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SOFTWARE POWERS THE INTERNET™

김 훈
Director
Business Development
Oracle Korea

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고객,기업,공급망의 CRM Integration 전략

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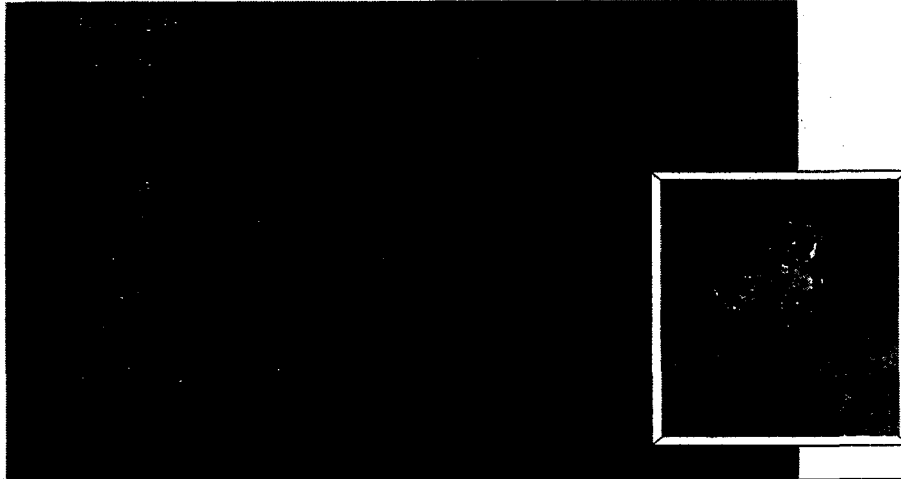
Agenda

- 기업환경의 변화
- Application market 의 흐름
- 통합된 기업정보 시스템
- 오라클 E - Business Suite 의 장점
- 오라클 E - Business Suite 의 적용 사례

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Market Trends Drive Challenges...

The Market is Changing



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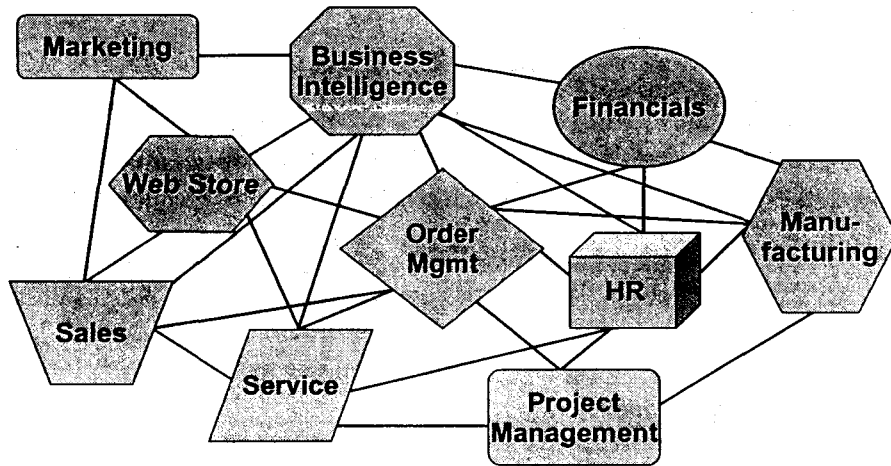
Goal:

