



OCDM - The BGC For Communication Industry

Oracle Communication Data Model (OCDM) The Business Growth Catalyst (BGC) for Communications Industry

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(Please consult www.speridian.com For More Details)

Business Case

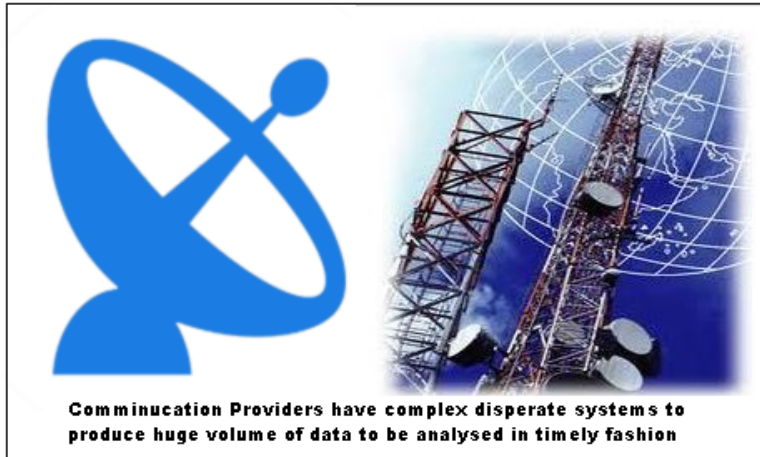
This paper provides detailed overview of the aspects of the Oracle Communication Data Model to deliver highly efficient solution in terms of analytics needs of the modern Complex Business environment of the Communication Service Providers.

This paper justify the fact that OCDM is the Perfect analytics solution for communication providers where the requirements are extremely challenging and this Data Model with its inclusive Data Warehouse plays a role of catalyst for the Business growth in terms of high revenue in less time and providing quick ROI.

Today communication Providers need perfect blend of technologies and methodologies to understand their business very well and make appropriate decisions at right time hence business request right data at right time to take right decisions.

Challenges of Service Providers

Communication industry have extremely complex environment with advanced technologies with disparate systems to support all the processes involved in the Business. Business need smooth execution of the processes regularly and on timely fashion. Goal is to capture, store, and rationalize data from across the business to create a unified view of the customer and Business Processes. Business always target to Lower the cost, provide better services and achieve greatest ROI.



Considering the needs of Communication Service Providers we can list out the Challenges as follows:

- **Scale:** Scale of the data that comes to the systems is huge and to maintain operate and analyze the data is the great challenge
- **Complexity:** As too many advanced and complex systems are involved understanding all this system for integration is the major challenge
- **Change:** As Business is subject to change all over and again as per the new demands from the customers or to survive in the competition and to enhance the scope of business, changes are always need to be incorporated and consideration of those changes and aspects of the systems for the analytics point of view is challenging task
- **Unified View:** As systems are disparate and business processes as well are technologies changes frequently and volume of the data is huge so it's big challenge to have unified view of customers and providers complete business

Solution for the Providers Challenges: OCDM – The BGC

Prebuilt Analytics Solution:

OCDM have Prebuilt Mining Model, OLAP Cubes and Interactive Dashboards and Sample Reports considering all the Business and operational needs of the communication service providers there are over 1200 Tables and 16,000 attributes and over 1000 Industry KPI's included in this Data Model.

As the Data Model is almost complete to support all the analytics and reporting needs custom report building is extremely fast.

Highly Efficient and equipped Data Warehouse with complete Data Model

OCDM and enterprise wide Data Model is the outcome of extensive development effort of 10 years, combines market-leading communications application knowledge to deliver Industry-specific Actionable Intelligence which accelerate the Data Warehouse Deployment

Automatic Data Movement across the system

OCDM provides the utilities which take care of data flow across the system automatically and hence the maintenance and operations of the system are smooth.

