

Oracle BRM Training

By Nedhya Sharma

Oracle Billing & Revenue Management

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

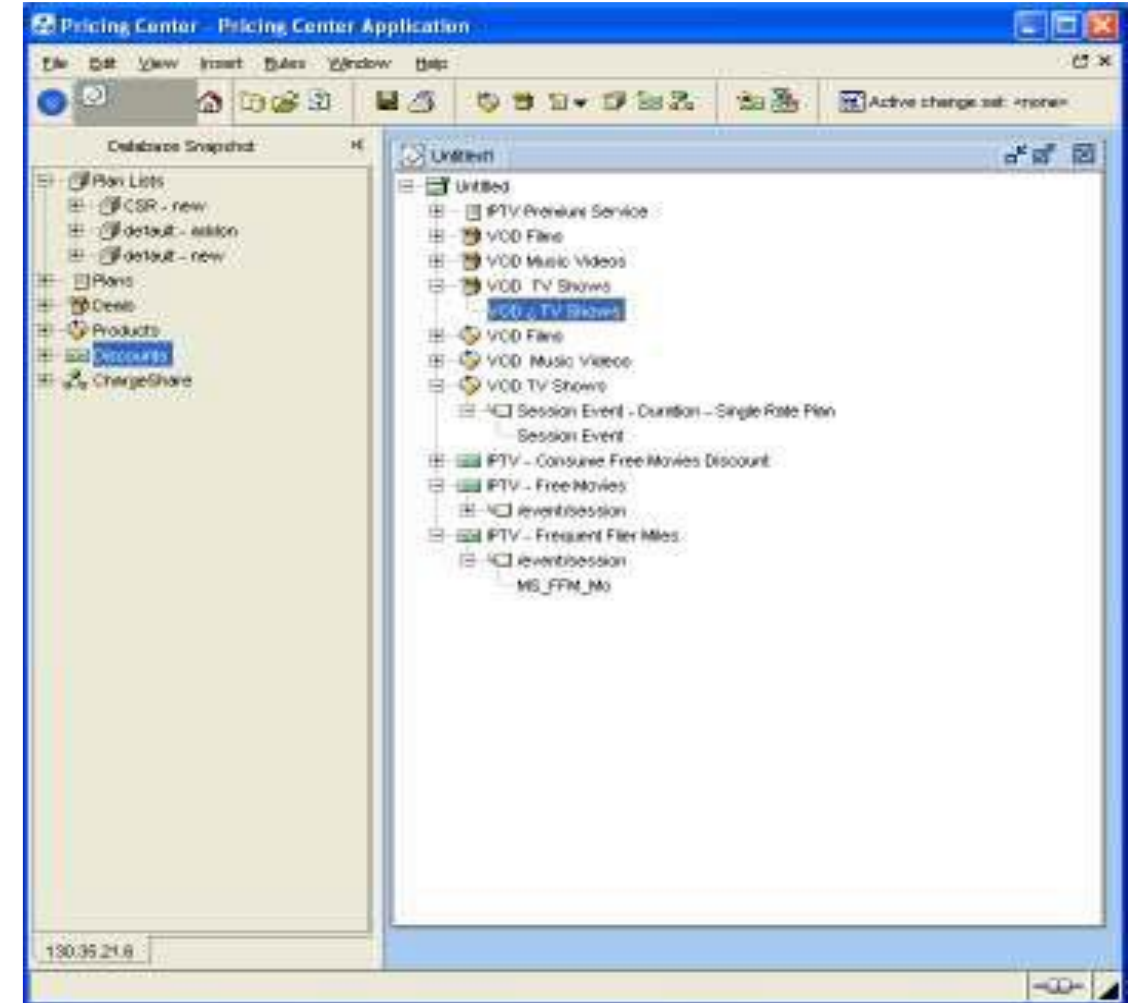
plan

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

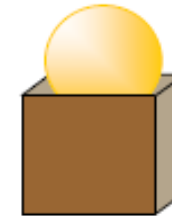
- A plan list is a collection of plans
- Customer purchases a plan from the available plan list

- 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

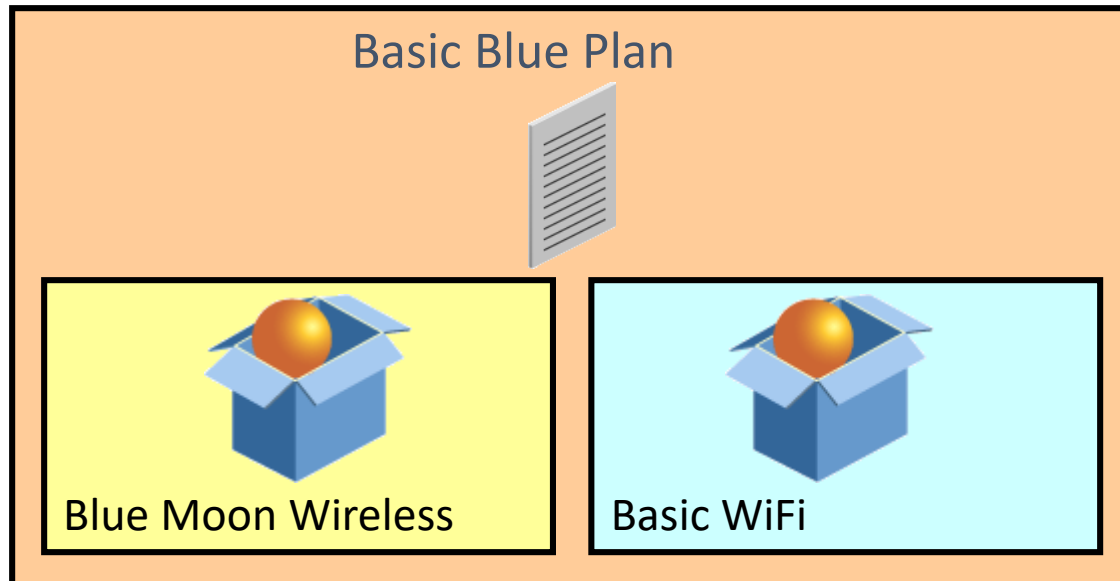
- A product is the basic pricing object
- It defines rates that charge for events

