

Oracle Digital Business Experience—Commercial catalog

Oracle Digital Business Experience is an AI-powered customer experience management platform for the communications industry. The solution’s commercial design-time catalog caters to both the business and IT personas to deliver faster time-to-market for new offers, at reduced cost. In addition, it aims to provide a platform for innovation and improved quality across product lifecycle management.

Rapidly launch commercial offers at reduced cost

The commercial catalog of Oracle Digital Business Experience allows the creation and launch of offers with business agility, automation, and orchestration based on TM Forum modelling, product definitions, and distribution states. Communications service providers (CSPs) can intuitively design multi-dimensional offers faster with an intelligence-enabled, GUI-based enterprise product catalog, with guided user flows and a one-click publishing experience.

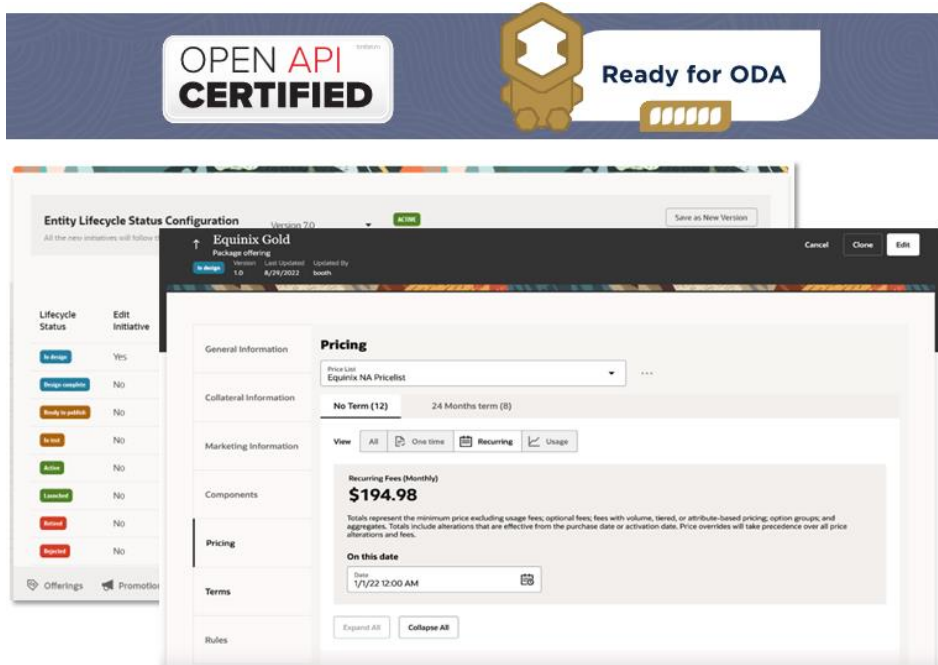


Image 1. Design offers faster with a GUI-based enterprise product catalog which supports TM Forum Open APIs and is certified as Ready for ODA (Open Digital Architecture)

The user-friendly catalog allows IT teams to quickly define services, which can then be used as a building block to create similar services, packages, or offers. Business users can feel empowered to design new offers and promotions on the fly, without the help of IT.

Catalog benefits

Rapidly launch commercial offers at reduced cost

- Collaborative environment for business and IT personas to define all commercial products, promotions, and services
- Efficiently design and approve offers with comprehensive product lifecycle management
- Rapid business persona offer creation experience inculcating high reusability without IT & product proliferation
- Establish a trusted commercial launch process based on TMF modelling, product definition & distribution states
- Simplified one-click publishing experience synchronized across back-end systems

“A centralized, well-organized product catalog is crucial for flexibility and customization in service offerings, enabling telcos to adapt to market changes and ensure seamless integration with charging, billing, and CRM for efficient order-to-cash operations. Oracle's commercial catalog solution addresses both the business imperatives and the technical challenges associated with product ideation and publishing.”

