

Oracle® Communications Launch Cloud Service User's Guide



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

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About This Content

This guide describes the functionality and user flows of your application. If you are looking for information on performing day-to-day tasks in your Launch Cloud Service application, then this guide is for you.

Audience

This guide is primarily aimed at product managers, marketing managers, and product catalog administrators.

Related Resources

Refer to the related guides listed in the following table to understand more about the business flows and functionality covered in this guide:

Guide	Description
<i>Launch Cloud Service Implementation Guide</i>	Describes tasks to set up Launch Cloud Service and its related systems.
REST API Reference for Launch Cloud Service	Describes how you can use the REST API to view and manage product catalog entities.
Oracle AI for Fusion Applications	For information of getting started with AI Agents.
How do I use AI Agent Studio?	For information on using AI Agent Studio.
Create AI Agents	For guidance on how to create AI agents.

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

Launch Overview

Learn how to use Oracle Communications Launch Cloud Service to design and deploy your catalog definitions.

About Launch

You can perform different tasks in Launch, depending on the role you are assigned. These roles and privileges are set up by your administrator. For more information, see *Set Up Users and Roles* in *Launch Cloud Service Implementation Guide*.

For example, if you sign in as a product manager, you typically see three work areas covering offers, promotions, and workbench. If you are an administrator, you will see an additional work area for administration as well. Similarly, business users may see work areas for only offers and promotions.

[Table 1-1](#) summarizes what you can do using each work area in the Launch application.

Table 1-1 Work Areas in Launch Application

Work Area	Description
Offer Management	The Offer Management work area enables you to create and manage offers. Tasks include offer design, revision, cloning, and bulk update. You use the guided flow for offer creation to navigate the options that include defining attributes, pricing, terms, rules, and approvals.
Promotion Management	The Promotion Management work area enables you to create promotions with the related events and benefits.
Workbench	The Workbench work area enables you to view and manage product specifications, service specifications, attributes, and custom profile specifications.
Administration	The Administration work area enables you to create and deliver product catalogs across multiple channels.
Reports	The Reports work area enables you to access the Launch dashboards for Initiatives and Product Offers.

2

Catalog Entities

Learn about the catalog entities in Oracle Communications Launch Cloud Service application and how they relate to and work with each other.

How Entities Work Together

Use the following sections to understand the various entities in the Launch application and how they work together.

Types of Entities

You can use the following table to understand the definition of different entities then read about how these entities work together later in this topic. This guide contains a chapter on each of these entities.

Table 2-1 List of Entities

Entity	Definition
Initiative	An initiative or project is a business requirement that encapsulates catalog definitions, enabling you to publish these entities to spoke systems. Spoke systems are downstream applications configured as Destinations in Oracle Communications Launch Cloud Service that receive catalog, pricing, and eligibility data published from Launch. For more information, see Initiatives Overview .
Service Specification	Service specifications reflect the attributes associated with a service, for example, data service or voice service. For more information, see Service Specification Overview .
Product Specification	Product specifications, also known as product types, consist of a detailed descriptions of attributes that are made externally available through the product offer. These are the attributes associated with a product offer and define its technical aspects. For more information, see Product Specification Overview .
Attributes	Attributes are attributes which can be applied to a product specification or service specification. Once defined, an attribute can be reused on other product or service specifications. For more information, see Attributes Overview .
Product Offers	Product offers can be sold or ordered from the provider of the catalog or can be tracked as an asset. A product offer can be a simple offer or bundle offer. A simple product offer has attributes, features, and attributes but does not contain other product offers. A bundle product offer is an assembly of two or more product offers. For more information, see Creating Product Offer Using a Guided Flow .
Product Offer Pricing	Product offer pricing refers to different pricing structures, such as one-time, recurring, usage fees, or attribute-based pricing, that you associate with product offers. For more information, see Pricing Overview .

Table 2-1 (Cont.) List of Entities

Entity	Definition
Promotions	Promotions or promotional events refer to additional discounts, reductions, or awards on offers for customers who meet predefined criteria. For more information, see Promotions Overview .
Catalogs and Categories	Categories are used to group product offers into logical containers. A product category can contain other categories. Each product offering in a product catalog combines pricing and availability information with product specifications that describe the relationships between products, the services used to realize the products, and the resources they require. For more information, see Create a Catalog .
Rules	Rules are different types of conditions that you can set for product offers and product specifications. Using rules, you can set conditions that validate the eligibility or compatibility of offers or specifications, verify when offers or specifications can be downgraded or upgraded, or check recommendations. For more information, see Rules Overview .
Product Lines	Product lines group similar product offers. For more information, see Product Lines Overview .

Understanding Entity Relationships

Here's how the entities are related to each other.

A product (defined by a product specification) is usually a service or a resource instantiated. Product specifications are detailed descriptions of tangible or intangible objects available to users in the form of a product offer.

Product offers are created as simple or bundle offers. A simple offer is an atomic offer, whereas a bundle offer is a grouping of simple offers or nested bundle offers. An example of a bundle offer is a home-based internet service that combines three simple offers, such as internet connection, e-mail service, and home security.

After you decide the offer type, based on product specifications, you can associate prices to the offer. You can use a simple or advanced pricing model. A simple pricing model comprises a one-time fee, a recurring fee, or a usage fee. An advanced pricing model includes allowances, tiered pricing, attribute-based pricing, and overages. You can set up price plans to avoid proliferation of offers and help manage pricing structures. In addition to this pricing, you can define alterations, such as adjustments and discounts. Price alterations like discounts and markups can be specified on specific price types for service bundles, packages, or commercial bundles. A price type is the charging mechanism associated with a product offer, which determines when and how the customer is billed.

You can also add promotions to an offer to provide additional benefits such as discounts, reductions, or awards over a short duration to a customer who has met predefined criteria.

Further, you can add rules to help determine how a product offer is made available in the market. Eligibility rules specify the parameters, compatibility rules specify the inclusion or exclusion of a combination of products, recommendation rules provide cross-sell and up-sell opportunities, and upgrade and downgrade rules define the permissible offers to migrate to or migrate from.

The product offers are also grouped into catalogs and categories, which represent the collection of product offers. The product offers can also be grouped based on product lines.

After you have defined all aspects of a product offer, you can publish it to the market, making it available to customers.

Initiatives tie all the entities together to help manage their lifecycle statuses and publish them into a production environment. Initiatives also determine which entities you can access when creating new entities inside that initiative. For example, when you create offers, the product specifications drop-down list will contain only those specifications that are associated with the initiative you have selected.

Working with Catalog Entities

Top-level entities contain validations that endure that all of the entity's resources are valid for the time period of the top-level entity. For example, a product specification valid from October 1, 2018 to December 31, 2018 cannot be used to create an offer valid from November 1, 2018, to March 30, 2019. You can only create a product offering for a period that is within the validity period of its parent product specification.

You can use the search option on the landing page of each top-level entity to narrow down your search within the listed entities.

The search filters include the following options:

- Auto complete
- Type ahead
- Recent
- Tags
- Count
- Lifecycle status

Support for Multiple Business Units

A Communications Service Provider (CSP) organization can have many Business Units (BU) either geographical or based on lines of business. Having such divisions allows the CSPs to have different sets of catalog definitions for products and services as well as, if needed, shared catalog definitions that cross BUs.

Launch supports multiple business units to share or have exclusivity for product offerings and price lists. You can restrict the usage of product offers and price lists to a particular BU for their specific market offerings or open it up for usage across all or share amongst a few BUs. During product offering creation, the users BU would be set by default. Additionally, you could add more BUs to promote data sharing. During bundle product offering creation, the components would belong to the user BU only and will not contain components from different BU's. The same is applicable to price list entity. Business unit striping does not apply to other entities such as product offering price, specifications, attributes, catalog, categories, rules, terms or initiatives. These entities are common across all BUs.

When you use multiple BUs:

- Users who do not have a BU association can view all offers and price lists.
- Users who should be restricted to a BU should have that BU added to their user profile.
- You can also, if needed, define a default BU for your business.
- Organizations and BUs have a one-to-one relationship.
- Users can remove the BU association to make it available for all BUs

For example, a CSP has 2 BUs (BU1 and BU2). Offers and price lists for BU1 can either be shared or exclusive to BU1. Likewise, offers and price lists created as part of BU2 can be either shared or made exclusive to BU2.

This allows multiple business units to have sharing and exclusivity options during modeling market offers.

The following are the high level steps involved in setting up a Business Unit:

1. Create Organization
2. Create Business Unit
3. Create Resource Organization
4. Create Resource User
5. Associate BU and User to Organization
6. Link Resource User to Security User (if security user is already created)

For setup details on business units, see *Launch Cloud Service Implementation Guide*.

The following are the access requirements:

- Communications Catalog Product Manager
- Communications Catalog Administrator

3

Initiatives

Learn about initiatives and how to create and manage them.

Initiatives Overview

An initiative is a collection of all the catalog definitions. You manage the lifecycle status of all catalog entities using initiatives. Initiatives help you define and test the proposed changes in isolation from other, unrelated initiatives.

For example, in design, you create multiple catalog entities. After you have created these catalog entities, you need a way to test them together. To test all these entities, you can associate them with an initiative and then publish the initiative into a testing environment. This is faster and easier than pushing all of the individual entities, when you move an initiative to a testing environment, the application moves the status of all the related entities into the **In Test** status.

After you have finished your testing, you can make the initiative active. This action moves all the catalog entities into a production environment and changes the status to the next available lifecycle status.

For example, let's say a market opportunity motivates a marketing product manager to start a new offer initiative for the spring season. The marketing manager is assisted by the product specialist and by the product manager to define the content of the initiative. Then, the buying, revenue, billing specialists join briefly to assist with testing. Finally, the sales marketing manager takes over the initiative ownership through the rollout operation. The product specialist introduces a new set of service features and enables them for commercialization. Further, the marketing product manager joins to test and to learn about the new service features. Later, the marketing product manager introduces a series of commercialization initiatives to address market opportunities for the new service features.

Note

- When you create or edit entities, the in-design entities available for selection within the fields on the page are in context of the initiative you specify on that page. For example, when you create offers, the product specifications drop-down list will contain only those in-design specifications that are associated with the initiative specified on the page.
- If both the offer and the initiative being cloned are still in design, the initiative can't be modified. Retry after all entities are in the **Active** or **Launched** state.

See [Manage Entity Lifecycles Using Initiatives](#) for information on how you can manage the publishing and lifecycle status of catalog entities using initiatives.

See [Publish Initiatives to Spoke Systems](#) for information on how you can publish an initiative to the spoke systems.

Teams

You can use the Teams functionality to manage and collaborate on Initiatives. Teams construct is where group of users come together to achieve a common goal of working on an Initiative targeted for market release. This is applicable to the design time catalog, where, for a Communications Service Provider (CSP) to roll out offers to the market, a group of users such as the product managers, technical specialists, and so on, work and collaborate together. This enables focused outcomes. In Launch, a set of users can be assigned to work on an initiative.

Product Manager and Product Specialist user roles will see a new dashboard as landing pages. This provides improved collaboration, streamlined communication, and enhanced productivity.

Create an Initiative

To create an initiative, follow the steps below:

1. Click the **Administration** tab and then click **Initiatives**.
The **Initiatives** page appears.
2. On the **Initiatives** page, click **Create Initiative**.
3. On the **New Initiative** page, enter the name and description of the Initiative. The ID of the initiative is automatically generated.
4. Specify whether the initiative requires approval.
5. Click **Create**.

Your initiative is listed on the Initiatives page. By default, a newly created Initiative will be in the **In design** state. You can now associate catalog entities to this Initiative.

Manage Initiatives

The initiatives that you have created are listed on the Initiatives page, where you can view and edit, manage lifecycle statuses, and approvals for your initiatives.

View Initiatives

Select **View** from the ellipsis menu to view an initiative. On the View Initiatives page, you can see details about the initiative including the following:

- Initiative details with the basic information.
- All the product offers and entities that are included in an initiative.
- Publishing activities that an initiative has gone through. You can also see the different spoke systems where this initiative was published and the publish status of the initiative in those spoke systems.

Edit Initiatives

Select **Edit** from the ellipsis menu to edit an initiative. While editing an initiative, you can update the name and description of the initiative.

Change the Lifecycle Status

You can change the lifecycle status of an initiative from the ellipsis menu on the list page. From the ellipsis menu, select the required lifecycle status and click **Confirm**.

When you click **Confirm**, you are indicating that you have completed the design for all the changes that you have made to the initiative and that you are ready to move the initiative to the next lifecycle status. Also, once you click **Confirm** for an initiative, you can no longer edit the contents of the initiative, as they become read-only. See [Entity Lifecycle Management](#) for more information.

Manage Attachments, Approvals, Alerts, and Notifications

The Initiatives entity offers additional capabilities to help business users collaborate more effectively with IT stakeholders during market releases. You can:

- Add multiple attachments to an Initiative and view the attachment list from a user-specified folder. All attachments are scoped within the Launch application. For example, documents related to offer design.
- View the publish history across all lifecycle states and destinations within an Initiative, enabling tracking of publish actions and access to historical publish details.
- Configure alerts and notifications for Initiative events based on lifecycle status changes. You can select recipients and choose events (for example, initiative assignment, approval requests, and publish status changes). Notifications are sent to the configured recipients when the event occurs.
- Add approvers for all offers at once through Initiatives. You can now add or manage approvers for product offering approvals within an Initiative. When approval is requested (and approval is enabled), approvers are notified for that Initiative's offers. The existing capability to override offer approvals remains available.

Seek Offer Design Approvals Using Initiatives

Optionally, you can mandate approvals for offers associated with an initiative. For more information about offer approvals, see [Manage Offer Approvals](#).

Publish Initiatives to Spoke Systems

This section discusses how you can publish an initiative to the spoke systems.

Spoke systems are downstream applications configured as Destinations in Oracle Communications Launch Cloud Service that receive catalog, pricing, and eligibility data published from Launch. You can use an initiative to publish multiple run-time catalogs to the spoke systems. When you publish an initiative, all the entities within it are published. You define your initiatives, push to a test environment, validate the product offer, and finally publish to a production environment.

To publish initiatives without an approval process, follow the steps below:

1. On the Initiatives page, select the initiative that you want to publish.
2. Click **Confirm** from the actions menu. This moves the initiative and its entities to **Ready to Publish** status.
3. Click **Publish** from the actions menu. This option is available only if your initiative is in the **Ready to Publish** status.

To publish your initiatives that have an approval process defined, follow the steps below:

1. Click the **Administration** tab and then click **Initiatives**.
The Initiatives page appears.
2. On the Initiatives page, select the initiative that you want to publish.
3. Click **Confirm** from the actions menu. This moves the initiative and its entities to **Design Complete** status.
4. Click **Initiate Approval** from the actions menu.
Your approver gets a notification for the approval request and you receive a confirmation message that your approval process has been initiated. Your approver may approve or reject your request, or add a comment. You can check the status of your initiative from the initiatives list view page. If your request has been approved, the status changes to **Ready to Publish**.
5. Click **Publish** from the actions menu. This moves the initiative and its entities to **Launched** status.

After you have published your initiatives, go to the **Publish Tracker** to see the status of the published initiatives. You can also find the artifacts published for that initiative.

See [Manage Entity Lifecycles Using Initiatives](#) and [Manage Offer Approvals](#) for more information about the publishing process.

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1. On the Initiatives page, select the initiative that you want to publish.
2. Click **Confirm** from the actions menu. This moves the initiative and its entities to **Ready to Publish** status.
3. Click **Publish** from the actions menu. This option is available only if your initiative is in the **Ready to Publish** status.

To publish your initiatives that have an approval process defined, follow the steps below:

1. Click the **Administration** tab and then click **Initiatives**.

The Initiatives page appears.

2. On the Initiatives page, select the initiative that you want to publish.
3. Click **Confirm** from the actions menu. This moves the initiative and its entities to **Design Complete** status.
4. Click **Initiate Approval** from the actions menu.

Your approver gets a notification for the approval request and you receive a confirmation message that your approval process has been initiated. Your approver may approve or reject your request, or add a comment. You can check the status of your initiative from the initiatives list view page. If your request has been approved, the status changes to **Ready to Publish**.

5. Click **Publish** from the actions menu. This moves the initiative and its entities to **Launched** status.

After you have published your initiatives, go to the **Publish Tracker** to see the status of the published initiatives. You can also find the artifacts published for that initiative.

See [Manage Entity Lifecycles Using Initiatives](#) and [Manage Offer Approvals](#) for more information about the publishing process.

4

Service Specifications

Learn about service specifications and how to manage them.

Service Specification Overview

A service specification is a template you can use to create or modify services in the provisioning system.

Service specifications reflect the attributes associated with a service, for example, a data or a voice service. While product specifications are a functional representation of service offerings from a marketing or sales perspective, service specifications represent their realization, provisioning, and activation.

A product specification is restricted to service specification for non-tangible goods (services).

Define and Use Service Specifications

As a product specialist, you must create service specifications using the Specifications tile in the Workbench workspace or using the available REST API, associate one or more service specifications with your product specification, and use them when creating an offer. For example, for a wireless service such as Mobile Messaging, you use the mobile service specification attributes, associate it to the Text Messaging product specification, and use it when creating an offer called SMS Unlimited.

You can associate more than one service specification to the product specification, but you must specify a primary and auxiliary service specification relationship. Service offers and service offer bundles must consist of products that are attached to service specifications. Offers that contain products specifications without service specifications are device offers.

Compare Service Specifications

You can compare two different Service Specifications or two versions of the same Service Specification. In the **Workbench** work area, open the **Actions** menu and choose **Compare Service Specifications**.

Note

If you use Service Catalog and Design (SCD) to manage technical catalog definitions and Launch to manage commercial catalog definitions, don't create service specifications in Launch, as ownership of that entity resides in SCD.

Manage Service Specifications

You can create and manage your service specifications through REST APIs or through the user interface.

For more information on using REST APIs, see Use REST APIs to Create Catalog Entities in *Launch Cloud Service Implementation Guide*.

