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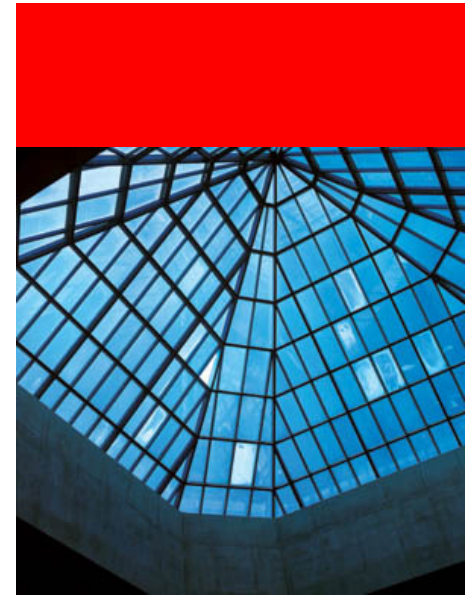
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Oracle Applications Update

Gianni Canepa
Senior Sales Consultant



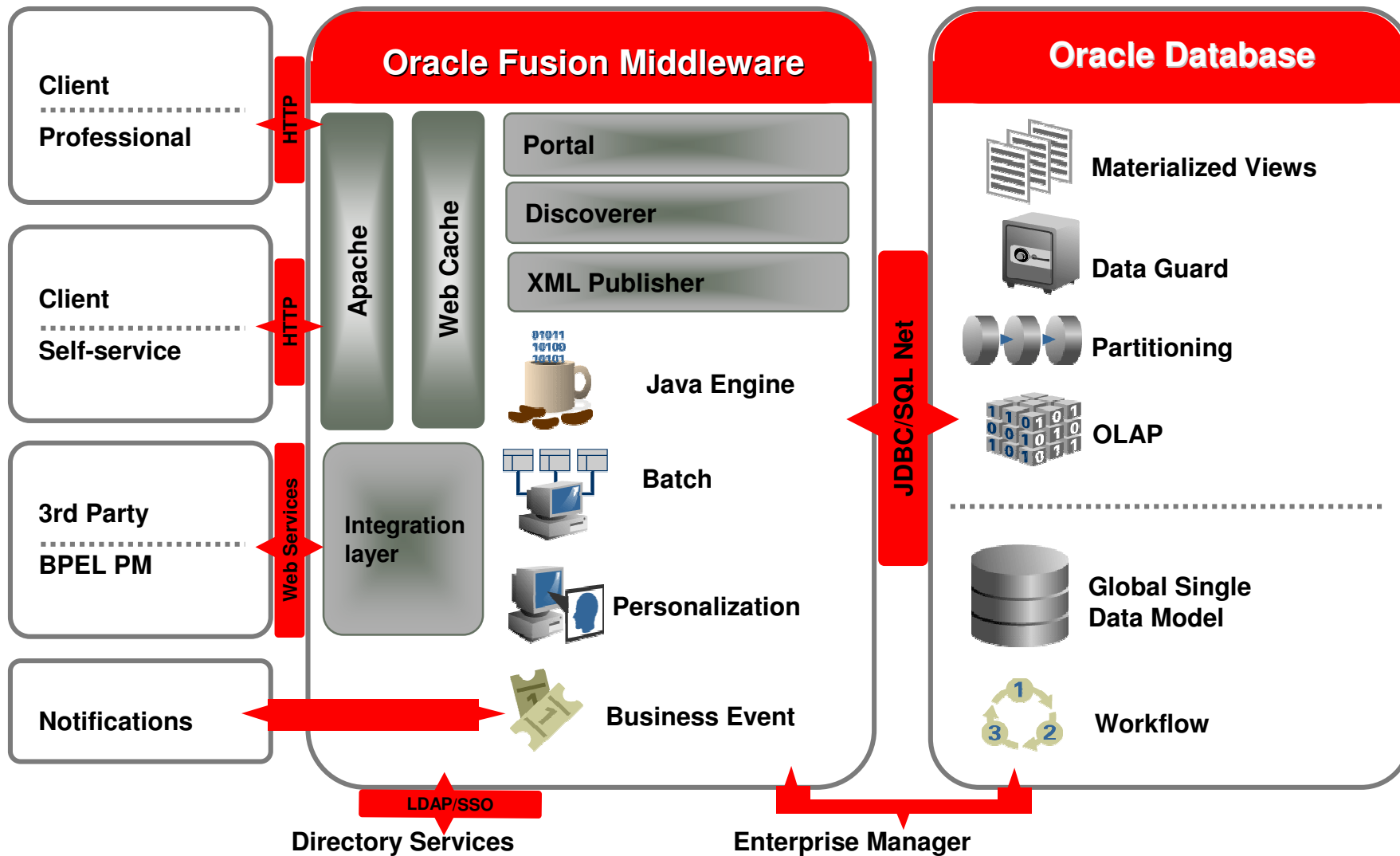
Definizione di uno stack tecnologico comune a tutte le applicazioni



