

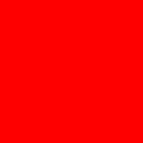


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10 Things You Can Do Today to Prepare for Oracle Fusion Applications

Nadia Bendjedou
Director – Product Strategy, Applications Development
Oracle Corporation



The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

10 Things You Can Do Today to Prepare for Oracle Fusion Applications

Best Practices & Common Sense

- 1 **Move** to the Latest Applications Releases
- 2 **Prepare** a Roadmap to Evolve to Oracle Fusion Applications
- 3 **Inventory** your Enterprise Assets

Leverage the Next Generation Technology Today *White Paper* *Extend the Value of Oracle Applications Unlimited*

- 4 **Rethink** your “Customization” Strategy
- 5 **Consolidate** your Master Data
- 6 **Embrace** SOA-Based Integration
- 7 **Extend** your Business Intelligence Applications Portfolio
- 8 **Adopt** Enterprise Reporting & Publishing
- 9 **Secure** your Global Enterprise
- 10 **Centralize** your Applications Lifecycle Management

Keep Current with the Applications Releases



Best Practices & Common Sense

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Path to Oracle Fusion Applications

Our Commitment to You...

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E-BUSINESS SUITE

11.5.10, 12

ORACLE®
PEOPLESOFT ENTERPRISE

8.8, 8.9, 9.0

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JD EDWARDS ENTERPRISEONE

8.11, 8.12

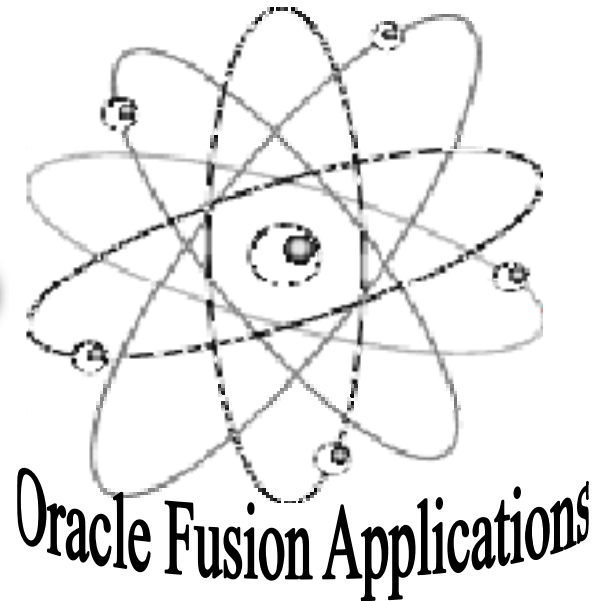
ORACLE®
JD EDWARDS WORLD

A7.3, A8.1, A9.1

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SIEBEL

8.0

Evolve



Keep Current with the Applications Releases

A Glance at What's New...

E-Business Suite 12

New horizontal functionality:

- Shared services
- User experience
- Globalization

New industry functionality:

- Higher Education
- Financial Services
- Professional Services

PeopleSoft 9.0

New horizontal functionality:

- Talent Management
- Sustainable Compliance
- Customer Service
- Supplier Relationship Management

New industry functionality:

- Higher Education
- Financial Services
- Professional Services

Siebel 8.0

New horizontal functionality:

- Task Based User Interface
- Integrated Enterprise Search
- Real Time Decisioning

New industry functionality:

- Streamlined Account Origination
- Case Management Advances
- eBilling
- Additional enhancements in Life Sciences, Insurance, CPG, Automotive

JD Edwards EnterpriseOne 8.12

New horizontal functionality:

- Operational Sourcing
- Advanced Pricing Matrix

New industry functionality:

- Food & Beverage Producers
- Transportation Sequencing
- Plant Manager's Dashboard

JD Edwards World A9.1

New horizontal functionality:

- Governance, Risk & Compliance
- Approvals Management
- PC Import / Export

New industry functionality:

- Lean manufacturing
- Service & Warranty
- Life Sciences: Electronic Signature

CRM On Demand 14

- Next-generation usability
- Advanced administration and customization
- Flexible data access and visibility
- Standards-based integration
- Expanded CRM breadth and depth

Prepare a Roadmap to Evolve to Oracle Fusion Applications



Best Practices & Common Sense

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Prepare a Roadmap to Evolve

Evaluate your Strategic Business and IT Drivers

Business Challenges (CxO)



Corporate Strategy

Changing business strategies – top line growth, low cost producer, and/or differentiate products and services



Competitors

Increased global competition in the market and companies are acquiring and divesting to assimilate the right pieces



Customers & Employees

Manage employees and customers dispersed across geographic and cultural boundaries



Suppliers

Margin pressures force companies to search for goods & services anywhere in the world resulting in complex supply networks

Technology Challenges (CIO/CTO)



Simplification

Desire to simplify the IT environment – reduce vendors, consolidate applications, and standardize on a platform



Common Processes

Initiatives to standardize and design global business processes to improve customer service and internal efficiencies



Information

Provide better, consolidated access to information and common master data while complying with regulations



Total Cost of Ownership

Do more with less – higher productivity and effectiveness with reduced costs – while funding the improvement initiatives

Prepare a Roadmap to Evolve

Talk to “Oracle Insight”

Oracle Insight is a program focused on helping resolve issues from the customers perspective

Key Business Issues

- How do our business processes compare to current best practices in the industry?
- What is the value in improving our business processes?
- How do we transition from AS-IS to future TO-BE strategic vision?
- How do we measure progress with a few key metrics?

Key CIO Issues

- Does my IT strategy align to the business priorities?
- What are the best IT solutions to achieve the TO-BE strategic vision?
- What is the business case for implementing these IT solutions?

<http://www.oracle.com/services/insight/index.html>

Prepare a Roadmap to Evolve Best Practices

- Upgrade when business/IT objectives are fulfilled
- Think about what may be your first pilot area for Fusion
 - Geography
 - Business Unit
 - Functional silo
 - Business flow, etc...



Inventory your Enterprise Assets



Best Practices & Common Sense

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Inventory your Enterprise Assets

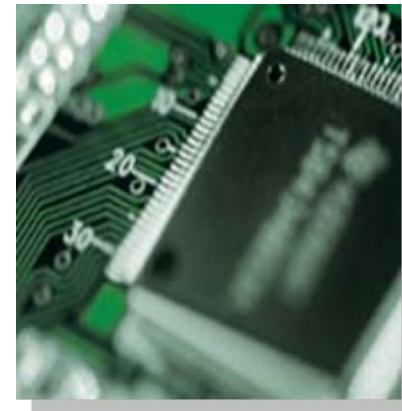
- **Your Customizations**

- Types:
 - Reports
 - Screens (User Interfaces – UI)
 - Integrations, Interfaces & processes
- What are they? For what functional gap?
- For Integrations, what are their usage characteristics?
 - Volume, business criticality and frequency
 - Sync or async, hub-&-spoke or point-to-point
- What technology: how were they built?



- **Your Critical Data**

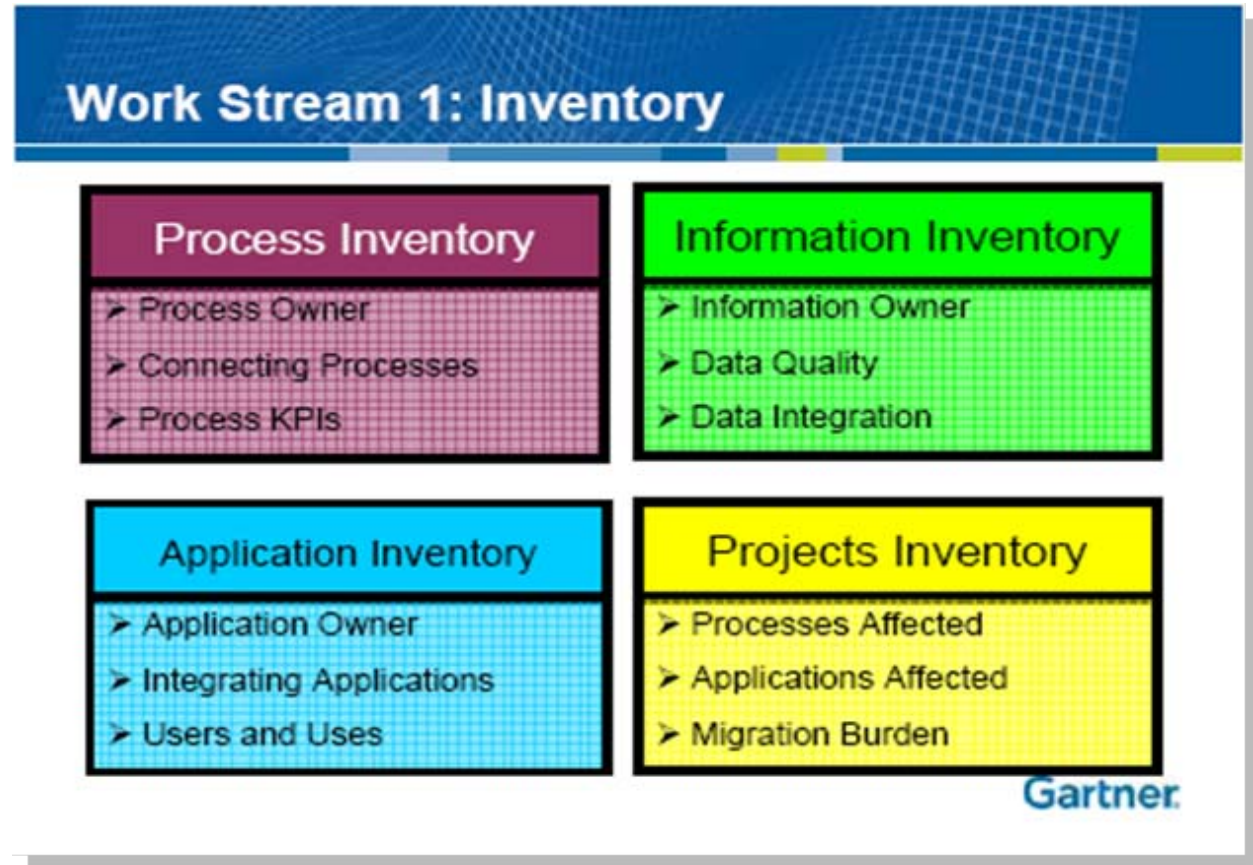
- Who owns the critical data:
 - customers, products, suppliers etc...
- Where it is used?
- How clean is your data?