The user interface allows you to perform the following tasks: create, update, delete, list, and query service specifications. create, update, delete, list or find service specification objects, retrieve a service specification by ID, and partially update a service specification by ID.

To create and edit service specifications from the user interface:

1. Navigate to the **Workbench** tab and then click **Specifications**. The Specifications page appears.
2. Click **Create Service Specification**.
3. In the **Identifying information** section, specify the name and description and select the Initiative with which the service specification is associated.

 **Note**

A default ID is generated for you, but you also specify your own ID.

4. Specify the effective start and end dates of the service specification.
5. Add existing attributes. When you add new attributes, you can create simple or aggregate attributes.
6. Add collateral information if needed, which can include attachments like images and documents.

5

Product Specifications

Learn about product specifications and how to create and manage them in the Launch application.

Product Specification Overview

Product specifications determine how product offers are used during the following stages in their lifecycle:

- At design time including their attributes, attribute values, attribute layout structure, and restrictions.
- When customers are ordering or configuring them, including their configuration layout, configuration model, and transactional attributes.
- When product offers are provisioned, including their service specification and the constraints on their billing specification.
- Product specifications also control how product offers can be priced.

Define and Use Product Specifications

When you create a product specification, you can either start from scratch or clone an existing product specification. If you clone a product specification, be sure to view its references. See [Create a Product Specification](#) for more details.

Before you clone, revise, or delete a product specification or offer, you must review the entities that may be referencing the specification or offer. Viewing references helps you assess the effect that your actions might have on the related entities and can help prevent the proliferation of offers to the market. You can view these references from the actions menu on the landing page of a specification or offer.

Use the Workbench page to manage product specifications across their lifecycle. You can identify product specifications by name, version, description, and lifecycle status, and perform tasks such as the following:

- Create product specifications and use them as you create a product offer.
- View, edit, delete, revise, retire, clone, and obsolete existing product specifications.
- Create new product specifications by including simple or aggregate attributes.
- Manage product specifications by editing or removing both simple and aggregate attributes. See [Attributes](#) for more information.
- Associate your product specifications to an initiative.
- Change the lifecycle status of product specifications.
- Create product specification hierarchies. You can create parent and child relationships between product specifications. Product specification inherit attribute definitions from the parent product specification, enabling easy reuse. The inherited attributes are then available, alongside the attributes defined for the child specification, when creating a product offer.

- Associate your product specification with one or more service specifications. A product specification can be mapped to one or more service specifications, and service specifications can be reused across different product specifications. The service specifications represent the realization, provisioning, and activation of the services included in your product. See [Service Specifications](#) for more information about service specifications.
- Usage specifications: Usage specifications refer to the usage attributes of a service, for example, you can set up a price of \$50 for 100 GB of data usage, where the rates are based on phone call origin and destination. You can create usage specifications via REST APIs.
 - Metering Rule: Metering rule enables you to define the way you would charge the actual usage of a service. You can associate a usage specification and service specification with the product specification and specify a metering rule. A metering rule is an expression, such as volume, duration, or occurrence. For example, a duration metering rule is calculated as Start Time to End Time.
- Customer profile specification: Customer profile specifications refer to the customer categories based on different attributes, such as Gold and Platinum. You can provide special rates for customer types like gold and silver. You can create usage specifications via REST APIs.
- Mapping the attributes of Product Specification and Service Specification.

Map the product specification attributes to the service specification attributes using the existing user experience for product specifications. Use these mappings to pass values between the product order and service order during fulfillment.

Example:

A service specification called Mobile Messaging CFS has the following attributes:

- ICCID, IMEI, MMSIncoming, MMSOutgoing, SMSIncoming, and SMSOutgoing

That service specification is mapped to the SIM Card PS product specification, which has the following attributes:

- ICCID, IMEI, TN, and TN Type

Then you map the ICCID and IMEI attributes from the product specification on to the same attributes for the service specification.

- Create one or more SKU templates to efficiently manage variants of a product specification.

Overview of SKU Templates

If the product specification is used for physical goods type of offers, create a SKU template using attributes from the parent or current product specification, and specify the SKU code formats. SKU templates use attributes available on the parent product specification or the current product specification as an efficient way to indicate variants of simple physical goods that can be sold. By defining SKU code formats and using product attributes, you can generate unique SKU part numbers for each valid combination of attributes.

SKU part numbers help you group similar product definitions and support back-end fulfillment systems during purchase and order processing. For example, a physical device such as a smartphone may be sold in three colors (black, white, gold) and three storage options (64 GB, 128 GB, 256 GB). These attributes result in multiple purchasable combinations, each requiring a unique part number.

Instead of creating nine separate product definitions, you can create a single product definition that uses attribute-based pricing and assign SKU part numbers to each attribute combination

through a SKU template. This approach enables efficient management of variant pricing and fulfillment.

Compare Product Specifications

You can compare two different product specifications or two versions of the same specification. In the **Workbench** work area, open the **Actions** menu and choose **Compare Product Specifications**.

Create a Product Specification

To create a product specification:

1. Click **Workbench** and then click **Create Product Specification**.
2. Specify the **Name**, effective **Start Date**, **End Date**, and other details about the product specification. When creating a product specification:
 - You can select an initiative to associate your specification with.
 - You can specify the service specifications you want to associate your product specification with. You can also associate a primary service specification to your service specification.
 - Specify the parent product specification if you want to inherit and associate attributes from a parent product specification to the specification that you are creating.
 - If you do not specify a layout during offer definition, then the attributes page displays the default layout.

Add Attributes

You can add an attribute with the short name. Go to the overflow menu of the added attributes and you should be able to add mappings to the attributes. You can create attributes at the time of product specification creation. If you do not find the attribute you are looking for, you can now create the attribute at the time of specification creation.

Create a SKU Template

You can choose to create a SKU template with the attributes of the parent product specification or your current product specification. See "Overview of SKU Template" in [Product Specification Overview](#) for more information.

To create a SKU template, follow the steps below:

1. On the Create Product Specification page, SKU template section, click **Add SKU Template**.
2. On the New SKU Template page, provide a name and description, and specify the attributes that can be used to create the SKU.
3. Click **Add**.
A SKU Code section appears on the New SKU Template page.
4. Add IDs for the SKUs, and then add values for each of the attributes defined in the SKU template.
5. Optionally, you can also click **Add Images** to add an image to your SKU template.
6. Click **Add**.

6

Attributes

Learn about attributes in product or service specifications.

Attributes Overview

Attributes are data elements that can be applied to product or service specifications. Attributes are defined independently from the specifications and can then be re-used in product specification and service specification attributes. Attributes support the full entity lifecycle management just like other top-level entities. Attributes have two parts: the name of the attribute and its possible values.

Attributes can be of simple type or aggregate type.

A simple attribute is just a single attribute. For example, color is a simple attribute which can be used on a product specification with values RED, BLUE, and GREEN.

Aggregate attributes are group of attributes. For example, dimension is an aggregate attribute of length, breadth, and height.

To configure attribute properties:

1. For numeric data types, provide a range of allowed values.
2. You can provide additional information as follows:
 - **isConfigurable** to indicate whether the attribute values can be configured.
 - **extensible** to indicate whether the attribute values can be extended by spoke systems.
 - **isUnique** to indicate whether the attribute values must be unique.
 - **cardinality** to specify the number of values that can be associated with the attribute.
 - **default value** to specify the value that is applied by default.
3. Mask attribute values that contain sensitive information.

To define attributes, select **Attributes** from the Workbench.

7

Custom Profile Specification

Learn how to create and manage custom profile specifications in the Launch application.

Custom Profile Specification

Custom profile specifications are general-purpose, reusable specifications defined in Launch to model common attribute sets used by commercial and operational constructs, such as trade-in terms, charging terms, suspension terms, and promotion profiles. These specifications are not product or service specifications; instead, they provide configurable profiles that can be referenced by multiple entities within the catalog.

By defining attributes once and reusing them across applicable constructs, custom profile specifications help ensure consistent configuration and centralized management of commonly used attributes. This approach reduces duplication and allows changes to be made in a single place and applied wherever the profile is used.

As a Technical Specialist, you can create, view, edit, and delete these custom specifications in the Launch application.

Create Custom Profile Specification

To create a custom profile specification:

1. Click the **Workbench** tab and then select **Custom Profile Specification**.
2. In the Identifying information section, specify the name, effective period, the associated initiative, and the profile type of the custom specification.
3. In the Attributes section, you can associate either new or existing attributes with the custom profile specification.
To add a new attribute:
 - a. Click **Add New Attributes**. In the New Attribute page, select the type of the attribute. Provide the required details like name, type of the attribute, the unit of measure (UOM), description, minimum and maximum cardinality (that is, the minimum and maximum number of values the attribute can have) of the attribute.
 - b. In the **Attribute Values** section, provide the attribute values and specify the default value.To add an existing attribute, click **Add Existing Attributes** and select the desired attributes.
4. Click **Create** to create the custom profile specification.

8

Product Offers

Learn how to create and manage product offers and how to use the Product Offer Guided Flow in the Launch application.

Overview

Launch supports the creation of simple product offers and bundle product offers to model commercial propositions that can be sold across multiple channels. A simple offer represents an atomic offering such as a service, device, or accessory, while a bundle offer represents a logical grouping of multiple simple offers that are sold together as a package, service bundle, or commercial bundle.

Simple offers typically define a single product or service with its own pricing, terms, attributes, and rules. Bundle offers allow you to aggregate or group simple offers, apply pricing or rules at the bundle level, and model complex commercial constructs such as packages with commitment terms, option groups, and shared pricing strategies.

[Figure 8-1](#) illustrates an example of a simple offer, while [Figure 8-2](#) illustrates a bundle offer composed of multiple simple offers.

Figure 8-1 Simple Offer

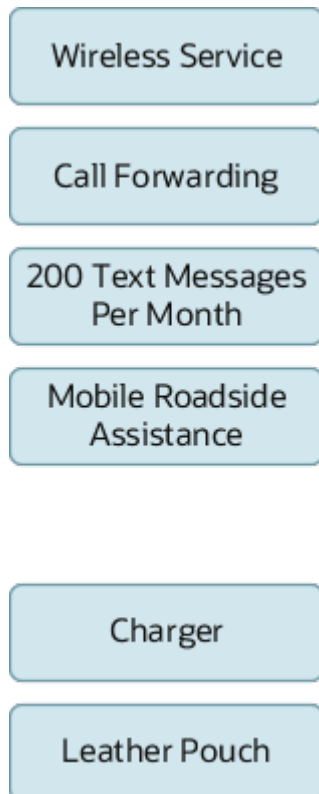
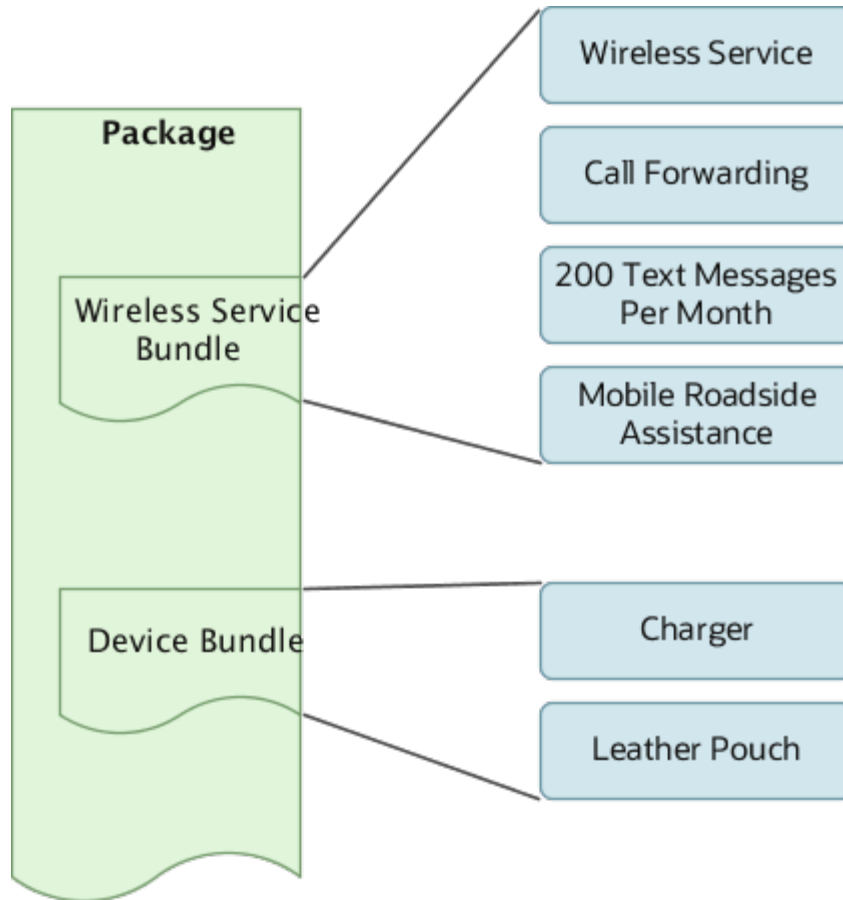


Figure 8-2 Bundle Offer



When you create a service bundle offer, you must associate a product specification that includes a primary or auxiliary service specification to enable service instantiation at runtime. Simple non-service offers, such as devices or accessories, can also be associated with a service specification. Nested service bundles are supported, with each service bundle having a primary association to a service specification. Commercial bundles cannot be associated with product specifications.

[Table 8-1](#) lists example of a service bundle.

Table 8-1 Example of Service Bundle

Offer ID	Offer Type	Name	Associated Product Specification	Associated Service Specification	Relationship
S1	Simple service	640KBPS Business Broadband Connect	Business Broadband Feature Product Specification	Business Broadband Features Service Specification	Auxiliary
S2	Simple service	E-mail	Business Broadband E-mail Product Specification	Business Broadband E-mail Service Specification	Primary

Table 8-1 (Cont.) Example of Service Bundle

Offer ID	Offer Type	Name	Associated Product Specification	Associated Service Specification	Relationship
D1	Simple service	Router	Business Broadband Router Product Specification	Business Broadband Router Service Specification	Primary
SB1	Service bundle	Business Broadband Connect Service	Business Broadband Feature Product Specification	Business Broadband Features Service Specification	Primary

Keep in mind that you cannot change the base price of simple product offers from within the bundle offer, as bundle product offers are simply a collection of simple product offers.

Creating Product Offer Using a Guided Flow

This section provides the steps to create a simple offer, a bundle offer and information about Product Offer Guided Flow windows.

Create a Simple Offer

Here's a guided flow to create a simple offer:

1. On the Launch Application dashboard, click **Offering Management**.
2. On the Offers page, select **Create Simple Offer**.
The guided UI flow appears.
3. In the Basic Information section, enter the name and description of the product offer. See [General Information](#) for more information.
4. Specify the details as applicable and click **Continue to Collateral Information**.
5. On the Collateral Information page, click **Add Images** or **Add Collaterals**. See [Collateral Information](#) for more information.
6. Select the items and click **Select**.
Your digital content is added to your offer and appears in your Images or Collaterals section.
7. If you want to upload marketing information for your offer, click **Continue to Marketing Information**. See [Marketing Information](#) for more details.
8. Optionally, specify the marketing information, such as, storefront banner and offer marketing feature. To add a storefront banner, click **Add Storefront Banner** on the Marketing information page.
9. Specify the details and click **Add**.
10. To add a marketing feature, click **Add Offer Marketing Feature** on the Marketing information page.
11. Provide the details and click **Add**.
12. To move to the next page, click **Continue to Attributes**.

For more information on creating attributes, see [Create a Product Specification](#).

13. To move to the next page, click **Continue to Pricing**.
14. On the Pricing page, select your pricing plan which can be one of the following:
 - One-Time Fee
 - Recurring Fee
 - Usage Fee
 - Rollover
 - Existing Price Plans

For more information about configuring pricing, see [Product Offer Pricing](#) and its related sections.

15. To move to the next page, click **Continue to Terms**.
16. On the Terms page, you can set up your payment terms. Enter the term name and the payment type.
17. Click **Save**.
18. To move to the next page, click **Continue to Rules**.

On the Rules page, you can set up the various types of rules namely eligibility, compatibility, recommendation, and migration rules. See [Rules Overview](#) and its related sections for more information about rules.

19. Finally, click **Create** to save your offer. You have created your simple offer.

Create a Bundle Offer

You can create bundle offers using simple product offers. A bundle refers to a logical grouping of items that can be sold.

To create a bundle offer, use the product offer guided flow where you specify the offer type as a service bundle, package, or commercial bundle.

When you create a bundle offer of type service, you must associate a product specification that has either a primary or an auxiliary service specification linked to it. This helps you instantiate the service associated with the bundle offer at run-time.

For any simple offer of non-service type such as a device or an accessory, you can associate a service specification. You can have multiple service bundles inside a nested service bundle, where each service bundle has a primary association to a service specification. You can't associate a commercial bundle to a product specification.

Keep in mind that you cannot change the base price of simple product offers from within the bundle offer, as bundle product offers are simply a collection of simple product offers.

Create an Offer Aggregation

To create an offer aggregation:

1. On the Components page, click **Create Aggregation**.
2. Provide a name and description.
3. From User Option Selection, select either Product Lines or Product Specifications.
4. Click **Create**.

After you have created an aggregation, you can also edit and remove the aggregation that you just created.

Note

Offer aggregation is supported only on new package offering and not on Commercial and Service bundles.

Create Product Option Groups

To create an option group:

1. On the Components page, click **Add Offerings**.
2. On the Select Available Offers page, search for the offers that you want to add and click **Add**. The Selected Offers appear in the Clubbed Offers page. You must select a minimum of 2 product offers to create a product option group.
3. On selecting the offers, the **Create Option Group** option appears.
4. Click **Create Option Group**.
5. On the New Option Group page, provide a name for the option group.
6. Provide a description.
7. From the User Option Selection, either select **Select One** or **Select One or None**.
8. From the Default drop-down list, select a default value for the option group.
9. Click **Create**.

