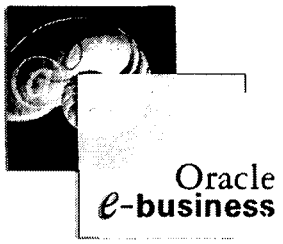


Know More,Do More,Spend Less

e-Business Suite

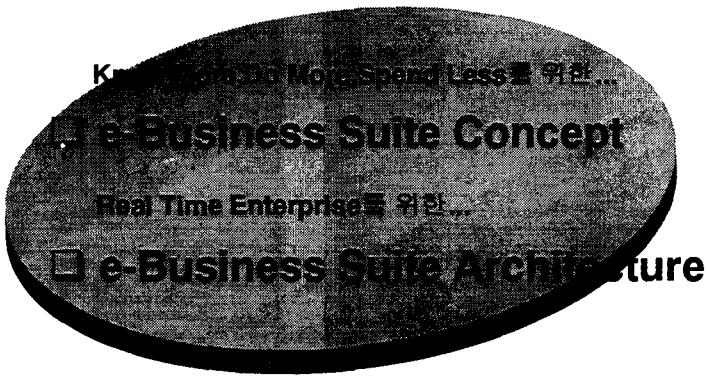
(RTE를 위한 Architecture를 중심으로)

NOV 27, 2003

Enterprise@Internet

Joo-Yeoun Lee
Sales Consulting Director
Oracle Korea Ltd.
(JooYeoun.Lee@oracle.com)

Agenda



❑ e-Business Suite Concept

❑ e-Business Suite Architecture

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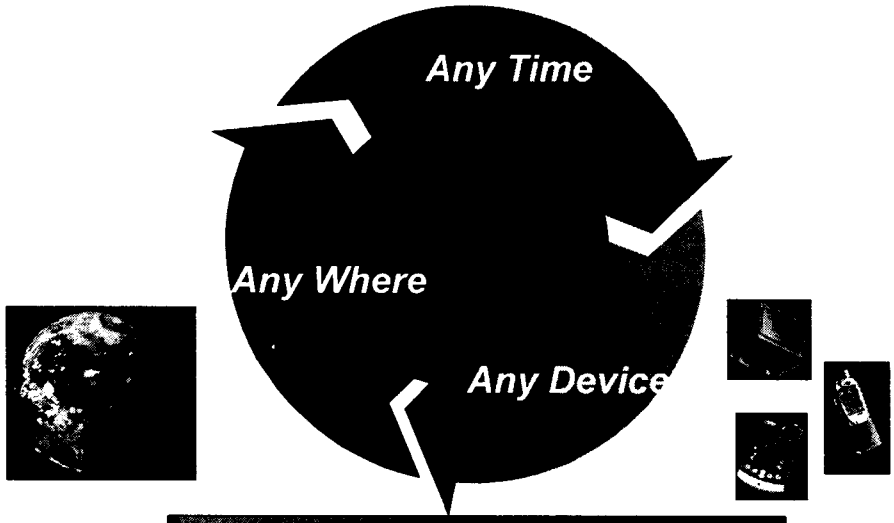
Virtual Collaboration Network



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Know More , Do More , Spend Less

e-Business Suite Concept

Today's Challenge

- How to achieve enterprise-wide visibility for better decision making?
- How to refine business processes to enable more effective and efficient productivity?
- How to cope with shrinking budgets and the increased scrutiny of all spending?

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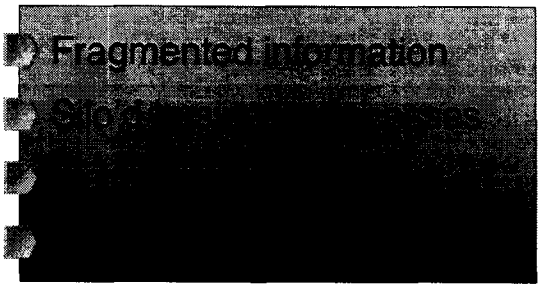
Why is it Hard to Know More?



