

ORACLE®

Andy Cleverly

Director, Technology Marketing
Oracle Corporation

Business Integration Breakthrough

How to Lose a Customer

Sent : Friday, May 7, 2004 10:44 AM
To : < @hotmail.com >
Subject : FW: Backordered item(s) on web order #119218

Subject : FW: Backordered item(s) on web order #119218

the earliest possible date.

We will automatically ship your order when the merchandise arrives if we do not hear from you. You may of course choose to ship other items ahead, or select to substitute another item. If this is the case, please complete and return the lower portion of this letter to let us know as soon as possible. IF NO REPLY IS SENT, ALL ITEMS WILL BE HELD UNTIL ALL BACKORDERED ITEMS ARRIVE.

Thank you again for letting us serve you.

We are sorry to inform you that some of the merchandise you ordered from us is temporarily out of stock. The items listed below are presently back ordered. We are working quickly, however, to ship your complete order at

“

In general, business managers have historically been indifferent to IT infrastructure decisions.

For many, this indifference has created legacy infrastructures that have created a yawning gap between today's reality and where the business wants to go strategically.”

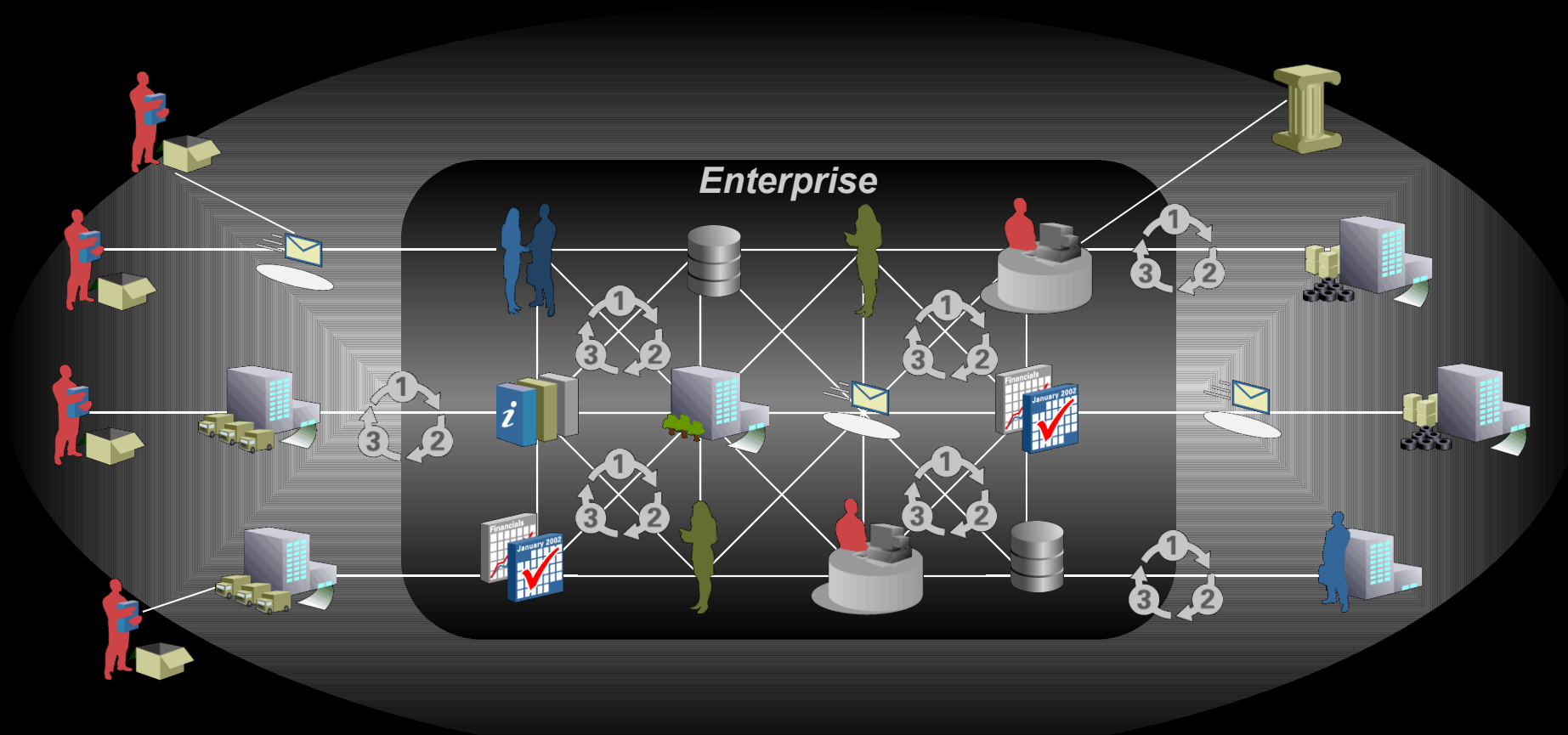
Gartner

December 2003

“Real IT Strategies...Laying a Foundation”

Barriers to Success

Enterprise Complexity



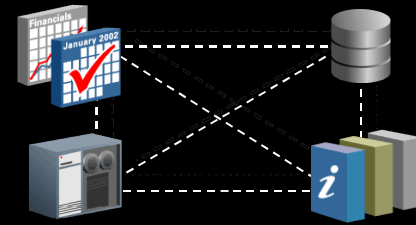
Customers & Agents

Suppliers & Regulators

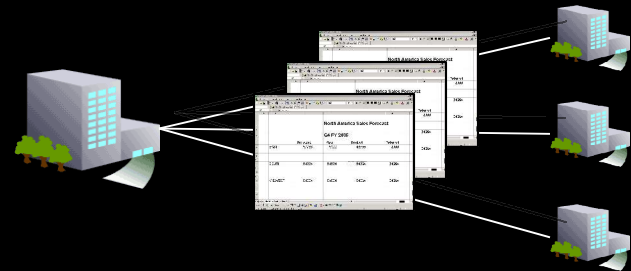
Barriers to Success

Inflexible, Inefficient, Costly

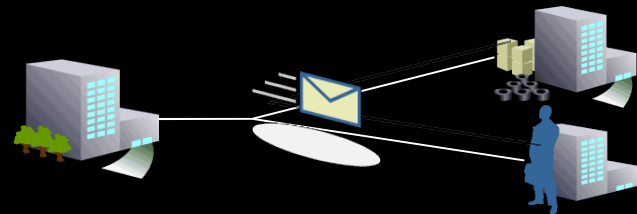
❌ Point-to-point integration



❌ File-based forecasting and reporting



❌ Phone/email for dealing with suppliers & customers



Business Impact



Efficiency

- Increased customer acquisition costs
- Increased development and production costs
- Process bottlenecks

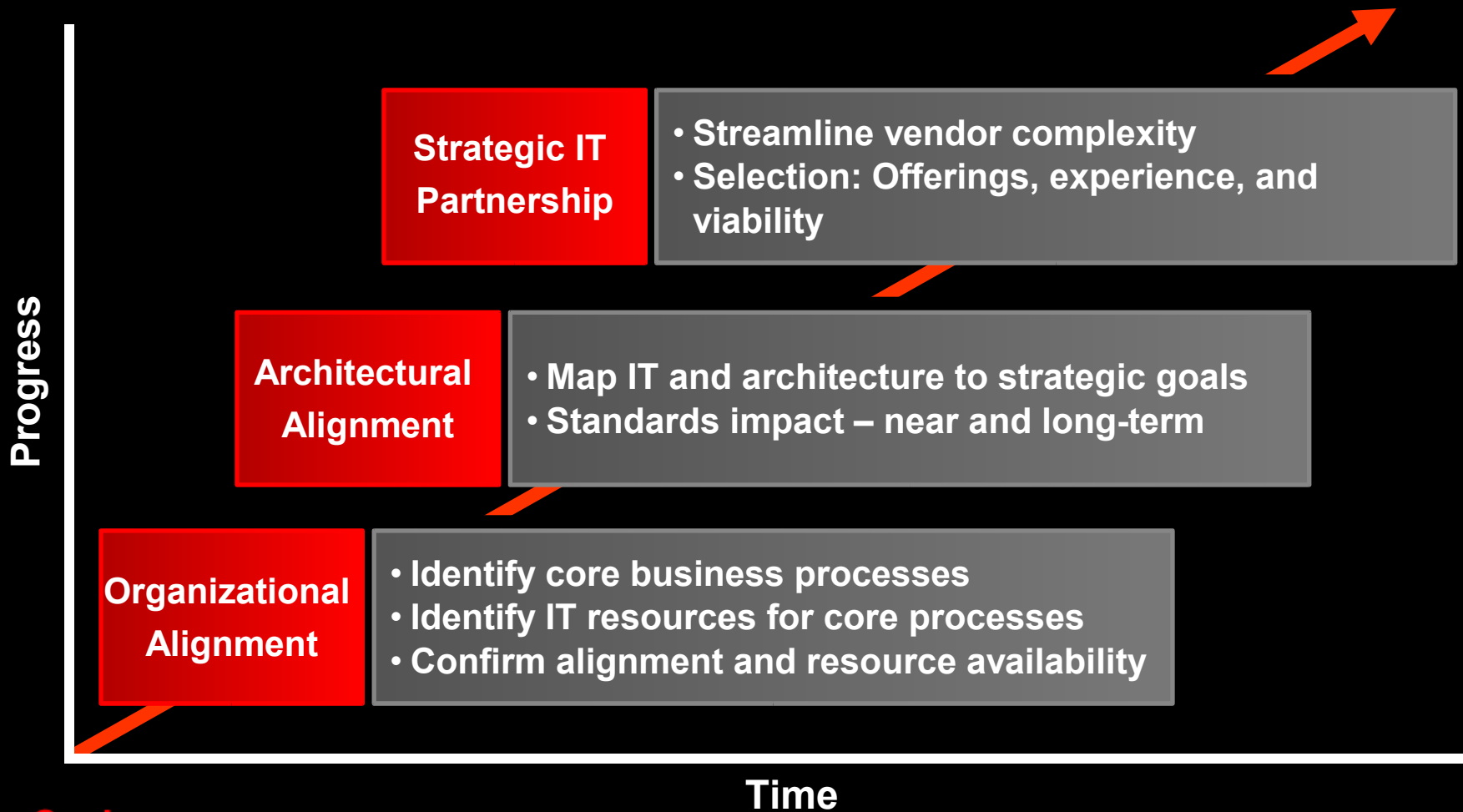
Visibility

- Flawed forecasting
- Decreased customer profitability
- Delayed compliance

Agility

- Missed market opportunities
- Competitive disadvantage
- “Rip & replace” IT and increased training