Product Offer Guided Flow Windows

The Product Offer Guided Flow allows you to define your Product Offer using the following windows:

- [General Information](#)
- [Collateral Information](#)
- [Marketing Information](#)
- [Attributes](#)
- [Components \(for Bundle Offers\)](#)
- [Pricing](#)
- [Terms](#)
- [Policy Specification](#)
- [Rules](#)
- [Review and Submit](#)

General Information

Use general information to provide details about the product offer that you are creating, which includes the following:

- You can enter basic information about the offer, such as name, description, and specify the product offer effective period. You can tag an offer with keywords that suggest an offer's

type, specialty, domain, and other attributes that make the offer easily searchable. For example, you can tag a package with keywords such as a 4G, 5G, or prepaid to postpaid migration.

You can also create a new offer type called **Others** to model an offer without attributing a type. To do this, you add the **Others** attribution in the lookup ORA_ATC_PRDUT_TYPE. For example, communications service providers who have Siebel CRM define the installation charges, activation charges, and discount charges as product definitions. These definitions don't fit into any of the offer classifications in Launch, but these are part of the bundle or promotions. In such cases, service providers can create an offer of type Others.

- **Chargeshare offer** - Ability to configure an atomic offering with the billing type set to chargeshare and the product type as others. A chargeshare offer contains one or more charge shares that specify how charges are distributed among the members of a group. Charge sharing enables an account to sponsor the charges of other accounts within the group. The sponsoring account receives the balance impact of charges incurred by the group member accounts. You can configure the chargeshare offer, and downstream systems should manage the sponsorship group accordingly. First, create a zero-value fee, similar to a discount offering, and configure the chargeshare model. The supported models are fixed and percentage charge shares. The fixed charge share specifies a fixed value that is shared between the group member and the sponsor account, while the percentage charge share specifies the percentage value shared among the group member and sponsor account. Configure only a single charge share for a given fee type. The chargeshare offer can then be included in a bundled offering.

Example: SD chargeshare offering with billing type set to chargeshare. Configure a one-time chargeshare with 100% allocation to the sharer's balance and 100% allocation to the member's balance.

- You also have the choice to set up the following options:
 - Make this offer orderable at the appropriate channel. The channel could be a call center, digital store, or physical stores.
 - Enable the Bring Your Own Device (BYOD) option to allow your customers to use their existing devices, such as smartphones, tablets, or smartwatches.

Note

BYOD is available only for device and package type offers that have **Orderable** and **Supports BYOD** options enabled. Customers must create a product specification covering attributes of the device, such as IMEI, make and model.

- Set up this offer to be configurable at runtime sales catalogs.
- Track this offer as an asset.
- Define this product offering as shippable for physical goods.
- Allow manual override to allow runtime manual adjustments for shipping or other purposes.

Note

When you create or edit entities, the **In Design** entities you can select are in context of the initiative you specified. For example, when you create offers, the product specifications drop-down list contains only those in-design specifications associated with the specified initiative.

- The product offering includes additional modeling capabilities for all offer types. These configurations are available only for orderable offerings.
- You can set up location constraints on an offering to make it available only to specific geographic or physical locations, or to a defined set of location references critical to your business scenarios. For example, make an offer available only to a specific state in the United States.
- You can define ordering channels using channel references. For example, make an offer available via online or call center channels.
- You can make an offering available to specific market segments by configuring market segment eligibility. For example, make an offer available only to the student segment.
- These design-time constructs enable the runtime system to determine the commercial availability of offers across multiple ordering channels, customer segments, and locations.
- All referenced entities must be seeded by an administrator via Administration > Configuration before they can be used in a product offering.
- You can view the revised offer with the launched offer. To compare, select the launched offer version from the version drop-down field in the **General Information** tab.

Collateral Information

Use collateral information to attach digital content to your offer.

- You can optionally associate digital content to your offer. Before you associate digital content to your offers, you must add the digital content to your third party content management system. Integrate Launch Cloud Service with the third party content management system. For more details, see *Launch Cloud Service Integration Guide*. Once integration is done, you should be able to associate collaterals and images from your CMS.

Note

You publish the content and associate only published content to Launch Cloud Service entities.

- You can add agreement templates to your offer.

Agreements are typically in the context of bundle product offers of type package. An agreement defines the obligations to offer, provide, or produce specific products or services. It applies over a set period of time for a specific amount of money and is legally binding.

An agreement typically includes detailed descriptions of pricing, terms, limitations, coverage, conditions, legal rights, processes, and guidelines. Agreements are typically authored by a communication service provider's legal, risk, or compliance teams as agreement templates.

You can optionally associate agreements to your offer. Before you associate agreement to your offers, you must add the agreement to your third party content management system.

Integrate Launch Cloud Service with the third party content management system. For more details, see *Launch Cloud Service Integration Guide*. Once integration is done, you should be able to associate collaterals and images from your CMS.

A sales agreement can include entitlements that contain special pricing for the products. A service agreement can include entitlement-based service level agreements. Entitlements include information about the benefits, conditions of entitlement, and service metrics. As a catalog administrator, you can create and manage entitlement templates that are associated with applicable products and services. For more information on agreements and entitlements, see [Agreements and Entitlements](#).

Marketing Information

Use marketing information to add details to your offer such as banners and marketing features. Both marketing features and banners are used in your storefront to highlight the unique selling proposition of the offer being presented to the user. It's also used by the care agent to articulate the key features of the offer.

- **Storefront Banners:** A banner is a way to highlight an offer to make it stand out while displaying a variety of offers, both on the digital channel of engagement and for the agent assisted ordering channel. For example, while displaying 5+ offers in the storefront, highlighting one offer as 5% early bird discount or available only today, with a time period validity is the main objective of a banner.
- **Offer Marketing Features:** A marketing feature describes important attributes of a commercial offer that stands out among the other features pertaining to the offer. For example, data transfer rate or the storage capacity. You can create a list of these marketing features for an offer under marketing information.

As a product manager, you can create, modify, or delete the marketing features for a product offer at design time. Irrespective of the offer type you create, you can add the marketing features for an offer.

Attributes

Attributes are always available for simple product offers and optional for bundle offers. They represent attributes of the associated product specification. The data depends on the product type that you select.

Here you can do one of the following:

- View the attribute values set up at the product type level that are inherited by the product offer.
- Use Set Restrictions to set restrictions on the list of values available at runtime on the configurable attributes.
- Set values for any free form attributes.

On the Attributes page, you can view all the attributes defined for the product type you selected. The behavior of the page is driven by the product specification that you may or may not specify. You can also set restrictions here. For example, you can create a phone specification in grey or black color.

Components (for Bundle Offers)

Components are available for only bundle product offers. The components enable you to select and aggregate product offers based on product line or a product specification. Additionally, you can also provide option groups for them. Irrespective of the bundle offer type that you create, you must associate the offer type to an initiative.

You can filter bundle components based on product line - Filter based on the product line configured for the offering. Fetch offers matching the product line and the ones that do not have a product line. Enable or disable through entity profile.

Here's what you can do using components:

- For a bundle offer of type package, you can create an aggregation.
- For a bundle offer of type commercial or service bundle, you can create option groups.
- You can set and override the cardinality.
- Override the commitment terms of the components of a package.
A component in a package can contain commitment terms that can be different from the commitment terms of a package. For example, consider two packages with commitment term requirement of 24 and 12 months and they include a commercial bundle with a commitment term of 18 months. The packages can override the commitment term of 18 months of the included commercial bundle to 24 and 12 months as per their requirement. You can override the commitment term at the leaf level component as well.
- A package containing multiple services can be ordered together while allowing the subscriber to modify or disconnect individual services. There are runtime scenarios that allow a subscriber to cancel or modify one or more services with applicable rules and penalties. You can now configure what kind of action the runtime order capture application should take upon such situations by specifying the component actions in the package. The available actions are modify, disconnect, and prompt.
 - **Aggregation:** An aggregation is a collection of offers associated with a product line or a product specification with a default value and cardinality limit. Here's an example. Brand A has 15 phones associated to a product line, of which 8 belong to one product specification and the remaining 7 to another set of product specifications with similar attributes. For a package type offer, if you choose to provide a discount on all the 15 phones, then instead of selecting the 15 different phone offers, you could create an aggregation depicting the product specifications that the 15 phones belong to. This way all the offers associated with the product specification get the discount. This reduces the effort to create different packages for different offers.
 - **Option Groups:** An option group is a grouping of atomic offers. You can create option groups while creating bundle offers (service bundles or commercial bundles). As a product manager, you can use option groups to group similar atomic offers and set cardinality at the group level. Here's an example: consider a wireless data bundle that groups atomic offers: 1GB Data Offer, 5GB Data offer, and a 10 GB Data Offer. Additionally, to support a business requirement as part of the bundle, requires that the customer must choose one and only one data option in the service bundle. Here, you must create an option group and set up the options of Select One or None at the group level.

You can override the default value of an option group at a package level. This enables you to set a different default value within the context of a package and avoid bundle-offer proliferation.

You can reuse a commercial bundle with its subset of option group choices by overriding the options available. This gives you the ability to create different packages from a commercial bundle at runtime. For example, using the wireless data bundle in the previous example, you can create a package containing 1GB and 5GB data offers and another package containing 1GB and 10GB data offers.

You can configure option groups within a service bundle. For bundle offers of type service, you must associate a product specification that has a primary or an auxiliary service specification associated with it. You can also associate simple offer types such as devices, accessories, and services to a service bundle offer.

- **Override the commitment terms of the components of a package:** Components of a package can have their own commitment terms and can be different from the commitment needs of the package you are configuring. When you reuse components in different packages you can override the commitment terms of the components and create your own commitment terms suitable for your package.

Pricing

Use pricing to specify how an offer must be priced. Depending on whether your offer is a simple offer or a bundle offer, this section presents you with different options to configure the pricing scenarios.

For example, in a simple product offer, you can set up a one-time fee, a usage fee, a recurring fee, or use existing price plans from a price list, which is a set of standard prices for products and services. You can also configure a rollover. In a bundle product offer, you can alter existing prices at the simple offer or at the bundle level. Additionally, you can associate your price plans with commitment terms, which enables you to use the same product offer with different commitment terms.

You can capture general ledger ID, tax code, and also specify tax inclusion or exclusion in bundle alterations.

You can also use a price list, which is a set of standard prices for products and services, to offer different prices for the same product with different commitment terms. You can define the type attribution for a price list based on customer segment, location, or any logical extensible value. For example, a price list type can be residential or business.

You can alter the prices in an offer using drag and drop to redefine the sequence. You can also add an existing price alteration to atomic offers using one of the list options under **Add alterations**.

You can use time-limited adjustment at the component-level or fee-level of a bundled offer. Time-limited adjustment enables you to provide bundle-level adjustment for a limited time relative to the purchase date of the offering.

At the bundle-level price, you can use the component prices to be rolled up to the total, or you can setup the bundle level price. You can alter the prices by using Add alterations option. You can set up multi-line plans flexible enough to have different pricing strategies for additional lines. You should be able to set this up for package offerings by creating multi-line adjustments which is tiered, or volume discount applied on the input quantity.

Example: 5G Wireless Bundle where cost of a single wireless line is \$80 per month, for 2 lines \$75 per month per line, and for 3 lines and more, \$70 per month per line.

Terms

The terms page enables you to set your payment terms and specify whether it's prepaid or postpaid.

As a product manager, you can also define the charging or suspension terms for an offer by selecting the seeded charging or suspension term template from the Launch application UI. This enables the spoke systems to apply the same terms as configured in the offer during the charging or suspension scenarios.

Remember that the templates are your starting point for applying seeded terms to an offer. After selecting a template, you can change the values applied by the template using the UI. For example, if a purchase is prorated in the template, a product manager may opt out of it while creating the offer. You can also create additional templates using the format of the seeded template.

The seeded term templates must be created as part of the implementation. For information on creating the charging term or suspension term templates, see *Launch Cloud Service Integration Guide*.

You can also define renewal terms on a product offering using renewal term templates to handle subscriber contract renewals.

Policy Specification

Configure policy specifications in Launch product offerings for policy-driven charging, which will be used by downstream charging and policy controller applications. You can start by configuring policy specifications using the REST API, and then associate them with the atomic product offering for downstream policy and rule charging function (PCRF) consumption. The policy specification must first be configured in PDC and then loaded into Launch.

Example: Policy specification with policy labels such as QOS for the Minutes balance element.

Rules

Rules are different types of conditions that you can set for product offers. When you set a rule, you can also specify the duration for which the rule is applicable. See [Rules Overview](#) for more information on rules.

Review and Submit

Once all elements of the offer have been designed, use the Review and Submit page to verify all configuration settings before performing the final save.

Manage Offer Approvals

You can now assign approvers for all offers within an Initiative using the Approvers tab on the Initiative page.

Once approvers are set at the Initiative level, each offer is submitted for approval when the user completes the design by selecting Confirm. You can also override the approver at the offer level when confirming the offer's design completion.

Note

- For the approval workflow to run, the initiative associated with the offer must be configured for approvals. You can set up approvers at the initiative level, which applies to all offers in the initiative, and override them at the offer level as needed.
- While viewing an offer, you can see its approval history. On the Approval History page, you can view the trail of approvals associated with your offer.

To get approvals for an offer:

1. When confirming the offer design, you are prompted to either override the default approver or submit the offer to the default approver set at the Initiative level. After you click **Submit**, the offer moves to the **Design Complete** status.
2. To trigger the approval process, go to the Initiatives landing page, click **Confirm** for the associated initiative, and then click **Initiate Approvals**. This action sends email notifications to the approvers.

3. When they receive the notifications, the approvers can log into the UI to approve or reject the offer and provide supporting comments.

Configuring Your System for Approvals

You configure your system for approvals using profile options. For more information, see *Set Up Profile Options* in *Oracle Communications Launch Cloud Service Implementation Guide*.

You can configure approvals to be sequential or parallel. In a parallel approval, when the designated approvers of an offer can simultaneously approve the offer. In this type of approval, you can also define the voting percentage required to move an offer to the next stage. For example, if you configure the voting percentage as 50 percent, only half of the specified approvers are required to approve an offer.

In a sequential approval flow, when you trigger the approval process, only the first approver is notified. When the first approver has approved the offer, the next approver is notified, and so on.

When working with offer approvals:

- You can't edit an offer that's in the approval stage. Offers in approval stage have an interim status of Approvals Pending. You can see this status when you view an offer that requires an approval.
- Offers that do not require approvals directly move from Design Complete to Ready to Publish status when you confirm the offer design.
- If you change the default approver in a sequential approval process, the type of approval reverts to the default approval type of parallel approval. This is because you would be changing the default resource hierarchy for a resource.
- You can define multiple overriding approvers for an offer but there can be only one default approver.

Manage Product Offers

You can perform the following product management tasks using the options from the ellipsis menu on the landing page:

- [Search, View, and Edit Product Offers](#)
- [Confirm Product Offers](#)
- [Revise Product Offers](#)
- [Retire and Obsolete Product Offers](#)
- [View References](#)
- [Clone Product Offers](#)
- [Bulk Update Product Offers](#)

Additionally, you can do the following:

- [Manage Audit Configuration](#)
- [Compare Two Offers or Versions of an Offer](#)
- [View and Edit Bundle Offers Using Offer Canvas](#)

 **Tip**

Before you make changes to a product specification or offer, use View references to review the impact to entities that may be referencing the specification or offer.

Search, View, and Edit Product Offers

You can search for and view product offers from the product offers landing pages.

You can view your product offers in a list or a grid, and from there open a product offer to edit (depending on the lifecycle status) or view it.

Confirm Product Offers

You confirm product offers or initiatives to mark the completion of design or testing and move them to the next stage. Once you confirm In Design or In Test product offers or initiatives, then all their entities are moved to the Ready to Publish status. After you confirm an offer, or after approvals are complete (if approvals are configured), publish the offer. See *Publish Catalogs in Oracle Communications Launch Cloud Service Implementation Guide* for more information.

You can confirm an offer only when it is in the **In design** or **In test** statuses.

Retire and Obsolete Product Offers

To retire a product offer:

1. Select **Retire** from the **Actions** menu.

You can retire a product offer only when all versions of that offer are in the **Launched** status. If any version of the product offer exists in **In Design**, **Test**, or **Active** status, the **Retire** option is not available.

The Retire Offer page appears.

2. Associate the product offer with an initiative and click **Save**.

Your product offer is moved to the **Awaiting Retirement** status and will be removed the next time the initiative is published.

Once a product offer is retired, it is no longer available for reuse.

You can obsolete your product offers that are in Retired status. If there are any versions of your product offer in launched status, then you won't be presented with the obsolete option.

You can retire product offers that are in the Launched status. If there are any versions of your product offer in In Design, Test, or Active status, then you won't be provided with the Retire option. When you select Retire from the Actions menu, you are taken to the Retire Offer page. Associate your product offer with an initiative and save. At this stage, your product offer moves to the Awaiting Retirement status and you can't make updates to your offer. When you publish the associated initiative, your product offer is retired. Once a product offer is retired, this product offer isn't available for purchase anymore, through any channels.

View References

This option enables you to view the entities that may be referencing an offer. Viewing references helps you assess the effect that your actions might have on the related entities and can help prevent the proliferation of offers.

Manage Audit Configuration

Using audits on product offerings, you can specify and capture detailed historical information, including the date and time of an action taken, the changes made to the product offer, product specification, and the identity of the person making the changes. You can download the audit logs.

You can configure audits using the **Audit Trails** card on the Administration page.

Revise Product Offers

You can revise your product offers that are in Launched status, following the steps below:

1. From the **Actions** menu, select **Revise**.
You are taken to the Edit Offer guided flow.
2. In the Edit Offer guided flow, make the required modifications to the available information. Ensure that the product offer is associated with an initiative.
3. The previous initiative association is lost when you launch an offer. Save the product offer. When you save the product offer, its version changes and it is saved in the **In Design** status.
4. When you save the product offer, its version changes and it is saved in the In Design status.

Clone Product Offers

If you want to create a new product offer that is similar to an existing offer, you can select the **Clone** option and then edit the cloned product offer to meet your needs.