**Run Your Business
as an E-Business**

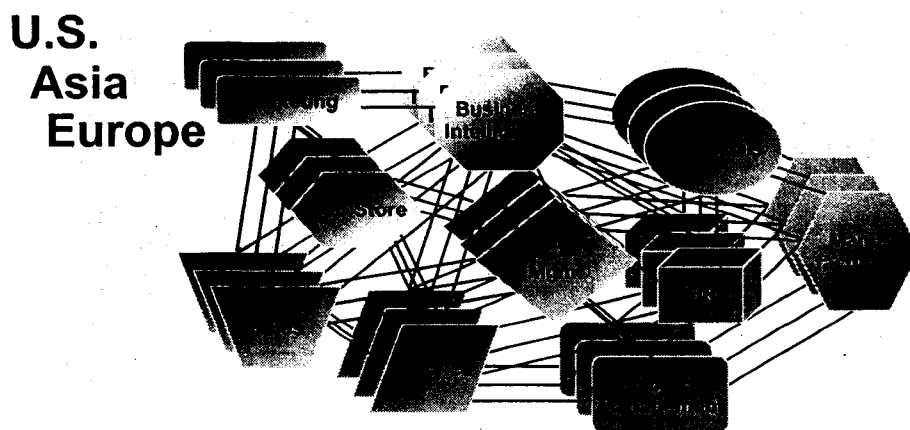


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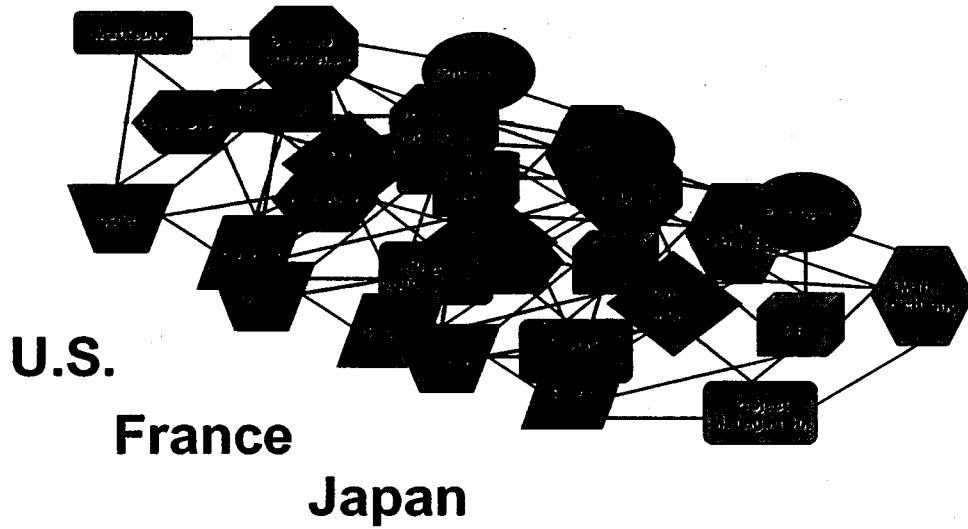
The Conventional Approach -- Kit Assembly



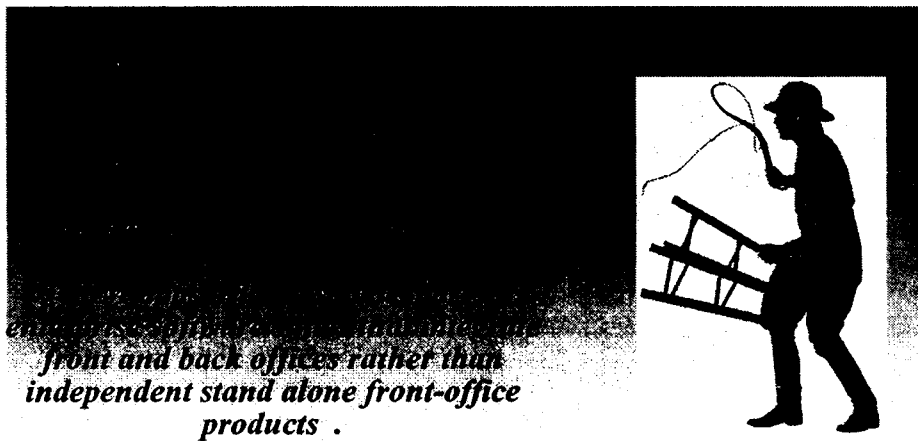
Kit Complexity Worsens with Global Operations



