



Oracle Fusion

Update for Suncoast Oracle User Group

David Bayard
Fusion Middleware Architect

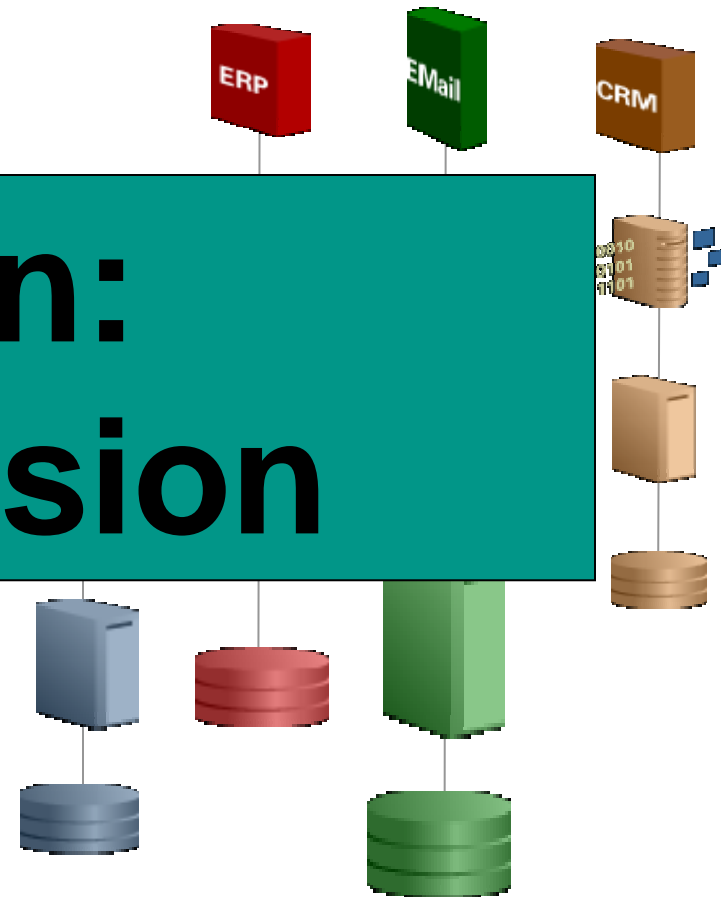
The Fragmentation Problem

- Fragmented Data
 - MxN mapping problem

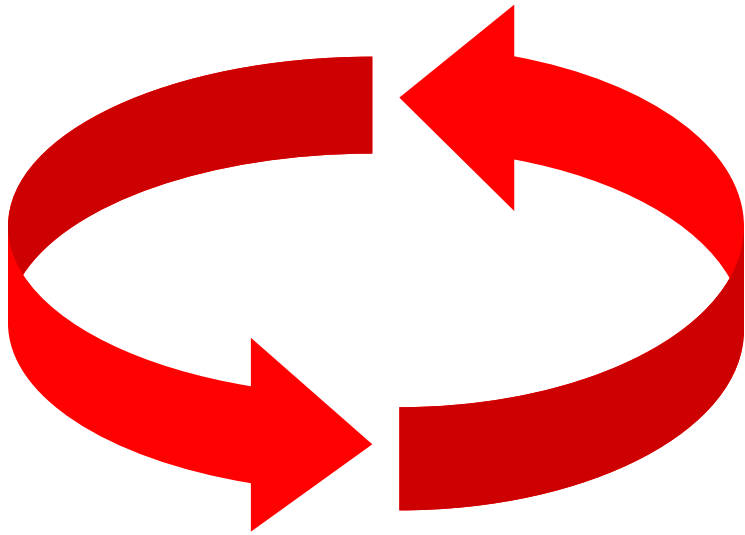
**Solution:
SOA & Fusion**

maintain

- Fragmented Visibility
 - Monitoring silos
 - Limited ability to respond



The Fusion Effect



The sustainable competitive advantage achieved by continuous blending of business **insight** and adaptable **processes**

What is Fusion?

- A) A new car model
- B) A new innovative razor
- C) A blueprint architecture for next-generation service-oriented(SOA) and event-driven(EDA) applications
- D) Innovative middleware to build SOA and EDA applications and extend today's versions of PeopleSoft, SAP, E-Business Suite, JD Edwards, and custom applications
- E) Best of breed next-generation business applications
- F) The power behind the Sun and life as we know it

What is **Fusion**?

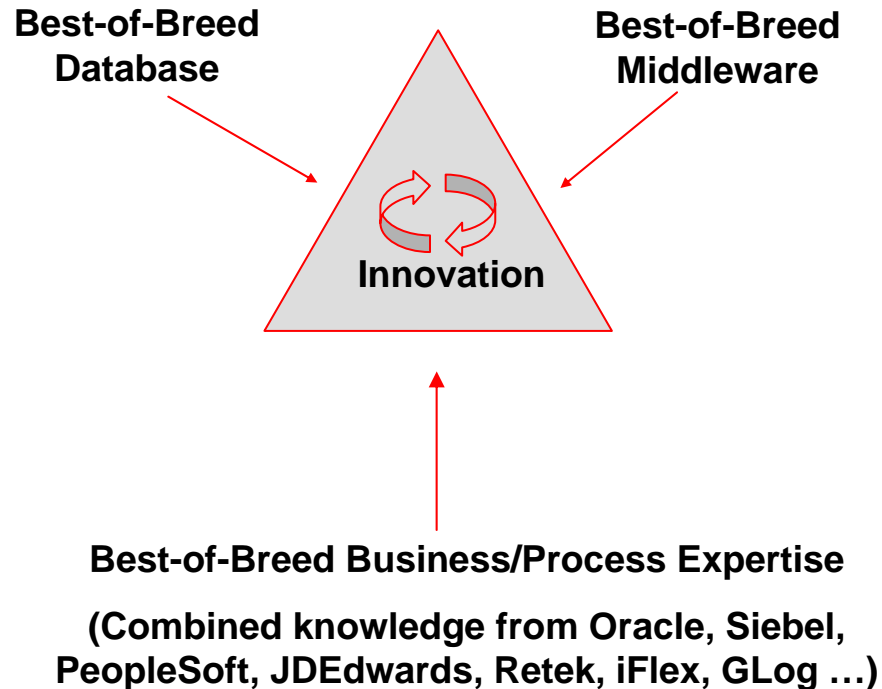
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Oracle Fusion

