

# Oracle® Communications Digital Business Experience Concepts



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The Oracle logo, consisting of the word "ORACLE" in white, uppercase, sans-serif font, centered within a solid red square.

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Oracle Communications Digital Business Experience Concepts, Release 26.4

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# About This Content

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.

# 1

## Introduction

Learn 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-Order-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
- **Lead-to-Order:** Customer acquisition and opportunity management, followed by quote creation and order capture with Siebel CRM and monetization of services with Oracle Communications Billing and Revenue Management (BRM)
- **Order-to-Cash:** Order Lifecycle Management with Oracle Communications Order and Service Management (OSM) and monetization of services with BRM
- **Cash-to-Care:** Advanced customer care with Siebel CRM

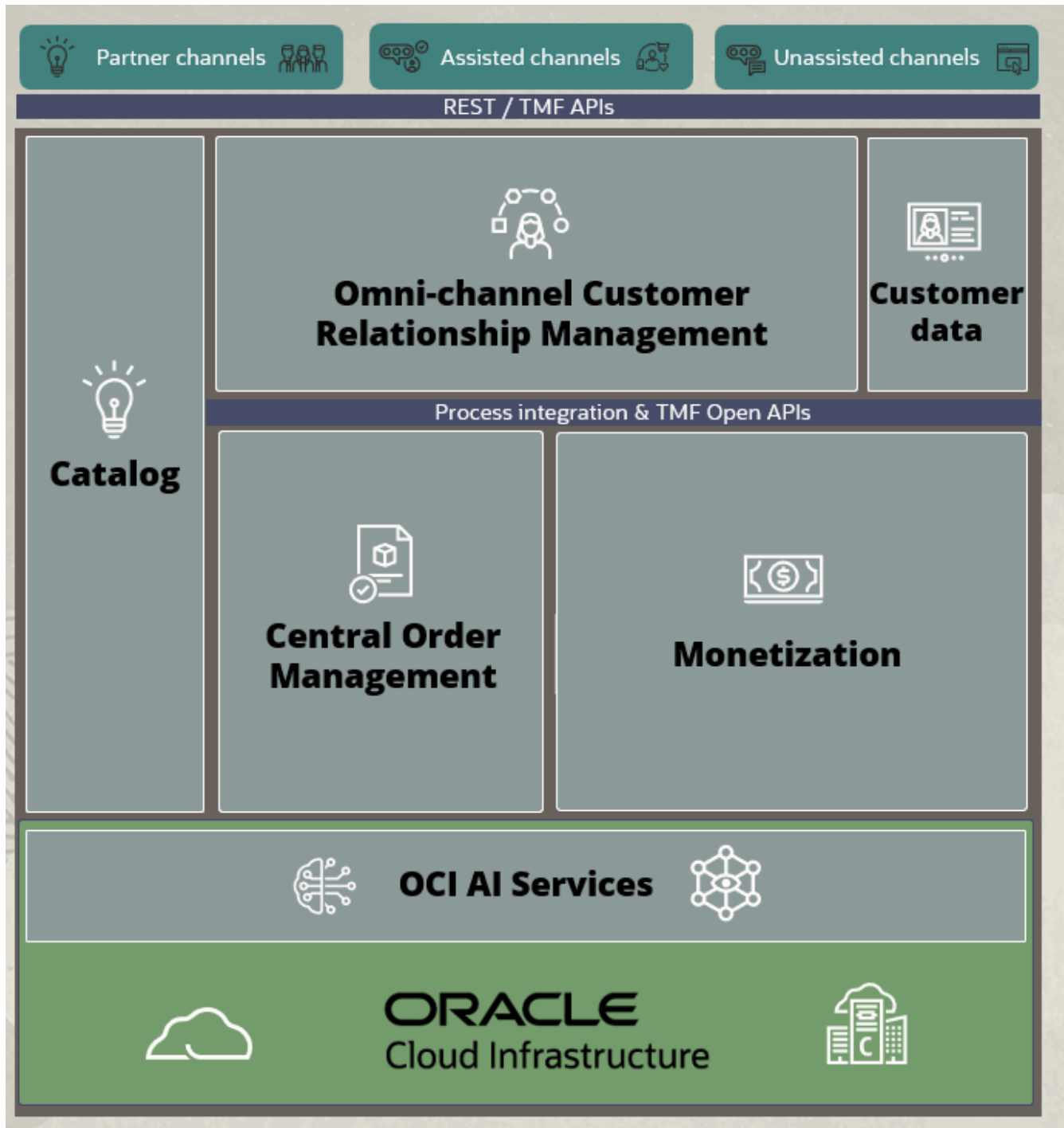
The functional roadmap of the solution is based on TM Forum (TMF) Open Digital Architecture (ODA) business architecture.