John Byrne

During the offer design process, API-integrated intelligence can be used to optimize service offers to KPIs such as profitability, market share, and predict offer performance.

Collaborative environment for Business and IT personas to define all commercial products, promotions, and services

The commercial design time catalog SaaS offering is developed for business users such as product managers and marketing teams, in addition to traditional IT users. It allows business users to easily model, and structure offers that take into account their pricing strategies, selling rules and various terms and conditions. It provides persona-based and business-oriented UI with access controls to manage the entire PLM process.

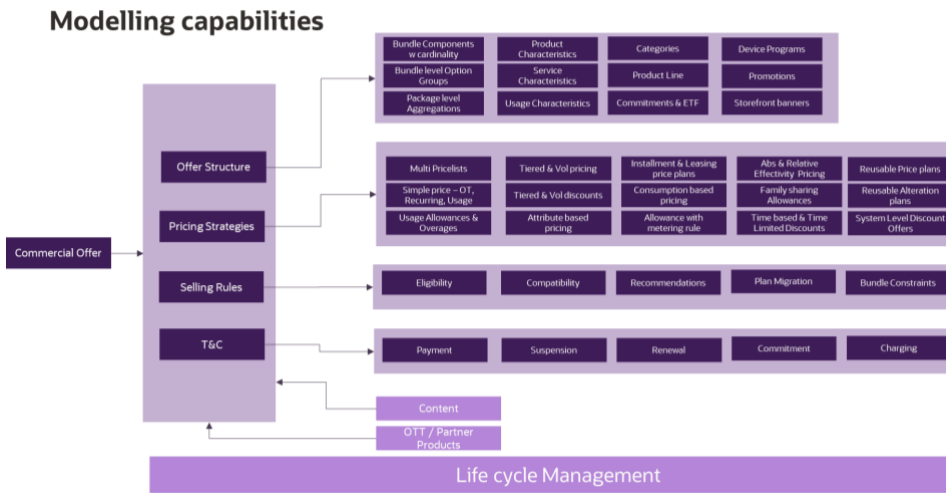


Image 2. An overview of the modelling capabilities supported by the commercial catalog

The commercial catalog provides one place of truth when it comes to the products and services definitions, its pricing variants, terms & conditions, business rules, and marketability. This optimizes resources utilization and avoids the potential for errors configuring multiple silo systems,

Efficiently design and approve offers with comprehensive product lifecycle management

Underpinning the rich modeling and distribution capabilities is a complete and comprehensive Product Lifecycle Management (PLM) capability for every single catalog entity based on TMF standards.

Lifecycle Status	Edit Initiative	Edit Initiative Entries	Requires approval	Enable Publish	Allow References in Other Initiatives	Destinations	User Action	Error State	Actions
In design	Yes	Yes	No	Yes	No		Confirm, Analyze		
Design complete	No	No	Yes	No	No		Approve	In design	
Ready to publish	No	No	No	Yes	No	Destinations (2)	Publish	Ready to publish	
In test	No	No	No	No	No		Test Complete		
Active	No	No	No	Yes	Yes		Publish	Active	
Launched	No	No	No	No	Yes				
Retired	No	No	No	No	No				
Rejected	No	No	No	No	No				
Obsolete	No	No	No	Yes	No				

Image 3. An overview of catalog entity lifecycle management with release lifecycle management

Research VP, CSP Operations & Monetization
IDC

Bedrock design principles

- Single platform for conceptualization, design, test, launch, sustainment and end-of-life of products and services
- Centralized design time experience for sales, billing and provisioning runtime catalogs supporting traditional, digital offerings along with third party partner catalogs
- Business persona-grade UX to design new offers in a few clicks based on existing configuration. Simplified bundling experience to assemble and launch offers rapidly thereby limiting product proliferation and longer deployment time
- First class publishing capability to Oracle's sales, billing and provisioning catalogs with Open API based low-code approach for publishing to non-Oracle catalogs.
- Process automation and orchestration for publishing to various runtime catalogs and campaign execution that deliver streamlined and reliable processes
- Import utility to support Oracle Siebel installed base customers and ability to import 3rd party catalogs
- TM Forum standards based unified language thanks to SID-based models and Open API

Catalog differentiators



All product, service and usage specifications are versioned entities with their complete lifecycle, management starting with design to distribution to test and product runtime instances. It also allows approvals for offers (sequential and parallel) with single and bulk approvals that greatly reduces the risk of order fallouts and revenue leakage.

