

# Beyond Connectivity

Sell Smart & Monetize Digital Enterprise Services

## ORACLE®

### COMMUNICATIONS

Communications Service Providers (CSPs) are facing commoditization of their traditional connectivity services and flattening of their revenues. In order to survive and thrive CSPs must transform their enterprise business and generate new revenue streams by monetizing innovative digital services and data. At the same time, customer expectations have changed: enterprise customers demand a personalized and consistent experience that put them in control. To be successful in enterprise market CSPs must embark a digital transformation that will drive superior customer experience, create new revenues and generate monetization opportunities.

**Oracle's Beyond Connectivity solution** enables CSPs to profitably grow the enterprise business by expanding revenues with innovative digital services and data monetization. This solution engages enterprise customers with offers tailored to their needs and behavior, it increases sales effectiveness with modern and personalized purchasing experiences, and it drives operational efficiency, increases agility, and fosters innovations with a cloud-native Lead-to-Cash-to-Serve solution.

#### KEY FEATURES

- Communication industry solution with blended sales and service experiences.
- Data management platform for targeted digital marketing.
- Adaptive intelligence to personalize interactions and maximize efficiency.
- Omni-channel from sales rep, to virtual assistant, from tablet to IoT device.
- Modern sales with data insight, sales coaching, mobile, social collaboration.
- Configure-Price-Quote (CPQ) with subscription ordering.
- Knowledge empowered service and self-service.
- Customer data management with data quality capabilities.
- Integration and process management.

#### Expand revenues with innovative digital services and data monetization

The Oracle's Beyond Connectivity solution enables CSPs to deliver rapidly innovative digital services, such as IoT and information services. CSPs will gain the agility they need to quickly respond to market demand with the launch of new offers and support for unconventional business models, such as B2B2C. With this solution CSPs can exploit new revenue opportunities through monetization of lakes of customer device, and network data and by selling superior customer insights to enterprise customers and third parties.

#### Increase sales effectiveness with modern and personalized purchasing experiences

Oracle's Beyond Connectivity solution engages customers with offers that are tailored to their needs and behavior using 1st, 2nd, and 3rd party data and adaptive intelligence. The solution delivers seamless cross-channel purchasing and flawless fulfillment with a streamlined process from Lead to Cash. For sales teams it optimizes the sales experience through collaboration, sales coaching, and guided product selection. Sales leaders are provided with the insight to take their decision on facts.



**KEY BUSINESS BENEFITS**

- Increase sales efficiency and win rate with modern sales, sales collaboration, sales coaching, and guided product selection.
- Empower customers with full control over their usage experience, so they can better maximize the value of your services.
- Increase customer insight to better anticipate needs.
- Enable new channels and capabilities on a proven digital platform.
- Reduce operational cost and increase agility.
- Expand revenues with innovative digital services, such as IoT and new Business Models, such as B2B2C.
- Monetize lakes of customer, device, and network data to personalize the experience and launch information based services.
- Personalize the purchasing experiences across channels with proactive offers.

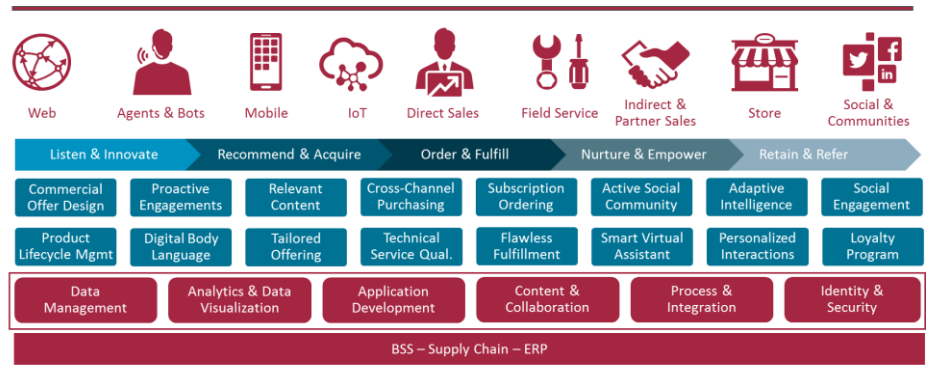
**Drive operational efficiency, increase agility, and foster innovation with a cloud-native Lead-to-Cash-to-Serve solution**

Oracle's Beyond Connectivity solution simplifies enterprise business operations with a complete solution from a single vendor encompassing CX, BSS, and SCM. It easily enables new channels and capabilities such as smart virtual assistant, knowledge everywhere and social communities to empower customers with digital service. The solution increases agility and reduces cost with a proven and secure cloud-native digital platform.

**Oracle's Beyond Connectivity solution delivers innovative CX for the communications industry in the cloud**

The Oracle cloud is the next-generation public cloud that provides the agility, reliability, scalability, and security that modern businesses need. Oracle's Beyond Connectivity solution is comprised of Oracle's market leading SaaS and PaaS. This cloud-based solution is complete, data-driven, and secure.

Oracle's Beyond Connectivity is an innovative CX solution designed for the communications industry that enables CSPs to profitably grow the enterprise business with innovative services, a digital customer experience and an agile business operation on a scalable, cost effective platform using the Oracle cloud.



**CONTACT US**

For more information about Beyond Connectivity solution, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

**Integrated Cloud Applications & Platform Services**

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