

**Framework 12
Product Conformance
Certification Report**

**Oracle
Oracle Application Integration Architecture
(AIA)
Version 11.1.1.6**

**May 2013
Version 1.0**



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1 Introduction

1.1 Executive Summary

This document provides details of Oracle’s self-assessment and TM Forum’s Conformance Assessment of **Oracle Application Integration Architecture (AIA) Product**, against the following Framework 12 components:

- Information Framework Version 12

The assessment included a review of:

- Conformance to the Information Framework Release 12 Domains/Aggregate Business Entities according to the specific ABEs submitted in scope for the Assessment.

2 Product Functionality/Capability Overview

2.1 Oracle AIA Product – Product Description

Oracle Application Integration Architecture (AIA) for Communications is Oracle's approach to delivering end-to-end, integrated business processes, applications, and technology for the telecommunication industry.

Oracle AIA for Communications offers pre-built sustainable integrations based on an open and standards-compliant foundation made of common objects and services and best-practice industry processes. This enables CSPs to simplify cross-application integration, to reduce deployment risk and time, to optimize business processes, to decrease total cost of ownership, and to deliver more-compelling services faster.

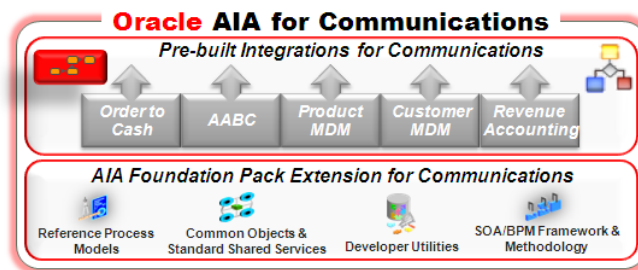


Figure 2.1 – Oracle AIA for Communications

Oracle AIA Foundation Pack Extension for Communications provides the foundation for the pre-built integrations through a Service Oriented Architecture (SOA) framework that runs on top of *Oracle Fusion Middleware* and that includes common business objects, common business services, and a business process library. Oracle AIA Foundation Pack and the pre-built integrations included in Oracle AIA for Communications are designed to promote rapid deployment, reusability, and configurability of business processes. Communication Service Providers (CSPs) and System Integrators (SIs) can add or extend objects, services, and processes to tailor their specific needs.



Figure 2.2 – Designed for Extensibility

Oracle AIA for Communications comes with a rich library of *Enterprise Business Objects (EBOs)* used to model common business entities in an application independent way, thus effectively defining an enterprise data model for the information shared across applications.

The Oracle AIA for Communications productized integrations are built on top of the Oracle AIA Foundation Pack to deliver Framework certified processes across *Oracle's Siebel Customer*

Relationship Management, Oracle Communications Billing and Revenue Management, Oracle Communications Order and Service Management, Oracle Product Hub for Communications, Oracle Customer Hub, and Oracle E-Business Suite.

For more details on AIA for Communications please visit

<http://www.oracle.com/us/products/applications/communications/application-integration/architecture/overview/index.html>.

2.2 Oracle AIA for Communications in the context of Oracle Communications Concept to Cash Solutions

Oracle AIA for Communications is a key component of the Oracle Communications Concept to Cash Solutions as it provides the extensible process integrations that are the foundation for the Rapid Offer Design and Order Delivery (RODOD) solution and the Unified CRM and BRM (UCB) solution. Oracle Communications Concept to Cash Solutions offering also include the Rapid Service Design and Order delivery (RSDOD) solution that covers the service fulfillment part of the Concept to Cash process. The following diagram captures the Oracle Concept to Cash Solutions.