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Stack tecnologico comune



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Oracle: 100% basato su standard

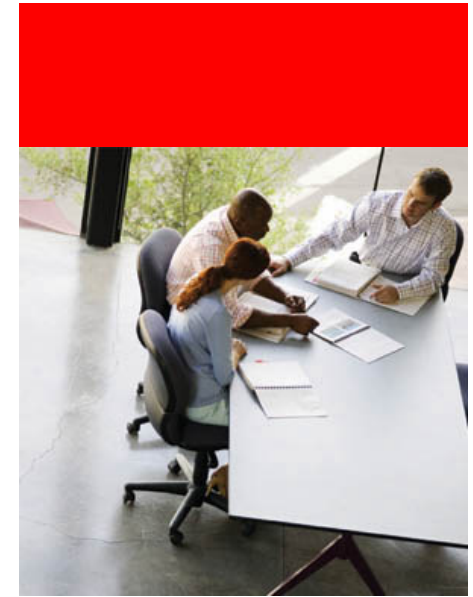
- Aderente ai maggiori standard di mercato internazionali e de-facto a tutti i livelli dell'architettura
- Aderente al paradigma della Service Oriented Architecture (SOA)



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SOA - Service Oriented Architecture





Che cosa e' la SOA?



Che cosa e' la SOA?

- Come Service-Oriented Architecture (SOA) viene indicata un'architettura software atta a supportare l'uso di servizi applicativi (web service) per soddisfare le richieste degli utenti così da consentire l'utilizzo delle singole applicazioni come componenti del processo di business.



Vantaggi della SOA



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- Enucleabilità dei componenti applicativi (servizi applicativi)



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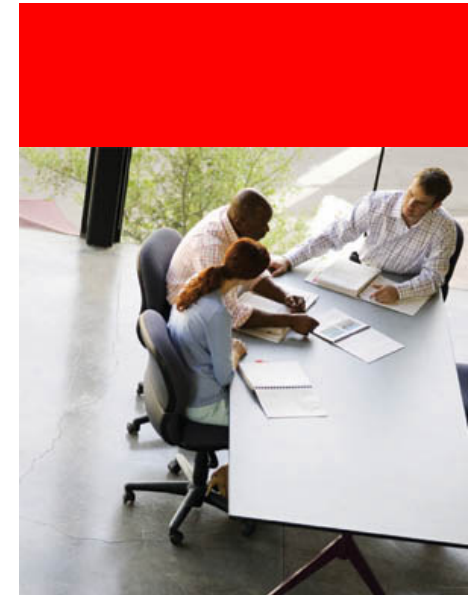
Vantaggi della SOA

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- Maggiore facilità nell'interazione tra loro
- Maggiore flessibilità nella loro configurazione all'interno di un processo
- Migliore aderenza ai processi aziendali

Oracle Fusion Middleware

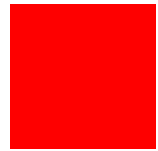
**Al centro di un progetto
SOA**

**Anima vitale delle Oracle
Applications**

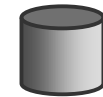


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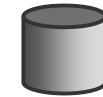
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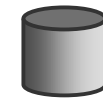
Key SOA Standards