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 the Lead-to-Order business process. See "[About Lead-to-Order](#)"
- 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:** Launch Cloud Service
- **Omni-channel customer relationship management:** Siebel CRM
- **Monetization:** Cloud Scale Monetization
  - BRM
  - Pricing Design Center (PDC)
  - Elastic Charging Engine (ECE)
  - Oracle Communications Offline Mediation Controller
- **Central order management:**
  - OSM
  - 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:

- **Concepts Guide** (this guide): Provides conceptual information about the solution and information about getting started with implementing the solution.
- **Release Notes:** Provides information, like new features, about this release of the solution.
- **Compatibility Matrix:** Provides details about the versions of applications and third-party tools that are 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.
- **Lead-to-Order Implementation Guide:** Provides information about the Lead-to-Order business process and its flows.
- **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.

Refer to each application's product-specific documentation for detailed information.

# 2

## About Concept-to-Market

Learn 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 Oracle Communications Launch Cloud Service, Siebel CRM, and Oracle Communications Billing and Revenue Management and provides the following capabilities:

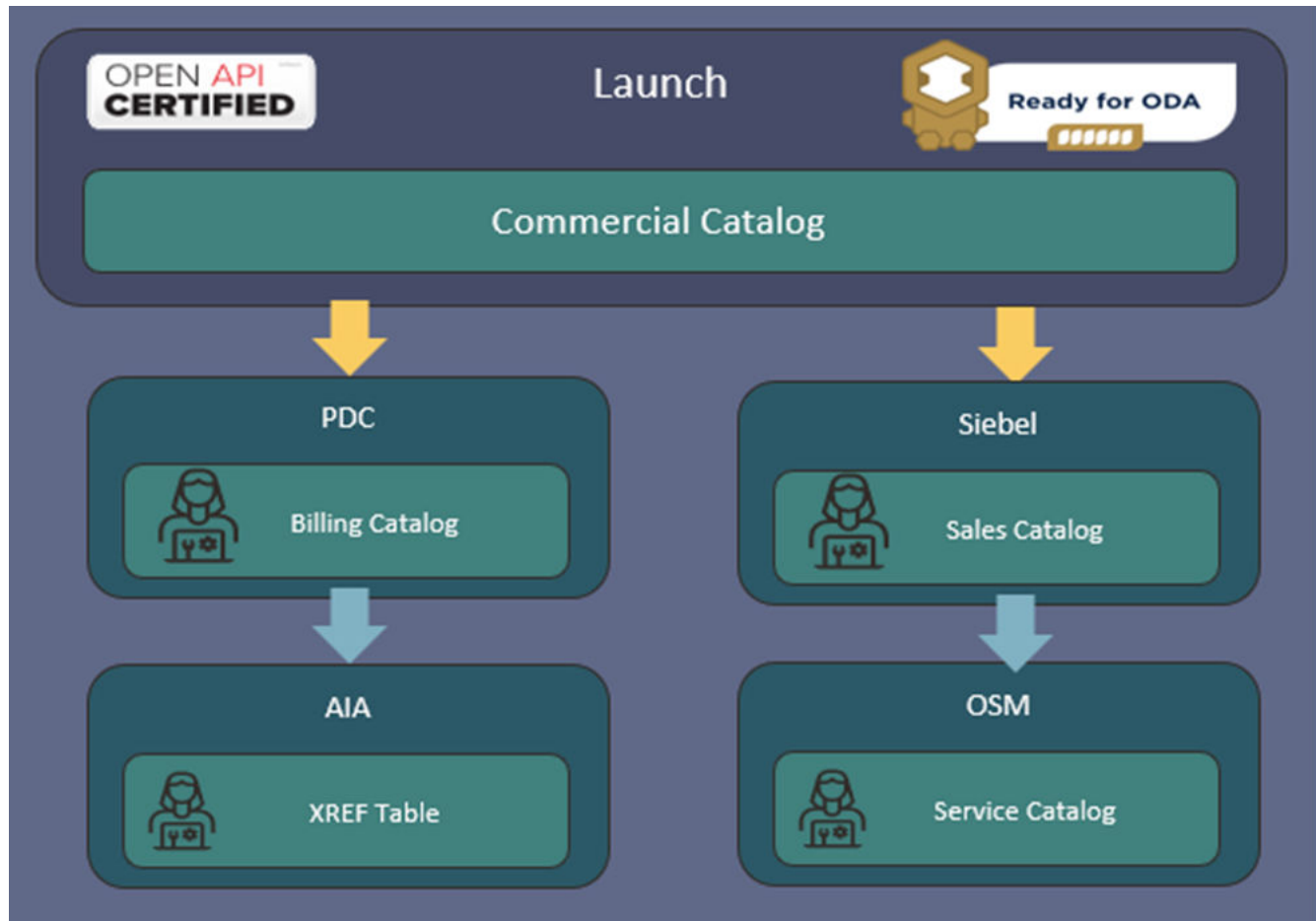
- Centralized design-time experience supporting both traditional and digital offerings with federation of Over-the-Top (OTT)/Partner catalogs
- Business persona-grade user experience to design new offers in a few clicks based on existing configuration
- First-class publishing capability to Oracle's commercial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

