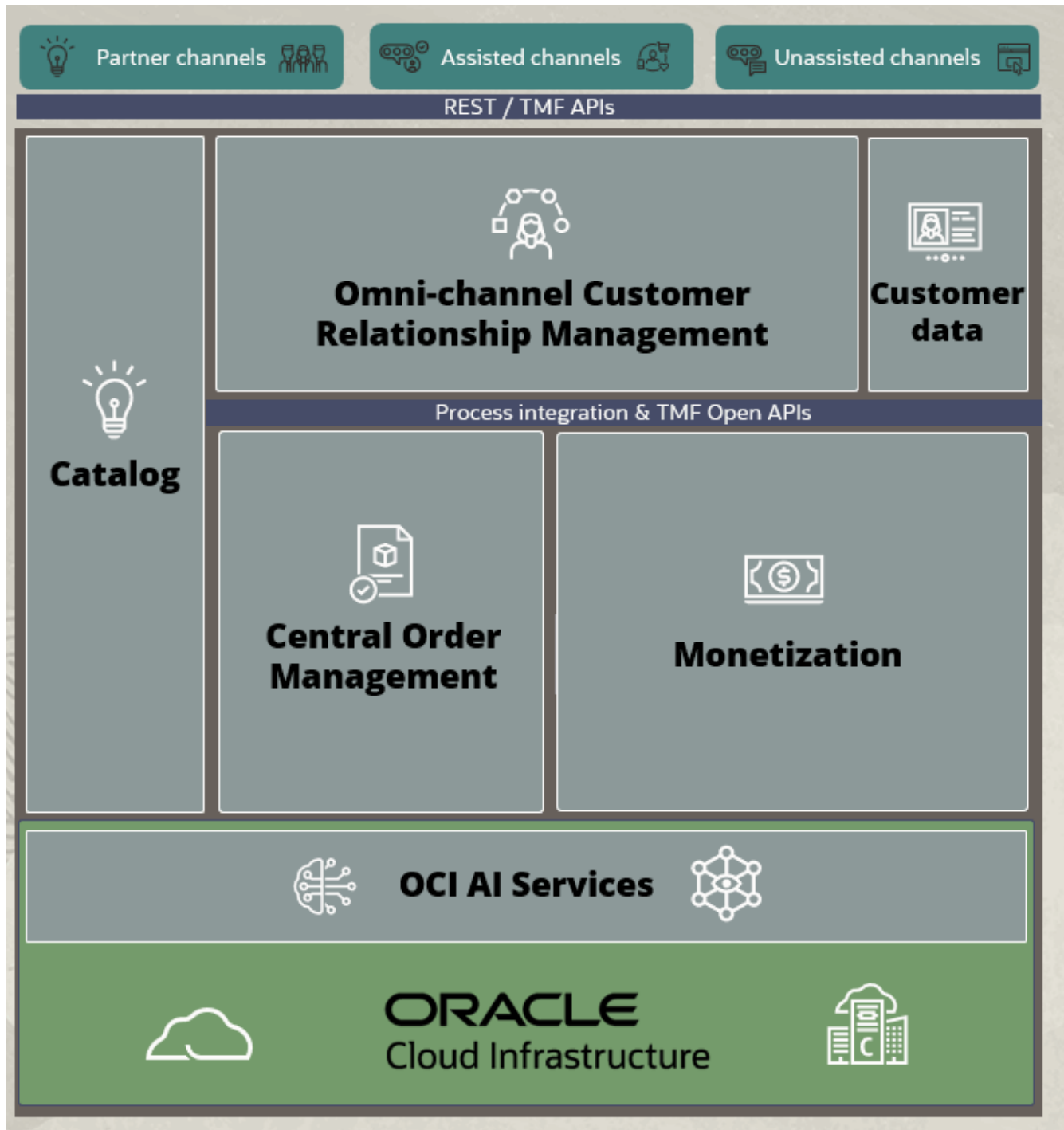
The functional roadmap of the solution is based on TM Forum (TMF) Open Digital Architecture (ODA) business architecture.

The integration of these best of breed capabilities helps you grow revenue, deliver hyper-personalized customer experiences, and remain operationally agile and efficient as you explore new market opportunities.

