

# **Siemens CMT**

## **Communications, Media and Technology**

### **Siemens / Oracle**

### **Full blown billing solution**

**Hrvoje Ovničević**

**16th Conference – HrOUG**  
Rovinj, Croatia – October 18<sup>th</sup> - 22<sup>nd</sup> 2011

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20th of October 2011.

# Agenda



**Telecom industry overview**

**Siemens SiriOSS BCM**

**Oracle BRM**

**Full blown billing solution**

**Summary**

# Siemens Billing and Charging Mediation & Oracle Billing and Revenue Management



▶ The telecom industry is changing. Fast.

*Hyper Competition*  
*Convergent Services*  
*Customer Centricity*  
*Next-Gen Networks*  
*Industry Consolidation*

# Siemens Billing and Charging Mediation & Oracle Billing and Revenue Management



## Convergence Drivers/Pain Points

- Separate platforms for each delivery method
- Separate platforms for prepaid and postpaid
- Customer Database is separated across multiple platforms
- Poor Flexibility to quickly launch New Services
- Cost of Network Equipment Upgrade

**Increases costs and time for  
introduction of new services**



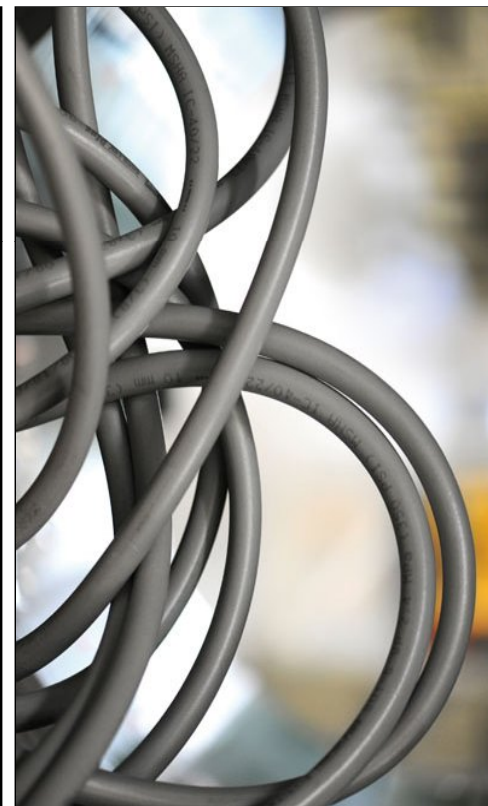
# Siemens Billing and Charging Mediation & Oracle Billing and Revenue Management



## Very complex billing system

- Receiving billing records from various network elements
- Calculating the cost for each billing record
- Aggregating records to generate invoices
- Sending invoices to the customer
- Collecting payments received from the customer