These features deliver the following benefits:

- Integrated offer design provides an end-to-end view required to create, test, and launch offers.
- Zero fulfillment configuration or development required to introduce new offers or add services to an existing family.
- Catalog synchronization across sales, billing, and fulfillment reduces order fallout.
- Product Lifecycle Management based on TM Forum (TMF) Information Framework (SID) modelling with Open APIs to promote inter-operability.

The following diagram provides 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 TMF's Open Digital Framework (ODF).

The process involves planning 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. They also align with the Business Process Framework (eTOM).

The solution supports the following processes:

- 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, including Pricing Design Center (PDC)
- Oracle Communications Application Integration Architecture

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

# 3

## About Lead-to-Order

Learn about the Lead-to-Order business process in Oracle Communications Digital Business Experience.

The Lead-to-Order business process orchestrates the entire customer acquisition journey from initial engagement through order confirmation. It is designed to streamline the transition from identifying a sales lead, progressing through qualification, solution configuration, offer negotiation, and ultimately capturing the order in compliance with business policies and customer requirements.

The process begins with lead management, where prospects are captured via diverse channels, such as digital marketing campaigns, inbound inquiries, and partner referrals. Leads are evaluated and prioritized based on qualification criteria, such as serviceability, intent, and potential value. Effective lead qualification ensures that sales resources are invested in high-potential opportunities.

Once qualified, leads transition to opportunity and configuration management. Enterprise Sales Representatives (ESRs) leverage Digital Business Experience's integrated catalog capabilities to propose tailored solutions, encompassing products, services, and bundles. Dynamic pricing, discounting mechanisms, and policy-driven configurations ensure proposals are competitive and commercially viable while remaining compliant.

After agreement on the proposed offering, the process advances to order capture and submission. Digital Business Experience supports order creation by transforming the agreed proposal into an executable order, capturing all details necessary for downstream fulfillment, provisioning, and billing. Approval workflows, order validation, and integration with Oracle Communications Order and Service Management (OSM) provide strong governance and operational accuracy.