Kit Complexity Worsens with Global Operations



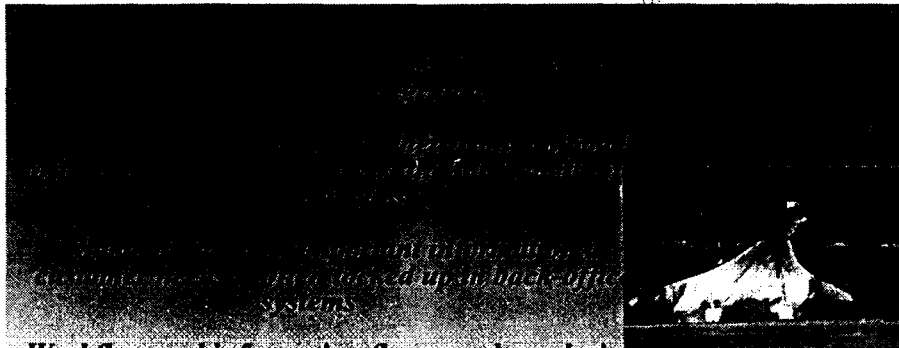
What 's going on in the Application Market



Customer Relationship Management Software Report
1998-2003. AMR, 1999

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What 's going on in the Application Market



***Workflows and information flows cross boundaries
as customer-oriented process prevail***

***ERP vendors are straining to deliver CRM, one of
the CRM vendors has built or acquired back-office
functionality.***

AMR Research Report on Enterprise Applications. March 2000

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Our Front/Back Office are now running together

I see five



The customer credit is exceeded

***I m sorry,
there are only three***



***It was, they just paid.
You can take the order***

***I didn't expect such results after all the integration effort
Our customers are starting to complain about our internal segmentation***

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질문 / 요청 사항

- Public internet 을 이용하여 Demo 가 가능합니까?
- 여러 채널로 (Web, 전화, e-mail, mobile 등 routing)주문을 받으면서 동시에
 - ATP, pricing 알려주고
 - 선적 준비를 시키며,
 - 자재롤 발주하며,
 - 해당 마케팅 campaign의 예산대비 실적과 ROI 를 update 하고,
 - 고객의 충족되지 않은 서비스 요청사항을 확인하며,
 - 대리점 혹은 영업사원의 커미션을 계산하며,
 - 해당영업사원의 실적과 성과분석을 update 할 수 있습니까?

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Everyone Shares Information

공통의 문제점은?

Integration!

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통합의 문제점

- Business requirement
 - Unified customer view
 - Front and back office integration
 - Single instance of information
- 전략적 통합의 문제
 - 중장기 관점의 고객의 필요성
 - 통합시의 기능 저하의 문제
 - Technology updates (version up & etc.)

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통합의 문제점 (계속)

- Vendor Integration Issues
 - Alliances
 - 협력관계의 문제점 (예: data model ownership)
 - Acquisitions
 - 다른 vision, 업무관행, data model 등을 통합할 때의 문제점

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통합의 문제점 (계속)

- 통합의 유형과 방법
 - Batch vs. real-time interfaces
 - Interface workflows
 - Depth of integration
 - Underlying architecture
 - 통합의 방법

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Enterprise Application Integration Defined

The coordination and synchronization of multiple, heterogeneous applications, within and between enterprises

Why integrate applications?

Global, Consolidated View
Automate Business Processes
Reduce Process Latency

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Enterprise Application Integration

A \$40 billion problem (\$60 billion in 2001).
IDC (1997)

...accounts for 40% of IT budgets.
Forrester Research (1997)

...messaging infrastructure will become the engine for mission-critical interpersonal and application communications....
Meta Group (May, 96)

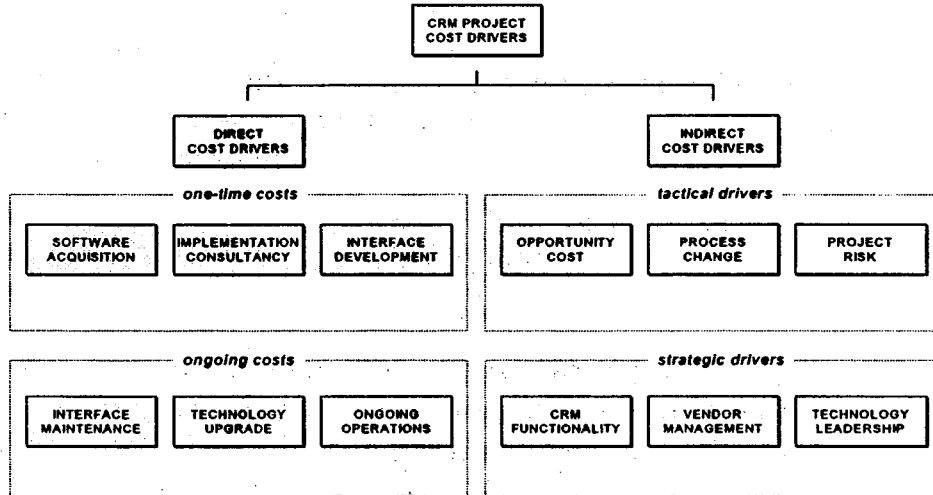
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Based on the document that accompanies the Key Business Flows, this table shows the number of integration points between CRM modules and non-CRM applications for the key business flow processes that occur in CRM enabled businesses

