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Oracle Application Server 10^g

Standard Edition One

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Agenda

Understanding the Small Business Market

Introducing Oracle Application Server Standard Edition One

Build on a Proven Platform

Oracle Application Server Standard Edition One Capabilities



What's the Small Business/ ISV Target?

- Companies with 50 to 1000 employees
- Departments in large companies
- ISVs building apps for these companies

Addressing Key Challenges

Business and Technical

Business Requirements

- Need solutions that deliver immediate value
- No time or money to waste on complexity
- Limited IT resources and expertise
- Investments today are foundation for future

Technical Needs

- Benefit from price-performance of Linux and Windows
- Avoid high cost and complexity of existing products
- Easy to use, maintain, and buy – “no assembly required”



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Standard Edition One

What Can It Do For Your Organization?

- Get on the Internet with a Web Site
 - Promote your organization with a professional site
- Create a Intranet Portal for Your Employees
 - Share information and work together better
- Establish a B2B Portal
 - Enable customer and supplier self-service access
- Build an Internet Application
 - Develop solutions with Java, J2EE, web services



Standard Edition One

What is in the Box?

- Oracle HTTP Server
- OC4J
- Oracle Portal
 - Instant Portal
- Oracle JDeveloper
- Security/Identity Management
 - Oracle Internet Directory
 - Single Sign-On (Restricted Use)
- Web Cache
- TopLink



Highlighted Features

Designed for Your Small Business or Organization

- Optimized for SME Needs
 - Pre-built portals and WYSIWYG editing tools
 - Pre-configured user roles/privileges and wizard
 - One screen / single click Install
 - Simplified backup / restore from Web Management Console
- Full Standard Edition Capabilities and Features
 - No loss of features – All new capabilities in SE and EE
 - Full Web server and tools
 - Complete J2EE application server and development tools
 - Powerful enterprise portal



Oracle Application Server 10^g:

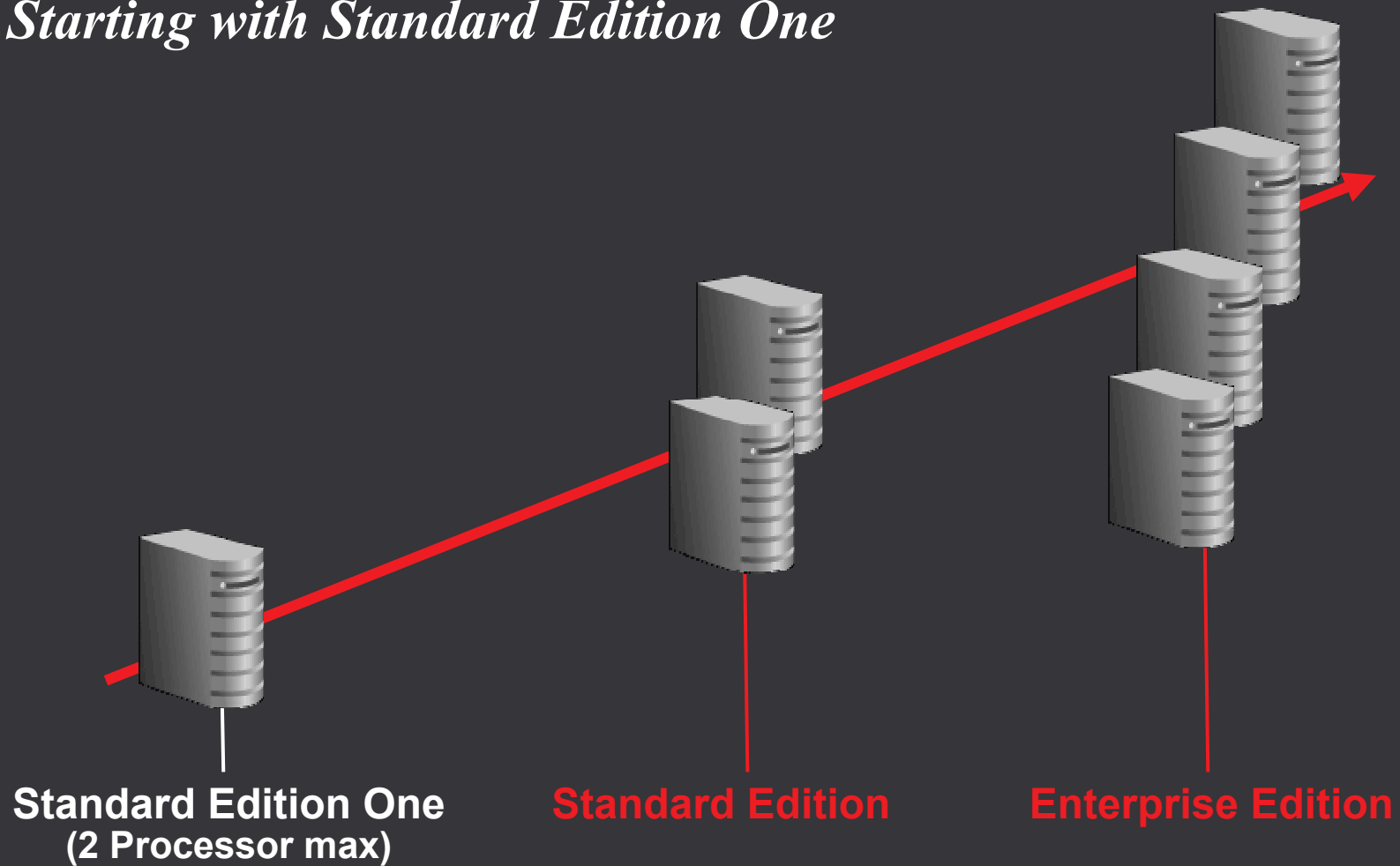
What is Standard Edition One?