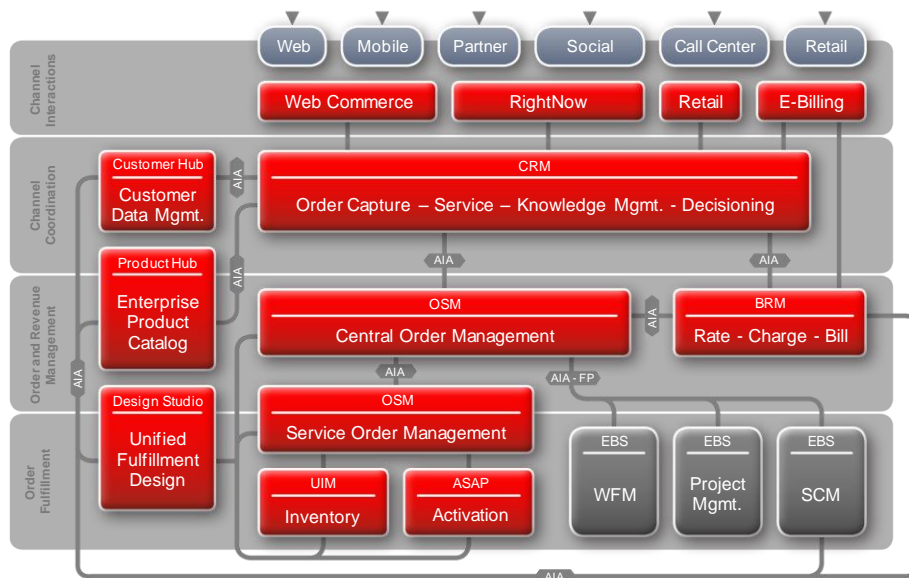


Figure 2.3 – Oracle Concept to Cash Solutions

The Oracle Communications Rapid Offer Design and Order Delivery (RODOD) solution enables Service Providers to rapidly design and introduce offers, accurately capture and efficiently fulfil orders, and provide visibility across the entire order lifecycle. In order to enable its three key capabilities of offer design, order capture, and order delivery, the RODOD solution leverages several AIA for Communications components: Foundation Pack Extension for Communications, Communications Order to Cash Integration Pack, and Product MDM Integration Pack. The Oracle applications on which the core solution is built are Oracle's Siebel CRM, Oracle ATG Web Commerce, Oracle Communications OSM, Oracle Communications BRM, Oracle Product Hub for Communications, and Oracle Communications Design Studio.

Oracle Communications RODOD solution addresses three key metrics that are critical to CSPs' business and operational success:



- *Offer Time to Market*: the period of time required to create an offer and make the service available for sale
- *Order Cycle Time*: the amount of time elapsed from order submission to when the customer can use the service
- *Operational Efficiency*: a measure of productivity related to a service provider's operating expenditures including systems and people

The Oracle Communications Unified CRM and BRM (UCB) solution enables Service Providers to maximize customer value through unified customer lifecycle management, personalized offers and interactions, and extreme business flexibility to meet ever-changing market demands. The UCB solution leverages several AIA for Communications components: Foundation Pack Extension for Communications, Communications Order to Cash Integration Pack, and Customer MDM Integration Pack. The Oracle applications on which the core solution is built are Oracle's Siebel CRM, Oracle Communications BRM, and Oracle Customer Hub.

Oracle Communications UCB solution addresses three key metrics for customer interactions:

- *Customer Lifetime Value* – The total value a customer has over his/her lifecycle both as for purchases and influencing purchases
- *Customer acquisition and retention* – Measure net-adds to minimize churn and maximize customer acquisitions.
- *Cost to serve the Customer* – Measure customer profitability by considering both revenues and cost per customer and per product.

The Oracle Communications Rapid Service Design and Order Delivery (RSDOD) solution enables Service Providers to rapidly design, launch, and fulfil orders for any type of service across any network. RSDOD is a comprehensive solution consisting of Oracle Communications Order and Service Management (OSM), Oracle Communications Unified Inventory Management (UIM), Oracle Communications ASAP, Oracle Communications IP Service Activator (IPSA) and Oracle Communications Design Studio. Complementary products from the Oracle OSS portfolio include Oracle Communications MetaSolv Solution (MSS).

Oracle Communications RSDOD solution addresses three key metrics for service fulfillment:

- *Service Introduction Time* – The time required to create a service (or service bundle) and make it available for sale
- *Order Cycle Time* – The amount of time elapsed from order entry to service fulfillment
- *Cost of Ownership* – The expenses related to the deployment and ongoing maintenance of IT applications (incl. labour costs) to support the business functions

Solution certification details on the Oracle Communications Concept to Cash Solutions can be found at <http://www.tmforum.org/SolutionAssessment/10660/home.html>.



3 Business Process Framework Assessment Overview

Not applicable for this Assessment/Certification.



4 Business Process Framework – Process Mapping Descriptions

Not applicable for this Assessment/Certification.

5 Information Framework Assessment Overview

5.1 Mapping Technique Employed

The certification scope defines the list of ABEs (Aggregated Business Entities) to be addressed during the assessment. The entities, association classes and dependent entities for each ABE in scope are also included in the assessment.

The mapping technique used, was based on the analysis of the SID model files and addendum specifications for the entities', association classes' in scope and its related attributes. The role of each entity', association class or attribute is then interpreted and mapped into the AIA information model related element. This will clearly state how the SID model is supported by AIA.