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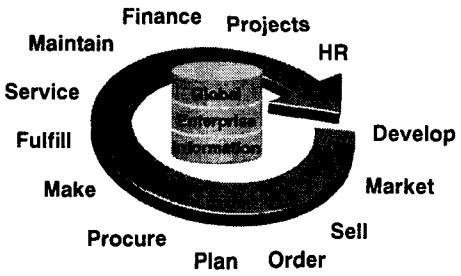
Know More

Other Suites Today

Fragmented Operations Difficult to Consolidate

e-Business Suite



Unified Information Architecture

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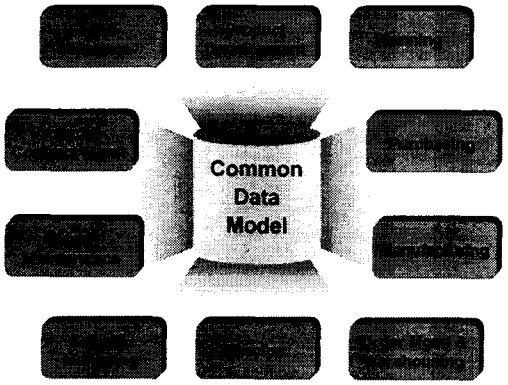
Provide Complete Information



- Single, complete data model
- Store all information in one place, one time
- Track all customer interactions
- As you retire legacy apps, *eliminate redundant sources of* information

"The fact that in the E-Business Suite the customer is a single entity throughout all his life, from marketing to billing, is critical for us"

- Jean Luc Fort, Project Manager, BULL

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Why is it Hard to Do More?

- Incomplete automation
- Lack of integrated intelligence
- Siloed business processes

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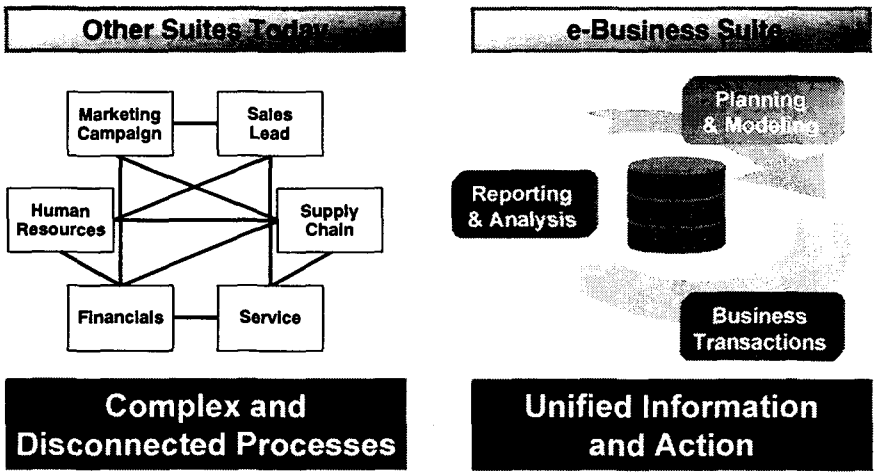
Do More



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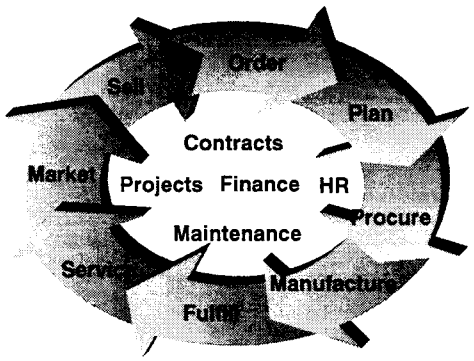
Improve Operational Efficiency

Integrate Your Core Processes

- Enterprise-wide business flows
- Seamless integration
- Fact-based decisions

"We enjoy the ability to pass information seamlessly from the time a customer books an order to the time the customer is paying the invoice."

- Lisa Sipe, CIO
American Power Conversion



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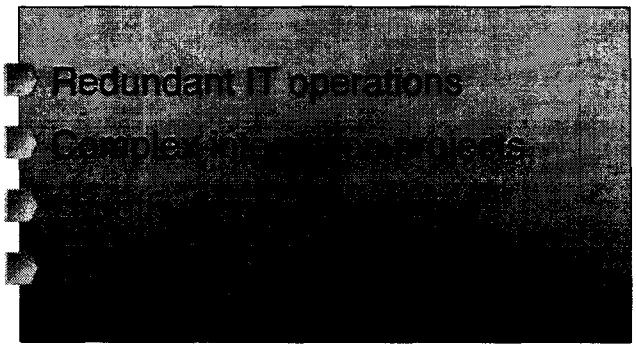
Why is it Hard to Spend Less?