Compare Two Offers or Versions of an Offer

You can compare two different product offers or two versions of the same offer using offer comparison. You can do this by selecting **Compare Product Offerings** from the **Actions** menu in the Offerings work area.

Note

Comparing prices for bundled offers is not supported.

Bulk Update Product Offers

You can perform bulk actions on offerings starting with bulk update on the first-class properties of Product Offers such as description, effective start date, effective end date, track as asset, search tags, override, and other similar flags, categories, product line, terms, and so on. In addition, you can perform bulk actions on Product offering associations such as adding or removing a Product Line or Category.

You can update atomic offer prices (for simple prices only) using bulk actions on product offerings (either through the bulk update or bulk revise product offerings user experience). You can increase or decrease prices by a fixed amount or by a percentage. This allows you to efficiently update multiple prices at once. After updating atomic offering prices, use the bulk

update capability to update packages and commercial bundles, ensuring they reference the latest versions of the atomic offerings. This will allow the bundle roll-up price to reflect the most recent changes.

Example: A Product Manager increases the prices of the SD voice, SD voice supremo, and SD voice allowance atomic offerings by 10%.

You can perform bulk updates on product offers in different statuses:

- Bulk update product offerings - Update offerings that are part of the same initiative and are in design status.
- Bulk revise product offerings - Update product offerings that are in the Launched status by revising the offerings.

View and Edit Bundle Offers Using Offer Canvas

Offer canvas is a graphical visualization of bundles and packages. You can use offer canvas to view and add components to bundles. This improves the design time experience of managing the catalog modeling. You can also view bundle details and perform actions such as editing, revising, and cloning from the canvas page view.

Note

This option is available only for bundled offers.

9

Product Offer Pricing

Learn how to define and manage pricing structures for simple and bundle product offers.

Pricing Overview

Use this topic to understand the various pricing structures available to you when you create simple and bundle offers.

To begin with, you can:

- Set up your price lists. See [Pricing Structures](#) for more details.
- Set up simple prices for offers. See [Set Up Simple Prices](#) for more details.
- Go about enhancing your pricing strategy by applying advanced prices. See [Set Up Advanced Prices](#) for more details.

For a simple offer, you can add and alter prices. For a bundle offer, you can view the preset prices of the individual simple product offers and the rolled-up prices at the bundle level. You can alter these prices, but not add prices.

You can also set commitment terms for your price plans to manage your product offer prices. You can also provide device programs for lease and installments by setting up different pricing structures for your customers.

Pricing Structures

Pricing structures consist of the following elements:

- [Price List](#)
- [Simple Price Types](#)
- [Advanced Price Types](#)
- [Allowances](#)
- [Setting Prices Based on Service Characteristic](#)
- [Categorizing Prices for Downstream Processing and Invoicing](#)
- [Price Plans with Commitment Period](#)
- [Alter Prices](#)
- [Device Programs](#)

Price List

A price list is a set of standard prices (including currencies) for products and services. You can use multiple price lists to offer different prices for the same product as well as specify a price list. For example, you can use separate price lists to charge business customers 30 USD a month for internet service and charge residential customers 50 USD a month for the same service.

You can use multiple price lists to offer different prices in different market segments (such as consumer or business customers, as stated in the earlier example), with different currencies, through different sales channels (such as products purchased online or at a store), and to different geographic locations.

You can define the type attribution for a price list based on customer segment, location, or any logical extensible value. For example, a price list type can be promotional, standard, or partner-exclusive, depending on how the pricing is intended to be applied.

The same price list can be used in both simple or bundle offers. Additionally, you can also view all the simple and bundle offers associated with a price list. You can remove an offer from a price list so that it no longer appears on the price list's list of offers. While editing an offer, you can modify the price items on the price list.

As a marketing manager, while creating or editing a simple or bundle offer, you can view existing price lists, select a new price list while creating or editing a bundle and edit or delete an existing price list while creating or editing a bundle, so that the offer appears with the specified price on the selected price list.

Simple Price Types

Marketing managers can use the existing price lists while creating simple or advanced pricing types.

Here are some of the simple price types:

- **One-Time Fee:** This is a nonrecurring charge, such as setup or cancellation fees. You purchase a broadband plan and it incurs a one-time setup fee of \$100. When configuring one-time fee, you can qualify the fee type as purchase, cancel, or any other custom defined type. For custom defined type, modify the lookup `ORA_ATC_ONE_TIME_FEE_TYPE`.
- **Recurring Fee:** These are ongoing charges that aren't generated or affected by usage, such as a monthly subscription fee. You set up this fee to recur automatically based on the frequency of recurrence. For example, a \$10 monthly subscription fee. You should now be able to add recurring fees of type cycle arrear and cycle forward arrear in addition to the existing cycle fees.
- **Usage Fee:** These are charges for the use of a service, such as telephone calls or data usage. Usage fee is measured by the metering rule. You add usage specifications through REST APIs and while creating an offer, associate a usage specification and service specification with the product specification and specify a metering rule. For example, you can set up price of \$50 for 100 GB of data usage.
- **Existing Price Plan:** A price plan specifies how to calculate the cost of a price type configured. It has the price model, price constraints, and rules which determine the actual price. You can reuse any of your existing price plans supporting different price models across simple offers, instead of creating price plans every time you create an offer. Reusing price plans gives you the ability to perform bulk or mass update to prices.

Here's an example. Let's consider a price plan monthly subscription fee of \$100 which has a General Ledger Identifier and tax code, and is used in a mobile offer. Based on business requirements, the same monthly subscription fee could be reused in the mobile data offer. If you make a change from \$100 to \$200 in one of the price plans, both the offers will reflect the new price.

Additionally, after you have created a price plan, which also includes your financial information, you can reuse any of your existing price plans across simple offers, instead of creating price plans every time you create an offer. When you update a specific existing price plan, you perform bulk updates for pricing across offers, which use the same price

plan. This helps you make updates across offers without needing you to revisit individual price plans.

As a product administrator, you can also create and define currency and non-currency balance elements through API and use non-currency balance elements to specify the allowance for a specific price. As a pricing specialist, you can use the desired balance elements while specifying the prices for your offer. For your price lists, you can specify the currency type, ISO codes, currency symbols, rounding mode, and decimal points, whereas for prices of your offers you could define the allowance types. Additionally, you can also define the consumption rules for the balance elements.

- **Rollovers:** You can configure rollover of granted allowance balances. Rollover is a feature that credits unused balances at the end of a billing cycle to the account balance for the next cycle. For example, unused minutes can be rolled over from one month to the next. Rollover balances are different from granted allowance balances, which are only valid between two specific dates. You can also configure rollover terms for rollover charges. Rollover terms is configured using the charging terms template.

When defining rollovers, specify the following:

- The balance elements (allowances only) to roll over, e.g., Free Minutes, Gigabytes.
- The type of cycle to which the rollover applies (only Monthly frequency is supported).
- The maximum number of cycles to which a balance element can be rolled over.
- The maximum amount that can be rolled over in a cycle.
- The maximum value for a rollover balance.
- A G/L ID for the rollover charge.

Example: A maximum of 150 total minutes from previous months can be rolled over into a new month.

Here are a few examples of different simple pricing schemes:

Table 9-1 Examples of Pricing Schemes

Pricing Scheme	Example
Fixed subscription pricing	<ul style="list-style-type: none"> • 9 monthly for unlimited subscription • \$15 for 100 GB mailbox
Usage charges for any units of measure	<ul style="list-style-type: none"> • \$1.99 per MB of consumed data
Nonservice based charges	<ul style="list-style-type: none"> • \$10 purchase fee • \$20 setup fee
Physical item pricing with discounts	<ul style="list-style-type: none"> • 128 GB variant of phone - \$100 with 10% discount
Fixed subscription with discounts	<ul style="list-style-type: none"> • \$50 monthly with \$1 discount
Usage charges with discounts	<ul style="list-style-type: none"> • \$1.99 per MB of consumed data with \$0.10 discount
Termination charges	<ul style="list-style-type: none"> • 10% flat fee or balance of contract
Time of day pricing	<ul style="list-style-type: none"> • Set up the peak time period as 8:00 a.m. to 8:00 p.m. and the off-peak time period as 8:00 p.m. to 8:00 a.m. Configure a wireless offer with a usage fee of \$0.10 for peak hours and \$0.01 for off-peak hours.

Advanced Price Types

A price type in Launch can be either simple or advanced. While a simple pricing type consists of straightforward one-time fees, recurring fees, or usage fees, an advanced pricing model allows for more complex structures such as allowances, tiered pricing, and attribute-based pricing. Advanced price types provide the flexibility for dynamic pricing based on specific rules, combinations of attributes, or consumption thresholds, which helps prevent product proliferation by allowing a single offer to cover multiple pricing scenarios.

Here are the advanced pricing types available to you:

- Allowance
- Volume
- Tiered
- Setting Prices Based on Service Attribute
- Setting Prices Based with Value Map, Zone Model, and Custom Event Analyzer

Allowances

You can configure allowances for a subscription and configure the allowance consumption model. You can either create one or multiple allowances for a subscription.

Here is an example of multiple allowances. For a \$100 monthly fee, you can configure the following allowances:

- 500 minutes national calls towards mobile (same target Network) 1 month validity
- 100 minutes national calls towards Mobile (different target network) 10 days validity
- 200 minutes national calls towards fixed destinations
- 50 minutes international calls

Allowance grant validity based on first usage - When a subscriber purchases the offering, the validity period of the allowance is not initialized immediately. Instead, it is initialized when the subscriber first uses the product offering. Previously, allowance validity was always initialized at the time of a specific event, such as the time of purchase.

Example: The SD Voice allowance offer grants 100 voice minutes, with the validity period starting on first usage and an end period set to one month from the start date.

An allowance consumption model is a configuration that enables the system to prioritize the use of granted allowances before applying standard charges. It works by associating a usage fee with a corresponding discount that specifically checks for an available allowance balance in the subscriber's account. You can model the allowance based consumption discount for simple product offering through adjustments.

- These discounts ensure that allowance grants are consumed first. When a customer uses a resource, the system checks for a valid allowance balance. If a balance exists, the discount is applied to credit back the monetary portion of the usage fee, effectively "consuming" the allowance. Once the allowance is exhausted, the customer is charged the standard fee for any further usage. You can model allowance-based consumption discounts for simple product offerings using adjustments, which is available as a specific model type. The consumption model requires a configured usage fee to track activity and a discount configured to monitor the subscriber's allowance balance. If an allowance balance is present, the system uses it; if no balance remains, the customer is debited the configured fee.

- For example, a discount for a wireless product offering could provide grants for 100 off-network minutes and 50 on-network minutes per month. These discounts can be defined using attribute-based pricing and zones.

Setting Prices Based on Service Characteristic

Attribute-based pricing enables you to define a combination of attributes to formulate a price. As a pricing specialist, you can price a simple offer based on the combination of attributes of its usage specification, product specification, and customer profile specification. This enables you to offer flexible product pricing without having to define a large number of products.

In a simple scenario, the price is based on a single attribute. For example, a recurring charge for a bandwidth product could be priced based on the bandwidth value, such as \$50 for 5 MBps or \$75 for 10 MBps.

In a complex scenario, the price of a charge is based on more than one attribute, where the attributes may be based on different attributes. For example, the price of a recurring charge for a bandwidth product could be based on the bandwidth value in conjunction with the geographic location of the network service and the customer profile attributes. Attribute-based pricing is provided based on specific attributes of a service specification, customer profile specification, or usage specification, or a combination of the specifications. You can only use the usage specification if you have usage charges, while customer specification profiles, product specification profiles, and service specifications can be used for other pricing structures, such as one-time or recurring fees.

You can optionally configure a beat for attribute-based pricing (usage only). The beat is the pulse measure used solely for charging usage quantities. If a beat is configured at the rule level, it takes precedence over the beat defined in the charging terms.

You can also configure time of day pricing.

Here's an example of a combination of customer specification profile and service specification attributes:

Table 9-2 Example of Combination of Customer Specification Profile and Service Specification Attributes

Customer Profile: Customer Type	Product Specification Bandwidth	Allowance	Price Format	Price
Platinum	10 MBps	20 GB	Per unit or fixed price	\$10
Gold	10 MBps	30 GB	Per unit or fixed price	\$10
Platinum	20 MBps	40 GB	Per unit or fixed price	\$20

Here's an example of a combination of usage specification attributes:

Table 9-3 Example of Combination of Usage Specification Attributes

Usage Specification: Call Origin	Usage Specification: Call Destination	Price	Price Format
India	US	\$1	Per unit or fixed price
India	ROW	\$0.90	Per unit or fixed price

Using Service Attributes to Provide Allowances

You can also add allowances with attribute-based pricing, based on a combination of customer profile specification and service specification. Here's an example, where monthly allowances are provided:

Table 9-4 Example of Combination of Customer Specification Profile and Service Specification

Bandwidth	Customer Type	Allowance	Price
10 MBps	Gold	10 GB per month	\$10
10 MBps	Silver	8GB per month	\$12
20 MBps	Gold	10 GB per month	\$15
20 MBps	Silver	8GB per month	\$20

Setting Prices Based with Zone Model, Value Map, and Custom Event Analyzer

Setting Prices Based on a Simple Zone Model

You can model usage price plans for simple atomic offerings based on a standard zone model with attribute-based pricing.

A standard zone model is based on the origin and destination numbers of a call. It contains rules that associate a pair of origin and destination numbers with a zone impact category. To specify origin and destination numbers, you must include an international access code (the code used to dial out of the country in which the phone number is located). Optionally, you can also include a country code (the code used to dial in to the country in which the phone number is located), an area code, a region code, a city code and a phone number prefix up to and including the entire phone number.

Set up the standard model using the REST API endpoint with profileType set as STANDARD_ZONE.

```
https://<HOST_NAME>/crmRestApi/atcProductCatalog/11.13.18.05/  
productCatalogReferenceManagement/v1/customProfileSpecification
```

See [REST API Guide for Launch Cloud Service](#) for more information.

The Zone Impact Category serves as a label that links a geographic location (the zone) to a specific price. These categories must be defined within the common business configuration.

Here is a sample standard zone model.

Table 9-5 Standard Zone Model

Origin	Destination	Zone Impact Category
0091	0091	IC_LOCAL
0091	975	IC_BHUTAN
0091	55	IC_BRAZIL

Setting Prices Based on a Value Map

You can model usage price plans of simple atomic offerings based on value map zone model with attribute-based pricing.

A value map is a hierarchical structure that associates zone names with values that apply to a single event attribute, such as an area code, an IP address, or a broadband bit rate. A value map can have multiple nested zones.

You use value maps in attribute-based pricing to group event attribute values into manageable categories. For example, to apply the same charge to all calls made from the New York City Area to Upstate New York, you might use the following New York Area Codes value map:

- New York
 - New York City Area
 - * Five Boroughs: 212, 332, 347, 646, 718, 917, 929
 - * Suburbs: 363, 516, 631, 845, 914, 934, 329
 - Upstate: 315, 518, 585, 607, 624, 680, 716, 838

Instead of creating attribute based rules for all possible combinations of those area codes, you associate the New York Area Codes value map with the attribute based pricing and then create only one rule in which New York City Area is the origin call value and Upstate is the destination call value.

Setting Up Prices Based on a Custom Event Analyzer

You can configure friends and family or closed user group pricing. To do this:

- Setup custom event analyzer rule in both Pricing Design Center (PDC) and Launch for automated distribution to PDC.

- The REST API endpoint for the custom analyzer rule is:

```
https://<HOST_NAME>/crmRestApi/atcProductCatalog/11.13.18.05/  
productCatalogReferenceManagement/v1/customProfileSpecification  
( "profileType": "CUSTOM_ANALYZER_RULE" )
```

- Configure the Impact category in the Common Business Configuration to be used in the attribute-based pricing.
- Setup atomic offering with billing service type as special rating.
- Use the attribute-based pricing in Launch with the custom event analyzer rule and setup special rates for each rule.

Example: \$0.1 price for five family numbers. Set up Family rule custom event analyzer and use that in the attribute-based pricing. If Family rule is set as Yes, then set up a special rate for it.

Categorizing Prices for Downstream Processing and Invoicing

You can add the price tag construct on product offering prices of simple offerings. The price tag could be used for many purposes. It can be used to put in an appropriate tag on a product offering price which could be used by downstream systems when performing price overrides or to view them on invoices, or it could be used as a filter condition on adjustments.

Set up the price tag using the "Create a pricetag" REST API endpoint.

```
https://<HOST_NAME>/crmRestApi/atcProductCatalog/11.13.18.05/  
productCatalogReferenceManagement/v1/pricetag
```

See [REST API Guide for Launch Cloud Service](#) for more information.

The price tag is configured for a service, currency, or non-currency combination. It can take a list of values, a single value, or a range.

For example, Wireless Voice atomic offering of type with a \$10 one-time fee is associated with a price tag CTag1. The CTag1 is configured with a list of values \$1\$, \$2 for price override by the downstream system.

Here are a few examples of advanced pricing:

Table 9-6 Examples of Advanced Pricing Scheme

Pricing Scheme	Example
Fixed allowance subscription pricing	<ul style="list-style-type: none"> \$50 monthly for up to 10 GB mobile data
Attribute-based pricing	<ul style="list-style-type: none"> You define a 128 GB variant phone to be priced at \$250 and a 256 GB variant to be priced at \$400.
Fixed allowance with overage	<ul style="list-style-type: none"> Overage is charged at a rate of \$1 for every 15-minute increment.
Tiered and volume subscription pricing	<ul style="list-style-type: none"> \$29 monthly for up to 10 accounts \$25 for 10 to 100 accounts \$23 thereafter
Multi-dimensional attribute-based pricing	<ul style="list-style-type: none"> 128 GB phone- \$100 256 GB phone- \$123
Tiered usage pricing	<ul style="list-style-type: none"> \$1 for first 10 GB \$1.2 for 10 GB to 20 GB \$2 thereafter
Tiered volume discounts	<ul style="list-style-type: none"> \$0.10 discount for 1-10 movies \$0.20 discount for 11-20 movies
Effective-date based pricing	<ul style="list-style-type: none"> \$10 for Jan 1st to Mar 31st \$11 from April 1st onward
Attribute-based pricing with standard zone model or value maps	<ul style="list-style-type: none"> On-net calls at \$0.10, Off-net calls at \$0.20

Note

Regardless of whether you use a simple or advanced pricing structure, you can specify your tax codes and indicate whether your price is inclusive or exclusive of tax. Tax codes are used by taxation systems for billing. You can have vendor-specific tax codes or simple tax codes. If you choose to use tax codes, you must first load them using the REST APIs and then associate the required tax code with the relevant price plan or price component during price configuration.