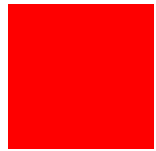
ERP/
Legacy Apps



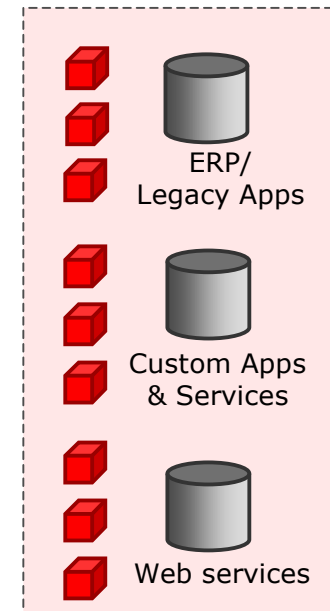
Custom Apps
& Services



Web services



Key SOA Standards



BUSINESS SERVICES

XML/XML Schema

WSDL/WSIF

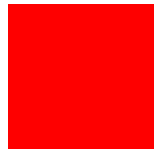
SOAP

JCA

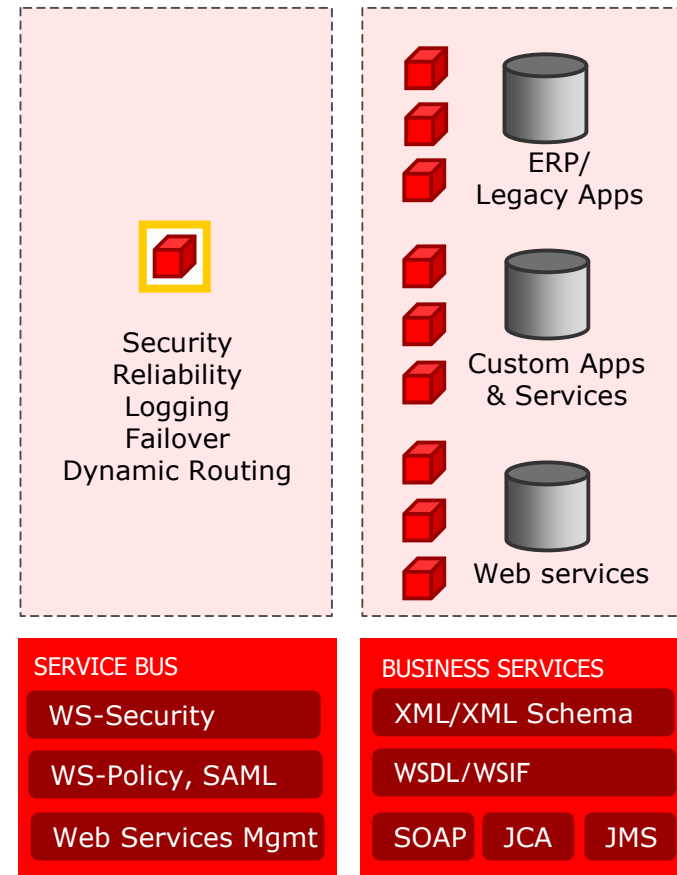
JMS

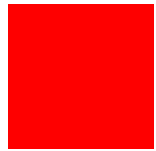
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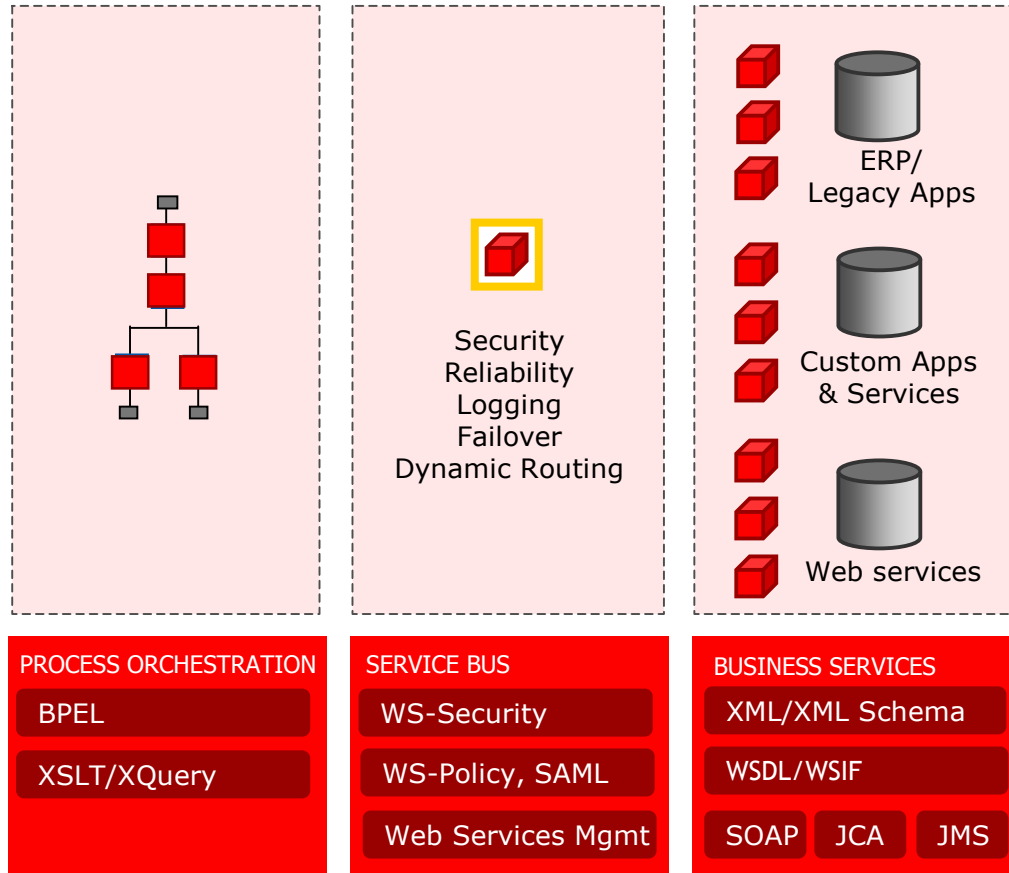