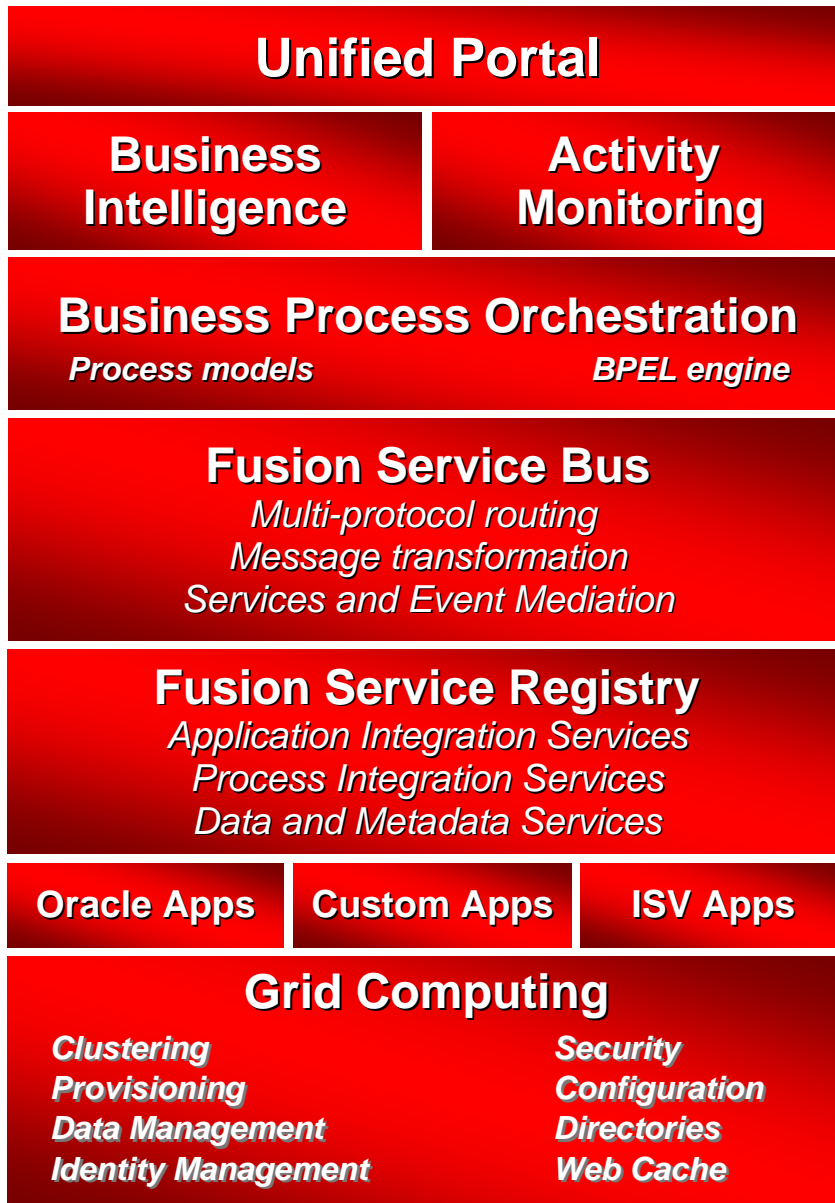
- Oracle Fusion Architecture
 - Blueprint for SOA-based Enterprise Solutions
- Oracle Fusion Middleware
 - Technology Infrastructure for Fusion Architecture and Fusion Applications
- Oracle Fusion Applications
 - Protect, Extend, Evolve through Fusion Architecture and Fusion Middleware

Oracle Fusion Architecture

Virtuous Circle



1. Build Technology that is best-of-breed
2. Technology competition innovates our Technology
3. Use our Technology to innovate our Applications
4. Applications requirements innovate our Technology
5. *Repeat*

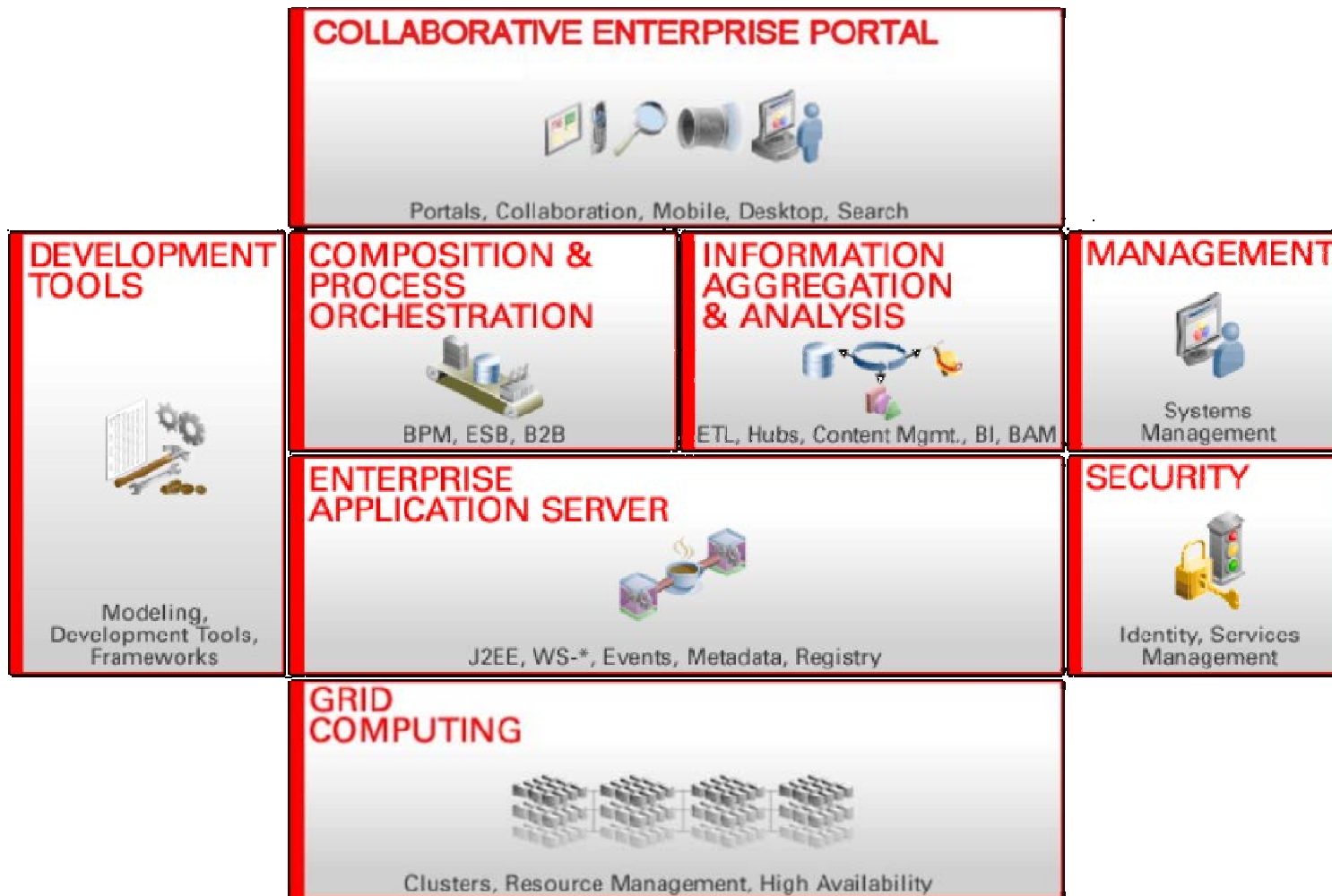


Oracle Fusion Architecture (OFA)