Price Plans with Commitment Period

You can set up price plans with commitment terms for atomic service offers and commercial, service, and package bundle offers. Setting up price plans with commitment terms enables you to set different prices for different commitment terms in your offer, rather than setting up multiple offers. You begin by creating a price for your offer on the pricing train stop.

The next step is to create a commitment term. A commitment term is a condition in which the product offer is sold to a customer. For example, you can set a two-year commitment period for a product offer. This effectively means that when you sell this offer, the customer has committed to this offer for a period of two years.

Simple Offer Commitment Terms

For simple offers: As a product manager, you can create, edit, and associate multiple commitment terms for an atomic service offer from the pricing train stop. As a pricing specialist, you can set up different prices for each of the commitment terms configured on the offer instead of creating multiple offerings for each commitment term period. Additionally, you can also set one of the terms as a default price term. Here's an example:

Table 9-7 Price Plans for Atomic Service Offer Type

Commitment Term	One-Time Charge	Recurring Charge	Usage Charge
12 Months (default)	100	150	\$1 per unit
6 Months	190	200	\$2 per unit

Additionally, you can also define a price for subscribers who do not agree to a commitment period. You can define no-commitment terms in both atomic and bundle offers. Here's an example:

Table 9-8 Price Plans for Atomic Service Offer Type with and without Commitment Term

Commitment Term	Subscription Charge	Purchase fee
2 Year Term	10 USD	100 USD
No Terms	5 USD	100 USD

Bundle Offer Commitment Terms

For bundle offers: As a product manager, you can create, edit, and associate multiple commitment terms for a bundle offer. For each of the simple offers used in the bundle offer, the terms and the prices defined in the simple offer pricing train stop are used. If you choose to, you can also specify a term period for the bundle offer. In this case and based on the term that matches the simple offer, the bundle price gets determined. When the bundle price tenure doesn't match the atomic offer prices used in the bundle offer, and if you have set the no term price as the default, then the default price is used as the price for the bundle offer.

Here's an example:

1. A product manager creates Offer A with 6-month and 12-month commitment terms; where the default is the 6-month commitment term.
2. A product manager creates Offer B with only a 6-month commitment term, which is the default..
3. A product manager creates Bundle AB with Offer A and Offer B.
4. Product manager modifies or overrides the bundle-level pricing by adjusting one or more price components (one-time, recurring, or usage) for the selected commitment term.

Offer A is configured as in [Table 9-9](#):

Table 9-9 Price Plans for Offer A

Commitment Term	One-Time Charge	Recurring Charge	Usage Charge
12 months	100	150	\$1 per unit
6 months (default)	190	200	\$2 per unit

Offer B is configured as in [Table 9-10](#):

Table 9-10 Price Plans for Offer B

Commitment Term	One-Time Charge	Recurring Charge	Usage Charge
6 months (default)	190	200	\$2 per unit

If Bundle AB is configured with only a 6-month commitment term, the default term prices for the simple offers are used to build the bundle price, as shown in [Table 9-11](#).

Table 9-11 Price Plan for Bundle AB (6 Months Commitment Term)

Offer Components	Commitment Terms	One-Time Charge	Recurring Charge	Usage Charge
Offer AB	N/A	380	400	N/A
Offer A	6 months term	190	200	\$2 per unit
Offer B	6 months term	190	200	\$2 per unit

If Bundle AB is configured with a 12-month commitment term, the 12-month term for offer A is used, and the product manager can select the s-month term for Offer B to apply for 12 months, as shown in [Table 9-12](#):

Table 9-12 Price Plan for Bundle AB (12 Months Commitment Term)

Offer Components	Commitment Terms	One-Time Charge	Recurring Charge	Usage Charge
Offer AB	N/A	290	350	N/A
Offer A	12 months	100	150	\$2 per unit
Offer B	6 months	190	200	\$2 per unit

The product manager can also alter the terms of the bundle as needed, for example giving a 10% discount on the one-time charge for Offer A and a \$1 discount on the recurring charge for Offer B, as shown in [Table 9-13](#).

Table 9-13 Alteration Cases in Bundle AB

Offer Components	Commitment Terms	One-Time Charge	Recurring Charge	Usage Charge
Offer AB	N/A	280	349	N/A
Offer A	12 month term	90	150	\$2 per unit

Table 9-13 (Cont.) Alteration Cases in Bundle AB

Offer Components	Commitment Terms	One-Time Charge	Recurring Charge	Usage Charge
Offer B	6 month term (user chooses 6 month term price to apply for 12 month term at bundle level)	190	199	\$2 per unit

Commitment Early-Termination Fees

The commitment may or may not be absolute. You can provide any of the following early termination fee options:

- **No fee**
- **Flat fee:** The customer pays flat fee, such as 100 US dollars or 75 euros.
- **Fixed Proration:** The customer pays a flat fee regardless of the remaining length of the contract, plus an additional penalty for each remaining month in the contract. The system calculates and evenly spreads the penalty percentage across the contract duration.
 For example, consider that you have a wireless voice service that has a contract period of 24 months and you set a proration termination penalty of \$400. Then the application determines a 4.17% penalty per month ($100/24 = 4.1666\%$). If a subscriber terminates the service in 14 months with 10 months left in the contract period, then he has to pay a prorated penalty of $10 \times 4.17\% \times \$400 = \$166.80$.
- **Variable Proration:** The customer pays a flat fee regardless of the remaining length of the contract, plus an additional penalty that varies according to how long is remaining on the contract.
 For example, consider that you have a wireless voice service that has a contract period of 24 months and total penalty of \$400 and you set a variable proration penalty for different periods as follows, cancelling the subscription in the months 1 to 8 carries a penalty of 10%, months 9 to 12 carries a penalty of 5%, and no penalty after 12 months. A subscriber cancelling the subscription 4 months into the contract will incur a termination fee of $\$400 - 4 \times 10\% \times 400 = \260 .
- **Balance of Contract:** The customer pays the entire remaining contract balance.
 For example, customer with a one-year commitment period with a \$50 monthly fee would pay a penalty of \$50 for each month remaining in the contract. A customer canceling with 5 months remaining would pay \$250, and a customer canceling with 3 months remaining would pay \$150.

After you have set up your commitment term, you can associate it to a price list and use it for your offer. Components in a package bundle can have their own commitment terms but can be overridden to fit the pricing and commitment needs of the package.

Alter Prices

You can alter prices for your bundle offers and if required specify the price type (specific charge component, such as one-time, recurring, or usage within a price plan) to which the discount or markup amount is applied. When you perform bundle-level alteration at service bundle, package, or commercial bundle, you can specify the particular price type to which the alteration must apply.

You can alter bundle pricing in the following ways:

- **Discount amount and percent:** You can apply a discount to price. The discount can be a fixed amount or a percent of the original price. For example, if the original price was \$100, and you applied a discount of \$10, then the adjusted price would be \$90. Similarly if you applied a 5% discount, the adjusted price would be \$95.
- **Markup amount and percent:** You can inflate the price by an absolute amount or percentage value. For example, if the original price was \$100, and you applied a markup of \$10, then the adjusted price would be \$110. Similarly, if you applied a markup percent of 5%, the adjusted price would be \$105.
- **Price override:** You can override the price by an absolute value. This amount becomes the adjusted price. This is applicable only for bundle product offers. You can also override the prices for individual components of the bundle, for example simple offer or a child bundle.

You can use relative effectivity of price to manage scenarios such as offering zero charge for the first three months and then applying monthly fee in a product offering. You can use this option when defining price alterations for atomic offers.

You can also define time periods during which alterations are available. Outside of this period, the regular base price without the alterations are applied. The date for these alterations can be a calendar date, relative to the purchase date, or relative to the activation date.

You can also reuse the existing price alterations on atomic offers to avoid price proliferation.

Device Programs

You can offer your customers different options for device purchases, like leasing options and installment plans. See [Device Trade In](#) for information about other device options.

Lease Plans

Lease plans enable your customers to own the latest devices and accessories at lower upfront cost. They can use a device for the lease term period in exchange for a monthly equipment rental fee. As a product manager, for a device or accessory offer type, you can provide lease plans with an agreement and specify the lease terms, like the return checklist for devices and accessories. You can also set up a lease plan with a recurring fee. You can set up several leasing plans, based on duration or terms. See [Set Up Lease Plan](#) for information on setting up leases.

As a catalog administrator, you can create the return checklist template to support the return of leased devices and accessories. The template should include criteria to determine the working condition of the leased device, tasks to be performed by the subscriber before returning the device, and instructions for shipping the device or returning it to a store.

Installment Plans

The installment device program enables you to provide payment alternatives to your customers. As a product manager, you can provide installment plans for a device offer. This can include defining multiple installment terms, setting prices, specifying the credit approval and minimum down payment, and deciding whether the plan includes tax. You can also set the default terms as well as the upgrade rules for a plan.

You can set a one-time purchase fee for an installment agreement. You can also configure any advanced pricing, such as attribute-based pricing, that may be required for down payment or

monthly installments. You can define different installment plans based on tenure, for the various entities that you choose to configure.

As a product manager, while creating a device installment plan you can specify the customer qualifiers such as customer type, loyalty tier, credit score, or rewards membership to define their eligibility. For example, you can have a North American operator model the installment plans based on credit score and an APAC operator to model the installment plan based on loyalty tier. See [Set Up Installment Plan](#) for information on setting up Installments.

Device Trade In

Configure device trade-in programs so that your customers can upgrade to the new devices by using credits or discounts based on their old devices.

You create and manage device trade-in programs from the Administration section of the Launch home page.

When you define a trade-in program, you also specify the following:

- Initiative to which the trade-in program is associated.
- Duration for which these programs are effective.
- Device specification, which could be an IMEI number or any other specification based on the response questionnaire of the trade-in device.
- Redemption or benefit type where you can specify multiple values such as gift or discount.
- Whether the offer is eligible for maximum, minimum, or percentage trade-in value depending on the condition of the trade-in device.

You must define the device trade-in programs for specific product lines or categories. Doing so ensures that all offers associated with the specified product line or category are eligible for the trade-in program.

If you don't specify the product line or category in a trade-in program, the trade-in program will be applicable to all the offers in the Launch application. You cannot specify the same product line or category in more than one active trade-in program.

Determine the Trade-In Value

Use the trade-in questionnaire to determine the quality. This questionnaire enables the run-time system to calculate the approximate value of the trade-in device. For example, you can start with whether the old device switches on or has physical damages. This enables other applications to estimate the value of the old device, which is then offset against the price of the new device.

You can configure another set of checklist questions covering what must be verified in the old devices that you receive as part of the trade-in program. This helps you revise the initial estimate based on the actual condition of the trade-in device. These questions could include verifying whether the device is locked (with an operator) and the screen is functioning properly.

When you create a questionnaire, you can:

- Define one or more sets of device qualification questions with each set containing a series of questions for device trade-ins.
- Use the responses to configure the flow of later questions. For example, if the device does not turn on at all, then you do not need to consider the other questions related to whether the device is working properly.

- Each response in a qualifier question would have a relative value of the trade-in price of the old device as percentage reduction, minimum value, or maximum value depending on the response.
- Provide a description for each choice a user would make.

Real-Time Pricing Scenarios

Following are some sample pricing scenarios.

Simple product offering with volume discount

Set up a home sensor and camera system with one-time fee and volume discount. If customers buy more sensors, they get a larger volume discount on their one-time fee.

Table 9-14 Simple Product Offering with Volume Discount

Minimum Quantity	Maximum Quantity	Discount
5	10	10%
11	20	20%
21	30	30%

Simple product offering with tiered pricing

Set up a wireless data offer with usage fee and tiered pricing. The usage is measured in minutes of voice call.

Table 9-15 Simple Product Offering with Tiered Pricing

Tier	Minimum Quantity	Maximum Quantity	Price
1	0	5	\$1.00
2	5	10	\$0.50
3	10	Unlimited	\$0.10

Product offering allowances

Set up a 10 GB data pack.

You must set up a recurring allowance with a one-time fee of \$10 and an allowance fee of \$100 for 10 GB of data per month.

Product offering with effective dates

Set up a home sensor and camera system with a one-time fee and a volume discount driven by effective dates.

Effective Period: April 01, 2026 to June 30, 2026

Table 9-16 Product offer with effective dates (April-June)

Minimum Quantity	Maximum Quantity	Discount
5	10	10%

Table 9-16 (Cont.) Product offer with effective dates (April-June)

Minimum Quantity	Maximum Quantity	Discount
10	20	20%
20	30	30%

Effective Period: July 01, 2026 to unlimited

Table 9-17 Product offer with effective date (July-Unlimited)

Minimum Quantity	Maximum Quantity	Discount
5	10	1%
10	20	2%
20	30	3%

Tiered pricing with effective dates

Set up a wireless data offer with a usage fee and simple tiered pricing. The usage is measured in minutes of voice call.

Effective Period: April 01, 2026 to June 30, 2026

Table 9-18 Tiered pricing with effective dates (April-June)

Tier	Minimum Quantity	Maximum Quantity	Price
1	0	5	\$1.00
2	5	10	\$0.50
3	10	Unlimited	\$0.10

Effective Period: July 01, 2026 to unlimited

Table 9-19 Tiered pricing with effective dates (July-Unlimited)

Tier	Minimum Quantity	Maximum Quantity	Price
1	0	5.00	\$2.00
2	5	10.00	\$1.50
3	10	Unlimited	\$1.10

Set Up Simple Prices

You can set up the following types of prices for your simple offer:

- [Set Up One-Time Fees](#)
- [Set Up Recurring Fees](#)
- [Set Up Usage Fees](#)
- [Existing Price Plans](#)

Set Up One-Time Fees

To set up a one-time fee:

1. On the Pricing page, click **Add Fee** and select **One-Time Fee** from the drop-down list. For instructions about accessing the Pricing page, see [Create a Simple Offer](#).
2. On the New One-Time Fee page, enter your fee name and ID.
3. In the Price Information section, specify the price type as **Purchase** or **Penalty**, select a price list, and enter the one-time price.
4. In the Financial Information section, select the general ledger ID and tax code, and specify whether tax is included.
5. In the Price Alterations section, click **Add Price Alterations** if you choose to apply price alterations. The alterations available to you are: **Fixed Discount**, **Percentage Discount**, **Volume Discount**, **Tiered Discount**, **Fixed Markup**, and **Percentage Markup**.
6. Click **Save**

Set Up Recurring Fees

To set up a recurring fee:

1. On the Pricing page, click **Add Price** and select **Recurring Fee** from the drop-down list. For instructions about accessing the Pricing page, see [Create a Simple Offer](#).
2. On the New Recurring Fee page, enter your fee name and ID.
3. In the Price Information section, select a price list and period, and enter the recurring price.
4. In the Financial Information section, select the general ledger ID and tax code, and specify whether tax is included.
5. In the Price Alterations section, click **Add Price Alterations** if you choose to apply price alterations. You can reuse the existing price alterations on atomic offers to avoid price proliferation.
6. Click **Save**.

Set Up Usage Fees

To set up a usage fee:

1. On the Pricing page, click **Add Price** and select **Usage Fee** from the drop-down list. For instructions about accessing the Pricing page, see [Create a Simple Offer](#).
2. On the New Usage Fee page, enter your fee name and ID.
3. In the Price Information section, select a price list and specify the price format and usage price.
4. In the Financial Information section, select the general ledger ID and tax code, and specify whether tax is included.
5. In the Price Alterations section, click **Add Price Alterations** if you choose to apply price alterations. You can reuse the existing price alterations on atomic offers to avoid price proliferation.
6. Click **Save**.

For example, if your plan charges \$0.10, per minute of call, set the usage charge up this way:

Table 9-20 Example of Usage Fee based on Specific Plan

Name	UOM	Price	Price Format
Per Minute Call	Minute	0.10	Per Unit

Existing Price Plans

A price plan provides the ability to use complex rules to determine a price. It has a price model, price constraints, and rules which determine the actual price. You can reuse any of your existing price plans to support different price models across simple offers, instead of creating price plans every time you create an offer.

To use an existing price plan:

1. On the Pricing page, click **Add Price** and select **Add Existing Price Plans** from the drop-down list. For instructions about accessing the Pricing page, see [Create a Simple Offer](#).
2. On the Add Existing Fees page, search for an existing price plan or select a price plan from the available list.
3. Click **Add**.

Set Up Advanced Prices

These are the different advanced prices you can set up:

- [Set Up Attribute-Based Pricing](#)
- [Set Up Allowance Prices](#)
- [Set Up Volume Prices](#)
- [Set Up Tiered Prices](#)

Set Up Attribute-Based Pricing

You can set up attribute-based prices while you are creating your simple price structure.

1. On the Pricing page, from the **Advanced Pricing Model** drop-down list, select **Attribute-Based**. See [Create a Simple Offer](#) for information on how to reach the Pricing page.
 - a. In the Attribute-Based Pricing section, enter a pricing name and description and select the entity specifications: Product Specification, Usage Specification, Service Specification, or Customer Profile Specification.
 - b. Select the zone model or value map for usage-based pricing, if desired.
 - c. Specify the allowance details and the start and the end date.
2. Enable **Share Allowance**, if you choose to share the allowance, and specify the allowance type.
3. To apply overage prices, enable the **Apply Overage** option and specify the overage price format.
4. Click **Add Attribute-Based Price**.
 - Select the attributes for which you are specifying the price, either from the SKU Template drop-down list or any other attribute you want to use to set different price.