5.2 Information Framework Assessment - ABE Scope

The diagram in **Error! Reference source not found.** illustrates the Information Framework Level 1 ABEs that were presented in scope for the Assessment.

L1 Information Framework

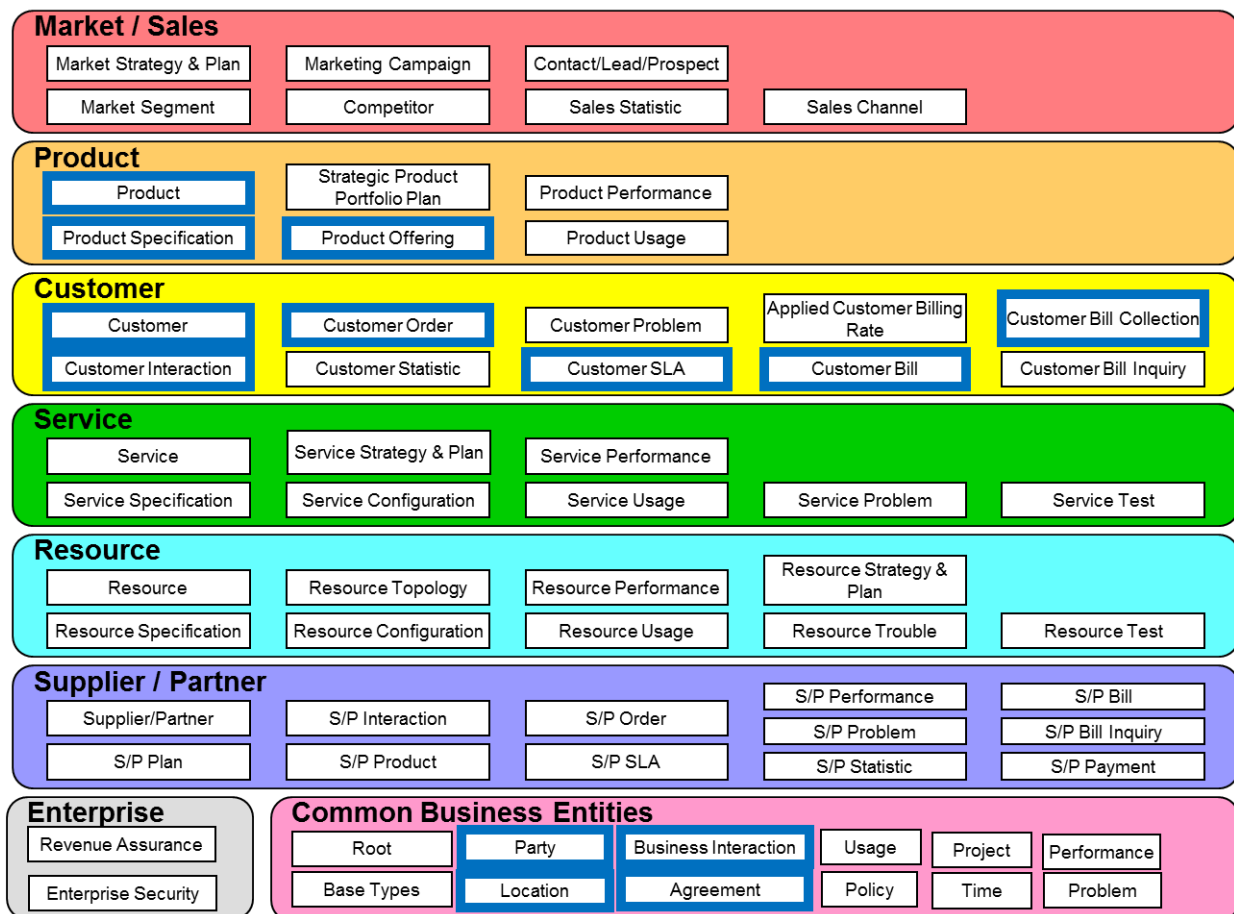


Figure 5.1 - Information Framework: Level 1 ABEs in scope for AIA V11.1.1.6 Assessment

The following table provides a high-level mapping of the ABEs in scope to the AIA modules.