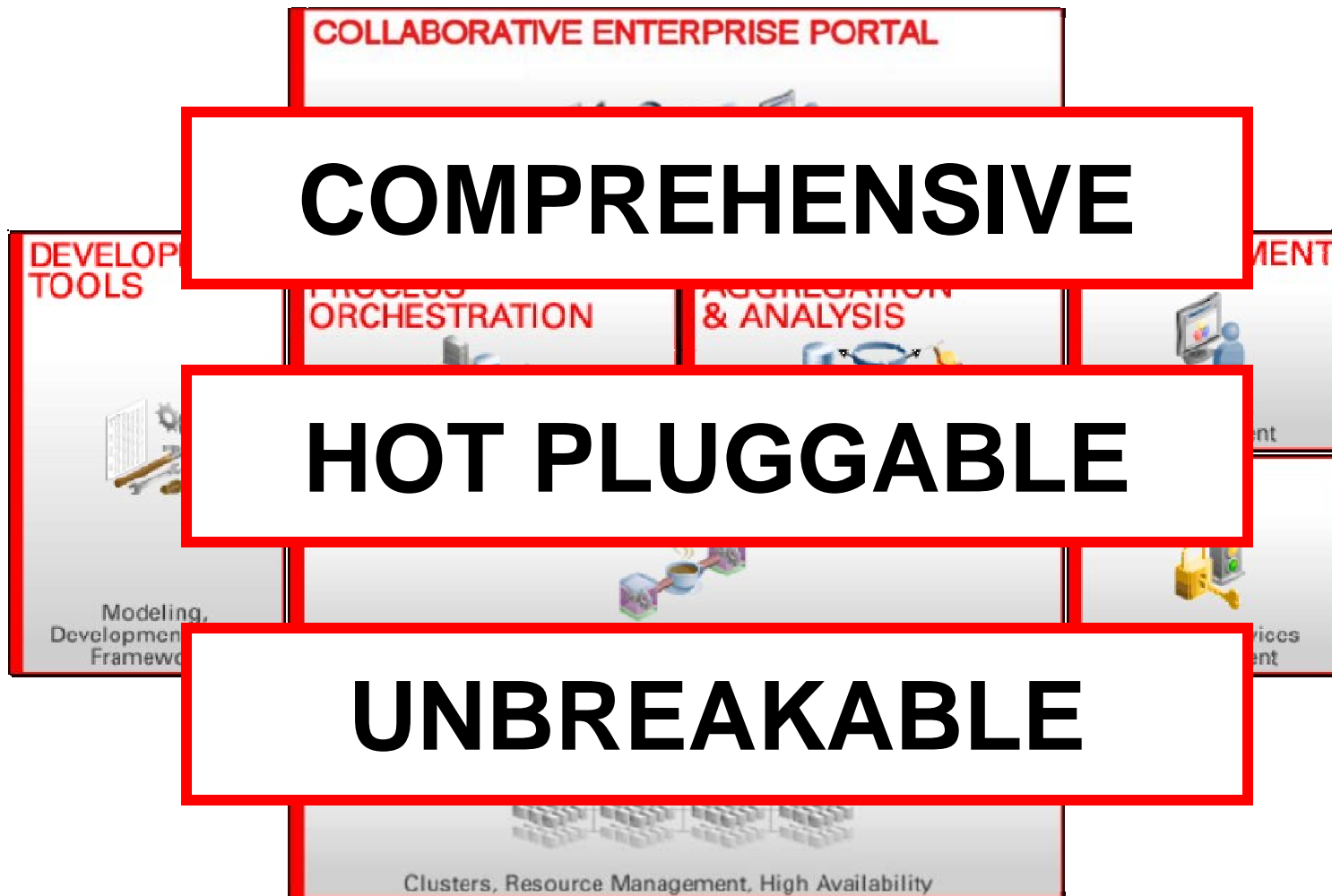
- ✓ Model driven
- ✓ Service & Event enabled
- ✓ Standards-based
- ✓ Information Centric
- ✓ Grid Ready

Oracle Fusion Middleware

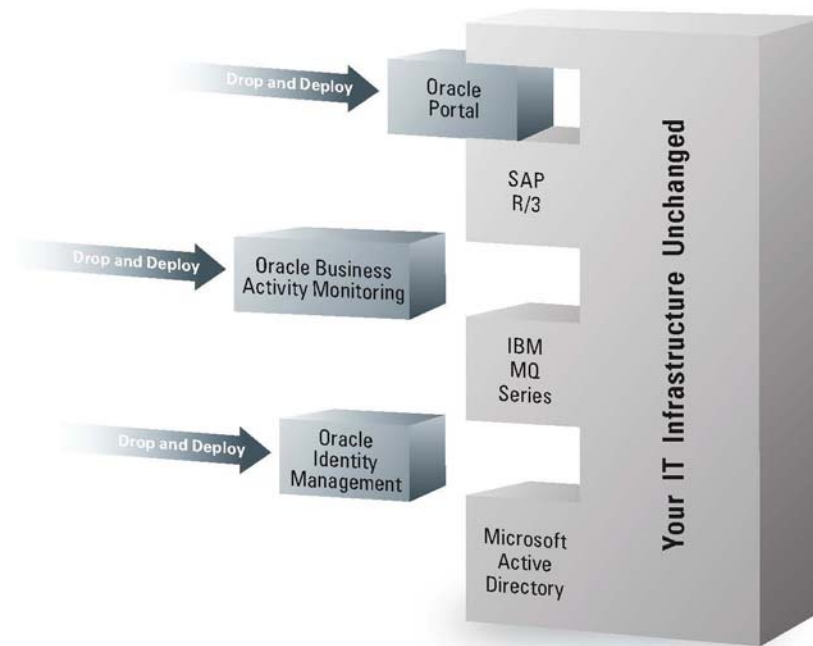
Oracle Fusion Middleware



Oracle Fusion Middleware



Hot-Pluggable

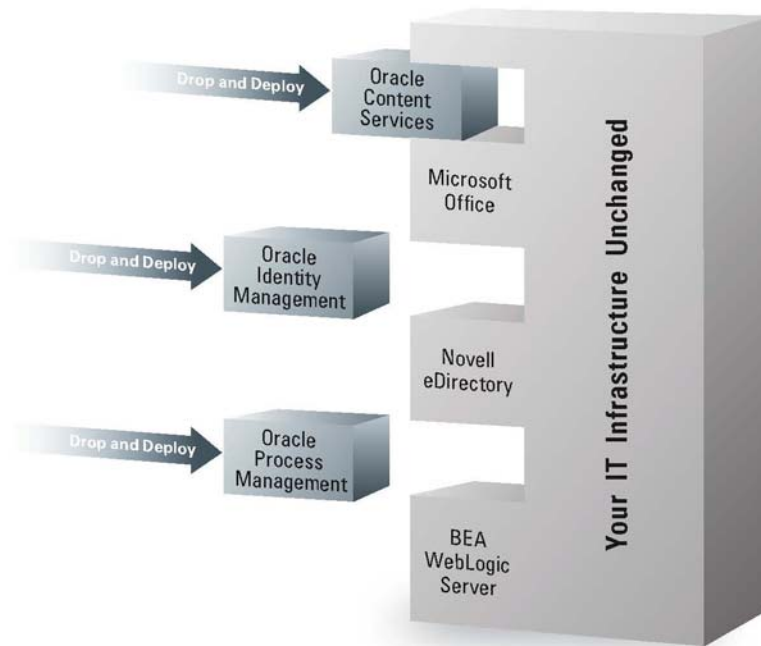


**So Standard, It's Hot-Pluggable
With Your Existing Software**

J2EE — Enterprise Portal — Identity Management — Integration — Data Hub — Business Intelligence