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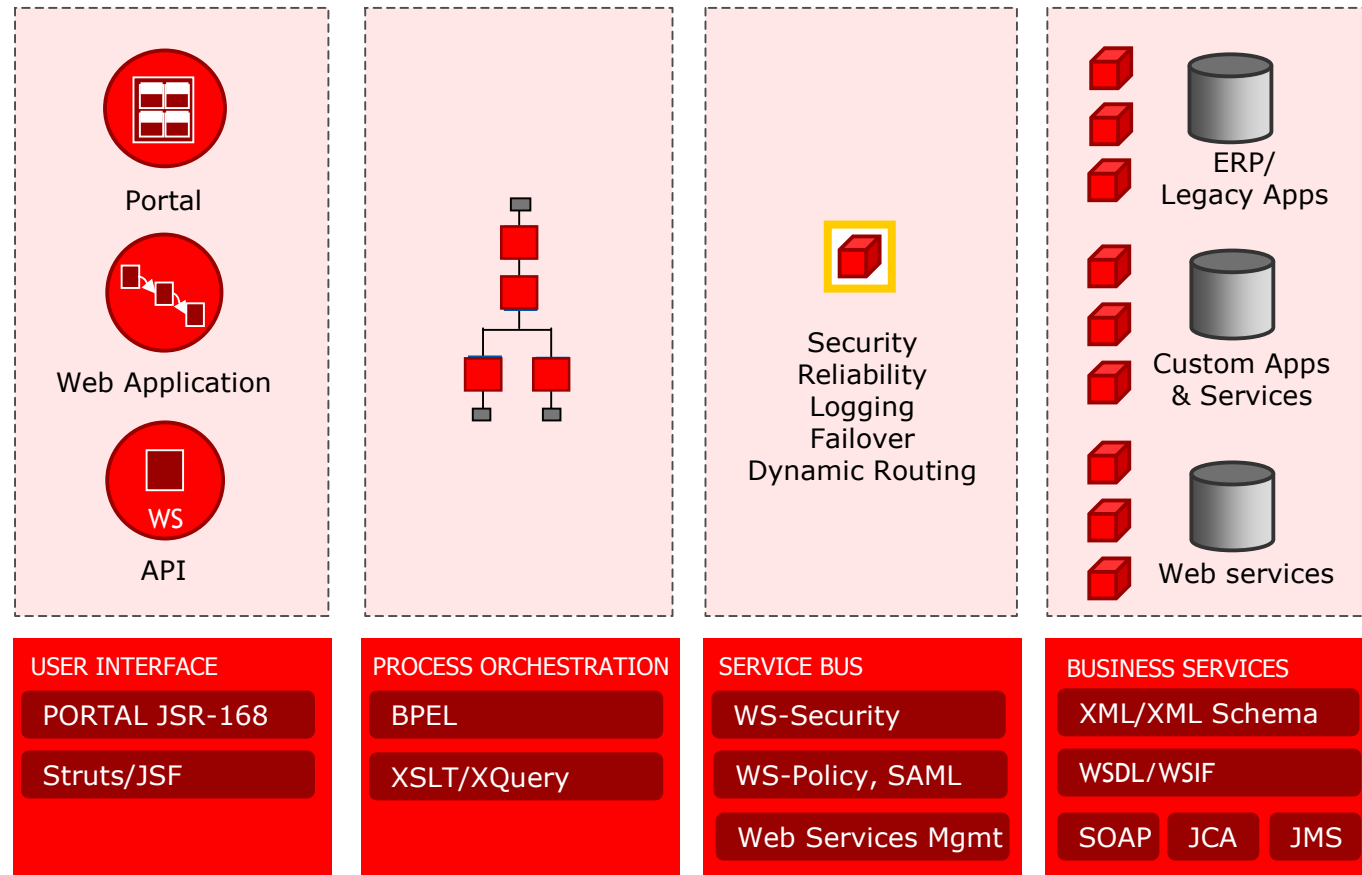