Alignment for Change



Oracle Integration

Enterprise-wide Impact



Line of
Business



Business
Analysts



Application
Development

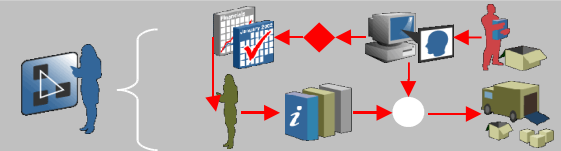


Data
Management

Business Visibility



Business Process
Management



Business
Services

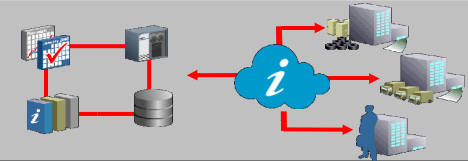
Sales

Finance

Product

Employee

Connectivity & Data
Integration



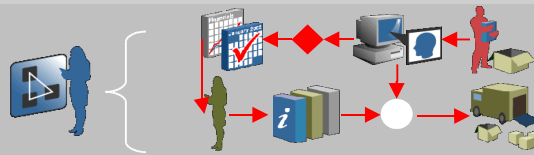
Oracle Integration

Connectivity, Data Management *Application, Data, Partner Integration*

Business Visibility



Business Process Management



Business Services

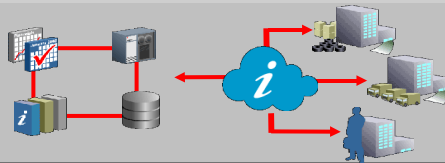
Sales

Finance

Product

Employee

Connectivity & Data Integration

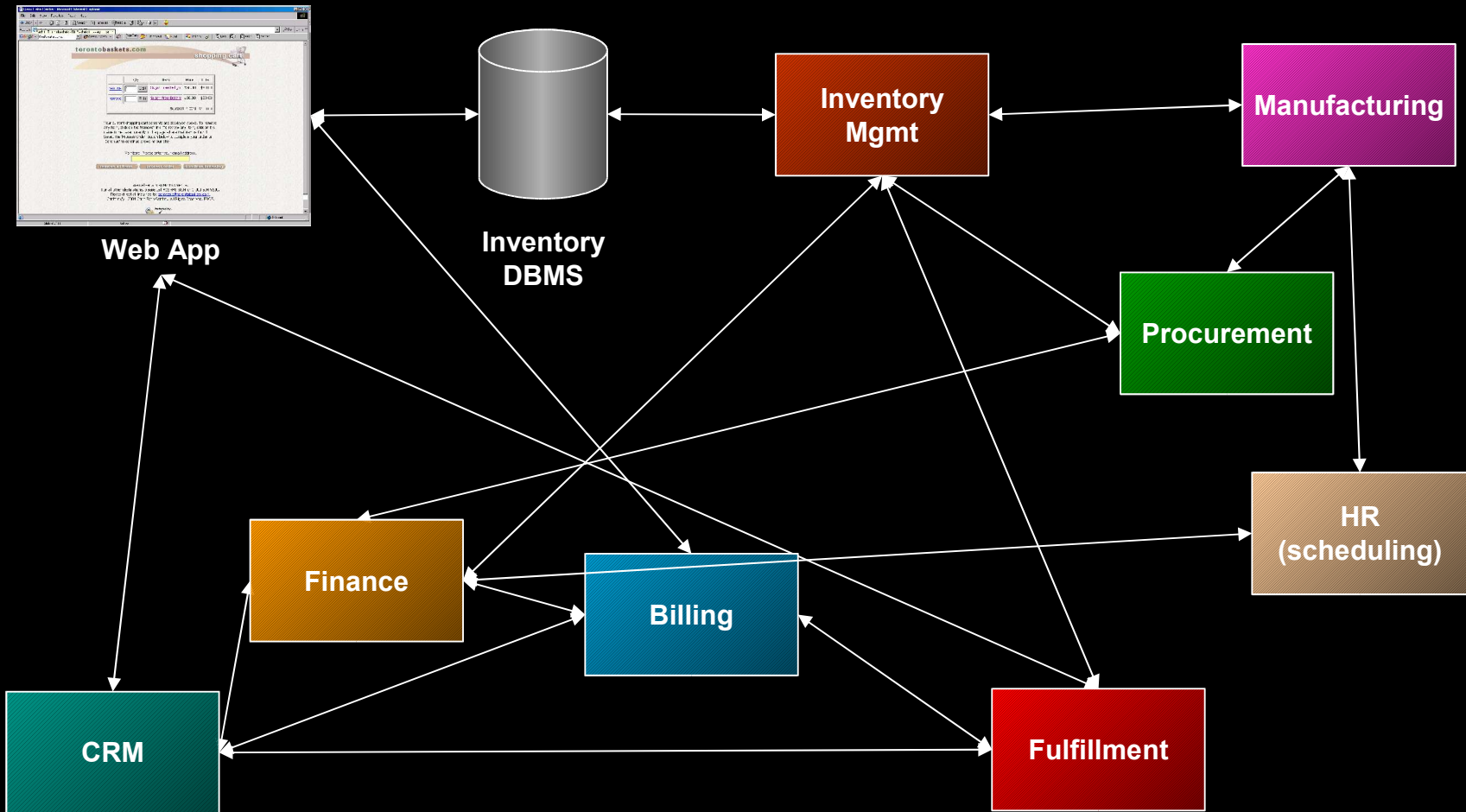


Oracle Integration

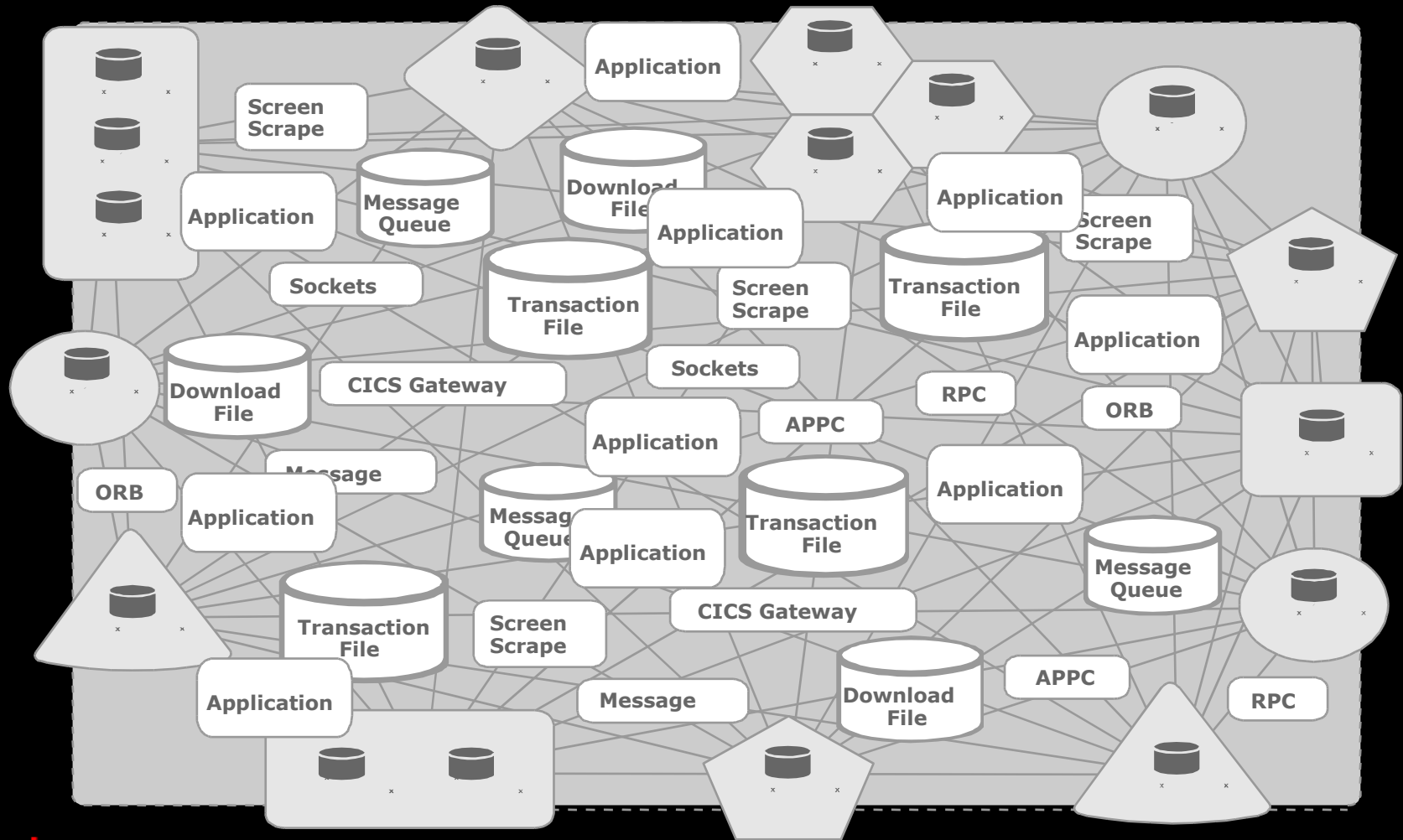
Seamless connectivity to all applications, legacy systems, data sources, and partners.

Leverage information to enrich IT business value.

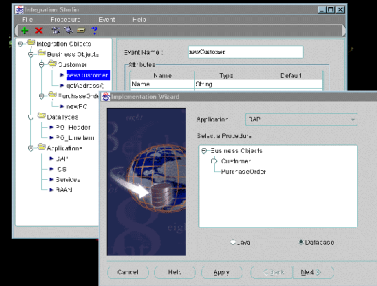
Why not just write some code?



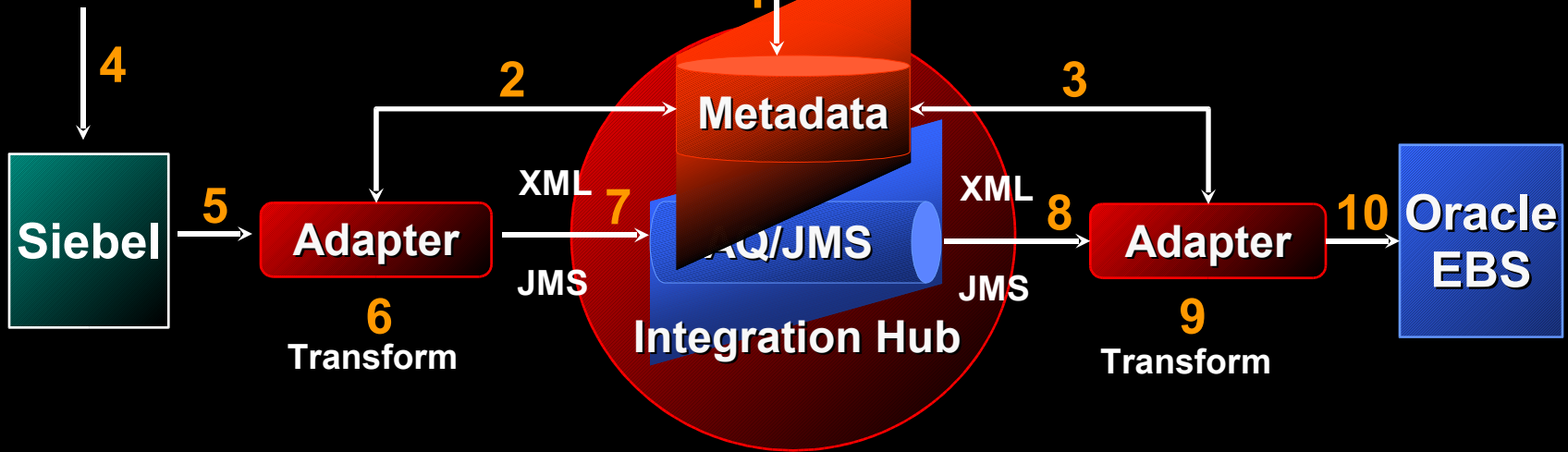
Integrated Enterprise?