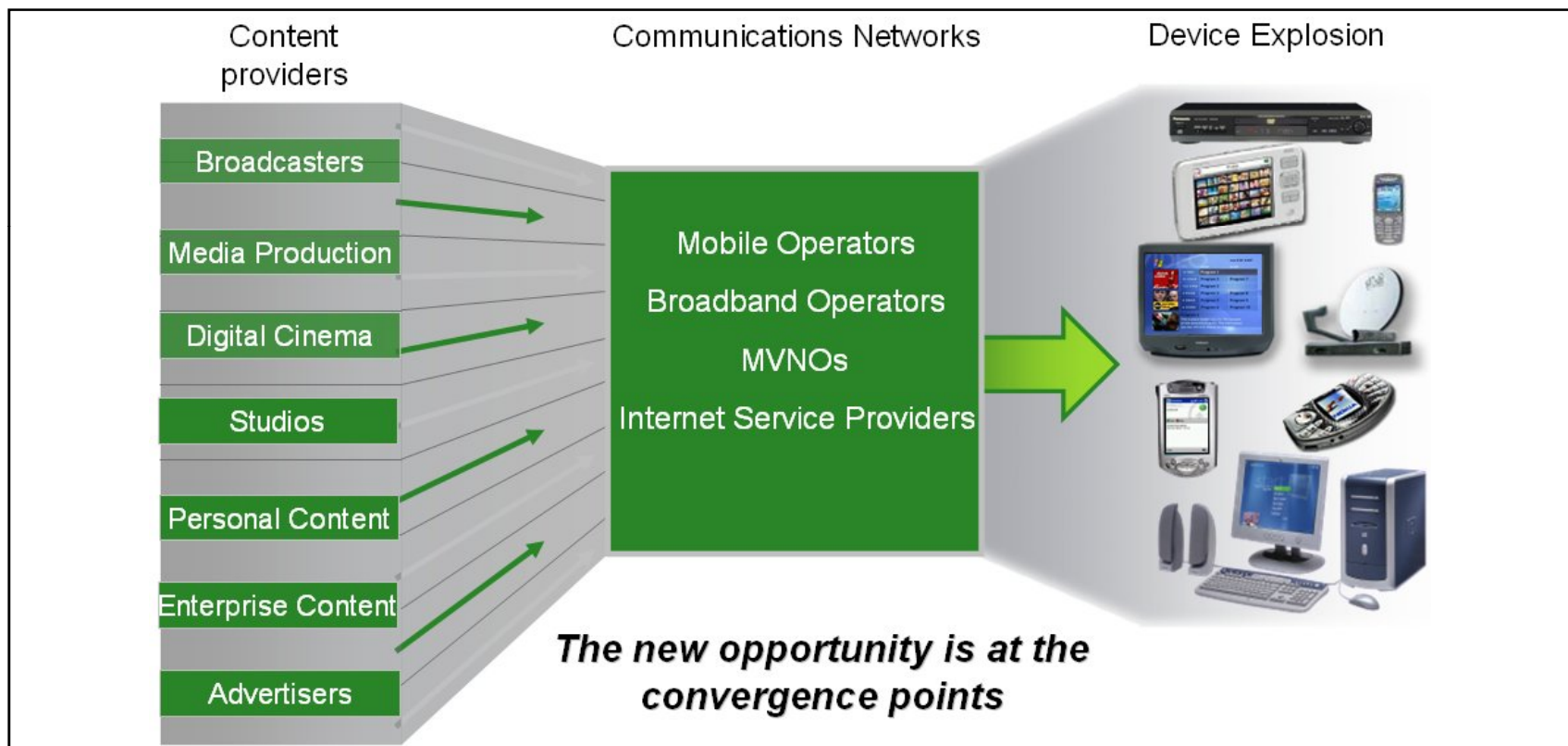
**Telecom industry needs accurate billing system**



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▶ It is time for the next step