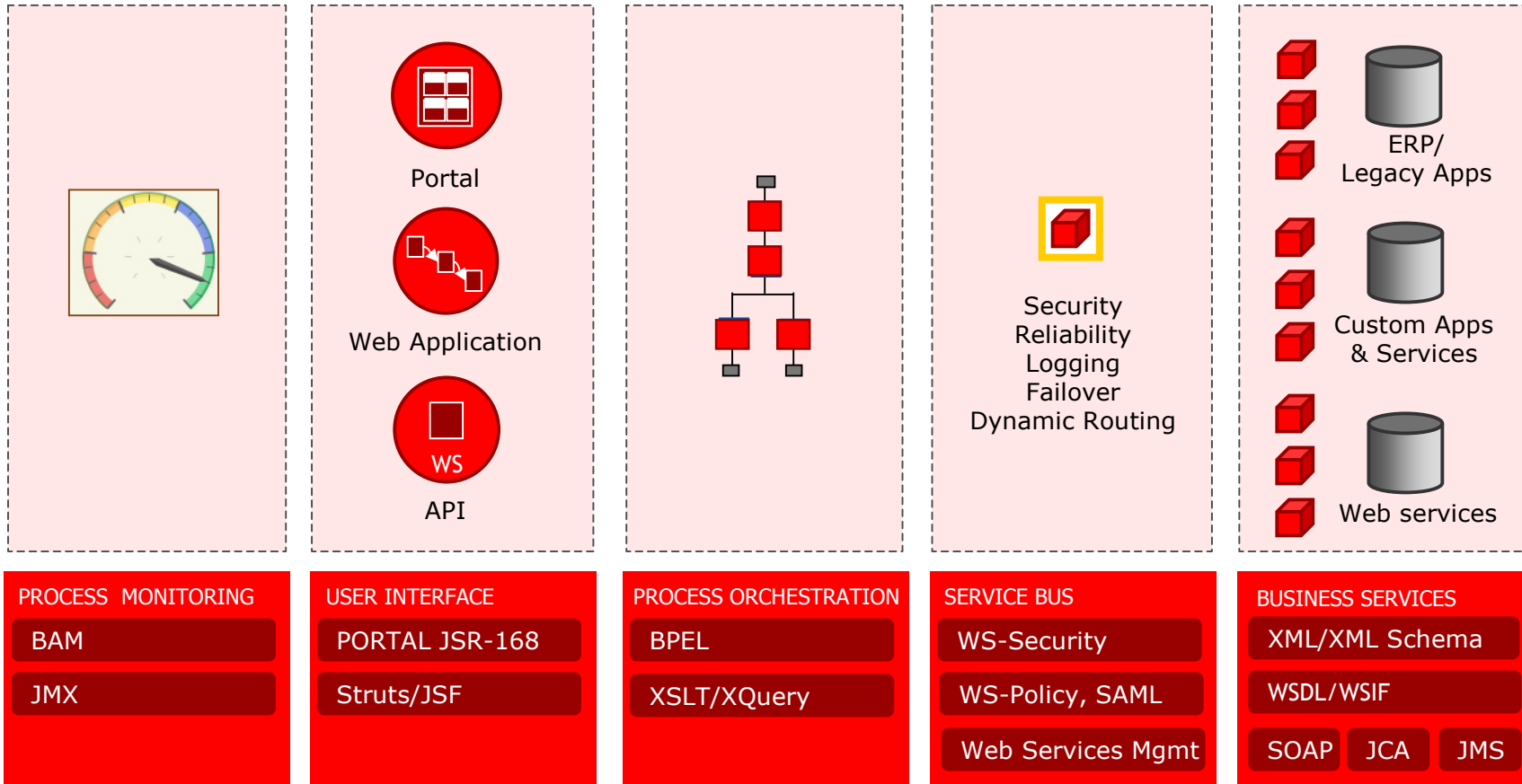
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