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Hot-Pluggable



**So Standard, It's Hot-Pluggable
With Your Existing Software**

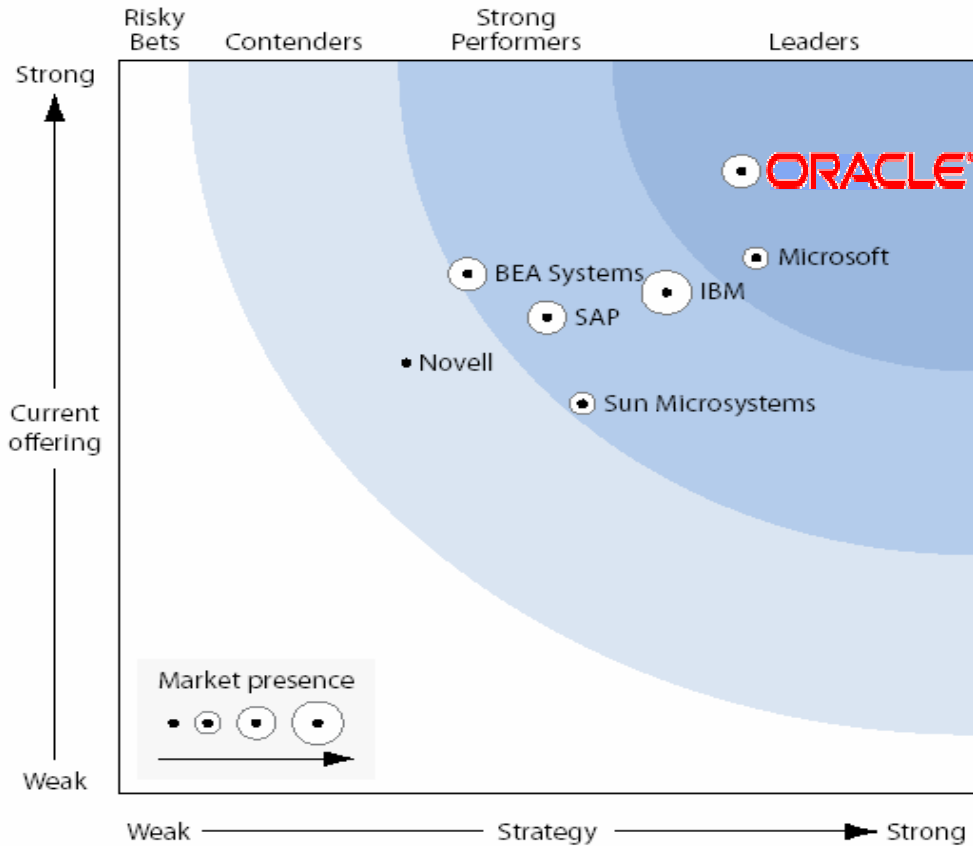
J2EE — Enterprise Portal — Identity Management — Integration — Data Hub — Business Intelligence

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Best of Breed Middleware Suite

- Application Platform Suite **LEADER**
- Development Tools **LEADER**
- Application Servers **LEADER**
- Web Services Platforms **LEADER**
- Enterprise Portals **LEADER**
- Business Integration **LEADER**
- Identity Management **LEADER**
- Web Services Management **LEADER**
- ETL Data Integration **LEADER**

Best of Breed Middleware Suite



“Oracle is the Leader”

“The Leading Composite App Development and Management Platform”

“We are Surprised by (the High) Degree of Integration between Components”

“Oracle Scored High Score on All Criteria”

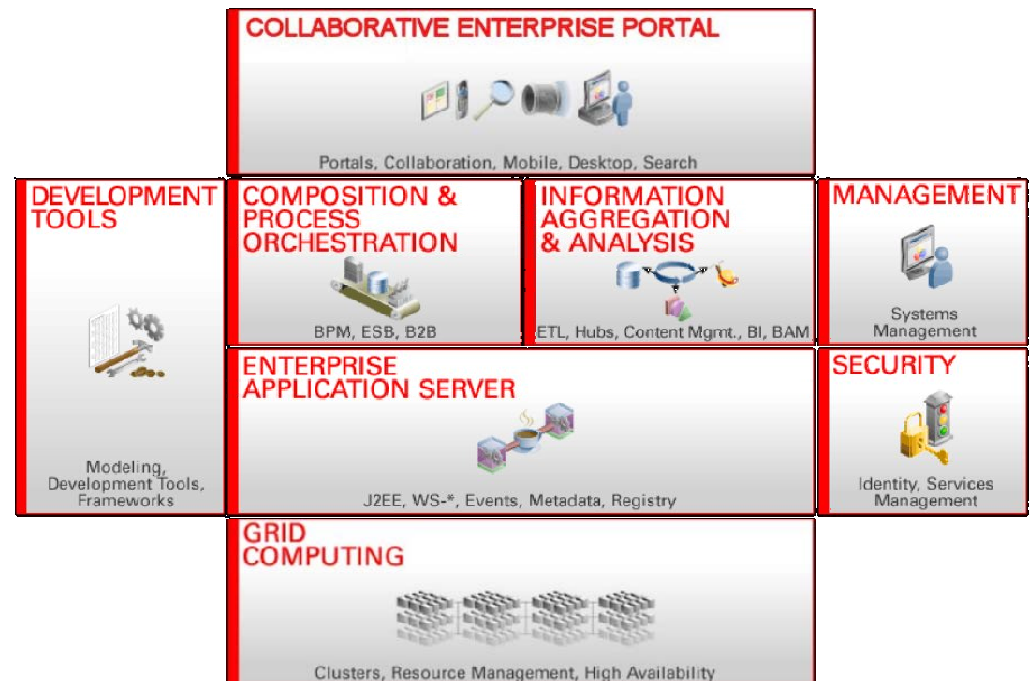
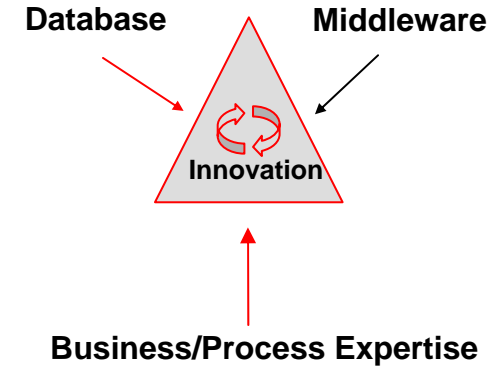
Source: Forrester Research (April 2005)

Oracle Fusion Middleware

- Oracle Fusion Middleware is for...
 - Oracle E-Business Suite
 - PeopleSoft Enterprise
 - JDEdwards
 - Siebel
 - Retek
 - SAP
 - Custom Applications
 - Oracle Fusion Applications

