CLOUD SHINE GLOBAL

L.L.P

YOUR TRUSTED PARTNER

AGENDA

1. BRM Pricing Model Hierarchy
2. Products
3. Discounts
4. Deals
5. Plans

BRM Pricing Model Hierarchy

Objective Of this Session

Pricing Centre

Pricing Model Hierarchy
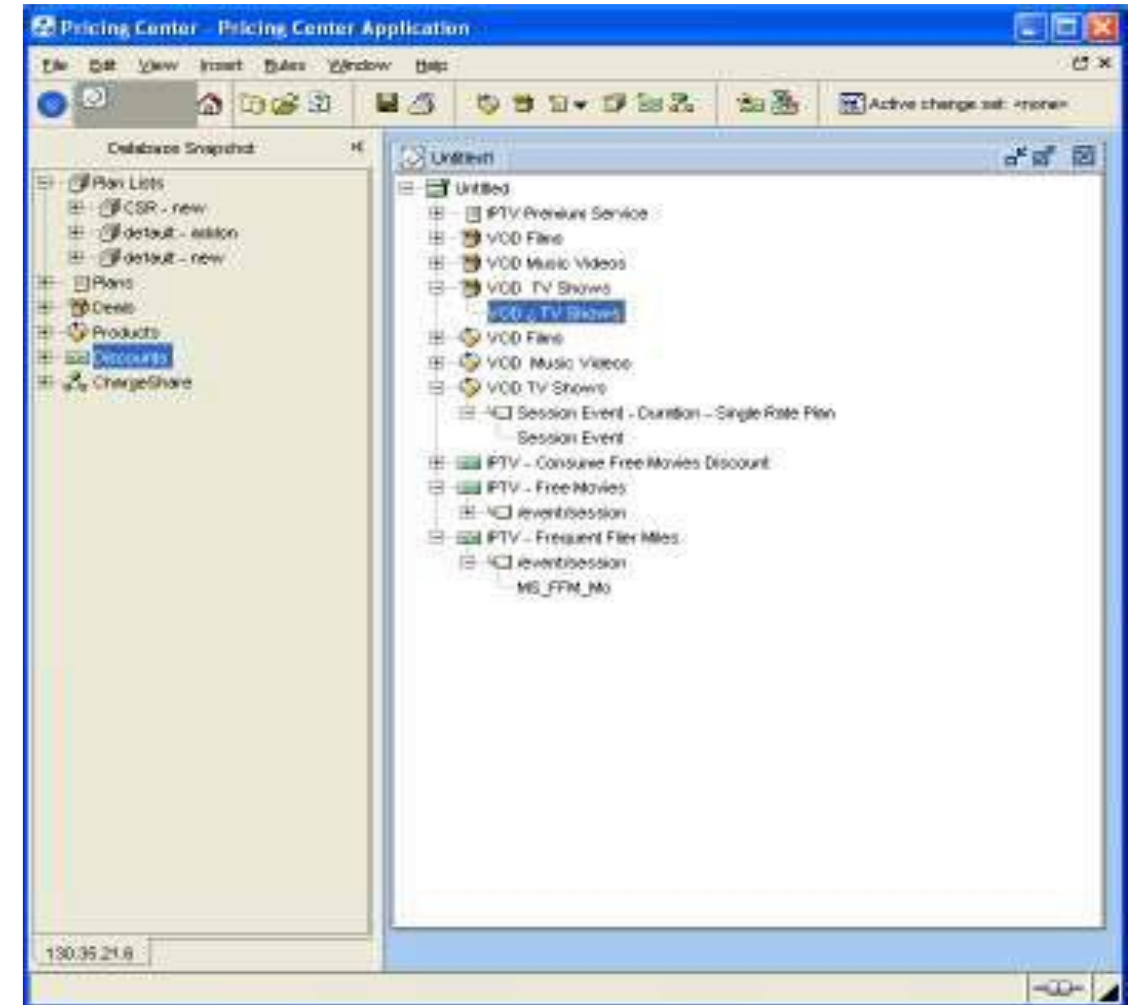
product

discount

deal

plan

BRM Pricing Model Hierarchy

1. How the CSP configures rate/prices, plans & offers in the BRM System?
   - Using Pricing Centre

2. Who is responsible for configuring the rates/prices or plans or offers in the BRM system?
   - Developers & Operation Support people are responsible.