- 2-Processor Version of Oracle Application Server 10^g
 - Full Standard Edition features, except for Certificate Authority and Grid Control
- Aggressive Entry-Level Pricing – Matches DB SE One
 - \$745 (\$149 per user 5 user minimum)
 - Or \$4,995 per processor (maximum of 2 processors)
- Optimized – packaging, pricing, features – for the needs of smaller organizations
- Complete Portal, Web Site, Application Solution
- Vastly Simplified Install / Configuration



Oracle Application Server 10^g:

Starting with Standard Edition One



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Platform Flexibility

Your Choice - Linux, Windows or Both

- Leverage Cost and Value Advantages of Linux
 - Linux-owning small and medium businesses worldwide will rise from 1.2 million to 2.7 million businesses over the next five years.
- Accommodate Mix of Platforms
 - Same solution runs on either platform
 - No difference in price, packaging, or features



Database Standard Edition One

A Perfect Complement

- Complete Web Solution for Oracle Database
- Flexible, Supported All-in-one Application Platform
 - Same offering for both Linux and Windows
 - Comprehensive application framework and database
- Provide Faster DB Access and Support More Users
- Works Best with Oracle Database and Provides Lowest Cost of Ownership
 - Common Provisioning Tools
 - Common Management Tools
 - Common Security Model
 - Common Development Tools
 - Best Performance & Access to Features



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Capabilities at a Glance

- Simplify Information Sharing
- Complete Web Infrastructure
- Easy Web-based Management
- Powerful Application Platform

Simplify Information Sharing

Internally and Externally

- Enable Self-service Information Sharing
 - Everyone is more productive
- Keep Track of Correct Information
 - Ensure up-to-date information
 - Eliminate concerns about lost documents
- Reduce Regulatory Concerns
 - Easily control, monitor, and track access
- Secure, Personalized Access
 - Single Sign-on ensures appropriate access



Oracle Instant Portal

Out-of-the-box Solution

- Easy to Get Started
 - Personalizable home page
 - Pre-configured content pages
 - Out-of-box, customizable site structure
- Easy to Manage
 - Company branding and styling
 - User creation and privilege management
 - Web-based Monitoring and Backup/Restore
- Easy to Use
 - No development needed – In-place editing
 - Innovative Rich Text Editor

Oracle Instant Portal

Create an Oracle Instant Portal
Enter a name for your portal and, if you wish, choose a taxonomy. The taxonomy determines the initial pages in your portal. By default, your portal is based on a Company taxonomy.