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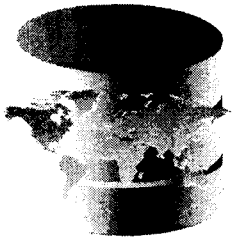
Simplify Global Operations

But... You Have to Spend Less

Other Suites Today	Global Single Instance
	
Many Data Centers Excessive Cost	Architected for One Global Data Center

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Global Single Instance

	Before		Before
TransGrid	39 → 1	Ford	26 → 1
AFFINA	15 → 1	AMERICAN TOWER	14 → 1
Pella	14 → 1	APC Legendary Reliability	13 → 1
C-COR	6 → 1	Mykrolis	4 → 1

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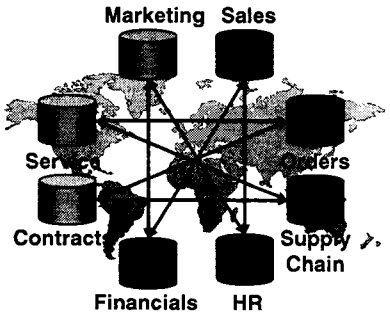
Eliminate Integration

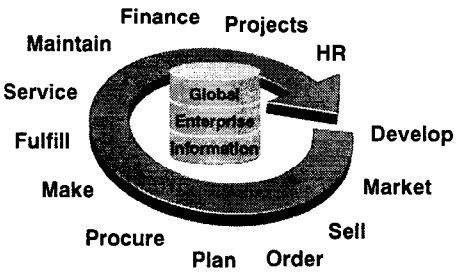
But... You Have to Spend Less

Typical Environments Today



Many Interface Points to Maintain

e-Business Suite



One Architected Suite

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Faster Implementation

But... You Have to Spend Less

Other Suites Today	Business Flow Accelerators
Conference Room Pilot	Configure
3 Months Custom	
Consultants On-Site	Consultants Online and On-Site
	~ 66% Less Time
	~ 30-50% Lower Cost
Progress Dependent Upon Costly Assistance	**Faster Engagement Lowers Cost & Risk**

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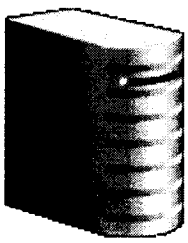
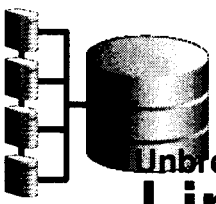
Faster on Linux

But... You Have to Spend Less

Current Systems Today	Clusters & Linux
	 Unbreakable Linux
Big, Expensive Enterprise Servers	**Many Small, Inexpensive Servers**

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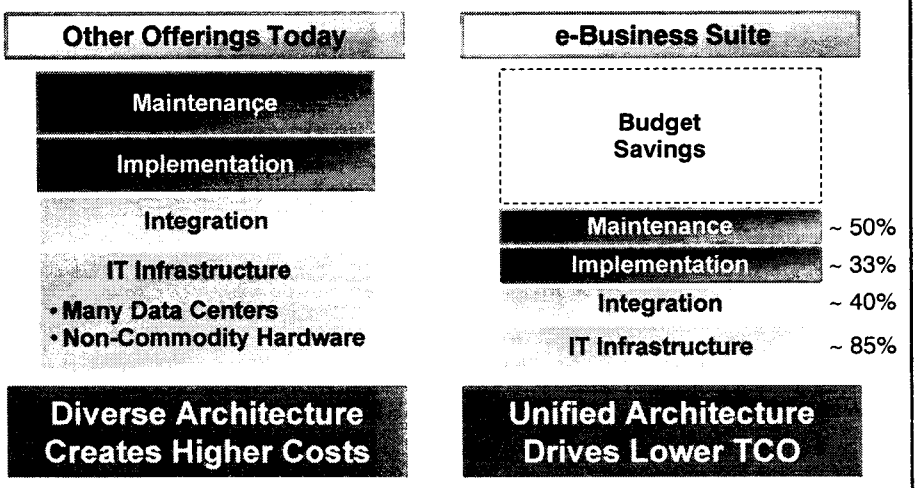
Spend Less