BRM Pricing Hierarchy Model – Pricing Centre

- Pricing Center is the main user interface for managing the product catalog and pricing data in the Oracle Communications BRM solution.

- It is a user-friendly graphical user interface (GUI) designed to enhance configurability and operability of the pricing definition process.

- Service providers can create offering bundles and associated discounts and promotions with detailed rating and discounting rules.
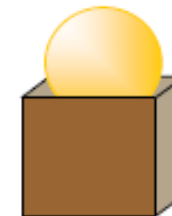
BRM Pricing Model Hierarchy

- A *plan list* is a collection of plans
- Customer purchases a *plan* from the available *plan list*

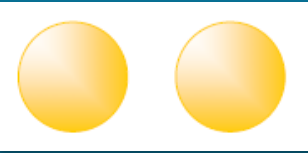- A *plan* is comprised of one or more *deals* and defines the customer's credit limit

- A *deal* bundles products and applies percentage-based discounts
- A *deal* corresponds to one service

- A *product* is the basic pricing object
- It defines rates that charge for events

- A *discount* applies discounts to events
- Examples include tiered discounts, billing-time discounts, and free usage discounts

- A **product** is the basic pricing object
- It defines rates that charge for events
- A **Product** consists of one or more rate plans that specify how to charge for events
- It is used to configure different type of charges like setup fee, cycle fees and usage fees.
- It is associated with single service.
- We configure both currency[$, Euro] and non currency[Free minutes] resources amount in products.

Product Attributes

Product is a storable class which has attributes and subclasses to support the pricing configuration.

A product defines events to be rated and the Rate Plan for each event

A product is a reusable building block

- Use different combinations of products to define deals and plans

There are three product types

- **Item:** Contains rates applied only once. Specifically for purchase events.
    - ❖ Not stored in account's /purchased_product storable class for future rating
- **Subscription:** Contains rates applied on an ongoing basis, for all other events/rates
    - ❖ Product info stored in account's /purchased_product storable class for future rating
- **System:** Contains rates which may be applied to all products in price list.
    - ❖ defines default charges that apply to all accounts

To define a product, specify for each event:

› Type of event, for example:
- A recurring event, a one-time event, a randomly-occurring event

› How to measure the event
- By Occurrence: each time event occurs
- By Duration: length of time
- User-defined measurement

› Rate Plan
- Contains one or more rates

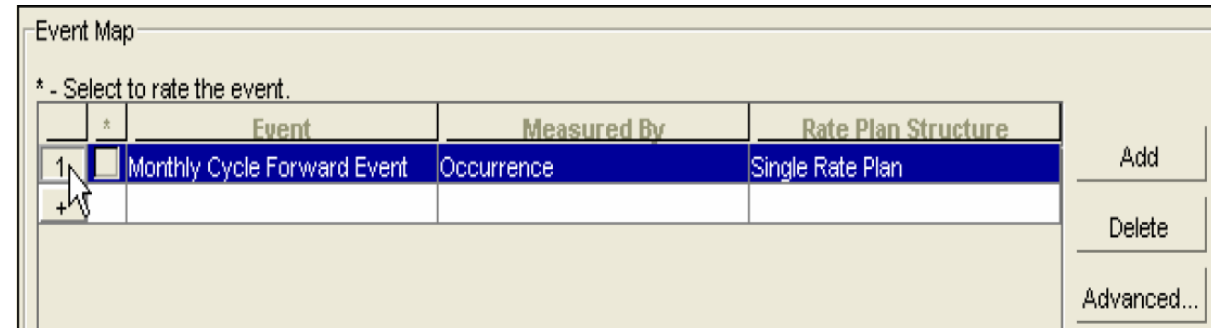**Product hierarchy structure with its subcomponents.**
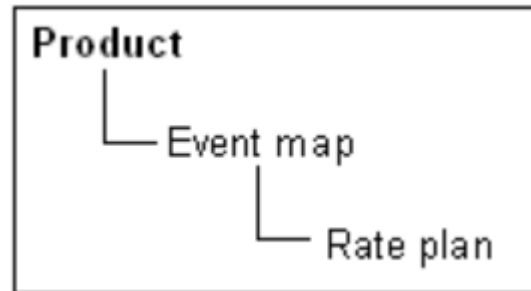
Each product object is associated with only one service.