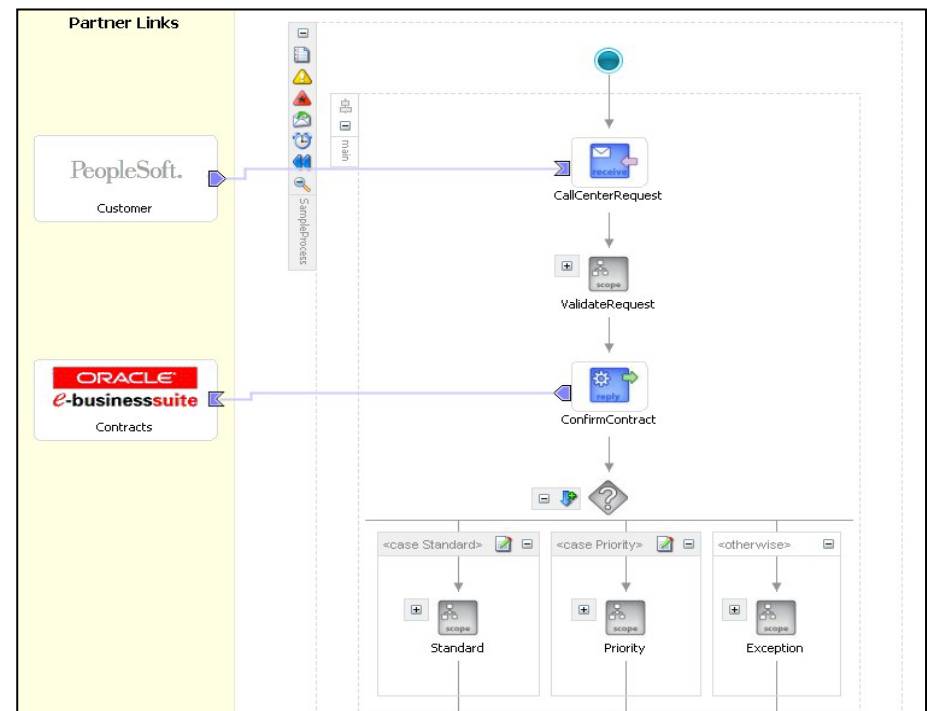
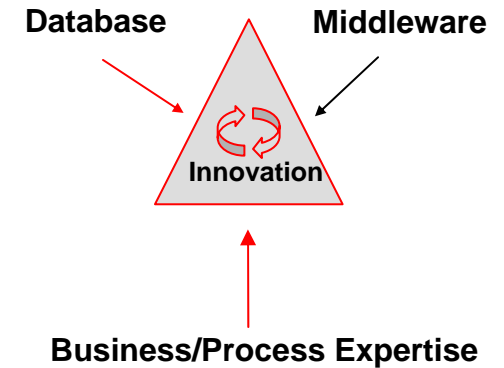
Oracle Fusion Middleware

- Enables Business Agility and Improvement
- Oracle Fusion Middleware is
 - Standards-based
 - Hot-Pluggable
 - Comprehensive yet modular
 - Unbreakable
 - Widely Adopted
 - Industry Leading
 - Geared for rapid&easy implementation
- Fusion Middleware provides a true Business Infrastructure
 - not just a new business application's intra-structure



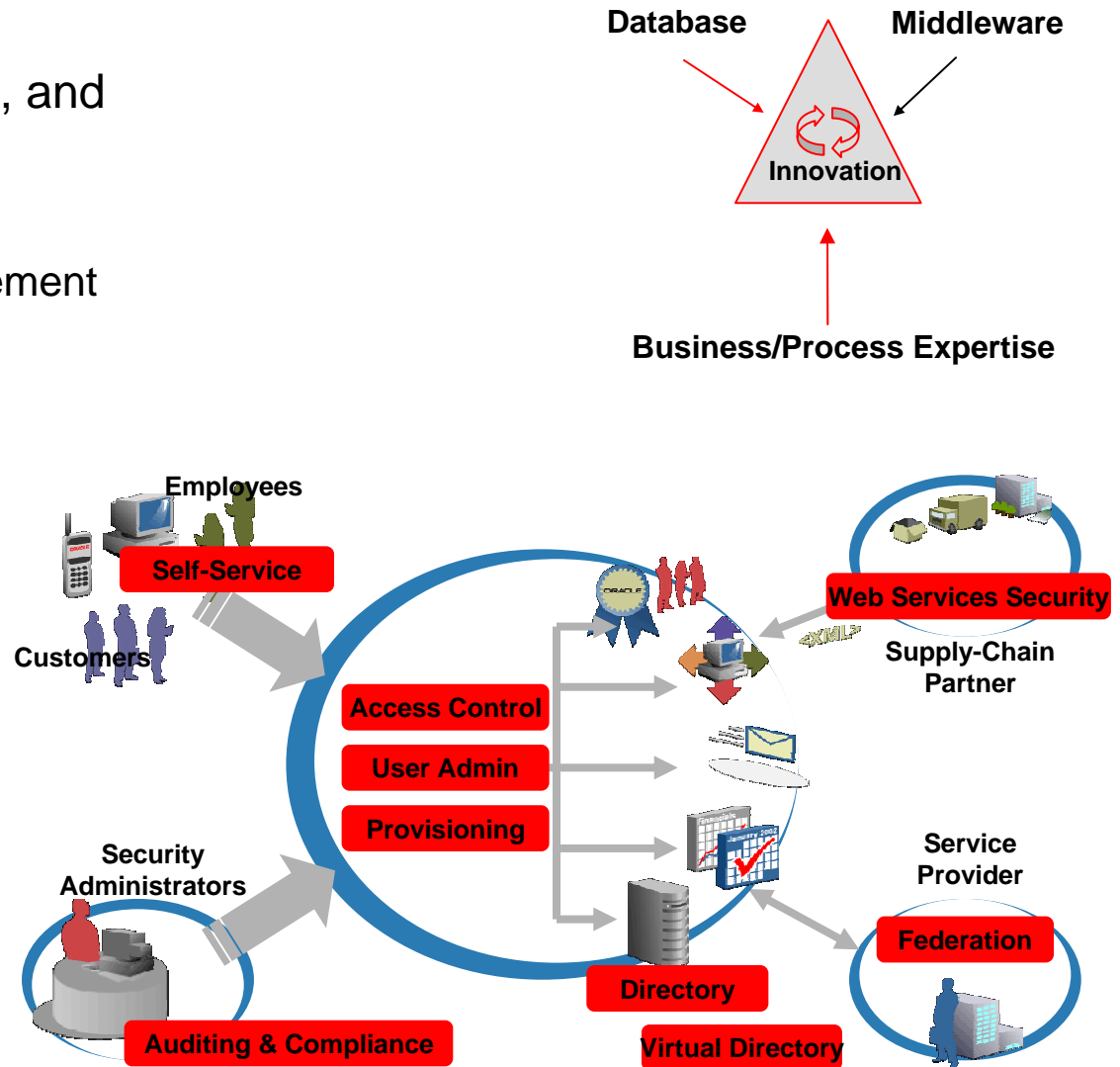
Oracle Fusion Middleware Examples

- Fusion Middleware provides
 - Business Process Management and Automation
 - Standards-based (BPEL)
 - Easy Reuse of existing IT assets
 - Graphical Modeling aligns the business and IT worlds
- Example customers:
 - Edmunds.com
 - Helena Chemicals
 - ING Lease
 - Monster.com
 - Policy Studies, Inc.
 - Qualcomm
 - The Hartford
 - Washington Group International