Rapid business persona offer creation experience inculcating high reusability without IT & product proliferation

The commercial catalog provides a guided flow that allows business users to create, clone and launch all types of offers and promotions which encourages reusability, reduces product proliferations, and eases the maintenance and manageability of catalog information.

Design simple product offers

A simple offer represents physical goods such as devices and accessories and services. A simple product offer has attributes, features, and characteristics that doesn't contain other product offers. The commercial catalog allows end-to-end design of simple offers, including general information, attribute values, pricing, and related business rules. Simple offers can be independently introduced or reused as components in offer bundles. The main features of offer design include:

- Defining an offer based on pre-defined specifications
- Defining attribute values and defaults
- Defining marketing and sales related features
- Pricing design as part of offer definition flow
- Eligibility and compatibility rules
- Selling terms such as payment, renewal, charging and suspension
- Cloning existing offers

Design bundled product offers

A bundle product offer is an assembly of two or more product offers. The end-to-end design of service, commercial and marketing bundles is enabled by reusing simple offers as components. This allows customers to configure choices, bundle related price adjustments, and apply business rules such as eligibility, compatibility, commitment terms, and configuration constraints. The main features of bundle design include:

- Defining bundle components, mandatory and optional
- Defining customer choices using option groups (grouping of product offers of the same type based on their product specification or product lines)
- Multiple bundling hierarchies
- Bundle level pricing and discounting
- Definition of configuration constraints (e.g. component A requires component B) for both components and attribute values
- Definition of commitment terms and related early termination rules
- Definition of upgrade and downgrade paths for bundles

Pricing design

Definition of simple and advanced pricing strategies including one-time, recurring and usage rates, attribute and volume-based pricing, installment plans, time-based and component-based adjustments and rule based conditional promotions. These pricing

- Empowers business users to create, clone and launch new offerings to the market in minutes using the simple and intuitive Oracle Redwood design patterns.
- Rich modeling experience reduces deployment time to runtime catalogs and creates predictability in market releases.
- Productized pre-integration with Siebel CRM and Oracle BRM (PDC) – achieve business outcomes with reduced time, cost, and risk
- Open and modular, adhering to TMF standards and allowing it to work in truly heterogeneous environments
- Employs canonical data model based on TMF SID GB922 specifications including structure and semantics and promotes re-use of catalogue definitions at all levels
- Follows an API-first architecture based on TMF Open API conformance (TMF620 and TMF671) with added extensions based on TMF 630 design principles, supporting polymorphic inheritance and additional RESTful services beyond TMF specs that also provide API routing mechanism for integrations to multiple systems.
- Persona-based and business-oriented UI to manage the entire PLM process, featuring guided UI for common design use cases, offer and bundle cloning and role based access control.
- Provides seeded and extensible design time state model which proactively enables or prevents design time tasks based on offer status.
- Publish using coordinated and controlled release of multiple catalogue entities to the runtime solutions.

strategies are built leveraging the TMF SID model and Open APIs. The main features of pricing design include:

- Support for multiple price lists (LOB and/or currency based)
- Usage, recurring and one-time charge definitions
- Offer price and discounts as an independent, reusable entity (TMF compliant)
- Complex pricing options based on attributes and volume (product, usage, and customer attributes)
- Time restricted prices and adjustments
- Commitment based pricing
- Bundle level adjustments
- Tax code and GL association for charges and adjustments
- Definition of installment plans/leasing plans and Device trade-ins configurations
- Reusability of price plans and discounts