| | Accounts Receivable | Call Center / Center | Core Admin | HR | Inventory | Network Elements | Order Management | Payables | Project (ERP) | Purchasing | Receiving | WIP | TOTAL |
|----------------------------|---------------------|----------------------|------------|----|-----------|------------------|------------------|----------|---------------|------------|-----------|-----|-------|
| Call Center | | | | | | | | | | | | | 3 |
| Charges | | | | | | | 2 | | | | | | 2 |
| Collections | 7 | | | | | | | 2 | | | | | 9 |
| Contracts | 1 | | | | | | | | | | | | 1 |
| Customer Intelligence | 9 | 2 | | | | | | | | | | | 12 |
| Depot Repair | 2 | | | 1 | 1 | | 1 | | | | 2 | 4 | 11 |
| Foundation | | | 3 | | | | | | | | | | 3 |
| iCenter | | | | | | | 3 | | | | | | 3 |
| iMarketing | 1 | | | | | | | | | | | | 1 |
| iPayment | 1 | | | | | | 2 | | | | | | 3 |
| Marketing | | | | 1 | | | | | | | | | 1 |
| Mobile Field Service | | | | | | | 1 | | | | | | 1 |
| Network Elements | 1 | | 2 | 2 | | | | 1 | 2 | 1 | | | 9 |
| Network Logistics | 4 | | | | | 1 | 4 | | | | | | 9 |
| Number Portability | | | | | | | | | | | | | 0 |
| Number Registration Center | 1 | 5 | 1 | 2 | 1 | 1 | 2 | 3 | 8 | | | | 24 |
| Order Capture | | | | | | | 1 | | | | | | 1 |
| Provisioning | | | | | | | | | | | | | 1 |
| Sales for Comms | 8 | 1 | 3 | | | 3 | | | | 4 | | | 19 |
| Sales Online | | | | | | 1 | | | | | | | 1 |
| Scheduler | | | | | | 1 | | | | | | | 1 |
| Service for Comms | | | | | | | | 2 | | | | | 2 |
| Spares Management | | | | | | 12 | | | | | | | 12 |
| Support | | | | | | | 1 | | | | 1 | | 2 |
| Telesales | 1 | | | | 8 | 2 | 1 | | 1 | | | | 11 |

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Integration 비용



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초기의 직접 비용

- **Software Acquisition (제품 구입 비용)**
 - Application license, Infrastructure platform software licenses (operating systems, databases etc.)
- **Implementation Consultancy**
 - 고객의 요구를 맞추기 위한 현재 업무 프로세스 분석
 - Customization
 - Implementation planning for installation and roll-out
 - Data migration - 정제, 통합, 이관
- **Interface Development**
 - Analysis, build and test of interfaces

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진행 과정의 직접 비용

- **Interface Maintenance**
 - Enhancement of Interface as required by users
 - Upgrade of interface to comply with software and hardware upgrades
- **Technology Upgrade**
 - Application and platform software upgrade to comply with technology upgrades
- **Ongoing Operations**
 - Processing - standard costs and incremental costs of running interface jobs(for batch processing) and data hygiene routines
 - Resource - required to support applications and infrastructure(e.g. DBA, Operation support staff)