This combination of attributes uniquely identifies the variant for which you want to set the price.

- Specify the attribute details of the variant, such as brand, price tag, price format, and price.
- If you enabled **Share Allowance**, then specify the allowance quantity, allowance duration, and period units.
- If you enabled overage, then specify the overage price.
- Click **Add**.

To add attribute based prices for more variants repeat this step.

5. Click **Save**.

Set Up Allowance Prices

The non-currency balance element represents the allowances that can be configured in a simple offer. Based on your business needs you need to identify the allowances types and create the respective non currency balance elements for these allowance types. For example, free minutes as an allowance type needs to be configured as a non currency balance element.

You can create and manage your balance element using REST APIs. See *REST API Reference for Launch Cloud Service*.

You can set up your allowances once you have created your simple price structure. The final price is calculated by taking these allowances into consideration. You must select the one-time fee to which you need to apply advanced prices.

1. On the Pricing page, from the Advanced Pricing Model drop-down list, select **Allowance**. See [Create a Simple Offer](#) for information on how to reach the Pricing page.
2. In the Allowance section, select the allowance type.
3. Enable the Share Allowance option, if you choose to share your allowance.

Note

You can configure an overage only for an allowance by using the Apply Overage option. Enable this option, if you choose to apply overage to the price.

4. Specify the start and end dates, allowance quantity, period quantity, period units, and click the tick icon.
5. You can add multiple allowances.
6. Click **Save**.

Your allowance is now created and displayed in the allowance section on the Price page.

Set Up Volume Prices

You can set up volume pricing after you create a simple price structure. You must select the one-time fee for advanced prices.

1. On the Pricing page, from the **Advanced Pricing Model** drop-down list, select **Volume**. See [Create a Simple Offer](#) for information on how to reach the Pricing page.

2. In the Volume Pricing Ranges section, specify the start and end dates, name, minimum quantity, maximum quantity, price, price format, and click the tick icon.
3. Click **Add Range**, if you want to add more volume prices.
4. Click **Save**.

Your new volume prices are displayed in the Volume Pricing Ranges section.

Set Up Tiered Prices

You can set up your tiered prices after you have created your simple price structure.

1. On the Pricing page, from the **Advanced Pricing Model** drop-down list, select **Tiered**. See [Create a Simple Offer](#) for information on how to reach the Pricing page.
2. In the Tiered Pricing Ranges section, specify the start and end dates, name, minimum and maximum quantity, price, price format, and click the tick icon.

If you set up a period, then the tier is effective in that period. By default, the tier is effective for the duration of the product offer. Also, if you select fixed fee, then the price is constant for the tier. If you select per unit, the price is calculated based on the consumption of units within the tier.

3. Click **Add Range**, if you want to add more tiers.

Your tier is now created and displayed in the Tiered Pricing Ranges section.

Set Up Price Alterations

Here you can add volume discount, fixed discount, percentage discount, tiered discount, fixed markup amount, percentage markup amount, allowance grants, allowance consumption model, and attribute-based alterations to the prices that you have set up.

In attribute-based alterations, you can apply discounts and markups based on the attributes of the atomic product and also specify rules when the adjustments and alterations apply. For example, gold-class customers get a 10% discount on a specific device variant in the month of June or a device variant with the color attribute as red gets a 5% discount.

About Price Alterations for Atomic Offers

The following discount and markup options are available:

- **Fixed discount:** A fixed amount is deducted from the base price. Optionally, you can set up an allowance for your fixed discount.
- **Percentage discount:** A percentage is deducted from the base price. Optionally, you can set up an allowance for your percentage discount.
- **Volume discount:** A specific amount is deducted for a range of values. You can add a simple or a tiered volume discount.
- **Fixed markup amount:** A fixed amount is added to the base price.
- **Percentage markup amount:** A percentage is added to the base price.
- **Attribute-based alteration:** Specify rules to determine and limit the discounts applied based on the selected product attributes. The attributes can come from product specification, service specifications, usage specifications, custom specifications, and customer profile specifications.
- **Price override:** The adjustment value is used as the price, overriding the original price. All other prices and adjustments are ignored.

- **Allowance grant model:** Configure allowance grants through the adjustment model grant allowance in simple offering of product type discount and time-based discount. Example: Grant 100 free minutes via recurring adjustments in wireless discount product offering.
- **Allowance consumption model:** When you provide an allowance with a discount, the balance consumption model allows subscribers to consume the allowance first and then pay a usage fee.
Example: A Monthly recurring subscription fee grants allowances of 50 on-network and 100 off-network minutes per month through the Wireless product offering. The usage fee is configured to use attribute-based pricing using value map zoning. The wireless discount product offering is used to consume the allowances granted through the Wireless product offering.
- **Formula based discount:** Configure the discount amount based on a formula, such as \$5 off for every \$50 charge for usage discount models. The formula uses scaled parameters called for every "X" units and "what to discount." This is available for existing discount models: Discount Fixed, Discount Percentage, and Grant Allowance.
Example: Grant 1 music title for every 10 GB downloaded.

About Discount Trigger Conditions for Alterations

You can limit when adjustments are applied based on trigger conditions. These conditions will determine when a discount applies.

A trigger condition consists of the following items:

- **Name or expression:** Name or expression of the attribute you want to compare.
- **Operator:** Specifies how name or result of the expression is compared with a value. Valid operators include greater than, greater than or equal to, less than, less than or equal to, equal to, and not equal to, in the list.
- **Value:** Specifies the value to compare with the result of the expression.

Following are some sample attributes you might use in a trigger:

- **TotalCharge:** Specifies the total charge of an event.
- **TotalQuantity:** Specifies the total quantity in an event, such as the number of minutes talked or megabytes downloaded.
- **BalanceOfResource[ALLOWANCE_NAME]:** Balance of the allowance resource function used to check the available entitlement for allowance consumption.
- **Price Tag -** Specifies the tag to be used as a condition for an adjustment.
- **Price Plan name**
- **Currency**

A trigger filter condition can include multiple conditions. All conditions must be met for the discount to be applied.

Example: If you want to set a trigger for a monthly charge greater than \$500, you could configure:

- **Name:** TotalCharge (the total charge of the event)
- **Operator:** Is greater than
- **Value:** 500

Price Tags

You can set up price tags on the alterations for run-time price override.

Set Up Discount Priority and Discount Mode

The following modeling enhancements have been introduced for Digital Business Experience (DBE):

- Discount priority for product offer type discount and time-based discount. The discount priority determines the sequence in which the charging engine evaluates discounts when multiple discounts are applicable. A higher number indicates a higher priority.
- Discount mode: This specifies the method by which the charging system should apply a discount. The available options are sequential or parallel. A sequential discount implies that the discount offer is applied to the remaining charge amount after previous discounts have been deducted. Conversely, a parallel discount is applied to the original charge amount, irrespective of any reductions from prior discount offers.
- Ability to publish these definitions to Pricing Design Center (PDC).
- Example:
 - Discount 1 with priority 1, and discount mode as sequential
 - Discount 2 with priority 2, and discount mode as parallel

As a marketing manager, irrespective of the price alteration type that you use, fixed or markup, you could specify your General Ledger ID and tax codes and indicate whether your discount or markup is either inclusive or exclusive of tax. If you choose to use tax codes, you must load your tax codes using REST APIs and use it in the price alterations. This helps the billing system to take care of the taxation and accounting.

To specify either a fixed or percentage discount:

1. Go to the Price alterations section of the fee type.
2. From the **Add Price Alterations** drop-down list, select either **Fixed Discount** or **Percentage Discount**, depending on your discount type.
3. Enter the discount amount or discount percentage.
4. Enter a start date and end date.
5. Select a General Ledger ID and Tax Code from the respective drop-down lists.
6. Enable or disable the Tax Included option.
7. Click **Add**.

To specify a fixed or tiered volume discount:

1. Go to the Price alterations section of the fee type.
2. From the **Add Price Alterations** drop-down list, click either **Add Tiered Discount** or **Add Volume Discount**, depending on your discount type.
3. In the Add Volume Discount or the Add Tiered Discount section, do the following:
 - a. Enter effective start and end dates. If you set up a period, then the tier is effective in that period. By default, the tier is effective for the duration of the product offer.
 - b. Select a General Ledger ID and Tax Code from the respective drop-down lists.
 - c. Enable or disable the Tax Included option.
 - d. In the Range section, specify a name, minimum quantity, maximum quantity, discount amount, price format, and click the tick icon.

- e. To add more rows, click **Add Range**.
- f. Click **Add**.

To specify either a fixed markup or a percentage markup:

1. Go to the Price alterations section of the fee type.
2. From the Add Price Alterations drop-down list, click either **Fixed Markup** or **Percentage Markup**, depending on your markup type.
3. Enter the markup amount or markup percentage.
4. Enter a start date and end date.
5. Select a General Ledger ID and Tax Code from the respective drop-down lists.
6. Enable or disable the Tax Included option.
7. Click **Add**.

To specify an attribute based alteration:

1. Go to the Price alterations section of the fee type.
2. From the **Add Price Alterations** drop-down list, select **Attribute-based Alteration**.
3. In the **Identifying information** section, do the following:
 - a. Provide the name, ID, and description.
 - b. Select the attributes you want to base the price alteration on. You can select from these specifications: product, service, usage, customer profile, and custom profile.
4. In the **Attribute-based Alteration** section, do the following:
 - a. Click **Attribute-based Alteration**.
 - b. Select the operator you want to apply to each of the selected attribute.
 - c. Click **Add**,
The alteration row is displayed.
 - d. Specify the attribute values, the adjustment type and amount, and click **Save**.
 - e. (Optional) To add more attribute-based alterations, click **Add**, specify the information, and click **Save** for each.
5. In the **Effective Period** section, specify the start and end dates for the alteration.
6. In the **Financial Information** section, specify the general ledger ID and tax code from the respective drop-down lists.
7. Click **Add**.

Set Up Price Alterations for Bundle Offers

You can add discounts and markups to the prices that you have set up. Bundle price alterations are done at the package level or individual fee level. You can apply the alteration for a particular fee type: one-time, recurring, or usage, or you can apply it to all fee types. If you apply a discount to a one-time fee at the package level, then this discount is applied to all one-time fees at all levels.

The following discount and markup options are available:

- **Fixed discount:** (Fee level only) A fixed amount is deducted from the base price.

- **Percentage discount:** (Fee and package levels) A percentage is deducted from the base price.
- **Fixed markup amount:** (Fee level only) A fixed amount is added to the base price.
- **Percentage markup amount:** (Fee and package levels) A percentage is added to the base price.

As a marketing manager, regardless of the price alteration type that you use, you can specify the General Ledger ID and tax codes and indicate whether your discount or markup is either inclusive or exclusive of tax. If you choose to use tax codes, you must load your tax codes using the REST API..

Consider the following when you perform a price alteration:

- You can apply price alterations at the aggregate option level for a package.
- You can apply price alterations at the atomic offer's attribute-based price group level for service, commercial, or package bundles.
- You can apply price alterations at the service bundle level configured inside a package.
- You can apply price alterations at the atomic offer fee level inside a package.
- You cannot apply price alterations at the option group level if it is part of a bundle, commercial, or package.

Note

Any alteration configured at the top level does not percolate down to sub-levels.

To specify either a fixed or percentage discount or markup:

1. In the Price alterations section, select the fee type: **One-time, Recurring, Usage, or ALL.**
2. Click the corresponding **Add fee type Price Alternation** button.

Note

The bundle price roll-up is based on the fee type you select.

3. From the **Add Price Alterations** drop-down list, specify your discount type or markup type.
4. Enter the discount or markup amount, or discount or markup percentage.
5. Enter a start date and end date.
6. Select a **General Ledger ID** and **Tax Code** from the respective drop-down lists.
7. Enable or disable the **Tax Included** option.
8. Click **Add**.

Set Up Price Plans with Commitment Period

You can set up price plans with commitment terms for service-type atomic offers and commercial, service, and package bundle offers.

First, create a price plan for your offer. Then create a commitment term.

To set up commitment terms:

1. From the **Commitment Terms** drop-down list, select **Add Commitment Term**.
2. On the New Commitment Term page, do the following:
 - a. Enter the name for the commitment term.
 - b. Enter the commitment period and unit. The combination of these two fields define the commitment schedule, for example a commitment of 2 years, where the commitment period is 2 and the unit is years.
3. For bundle offers, do the following:
 - a. (Optional) In the Termination section, enable the Allow termination option and configure the penalty associated with the termination.
 - b. Select the penalty type.
 - c. (Optional) Add a grace period to the early termination rule. For example, if you configure a grace period of 2 weeks, then the customer won't be charged a penalty until 2 weeks after termination.
4. Click **Add**.

After you have set up your commitment term, you can associate it to a price list and use it for your offer.

To associate price plans and commitment terms for an atomic offer:

1. Select the ellipsis for the price list with which you want to associate the commitment term.
2. Click **Set Commitment Term**.
3. On the Set Terms for Price List dialog box, search and select the term that you want to associate with your price list.
4. Click **Add**. The commitment term appears on the price list.
5. Click a specific commitment term with see the price associated to it.
6. Click the **View or Edit Alterations** to modify the term price for a price roll up, as required.
7. Click **Save**.

The modified term price appears for the price list.

Set Up Lease Plan

You can set up lease plans after you have set up the one-time fee for your device or accessory offer type for the configured price list. On the price list that you have created, select the lease option and perform the following steps:

1. Specify the lease term duration as fixed or the range of the lease term duration.
2. Enter the name, lease deferred amount, down payment, number of payments, and the frequency of payments and specify whether the lease can be terminated earlier than the lease duration.

Note

For devices with variants, the lease deferred amount, full price per unit, and down payment fields are presented in the **Attribute based lease information** section, with a separate row for lease payment information for each variant.

3. Specify the number and units for the grace period duration.

4. In the **Attribute based lease information** section, each row represents the lease information for each variant of the device. Edit each variant and provide the lease deferred amount, down payment, and payment for each period.
5. In the **End of lease terms** section:
 - a. Specify the terms for returning the device.
 - b. Specify the terms for continuing to lease the device.
 - c. Specify the price for buying out the device at the end of the lease term.
6. If you want to allow upgrades, enable the **Allow Upgrade** option and specify the minimum threshold for upgrading and how to measure it.
7. In the **Return checklist** section, click **Add Return Checklist** to select and attach your return checklist.
8. In the **Lease agreement** section, click **Add Lease Agreement** to select and attach your installment agreement.
9. To add more lease terms, click **Add Term**. This option is not available for devices with variants.
10. Click **Update**.

Set Up Installment Plan

You can set up installment plans after you have set up the one-time fee for your device or accessory offer type.

You can create different device installment plans with conditions, such as credit score, loyalty tier, and rewards membership. You create an installment plan using the installment option in the created price list.

1. On the Installment Plans page, specify the details, including the tenure as a duration or a range with minimum and maximum value and the frequency of payment, depending on your business requirement.
2. If you want to allow upgrades, enable the Allow Upgrade option and specify the threshold conditions for an upgrade to be applicable:
 - a. How the minimum threshold for upgrade must be measured.
 - b. Minimum threshold for upgrade.
3. Attach your installment agreement and specify the name of the duration and number of installments, and select the check-mark icon.
4. Save the details.

Note

If you want to add additional qualifiers, you can do so using customer profile specification endpoints in the REST API. Qualifiers are created as attributes of a customer profile specification. See *REST API Reference for Launch Cloud Service*.

10

Promotions

Learn about promotions, including their types, criteria, events, benefits, and how to create and manage them.

Promotions Overview

Use this topic to understand what promotions are and how you create and manage them.

About Promotions

Promotions complement Product Offers and are created to provide additional awards, discounts, or reductions to a customer who meets pre-defined criteria. Promotions are usually designed for a limited period relative to a product offering, for seasonal events or to incentivize prospects and subscribers to sign up for cross-bundle benefits. For example, an end-of-season sale or a stock clearance sale.

Promotions are often applied when the customer buys product offerings with a price or amount exceeding a certain limit. Typical examples are a buy-one-get-one-free offer or \$10 off a purchase of \$100. Promotions are always provided based on pre-defined criteria. As a product administrator, you can define the criteria and as a product manager you can configure, retire, and obsolete the promotion. You can view and change an event's priority before confirming the promotion entity.

Types of Promotions

Launch enables Award, Discount, and Reduction promotions.

- **Award:** Usually a gift or an allowance. For example, a USB disk or 100GB is given to the customer for free.
- **Discount:** Usually a discount on the price of the offering. For example, for every 10 quantities of a product offering that a customer buys, the customer gets 10% off on qualifying products. Another example is, if a customer buys 2 shirts, the customer gets 100 rupees off on each shirt.

For packages, discounts can be aggregate or mutually exclusive and are applied by setting the event priorities. The first discount on an event list takes priority over those below it.

Mutually exclusive discounts via promotion

You can set discounts to be mutually exclusive when you purchase a bundle of items.

For example, percentage discount events are defined for a bundle named Supremo Prime Promo.

- **Event 1 – Supremo Prime Plan + Device:** get 20% off on the device.
- **Event 2 - Supremo Prime only for locations in 101 and 103:** get 10% off on Prime.

If customers purchase Supremo Prime Plan and the device then they get a 20% off on the device. They do not also get the location-based benefit, even if they are from locations 101 or 103, as the events are mutually exclusive. If a customer purchases only Supremo Prime from location 101, they get 10% off on prime.

Aggregate discounts via promotions

Specify a bundle of items and the discount that applies to specific items if the user buys the entire bundle.

For example, if the customers buy a device with a plan then they get 10% off on the device.

How are criteria parameters obtained?

Criteria parameters come from Custom Profile Specifications. As a product administrator, you configure these attributes through REST APIs and configure the parameters to participate in the conditions where they are used during the creation of a promotion. For example, the attributes could be:

- Customer ID
- Birthday
- Customer Level
- Offering ID
- Category ID
- Quantity
- Amount

Events and Benefits

Events define the situations or triggers under which a promotion is evaluated.