Inventory your Enterprise Assets

Source: Gartner ITxpo, May 2007, Barcelona,
"Enterprise Platform Migration: The Great IT Planning Challenge" by Andy Kyte, VP, Gartner

- Information
- Processes
- Applications
- Projects





Andy Kyte
VP, Gartner

“Managing the migration of a complex application portfolio starts with the creation of a detailed inventory of all assets involved. However, this is only the beginning: The inventory must be kept active over time. Four key inventory classes underpin Enterprise Platform Migration.”

Gartner ITxpo, May 2007 in Barcelona

“Enterprise Platform Migration: The Great IT Planning Challenge”

Rethink your “Customization” Strategy

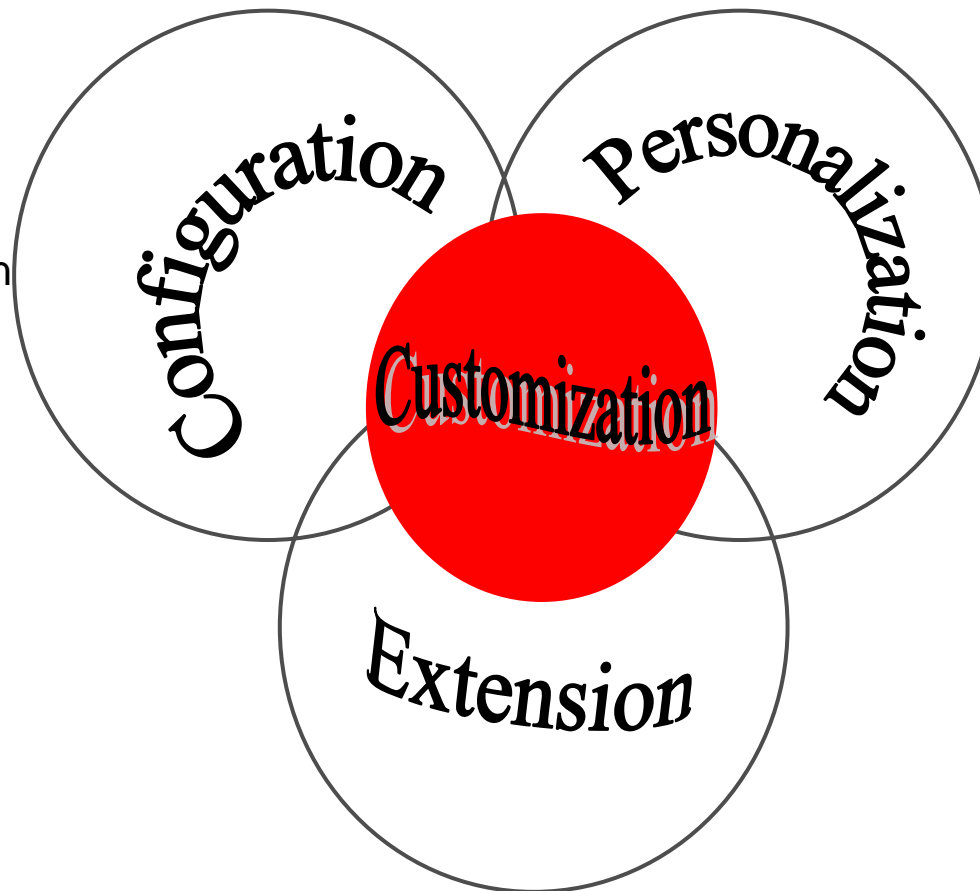


Leverage the Next Generation Technology Today

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Rethink your “Customization” Strategy

Oracle Principles



- Profile Options
- Security Setup
- Parameterization

- Changes the order in which table columns are displayed
- Tailor a query result
- Change the color scheme of the UI
- Add attributes on the display
- Etc....

- Add new functional flows
- Extend or override existing business logic

Rethink your “Extension” Strategy

Engineer For The Future

- Extending the functionality (composite applications)
- Self-Service functionality
 - Larger user population
- Empowering information workers through advanced user interfaces
 - Ajax-style UI to enable “autosuggest” capability
 - Expose flows, cross apps, through a single UI
 - Business users dashboards, real-time gauges of transactional systems and business processes



Learn how to leverage Oracle Fusion Architecture today at
<http://www.oracle.com/fusion>

Consolidate your Master Data



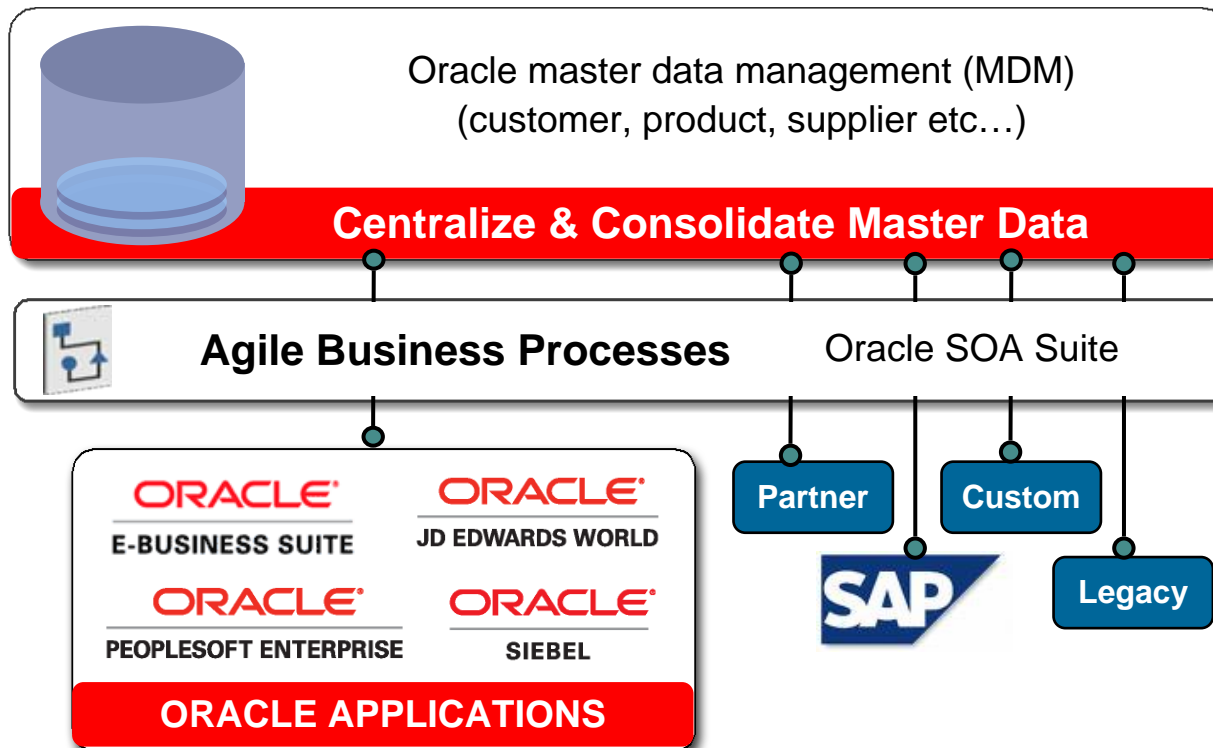
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Consolidate your Master Data

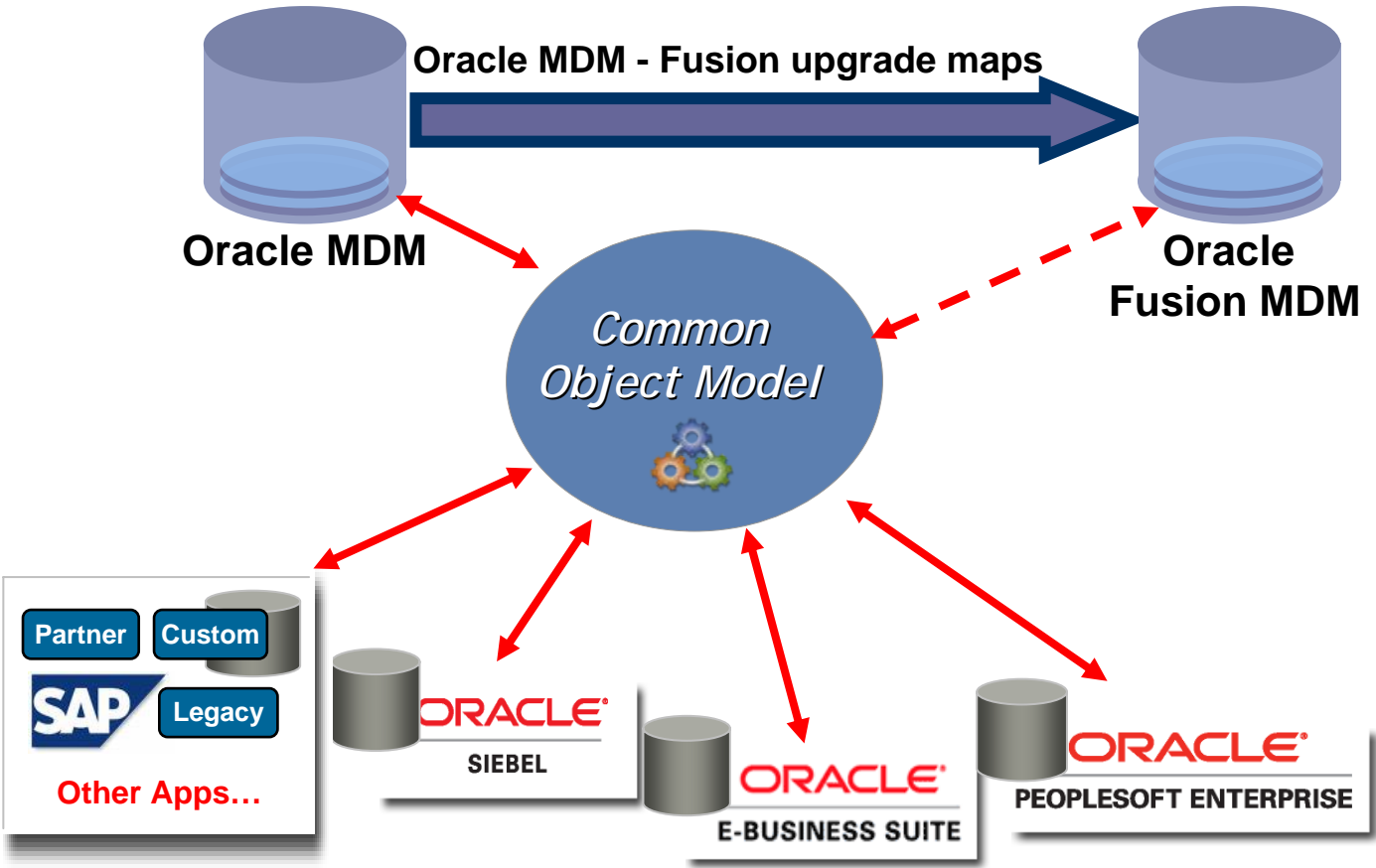
Oracle Master Data Management (MDM)

