

## ORACLE COMMUNICATIONS DATA MODEL

PREBUILT DATA WAREHOUSE,  
DESIGNED AND TUNED FOR ORACLE  
DATABASE AND HARDWARE

### KEY FEATURES

- 3rd Normal Form (3NF) Logical Data Model with transaction level access; the first data warehouse to be conformance certified with TM Forum Information Framework (Shared Information/Data - SID)
- Physical data model with more than 1500 tables; 30,000 columns; and 1,000 industry-specific measurements
- Prebuilt OLAP cubes and prebuilt data mining models
- Reports and dashboards
- Comprehensive metadata for business intelligence reporting and ad hoc query
- Industry-specific advanced and predictive analytics

### KEY BENEFITS

- Designed and optimized for Oracle data warehouses, including Sun Oracle Database Machine
- Works with any communications application
- Easy to extend and customize
- Expedient data warehouse implementation with prebuilt components and embedded data warehousing best practices for communications service providers

*As Communications Service Providers (CSPs) transform their business models to deliver a more customer-centric offering, the ability to collect, store and analyze detailed customer data becomes a critical competitive differentiator. Oracle Communications Data Model is a prebuilt, standards-based data warehouse designed and pretuned for Oracle database and hardware, including the Sun Oracle Database Machine. Oracle Communications Data Model combines market-leading communications application knowledge with the performance of Oracle's database and business intelligence platforms. Oracle Communications Data Model can be used in any application environment and is easily extendable. With it, you can jump-start the design and implementation of a communications data warehouse to quickly achieve a positive return on investment (ROI) for your data warehousing and business intelligence project with a predictable implementation effort.*

### Deliver Industry-Specific Actionable Intelligence

The communications industry is evolving rapidly, driven by technology advancements and increasingly sophisticated customer requirements. In response CSPs are adopting a more customer-centric approach, offering a wide spectrum of content and converged services. This new business model requires a broader set of customer-specific data to be collected and analyzed which can be difficult to incorporate into legacy data warehouse environments.

With the Oracle Communications Data Model, CSPs can more easily collect and analyze customer data required for making decisions on customer management, marketing, network deployments and product development. With sophisticated trending and data mining capabilities built into the system, the reports provide greater business insights than ever.

Sample reports are accessible from easy-to-use, role-specific dashboards via any standard Web browser. Role-based dashboards enable CSPs to tailor the information needed to enhance and improve their decision making process. And, as CSPs expand into new business segments, new data sets can be easily added to the Oracle Communications Data Model.

### Accelerate Your Data Warehouse Deployment

The Oracle Communications Data Model can save CSPs from investing hundreds of person-months building a data warehouse from scratch. By using a pre-built solution, CSPs can focus on their unique requirements, rather than an end-to-end data warehouse project. With the Oracle Communications Data Model, CSPs can realize a faster return on investment by reducing the need for a large and lengthy development effort.

Oracle Communications Data Model is built following communications industry standards easing interoperability with other communications systems. It can be used in any application environment and is easily extendable, eliminating complex and costly integration requirements, leading to a higher ROI.

## Combine Communications Expertise With Industry-Leading Technology

By leveraging Oracle's strong communications domain expertise, Oracle Communications Data Model provides a foundation schema that is modern, relevant, topical, and addresses the needs of multiple communications industry segments. This normalized foundation schema serves as a detailed and structured representation of the communications business, providing an integrated base for business information with fully defined entities and relationships.

Based on Oracle's leading data warehousing technology—including Oracle Database 11g and the Sun Oracle Database Machine—Oracle Communications Data Model raises the bar on scalability and performance in the delivery of detailed transaction-level information. CSPs can tailor and extend the solution to their needs and take advantage of real industry-specific business insight, resulting in a smarter, more profitable communications business.

## Benefits

Oracle Communications Data Model provides an off-the-shelf data warehouse framework that is both adaptable and extendable. Alignment with communications industry standards ensures interoperability with other systems. The prebuilt, pretuned data model with intelligent insight into detailed communications and market data, allows you to quickly gain value from your data warehousing effort, supports diverse analytical requirements, and assists in building future analytical applications. Fast, easy, and predictable implementation reduces risks and enables you to achieve strategic value more rapidly by eliminating deployment delays and expenses associated with built-from-scratch or proprietary data warehouse solutions.

## Contact Us

For more information about Oracle Communications Data Model, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.



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