Functional Architecture

The following diagram illustrates the functional architecture of Digital Business Experience.

Figure 1-1 Digital Business Experience Functional Architecture



Getting Started

To get started with Digital Business Experience:

- Learn about the solution components. See "[Solution Components](#)"
- Learn how to design offerings. See "[About Concept to Market](#)"

- Learn about runtime activities. See the following topics:
 - [About Order to Cash](#)
 - [About Cash to Care](#)
- Learn about the reference solution. See "[About the Reference Solution](#)"

See "[Solution Documentation](#)" to know which documents to refer to for detailed information about the solution.

Solution Components

The following applications perform various functional roles and form the Digital Business Experience solution:

- Catalog: Oracle Communications Launch Cloud Service
- Omni-channel customer relationship management: Siebel CRM
- Monetization: Oracle Communications Monetization Suite
 - Billing and Revenue Management (BRM)
 - Pricing Design Center (PDC)
 - Elastic Charging Engine (ECE)
 - Offline Mediation Controller (OCOMC)
- Central order management:
 - Oracle Communications Order and Service Management (OSM)
 - Oracle Communications Order and Service Management (OSM) Order-to-Activate Cartridges
 - Oracle Communications Service Catalog and Design - Design Studio (SCD)
- Process integration: Oracle Communications Application Integration Architecture (AIA)

See *Oracle Communications Digital Business Experience Compatibility Matrix* for the complete list of applications and their supported versions.

Solution Documentation

Refer to the following guides in the order listed:

- **Release Notes:** Provides release notes about this release of the solution.
- **Concepts Guide** (this guide): Provides conceptual information about the solution and information about getting started with implementing the solution.
- **Compatibility Matrix:** Provides details about the applications and their versions compatible with the solution.
- **Solution Deployment Guide:** Provides instructions for deploying the solution.
- **Concept to Market Implementation Guide:** Provides information about designing and launching products and services.
- **Order to Cash Implementation Guide:** Provides information about the order to cash business process and its flows.
- **Cash to Care Implementation Guide:** Provides information about the cash to care business process and its flows.

In addition, refer to the product-specific documentation of each individual application in the solution for detailed information about the applications.

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About Concept to Market

This chapter provides conceptual information about the concept-to-market business process in Oracle Communications Digital Business Experience.

The concept-to-market business process provides offer design and publishing with Launch Cloud Service, Siebel CRM, and BRM and provides the following capabilities:

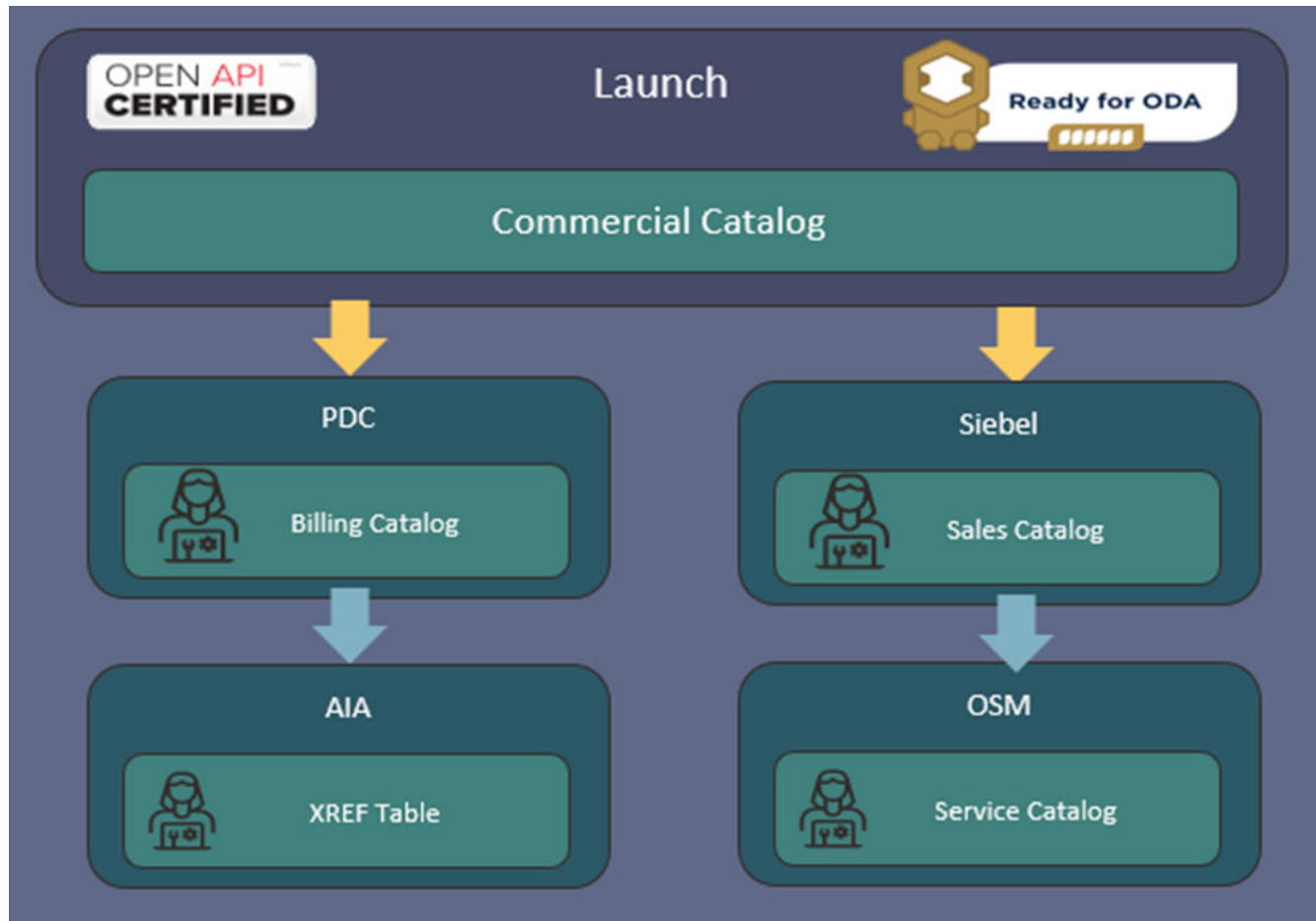
- Centralized design-time experience supporting both traditional and digital offerings with federation of OTT/Partner catalogs
- Business persona-grade user experience to design new offers in a few clicks based on existing configuration
- First-class publishing capability to Oracle's commercial and billing catalogs

These features deliver the following benefits:

- Integrated offer design provides end-to-end view required to create, test, and launch offers.
- Zero fulfillment configuration or development required for offer introduction of new services being added to an existing family.
- Catalog synchronization across sales, billing, and fulfillment reduces order fallout.
- Product Lifecycle Management based on TMF SID modelling with Open APIs to promote inter-operability.

The following diagram illustrates an overview of the Concept to Market business process.

Figure 2-1 Overview of the Concept to Market Business Process



Implementing Concept to Market

Concept to Market is one of the core value streams defined in TM Forum's (TMF) Open Digital Framework (ODF).

The process involves ideation of new products, services, or enhancements and then creating them and having them ready for the market through the product lifecycle. The Concept to Market business processes are aligned with the TMF Open Digital Architecture (ODA) business architecture. It also aligns with the Business Process Framework (eTOM).

The solution supports the following processes, which are realized by the functional capabilities and integration provided within the applications in the solution:

- Business Proposal-to-Launch
- Assessment-to-Relaunch
- Assessment-to-Retirement

See the *Digital Business Experience Concept to Market Implementation Guide* for detailed information about implementing this business process.

Participating Applications in Concept to Market

The Concept to Market business process requires the following applications:

- Oracle Communications Launch Cloud Service
- Siebel CRM
- Oracle Communications Billing and Revenue Management

See the *Oracle Communications Digital Business Experience Concept to Market Implementation Guide* for detailed information about implementing this business process.

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About Lead-to-Quote

This chapter provides conceptual information about the Lead-to-Quote business process in Oracle Communications Digital Business Experience.