- Delivers single view of central business objects across all applications
- Centralizes cleansing, deduplication, and synchronization
- Enables you to extend and enrich information with your own attributes & external data



Consolidate your Master Data

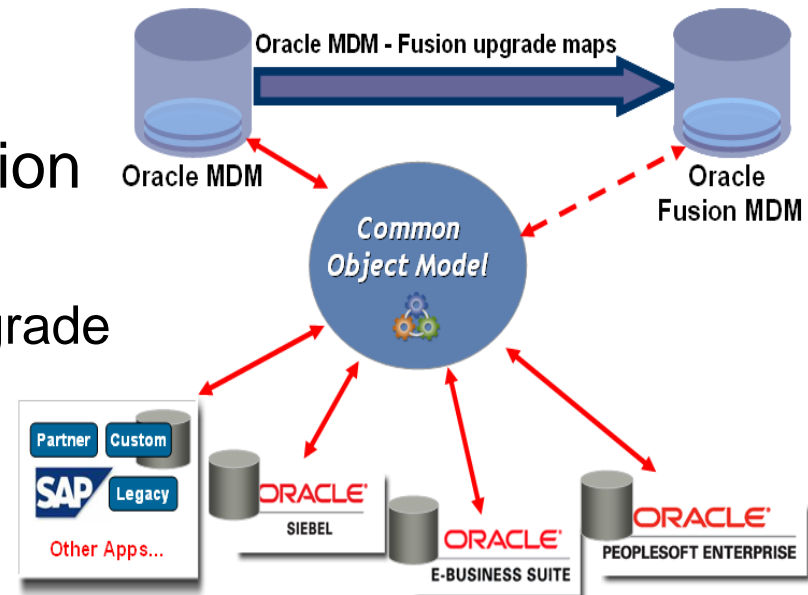
How does this all fit together?



Consolidate your Master Data

Benefits for Today and Beyond

- Delivering value TODAY
 - “Cleaner” data for transaction processing and reporting/BI
 - Within and outside Oracle's Applications
 - Enhance ability to comply with regulation and compliance requirements
- Helping on the roadmap to Fusion
 - Enterprise-wide data repository
 - Clean data now before Fusion upgrade
 - Instance consolidation tool



Embrace SOA-Based Integration



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Embrace SOA-Based Integration

Customer's SOA Roadmap with Oracle

- Consider pre-built SOA

- Customers' priorities:

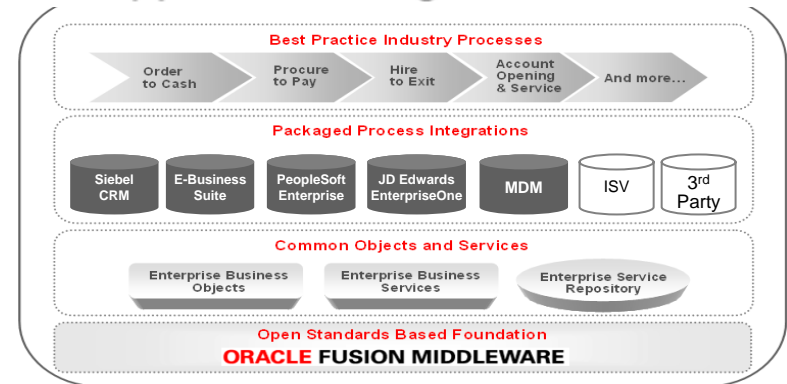
- Performance
- Scalability
- Availability
- Security

- Build your SOA

- Customers' priorities:

- Modify business processes
- Introduce new capabilities
- Extend business service portfolio

Oracle Application Integration Architecture



ORACLE FUSION MIDDLEWARE



Embrace SOA-Based Integration

1 - Consider the Pre-Built SOA



Embrace SOA-Based Integration

1 - Consider the Pre-Built SOA with AIA

- **Oracle Application Integration Architecture (AIA)**

- Process Integration Packs (PIPs)
- Industry Reference Models (IRM)
- Technology Foundation (Oracle Fusion Middleware)



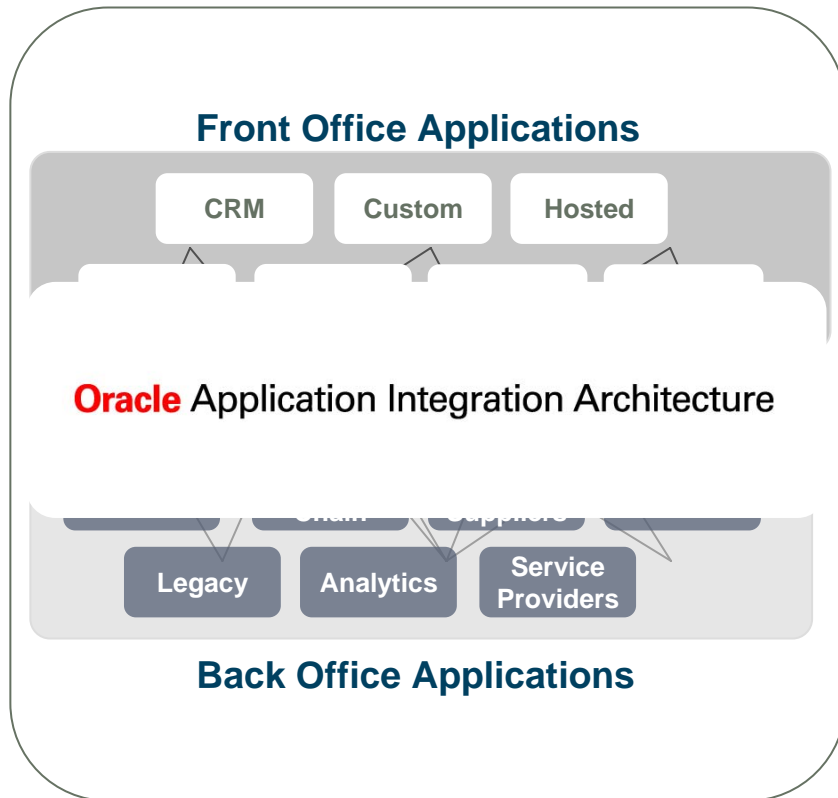
- **PIP Examples:**

- Siebel CRM On Demand Integration Pack for Oracle E-Business Suite
- Siebel CRM Integration Pack for Oracle E-Business Suite Order Management
- Oracle Application Integration Architecture for Communications (3 PIPs)
- Siebel Life Sciences Integration Pack for Oracle Adverse Event Reporting System
- Siebel CRM Integration Pack for Oracle Trade Promotion Management
- Siebel CRM Integration Pack for i-flex's FLEXCUBE Account Origination - Liability Products

Embrace SOA-Based Integration

1 - Consider the Pre-Built SOA - Oracle AIA

Turns rigid IT systems into flexible, integrated environments that can adapt and scale to business needs



Key Benefits

- Leverages your existing applications to deliver greater business impact
- Improve IT's ability to adapt to and respond to changing business requirements
- Protect your investments from upgrades and changes

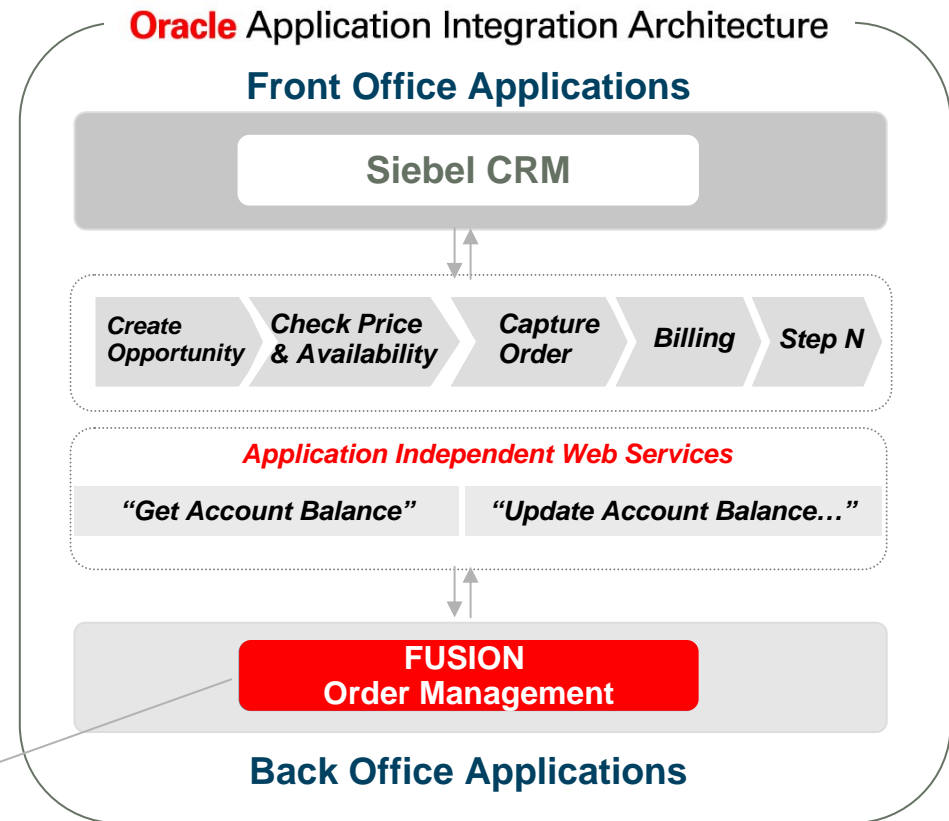
Embrace SOA-Based Integration

1 - Consider the Pre-Built SOA - Oracle AIA

Yes, It is Fusion-Ready...