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기술적인 간접 비용

- **Opportunity Cost (기회비용)**
 - Until the system is fully operational, a number of opportunities would be lost(or not exploited to full potential) due to sub-optimal CRM capability
- **Process Change**
 - Consultancy - design of new business process, key performance indicators and organizational structures
 - Organizational - 교육 연수 비용, 신규채용/ 조직의 재정비에 따른 생산성저하
- **Project Risk**
 - The scale and complexity of the project
 - 성공할 확률이 떨어짐으로 인한 사내의 지원이 약화됨
 - 프로젝트중 비용/리스크가 커질 가능성이 매우 높음

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전략적 간접비용 (Strategic Indirect Cost)

- CRM Functionality
 - CRM 전략에 따른 추가 비용 (예: Web store/ Call center/ On-line credit processing / Link to Fulfillment mechanism)
- Vendor Management
 - 한 공급자 vs. 다수의 공급자
- Technology Leadership
 - 선진기술의 사용을 결정하기 전에 비용/효과 분석이 선행되어야 함

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Oracle E-Business Suite

| | | | | | | | | | |
|-----------|-------|---------|---------------------------------|--------------|----------------------|------------|-----------------|----------|-------------------|
| Marketing | Sales | Service | Strategic Enterprise Management | Supply Chain | Internet Procurement | Financials | Human resources | Projects | Travel Management |
|-----------|-------|---------|---------------------------------|--------------|----------------------|------------|-----------------|----------|-------------------|

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E-Business Suite 11i

Complete and Simple

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100% Internet / Architecture

100% internet

Proven scalable thin-client solution that uses no proprietary software on the desktop and works through http

Standard Tools

Its the platform

Component architecture

UI extensibility (plug in your own bean)

Business components and API

Workflow driven

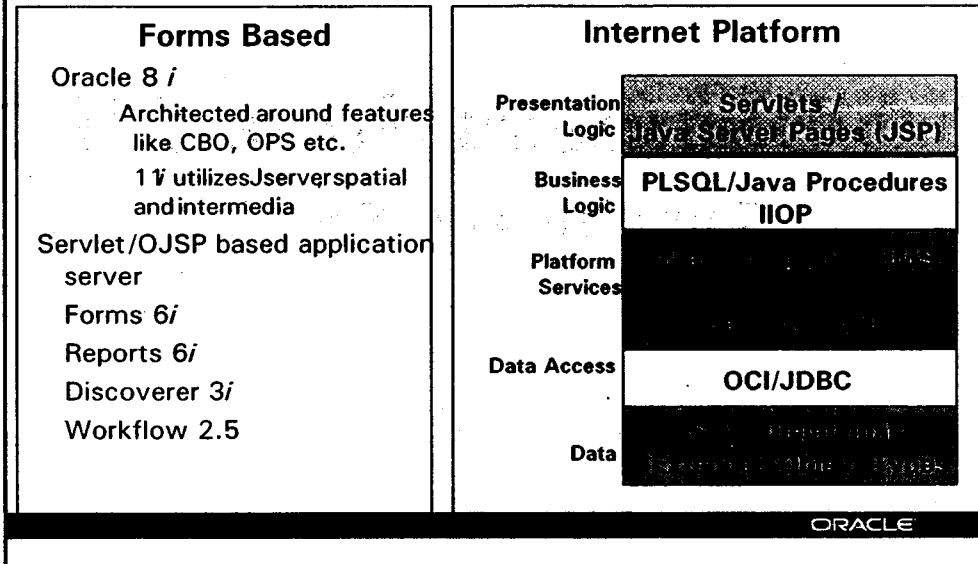
Architected integration - NOT pieces stitched together

Enabling global operations -- built around features of 8.1.6 (partitioning, parallel DML, CBO) that provide high availability, reliability and scalability

same allian

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Single Oracle Technology Stack



The New Customer Model

Hallmarks

Support the B2B/B2C markets in one architecture

Introduce the concept of Party - which may be a Person, Organization, Group of Persons/Organization or a Relationship

Party concept applicable to Customers and Contacts (in future to vendors and employees)

Provide Best-of-Breed modeling capability to mirror real-world relationships between/amongst parties - complex, multi-tier, multi-org, matrix/hierarchical etc.

Represent current and historical relationships for real customer knowledge.

