



Configurator Overview

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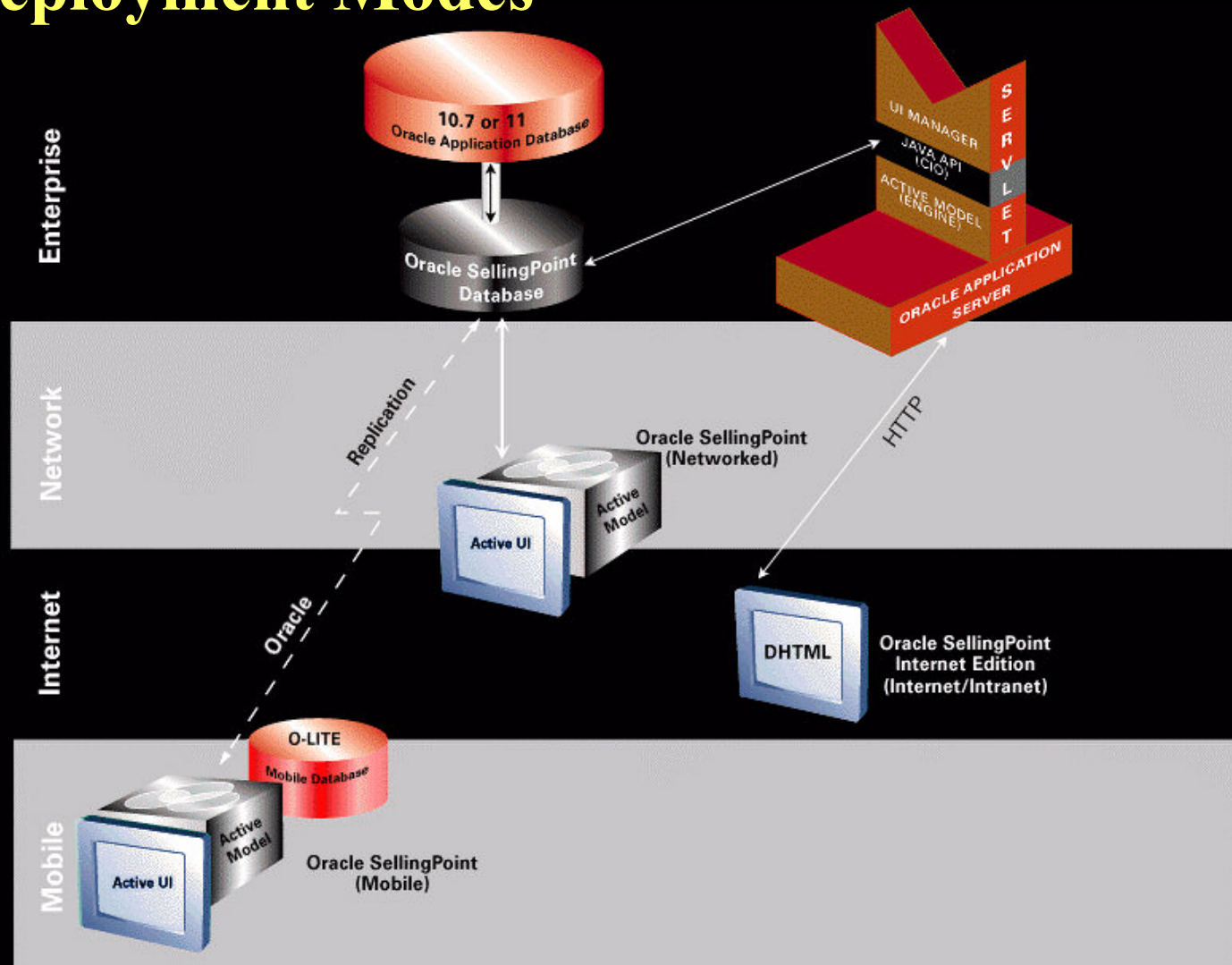
Configurator Technology