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Impressive Savings

	Savings *Timeframe*		Savings *Timeframe*
kpn	€1.1B *by 2007*	Binggrae	$200M *over 3 years*
		Penn	$64M
posco	$120M *every year*	Panasonic	£30M
WOOLWICH INDEPENDENT FINANCIAL ADVISORY SERVICES LIMITED	£23M	C-COR	$27M
APC Legendary Reliability	$15M	intersil	$13M *over 5 years*

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Impressive Financial Returns

	ROI		ROI
TransGrid	446%	Woolwich Independent Financial Advisory Services Limited	260%
The Document Company Xerox	400%	intersil	246%
McDATA	352%	CNLR	136%
kpn	275%	hbc	100%

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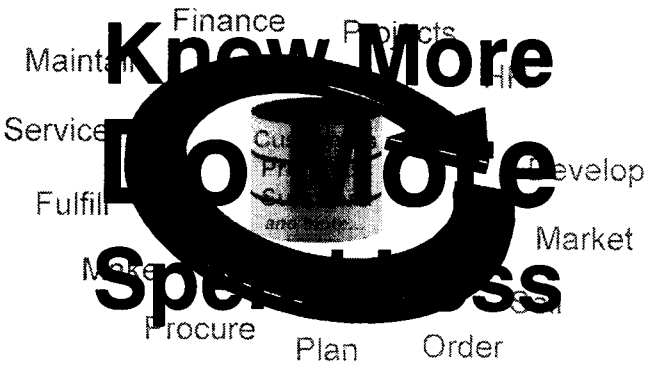
e-Business Suite

The Only Business Applications Built on a Unified Information Architecture



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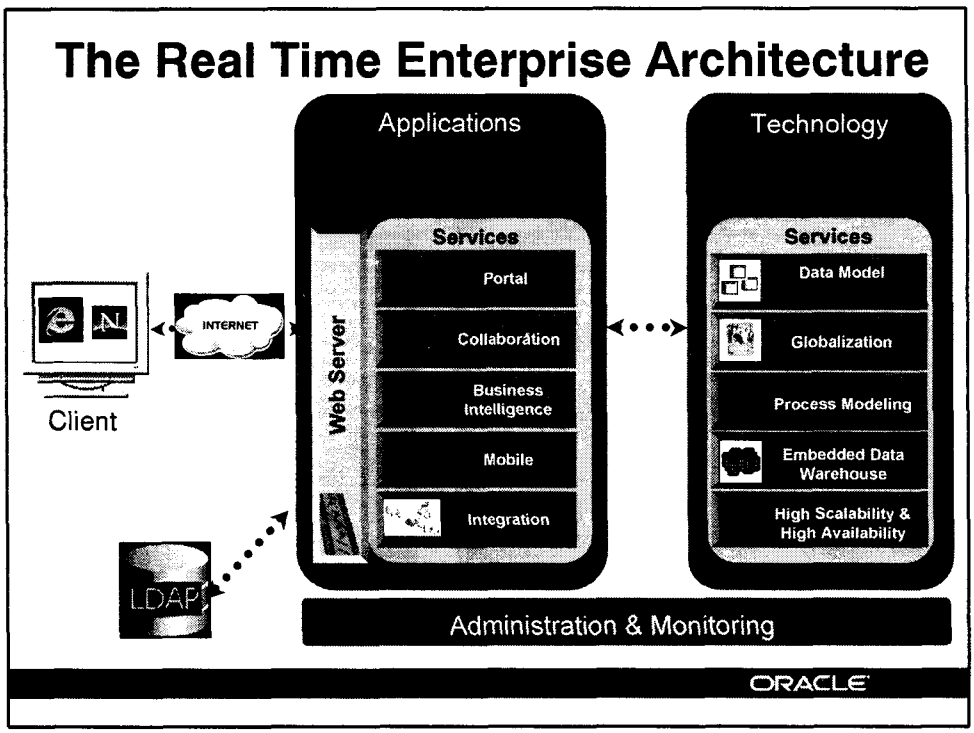
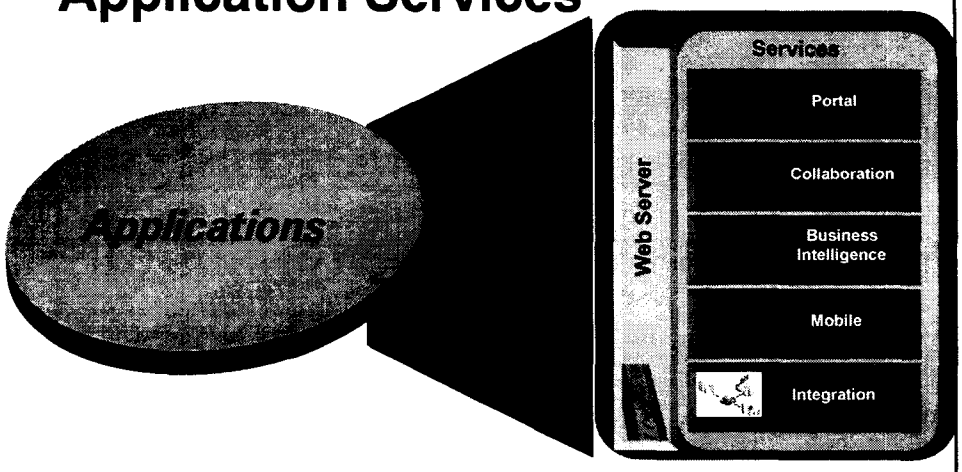
Real Time Enterprise를 위한...