Enterprise Application Integration: 101



User Creates New Customer



publish Create Customer

subscribe Create Customer

Application Integration Methodology: Hub and Spoke

❌ Decoupled Integration

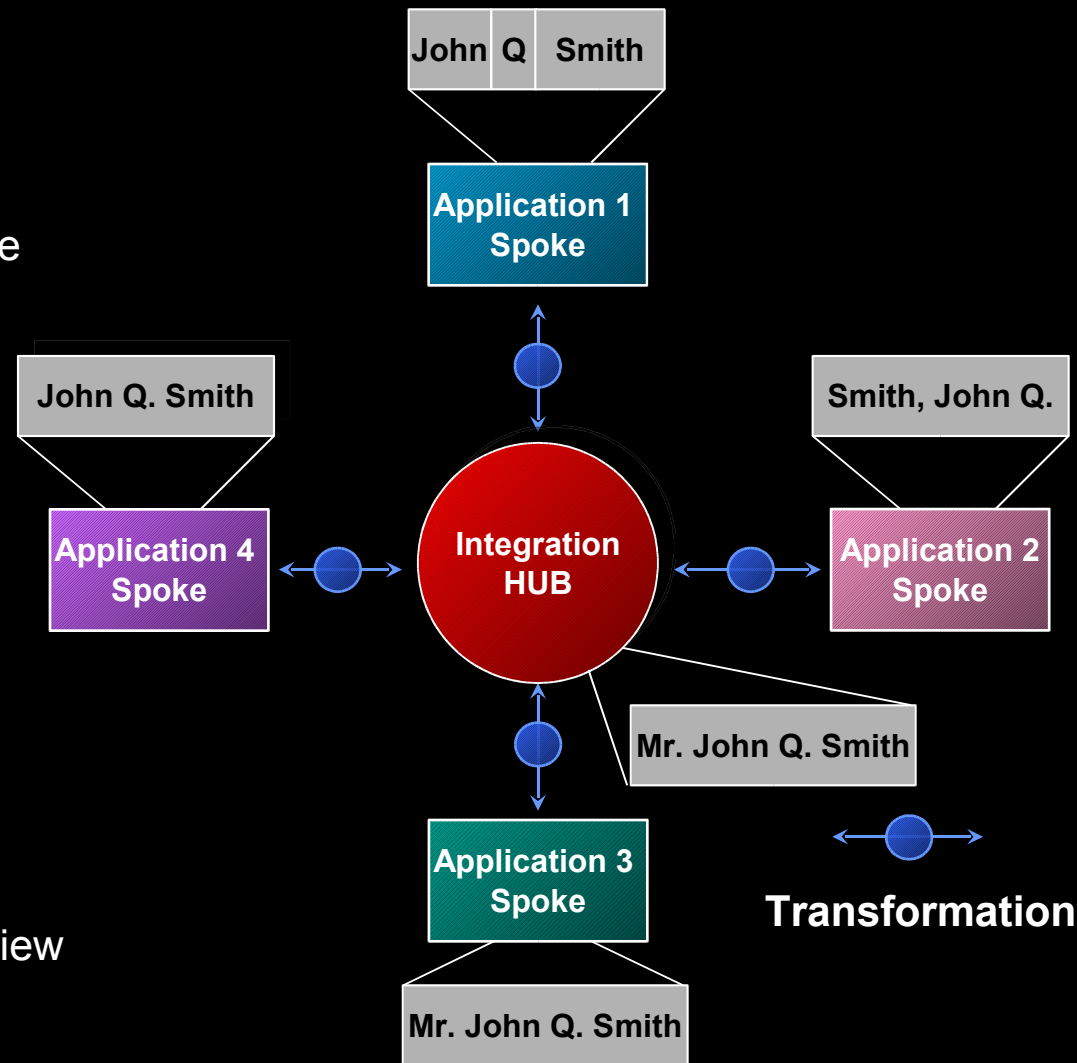
- Each application maps to the common view rather than directly to other application views

❌ Easy Customization

- Changes in one application view does not affect other application views. Ideal for application upgrades

❌ Easy Extensibility

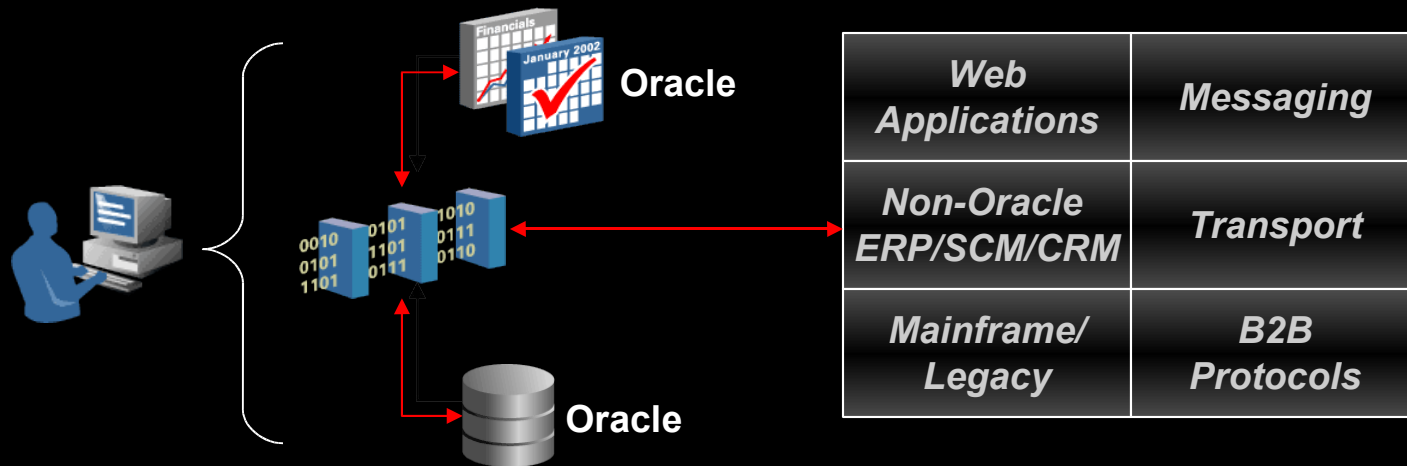
- Another application can be added to the integration by mapping that application's view of data to the common view



Enterprise Application Integration

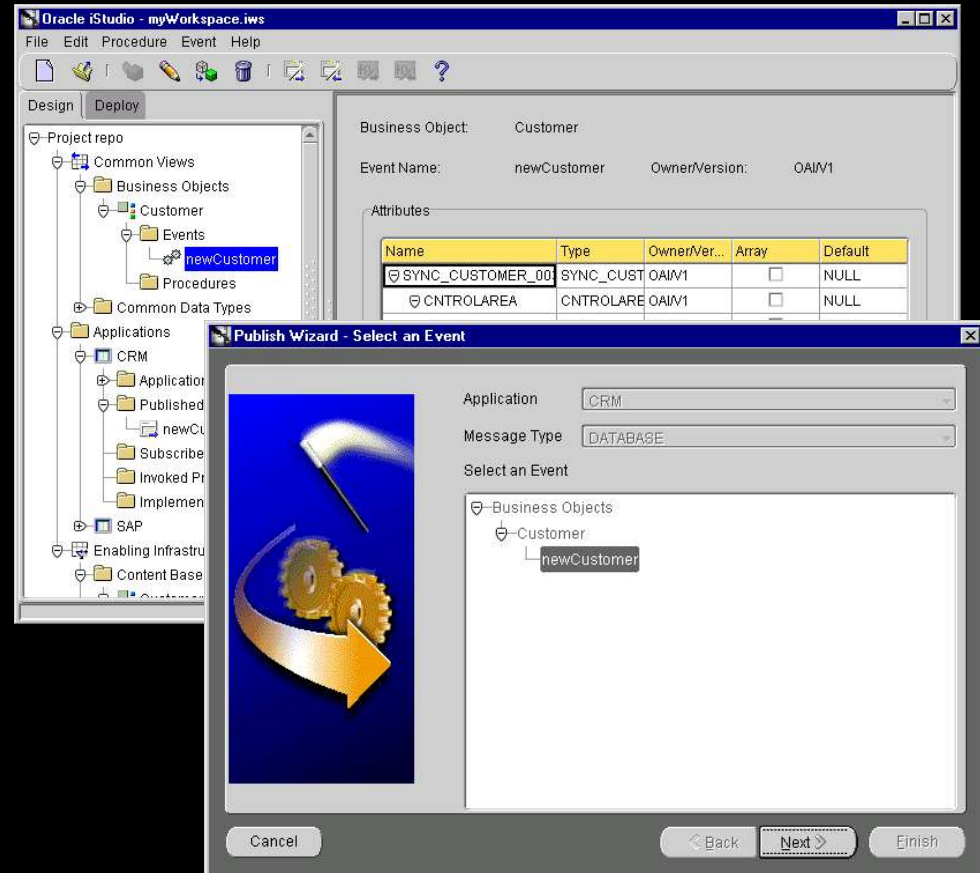
Oracle Integration

- ❑ Out-of-the box connectivity speeds integration
 - Internal applications
 - Heterogeneous data sources
- ❑ Highly scalable, performance oriented



Visual Design Environment: iStudio

- Focused on Business Analyst vs. Developers
- Easy to use, model-based, wizard-driven toolset
- Presents the logic of the integration, not the technical details
- Greatly reduces the time required to implement integrations



Packaged Adapters

Accelerate Solution Development & Deployment

Applications

- Oracle Apps
- SAP R/2
- SAP R/3
- Oracle 10.7
- Oracle 11.5.X
- Peoplesoft 7
- Peoplesoft 8
- Siebel 7
- Siebel 2000
- J.D Edwards
- Agile
- Baan
- Lawson
- Leading SCM/P...
- Leading Vertical Apps...
- Leading Procurement...

Databases

- Oracle7.3, 8.0, 8i,
- MS SQL-Server
- IBM DB/2 UDB
- DB/2 on Mainframe
- Sybase
- Informix
- JCA Data Sources
- OLE-DB Data Sources