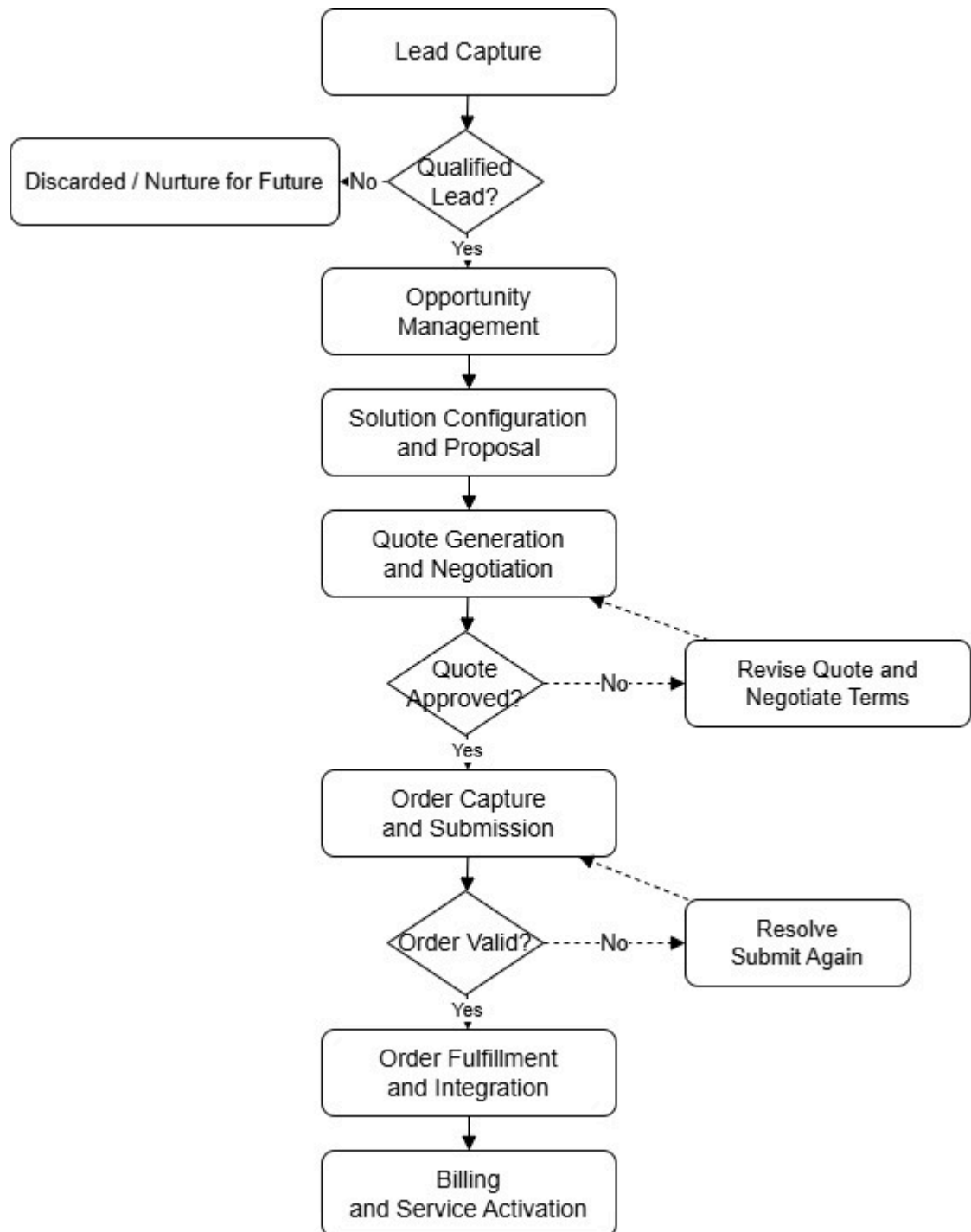
This end-to-end process eliminates manual hand-offs and reduces errors by enabling data continuity across lead, quote, and order stages, providing customers with a seamless sales experience. The Lead-to-Order process in Digital Business Experience is aligned with Telemangement Forum (TMF) Open Digital Architecture (ODA) business architecture and is realized with the integration of OSM, Oracle Communications Billing and Revenue Management (BRM), Siebel CRM, and associated systems.

The solution supports the following processes facilitated by integrated capabilities:

- Lead Management
- Opportunity Management
- Quote Management
- Order Capture and Submission
- Order Validation and Approval

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

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



## Implementing Lead-to-Order

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

Implementing the Lead-to-Order business process with Digital Business Experience adopts a modular methodology using industry-standard best practices and defined integration patterns.

The process starts with configuring lead capture and qualification workflows, integrating marketing inputs, web forms, and Siebel CRM lead sources. Qualification rules and scoring models are implemented to ensure a consistent and structured intake of sales opportunities.

