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Welcome to the Oracle Spatial User Conference 2008
Creating the Location Intelligent Enterprise

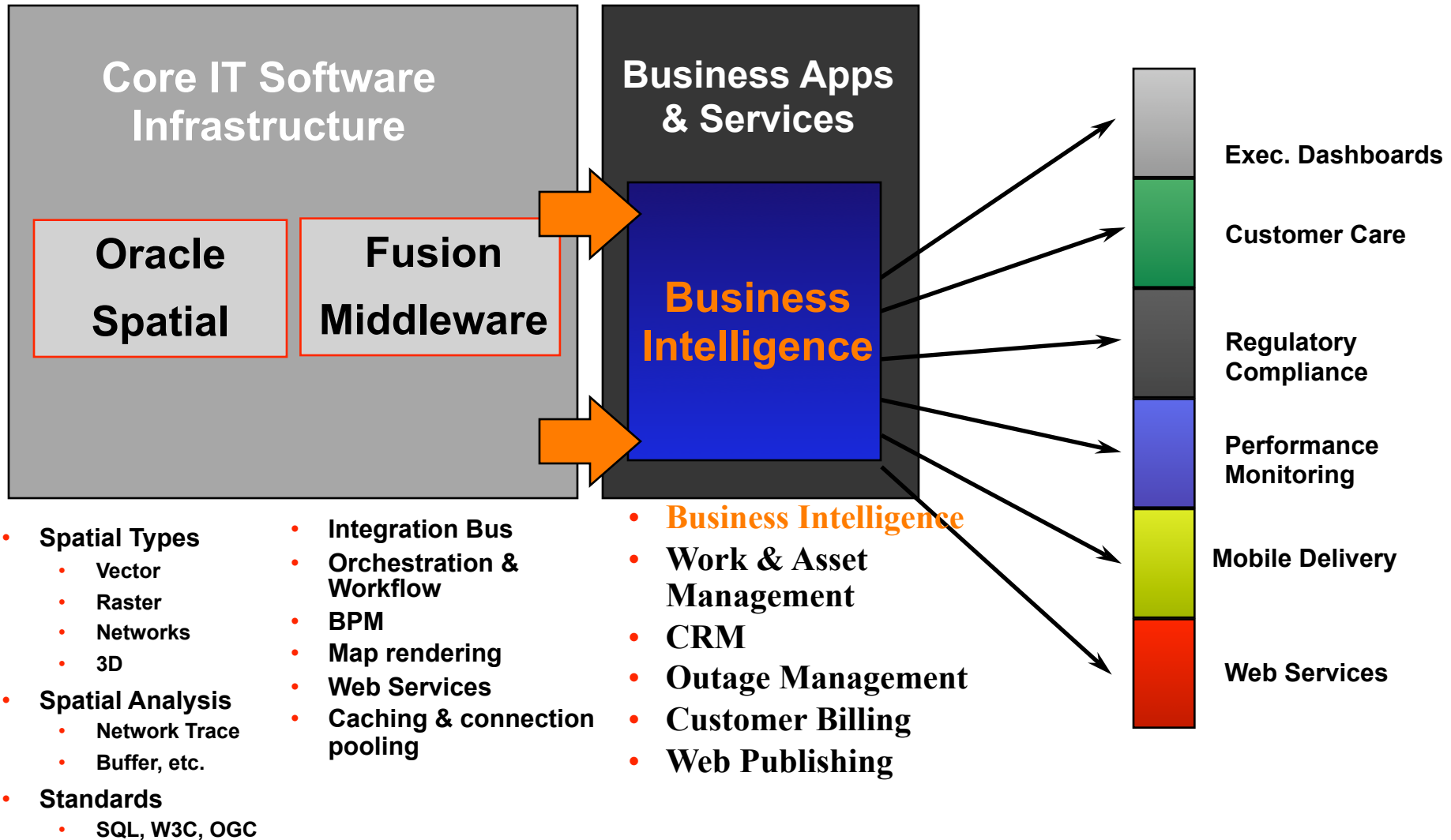
Xavier Lopez,
Director of Product Management, Spatial and Semantic Technologies
Oracle USA, Inc.



Innovations in Location Intelligence:

- **Google Maps (Web Search)**
- **Spatial Databases**
- **Location-enabled Middleware**