The Lead-to-Quote business process manages the complete journey from capturing a potential customer's interest to generating a formal sales quote. This process begins with lead creation, where information about a prospective customer is recorded through multiple channels, such as marketing campaigns, web inquiries, or partner referrals. Once captured, leads are qualified based on predefined criteria, such as customer intent, budget, and serviceability. This business process enables sales teams to prioritize qualified leads, ensuring that efforts are focused on opportunities with the highest potential value.

After qualification, the process transitions to opportunity management and proposal generation. Enterprise Sales Representatives (ESR) can configure offers by selecting the appropriate products, services, and commercial terms using Digital Business Experience's catalog-driven configuration capabilities. The solution supports dynamic pricing, discounting, and bundling to tailor proposals to customer needs while maintaining profitability and compliance with business rules. Proposal approval workflows help ensure accuracy and adherence to organizational policies before they are shared with customers.

Finally, a quote is created, where Digital Business Experience generates a formal, customer-facing document summarizing the agreed-upon products, services, pricing, and terms. Quotes can be versioned, tracked, and revised as negotiations progress. Once approved by the customer, the quote can seamlessly transition to the order phase, reducing manual rework and accelerating the overall sales cycle. The Lead-to-Quote business process provides a structured, repeatable framework that improves sales efficiency, reduces errors, and enhances the customer experience by delivering timely and accurate proposals.

The Lead-to-Quote business processes are aligned with the Telemanagement Forum (TMF) Open Digital Architecture (ODA) business architecture.

The solution supports the following business processes, which are realized by the functional capabilities and integration provided within and across Oracle Communications Order and Service Management (OSM) and Siebel CRM:

- Lead Management
- Opportunity Management
- Quote Management

The following diagram depicts the flow of the Lead-to-Quote journey.

Figure 3-1 Lead-to-Quote Business Process Flow



Implementing Lead-to-Quote

The solution supports the Lead-to-Quote business process using deployment accelerators based on industry best practices and a comprehensive integration methodology.

Implementing the Lead-to-Quote business process in Digital Business Experience involves configuring the system to capture, qualify, and convert leads into accurate sales quotes. The process begins by setting up lead capture mechanisms, such as integrations with marketing platforms, web forms, or CRM systems. Business rules for lead scoring and qualification are defined to ensure that only viable opportunities move forward in the sales cycle.

Next, the product catalog, pricing models, and discounting rules are configured to enable sales teams to build accurate proposals. Workflow approvals are implemented for pricing, discounts, and exception handling to maintain compliance and profitability. Automated quote generation templates are designed to produce professional, customer-ready documents that can be shared directly with prospects.

Finally, system integration with downstream processes, such as Order Management and Billing are tested to ensure a smooth transition from quote to fulfillment. Reporting and analytics dashboards are configured to track conversion rates, sales performance, and process efficiency. This end-to-end configuration ensures that the Lead-to-Quote process is streamlined, scalable, and aligned with the organization's sales objectives.

See *Oracle Communications Digital Business Experience Lead to Order Implementation Guide* for detailed information about implementing this business process.

Participating Applications in Lead-to-Quote

The Lead-to-Quote business process requires the following applications:

- Siebel CRM
- Oracle Communications Order and Service Management
- Oracle Analytics Publisher

See *Oracle Communications Digital Business Experience Lead to Order Implementation Guide* for detailed information about implementing this business process.

About Order to Cash

This chapter provides conceptual information about the order-to-cash business process in Oracle Communications Digital Business Experience.

The Order to Cash journey starts after a product offering is launched in the preceding Business Proposal-to-Launch journey and a sales order is created and submitted for fulfillment. It covers all process flows between order to cash, which begin after an order for a product offering is received.