- Used to configure complex and custom products and services
- Historically, used for order validation
- Oracle Configurator provides guided selling / guided buying and configuration
- Oracle Configurator brings expertise of knowledgeable salesperson to the point of sale
 - Provides guided selling/guided buying
 - Increases sales effectiveness
 - Accelerates sales cycle
 - Decreases order errors
 - Faster time to market

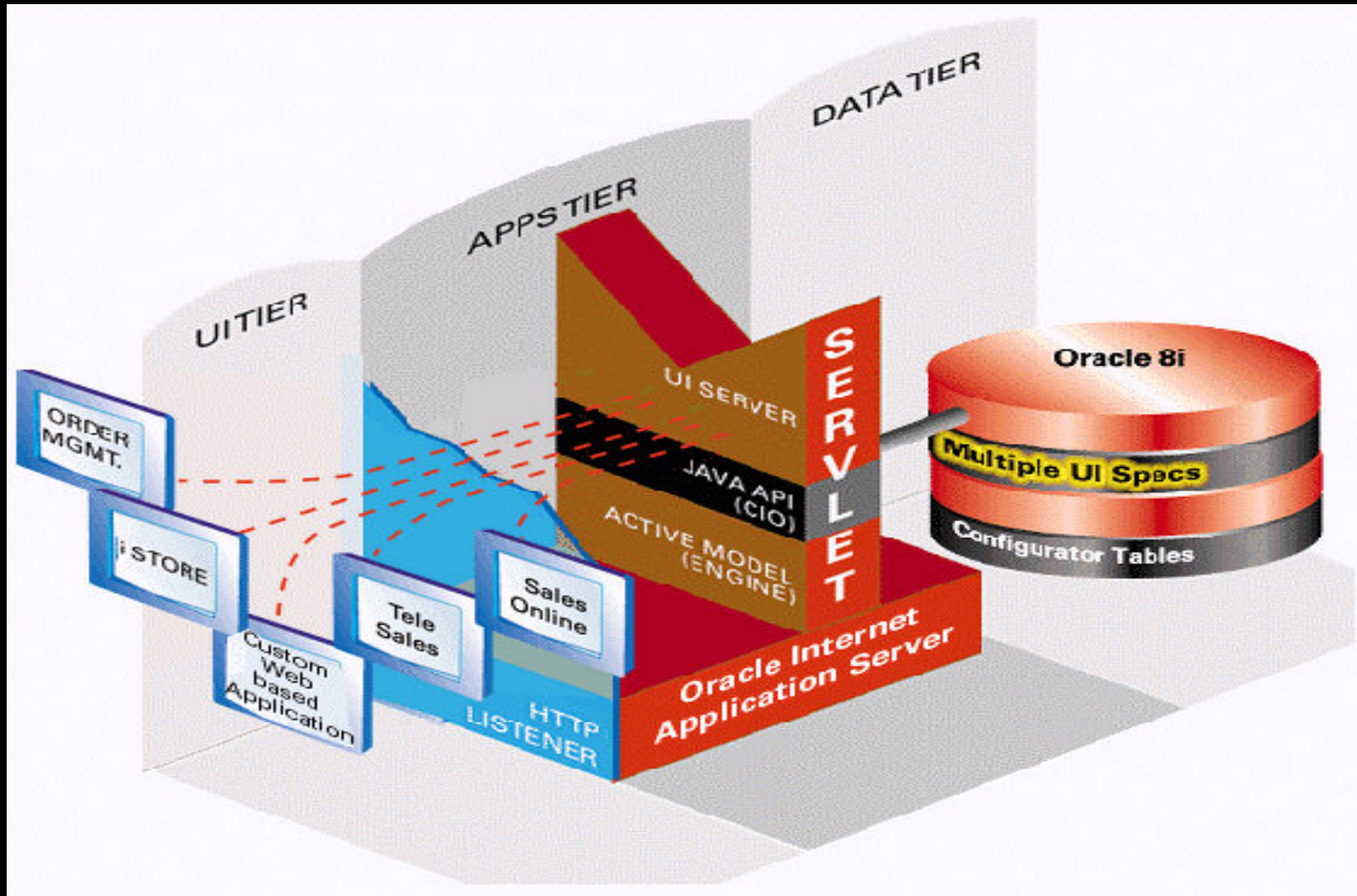
Oracle Configurator Developer 4.2

- Graphical configuration modeling environment designed for business managers
- Integrated with Oracle Applications - Manufacturing Bills of Materials and Financials
 - Import BOMs directly into OSP Developer
 - Builds default Model structure
- Builds Configurator Applications
 1. Build Model structure
 2. Write configuration rules
 3. Specify User interface layout
 4. Deploy
- Rapidly model & release new products to all sales channels