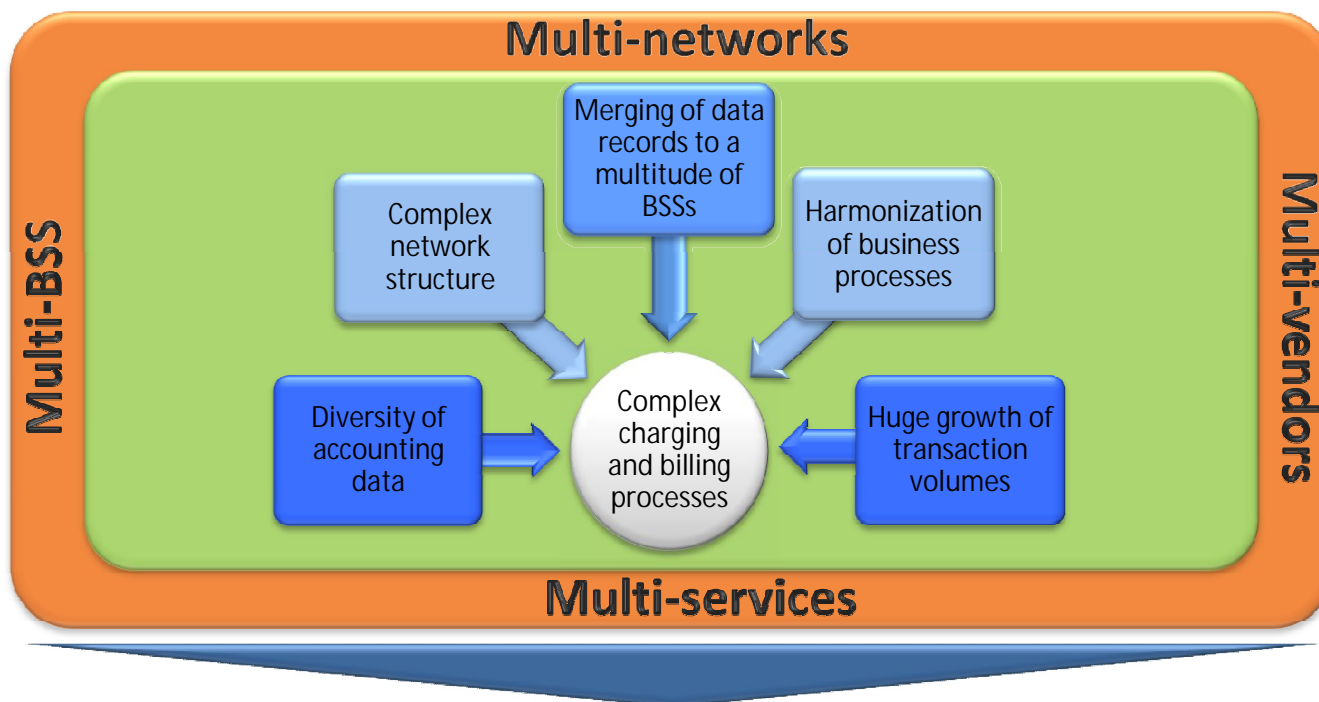




# Siemens Billing and Charging Mediation & Oracle Billing and Revenue Management



## Market challenges



**Our integrated solution provides the right answer to all those market challenges**

# Siemens Billing and Charging Mediation & Oracle Billing and Revenue Management



## siriOSS BCM & Oracle BRM – Most beneficial solution

### Siemens siriOSS BCM

- Charging data collection from any fixed, mobile and IP networks
- Single system for online and offline charging and for mediation management
- Adaptation of the business rules, charging and billing concepts without code modification
- Easy integration with new network elements and BSS systems is supported
- Scalability, high availability and high throughput provides system stability



### Oracle Communications BRM

- Open, well defined interfaces and a scalable, multitier architecture
- Gives customers tools to be self-sufficient, support rapid integrations, and reduce costs and timelines associated with new service and product rollouts
- Ensures all revenues are accurately tracked, billed, and collected, through transactional integrity built into the entire Revenue Management lifecycle
- Supports the full stack of Billing and Revenue Management business processes

**Billing and Charging Mediation and Billing Revenue Management**  
provides pre-integrated, comprehensive and convergent solution  
which covers whole operator's charging and billing process.



# Siemens Billing and Charging Mediation & Oracle Billing and Revenue Management



## Our value proposition

- Single solution for all services, networks, devices, and payment methods and business models
- Enable faster time to market for new products and services
- Network- and Carrier-grade scalability and performance
- Protection of operator's revenues