Table 5.1 – Mapping of Level 1 ABEs in scope to AIA

SID Domain	Information Framework (SID) ABE	AIA EBO Mapping
Product	Product Offering	Item
	Product Specification	Item, Classification
	Product	InstalledProduct
Customer	Customer	CustomerParty
	Customer Order	SalesOrder
	Customer Bill	Invoice
	Customer Bill Inquiry (Entity)	CustomerInteraction
	Customer Interaction	CustomerInteraction
	Customer Bill Collection	ReceivedPayment
	Customer SLA	BlanketPurchaseAgreement
Common Business Entity	Party	Party, CustomerParty
	Location	Location
	Business Interaction	CustomerInteraction
	Agreement	BlanketPurchaseAgreement

6 Framework Conformance Result

This section details the Scores awarded to reflect Conformance of the Oracle AIA Product to the components of Framework 12.

Note that this assessment covered only the Information Framework component of Framework 12.0.

6.1 Business Process Framework – Scoring Rules

Not applicable for this Assessment/Certification.

6.2 Business Process Framework - Conformance Result Summary

Not applicable for this Assessment/Certification.

6.3 Business Process Framework – Conformance Results Detailed

Not applicable for this Assessment/Certification.

6.4 Information Framework – Scoring Rules

The conformance scores granted were based on the following TM Forum scoring rules:

Framework 12.0 Conformance Certification (Product/Solution/Implementation)	
Information Framework (SID) - Conformance Score Descriptions	
Conformance Score	Qualifier
Non Conformance [Score = 1]	The content of the model is compatible with a subset of the Information Framework (SID) ABEs that define its domain coverage. This provides two interacting components/solutions with a common vocabulary and model structure. The subset represents the scope of the model, expressed in Information Framework (SID) domains
Non Conformance [Score = 2]	The model has passed level 1 conformance and the content of the ABE, part of the domain coverage and defined in the model, contains the ABE's core business entity or entities. A core business entity is an entity upon which other entities within the ABE are dependent. e.g. Service in the Service ABE. A core entity is also an entity whose
Very Low Conformance [2.0 < Score <= 3.0]	The model has passed level 2 conformance and <u>*a percentage of the required attributes of the ABE's core entity or entities</u> are defined in the model.
Low Conformance [3.0 < Score <= 4.0]	The model has passed level 3 conformance and <u>*a percentage of the dependent entities</u> within the ABE are defined in the model. A dependent entity is one whose instances are dependent on an instance of a core entity. For example, a ServiceCharacteristic instance within the Service ABE is dependent upon an instance of the Service entity.
Medium Conformance [4.0 < Score <= 5.0]	The model has passed level 4 conformance and <u>*a percentage of the required attributes</u> of the ABE's dependent entities are defined in the model.
High Conformance [5.0 < Score <= 6.0]	The model has passed level 5 conformance and <u>*a percentage of all attributes</u> of the ABE's core entities are defined in the model.
Very High Conformance [6.0 < Score < 7.0]	The model has passed level 6 conformance and <u>*a percentage of all attributes</u> of the ABE's dependent entities are defined in the model.
Full Conformance [Score = 7.0]	The model has achieved Level 7 conformance (Full Conformance) and <u>all</u> attributes of the ABE's core & dependent entities are defined in the model.
* For each level, according to what is required, a value is calculated based on the percentage of entities/attributes supported - as appropriate. This will result in a decimal figure (rounded to one decimal place).	

Figure 6.1 - TM Forum Information Framework: Conformance Scoring Rules

Notes:

A **core business entity** is an entity upon which other entities within the ABE are dependent. For example, Service in the Service ABE. A model should strive to attain as high a level of Information Framework (SID) conformance as possible. A core entity is also an entity whose absence in the ABE would make the ABE incomplete.



A **dependent entity** is one whose instances are dependent on an instance of a core entity. For example, a ServiceCharacteristic instance within the Service ABE is dependent upon an instance of the Service entity.



6.5 Information Framework – Conformance Result Summary

The following graphs provide the conformance results for the ABEs submitted in scope for the AIA Assessment.