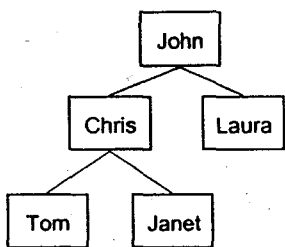
Eliminate data redundancy (e.g. locations) through exemplary schema design

Simple UI/APIs that hide underlying complexity.

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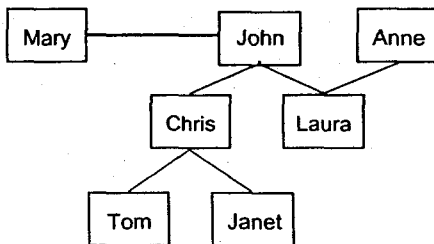
Customer Model - Hierarchy

Product 1



One Parent Only
No Non-Hierarchical Relationships

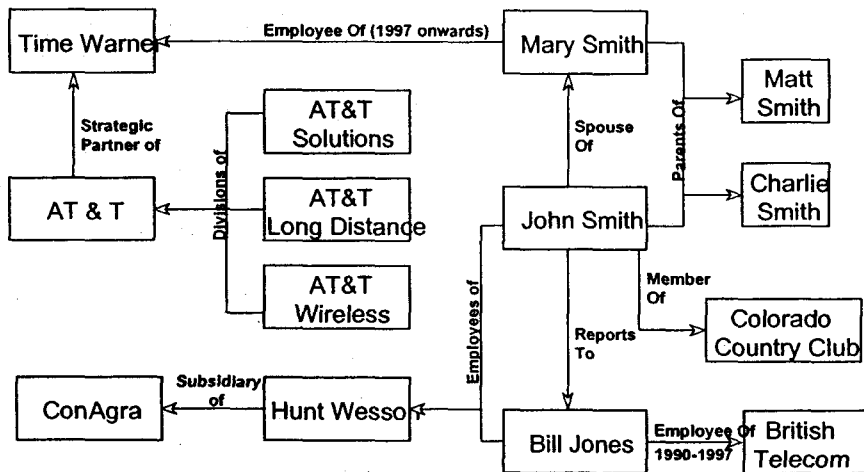
Product 2



Supports Multiple Parents
Supports Non-Hierarchical Relationships

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The New Customer Model - Example



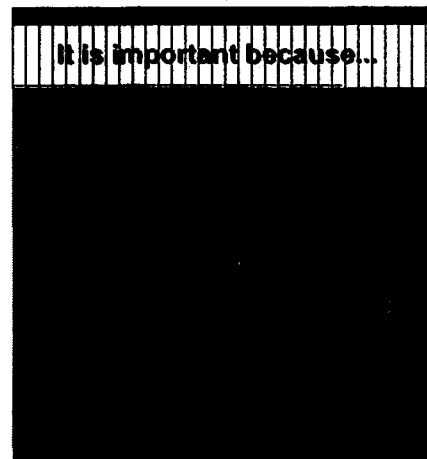
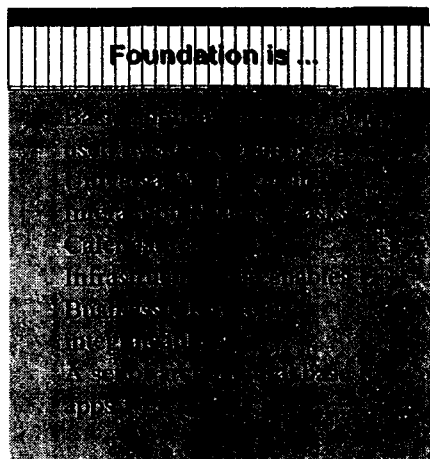
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The New Customer Model - Benefits

- Party Concept - Single model for all types B2B/B2C/B2B2C ...
- Single Source of Truth
- Realize of CRMs founding principles
 - Know Thy Customer - framework for capturing customer knowledge
 - Treat Them Differently - leverage captured knowledge for 1:1 Relationship & Personalization
- Extensible to Single Enterprise Model - Customer, Vendors, Employees etc.