**Value**



**Risk**



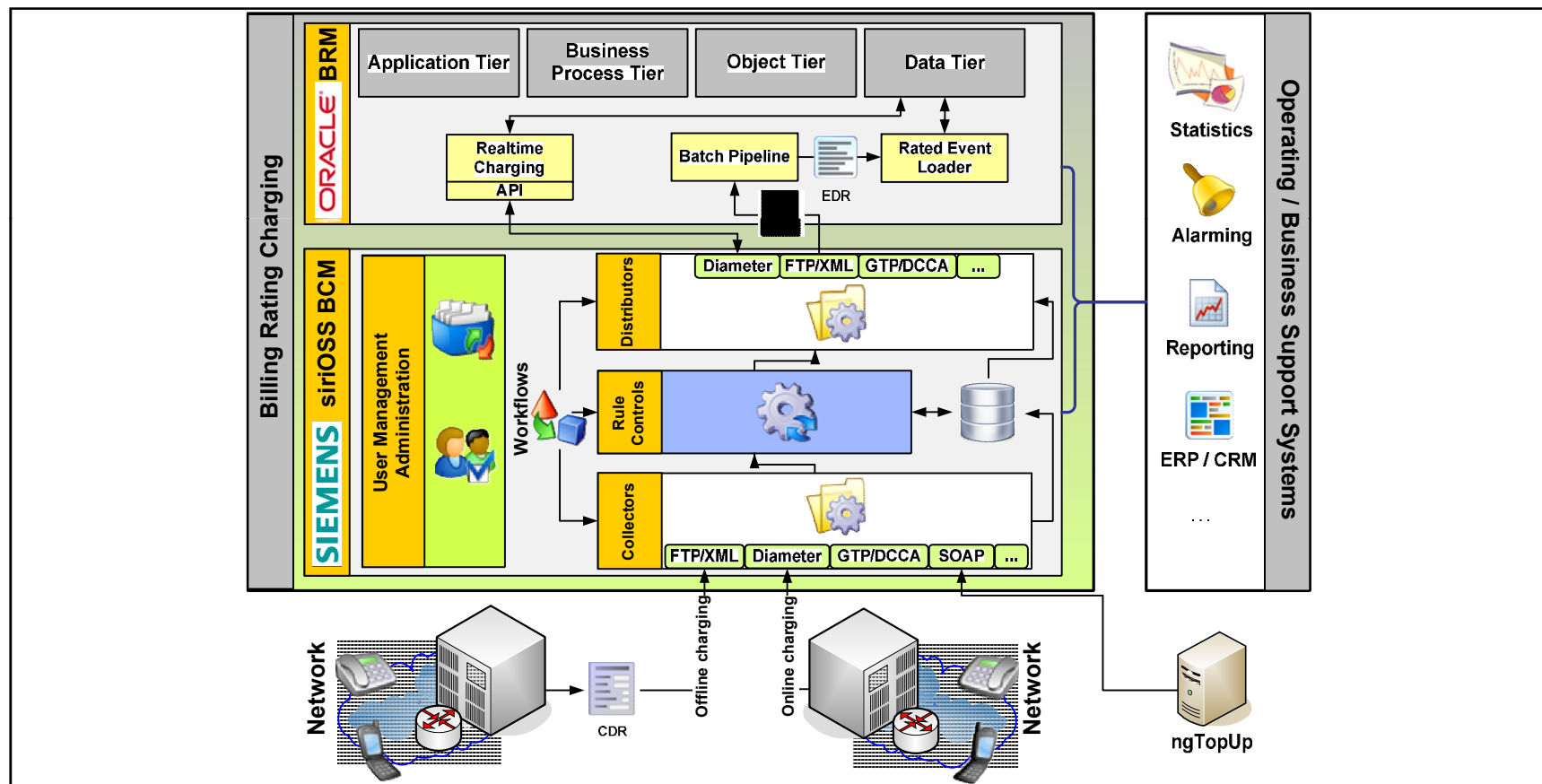
**Costs**



# Siemens Billing and Charging Mediation & Oracle Billing and Revenue Management



## ► siriOSS BCM & Oracle BRM – Architecture

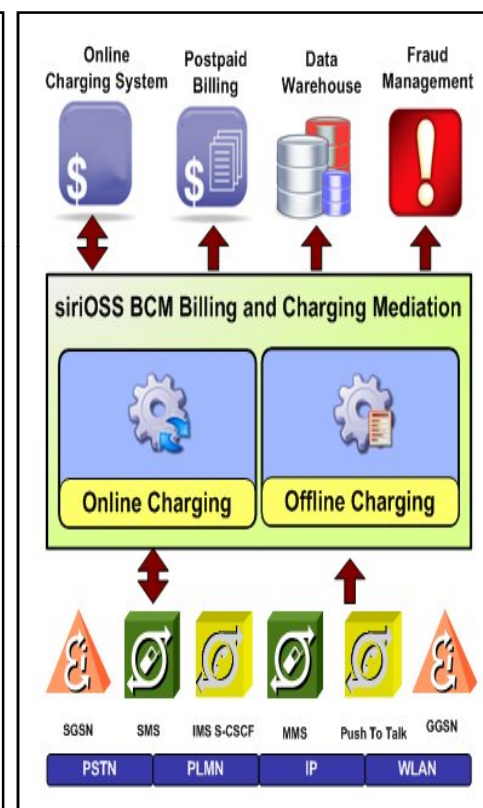


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## Siemens siriOSS BCM – Bringing the past into the future