MFrame, TPM

- CICS
- Encina
- Tuxedo
- 3270 Screenscrape
- IMS, VSAM

Messaging

- Any JMS Provider
- Oracle AQ
- MQ-Series
- TIBCO
- SONIC

Components

- Web Services
- EJB, CORBA
- COM, COM+, DCOM

B2B Connectivity

- RosettaNet 1.1, 2.0
- HL7 2.0, 3.0
- EDI X.12, EDIFACT

Transports

- HTTP, HTTP-S
- FTP, FTP-S
- SMTP
- RMI, RMI/IIOP, IIOP
- COM/COM+/DCOM
- SOAP
- Flat File

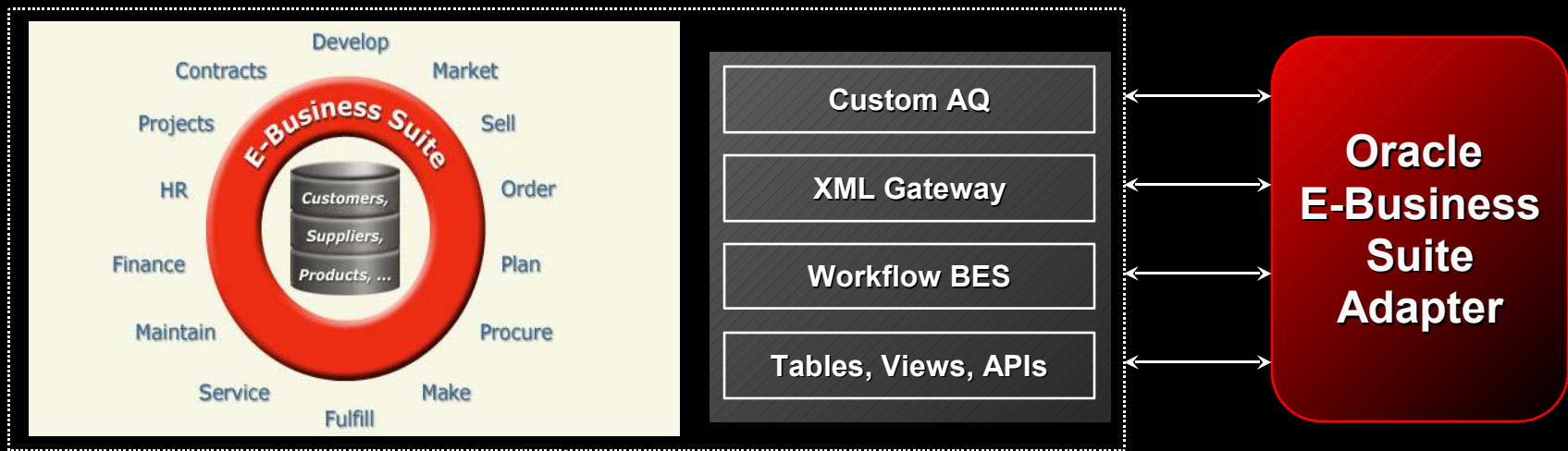
Datatypes

- SQL, XML
- IDOCs, PS MADs
- OAGIS 7.0, 8.0
- EDI X.12, EDIFACT
- RNIF 1.1, 2.0
- HL 2.0, HL 3.0

E-Business Suite Integration

Integrate to Oracle with Oracle

Oracle E-Business Suite



One runtime adapter instance to address all connectivity needs for one particular E-Business Suite instance

Comprehensive Connectivity

Oracle E-Business Suite Versions	Supported Modules	Supported Oracle E-Business Suite Interfaces			
		PL/SQL APIs, Tables, Views	XML Gateway	Workflow Business Event System	Custom Advanced Queues
		11.5.1	All	x	x
11.5.2	All	x	x	x	x
11.5.3	All	x	x	x	x
11.5.4	All	x	x	x	x
11.5.5	All	x	x	x	x
11.5.6	All	x	x	x	x
11.5.7	All	x	x	x	x
11.5.8	All	x	x	x	x
11.5.9	All	x	x	x	x

Dynamic Design Time Introspection

Search for the object

Interfaces organized by modules

List # of interfaces

Extract the Schema

Browse the object

Import definition into iStudio

The screenshot shows the Oracle E-Business Suite Browser interface. The 'Object Name' search field is empty. The left sidebar shows a tree view of modules and objects, with 'CREATE_ADJUSTMENT' selected. The main pane displays a table of object definitions.

Name	Type	In/Out
P API NAME	VARCHAR2	In
P API VERSION	NUMBER	In
P INIT MSG LIST	VARCHAR2	In
P COMMIT FLAG	VARCHAR2	In
P VALIDATION LEVEL	NUMBER	In
P MSG COUNT	NUMBER	Out
P MSG DATA	VARCHAR2	Out
P RETURN STATUS	VARCHAR2	Out
P ADJ REC	PLUSQL RECORD	In
ADJUSTMENT ID	NUMBER	In
LAST UPDATED BY	NUMBER	In
LAST UPDATE DATE	DATE	In
LAST UPDATE LOGIN	NUMBER	In
CREATED BY	NUMBER	In
CREATION DATE	DATE	In
AMOUNT	NUMBER	In
APPLY DATE	DATE	In
GL DATE	DATE	In
SET OF BOOKS ID	NUMBER	In
CODE COMBINATION ID	NUMBER	In
TYPE	VARCHAR2	In
ADJUSTMENT TYPE	VARCHAR2	In
STATUS	VARCHAR2	In
LINE ADJUSTED	NUMBER	In
FREIGHT ADJUSTED	NUMBER	In
TAX ADJUSTED	NUMBER	In
RECEIVABLES CHARGES ADJUSTED	NUMBER	In
ASSOCIATED CASH RECEIPT ID	NUMBER	In
CHARGEBACK CUSTOMER TRX ID	NUMBER	In
BATCH ID	NUMBER	In

Integrate to Oracle with Oracle

Better

- Intuitive integration *to* Oracle *by* Oracle
- Support for all EBS 11*i* modules
- Proven technology, over 100 EBS customers

Faster

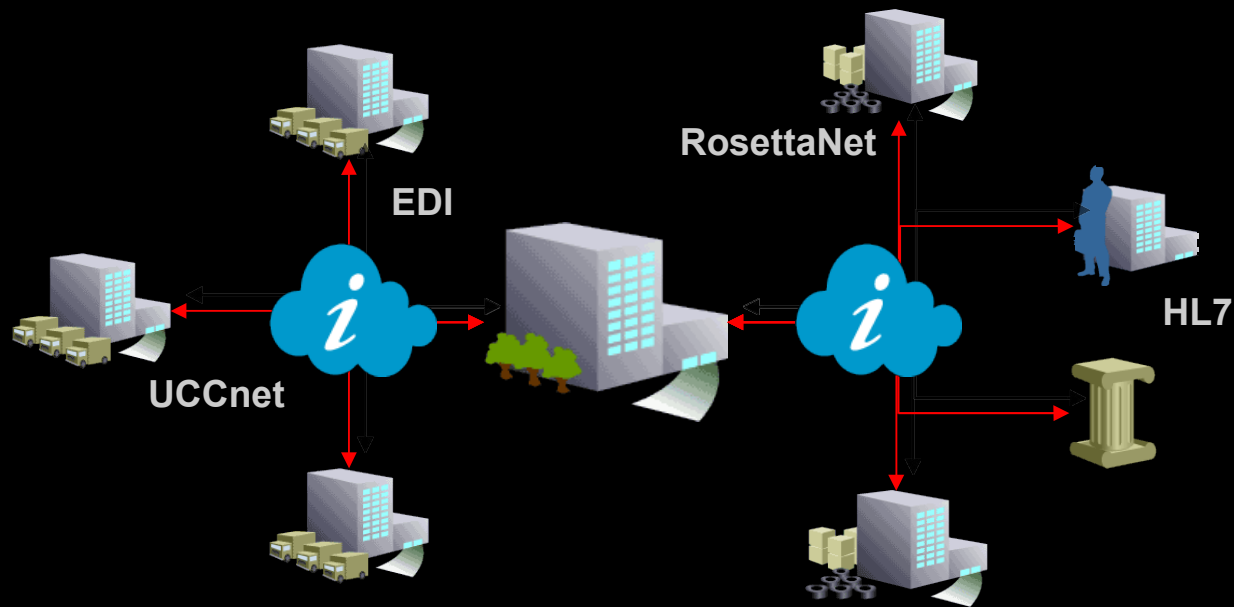
- Rapid, wizard-driven modeling
- Pre-built interfaces speed implementation by 1/2*

Save Money

- Re-use existing skill-sets, reduce training cycles
- Single-vendor – solution, negotiation, escalation...
- More functionality, low TCO

Connecting to Trading Partners

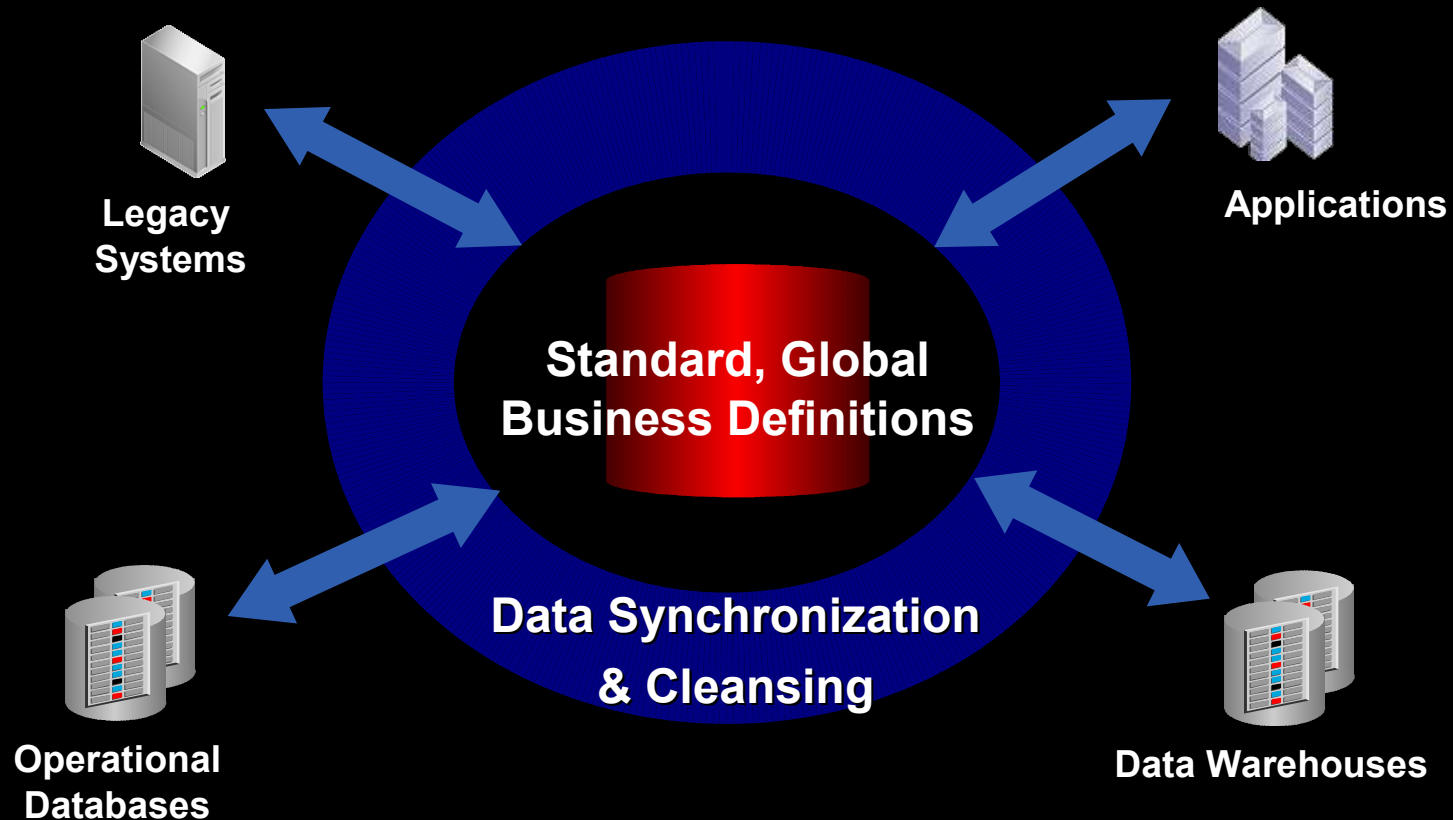
- ❌ Rapid on-boarding of new partners
- ❌ Eliminate manual processes
- ❌ Manage multiple, complex relationships over time



“ Unless enterprises figure out how to synchronize data among departments, divisions, and enterprises, the value promised from business process fusion will be much less than expected. ”

Gartner Research
2003

Data Management



Example: Who Is My Customer?