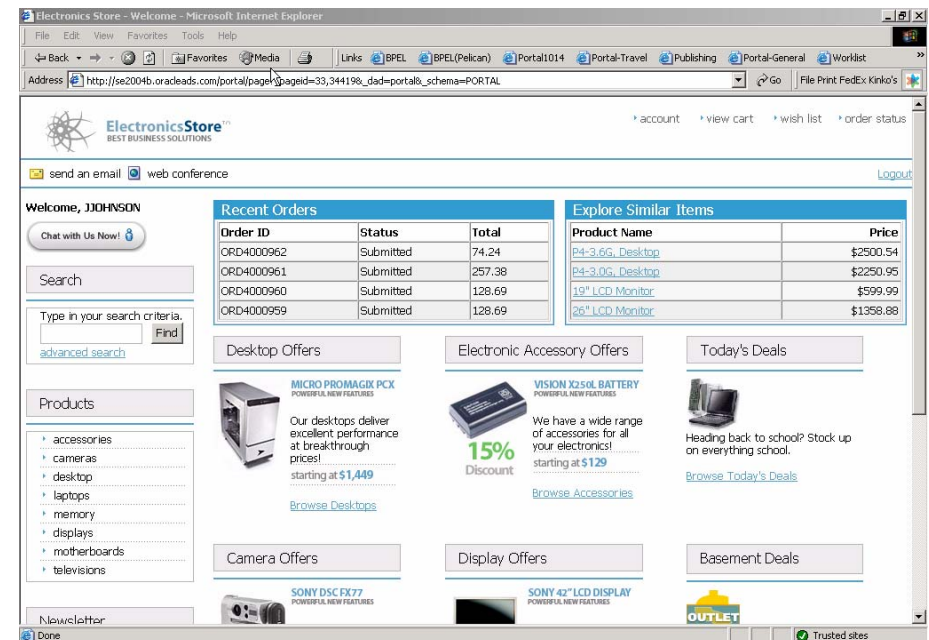
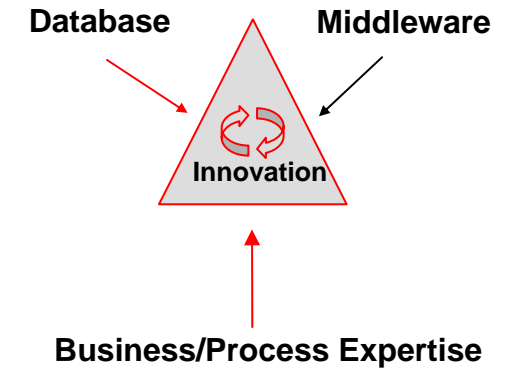
Oracle Fusion Middleware Examples

- Enable Security, Compliance, and Identity Innovation
- Fusion Middleware provides
 - Identity and Access Management
 - Standards-based
 - Hot-Pluggable
 - Industry-Leading
 - Full-lifecycle of identity management (user provisioning, directory, auditing, access control, federation)



Oracle Fusion Middleware More Examples

- Enable Business Intelligence



- Build Self-Service Portals and Dashboards

Oracle Fusion Applications

Key Terms

- Protect, Extend, Evolve

Oracle Applications Strategy

Simply Put...

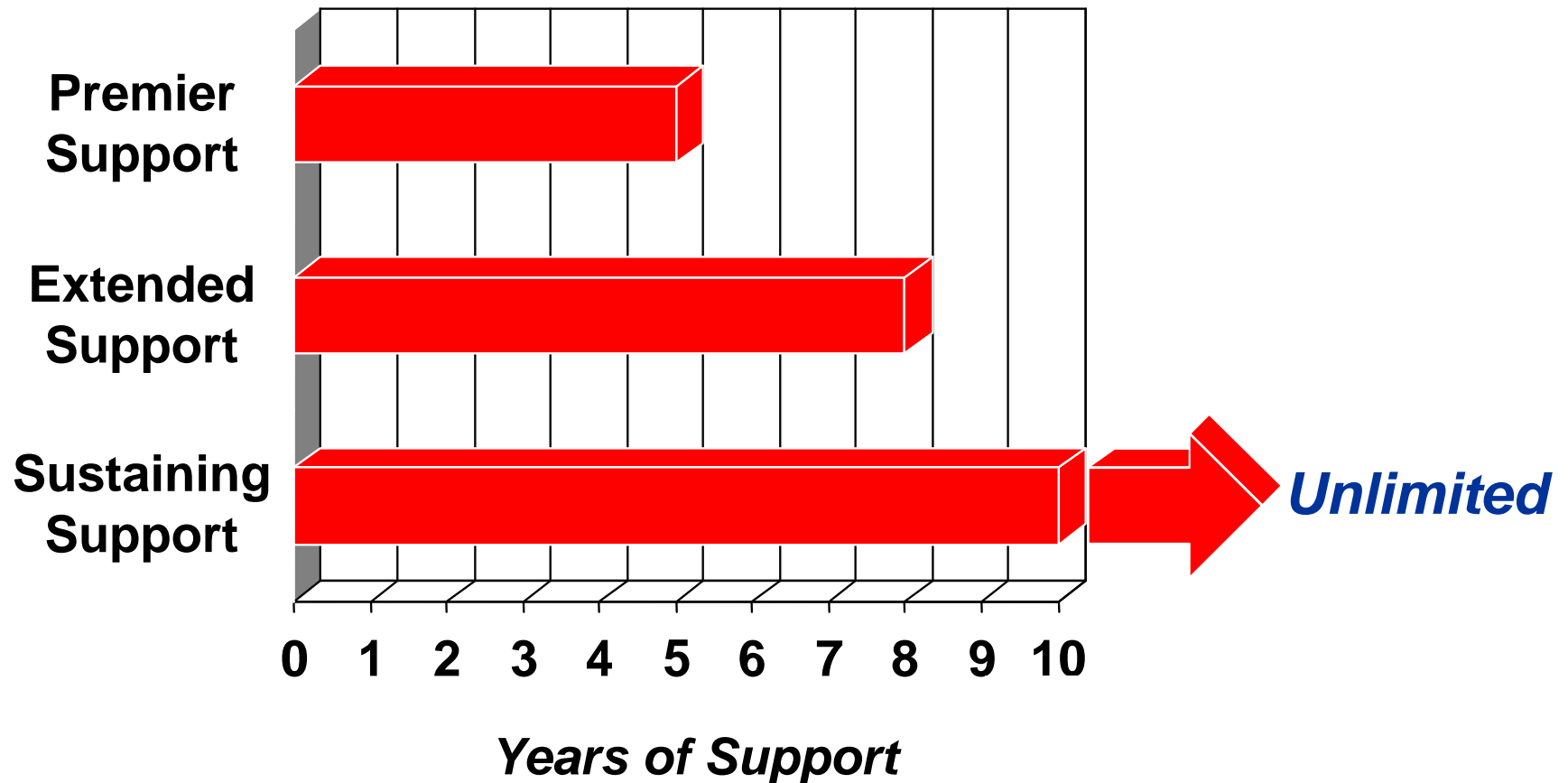
- ✓ **PROTECT** Your Existing Investment
- ✓ **EXTEND** the Value of Your Applications
- ✓ **EVOLVE** You to the Next-Generation