Events

You can add multiple events to a promotion. An example of an event is Buy 2 and Get 1 free or the customer's birthday. Additionally, while evaluating a promotion, events are always individually evaluated. For example, when a promotion is evaluated, all of its events are evaluated individually, if it is configured that way.

You can configure multiple promotion events in priority order in an event list. The discount event on the top takes priority over those below it. The default priority is overridden if you define a conditional sequence for the event list.

The conditional sequence of events you define determines the evaluation order of the promotion events. Each sequence contains the following:

- **Sequence Number** - Specifies the order of the sequence evaluation and can only be specified using the Launch REST API. In the user interface, you can drag and position the sequence definitions in the required order.
- **Name** - Name of the promotion sequence.
- **Next promotion Event if used** - Specify the next promotion event to apply if the current promotion event is applied.
- **Next promotion Event if not used** - Specify the next promotion event to apply if the current promotion event is not applied.

You can add conditional sequences of events to achieve aggregate discounts and mutually exclusive discounts. For example, consider that you have 3 offers: an internet plan, a mobile plan, and a device. You can create two events, event1 has a mobile and internet subscription with a discount of 20% and event2 has a discount of 10% off the internet plan subscription if the subscriber is from a particular location. At run time, event1 is analyzed and if the customer

purchased internet and mobile subscriptions, then a 20% discount is applied and the sequence exits. Otherwise, it moves to promotion event2. If the customer has internet subscription and is from the specified location, then a 10% discount applies. Otherwise the sequence exits without applying any discounts.

Criterion and Criteria Group

Creating an event requires that you must set the criteria for each event. The logical relationship between different groups is decided by the relationTypeInGroup. A vital element of setting up criteria is defining the criteria group conditions.

The two conditions that you can choose for your criteria groups are AND or OR, which will be applicable to the multiple criteria in each criteria group. While creating an individual criterion parameter within a criteria group, you can also choose from AND or OR.

Benefits

Based on the promotion type that you choose, the benefits that you can provide to a customer may differ. Here's a table that describes the promotion type and the associated benefit options.

Table 10-1 Promotion Type and Benefits

Promotion Type	Criteria	Benefit Type	Example
Award (External Benefit)	Customer reaches a certain criteria, for example, either by spending a certain specified amount or by buying a certain quantity of a product or products.	Award, Allowance Example: Buy N items or more and get n items for free on qualifying products.	<ul style="list-style-type: none"> Award: A physical gift, such as a mobile. Allowance: Additional GB or MB.
Discount (Percentage Discount)	Customer reaches a certain criteria, for example, either by spending a certain specified amount or by buying a certain quantity of a product or products.	Discount Example: Buy n items or more, and get up to 25% off on qualifying products.	Discount <ul style="list-style-type: none"> Buy \$200 or more, and 5% off on purchase of qualifying products. For every 5 pairs of socks purchased, save 20%.

The execution of promotion is the responsibility of e-commerce platform which has to apply the promotion type (award or discount) based on the information retrieved from promotion API.

Promotions and Price List

As a product manager, you can associate or disassociate promotions with a price list. You can view the promotions in a price list and also publish the price list with promotions to spoke systems.

Here's an example of a price list and its associated promotions.

Table 10-2 Price List and Promotions

Price List	Promotions
US Price List	<ul style="list-style-type: none"> Buy \$100 and get 5% off on a qualifying product. Buy 3 handsets and get a 10% discount.

Cross-Product Discounts

Use cross-product discounts to model aggregate discounts or mutually exclusive discounts similar to Siebel's aggregate discount on promotional offers.

Create a Promotion

To create a promotion:

1. Click on **Promotions**, and then click **Create Promotion**. The **New Promotion** page appears.
2. On the **New Promotions** page, provide the identifying information such as name and description.
3. Specify the effective period for the promotion.
4. In the **Other information** section, specify the following:
 - Initiative the promotion is associated with
 - Promotion Type
 - Price List
 - Promotion profile specification
5. Click **Continue to Events** to enter the name, priority, and the description of the event.

Note

The order of the events in the final events list determines the priority of the event and the order in which the discounts or markups are applied. You can move an event up or down in an event list based on its relative priority.

6. In the Criteria section, click **Add Criteria Group**.
7. Specify the AND or OR parameter for the criteria groups that you create.

Note

For all the criteria groups that you create, the parameter that you select will be applicable across the criteria groups.

8. Add the criteria group name.
9. Specify the parameter AND or OR, to say whether any of the criteria or all the criteria must be met.
10. Select the criteria parameter, the operator, and the criteria value depending on the criteria parameter that you have selected.
11. In the Benefits section, click **Add Promotion Benefit**.
12. Specify the details including the action type, value, and object.
13. Click **Add Event**.
14. Click **Add Promotion Event** if you want to add another promotion event.

15. Click Create.

You can now see your promotion in the list of promotions on the Promotions page.

Agreements and Entitlements

An agreement defines the obligations to offer, provide, or produce specific products or services over a set period for a price. It contains pricing, terms, limitations, coverage, conditions, legal rights, processes, and guidelines.

Common types of agreements are sales and service agreements.

- A *sales agreement* is a contract that includes special pricing and other benefits when a customer purchases applicable products. For example, an enterprise customer of the Communications Service Provider (CSP) negotiates a sales agreement that discounts volume purchases.
- A *service agreement* is a service contract. For example, a customer purchases a business-grade internet service from the CSP. The CSP might negotiate a service agreement with the customer providing a special discounted rate to repair faults at customer premises over a predetermined period.

Entitlements are part of a sales or service agreement. In a sales agreement, it includes information about special pricing that applies to the sale of products. You can use entitlement-based service metrics as part of a service level agreement. You can use entitlement templates to apply entitlement-based pricing or service metrics information.

To define attributes, select **Administration** from the Workbench.

An entitlement template includes the following:

- **Benefit:** A benefit is the entitlement pricing information maintained as price alterations.
- **Condition:** A condition denotes criteria that determine a customer's entitlement to the benefit.
- **Metric:** A metric denotes the performance requirement of an entitlement template and is usually associated with a service-level agreement (SLA) within a sales or service agreement. SLAs often indicate the expected response and resolution times for a service request based on the request priority.

12

Catalogs and Categories

Learn how to create catalogs and categories.

A catalog is the top-level organizational container that defines the overall scope for grouping related product, service, or resource offerings. Each catalog is associated with an initiative, which governs its lifecycle and publishing behavior, and is categorized by type such as Product, Service, or Resource.

A category, on the other hand, is a logical classification within a catalog used to organize and structure the offerings it contains. Categories improve navigation and manageability, can be arranged hierarchically through subcategories, and do not have independent lifecycles outside the catalog they belong to.

Create a Catalog

To create a catalog:

1. Click the **Administration** tab and then click **Create** on the **Catalog and categories** card.
2. On the **New Catalog** page, enter your catalog name and description. The catalog ID is automatically generated for you.
3. From the **Initiatives** drop-down list, select an initiative that you want to associate this catalog with. This initiative becomes the parent container.
4. From the **Catalog Type** drop-down list, select either **Product**, **Service**, or **Resource**.
5. Click **Create**.

The catalog is listed on the Catalogs page. By default, this catalog is in the In design state.

Create a Category

To create a category:

1. Select the catalog in which you want your category to be listed.
2. Click **Edit**.
3. In the Associated categories section, click **Add a new category under this catalog**.
4. In the New Category page, enter your category name and description.
5. Click **Update**.

Your category is listed in the catalog. Expand your catalog to view all of the categories in the catalog.

You can also add subcategories within a category.

To create a sub category:

1. On the New Category page in the Sub Categories section, click **Add Sub Category**.
2. Enter a sub category name, description, and click the check-mark icon.

The sub category is listed under the sub categories section.

3. Click **Add**.

The category and the sub category are associated with the catalog.

13

Rules

Learn how to define, manage, and apply different types of rules to ensure your product offerings are validated, optimized, and aligned with business requirements.

Rules Overview

This section discusses the types of rules you can define in the Launch application when creating offerings or specifications.

Rules are different types of conditions that you can set for product offerings. These conditions are applied during the ordering process to ensure that the validations and checks are in place.

You can view, confirm, edit, or revise rules based on the lifecycle status of the related offering.

You can define rules from either the Rules landing page or through the guided flow for offering creation depending on your role. Creating rules using the guided flow for offering creation is available to both administrators and product managers. If you are an administrator, you can use the Rules card on the home page to navigate to the Rules landing page to create rules.

Considerations when creating rules:

1. Rules are top-level resources in the Launch application. You can define these rules using the REST API and also from the Launch application UI. See [Use REST APIs to Create Catalog Entities in *Launch Cloud Service Implementation Guide*](#) to create rules using the REST API and [Creating Product Offer Using a Guided Flow](#) to create rules using the Launch UI.
2. Launch validates the rules to make sure they don't contradict each other.
3. If desired, you can specify logical operators in rules. Set these operators carefully. These criteria include specifying whether a product requires another product or a product line excludes a product.
4. You can't edit rules for an offer that has been retired.

Types of Rules

You can set the following types of rules when creating product offerings or product specifications:

- Eligibility rules: Defines the eligibility criteria of a user to buy a product offering or service. For more information, see [Eligibility Rules](#).
- Compatibility rules: Specifies the inclusion or exclusion of a combination of products in an offering. For more information, see [Compatibility Rules](#).
- Recommendation rules: Provides cross-sell and up-sell opportunities for offerings. For more information, see [Recommendation Rules](#).
- Upgrade and downgrade migration rules: Defines the permissible offerings that the customers can migrate to or migrate from along with the terms. For more information, see [Migration Rules](#).
- Constraint rules: Defines the relationship between any two items in a product offering. For more information, see [Constraint Rules](#).

Constraint Rules

Use constraint rules to enforce the component selection for a Commercial or Service bundle. Defining these rules restricts the choices the users can make at runtime while configuring the cart.

Defining constraint rules lists or limits the choices the user can make when working with relationships, product offerings, or with attributes in product offerings.

For example, a constraint rule may prevent a user from selecting an attribute value, say a color or size, for a component that doesn't support that color or size value.

You can access constraint rules from the Rules card in the administration menu.

To configure constraints, you must first select a template and then configure the constraint rule based on that template using a graphical builder.

Select a constraint rule template

The supported constraint templates that you can use to create a constraint rule are:

Table 13-1 Constraint Rules Template

Rules template	When to use the template
Attribute expression	Use this template to create an expression where the value of an attribute requires or excludes a value of another attribute. For example, the attribute value of red isn't available for attribute value of large.
Attribute value	Use this template where an attribute equals a value. For example, more than three OTT services would require a router that supports at least 100 MBps.
Relationship quantity	Use this template to determine the number of entities that can be included in a relationship. For example, you can define that for two mobile phones the customer must purchase two each of voice and data plans.
Excludes	Use this template when a resource or an expression must exclude another resource or an expression. For example, a premium service does not supports the 16 GB memory size.
Requires	Use this template when a resource or an expression must include another resource or expression. For example, a premium service requires a 100 MBps router.
Requires (Mutual)	Use this template when any two resources or expressions must mutually include each other. For example, when two interdependent products can't be sold together.

Model the rule using constraint rule Graphical builder

The constraint builder contains logical or comparison operators along with expressions to help you build your constraint rule.

A constraint may have the following:

1. Selected product offering, relationship, an expression using the entities or attributes within the relationship.
2. The constraint type, such as requires, requires (mutual), or excludes. Requires is the default setting.

If your configuration spans multiple nodes within the construct builder, you can refer to the textual construct of the configuration that appears simultaneously in the UI.

Eligibility Rules

You can set eligibility rules to specify whether a user is eligible for a product offering or product service. You can set up different eligibility rules based on multiple conditions and specify whether all or some of the conditions are applicable. For example, you can make a product available to customers of a specific region.

Eligibility rule is a top-level resource in the Launch application. You can define these rules using both the REST API and from the Launch application UI.

For more information on using the REST API to create catalog entities, see Use REST APIs to Create Catalog Entities in *Launch Cloud Service Implementation Guide*.

Create an Eligibility Rule

You can create an eligibility rule as part of the guided flow for creating offerings. If you are an administrator, you can also navigate to the Rules landing page directly from the application home page to create rules.

1. On the Rules page, click **Create Eligibility Rule**.
2. Specify details including the eligibility criteria and the effectivity dates. Specify additional criteria if needed and then click **Create**.

You can also edit, delete, or deactivate product eligibility rules.

Here's an example of an eligibility rule where an offering is eligible for customers residing in the United States.

Table 13-2 Example of Eligibility Rule

Parameter	Operator	Value
Country	Equals	United States

Related Topics

- [Creating Product Offer Using a Guided Flow](#)
- Use REST APIs to Create Catalog Entities

Compatibility Rules

You use compatibility rules to define contextual dependencies or exclusions among catalog entities in both simple and bundle offerings. You can define compatibility rules for product offerings, product lines, and product specifications.

As a product manager, you can specify the subject and the target for the compatibility rule. The subject defines the product that requires or excludes another product and a target defines the product that's required or excluded. This dependency can also be mutual where both the subject and the target require each other. For example, a **requires** rule could be that a faster internet plan requires a router that supports the new bandwidth.

Compatibility rule is a top-level resource in the Launch application. You can define these rules using both the REST API and from the Launch application UI. See Use REST APIs to Create Catalog Entities.

Create a Compatibility Rule

You create a compatibility rule as part of the guided flow for creating offerings. If you are an administrator, you can also navigate to the Rules landing page directly from the application home page to create rules.

1. On the Rules page, click **Create Compatibility Rule**.
2. Specify the required details including entity type and rule type. Some of the rule types are: **REQUIRES**, **REQUIRES (MUTUAL)**, **EXCLUDES**, and **COMPATIBLE**.
3. Specify the search criteria as either product offering or product line and enter the effective start and end date for the rule.
4. Click **Create**.

Note

The **COMPATIBLE** operator provides design flexibility at runtime. For example:

- You can allow device modeling outside the package.
- You can reduce dependency on offering aggregation constructs.
- You can create a storefront experience of selecting a package and listing all compatible offerings and product lines or selecting a device and listing the compatible packages.

Related Topics

- [Creating Product Offer Using a Guided Flow](#)

Recommendation Rules

Recommendation rules are a top-level resource in the Launch application. You can create recommendation rules as part of the offering creation flow. You create these rules to provide sales representatives with cross-sell and up-sell opportunities for existing customers based on installed base products, demographics and other account-specific attributes. You can create recommendation rules only for simple offerings. You can also edit, delete, or inactivate recommendation rules.

Create Recommendation Rules

To create a recommendation rule:

1. During the offering creation process, click **Add Recommendation Rule** on the Rules page.
2. Specify whether it's an up-sell or cross-sell recommendation, and then specify the product offering to which the recommendation is applicable.
3. Specify the reason why a customer should purchase the recommended product.
4. Enter the score for the rule. This score determines the comparative value of a recommendation to other recommendations and it must be unique.
5. Enter the effective start and end dates for the recommendation you are creating.
6. Click **Add**.

Here's an example of a recommendation rule where the marketing administrator recommends a small memory card.

Table 13-3 Example of Recommendation Rule

Product	Reason	Effective Start Date
8 MB memory card that's compatible with the 2.0 MP camera.	An extra memory card is required to store more than 20 pictures.	June 1, 2025

Related Topics

- [Creating Product Offer Using a Guided Flow](#)
- Use REST APIs to Create Catalog Entities

Migration Rules

Migration rules is a top-level resource in the Launch application. You create these rules as part of the offering creation process for customers to upgrade or downgrade from one product offering to another.

These rules basically define the upgrade or downgrade path between marketable offerings. You can create upgrade or downgrade rules only for bundle offerings.

Note

- The migration rules are applicable between sellable bundles (commercial, service, or package).
- When publishing the Initiative to a Siebel spoke system, it only supports the Product Offering of type Package.

Create an Upgrade or Downgrade Rule

To create an upgrade or downgrade rule:

1. During the offering creation process, click **Upgrade To** or **Upgrade From** on the Rules page.
2. Specify the details depending on whether you are creating an upgrade or a downgrade rule.

A customer can either migrate from a source offering to the current offering, or from the current offering to another offering.

3. Specify other details including the penalty amount. A penalty amount is charged if the customer terminates the offering before the specified end date.
4. Click **Add**.

You can also edit, delete, or inactivate upgrade or downgrade rules.

Here's an example where a penalty is charged for terminating the current offering before it ends.

Table 13-4 Example of Rule Upgrade

Upgrade Type	offering	Commitment Start	Duration	Penalty
Upgrade to	Wireless 2000 package	Now	12 months	\$50

Related Topics

- [Creating Product Offer Using a Guided Flow](#)
- Use REST APIs to Create Catalog Entities

Product Lines

Learn how to define, manage, and publish product lines while setting compatibility rules to organize and optimize your offers effectively.

Product Lines Overview

Product lines are logical groupings of products. They could also be referred to an offer family. As an administrator, you can define the product lines and as a marketing manager, you can associate offers to a product line.

You can also define compatibility rules for product lines. When you create a compatibility rule for a product line, you can choose either a product or a product line as the target of the rule. For more information on compatibility rules, see [Compatibility Rules](#).

Create Product Lines

To create a product line:

1. Click the **Administration** tab and then click **Create** on the **Product lines** card.
2. On the **New Product Line** page, enter a name and description. The ID is automatically generated for you.
3. From the **Initiative** drop-down list, select an initiative for the product line.
4. Enter a start date and end date.
5. Click **Create**.

Optionally, as an administrator, you can also set a compatibility rule between product lines. To do this:

1. On the New Product Line page, click **Add Compatibility Rule** under Compatibility Rules.
2. Specify the information required and click **Add**.

Your product line is listed on the Product Lines page. By default, this product line is in the **In design** state. You can view, edit, delete, or confirm your product line. Once you confirm your product line, it moves to **Ready to Publish** status, and then can be published via an initiative.

Entity Lifecycle Management

Learn how to manage the publishing and the lifecycle status of catalog entities using initiatives.