“Customer”

Call Center



“Customer”

Sales Leads



“Customer”

Web Store



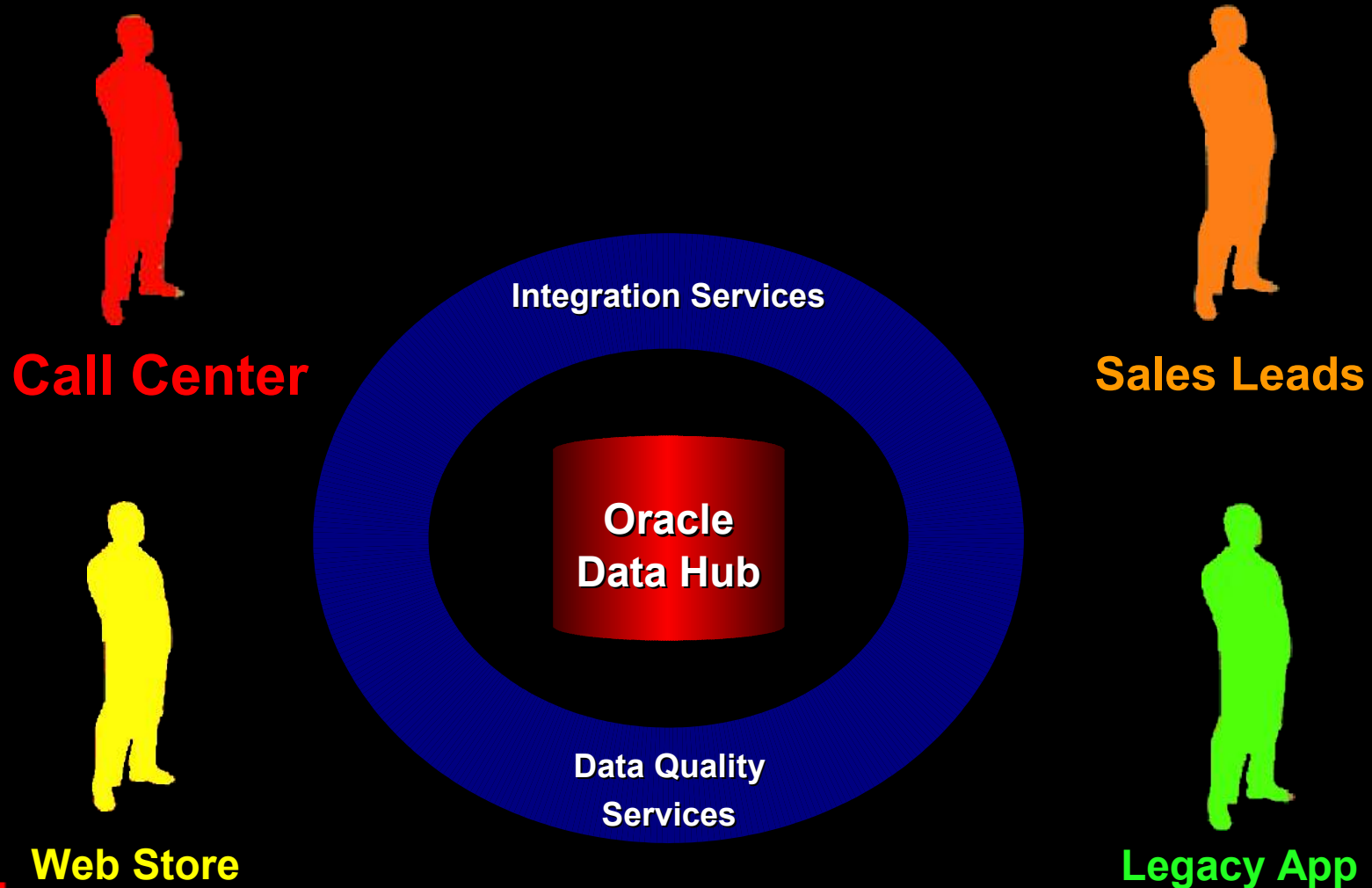
“Customer”

Legacy App

Example: Who is My Customer?

