

# TIBCO Fulfillment Catalog Offer and Price Designer

## BENEFITS

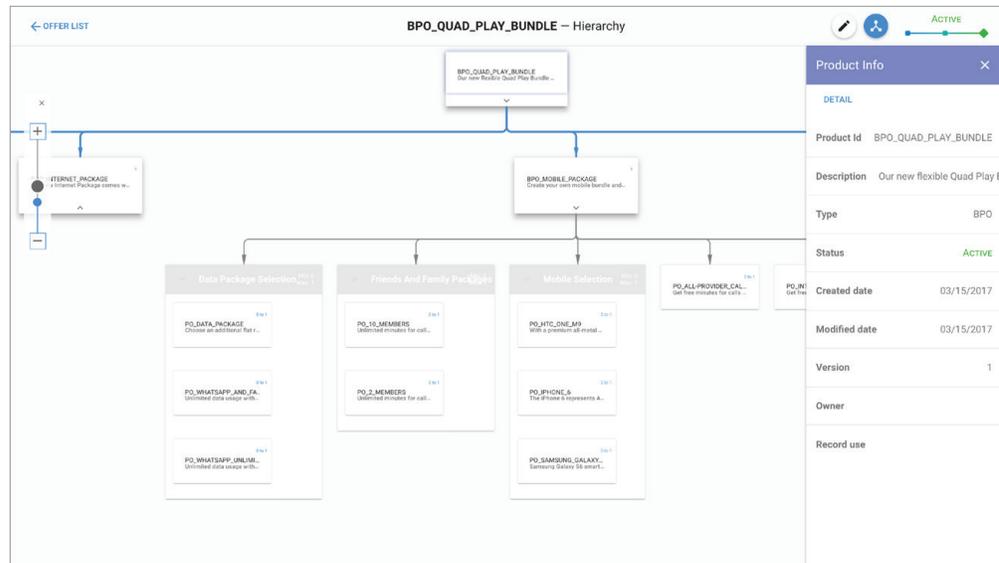
- Radical reduction in the time it takes to create and manage commercial offers
- No more headaches in rolling out new products and sales campaigns
- Quick and easy modification of existing products and bundles
- Error-free product fulfillment and service activation
- Fewer customer service problems

Available as part of TIBCO® Fulfillment Catalog, the Offer and Price Designer is a web application that helps business users quickly and easily create commercial bundles and offers for complex product environments including telecommunications, media (cable / satellite / broadband / over-the-top content), and software-as-a-service (SaaS).

## PROBLEMS SOLVED

In the Telco and Media industries, and other complex product environments, new products are being created, introduced, and often bundled with pre-existing products and services at a very fast pace. Creating and bringing these sophisticated product bundles to market involves complex rules, and combined with the need for speed, the process can overwhelm even the most well-run business organization. Without the right tools, offers may make it no further than the concept stage, campaigns don't launched, or worse, those that do include hard-to-fix errors that create downstream provisioning headaches for field- or customer-service staff.

The Offer and Price Designer module solves these problems. With it, business users can easily define new products and campaigns, ensure their integrity, and slash the time required to get them to market.



Offer hierarchy can be as deep as commercially viable, and can be mapped to customer-facing services for fulfillment purposes.

## CAPABILITIES

- *Graphical Design Palette.* The graphical user interface lets users assemble product components as deeply as is viable. Product compatibility and other relational rules are respected as products and assembled on a visual drag-and-drop canvas.
- *Reusable Product Hierarchy.* Users can search existing product offers and customer-facing services to use in a new product hierarchy. Cloning, definition of product options, and user-defined inputs are also supported. All bundles and offers can be natively mapped to activation resources.
- *Sophisticated Pricing and Discounting.* Users can attach a new price to the bundle (top offer), while keeping prices intact for the individual components in the hierarchy. They can also configure pricing plans comprised of different types of charges (one-time, recurring, etc.) or prices based on predefined characteristics. Along with pricing rules, users can define discounts based on a variety of conditions, such as volume or the presence of certain products.

Update Offer Charge entry

MyNewOffer3  
MyPrice 10.00 \$

Details Price Characteristics Optional Segments Optional Products Optional

10.00\$ is charged every Month as long as the product is in the inventory .

Type  
 One Time  Recurring  Usage

Amount \* 10 Min amount 0 Currency USD \$

Maximum discount: 100.00%

Charge Frequency (every)\* 1 Unit Month

Charge min boundary Charge max boundary  
Starts after (0 for no offset) Ends on (empty for no limit)

CANCEL SAVE CHARGE

Attaching discounts, or one-time or recurring charges in a price plan is quick and convenient.

- *Product and Channel Segmentation.* Users can assign commercial products to the desired, predefined market segments or channels.
- *Native to TIBCO Fulfillment Orchestration.* The Offer and Price Designer is part of TIBCO Fulfillment Catalog. Changes made in the Offer and Price Designer are reflected in real time in the catalog, and then seamlessly synchronized to TIBCO Fulfillment Order Management runtime and its in-memory Offer and Price Engine module.



**Global Headquarters**  
 3307 Hillview Avenue  
 Palo Alto, CA 94304  
 +1 650-846-1000 TEL  
 +1 800-420-8450  
 +1 650-846-1005 FAX  
[www.tibco.com](http://www.tibco.com)

TIBCO enables digital business solutions through smart technologies that interconnect everything and augment intelligence. This combination delivers faster answers, better decisions, and smarter actions. TIBCO provides a connected set of technologies and services, based on 20 years of innovation, to serve the needs of all parts of an organization—from business users to developers to data scientists. Thousands of customers around the globe differentiate themselves by relying on TIBCO to power innovative business designs and compelling customer experiences. Learn how TIBCO makes digital smarter at [www.tibco.com](http://www.tibco.com).

©2017, TIBCO Software Inc. All rights reserved. TIBCO and the TIBCO logo are trademarks or registered trademarks of TIBCO Software Inc. or its subsidiaries in the United States and/or other countries. All other product and company names and marks in this document are the property of their respective owners and mentioned for identification purposes only.

04/11/17