Delete or Go To an Oracle Instant Portal
Select the instant portal you want to work in or delete, and then click Go or Delete.

Name Create

Taxonomy Browse...

Name Go

Name Delete

TangFish Software

home Company Finance Human Resources

searchlabel

Press Library

How Safe is SP2? Two more IE holes surface

November 17, 2004 - Portal

Security researchers find new bugs in the widely-deployed Web browser; users' fully patched Windows XP SP2 machines are at risk.

TangFish Intranet - Microsoft Internet Explorer

TangFish Intranet

Home Company Marketing Finance Sales Human Resources

Search TangFish Intranet

News

TangFish Software wins SMB Monthly Awards!

In SMB Monthly's annual awards, TangFish Software takes the honors in both Systems Integration and eCommerce Services categories.

TangFish Software wins Sprocket deal!

Western Sales manager Lon Boonen closes a \$250K deal to build an eCommerce site for Sprocket Inc.

Announcements

Parking garage security alert - New York Metro office

There have been several vehicle break-ins in the MCP parking facility. Please be vigilant.

05' Kickoff announced!

Keep January 28th free for the annual TangFish Software fiscal year kickoff to be held this year at SP'05. More details to follow soon.

New approved Print vendor in Bay area

Finko's is now an approved print vendor for the Bay area. We are negotiating similar rates for the New York Metro area also.



Complete Web Infrastructure

Everything Needed for a Web Site, Pre-assembled

- Fast, Scalable, Advanced Web Server
 - Apache based
 - Web Cache for static and dynamically generated web pages
 - Java/J2EE 1.4
 - Web Services
- Customize Sites
 - PHP, PERL, and Python scripting
- Easily Managed, Integrated Solution
 - Eliminates “assembly”
 - Simplifies on-going maintenance
- Smooth Scalability and Growth Path
 - Clustering enabled with simple license upgrade



Easy Web-Based Management

- Comprehensive Management and Monitoring
- Single Console
- Simple Backup and Restore
- Easy Start / Stop

ORACLE Enterprise Manager 10g
Application Server Control

Farm >
Application Server: Portal_BASIC_1_infra_basicip1.sraiput-lap.us.oracle.com

Home J2EE Applications Ports Infrastructure Backup/Recovery

Page Refreshed Mar 8, 2005 2:40:37 PM

General (Stop All) (Restart All)

Status: Up
Host: sraiput-lap.us.oracle.com
Installation Type: Infrastructure
Oracle Home: \OracleAS_0\infra
Farm: basicip1.us.oracle.com

CPU Usage

Application Server	40%
Idle	28%
Other	32%

Memory Usage

Application Server	16% (322MB)
Free	31% (644MB)
Other	53% (1,080MB)

System Components (Enable/Disable Components) (Create OC4J Instance)

Farm > Application Server: Portal_BASIC_1_infra_basicip1.sraiput-lap.us.oracle.com >

Perform Backup

Install Type: Infrastructure (Cancel) (OK)

Configuration Files Backup Location: E:\product10.1.2\OracleAS_0\infra\conf_backup
Log File Location: E:\product10.1.2\OracleAS_0\infra\log
Metadata Repository Database Backup Location: E:\product10.1.2\OracleAS_0\infra\dtb_backup

Select a mode for the backup of this Application Server installation:

- Full Online Backup
Performs a complete backup of the instance configuration files and the OracleAS Metadata Repository database datafiles, control files, and archived redo logs. Does not stop the instance and assumes that the database is open.
- Incremental Online Backup
Performs an incremental backup of the instance configuration files and the OracleAS Metadata Repository database datafiles, control files, and archived redo logs. Does not stop the instance and assumes that the database is open.
- Full Cold Backup
Performs a complete backup of the instance configuration files and the OracleAS Metadata Repository database datafiles, control files, and archived redo logs. Stops the instance and shuts down the database.
- Incremental Cold Backup
Performs an incremental backup of the instance configuration files and the OracleAS Metadata Repository database datafiles, control files, and archived redo logs. Stops the instance and shuts down the database.