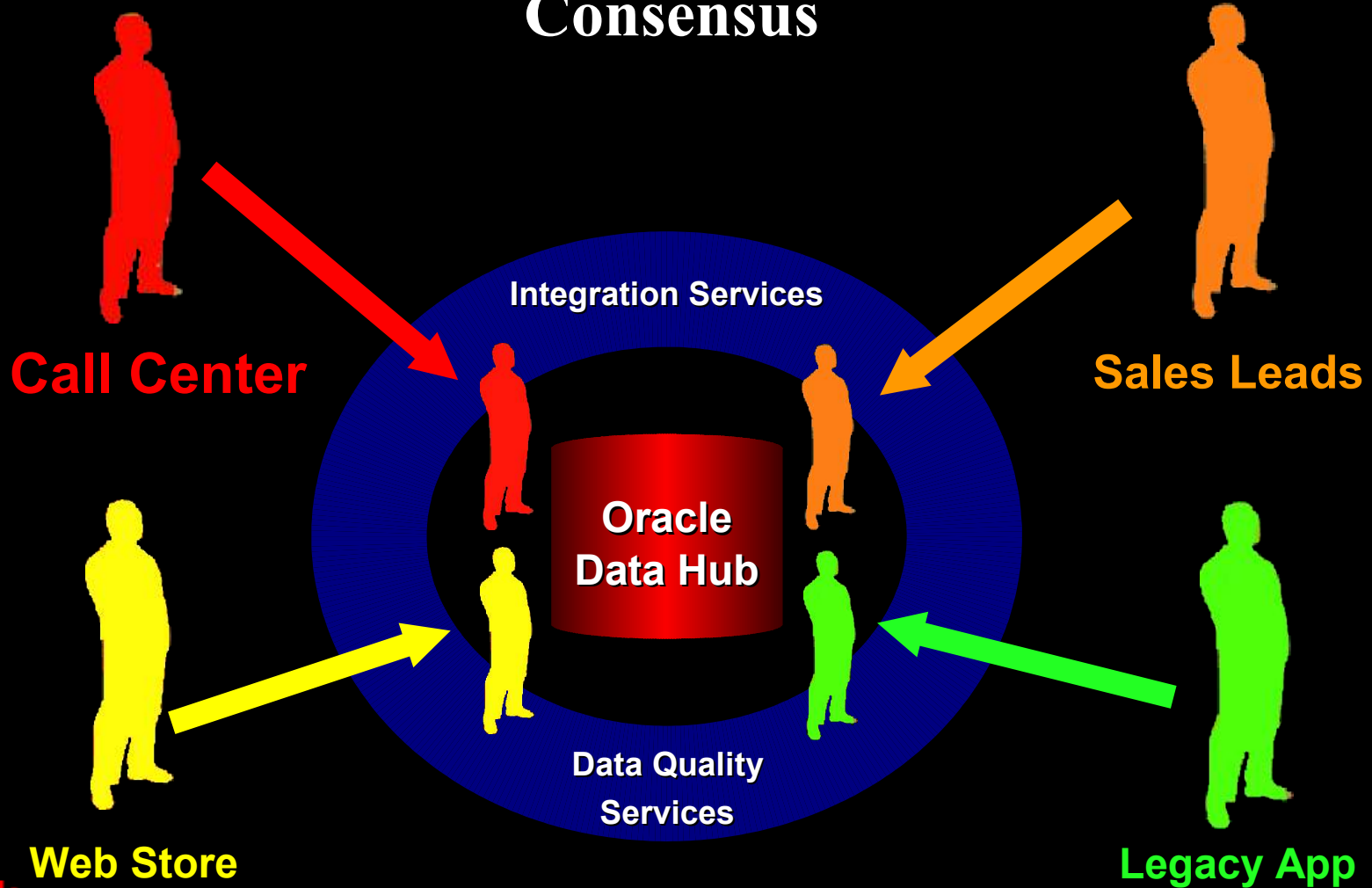


Example: With Oracle Data Hub

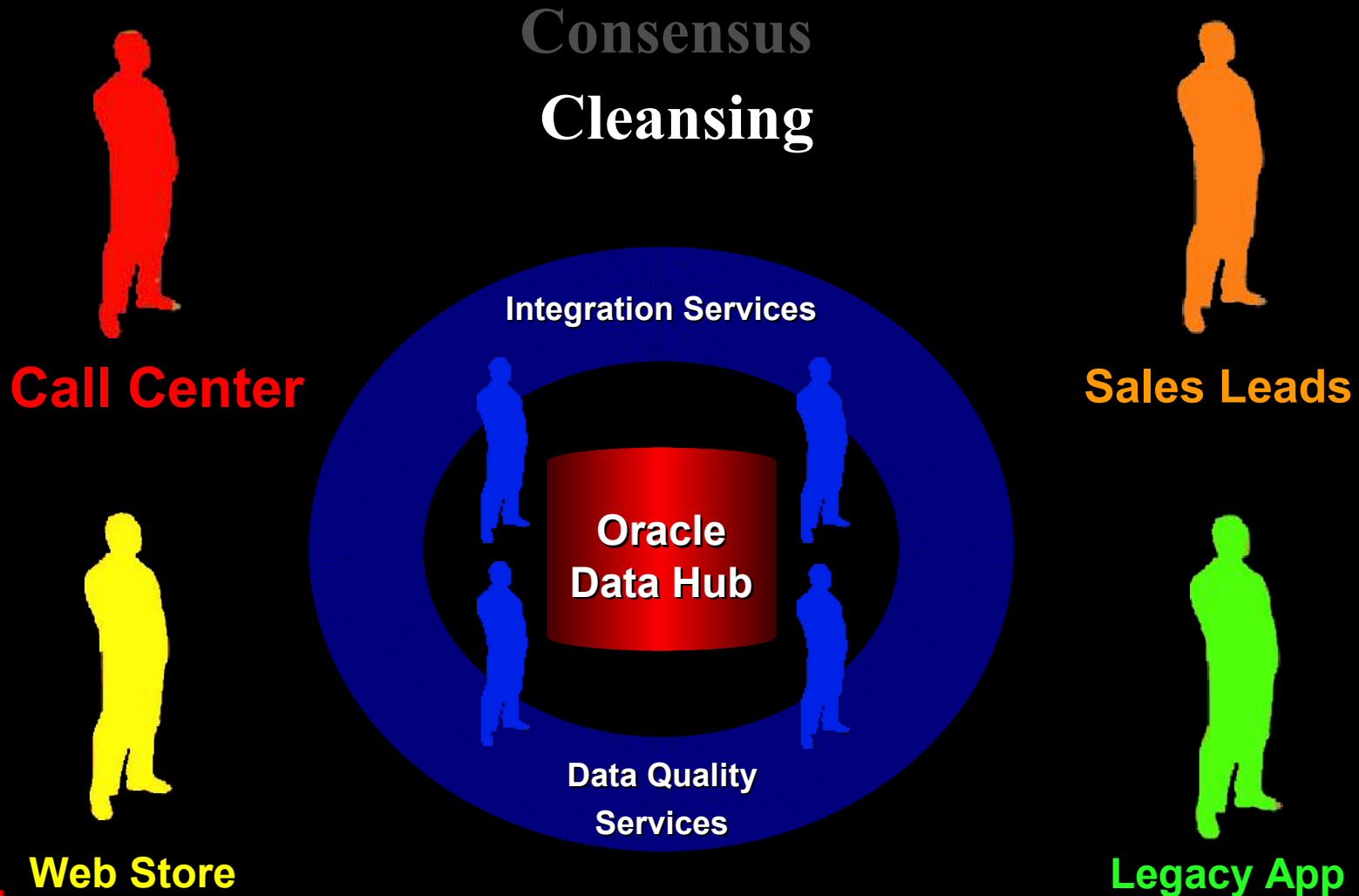


Example: With Oracle Data Hub

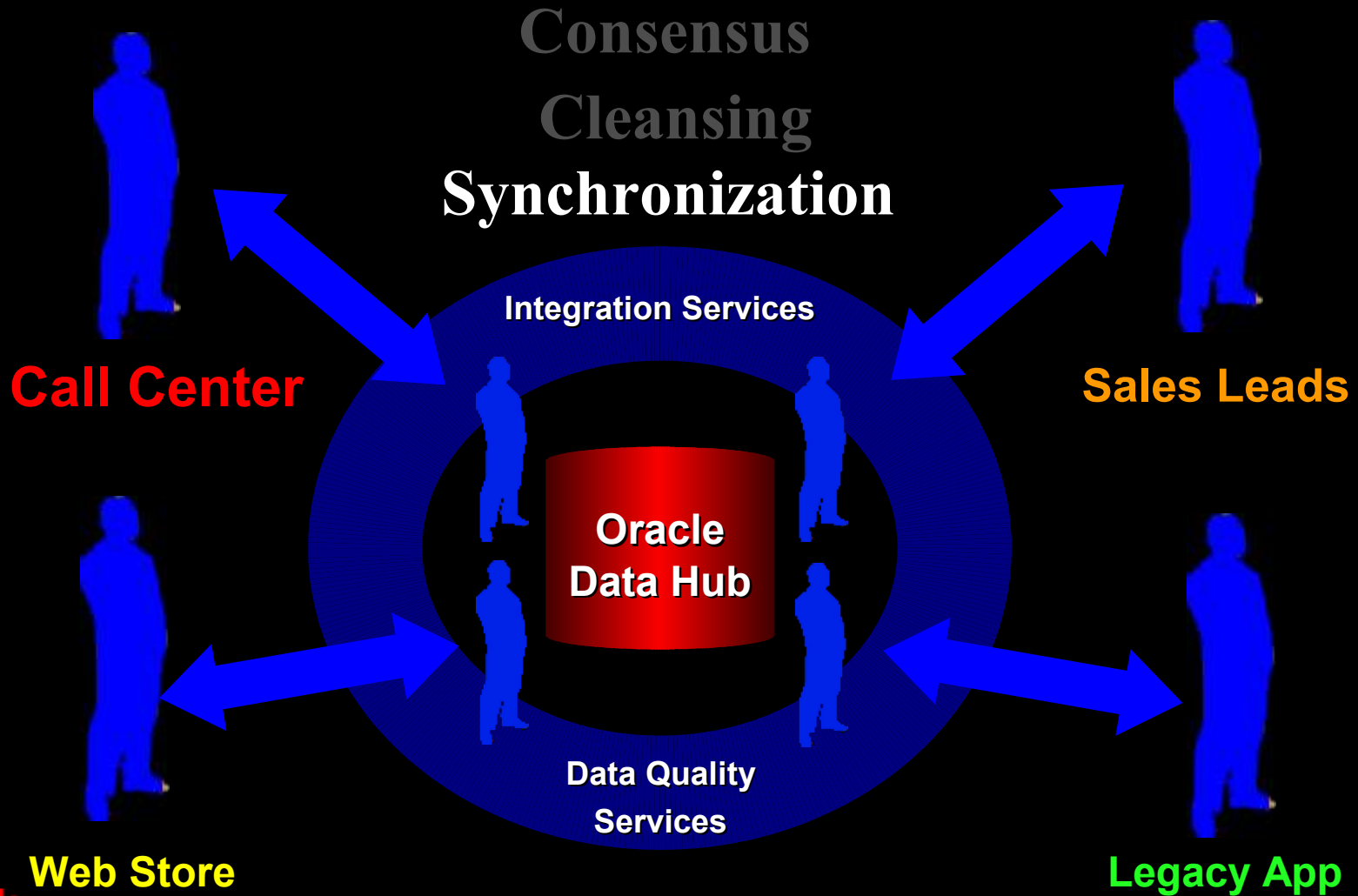
Consensus



Example: With Oracle Data Hub

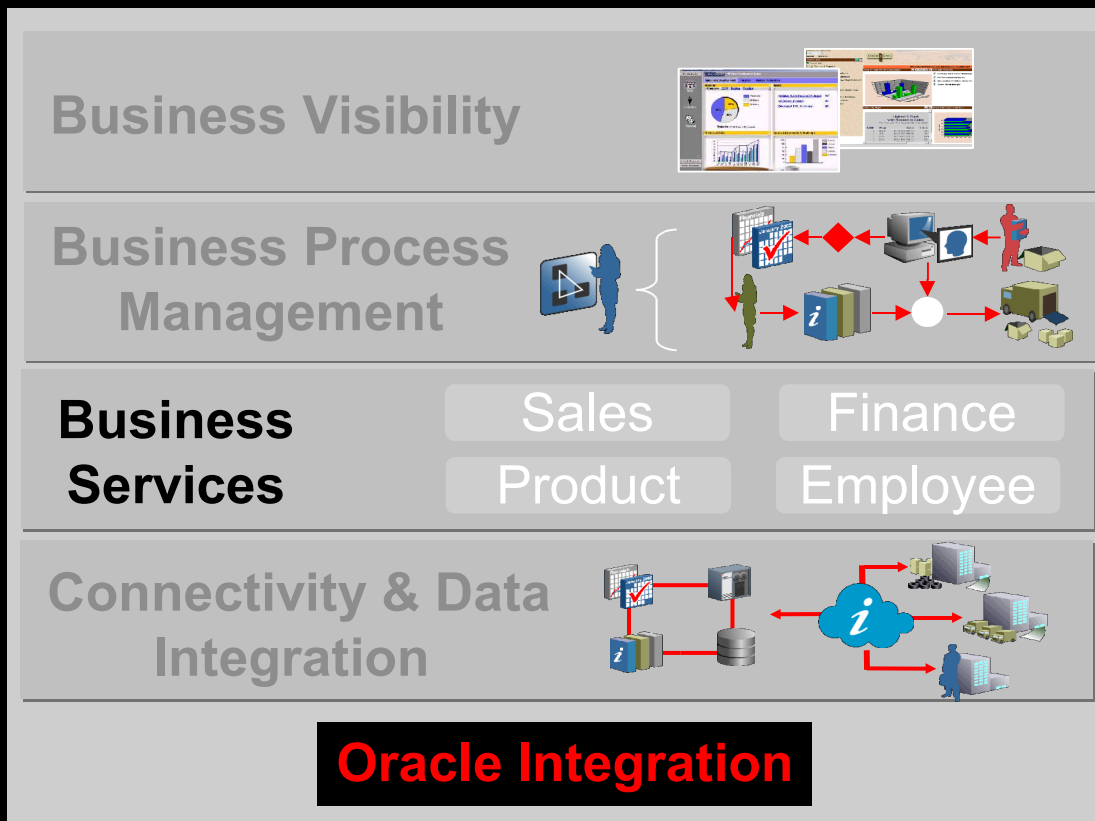


Example: With Oracle Data Hub



Business Services

Services-Oriented Enterprise

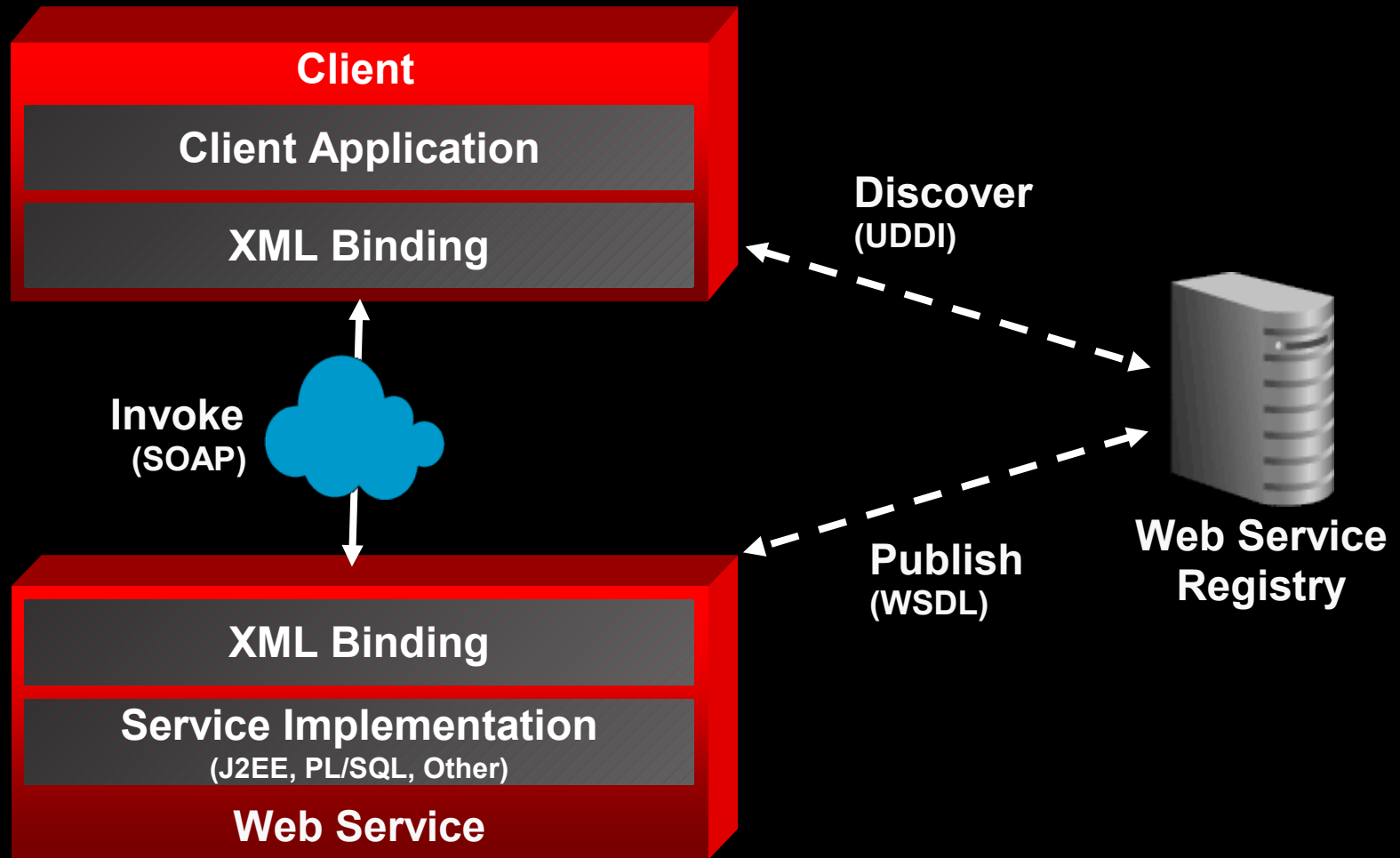


Create re-usable services from underlying applications and information.

Rapidly assemble services to deliver business solutions.