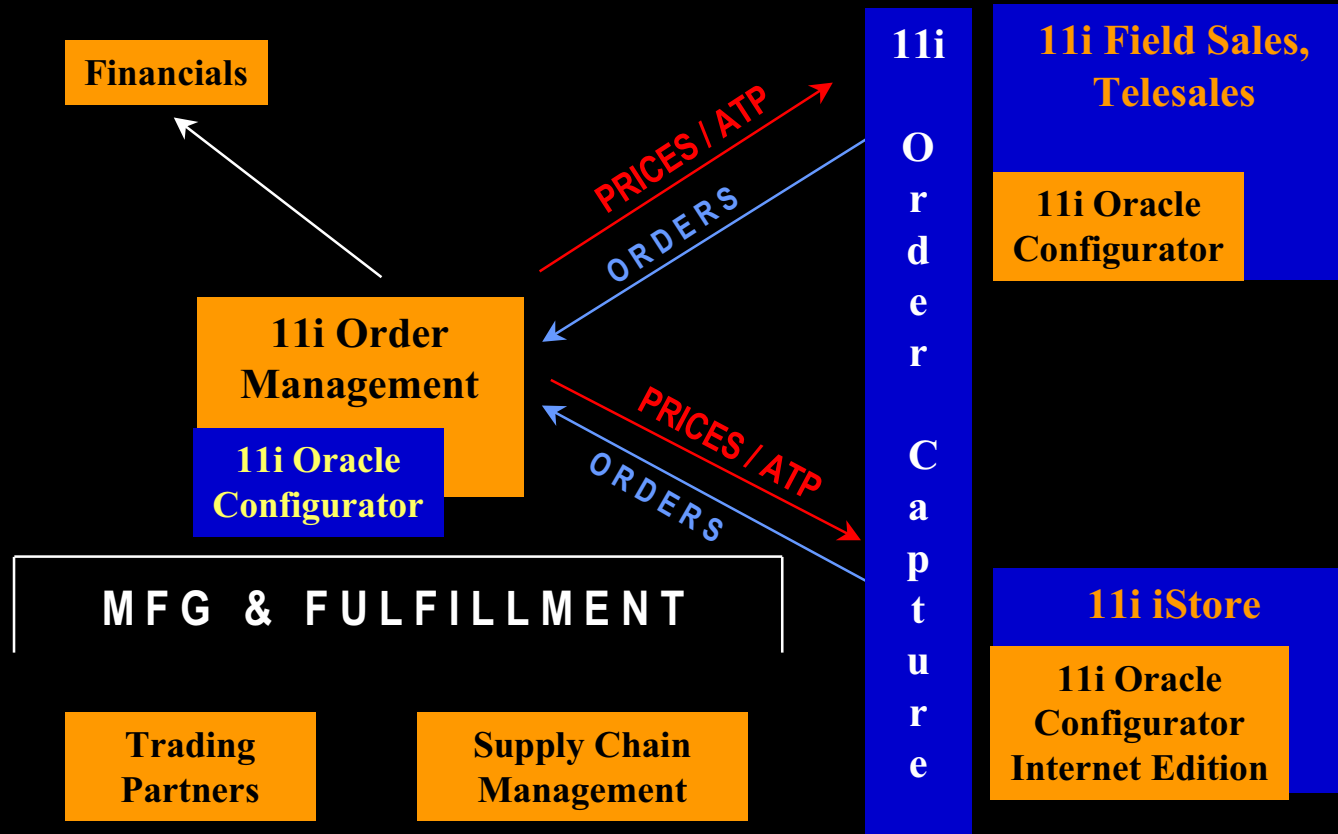
Single Model Supports Multiple Deployment Modes