Manage Entity Lifecycles Using Initiatives

All catalog entities are associated with an initiative. When the initiative's lifecycle status changes, the status change is propagated to the entities that belong to the initiative. Pre-determined rules drive the lifecycle status transition in Launch Cloud Service. However, roles with the Change Lifecycle Status privilege can override the lifecycle status of an entity to any desired status.

An initiative goes through the following seeded lifecycle statuses. For example, consider two Launch environments: test and production.

Scenario 1 – Release a new product offer in the market

Test Instance

1. **In design:** Your entities are being designed. You must confirm an initiative to move it to the next status.
2. **Ready to publish:** This is an interim status, for the time between when you publish the initiative and when you receive confirmation from all of the spoke systems. When the confirmations are received, the initiative automatically transitions to the next status.
3. **In test:** If you have successfully tested, you can move the initiative to **Active**, otherwise, you can move it back to **In design** status. Once you have QA approval, move the initiative to **Active** status.
4. **Active:** You can use a migration job to migrate entities from test to production.

Production Instance

1. **In design:** You can use migration job to migrate entities from test to production with the initiative in the **In design** status.
2. **Active:** Manually change the status to **Active**. Publish the initiative to the production instance.
3. **Launched:** In **Launched** status, the entities of that initiative are available in the external selling channels. In the test instance, you can manually change the initiative to **Launched** as well.

Scenario 2 – Revise a product offer to release to the market

Test Instance

1. **In design:** Your entities are being designed. You must confirm an initiative to move it to the next status.
2. **Ready to publish:** This is an interim status, for the time between when you publish the initiative and when you receive confirmation from all of the spoke systems. When the confirmations are received, the initiative automatically transitions to the next status.

3. **In test:** If you have successfully tested, you can move the initiative to **Active**, otherwise, you can move it back to In design status. Once you have QA approval, move the initiative to **Active** status.
4. **Active:** You can use a migration job to migrate entities from test to production.

Production Instance

1. **In design:** Import the above initiative from the test environment and the initiative moves to the In design status.
2. **Active:** Manually change the status to **Active**. Publish the initiative to production instance.
3. **Launched:** In **Launched** status, the entities of that initiative are available in the external selling channels. In the test instance, you can manually change the initiative to **Launched** as well.

You can handle similar scenarios involving bug fixes and major releases in parallel using multiple test instances, or retiring or obsoleting an entity in the same manner as described above.

Note

All content changes must be made in the test instance only, and not the production instance.

You can associate entities with an initiative only in the **In Design** status. You can design your product offer and add or remove entities. After your design is complete, you can confirm your initiative to move it to the **Ready to publish** status and you can no longer update your entities. After all the entities in an initiative are ready to be published, you can publish the initiative.

Optionally, you can also mandate approvals for your initiatives. For example, you can mandate that an initiative must go through an approval process before it moves to the **Ready to publish** status.

Lifecycle Stage and User Actions

The following table lists the actions that you can perform on catalog entities and the statuses in which they can be performed. You can transition between these lifecycle statuses by associating the entities with an initiative.

Table 15-1 List of User Actions on Product Offers

Actions	Status	Description
View	<ul style="list-style-type: none"> • In design • Ready to publish • In test • Launched • Active • Retired • Rejected 	You can view the offer details in a read-only mode. This serves as a snapshot of the catalog entity.
Edit	<ul style="list-style-type: none"> • In design 	You can open the catalog entity in an edit mode. This takes you through the guided UI flow.

Table 15-1 (Cont.) List of User Actions on Product Offers

Actions	Status	Description
Confirm	<ul style="list-style-type: none"> In design In test 	You can confirm your product catalog entity to move it to the Ready to test or Ready to publish statuses.
Clone	<ul style="list-style-type: none"> In design Ready to publish In test Launched Active Retired Rejected 	Opens the Clone catalog entity dialog box and leads you to the guided UI flow.
Revise	<ul style="list-style-type: none"> Launched 	You can create a revision of the launched catalog entity.
Retire	<ul style="list-style-type: none"> Launched 	You can associate your product catalog entity with an initiative and the initiative can be retired.
Obsolete	<ul style="list-style-type: none"> Retired 	You can obsolete a product catalog entity after it has been retired.
Publish	<ul style="list-style-type: none"> Ready to publish 	You can publish your product catalog entity to a spoke system for testing.

Related Topics

- [Initiatives Overview](#)
- [Creating Product Offer Using a Guided Flow](#)

Configure a New Lifecycle Status

Use this topic to learn how to create and manage new lifecycle statuses for entities and destinations for publishing.

As a product administrator, you can create and configure new lifecycle statuses in addition to the ones that are already shipped in the Launch application. Any new lifecycle status that needs to distribute the Initiative to one or more spoke systems and their specific workspaces/instances requires configuration of a Destination Entity.

Create a Destination

Destinations are spoke systems that consume initiative content. These can include CRM, billing, or commerce applications, each with its own instances. For example, a CRM application can have SIT, UAT, Pre-Production, and Production instances. To publish to these systems, configure them as destinations for a specific lifecycle status.

To create a new destination:

1. Click the **Administration** tab, then click the **Lifecycle status** card, and then click **Create** on the **Destinations** card.
2. Configure the following:

- **Domain Name:** Specify the spoke system to publish to.
- **Domain Instance:** Specify the instance of the spoke system.
- **Publish Sequence:** Specify the sequence for this destination. If you have multiple destinations, this defines the order of publishing. For example, to publish to CRM, Commerce, Billing, and Provisioning in that order, you can set sequences 10, 20, 30, and 40, respectively. After a successful publish to CRM, the job proceeds to Commerce, then Billing, and finally Provisioning. It is recommended to leave gaps between sequence numbers to allow for future additions.
- **Internal:** Enable this based on whether Launch handles the publish logic. For example, publishing to Siebel and PDC relies heavily on transformations managed by Launch, whereas publishing to Service Catalog and Design (SCD) is an event notification. SCD consumes the payload and performs its own transformations.
- **Design Time:** Specify if there is another design time application that plays a role of cp-design catalog definitions along with Launch application. For spoke systems that consume catalog definitions directly from Launch, this can be skipped.
- **Add Rule:** Specify entities to exclude entirely from publishing to this spoke system. Not all destinations require every catalog definition in an initiative. You can select entities to exclude for this destination, which removes the entire entity from being published to it.
- **Add Rule Group:** Specify a subset of an entity to exclude from publishing to the spoke system. Use the criterion parameter, which has seeded first class properties of the entity, to define what should be restricted from publishing.
- **Exclude References:** Enable this based on the entities specified in Add Rule or Add Rule Group. When enabled, any entity specified in Add Rule or Add Rule Group will also be excluded when referenced by other entities.

Create a Lifecycle Status

You can add lifecycle status only between **In design** and **Launched** lifecycle statuses. For example, you can add a testing phase, such as Unit Testing or UAT, after In Test and before the Active lifecycle status.

To create a new lifecycle status:

1. Click the **Administration** tab, and then click **Manage** on the **Lifecycle status** card.
The entity lifecycle status configuration version in active state appears.
2. Select **Save as New Version** from the Save drop-down list.
3. In the new version, click **Create Status**.
4. On the New Status page, enter the status name.
5. Select where you want to add the lifecycle status from the Create After drop-down list.
A sequence number gets allocated to the status.
6. In the Other Information section, define the next User Action.
7. From the Error State drop-down list, select an error state for the status.
8. Enable the following options as required:
 - a. **Edit Initiative:** Specify if the initiative can be edited.
 - b. **Edit Initiative Entities:** Specify if the initiative entities can be edited.
 - c. **Requires Approval:** Specify if the initiative requires approval.

- d. Allow References in Other Initiatives: Specify if the initiative can be referred to in other initiatives.
 - e. Enable Publish: Specify whether the new lifecycle status should be published to a new spoke system instance.
 - f. Enable Sensitive: Specify whether the target spoke system instance is restricted to users with special privileges. This typically applies to Production or Pre-Production instances managed by the Operations team, while SIT or UAT instances can be accessed by users with the required roles. For more details on creating users with these privileges, see Set Up Users and Roles in *Launch Cloud Service Implementation Guide*.
 - g. Destinations: Add the appropriate destination (spoke system and its instances) for the newly added lifecycle status.
9. Click **Create**.

Your new lifecycle status is active.

If you want to create more versions of the lifecycle status configuration, select **Save as New Version** on the Lifecycle Status page. After a new lifecycle status is activated, it's only applicable to the new entities that get created thereafter. Ensure that at any point in time, only one version is in Active status.

After you have created a new lifecycle status, you can create revisions, where you can add multiple lifecycle statuses as required and activate the new lifecycle configuration. Ensure that all the associated entities transition according to the lifecycle statuses defined in lifecycle workflow, in active state.

You can create a new lifecycle configuration from an Active lifecycle configuration only. Any newly created lifecycle creation will be in the Pending status and will need an activation process. When you activate a new lifecycle configuration, the current one is inactivated. The initiatives following the older, inactive configuration lifecycle will continue in that process. It's only the newly created initiatives that will follow the new lifecycle status configuration.

You can also define the conditions that control the lifecycle status transitions, such as:

- Edit initiative: Specify if you can edit initiative entities.
- Edit initiative entities: Specify if you can add or remove the initiative entities.
- Requires Approval: Specify whether approval is required for a lifecycle transition.
- Enable Publish: Specify if the status can be published to spoke systems.
- Allow References in Other Initiatives: Specify if the catalog entity reference can be made in another initiative.

You must also specify the destination and the next user action for every status that you create.

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Job Management

Learn how to import, export, migrate, publish, and monitor catalog entity jobs using Job Management in Launch.

Import Jobs

Use the import feature to import third-party catalog entities along with their initiative references.

Note

When you set up the Launch application, your administrator must increase the number of import threads using the `EGP_ITEM_IMPORT_NUMBER_OF_THREADS` profile option. See [Item Profile Options](#).

To configure catalog import:

1. Prepare the import data file.

For more information on preparing the import file, see Import Catalog Definitions in *Launch Cloud Service Implementation Guide*.

2. Click the **Administration** tab, and then click **Manage** on the **Job management** card.
3. On the Job Management page, click **Import jobs**.
4. On the Import Jobs page, click **Create Import Job**.
5. On the New Import Job page, click **Select a File** and select the JSON file that you have prepared.
6. Click **Import**.

When you create an import job, you receive an import job ID along with a success or failure notification upon job completion. For every import job, you can provide an initiative in the payload to be associated with the entities. You also have the flexibility to associate the entities of an import job to new or existing initiatives depending on your requirements.

You can also search for any existing import jobs by the import file name, job ID, or submitted by option provided to you in the Search by type field on the Import Jobs page. Viewing an import job provides details such as Job ID, Submitted By, Input File, Status, Created and Completion Dates, Error Summary, Error File (in case of an error), and an option to download the error JSON file.

After the import process completes successfully, the initiative, the product offer, and all its entities are available on your application. Go to the Offer List page to search for and view the product offers that you have imported.

Export Jobs

You can perform only initiative-based and entity-based exports.

As an administrator, to initiate an export:

1. Click on **Administration** tab, and then click **Initiatives**.
2. On the Initiatives page, select the initiative to be exported and from the **Actions** drop-down list, click **View**.
3. On the initiatives page that you just selected, click **Export**. The export job gets triggered and the job ID is notified to you.

To track the export job:

1. Click the **Administration** tab, and then click **Manage** on the **Job management** card.
2. On the Job Management page, click **Export jobs**.
3. On the Export Jobs page, search for your export job either by **Job ID** or **Submitted By** options from the **Search by type** drop-down list, or by the file name in the search bar.

The Export Jobs page lists all the export jobs that have been triggered. You can monitor and track the progress of the export job. View each job to get more details on the job. To download the exported content, once the export job succeeds, click **Actions Download from**.

 **Note**

You cannot export initiatives or resources that are in **In design** status.

Related Topics

- [Manage Entity Lifecycles Using Initiatives](#)

Migrate Jobs

You can automatically move the catalog definitions from one Launch instance to another. To do this, go into the target Launch system and move catalog definitions from the source system automatically using the create migration job utility. You can move the contents of an initiative as a whole, either by itself or along with its referenced entities, or move specific individual entities, such as a product offering or product line across instances.

Example: There are two Launch environments - Environment 1 and Environment 2. In Environment 1, the Summer initiative has been created with catalog definitions. The administrator can now log in to Environment 2 to initiate the migration of the Summer initiative's catalog definitions from Environment 1 by navigating to the Migration Jobs card in the Job Management card.

You can integrate your Launch application with Siebel CRM to migrate Siebel CRM catalog definitions into Launch. Some of the definitions include product specifications (product class), price lists, catalogs and categories, and eligibility and compatibility rules.

To configure catalog migration:

1. Click the **Administration** tab, and then click **Job management**. The Job Management page appears.
2. On the Job Management page, click **Migration jobs** card.
3. On the Migration Jobs page, click **Create Migration Job**.
4. Choose the **Source** as either Siebel or Launch.
5. Provide the details and click **Submit**.

Bulk Update Jobs

You can manage bulk product offering update jobs.

To do this:

1. Click the **Administration** tab, and then click **Job management** card. The Job Management page appears.
2. Click the **Bulk update jobs** card.
3. On the Bulk update jobs page, click the job ID.
4. Check if the job status is success or failure. Check the details section for more information.

Publish Jobs

You can manage the publish jobs that are created by publishing initiatives.

To publish jobs:

1. Click the **Administration** tab, and then click **Job management**. The Job Management page appears.
2. Click the **Publish jobs** card.
3. On the Publish Jobs page, click the job ID.
4. Check if the job status is success or failure. Check the details section for more information.

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Manage Business Configurations

You can centrally configure and manage business configurations across your enterprise. Here are some of the business configuration parameters that you can set up:

- Customer type
- Pricelist type
- Channels
- Market segments
- Geographical hierarchy, including country, province, state, city, and postal code for various geography types
- Eligibility rule entities for parameters, operators, and values
- Country
- Account type
- Credit Score
- Promotion Criteria Parameter
- Impact Category

To manage business configurations:

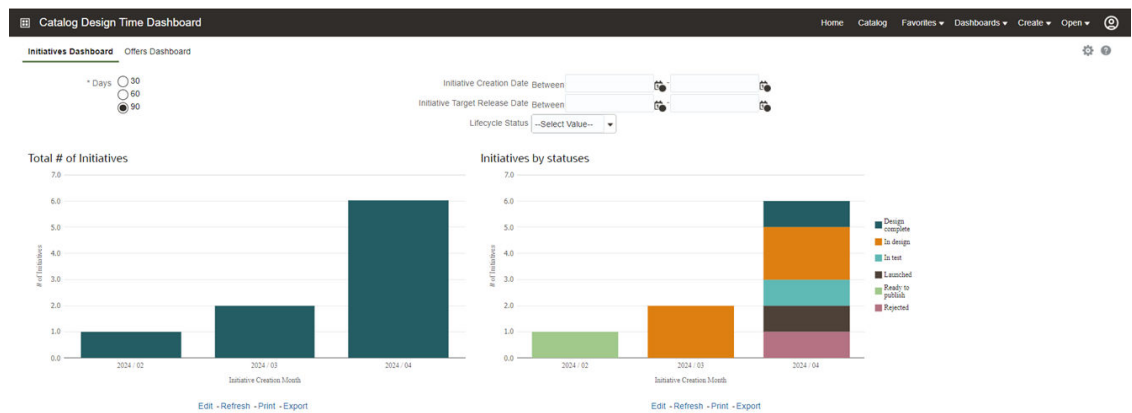
1. Click the **Administration** tab, and then click **Business configurations**.
2. Check the details section for more information.

18 Reports

You can gain real-time insights into the transactional aspects of catalog management. Built using the Oracle Transactional Business Intelligence (OTBI), the dashboards for Initiatives and Product Offers provide summary and detailed reporting capabilities in these two areas.

[Figure 18-1](#) shows the Initiatives dashboard. It depicts the total number of Initiatives for 30, 60, 90, or custom date range with additional filters on the lifecycle status or the target release date.

Figure 18-1 Initiative Dashboard



[Figure 18-2](#) shows the Offers dashboard. It that depicts the total number of Offers for 30, 60, 90, or custom date range with additional filters on the lifecycle status, types, and offer last updated dates.

Figure 18-2 Offers Dashboard

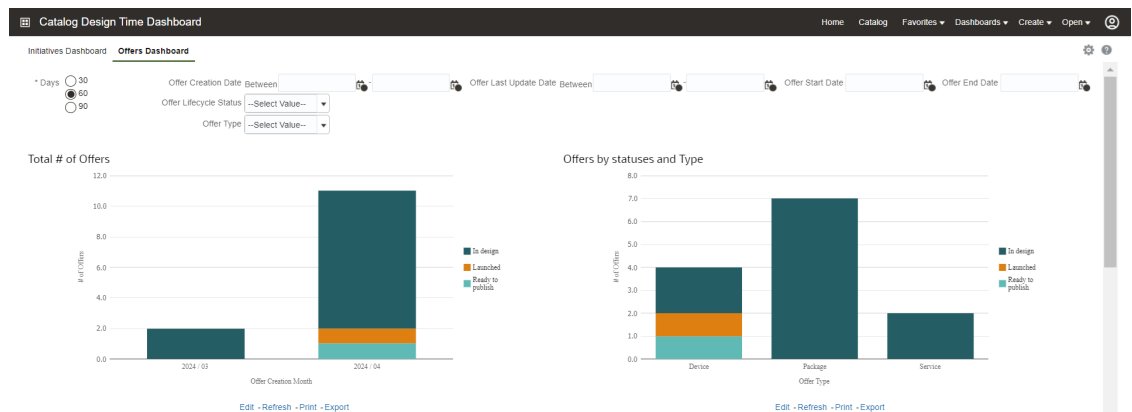


Figure 18-3 shows the Offer Usage dashboard. It depicts the Offer usage, Offers that are to be released to the market, and the ones reaching end of life.

Figure 18-3 Offer Usage Dashboard