Key Terms

- Protect, Extend, Evolve
- Lifetime Support
 - provides support for as long as you license your Oracle products

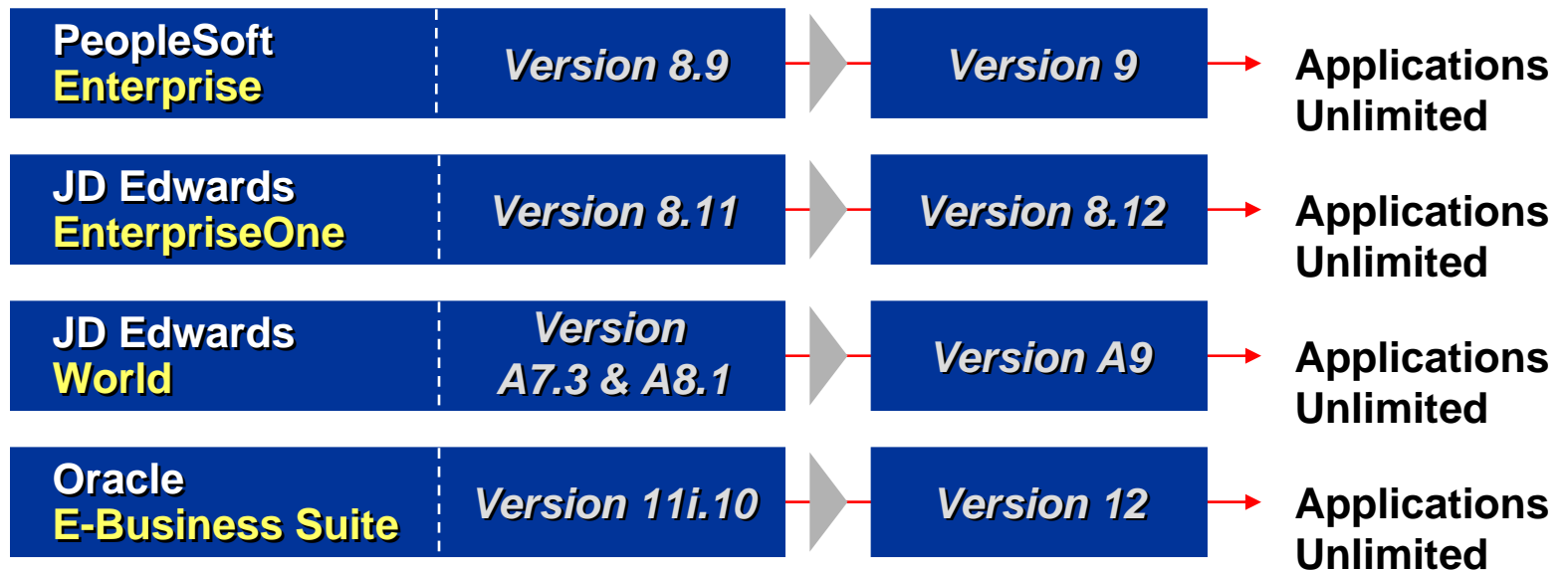
Oracle Lifetime Support

Simple, Predictable, and Flexible

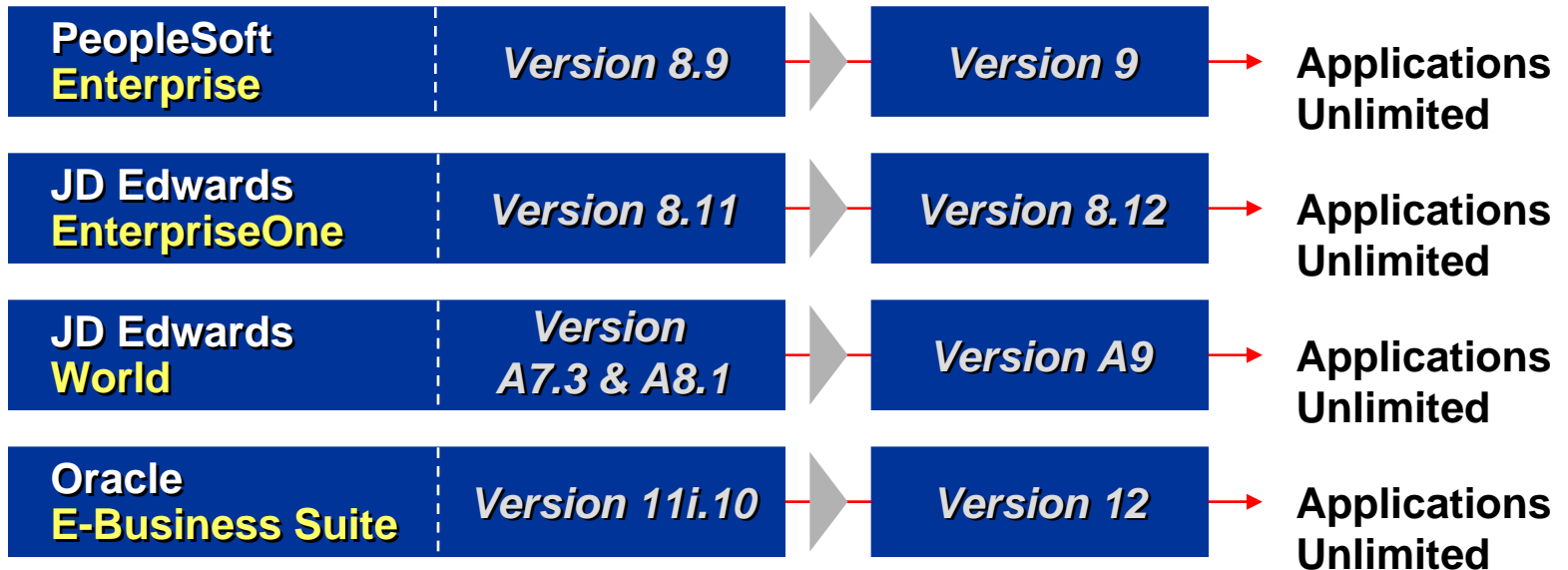


Key Terms

- Protect, Extend, Evolve
- Lifetime Support
 - provides support for as long as you license your Oracle products
- Applications Unlimited
 - provides continued enhancement and support for PeopleSoft, JDEdwards, Siebel, and E-Business Suite after Fusion Applications



The Applications Product Lines Will be **Protected**
and **Extended** into the Future



&

Next Generation Applications

... A New Generation of Business Applications
Will Be Created and Released In Parallel