Web Services Foundation

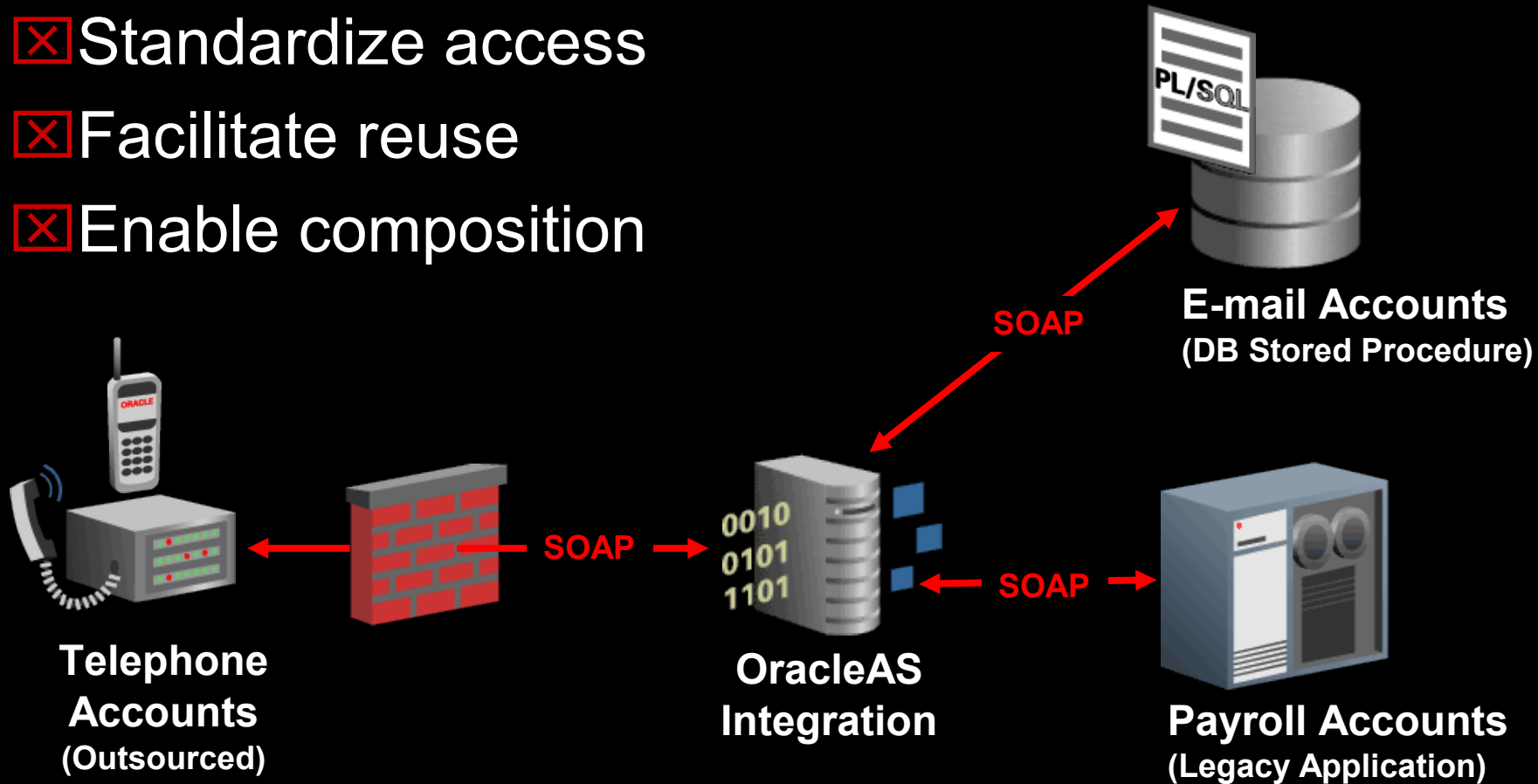
Find and Invoke Platform-Independent Services



Standards-Based Integration

Connect Existing Applications Using Web Services

- ☒ Standardize access
- ☒ Facilitate reuse
- ☒ Enable composition



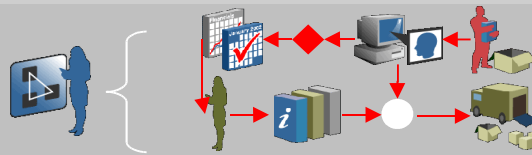
Business Process Management

Design, Deploy, Optimize

Business Visibility



Business Process Management



Business Services

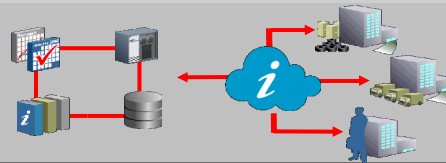
Sales

Finance

Product

Employee

Connectivity & Data Integration



Oracle Integration

Integrated business flows within and across organizational boundaries

Deliver operational efficiencies and agility while minimizing compliance burden

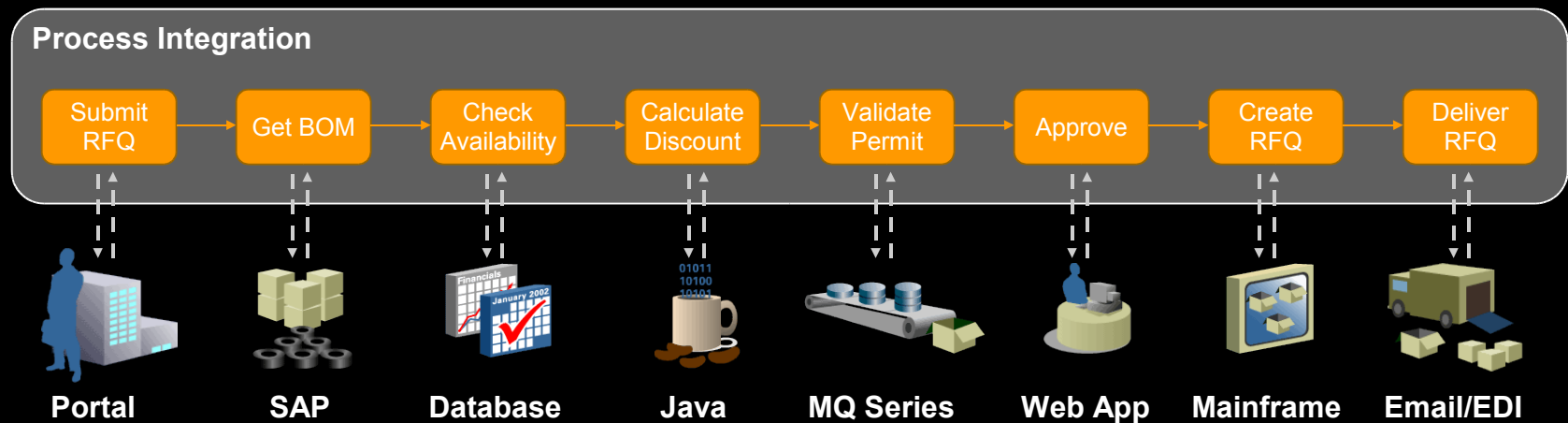
State of Flux

“ With compliance issues and corporate changes, we’re making processes changes every four or five weeks. Right now it’s all done by coding – when a change comes to us we’re under the gun to deliver. ”

Sr. IT Manager
Fortune 500
Health Insurance Company
Gartner Integration Conference
May 2004

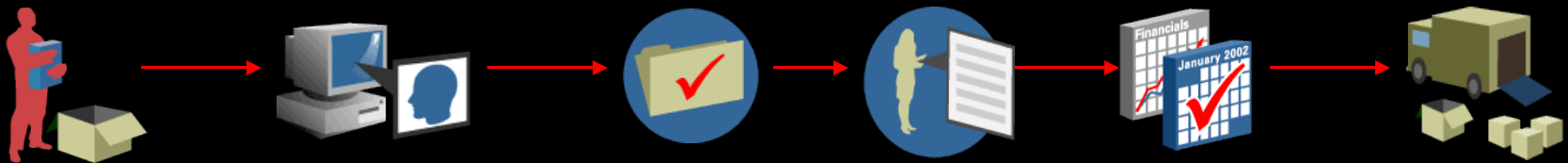
Business Process Management

- ❑ Full life-cycle management of business processes
 - Design, Deploy, Execute, Monitor, Improve
- ❑ Supports both automated and manual activities
- ❑ Allows developers and business analysts to specify process flow and decision logic without coding



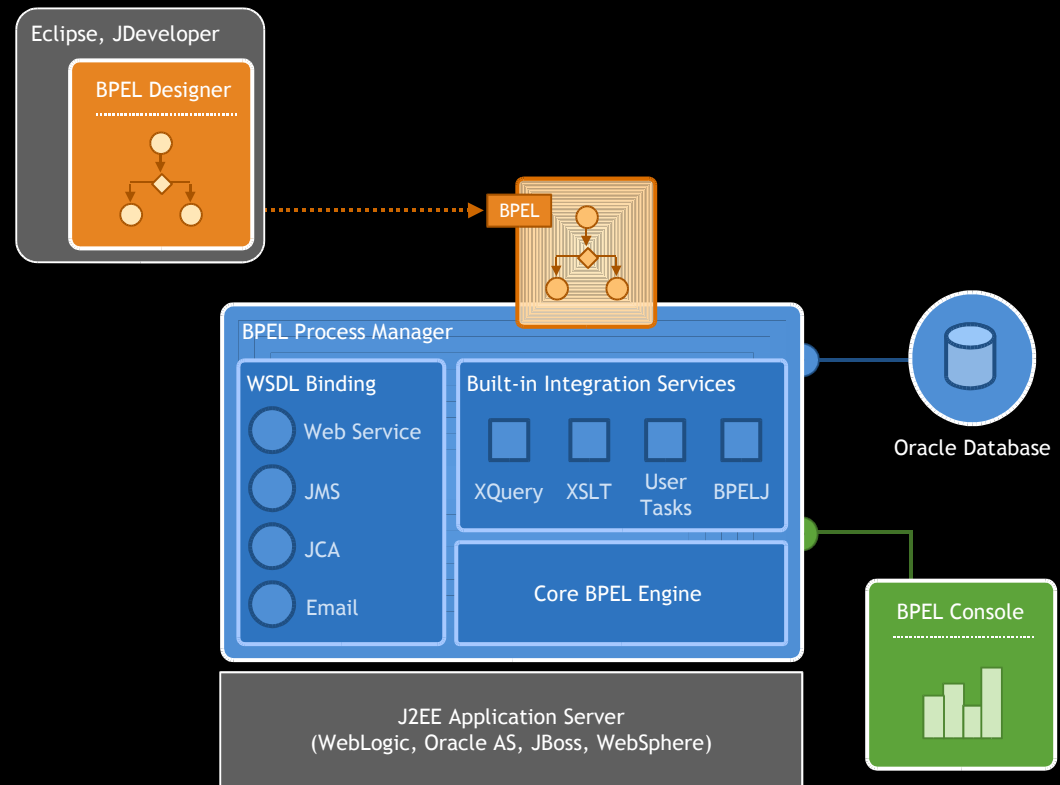
Why BPM?