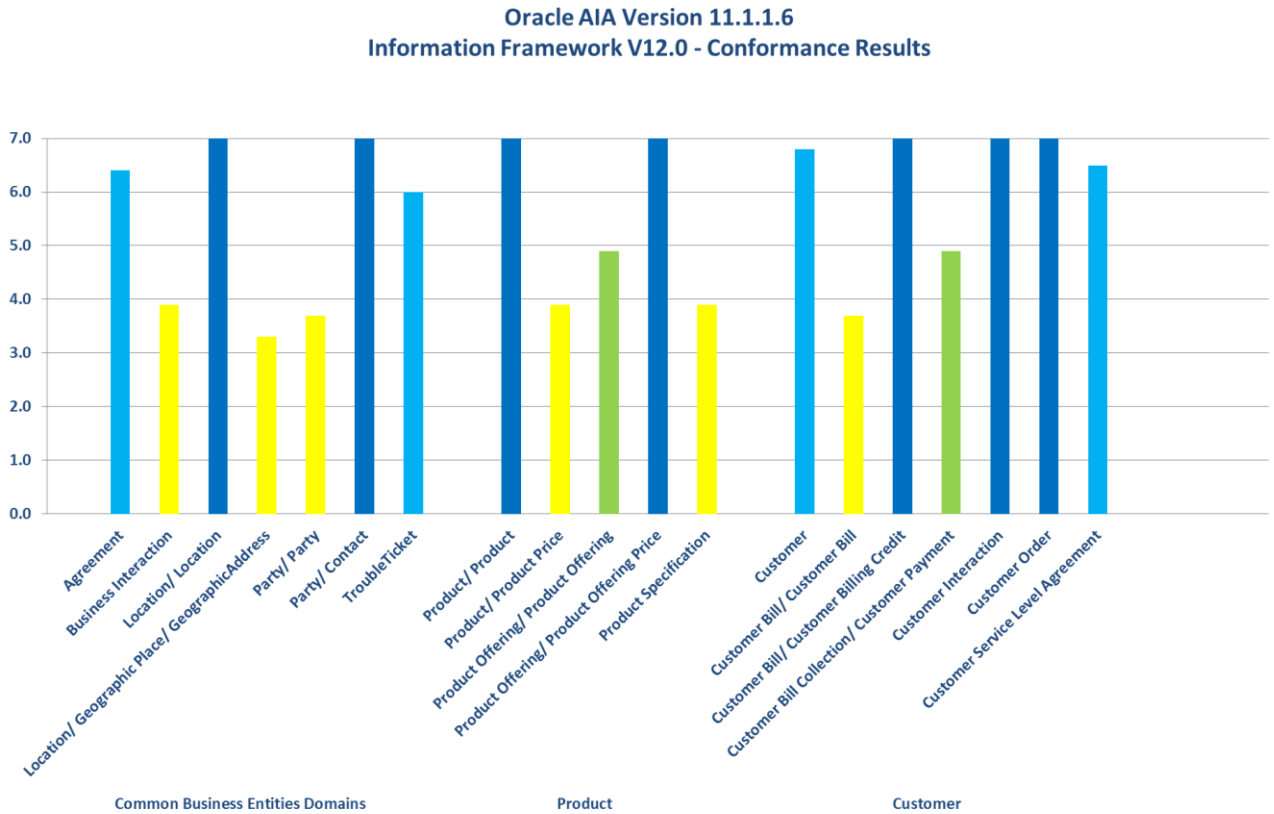


Figure 6.2 - Oracle AIA Conformance Results: Common Business Entities, Customer, Product Domains

6.6 Information Framework – Conformance Result Detailed

The following table provides a more detailed breakdown of the scores awarded with some additional commentary.

Table 6.1 - Information Framework: Detailed Conformance Result

Oracle AIA V11.1.1.6 Information Framework (SID) Release 12.0 Conformance		
ABE	Conformance Score	Comment
Common Business Entities Domain		
Agreement	6.4	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, 40% of optional attributes of dependent entities supported.
Business Interaction	3.9	Core entity, required attributes, 90% of dependent entities supported.
Location/ Location	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Location/ Geographic Place/ GeographicAddress	3.3	Core entity, required attributes, 30% of dependent entities supported.
Party/ Party	3.7	Core entity, required attributes, 70% of dependent entities supported.
Party/ Contact	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.

TroubleTicket	6.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, optional attributes of the core entity.
Product Domain		
Product/ Product	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Product/ Product Price	3.9	Core entity, required attributes, 90% of dependent entities supported.
Product Offering/ Product Offering	4.9	Core entity, required attributes, dependent entities, 90% of required attributes of dependent entities.
Product Offering/ Product Offering Price	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Product Specification	3.9	Core entity, required attributes, 90% of dependent entities supported.
Customer Domain		
Customer	6.8	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, 80% of optional attributes of dependent entities supported.
Customer Bill/ Customer Bill	3.7	Core entity, required attributes, 70% of dependent entities supported.



Customer Bill/ Customer Billing Credit	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Customer Bill Collection/ Customer Payment	4.9	Core entity, required attributes, dependent entities, 90% of required attributes of dependent entities.
Customer Interaction	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Customer Order	7.0	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, all attributes of dependent entities supported.
Customer Service Level Agreement	6.5	Core entity, required attributes, dependent entities, required attributes of dependent entities, all attributes of the core entity, 50% of optional attributes of dependent entities supported.