Event Map:

The event map specifies the events that are being rated in the product.

For example:

- Monthly Cycle Forward Event
- IP Dialup Event

**Note** A single product cannot include multiple cycle events that have the same frequency and type of balance impact, such as a cycle fee.

For example, if you add a Monthly Cycle Forward Event to a product, you cannot also add a monthly cycle arrears or monthly cycle forward arrears event to the same product.

Instead, it is recommended to create separate products for each cycle forward event.

Product hierarchy structure with its subcomponents.

```
Product
  |
  |___ Event map
          |
          |___ Rate plan
```
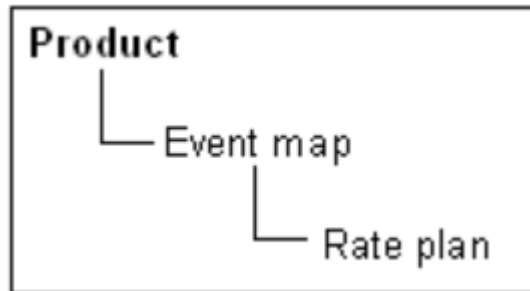
Rate Plan: Use rate plans to define how much to charge for an event.

A Rate Plan defines a set of rates

- Rates define what resource to impact and by what amount
- Rates may vary according to different event attributes, for example:
    — Apply higher rate to event during Peak times, lower during Offpeak times
    — Apply lower rate as number of events increases
    — Apply rates to phone calls based on zone combinations

A Rate Plan for real-time events is configured differently than a Rate Plan for delayed events

Rate: **A Rate is the way we count a resource, or, the impact of an event on a customer's account balance for a particular resource**

Examples:
    — Charge a customer account 40 cents per minute for a voice call.
    — Credit a customer account with 5 Frequent Flier miles per every hour of internet usage.

Ratable Usage Metric - RUM

Event Map

* - Select to rate the event.

	*	Event	Measured By	Rate Plan Structure
1	☐	Monthly Cycle Forward Event	Occurrence	Single Rate Plan
+				

We use RUM's to measure an event.

RUMs define how quantity of an event is measured, for example,
- —By **duration**: quantity is a length of time
- —By **occurrence**: quantity is always 1
- —By **size**: quantity is a number of megabytes, hits on a web page

BRM defines commonly-used RUMs: Occurrence, Duration
- —You need to define custom RUMs if they are required

Balance Impact

Balance impact

The impact that rating has on a customer's account *balance*.

You can apply balance impacts to any type of resource, for example,

- A rate of one dollar per hour applies a balance impact to the US Dollars resource.
- A rate that credits one hour of Internet access applies a balance impact to the IP Hours resource.

- The balance impact of rating an event is a simple equation:

Balance Impact = Fixed Amount + (Scaled Amount * quantity)

Balance Impact Examples

Charge $5 for each download, regardless of download size

- Resource: US Dollar
- Fixed Amount: 5
- Scaled Amount: 0

Bal Impact = **Fixed Amount** + **(Scaled Amount * quantity)**

Balance Impact to US Dollar = 5 + (0 * 1)

Charge $.05 per KB for each download

- Resource: US Dollar
- Fixed Amount: 0
- Scaled Amount: .05
- Quantity: 5

Bal Impact = **Fixed Amount** + **(Scaled Amount * quantity)**

Balance Impact to US Dollar = 0 + (.05 * 5)

Validity Fields in Balance Impact

- **Validity fields are most relevant when granting resources**
  - Should normally be left at default value for charges

- **Start and End dates default to Immediately and Never**
  - Can set absolute dates for one-time grants