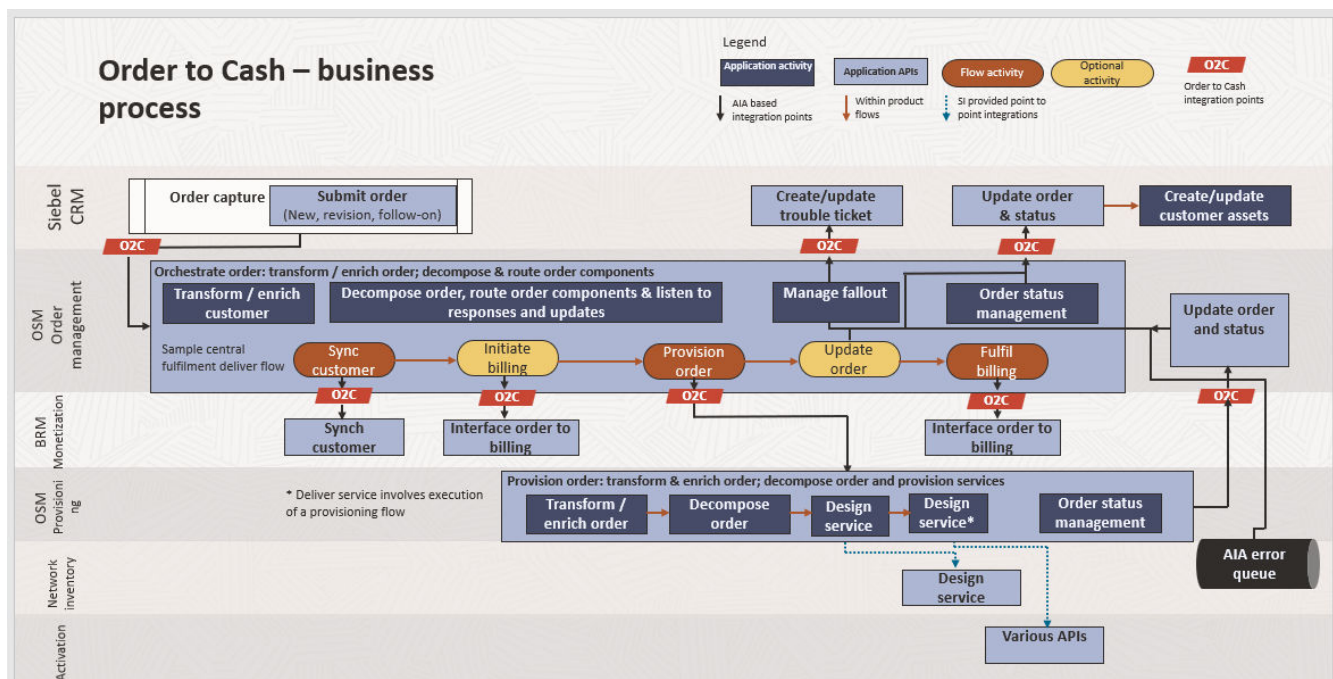
The Order to Cash business processes are aligned with the Telemanagement Forum (TMF) Open Digital Architecture (ODA) business architecture.

The solution supports the following business processes, which are realized by the functional capabilities and integration provided within and across Oracle Communications Order and Service Management (OSM), Billing and Revenue Management (BRM), and Siebel CRM:

- Order to Payment
- Request to Change
- Termination to Confirmation

The following diagram depicts the flow of Order to Cash journey.

Figure 4-1 Overview of Order to Cash



Implementing Order to Cash

The solution supports the Order to Cash business process using deployment accelerators based on industry best practices and a comprehensive integration methodology.

Order to Cash automates business flows across Siebel CRM, Oracle Communications Order and Service Management (OSM), and Oracle Communications Billing and Revenue Management (BRM). A business flow is a high-level process coordinated by the integration that accomplishes an organizational goal, such as provisioning an order or updating a subscriber's account. Business processes are implemented by business flows. A business flow is a run-time process that represents the journey of a message from one application to another, including intermediary stops and transformation on the way.

See *Oracle Communications Digital Business Experience Order to Cash Implementation Guide* for detailed information about implementing this business process.

Participating Applications in Order to Cash

The Order to Cash business process requires the following applications:

- Siebel CRM
- Oracle Communications Order and Service Management
- Oracle Communications Billing and Revenue Management
- Oracle Communications Application Integration Architecture

See the *Oracle Communications Digital Business Experience Order to Cash Implementation Guide* for detailed information about implementing this business process.

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About Cash to Care

This chapter provides conceptual information about the Cash to Care business processes in Oracle Communications Digital Business Experience.

The Cash to Care journey starts after a sales order is received, processed, and fulfilled in the preceding Order to Cash journey. It covers all process flows that begin after a subscriber starts using a service.

The Cash to Care business processes are aligned with the Telemanagement Forum (TMF) Open Digital Architecture (ODA) business architecture.