Next, solution configuration capabilities are set up, including product and service catalogs, commercial bundles, pricing, and discounting frameworks. Guided selling tools are enabled to help sales representatives tailor solutions to customer needs while adhering to business constraints.

Approval processes and workflows are configured for proposal reviews, pricing approvals, and exception handling, ensuring compliance and minimizing risk. Once a proposal is accepted, the system is configured to automatically convert proposals into formal orders with complete fidelity.

Order capture forms and validation rules are defined to ensure accurate and complete order data. Integration with downstream systems, including Oracle Communications Order and Service Management and Oracle Communications Billing and Revenue Management, is tested thoroughly to support automated fulfillment, service activation, and invoicing. Reporting and analytics dashboards are configured to monitor the key metrics: order conversion rates, process efficiency, order accuracy, and sales cycle times.

This comprehensive configuration ensures the Lead-to-Order process is streamlined, robust, and ready to scale across large, complex telecommunications sales environments, enhancing both sales efficiency and customer satisfaction.

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

## Participating Applications in Lead-to-Order

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

- Siebel CRM
- Oracle Communications Billing and Revenue Management
- 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.

# 4

## About Order-to-Cash

Learn about the Order-to-Cash business process in Oracle Communications Digital Business Experience.

You start using Order-to-Cash after the Concept-to-Market process, when you have created a sales order and submitted it for fulfillment. It covers all process flows between Order-to-Cash, which begin after an order for a product offering is received.

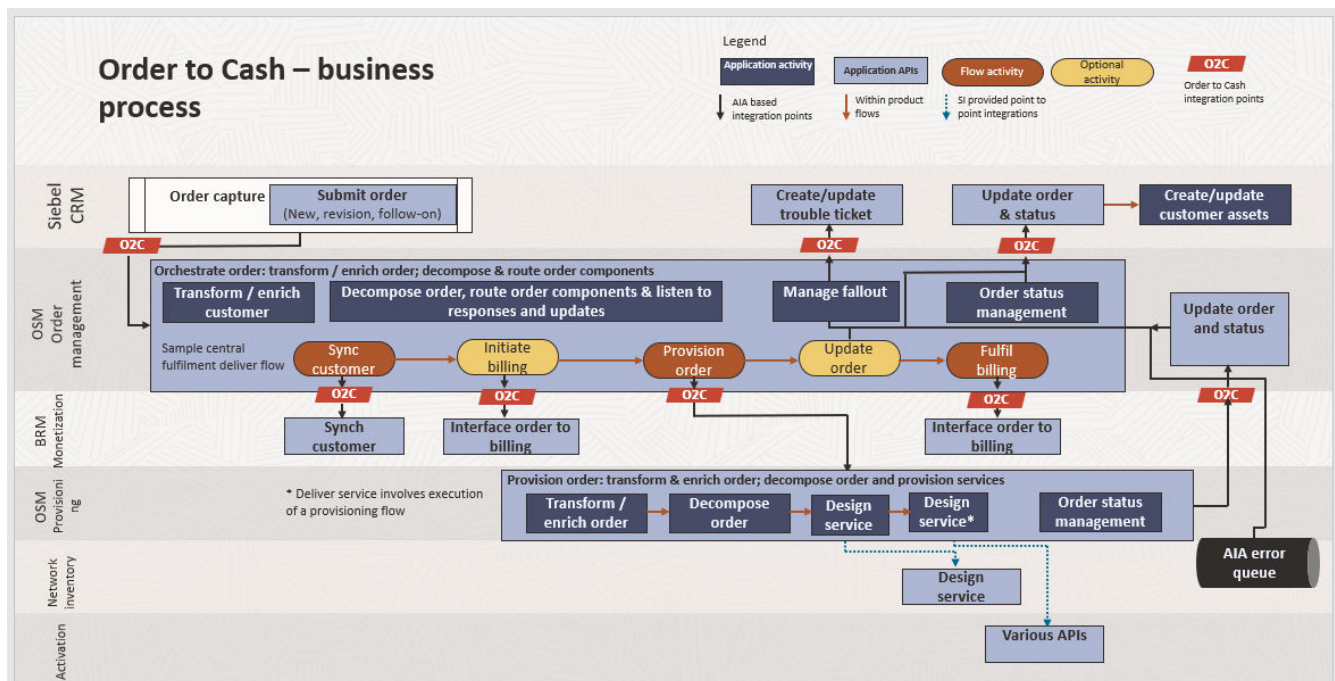
The Order-to-Cash business processes are aligned with the TM Forum (TMF) Open Digital Architecture (ODA) business architecture.