- Pre-built SOA + AIA Infrastructure delivers IT enabled agility
- Ensures interoperability with existing Oracle applications
- Provides a phased migration strategy to Fusion

Replace with FUSION Order Management when ready



Embrace SOA-Based Integration

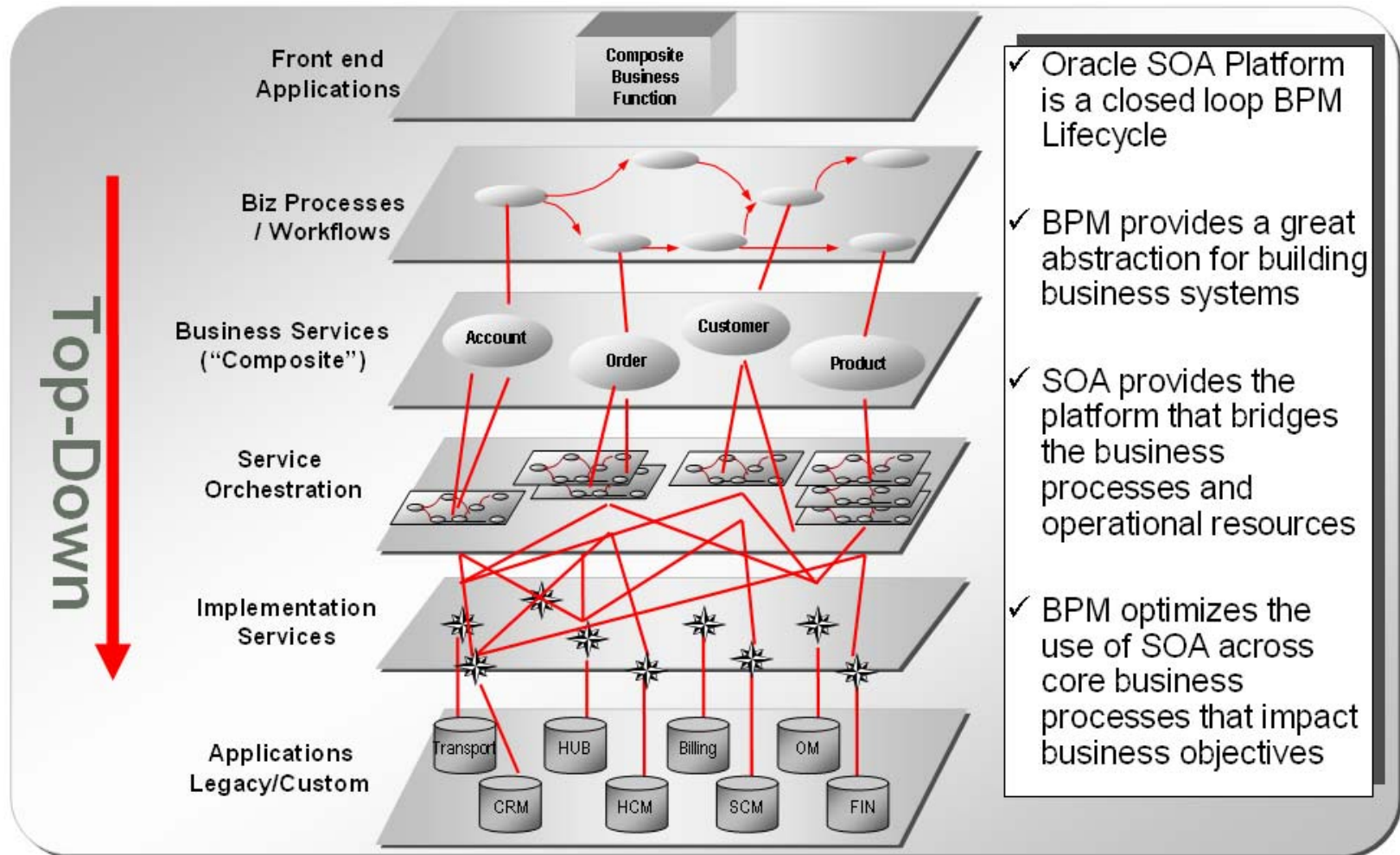
2 – Build your SOA – Bottom-Up SOA Design

Supporting SOA with Applications Unlimited

	Oracle	PeopleSoft	Siebel	JD Edwards
Enterprise Business Services (out of box)	150 (OAG)	200	172	100
Enterprise Service Operations	225	2000	1565	330
Enterprise Business Events	1500	106	1152	250
Modeled Business Process Support	450	769	500	700
Services Repository Available	YES (IREP)	YES (ISR)	YES (SR)	YES (ISR)

Embrace SOA-Based Integration

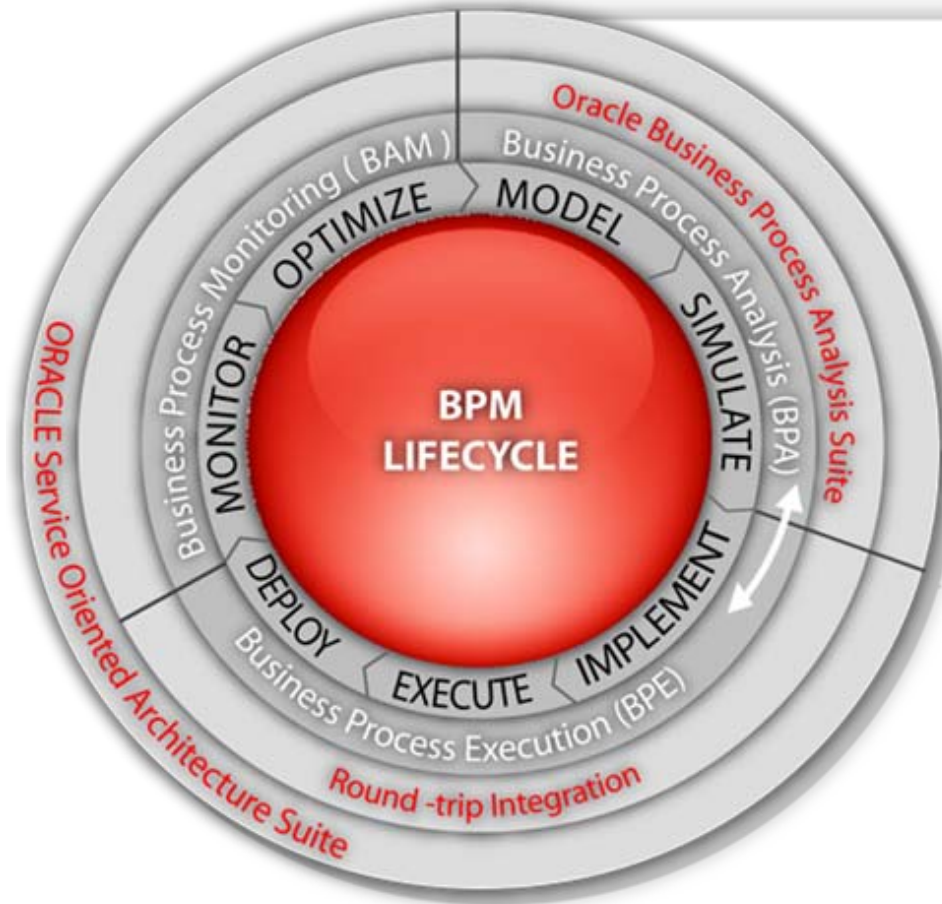
2 – Build your SOA – Top-Down SOA Design



Embrace SOA-Based Integration

2 – Build your Own SOA - Oracle SOA Platform

Applying Business Strategy Throughout the Entire Process Life Cycle



- The Oracle Closed Loop BPM Lifecycle
- Complete BPM offering
- Standards-based innovation
- Best-of-breed process modeling, execution, and monitoring

Embrace SOA-Based Integration

2 – Build your Own SOA - Oracle SOA Platform

- Connect & Route
 - Oracle ESB (Enterprise Service Bus)
 - <http://www.oracle.com/appserver/esb.html>
- Orchestrate & Transform
 - Oracle BPEL PM
 - http://www.oracle.com/appserver/bpel_home.html
- Monitor & Optimize
 - Oracle BAM (Business Activity Monitoring)
 - <http://www.oracle.com/appserver/business-activity-monitoring.html>
- SOA Governance
 - WebService Manager and Enterprise Manager
 - http://www.oracle.com/tools/jdev_home.html
- Oracle Data Integrator (for bulk data transfer/copy)
 - <http://www.oracle.com/applications/oracle-data-integrator-technical-overview-white-paper.pdf>



Hands-on Labs: Service Enable E-Business Suite, PeopleSoft, Siebel, JDE EnterpriseOne with Oracle SOA Suite

Topic	Date / Time
Service Enable PeopleSoft with Oracle SOA Suite	April 14: 10:15am - 12:30pm April 15: 4:30pm - 6:45pm April 16: 8:15am - 10:30am
Service Enable Siebel with Oracle SOA Suite	April 14: 7:45am - 10:00am April 15: 1:30pm - 3:45pm
Service Enable JD Edwards EnterpriseOne with Oracle SOA Suite	April 16: 10:45am - 1:00pm
Service Enable E-Business Suite with Oracle SOA Suite	April 14: 12:45pm - 3:00pm April 15: 9:30am - 11:45am April 16: 3:00pm - 5:15pm

- **Free** for Collab08 Attendees
- **Experience SOA Suite**
- **Hear Technology Roadmap**
- **See End-to-End Demo**
- **No BPEL or Java Experiences Required**