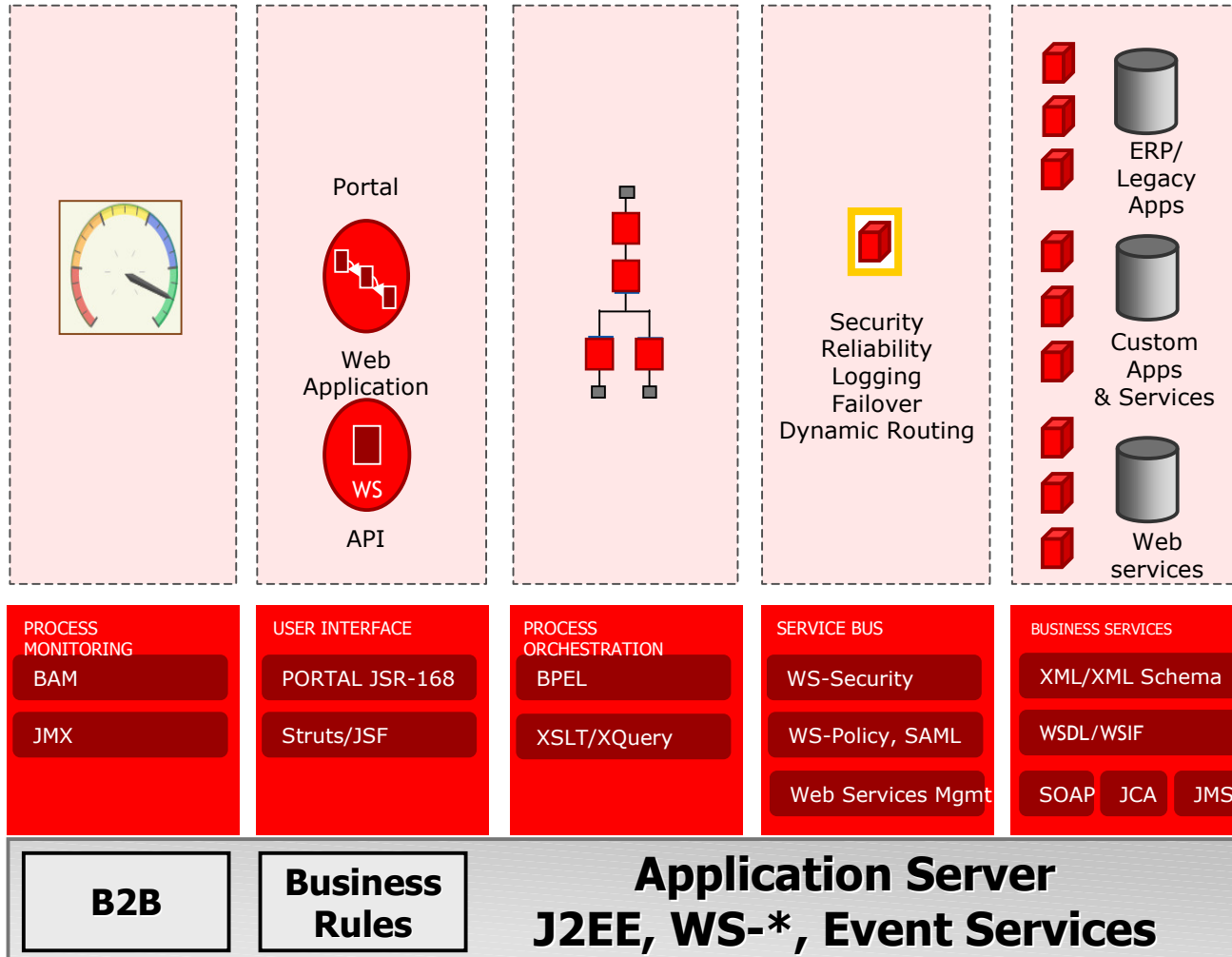
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