The solution supports the following business processes, which are realized by the functional capabilities and integration provided within and across Oracle Communications Billing and Revenue Management (BRM) and Siebel CRM:

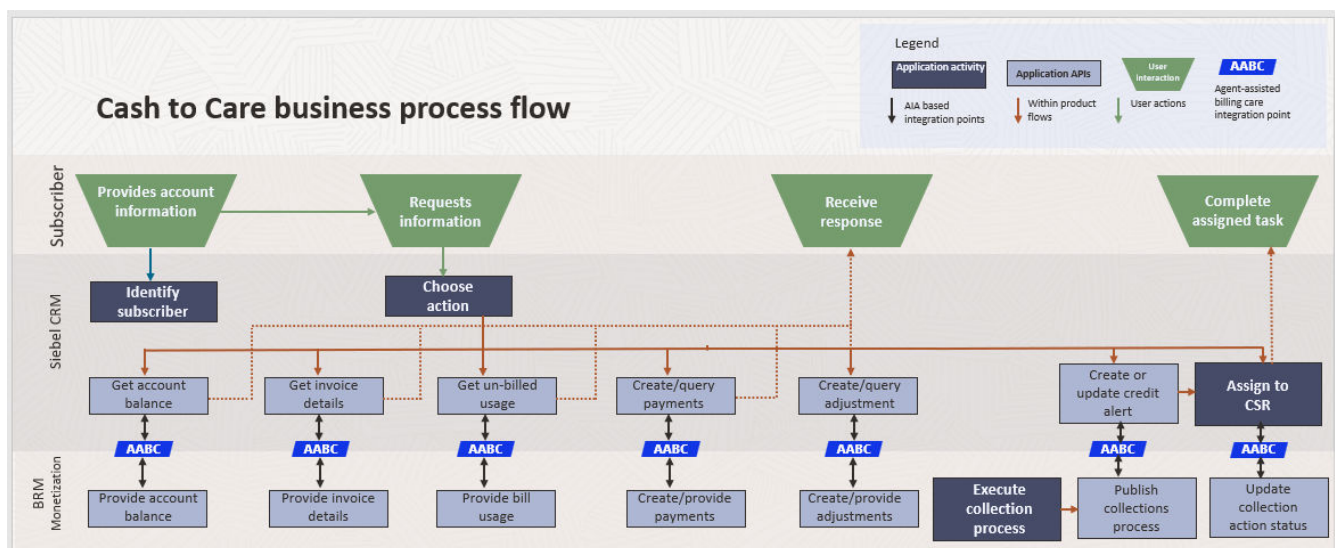
- Request to Answer
- Complaint to Solution

The following diagram illustrates an overview of the Cash to Care business process.

Note

AABC is a component within Oracle Communications Application Integration Architecture, which is referred to as the AABC integration point in the following diagram.

Figure 5-1 Overview of the Cash to Care Business Process



Implementing Cash to Care

The solution supports the Cash to Care business process using standard patterns, orchestration logic, and common objects and services to connect applications.

The solution integrates the following business processes between Siebel CRM and Oracle Communications Billing and Revenue Management (BRM):

- Billing Management
- Customer Management
- Collection Management

See the *Digital Business Experience Cash to Care Implementation Guide* for detailed information about implementing this business process.

Participating Applications in Cash to Care

The Cash to Care business process requires the following applications:

- Oracle Communications Billing and Revenue Management
- Siebel CRM
- Oracle Communications Application Integration Architecture

See the *Oracle Communications Digital Business Experience Cash to Care Implementation Guide* for detailed information about implementing this business process.

6

About the Reference Solution

This chapter outlines the purpose and benefits of the Digital Business Experience Reference Solution (the Reference Solution).

The Reference Solution is designed to validate the deployment of the solution, ensuring that all components are configured correctly and function as expected. It provides a quick and efficient way to prepare for testing, allowing System Integration (SI) teams and other teams to set up an integrated Digital Business Experience solution and run scenarios using the packaged artifacts.

The Reference Solution serves as a comprehensive repository of best practices, offering guidance on product modeling, business processes, and system configurations. The Reference Solution also provides a foundational framework that organizations may leverage as a reference for their own implementations, ensuring consistency and reliability while allowing for necessary customizations based on specific business needs.