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

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

The following diagram depicts the Order-to-Cash flow.

Figure 4-1 Overview of Order-to-Cash



## Implementing Order-to-Cash

Digital Business Experience 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, OSM, and BRM. Business processes are implemented by business flows. Business processes are implemented by business flows. A business flow 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
- OSM
- BRM
- 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.

# 5

## About Cash-to-Care

Learn about the Cash-to-Care business process in Oracle Communications Digital Business Experience.

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

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

Digital Business Experience supports the following business processes, which are provided by Oracle Communications Billing and Revenue Management (BRM) and Siebel CRM:

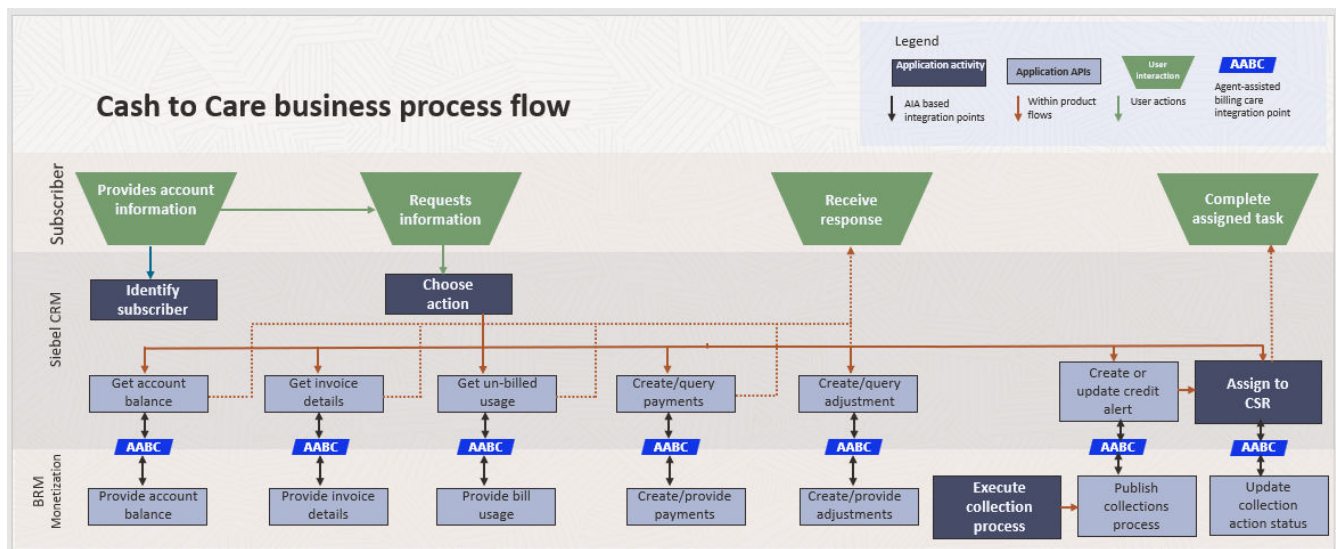
- Request to Answer
- Complaint to Solution

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

### Note

Agent-Assisted Billing Care 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 BRM:

- Billing Management
- Customer Management
- Collections 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:

- BRM
- 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

Learn about 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.

## 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 sanity-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.
- This capability helps you to quickly identify 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**

- You can test the Reference Solution using the Oracle Communications Solution Test Automation Platform (STAP), which provides comprehensive, end-to-end solution testing.
- 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

When you deploy the Digital Business Experience Reference Solution, you enjoy the following benefits:

- **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.
- **Reduces 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.
- **Improves quality and consistency**
  - Provides guidelines and examples of product model design best practices to help maintain uniformity.
  - Minimizes errors by using preconfigured artifacts that follow best practices.
  - Helps teams align with industry standards to enhance solution effectiveness and maintainability.