All Labs are held at **Hyatt Regency, Room Mineral B**

Extend your Business Intelligence Applications Portfolio

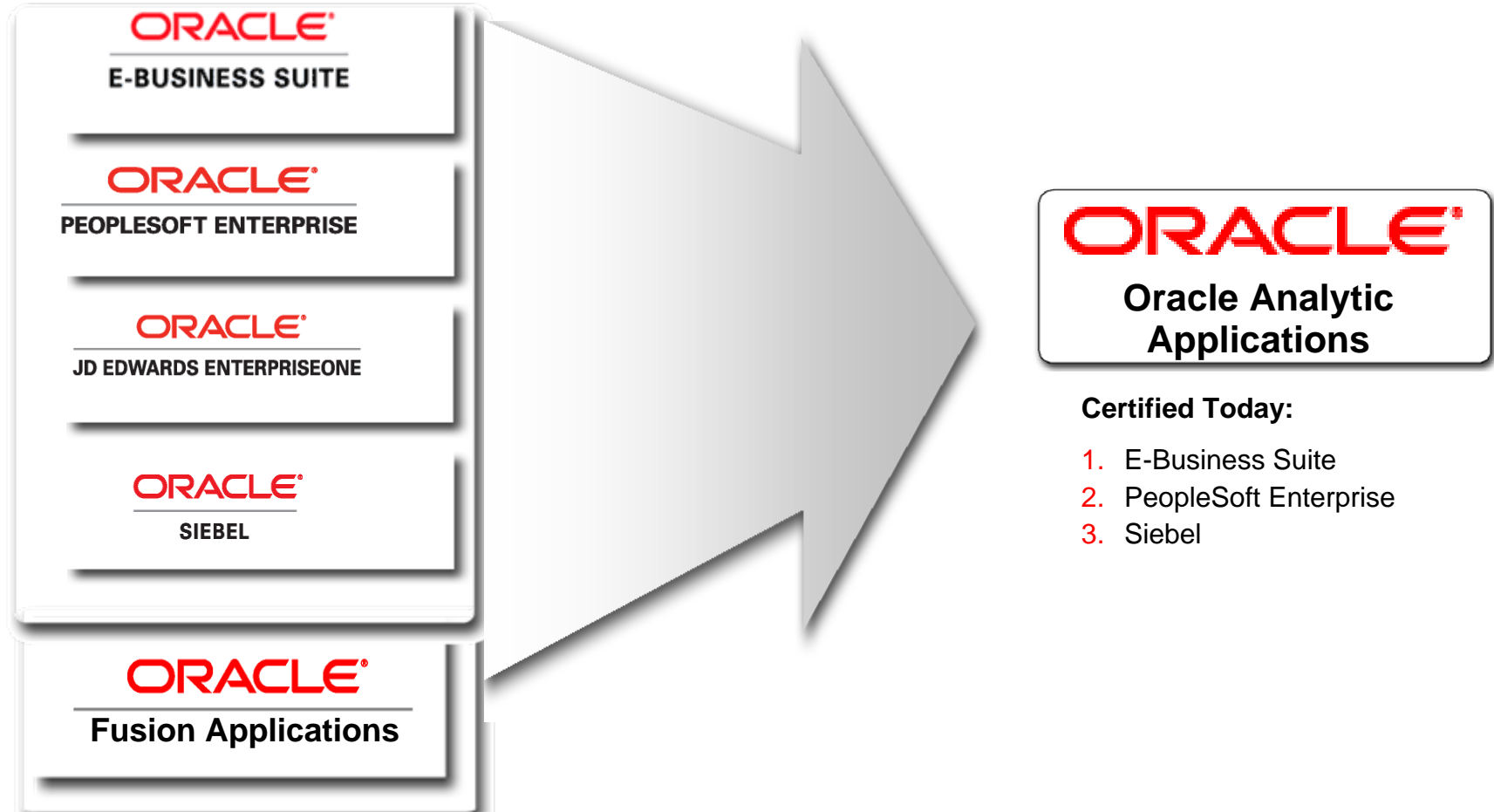


Leverage the Next Generation Technology Today

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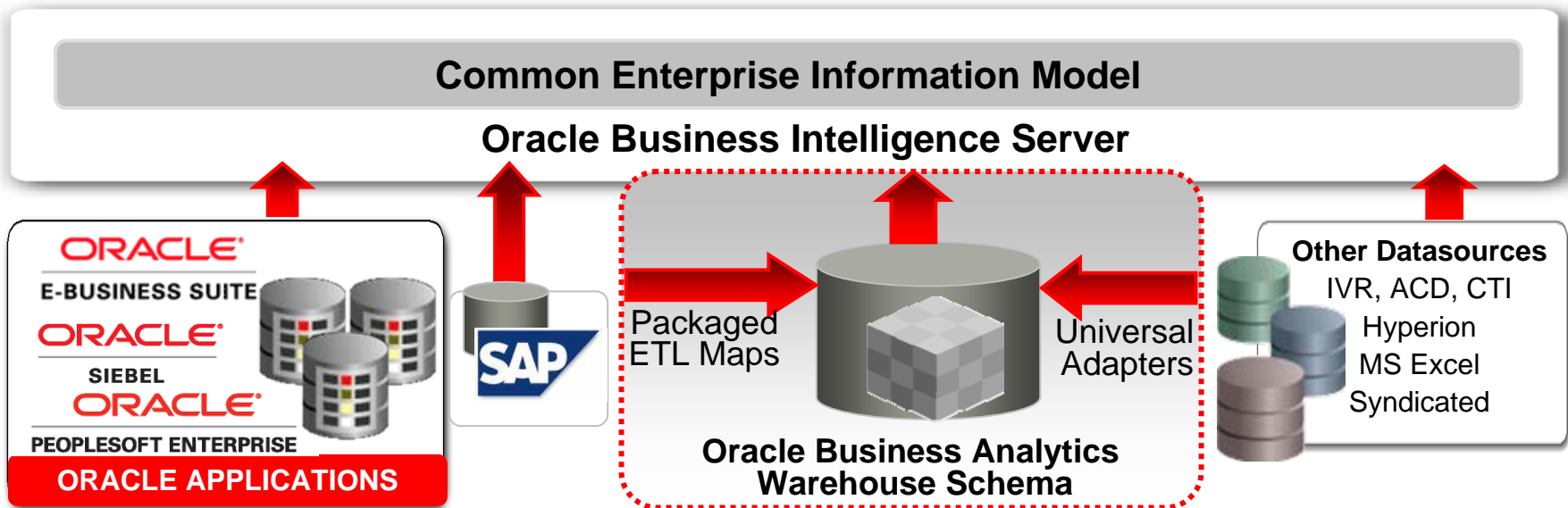
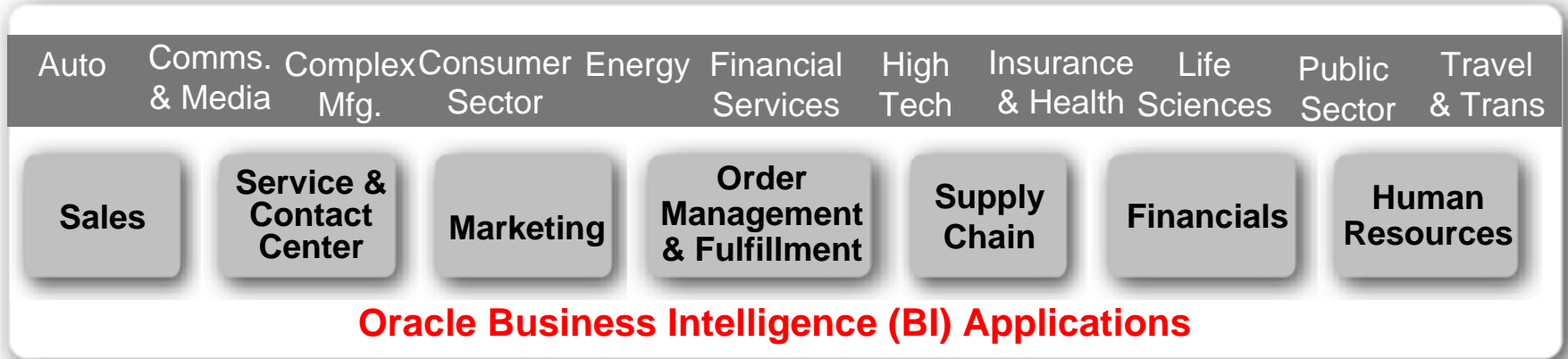
Extend your Business Intelligence Portfolio