e-Business Suite Architecture



Application Services



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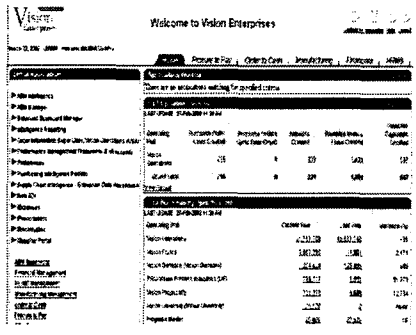
Portal

Single Point Of Access For All Information



- All information at your disposal
- Single Sign-On
  - For All Applications
- Fully Configurable by user
  - Just Like my.yahoo
- Include pre-define portlets
  - e-Business Suite
  - Transactional & BI
  - Lots of partners: Emails, News, Search, Stock quotes, ...
- Open portal
  - Bring together third party, legacy, & custom data

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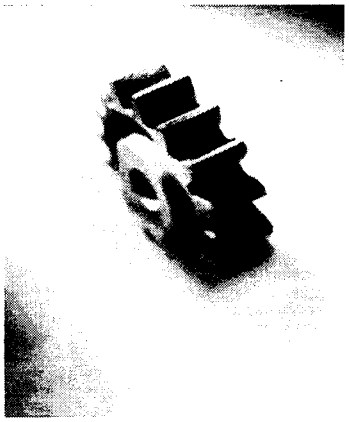
Automate & Collaborate

- Add automated database management features
- Utilise Workflow and Alerts to link integrated business processes
- Allow employees to collaborate and access any information across any device type
- Collaborate in real-time with partners



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Business Intelligence

- Pre-defined Analysis and Reports
- Allows Daily Business Intelligence (DBI)
- Complete offer
  - Strategic: Balanced SoreCard (BSC) and Activity Base Management (ABM)
  - Operational: Business Intelligence System (BIS)
- Use the latest technology
  - Discoverer
  - Reports
- Built-in using the applications security and single sign-on
  - User
  - Responsibility
- Easy to customize

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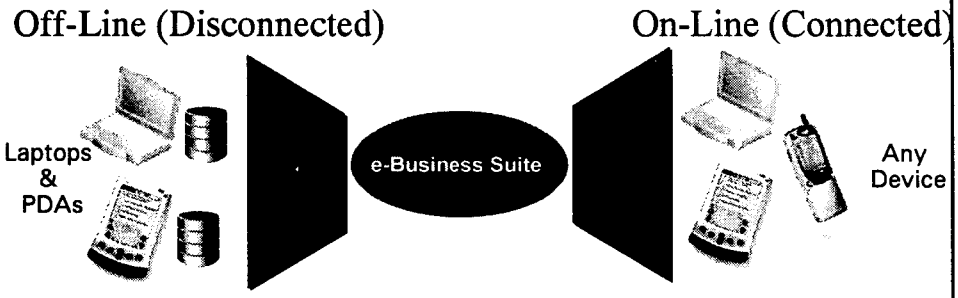
Mobile