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






Plan




- Is a package of deals that customers purchase to use your services
- May include more than one service
- Defines the baseline credit limits
- Only one plan is purchased during customer registration.



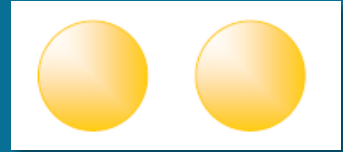
Deal

- Consists of one or more products and discount objects associated with the same service
- Allows for special promotions or discounts on products

	Blue Moon Wireless 90% discount on sign-up fee
	"Basic Wireless" Product <div>Telephony Service</div>
	Consume Free Anytime Minutes

Basic WiFi 1 st Month Free	
"WiFi Product" <div>Internet Service</div>	
Earn Frequent Flier Miles for over 100 minutes connect time	

BRM Pricing Model Hierarchy - Product



- 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

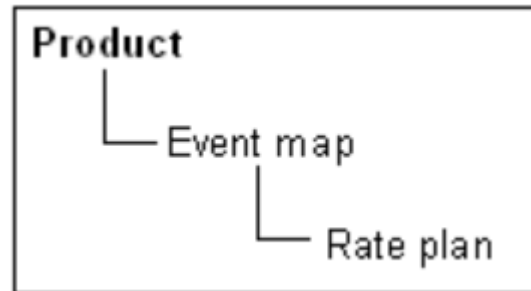
- **Item:** Contains rates applied only once. Specifically for purchase events.
 - ❖ Not stored in account's /purchased_product storable class for future rating
- **Subscription:** Contains rates applied on an ongoing basis, for all other events/rates
 - ❖ Product info stored in account's /purchased_product 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

BRM Pricing Hierarchy Model - Product

Product hierarchy structure with its subcomponents.



Product Type

☐ Item

☒ Subscription

☐ System

Applies to:

/service/ip

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

Event Map

* - Select to rate the event.

	*	Event	Measured By	Rate Plan Structure	
1	<input checked="" type="checkbox"/>	Monthly Cycle Forward Event	Occurrence	Single Rate Plan	Add
+					Delete
					Advanced...

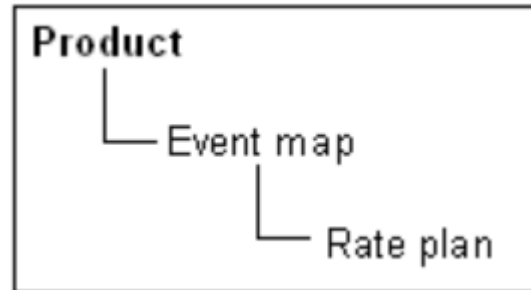
Note A single product cannot include multiple cycle events that have the same frequency and type of balance impact, such as a cycle fee.

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.

BRM Pricing Hierarchy Model - Product

Product hierarchy structure with its subcomponents.



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	<input checked="" type="checkbox"/>	Monthly Cycle Forward Event	Occurrence	Single Rate Plan
+				

We use RUM's to measure an event.

Add
Delete
Advanced...

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:**

$$\text{Balance Impact} = \text{Fixed Amount} + (\text{Scaled Amount} * \text{quantity})$$

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 ...		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	0.00	5.95	None [0]	Immediat...	Never	0

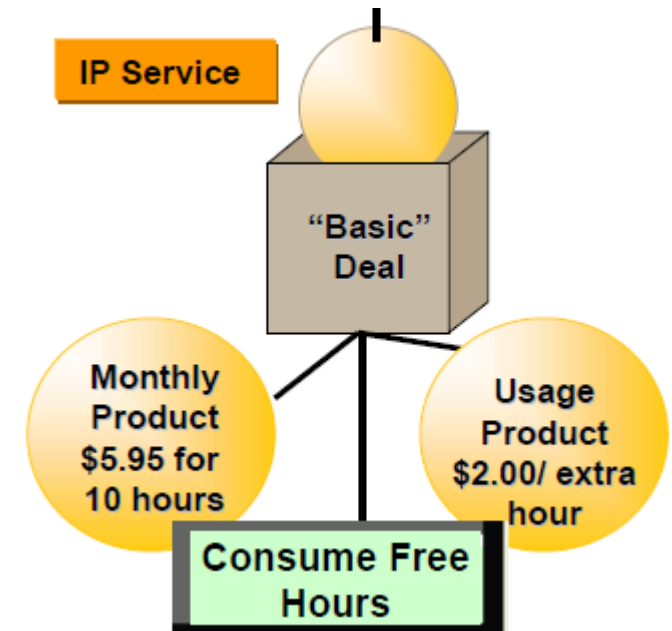
BRM Pricing Model Hierarchy - Deal

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	



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

“Thank You”