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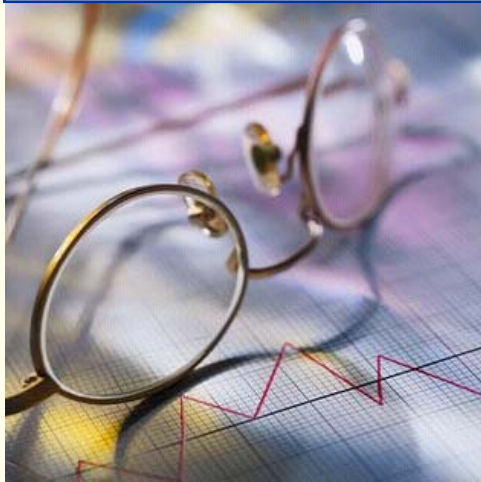


Oracle's Next
Generation of Business
Applications is Called
Fusion Applications

Fusion Applications Design Principles

Oracle Fusion Applications

**Greatest
Business
Insight**

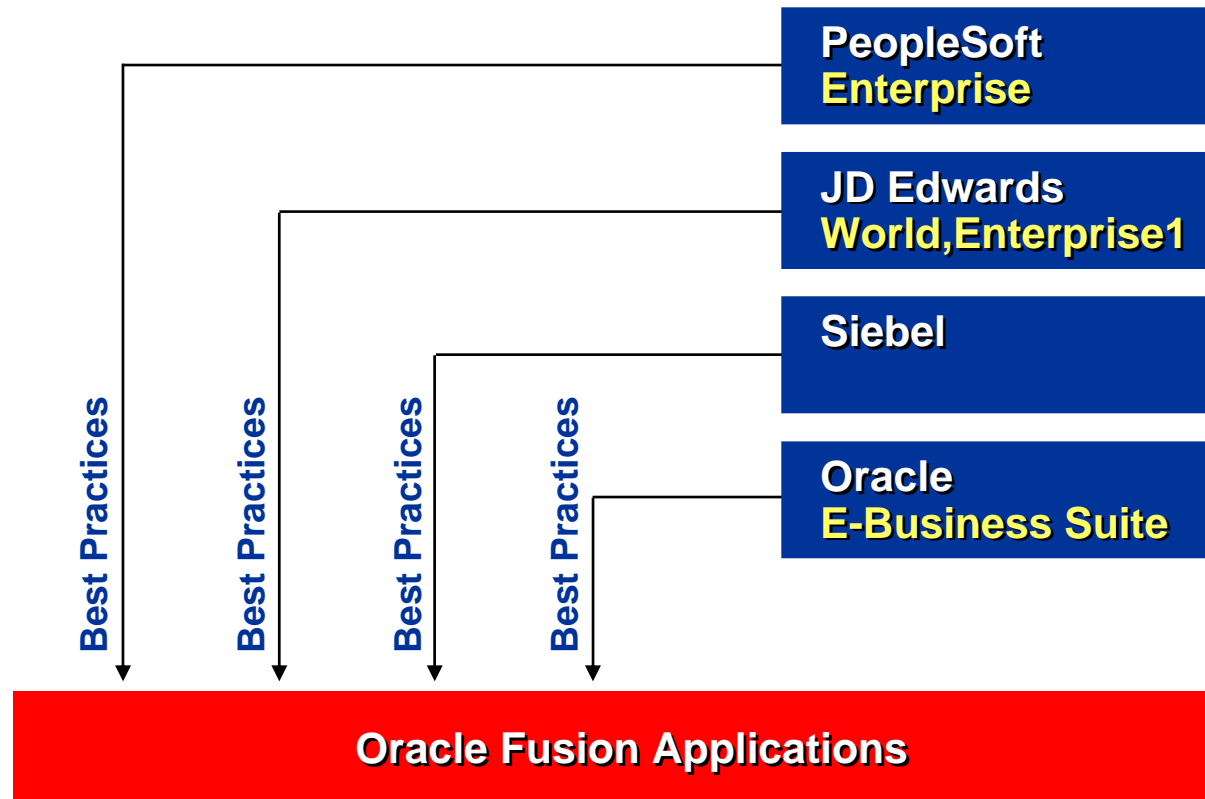


**Deep &
Adaptive Industry
Processes**



**Superior
Ownership
Experience**





Fusion Applications Will Include the “Best of”
Functionality From Our Product Lines

What platforms/versions will allow direct upgrade to Fusion?

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E-BUSINESS SUITE

11.i.10, 12

ORACLE®

PEOPLESFT ENTERPRISE

8.8, 8.9, 9.0

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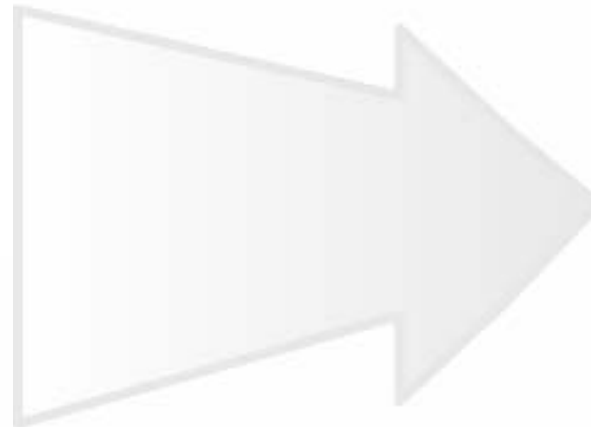
JD EDWARDS ENTERPRISEONE

8.11, 8.12

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JD EDWARDS WORLD

A7.3, A8.1, A9



[http://www.oracle.com/support/pr
emier/lifetime-support-policy.html](http://www.oracle.com/support/pr
emier/lifetime-support-policy.html)

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Setting the Record Straight

Dispelling Myths

Myth: Oracle is merging code lines -- different technologies, standards, protocols

Truth: Oracle is not merging code lines -- rather, creating a new code line based on a service oriented architecture, open standards, and “best of” functionality

Myth: Oracle is starting from scratch, a blank sheet

Truth: Oracle is already halfway to Fusion -- middleware and tools are ready, leveraging the world’s best data model, business requirements and processes are understood, and customers and partners are heavily involved

Dispelling Myths

Myth: This has never been done before

Truth: Introducing next generation applications is what Oracle does, and has done successfully for 20 years

Myth: Large, unanticipated costs for customers

Truth: Moving to Fusion is not a re-implementation -- it is an upgrade, an automated upgrade

Oracle Offers You Choice...

You can stay on your current Siebel, E, E1, World, or EBS system which will be protected and extended into the future

-- Or --

Based on your timeline, when you are ready, you can migrate to Fusion Applications targeted for 2008

Suggested Steps Forward

Step 1: Protect Investment by Adopting the Latest Releases

- Gain significant additional functional value, retire customizations
- Unify operational infrastructure with Fusion Middleware and Grid

Step 2: Extend the Value of Existing Implementation

- Gain better business insight with BI Tools: reporting and BAM dashboards
- Standardize, optimize, or specialize enterprise business processes (SOA+)
- Improve master data management with customer/product data hubs

Step 3: Evolve to Fusion Applications

- Use Oracle and Partner services to scope and prioritize business value
- Use modeling tools to catalog planned process & intelligence adaptations
- Anticipate a project to develop skills and gain experience

Fusion Summary

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4th Thursday
6pm – 8pm

IBM Center
Rocky Point

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