

Sun and Oracle Communications

Innovative revenue management solutions for service providers



In today's highly competitive communications market, customers demand innovative and relevant voice, data, and content services and, if their telecommunications service provider (TSP) does not deliver, they can easily switch to a different provider. Declining revenues from traditional services, such as fixed voice, are forcing service providers to investigate alternative revenue streams to increase margins. To help address these issues, Oracle Communications and Sun Microsystems offer service providers a powerful and innovative billing and revenue management solution.

Traditional, rigidly designed, batch-oriented billing systems are unable to provide the necessary flexibility required by changing market demands. New challenges arise as service providers establish revenue management systems to track, and monetize services that require new business models, new partners, new channels, and real-time customer interactions.

Monetizing services with Oracle BRM

Oracle Billing and Revenue Management (BRM) software offers a single convergent platform for service providers to monetize services and manage revenues generated in real time across any customer type, network, service, geography, and payment method. It enables service providers to develop new sources of revenue by helping deliver innovative, next generation services.

Oracle BRM is a configurable software platform that helps TSPs rapidly introduce new services. These new offerings are typically data and content services — such as Internet Protocol Television (IPTV), mobile TV, Worldwide Interoperability for Microwave Access (WiMAX), and broadband video — and involve partners such as transport or content providers, advertisers, and publishers.

Many partners require systems to manage complex revenue settlements. Using Oracle BRM to determine how to best bundle and promote services, new offerings can be priced based on the value of the information or entertainment to the consumer rather than simply based on the delivery method.

Assuring revenue with real-time, event-to-cash processing

With Oracle BRM, TSPs can create offerings with a real-time capability for online, convergent charging and billing. This helps ensure that all transactions are captured and monetized immediately — making the process of consumption-to-cash as short as possible — and minimizes risk to the service provider and partner value chain. By offering flexible rating and discounting capabilities, Oracle BRM unlocks the true value of the services and enables the full potential of revenues to be realized.

Enhancing customer experience with personalized billing

Oracle BRM supports complex billing and payment arrangements such as split billing, sponsored billing, and multiple payment types.

Highlights

- Reduce time to market of new offerings from months to days, and sometimes, even hours
- Reduce customer churn through innovation in pricing, discounting models, and special offerings such as loyalty programs
- Create new revenue streams by quickly offering new types of services, with content partners, new brands, and advertisers
- Enhance productivity by reusing standard components to configure new offers, price plans, discounts, promotions, and bundles
- Reduce TCO with cost-effective, low-energy, CoolThreads™ technology-based servers

This flexibility helps enable service providers to separate charges based on the various offerings and to select different prepaid and postpaid payment methods for each bill. With Oracle BRM, service providers can create bills that are easy to access, easy to read, and easy to pay, increasing customer satisfaction and loyalty, while reducing customer service calls.

Cost-effective performance on Sun platforms

Sun offers the servers, storage arrays, and system software necessary to help communications service providers create scalable, high-performance, yet cost-effective, revenue management systems. With Sun SPARC® Enterprise servers, Sun StorageTek™ arrays, and the Solaris™ 10 Operating System (Solaris OS), media and broadcast companies can build a variety of configurations from a small, cost-effective solution to a large, distributed system infrastructure.

The Sun SPARC Enterprise T5140 server, for example, harnesses the power of two UltraSPARC® T2 Plus processors. Using third generation CoolThreads™ technology, the server delivers up to 128 simultaneous execution threads on sixteen cores, plus 16 floating-point units, on-board cryptographic processing, and 10 Gigabit Ethernet — all efficiently designed into a 1 RU package. The UltraSPARC T2 Plus processor's powerful, on-chip features help service providers optimize network throughput while offering extreme compute density and low power consumption.

Furthermore, Solaris OS, with integrated support for multithreaded computing based on CoolThreads technology, enables service providers to scale their revenue management systems dramatically to meet the growing demands of new offerings and increasing volumes of data.

Efficient, entry-level system

Service providers can quickly deploy a cost-effective configuration comprised of a Sun SPARC Enterprise T5220 server coupled with a Sun SPARC Enterprise M4000 server, both running the Solaris OS. Because the Solaris OS is optimized to take advantage of multithreaded server functionality, this combination offers a powerful computing resource using less space and consuming less energy than other solutions in the industry. Storage is provided by affordable, easy-to-manage Sun StorageTek 6140 arrays.

Affordable scalability

The entry-level revenue management system can be readily scaled up to a Sun SPARC Enterprise T5440 server, which is a powerful, massively scalable — running up to 256 simultaneous threads — yet energy efficient and space saving system. Coupled with up to four domains in a Sun SPARC Enterprise M8000 server, this system, along with StorageTek 6140 arrays, can help address the processing and storage requirements of the largest service providers.

Learn More

For more information, visit sun.com/T5440, sun.com/coolthreads, sun.com/oracle, oracle.com, or contact your local Sun sales representative.

In addition, the server can take full advantage of the open and zero cost virtualization capabilities — Solaris™ Containers provided by the Solaris OS and hypervisor-based Sun™ Logical Domains (LDMs) supported by CoolThreads technology. The result is a powerful, cost-effective solution capable of consolidating Oracle BRM revenue management software, and Oracle database software on the same system, helping to reduce service providers' overall cost, complexity, and power consumption.

Increase revenues with Oracle BRM on Sun servers

Oracle solutions for revenue management, running on highly scalable Sun servers, help take the complexity out of profitability. Oracle Communications and Sun help service providers overcome the limitations of traditional, siloed billing systems and make it possible for TSPs to realize the benefits of new revenue streams, increased market share, and decreased customer churn. With Oracle BRM and Sun servers, service providers can change billing from a passive, back-office function to an active enterprise solution that transforms their business.



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