ORACLE Enterprise Manager 10g
Application Server Control

Farm >
Confirmation
Application Server recovery successful
(Show Detailed Message)

Application Server: Portal_BASIC_1_infra_basicip1.sraiput-lap.us.oracle.com

Home J2EE Applications Ports Infrastructure Backup/Recovery

Perform Backup
Perform Recovery
Configure Backup/Recovery
Settings

What is Backup and Recovery?

The Backup/Recovery page provides a set of features and options that help you back up and protect your application server data and configuration files. These pages provide a graphical user interface to the Oracle Application Server Backup and Recovery Tool, which is documented in Part V, 'Backup and Recovery' of the Oracle Application Server Administrator's Guide.

To back up your application server instance:

- 1) Click **Configure Backup/Recovery Settings** to specify a set of directories for your backup data and log files.
- 2) Click **Perform Backup** to select a type and mode of backup and then perform the backup.



Powerful Application Platform

Quickly Develop Solutions

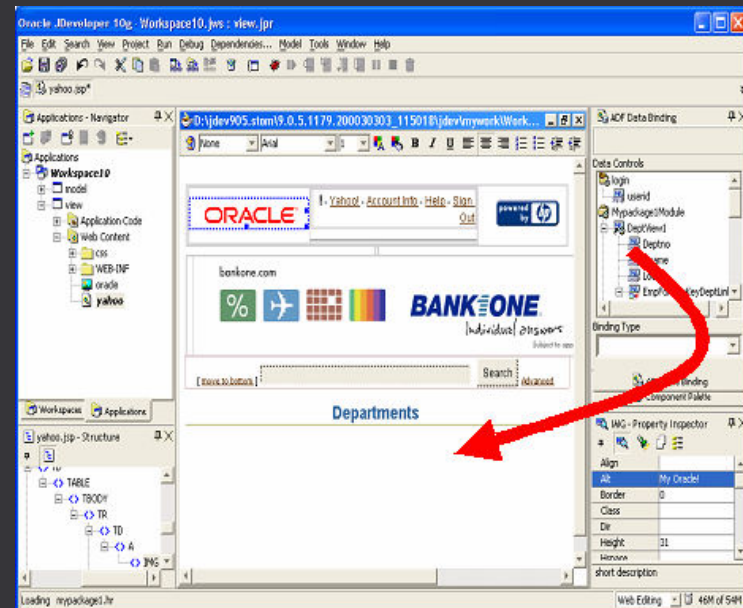
- Award-winning Visual Tools
 - Easy Java, Web service development
 - Declarative, model-driven programming
- Full Lifecycle Support
 - Comprehensive platform simplifies deployment
- Supported, Integrated Components
 - No compatibility headaches or viability issues



Visual Web & App Development

Oracle JDeveloper 10g

- Award-winning Tools
- Supports Novice and Experienced Developers
- Broad Technology Support
 - Java, EJB, Web Services
 - JavaServer Pages, JavaServer Faces, Struts
 - XML, XPath, HTML
- Declarative Programming with Application Development Framework



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Summary

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Oracle Application Server 10^g

Standard Edition One

- Same Capabilities as Standard Edition
 - Packaging, pricing, and features optimized for the needs of smaller organizations
- SME Optimizations Include:
 - Dramatically easy installation (single-click install), configuration and management
 - Incredibly low cost starting at \$745
 - Full product support
 - Complements Oracle Database Standard Edition One
 - Availability on Windows and Linux
- Seamless upgrade path as business needs grow



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