- ❌ Respond to change with agility
- ❌ Improve productivity and/or lower costs
- ❌ Facilitate process improvement
- ❌ Create a repository for corporate knowledge



Oracle BPEL Process Manager

- ❌ Develop, deploy, and change business processes
- ❌ Only native, 100% BPEL standard compliant product
- ❌ Universal portability, capture and deploy repeatable best practices
- ❌ Enterprise-wide IT and business agility

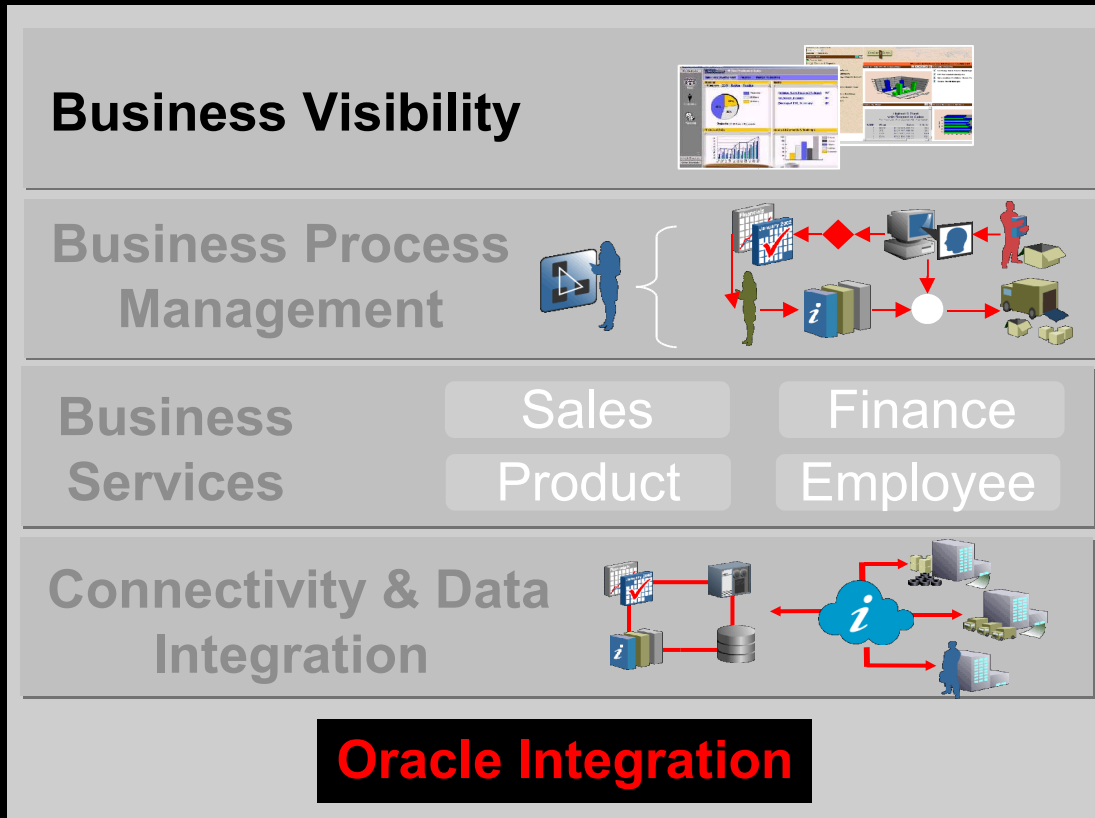


BPEL

Why is the standard important?

- ❌ Complements web services integration
- ❌ Eliminates vendor lock-in
- ❌ Accelerates the time to deploy new services
- ❌ Maximizes re-use and interoperability
- ❌ Lowers the cost to acquire skills
- ❌ Is supported by an ecosystem of SIs and ISVs

Business Visibility

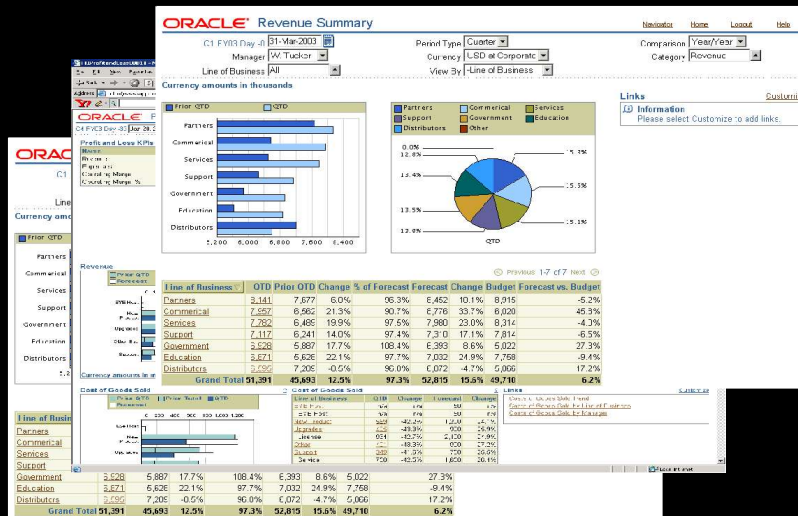


Real-Time
business
visibility into
enterprise
operations

Unified view of
all information.

Business Activity Monitoring

- ❌ Real-time, Global Process Visibility
- ❌ Multiple Views
- ❌ Real Time Business Intelligence
- ❌ Take Corrective Action

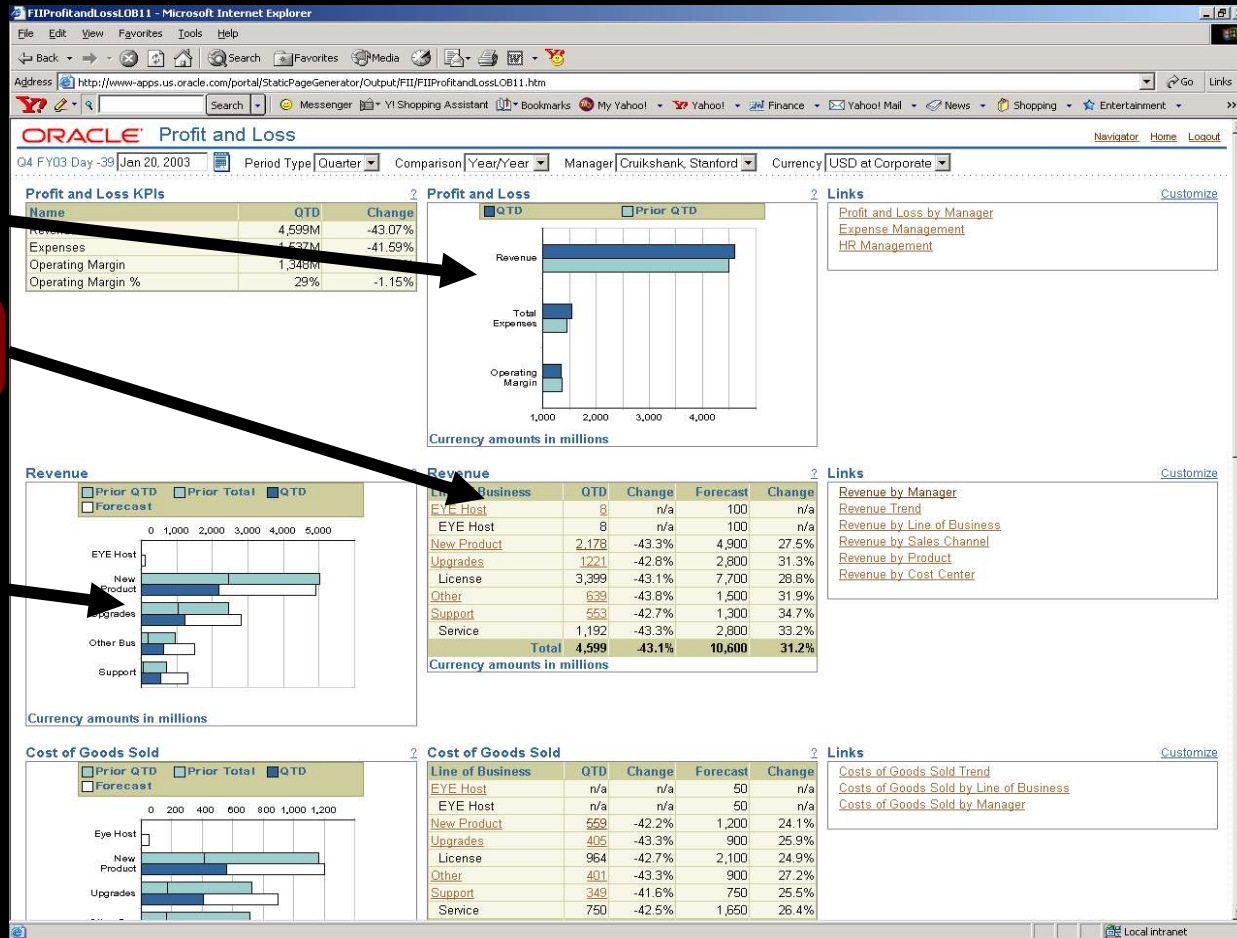


Business Visibility

Monitor KPIs

Monitor Processes

Track Changes



Oracle Integration

Enriching Business, Delivering IT Value

Unified, real-time visibility
of business events

Integrated business
flows, rapid change

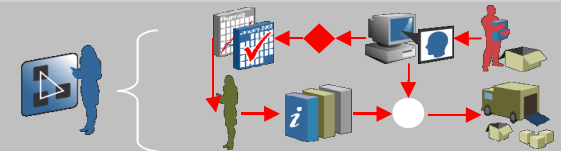
Rapid delivery of
business solutions

Improved business
Value of IT data

Business Visibility



**Business Process
Management**



**Business
Services**

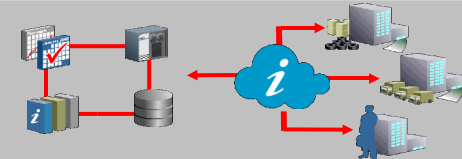
Sales

Finance

Product

Employee

**Connectivity & Data
Integration**



Oracle Integration

Business Impact

ORACLE®



Efficiency

- Decreased customer churn and acquisition costs
- Reduced production and service delivery costs
- Efficient, universally portable processes

Visibility

- Timely, strategic forecasting
- Increased customer profitability
- On-time, accurate compliance reporting

Agility

- Strategic business advantage and flexibility
- Enhanced IT flexibility and decreased IT spend

Solving Business Problems

700+ Customers



Getting Started

Vision → *Solution* → *Implementation*

1

Oracle *Discover*

Provides workshops to uncover current customer challenges and future business goals

2

Oracle *Solve*

Focuses on technology solutions to identify how the customer will reach their architecture strategy

3

Oracle *Build*

Accelerates bringing the solution to an implementation reality using best practices and expertise

Strategic Partners, Rapid Return

“Oracle Application Server 10g enables us to provide customers with a complete system integration solution focused on agile execution and an ecosystem-integrated approach.”

- Cap Gemini Ernst & Young

“The complete integration capabilities of Oracle Application Server 10g and its standards-based architecture have allowed us to quickly connect our clients and their supply chain partners enabling significant process and cost efficiencies.”

- BearingPoint (formerly KPMG)



The Information Company

ORACLE®

Integration

Expertise to Deliver Rapid Integration

Process

Best Practice Reuse and Portability

Platform

Comprehensive Platform for
Services-Oriented Architecture (SOA)

A large, stylized graphic of the letters 'Q' and 'A' in a dark grey font, with a red ampersand (&) in the center. The text 'QUESTIONS' is written in white, bold, uppercase letters across the top of the 'Q', and 'ANSWERS' is written in white, bold, uppercase letters across the top of the 'A'.

QUESTIONS
ANSWERS

ORACLE®