Oracle Analytic Applications Built on OBI EE



Extend your Business Intelligence Portfolio

Oracle Analytic Applications Built on OBI EE



Adopt Enterprise Reporting & Publishing

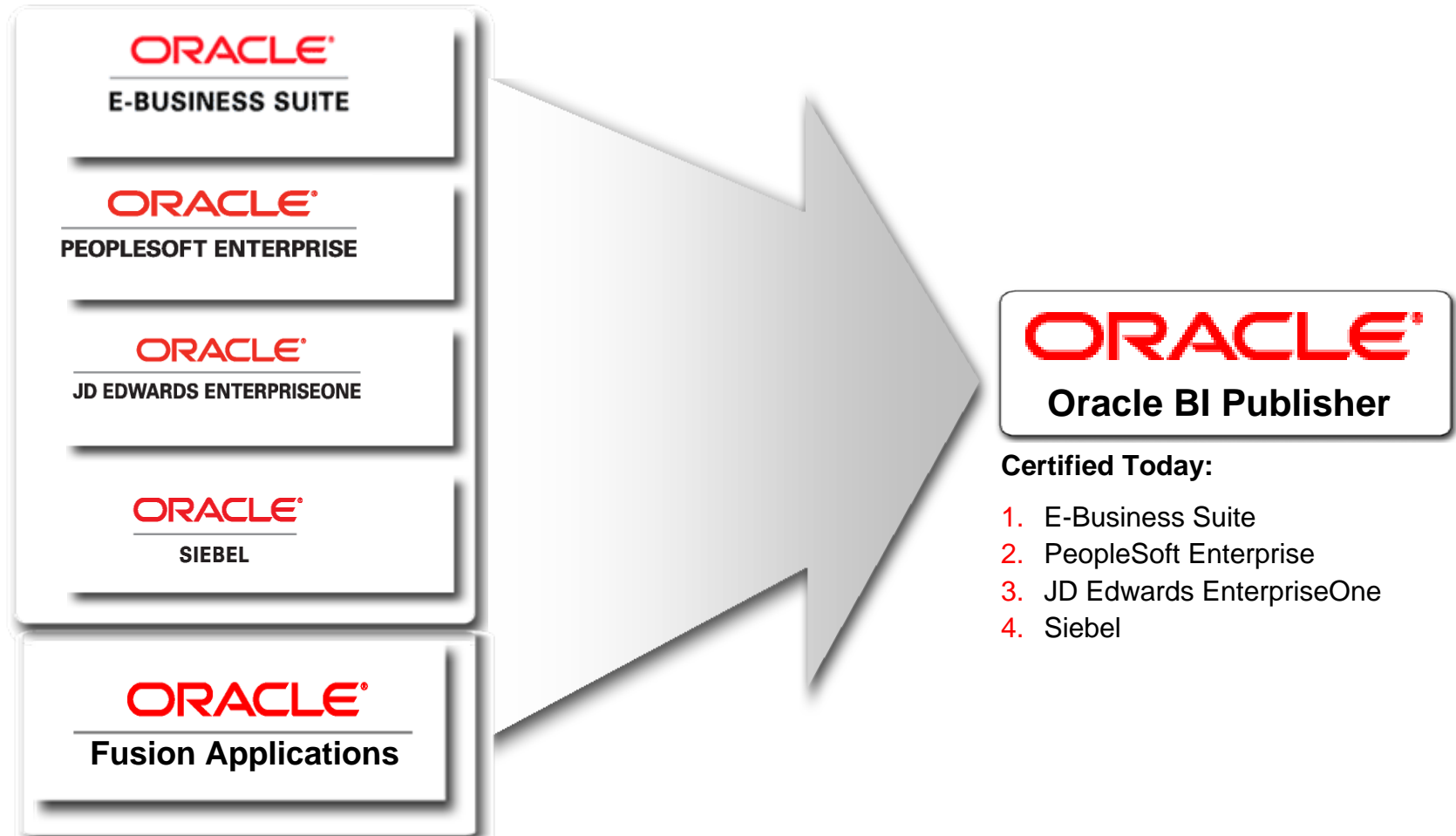


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Adopt Enterprise Reporting & Publishing

Oracle Business Intelligence (BI) Publisher



Secure your Global Enterprise

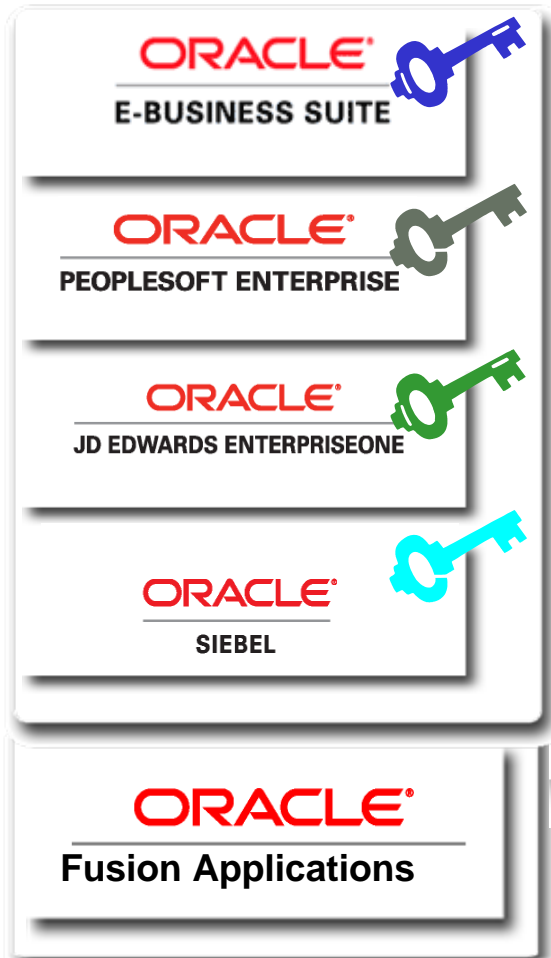


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Secure your Global Enterprise

Oracle Identity Management

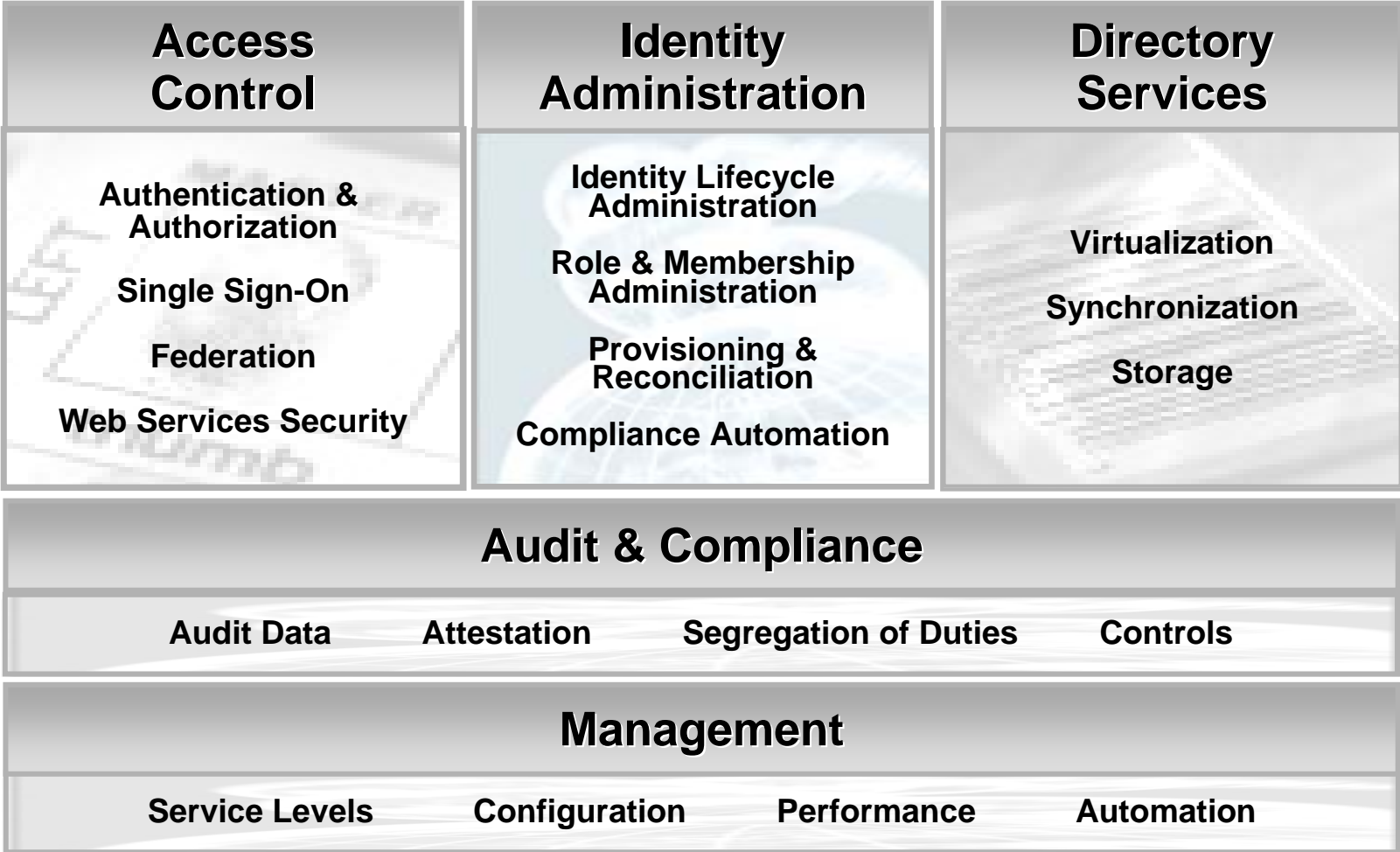


Certified Today:

1. Oracle E-Business Suite
2. PeopleSoft Enterprise
3. JD Edwards EnterpriseOne
4. Siebel

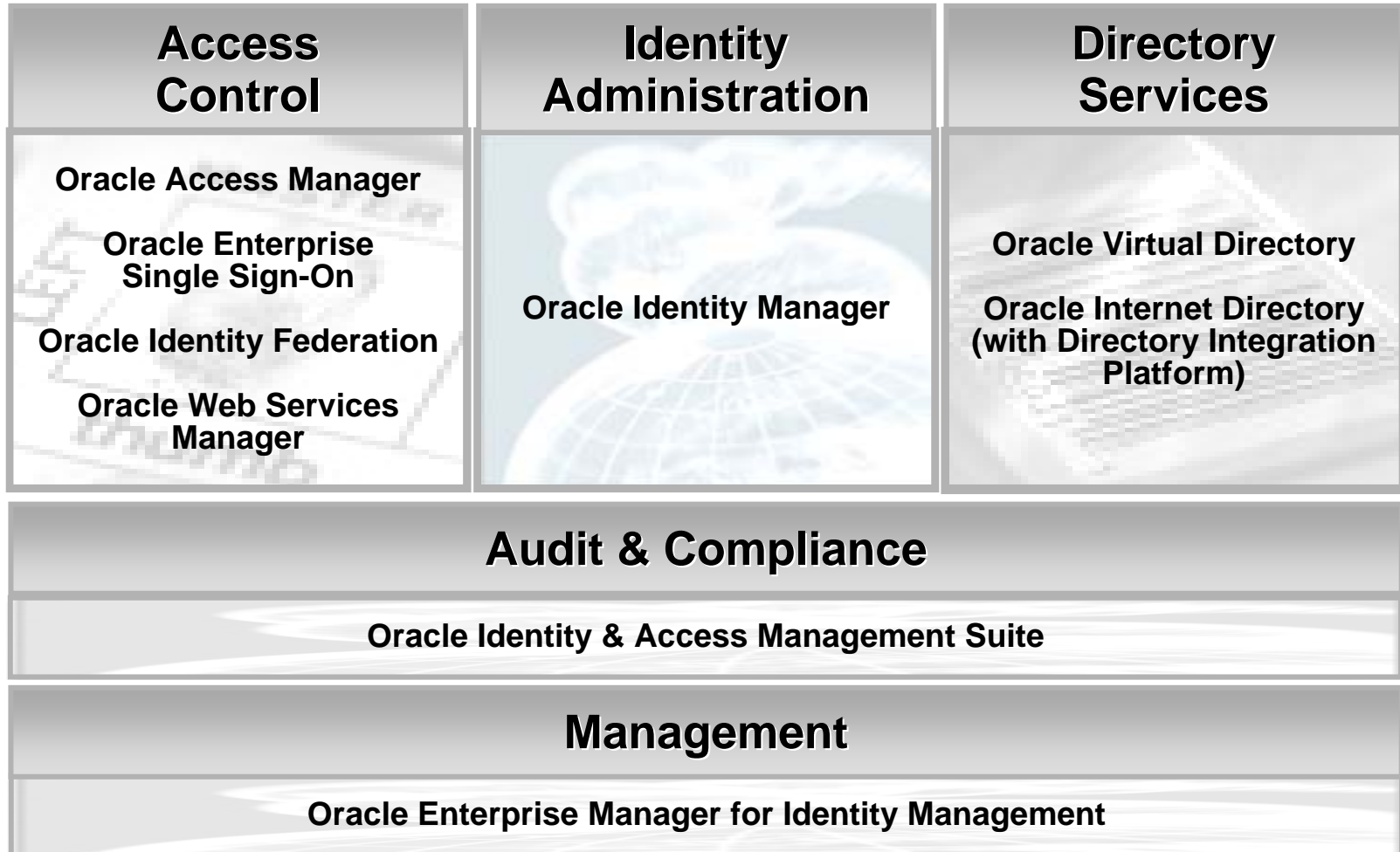
Secure your Global Enterprise

Oracle Identity Management



Secure your Global Enterprise

Oracle Identity Management



Centralize your Applications Lifecycle Management

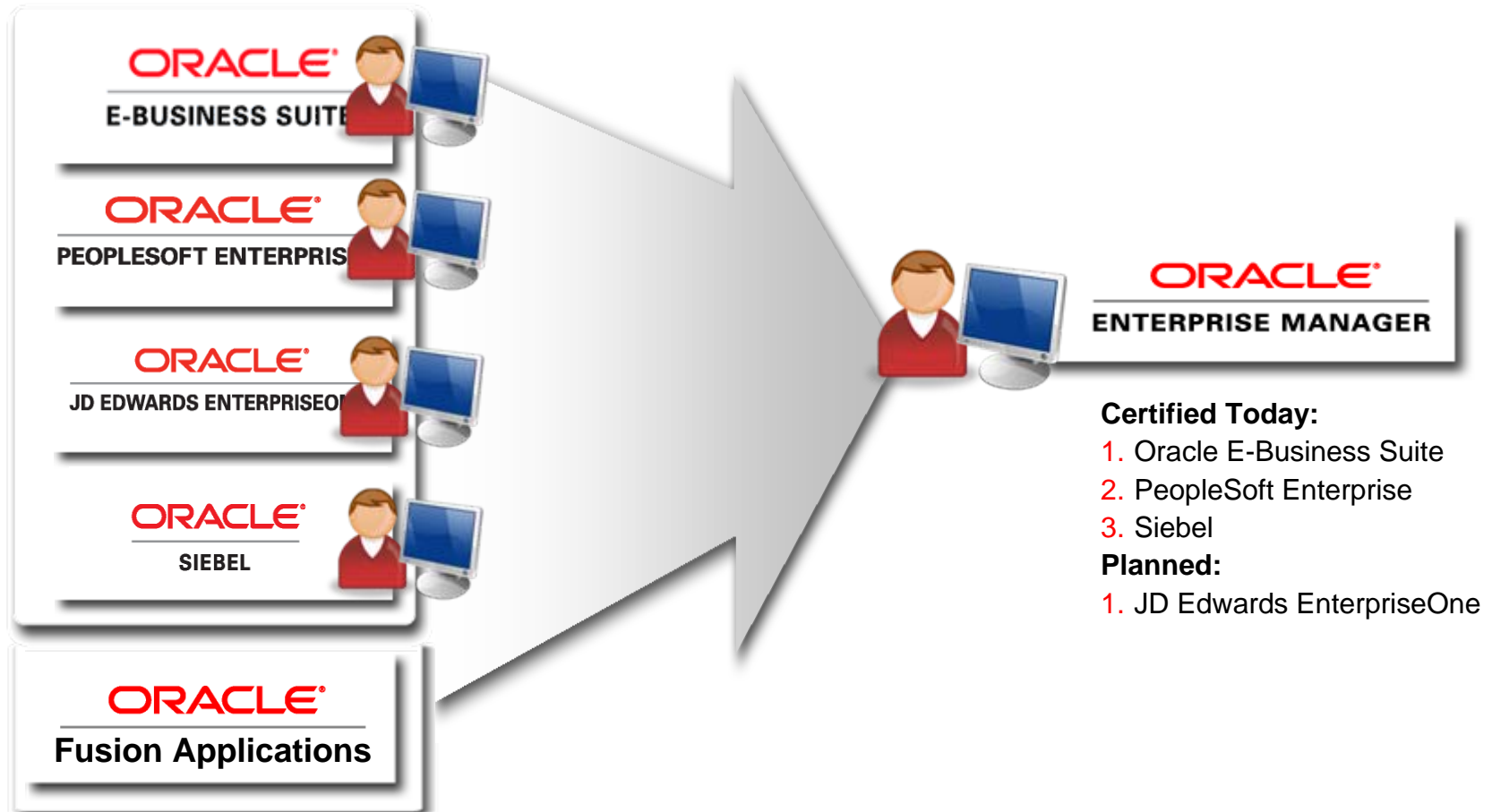


Leverage the Next Generation Technology Today

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Centralize your Applications Management

Oracle Enterprise Manager



Centralize your Applications Management

Application Management Packs



Common Capabilities

- Discovery and topology views
- Service-level management
- Out-of-the-box service models
- Out-of-the-box transactions
- System component monitoring
- Application monitoring
- Dashboards and reports
- Configuration management
- Transaction tracing
- Root cause analysis and impact

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Increase Information Worker's Productivity



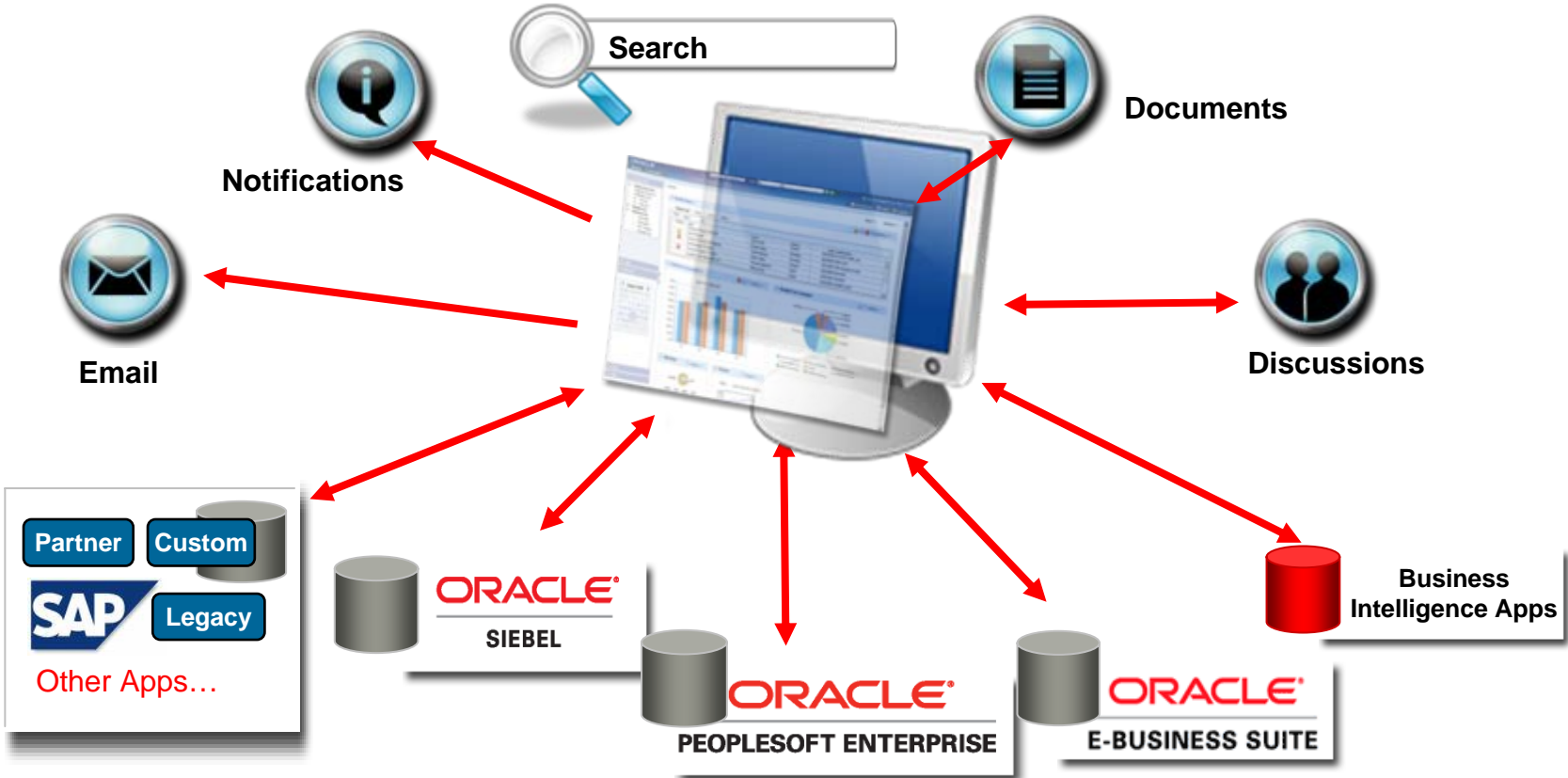
Leverage the Next Generation Technology Today

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Increase Information Worker's Productivity