Certified Data Model

This is the only TMF SID 8.1 Certified Data Model which certified over 100 Aggregate Business Entities (ABEs) across 6 domains (Customer, Product, Market/Sales, Service, Resource and Common Business Entities)

Predictable Implementation efforts to easy to customize

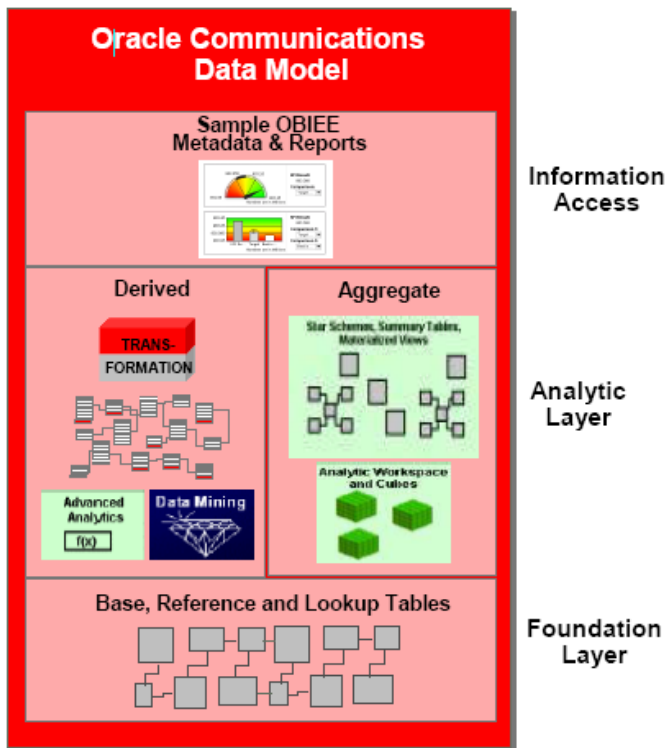
As it covers all the aspects of the Business and it is a complete solution for Communication industry with almost all required prebuilt reports and dashboards the implementation efforts are very less hence we can predict the time to leverage the power to earn quick ROI

Flexible to integrate

OCDM is designed and pre-tuned for Oracle Technologies which is leading in the market to provide optimum performance but it's flexible enough to support any other BI Technologies as the framework is both adaptable and an extendable so can be used in any communication application

OCDM Layered Architecture

OCDM has three important layers to perform the specific tasks. The Base Layer called Foundation Layer is in 3NF where all the details transaction table data is stored from the source systems and having separate tables to hold Reference and Lookup information. Second Layer is Analytic Layer where the actual powerful analytics concepts are implemented. In Analytic Layer aggregate and derived tables are stored for quick access to aggregate information in reporting. Advanced concepts are implemented such as Oracle OLAP, Cubes, and Cubes MV's. Most efficient algorithms are supported e.g. SVM, DT etc. It also contains Prebuilt Star Schemas. Last Layer is the Information Access Layer where almost all the commonly required Reporting needs in terms of Dashboards and Reports is stored. It has Intra ETL process which takes care of the complete Data Flow across the Data Model automatically.



Oracle Communication Data Model – Architectural Layers

Use of Exadata Intelligent Warehouse:

If Exadata machine are used but which is not the mandatory hardware we can improve the query performance by 10-100 times as this is optimized for Oracle DB Technology – to Enable Maximum performance and scalability

Business Areas Covered

It covers almost all the Business Areas of Communication Service Providers scope. All the Business areas are listed as below:

- Network
- Product Management
- Cost and Contribution
- Customer Management
- Provisioning and Activation
- Revenue
- Marketing
- Partner Management

Subject Areas Covered

It covers almost all the Subject Areas (processes and departments) of Communication Service Providers scope. All the Subject areas are listed as below:

- Product, Package & Tariff Plans
- Party – Customer /Accounts /Subscribers
- Customer Management
- Access Method
- Network Elements
- Network Events
- Billing &Collection
- Churn
- Promotion & Marketing
- Organization & Partners
- Geography
- Calendar
- Workforce Management
- Finance

OCDM – Today’s and Tomorrow’s Call

Currently we have Different Business Intelligence technologies available and some of the industry specific analytics solutions are available but for the Communications industry demand is to have prebuilt analytics which answers and addresses all the reporting and analytics challenges so that Analytics solution implementation will be quick to earn quick ROI. OCDM is the one which caters all the analytics needs of the Communication service providers by covering almost all the processes involved in the providers Business space.

Conclusion

Having completeness in itself, covering all the Business aspects of Communication industry, almost everything prebuilt, predictable implementation effort and fully automatic solution, great performance and inclusion of advanced analytics capabilities, Oracle Communication Data Model (OCDM) is the way Communications Industry can have ears to all their reporting and analytical challenges and can cater to each aspect of the Business requirements.