Promotion design

Promotions complement product offerings and are created to provide additional awards, discounts, or reductions to a customer who meets pre-defined criteria. Promotions support definition of multiple awards and price adjustments based on business parameters and rules both within and outside the catalogue domain. Promotion definition also includes conditional benefits, prioritization, and dependencies between multiple promotions. The main features of promotion design include:

- Definition of business events that will evaluate the promotion
- Definition of multiple criteria and criteria groups per event. Criteria can be based on customer information (age, segment), address (location based), sales channel, order information (buy “A” get award for “B”) etc.
- Definition of “Next Event to be evaluated” to define mutually exclusive and concurrent benefits.
- Definition of promotions benefits: price adjustment and awards (gifts)

Establish a trusted commercial launch process based on TMF modelling, product definition & distribution states

The commercial catalog is an open, standards-based SaaS application that has achieved the TM Forum’s ‘[Ready for ODA](#)’ status. This signifies to CSPs that the product is well equipped and complies with today’s Open Digital Architecture (ODA) specifications and roadmap commitments linked to the architecture’s evolving standards.

The commercial catalog is built using the TMF SID model GB922 specifications with implementation ready TMF Open APIs – TMF 620, TMF 671, TMF 633 and TMF 635.

- TMF 620 is a product catalog management API (Open-API certified with the TM Forum) and allows definition of product specifications including managing catalog elements, consulting catalog elements, creating product catalogs and getting product offering frameworks.
- TMF 671 is a Promotion Management API (Open-API certified with the TM forum) that is used to manage the lifecycle of promotions, including: creation, updates, deletion, and retrieval.
- TMF 633 is used to define customer facing service (CFS) modeling specifications and its corresponding characteristics and is associated with TMF 620’s product specifications which gets uplifted to the product offering resource. In addition, this

Achieved “Ready for ODA” status

- Oracle Digital Business Experience’s commercial catalog has achieved the TM Forum’s ‘[Ready for ODA](#)’ status meaning the product is well equipped to comply with today’s ODA specifications and roadmap commitments linked to the architecture’s evolving standards.
- TM Forum’s Open Digital Architecture (ODA) provides a blueprint to help CSPs transform into agile digital organizations that can rapidly bring new products and services to market while improving customer experience.

Oracle Digital Business Experience

Oracle Digital Business Experience is an AI-powered customer experience management platform built for communications and pre-engineered by Oracle to help communications service providers create, manage, fulfill, monetize, serve, and nurture lasting customer relationships. [Learn more](#)

construct is used for federating the CFS specification from external systems depending on the deployment type.

- TMF 635 is used for modeling the usage specifications, again associated with TMF 620's product specifications for modeling usage based pricing, and that can be used as templates across any product offering entity.

With the catalog, organizations can establish a trusted commercial product definition and distribution states based on TMF modelling principles that drives superior omni-channel commerce, accelerates product introduction, streamlines trading partner collaboration, ensures regulatory compliance, and enforces data quality and governance standards on all aspects of product master data within any heterogeneous IT environment.

Simplified one-click publishing experience synchronized across back-end systems

Oracle Digital Business Experience's commercial catalog enables the automated distribution of the designs to runtime systems for ordering, billing, and rating applications. This distribution capability is built on open API specifications that provides the necessary grammar to distribute to any catalog consuming applications using the low code data mapping between the commercial catalog and runtime systems using the RESTful services. For integrating with Oracle or 3rd party BSS components, commercial catalog provides an API-first architecture based on TM Forum Open API conformance (TMF620) with added extensions and additional RESTful services beyond TMF specifications. As part of each integration, the commercial catalog provides a model to manage initiative lifecycle and publishing. This is achieved through an offer state model with multiple statuses and transition criteria. Catalogue design actions for offers are enabled and disabled based on the current offer status to maintain the integrity.