Location Intelligent Enterprise Architecture



Benefits of Location Intelligent IT Stack

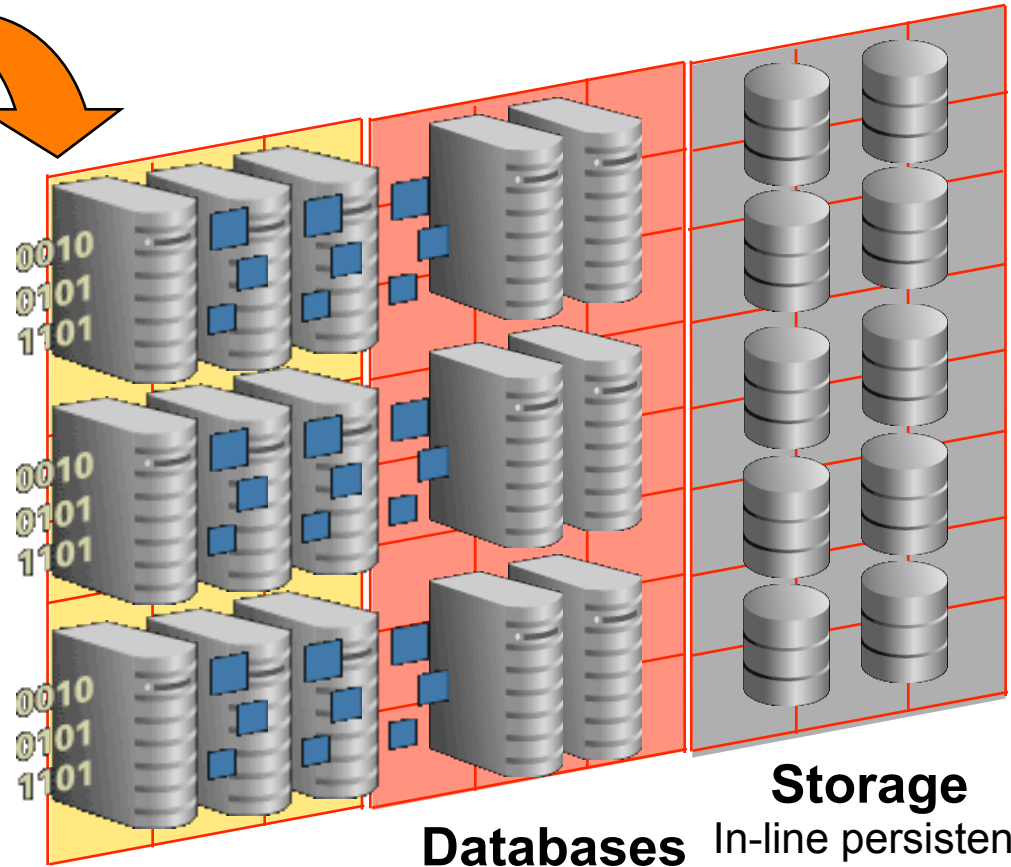
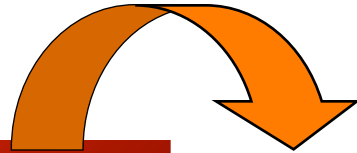
- Database + Middleware, combined, are the IT infrastructure Web designers, CIOs/CTOs have defined as corporate standards
- Location-enabled stack minimizes separate software costs
- Minimize separate proprietary app interactions; share common information models and user interaction
- Consolidate data management – single source of truth
- Reduce maintenance and support costs
- Secure and reliable; minimize points of failure
- Scalable: leverage Grid computing to both business and geospatial data

A Scalable Location Intelligent Enterprise

**Business Intelligence
Application**

**Network Asset
Management**

3D Virtual Cities



Middleware Servers

Mappers
Geocoding

Databases

Spatial
Image
Documents

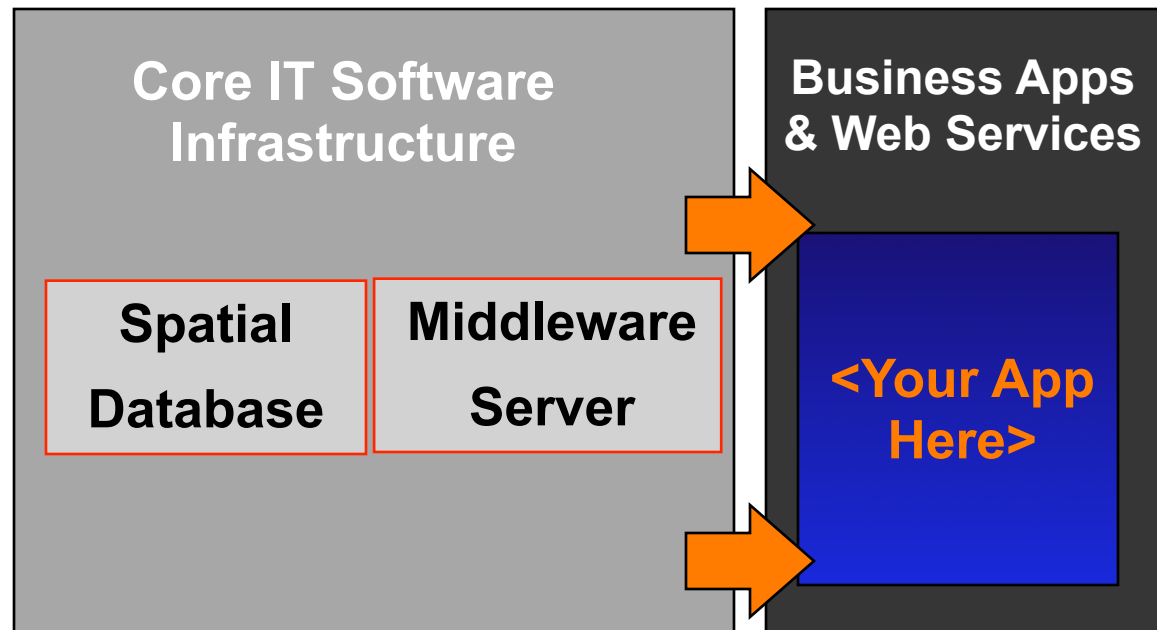
Storage

In-line persistent
In-memory
Off-line storage

Oracle's Geospatial Innovations:

Enabling Location Intelligent Enterprise:

- Oracle Spatial
- Oracle Fusion Middleware
- Oracle BI
- Oracle Applications



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March 2008

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