Mobile Offer

- Extends existing e-Business Suite functionality to all mobile devices
- Mobile access to time-critical features increases productivity of customers, employees, suppliers



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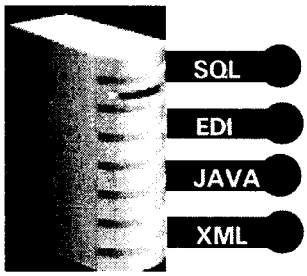
Integration

Integration Approach

- Integration Points
  - SQL: APIs PL/SQL & Open Interfaces Tables
  - Java: APIs Java
  - EDI: e-Commerce Gateway
  - XML: XML Gateway
- Integration Tools/Framework
  - 9iAS Integration
- Support for emerging standards
  - OAG XML Business Object Documents
  - RosettaNet
  - SOAP
  - Web Services



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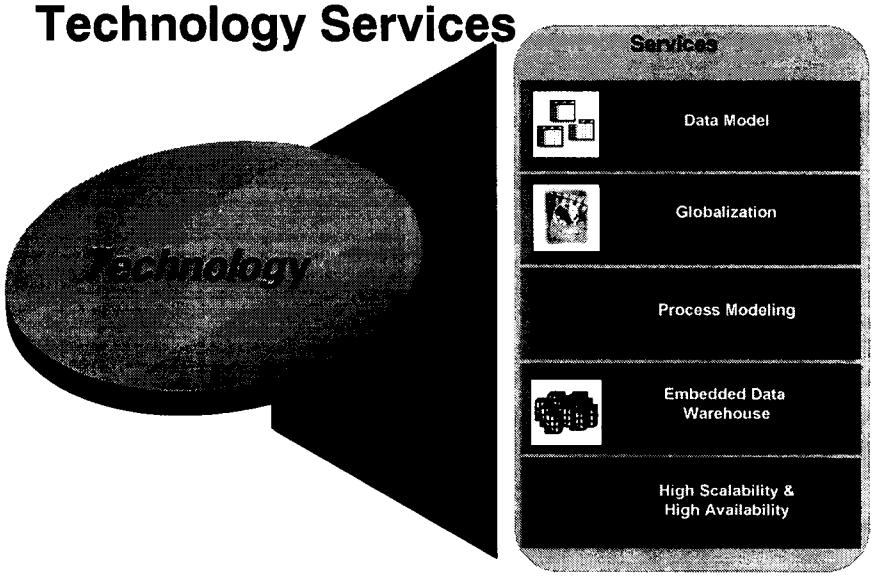
Technology Services



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Data Model

Global & Unified Data Model

- Single Data Definition
  - All data in one place
- Complete
  - Customers
  - Suppliers
  - Partners
  - Employees
- Better Information
  - Factual Decisions
  - Smart Decisions

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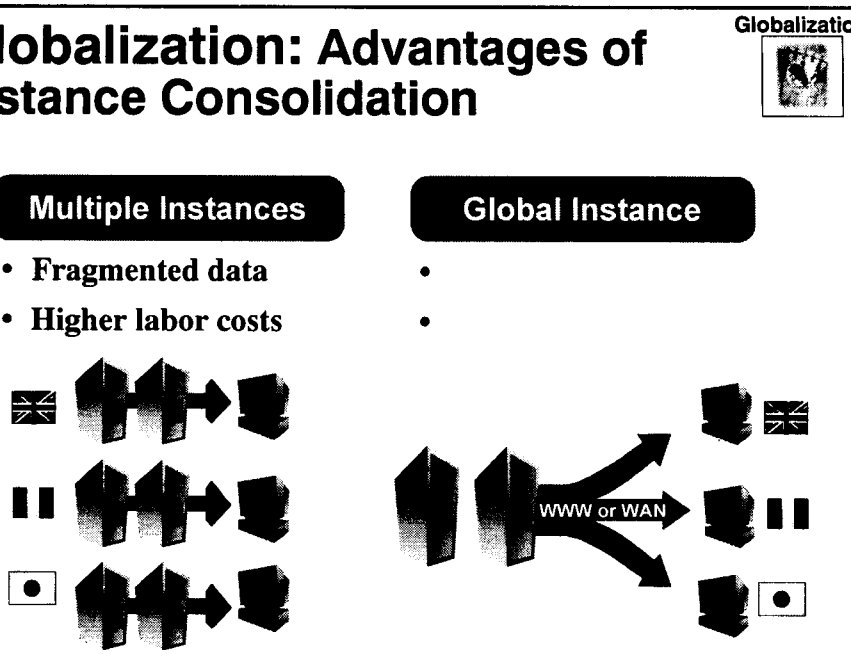
Globalization: Advantages of Instance Consolidation