An initiative is used as a container for multiple catalogue entities, both new and revised which may be defined, tested, approved, and introduced together, allowing for consistency and control of introducing both long and short term marketing initiatives. The publish feature allows the commercial catalog to share an approved initiative with all target solutions, updating design time catalogue entities relevant to each runtime solution. Upon initiative publishing, the publish process can be tracked and responses from target solutions (both success and error messages) are made visible to the initiative owner.

Main features of state model and initiative include:

- Pre-seeded state model which can be extended
- Sensitive design actions enabled and disabled based on entity status
- Approval process for the offers
- Definition of status transition criteria in the state model (for extended statuses)
- Multiple spoke systems with sequencing

Core solution components

Oracle Communications Digital Business Experience is comprised of the following pre-integrated modules:

- **Marketing:** Introduce and manage captivating commercial offers across channels with a unified enterprise product catalog.
- **Sales:** Manage the sales cycle across channels and intelligent tools to increase deal size and reduce time to bid.
- **Orders:** Manage the order fulfillment lifecycle across feasibility, orchestration, revisions, and fallout management.
- **Monetization:** Charge and bill for services across any line of business or network generation while managing the flow of revenue faster and with better accuracy.
- **Support:** A complete, unified view of the customer and intelligent tools that enable the delivery of personalized customer care and faster resolutions.
- **Operations:** A pre-integrated, pre-engineered, cloud-native solution that uses automation to streamline and automate operations, and simplify maintenance and integrations.

Oracle Digital Business Experience

Oracle helps telcos automate the design, delivery, and monetization of new customer experiences.

[Read the press release](#)

[Read the datasheet](#)

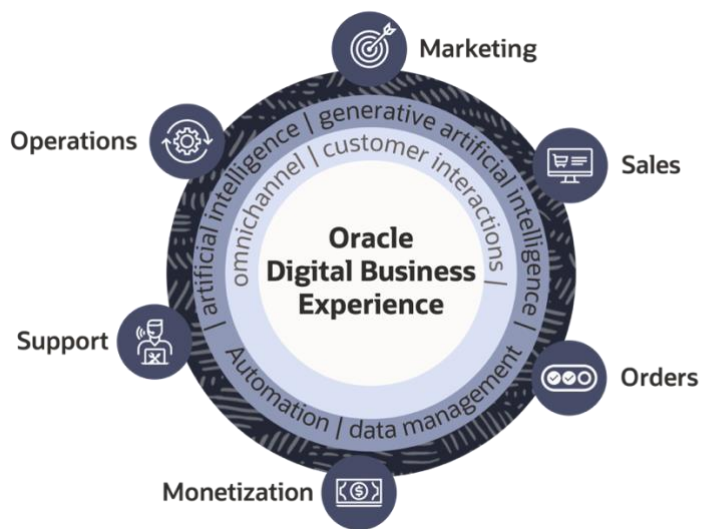


Image 4. The Oracle Digital Business Experience solution architecture

Summary

CSPs are increasingly seeking integrated BSS solutions that help them address both their core business and new business lines with the necessary business agility and operational control. A core component of such solutions is a modern, intelligent product catalog. However, service providers need to first optimize their front and back office, which is why product catalog is often deployed as part of an overall BSS transformation project, and not typically in isolation. The Commercial Catalog comes pre-integrated with Oracle Digital Business Experience – an end to end concept to cash to care solution - but is also open and standards based, so that it can be deployed in a modular fashion and integrated with 3rd party components with low/no code approach. This means that if CSPs want to have a central product catalog that spans a multi-vendor landscape, they can use the openness of the catalog to provide the product catalog centrally and then to push out to all other systems without errors or inconsistencies.

With the Commercial Catalog, CSPs can rapidly launch commercial offers at reduced cost with the following key benefits:

- Collaborative environment for Business and IT personas to define all commercial products, promotions, and services
- Efficiently design and approve offers with comprehensive product lifecycle management
- Rapid business persona offer creation experience inculcating high reusability without IT and product proliferation
- Establish a trusted commercial launch process based on TMF modelling, product definition & distribution states
- Simplified one-click publishing experience synchronized across back-end systems

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