Communication Service Providers (CSPs) can install and deploy the Reference Solution using Oracle Communications Solution Test Automation Platform (STAP), an automation platform that enables you to automate your workflows without writing a single line of code.

See *Deploying the Reference Solution Package in Oracle Communications Digital Business Experience Solution Deployment Guide* for detailed instructions about installing the Reference Solution.

Acronyms

The following table provides various acronyms for words or phrases used across the Reference Solution.

Table 6-1 Reference Solution Acronyms

Acronym	Word or Phrase	Context
AIA	Oracle Communications Application Integration Architecture	Oracle AIA product
CCA	Contact Center Agent	User role/persona
Monetization	BRM, ECE, PDC, and OCMC	Oracle Communications Monetization Suite
OSM	Oracle Communications Order and Service Management	Oracle product
PIP	Process Integration Pack	Oracle AIA Integration Pack
Reference Solution	Digital Business Experience Reference Solution	Oracle Communications Digital Business Experience Reference Solution
RL	Order to Cash Reference Library	Oracle Communications Digital Business Experience Reference Solution component

Table 6-1 (Cont.) Reference Solution Acronyms

Acronym	Word or Phrase	Context
Siebel CRM	Siebel Customer Relationship Management	Enterprise software category
STAP	Oracle Communications Solution Test Automation Platform	Oracle product
UX	User Experience	Software interface

Components of the Reference Solution

The Digital Business Experience Reference Solution consists of the following key components:

- **Seed Data**

- Includes pre-loaded setup data required for the end-to-end functionality of the solution.
- Provides essential configurations, relationships, and dependencies that facilitate a seamless experience.
- Enables you to start testing and customizing without having to configure everything from scratch.

See About Seed Data in *Oracle Communications Digital Business Experience Concept to Market Guide* for more information.

- **Product Models**

- Pre-configured product models that represent the offerings of CSPs.
- These models act as templates, showcasing how various services and products can be structured within the solution.

See About the Product Models in *Oracle Communications Digital Business Experience Concept to Market Guide* for more information.

- **Smoke Test Capability**

- The Reference Solution includes a smoke testing mechanism to validate the end-to-end flow of sample orders.
- Sample orders can be processed through the system to verify that all components are properly provisioned as assets on the subscriber account with appropriate rating impacts.
- The capability helps with quickly identifying any setup or configuration issues.

See Using the Order to Cash Reference Library in *Oracle Communications Digital Business Experience Order to Cash Implementation Guide* for more information.

- **Automated Solution Testing**

- The Reference Solution also includes a comprehensive automated end-to-end solution testing suite in the form of STAP.
- This suite ensures thorough validation of the entire solution, covering various functional and non-functional aspects.
- It helps with verifying integration between the Digital Business Experience applications, workflows, and business rules to guarantee a seamless operational experience.

See About the Reference Solution Test Catalog in *Oracle Communications Digital Business Experience Order to Cash Implementation Guide* for more information.

Benefits of the Reference Solution

The following are the benefits of deploying the Reference Solution as a sample base implementation for the Digital Business Experience solution:

- **Accelerates the validation of a deployment**
 - Facilitates the validation of the Digital Business Experience deployment by confirming that all sample configurations, integrations, and business processes are correctly implemented and functioning as intended.
 - Reduces the need for extensive initial setup and configuration.
- **Reduced implementation risk**
 - Ensures that the foundational aspects of the Digital Business Experience solution are working correctly before customization by providing best implementation practices.
- **Accelerates demo preparation**
 - Provides a ready-to-use setup to quickly configure and test the capabilities of the Digital Business Experience solution.
 - Includes packaged demo artifacts for seamless execution of demonstration scenarios.
- **Improved quality and consistency**
 - Provides guidelines and examples of product model design best practices to help maintain uniformity.
 - Minimizes errors by using pre-configured artifacts that follow best practices.
 - Helps teams align with industry standards to enhance solution effectiveness and maintainability.
- **Enhanced implementation experience**
 - Allows you to focus on value-added customizations rather than basic setup.
 - Facilitates faster proof-of-concept (POC) and pilot projects.