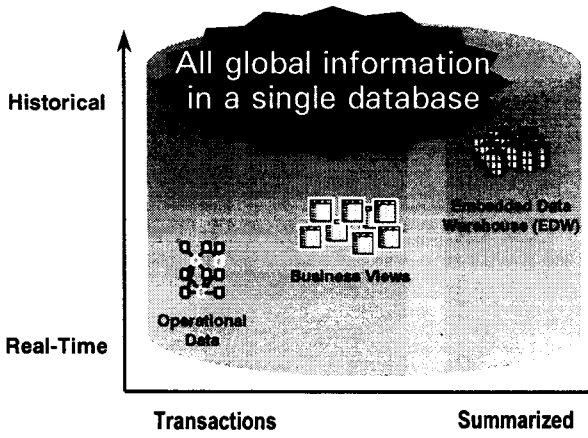


Process Modeling : One Process Management Engine(Workflow)

- Traditional applications based Workflow
  - Workflow processes embedded in the e-Business Suite
- Business Process Based Integration Workflow
  - e-business integration workflow
  - Model Driven Integration
  - Provides a model of the business process

Unique Source of Information: Single & Unique Database

Embedded Data Warehouse



- Embedded Data Warehouse (EDW)
- Transactional data with Business Intelligence data
- Drill-down from summarized & historical data to real-time & detailed data
- Cross-functional areas

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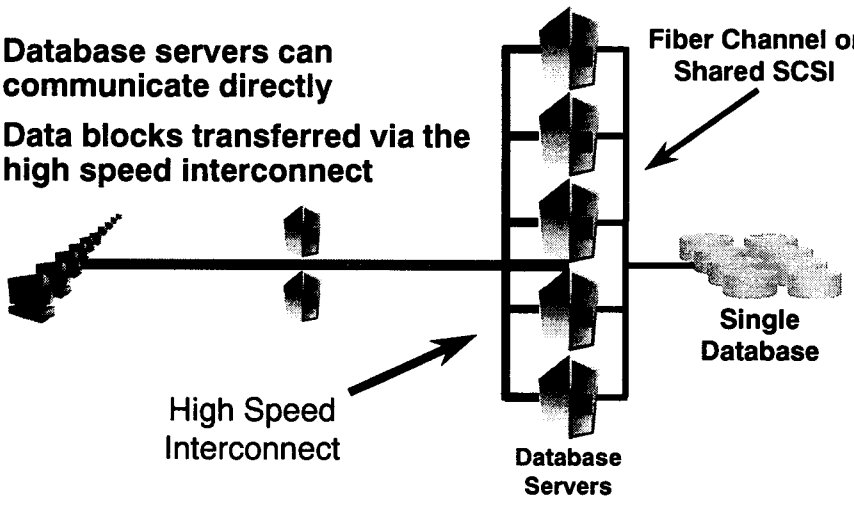
Real Application Clusters

High Availability & Scalability

- Database servers can communicate directly
- Data blocks transferred via the high speed interconnect