Oracle Configurator Architecture



Configurator in 11i CRM

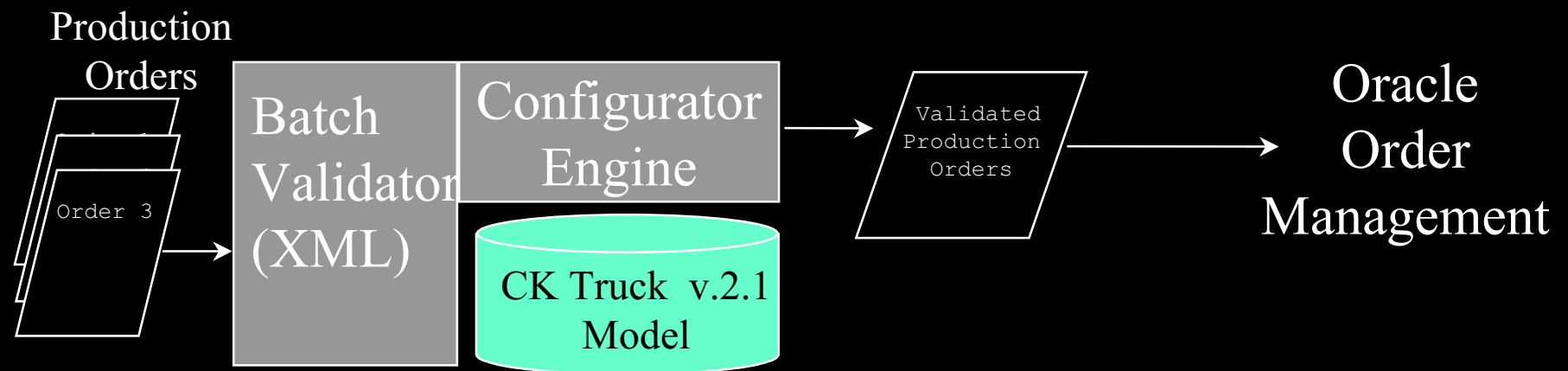


- Opportunities
- Contacts
- Quote
- Forecasting
- Order Submission
- Advanced Pricing
- **Configuration**
- **Guided Selling**
- **Configured Quote**
- **ATP / Adv. Pricing Lookup in Config**

- Personalization
- Registration
- Catalog
- Shopping Cart
- Secure Payment
- Order Submission
- Advanced Pricing
- **Configuration**
- **Guided Buying**
- **ATP / Adv. Pricing lookup in Configurator**

Single Model Supports Multiple Deployment Modes

Configurator in Batch Validation Mode will enable order results to be reported on and/or submitted



Oracle Configurator Developer Architecture

- **Integration with Oracle Applications provides Oracle Configurator Developer access to enterprise data**
- **Model structure, configuration rules, user interface layouts defined in Developer**

Demonstration

Oracle Configurator - New Features

11i+

- New features planned for Oracle Configurator are driven and defined by market, prospect and customer requirements
- Configurator Customer Advisory board
 - Airbus, Alcatel, Clopay, Cummins
 - General Motors, Honeywell, Mack Renault
 - Motorola, Teradyne, Unisys
- These customers have been working with Oracle in review and feedback on current & future releases

Oracle Configurator - Benefits

- 11i+ Release will focus on *11i+*
 - The complete development and maintenance life cycle for a configurator solution
 - Enhanced customization options for runtime User Interfaces
- These new features will provide:
 - Improved Developer facilities for the complete project life cycle, reducing time to market
 - Ease of use in publishing configuration models, allowing for the rapid introduction of new products
 - Dynamic User Interface capabilities, targeting product features that meet customer needs through Guided Selling/Guided Buying

Oracle Configurator - Benefits

- Provides guided selling/guided buying
 - Increases sales effectiveness
 - Accelerates sales cycle
 - Decreases order errors
 - Faster time to market
- Lowest Total Cost of Ownership

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Thank you

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