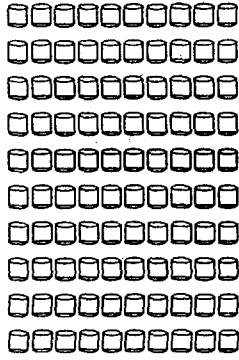
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E-Business Foundation

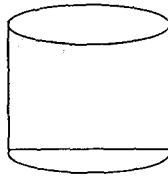


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Consolidate Your Business Information



**100 Fragmented
Systems**



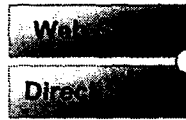
**1 Complete
Database**

- Better information at lower cost

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Oracle E-Business Suite

Customer-side



In-side



Supply-side



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Customer and Supplier e-Business

Customers & Partners

Marketing
Sales
Service
E-mail Center



Order Management & Logistics

Order Management for E-Business
Advanced Pricing & Promotions
Guided Selling
Streamlined Fulfillment



Suppliers

Internet Procurement
Exchanges
Internet Supply Chain Management

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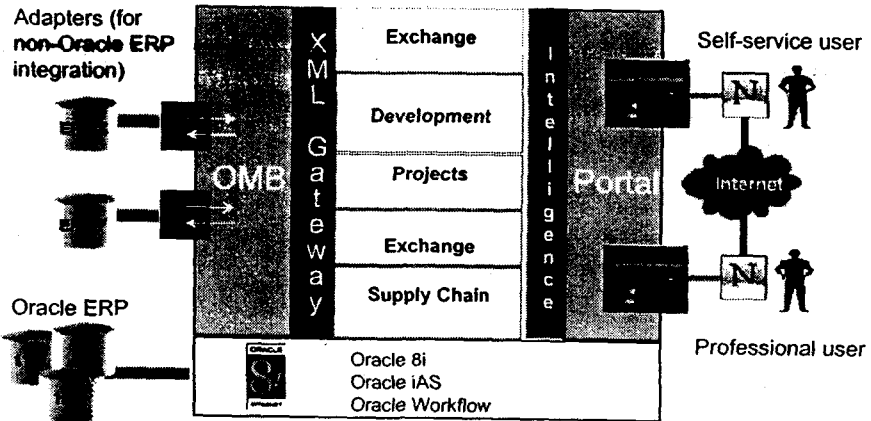
Oracle E-Business Suite

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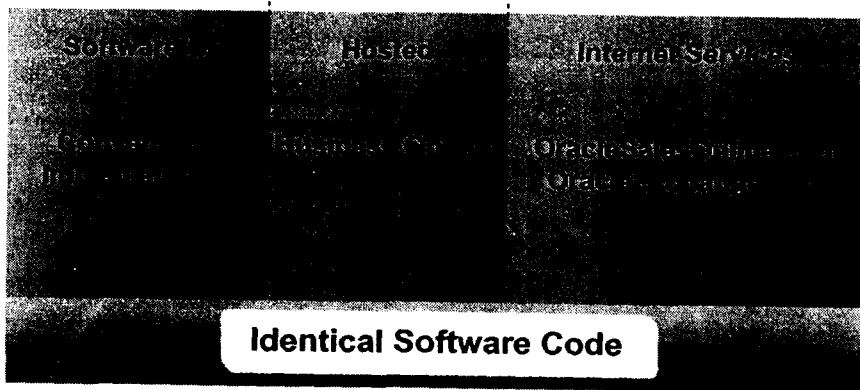
Oracle Exchange Platform & e-Hub

An open collaborative B2B exchange



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Software Delivery: More Options



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Oracle's \$2 Billion Dollar Savings Target

By Becoming an E-Business



| | | |
|------------------------|----------------|----------------|
| Customer Side | \$550 | \$1,450 |
| Supplier Side | \$150 | \$200 |
| Inside | \$100 | \$100 |
| Consolidate Operations | \$200 | \$250 |
| Total | \$1,000 | \$2,000 |

Note: Based on Oracle estimates.

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Provide Self-Service



Saved \$550M

Goal \$1450M

Customer Examples



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| | | |
|--|--------------|---------------|
| Consolidate Operations | Saved | \$200M |
| | Goal | \$250M |
| Consolidate IT Operations | | |
|  | | |
| Consolidate Business Operations | | |
|  | | |
| ORACLE | | |

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