Oracle Web Center

Integrated, standards based, user interaction suite



Consider Grid Computing



Leverage the Next Generation Technology Today

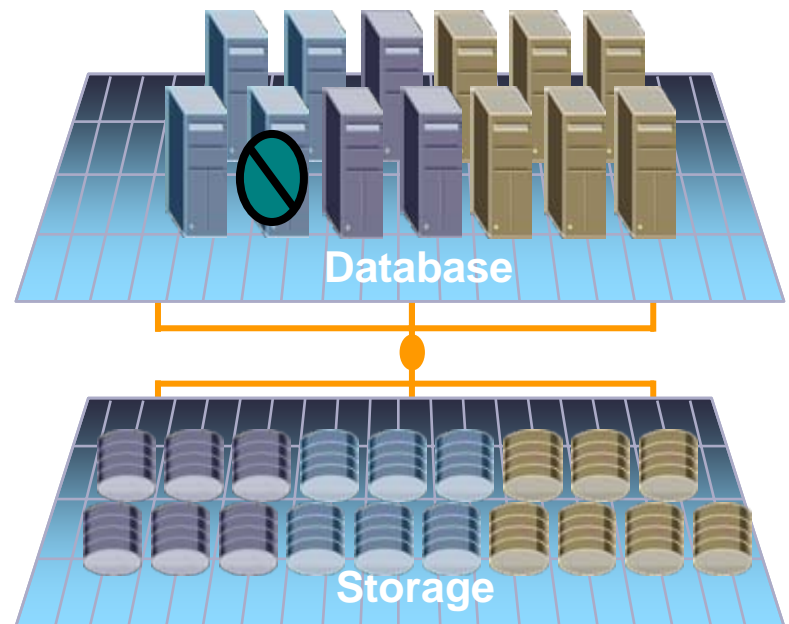
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Adopt Grid Infrastructure

Real Application Clusters

*Maximize Quality of Service and
Better Asset Utilisation*

- Resource pooling & sharing
 - Applications
 - Information
 - Servers
 - Storage
- Low-cost modular hardware
- Incremental scaling
- Self monitoring & self managing
- Secure
- Highly Available

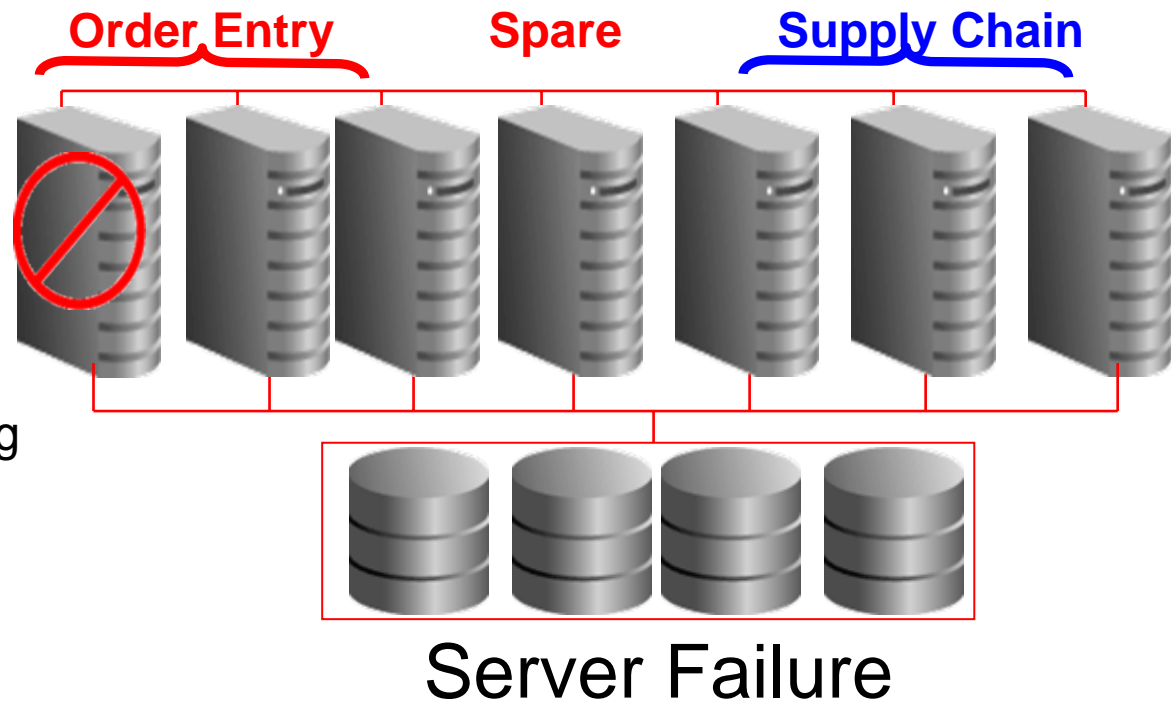


Adopt Grid Infrastructure

Maximum Availability Architecture (MAA)

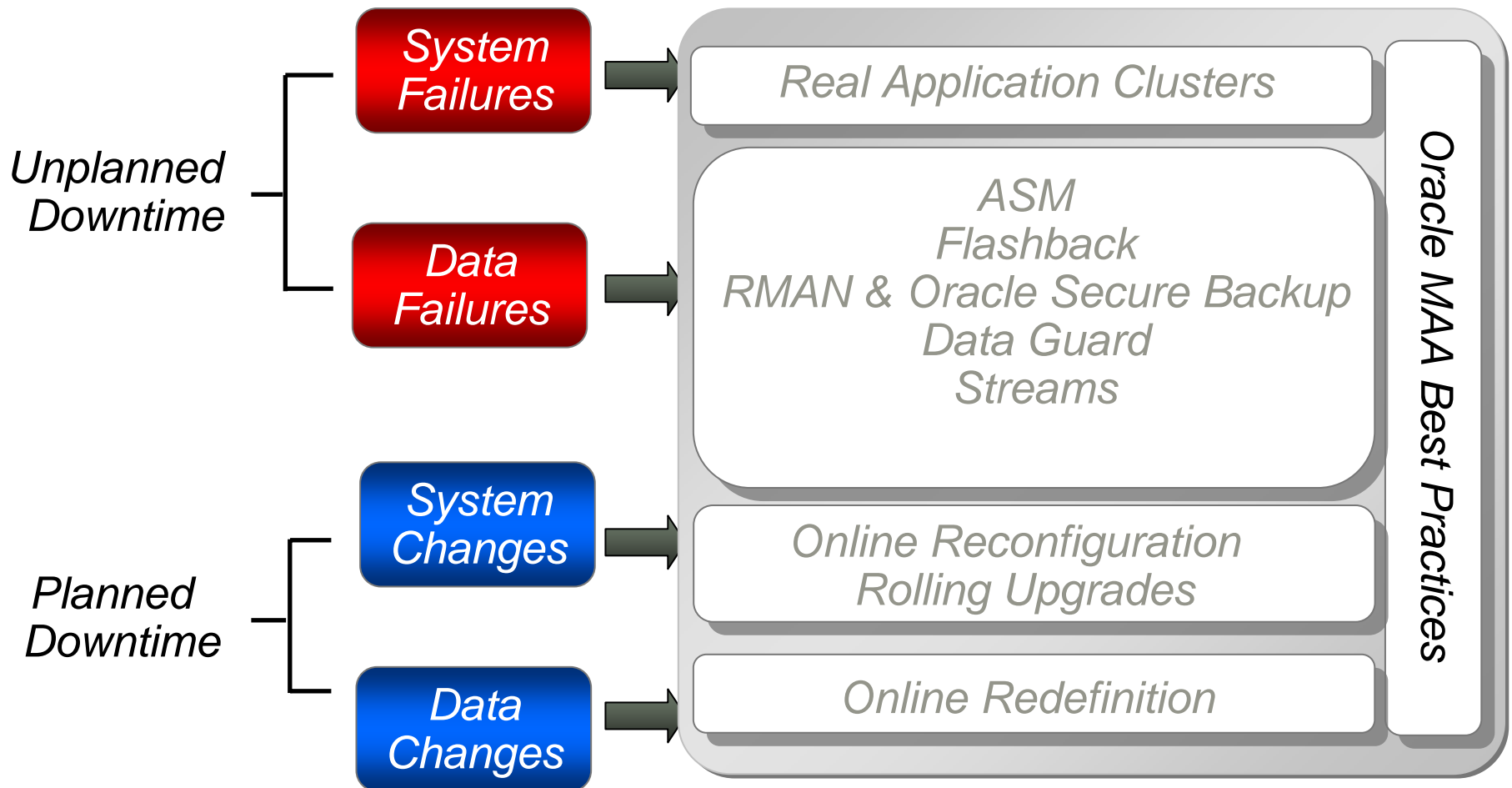
Removes server as single point of failure

- Integral part of Oracle's Maximum Availability Architecture
- Enables applications to mask component failures in infrastructure
- Service fails over to surviving node with the Automatic Workload Management



Adopt Grid Infrastructure

Maximum Availability Architecture (MAA)



Key Messages to Take Away

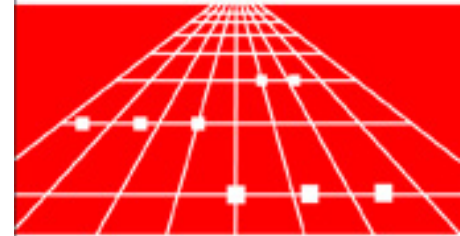


Key Message to Take Away

Leverage Next Generation Technology Today

- Short-Term (within the next year)
 - Low risk, “Get your feet wet” projects
 - Focus on tactical projects and quick wins
 - Examples: 1) BI Publisher
2) Enterprise Manager with Applications Packs
 - Build your skill set
 - SOA Platform, OBI EE, Oracle Identity Management, JDeveloper and ADF
- Medium-Term (one to 4 years)
 - Higher impact projects
 - Examples: 1) Standardize your BI solutions with OBI EE
2) Embrace SOA-based Integration, AIA
3) Externalize your Applications Security
- Long-Term (four or more years out)

AppCasts



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Stay Current on the Latest Oracle Applications by Tuning in to AppCasts - Live with Cliff

Fusion Updates ~ Customer Interviews

Product News ~ Partner Highlights

at www.oracle.com/appcasts or via iTunes

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For More Information

<http://search.oracle.com>



or

<http://www.oracle.com/>



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