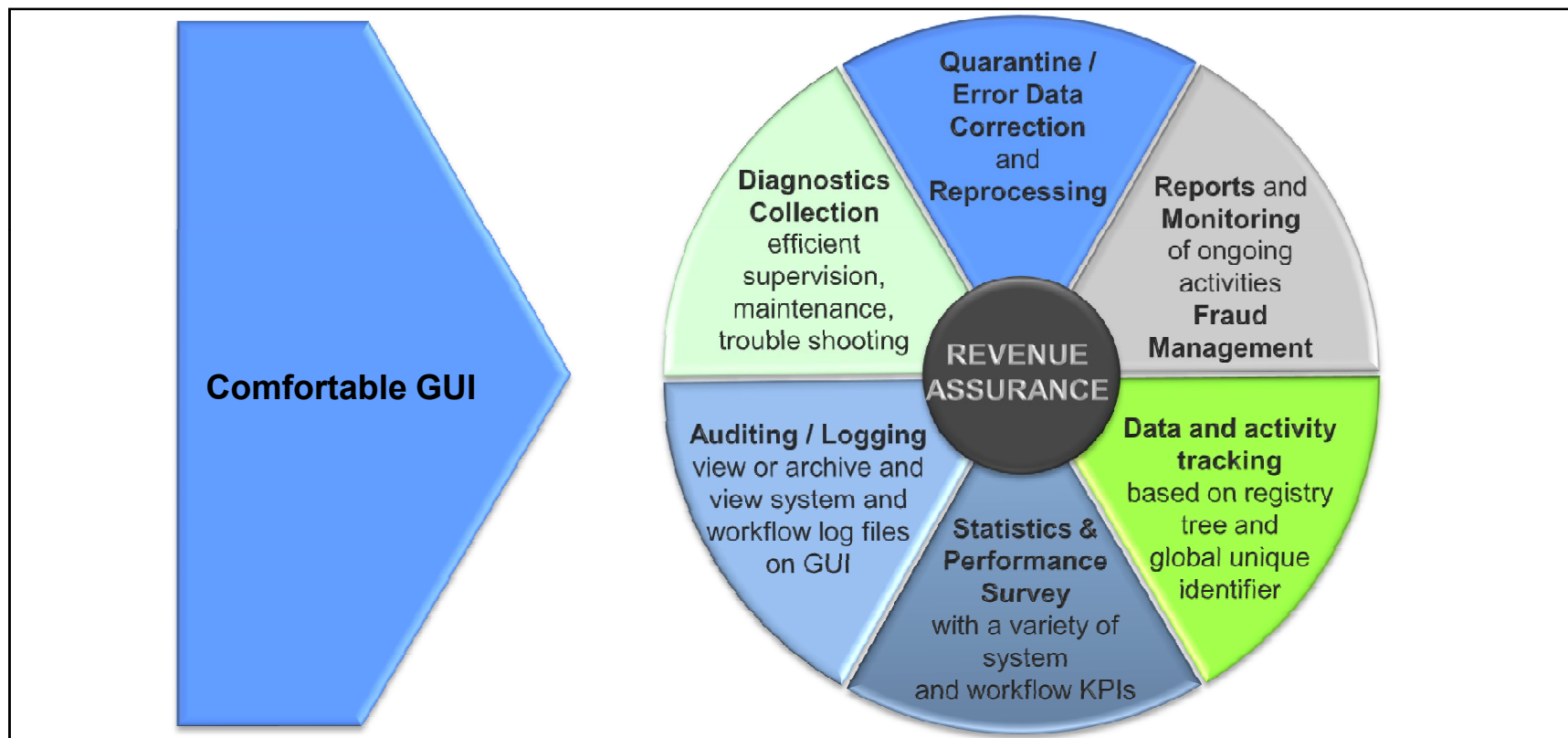
- ✓ siriOSS BCM is a Siemens Communications, Media and Technology (CMT) product for the efficient operation of network and IT infrastructure
- ✓ siriOSS BCM addresses the emerging market trends in the billing and charging area
- ✓ siriOSS BCM is a convergent mediation solution for prepaid and postpaid, voice, data, and video in wireless, wire-line or IP networks
- ✓ siriOSS BCM is a real-time mediation solution which collects, processes and distributes all relevant charging data in any required format



