

Oracle Telco Lab

Business Perspective

The industry phenomenon of convergence driven by network convergence is changing the way Communication Service Providers (CSPs) operate across voice, data and mobility, as never before. Traditional PSTN providers are feeling the pinch as a result of falling land-line revenues. Needless to add, they are often the first ones in the market-place to formulate a convergence led strategy for future growth. Wireless providers are looking at ways and means to increase their ARPU by offering flexible value added services. Similarly, Cable companies have already started entering new areas of providing wireless services.

The moot point is whether the Wire-line, Wireless & Cable companies have the process and IT flexibility to cut-across the silos of voice, data and mobility products/services. Infosys Oracle Telco lab provides a pre-integrated solution for customers to lead-frog their implementation cycle decreasing their time to transform and cost.

Oracle Lab Solution View

Infosys Oracle Telco lab offers a pre-integrated suite of solution built to leverage Oracle's comprehensive offerings for the telecom industry. This solution offers proactive response to real life business challenges faced by Communication, Media and Entertainment companies and has been designed to adapt quickly to the ever-changing trends of the industry.

A state of the art lab setup associated with the solution can incubate complex solution concepts, model solutions to specific customer problems, showcase industry trends and customer agility and speed in deploying the real life scenarios. The solution is built on TMForum's and Oracle (AIA) industry standard processes, data model and contracts. The solution addresses processes around campaign to cash, concept to market and trouble to resolve using Oracle suite of packages.

Industry Ready Solution

Current industry pain points are being addressed using industry standards and best of breed packages to provide swift competitive advantage to Oracle Lab customers.

Scenarios

- Customer Self Provisioning
- Integrated Lead to Cash
- Integrated Concept to Market
- Converged Billing
- Unified Self Care
- Real Time Decisions using
- Business Intelligence
- Customer product co-creation

Standards

- eTOM
- NGOSS
- SID
- Oracle's SOA supported by AIA framework by also factoring PIPs.

Apps and Technologies

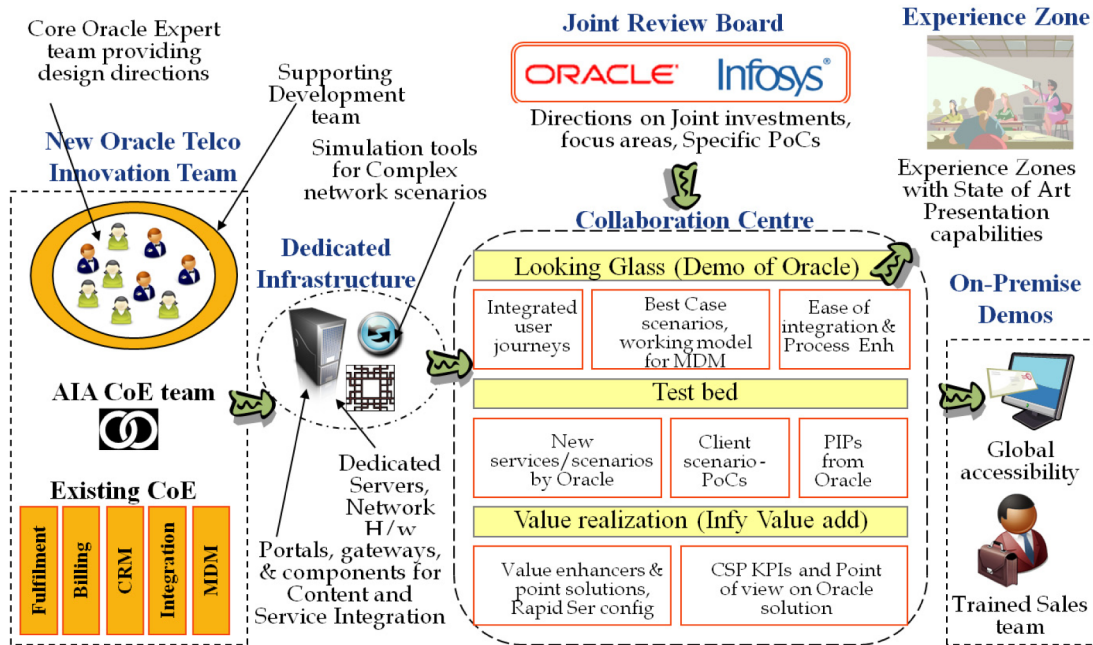
- Oracle CRM (Siebel)
- Oracle BRMS
- Oracle Fusion middleware
- Oracle OSM
- 360 Commerce
- Oracle UCM & PIM
- eBusiness Suite
- Oracle Database

Value Proposition

Key differentiators of the Infosys Oracle Telco lab include:

- A dedicated Infosys Telco Innovation team delivering the right blend of technology and solutions to address latest Telco market trends.
- A fully functional Collaboration Centre aiming to achieve Highest Value Realization through effective and efficient collaboration across various teams.
- On-Premise demos for customers, global accessibility and trained sales team.
- Joint Oracle reviews on solution and strategy.
- Dedicated Infrastructure including simulation tools for complex scenarios- enabling live demos for customers

- Faster time to market and increases the speed to deploy some of the key components
- Industry best practices: Built on the proven industry standards and the combined knowledge of Oracle and Infosys
- Living lab for the customers so that they can model their processes
- Test bed for Oracle Gen-next products



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Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

For more information about Infosys (NASDAQ:INFY), visit www.infosys.com.

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