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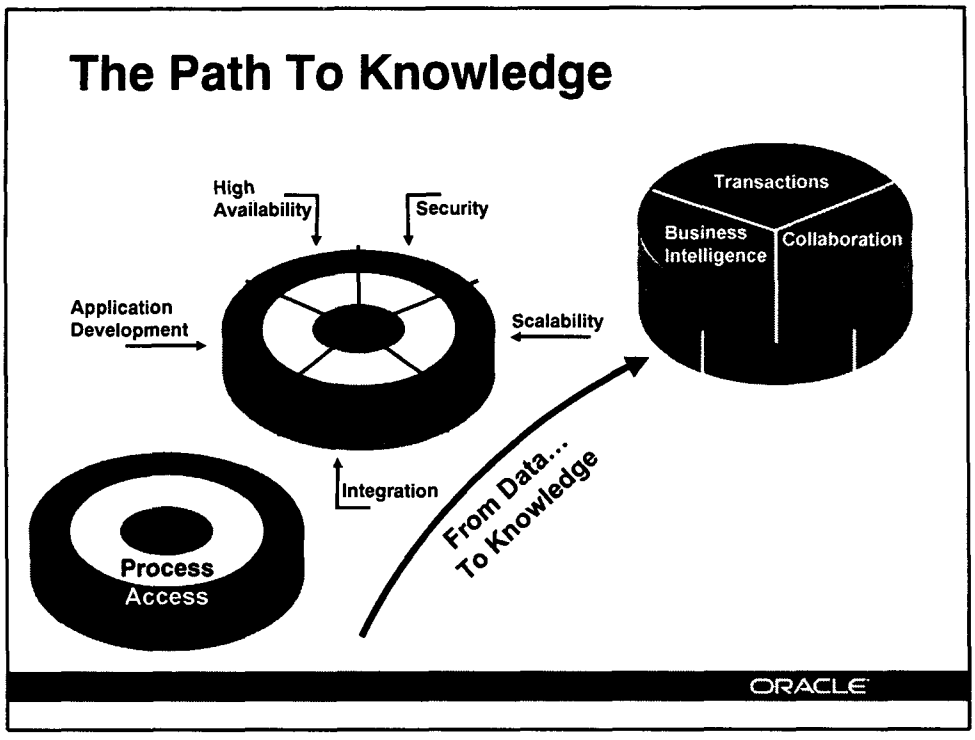
The Path To Knowledge
High Availability
Security
Application Development
Scalability
Integration
Process
Access
From Data... To Knowledge
Transactions
Business Intelligence
Collaboration
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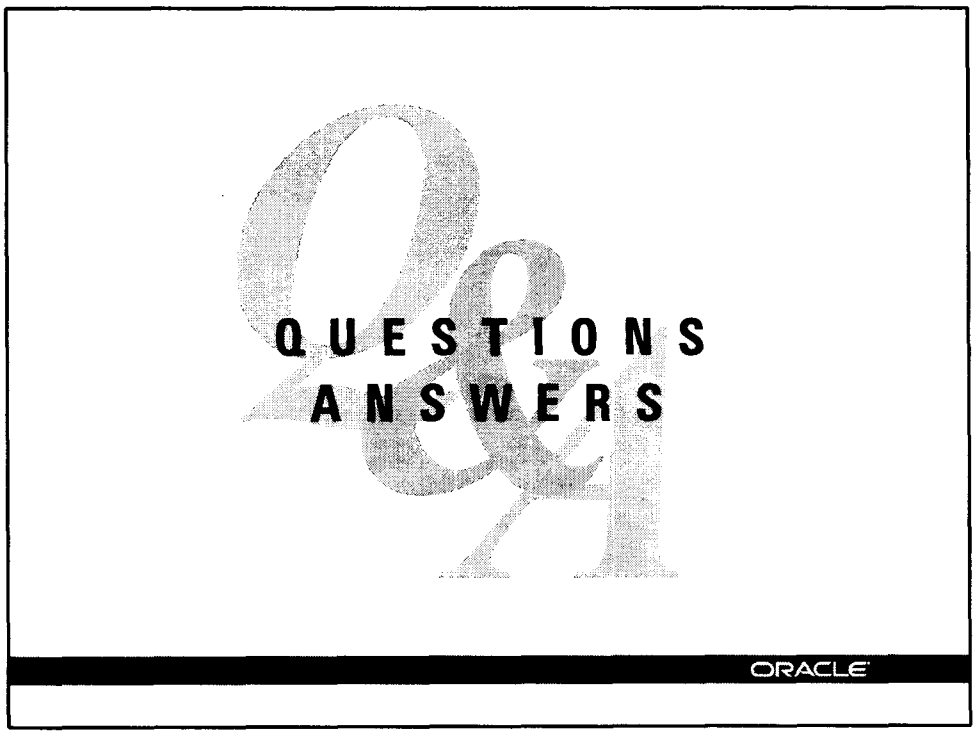
QUESTIONS
ANSWERS
ORACLE