# Siemens Billing and Charging Mediation & Oracle Billing and Revenue Management



## ► siriOSS BCM – Comprehensive revenue assurance



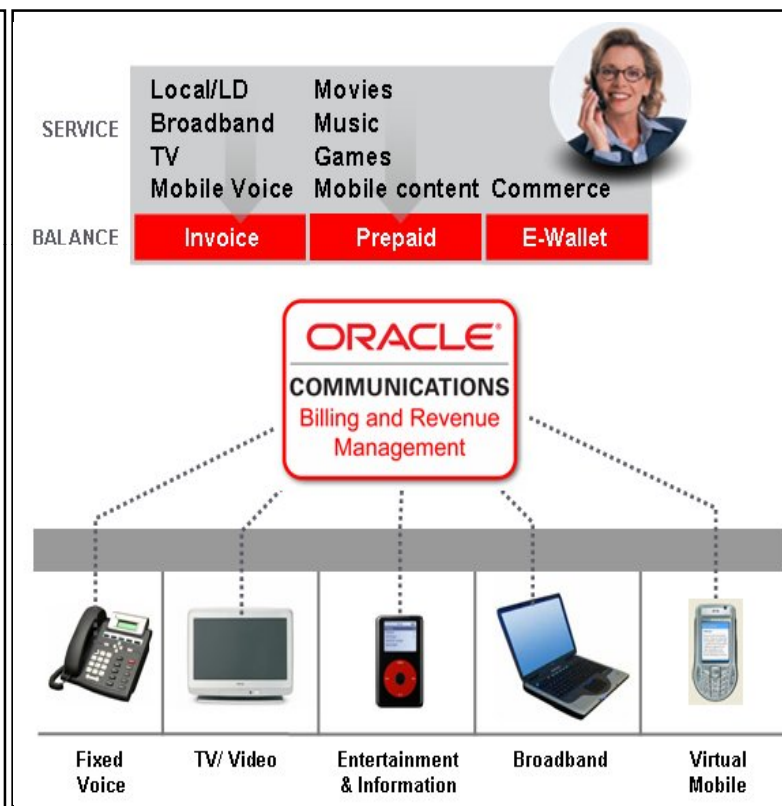
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## Oracle BRM – Convergent Billing and Revenue Management

**Any service**  
**... any payment method**

- Single Customer account for all services, balances, payment types
- Real-time balance updates and financial tracking
- Multiple payment methods per account
- Accurate billing data available through integration to CRM



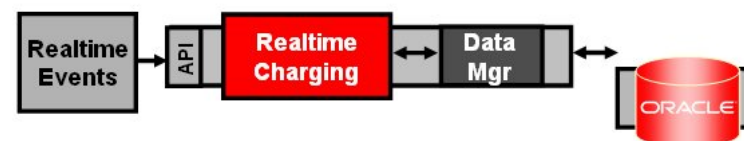
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## ▶ Oracle BRM – Rating Solution (real-time charging)

### Real-time Charging

- Full revenue control with real-time credit limit monitoring
- Prepaid support including resource reservation
- Optional in-memory cache for high throughput/ very low latency traffic





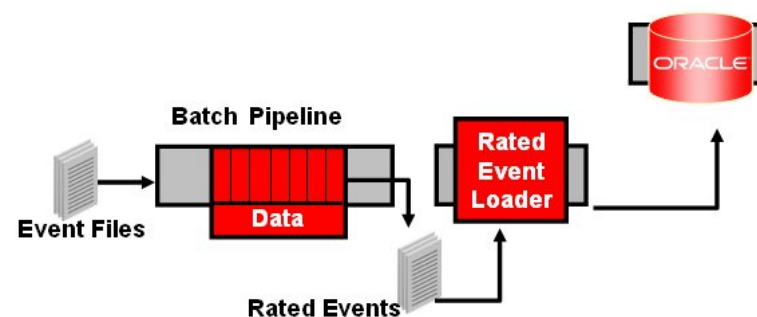
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## Oracle BRM – Rating Solution (offline charging)

### Batch Pipeline – High throughput offline charging

- Superior high-performance rating based on multi-threaded pipelined architecture and in-memory processing
- 50.000 CDRs per second – in a complex rate plan environment
- 100 Millions subscribers billed in less than 12 hours
- Comprehensive end-to-end event processing functionality



# Siemens Billing and Charging Mediation & Oracle Billing and Revenue Management

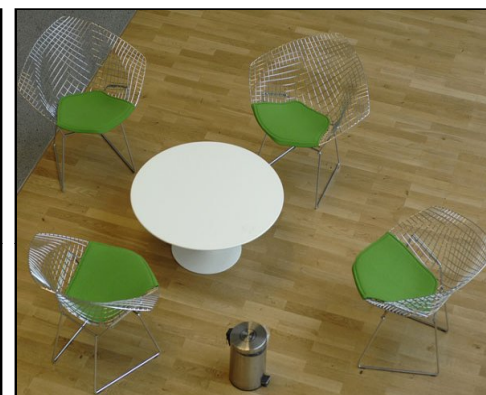


## siriOSS BCM & Oracle BRM offline billing

### Benefits

- ✓ BCM transformation of all kind of CDR formats as expected by BRM
- ✓ Simple workflows definition for complex CDR transformations
- ✓ Pre-rating and CDR enrichment capabilities on BCM side ensure the best BRM performance