- **Relative Cycle Offset defaults to 0**
  - Relative Cycle Offset = 0 means Balance Impact amount is valid forever
  - Relative Cycle Offset = 1 means Balance Impact amount is valid for current cycle
  - Relative Cycle Offset = 2 means Balance Impact amount is valid for next cycle

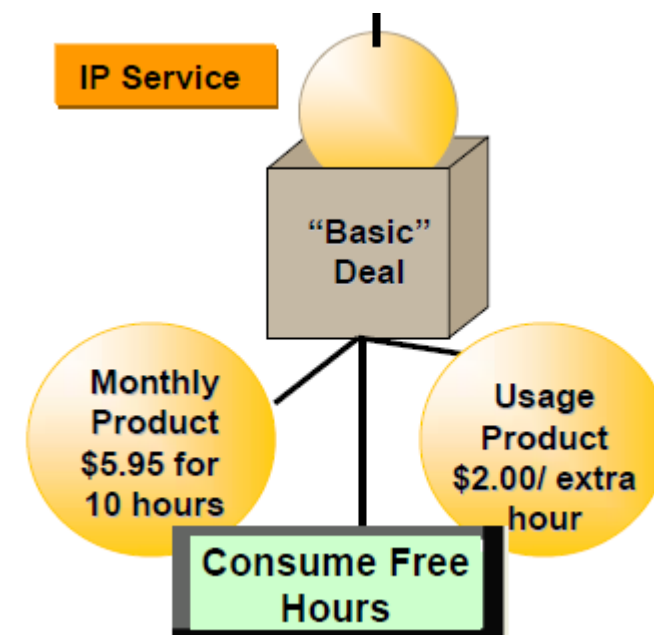|	Resource ID	GLID	I...C...	S	P	D	Fixed Amount	Scaled Amount	Units	Start Date	End Date	Relative Cycle Off...
1	US Dollar [840]	undefined ...					0.00	5.95	None [0]	Immediat...	Never	0

BRM Pricing Model Hierarchy - Deal

Consists of one or more products associated with the same service.

Define Discounts and Promotions for products within the Deal, for example,

- Offer a 50% discount on usage for the first 3 months
- Waive the monthly fee for the first 3 months
- Offer promotional rate for first 2 weeks of service.

- **For *each* product in a Deal, nine different promotional values may be defined**

- **For example:**
  - 20% discount on sign-up fee
  - Free monthly fee for email service for two weeks

	% Discount	Start Date	End Date
Purchase Product	20%		
Cycle Rates		2 weeks	
Usage Rates		2 cycles	

IP Service

"Basic" Deal

Monthly Product $5.95 for 10 hours

Usage Product $2.00/ extra hour

Consume Free Hours

Defining Plans

Specify Deals and Services

Set up Balance Groups

A Balance Group can track resource balances for a service as well as for the account

Set Credit Limits for resources

Default credit limit is zero

Credit limit is an upper bound on a resource

If credit limit not required, set credit limit to "None"

Currency resource must have credit limit greater than zero in order to charge customers

Rate impacting resource cannot be applied when Credit Limit is reached

Portal can track multiple balances per account

Balances can be tracked for the account and for services in an account

A set of balances is called a Balance Group

More than one service can be tracked in a Balance Group.

Postpaid Plan 399 –

- Under 399 Postpaid plan, customer gets
  1. Unlimited calls (Local + STD + Roaming)
  2. 40GB monthly data with rollover upto 200GB
     (beyond consumption of allocated data quota, value based charging will be applicable @ 2p/MB).
  3. 100 SMS/day (Local + STD + Roaming) thereafter 10p/SMS

Price list Deployment

How to deployment or take pricelist to production or other systems?

- To migrate a Price Plan to production system, save it as an XML file and import on production system.
  - ✓ For saving as XML file, choose File **-** Export - Real-time Data
  - ✓ For importing, choose File - Import - Real-time Data
- Export and Import Price Lists in XML or IPL (Portal Price List) format.
- using the loadpricelist utility.

  loadpricelist -v -c pricelist.xml