**Minimizes customization activities  
and thus the costs**



# Siemens Billing and Charging Mediation & Oracle Billing and Revenue Management

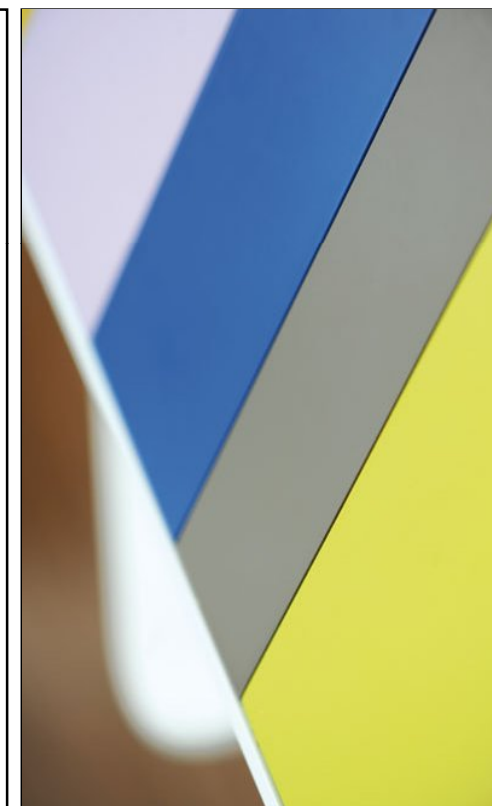


## siriOSS BCM & Oracle BRM online charging

### Benefits

- ✓ Integration of legacy NE which does not support 3GPP standardized protocols (e.g. Diameter DCCA)
- ✓ Validation and transformation of charging events to Diameter interface towards BRM
- ✓ Support of event based services (e.g. SMS) and session based services (e.g. voice communication)

**One solution for all real time charging models for various protocols**



# Siemens Billing and Charging Mediation & Oracle Billing and Revenue Management



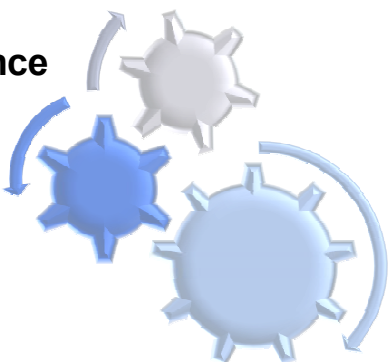
▶ We create additional value for you...

## We provide...

- Customer-centric convergence
- System flexibility with low CAPEX and OPEX
- Accurate Billing & Charging

## You receive...

- Considerable cost reduction
- Advantage in competition
- No revenue loss & Increased customer loyalty



**BCM & BRM**

# Siemens Billing and Charging Mediation & Oracle Billing and Revenue Management



## Summary – Our message

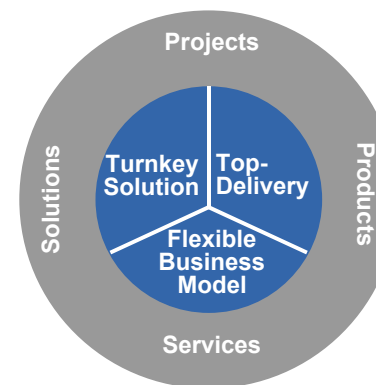
▶ We - Siemens CMT and Oracle Communications - have a long lasting and a broad **experience** for providing end-to-end solutions and services within the Billing & Charging area

▶ Our solution provides a high degree of **flexibility** with respect to configurability, business logic implementation possibilities, supported payment methods and pricing options

▶ Our solution has a high degree of **predictability**. We guarantee data integrity and consistency, we provide comprehensive revenue protecting mechanisms thus ensuring that all revenues are collected, tracked and billed accurately



**Let us talk about it !**



## Contact data



### Contact

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