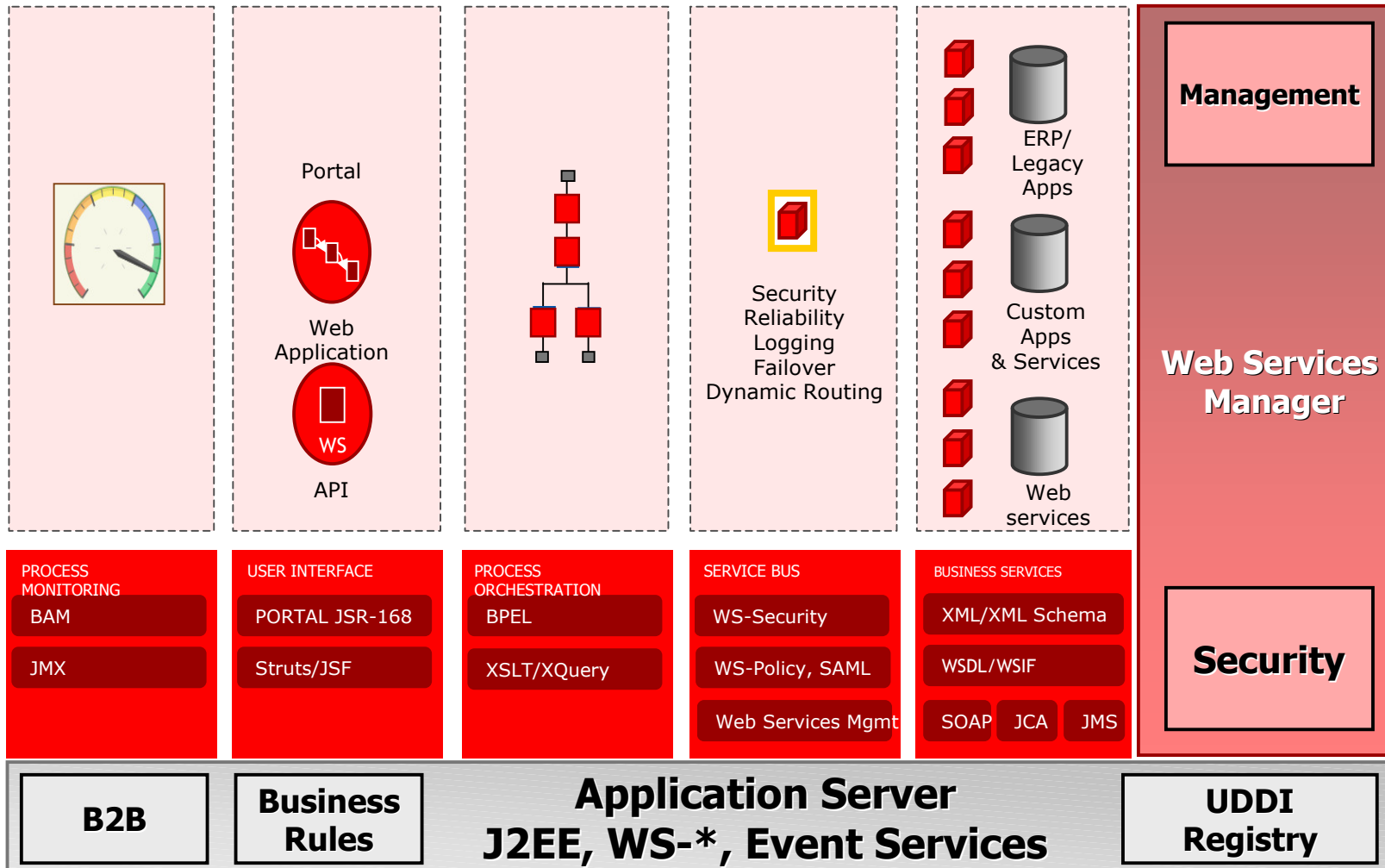
Oracle Fusion Middleware



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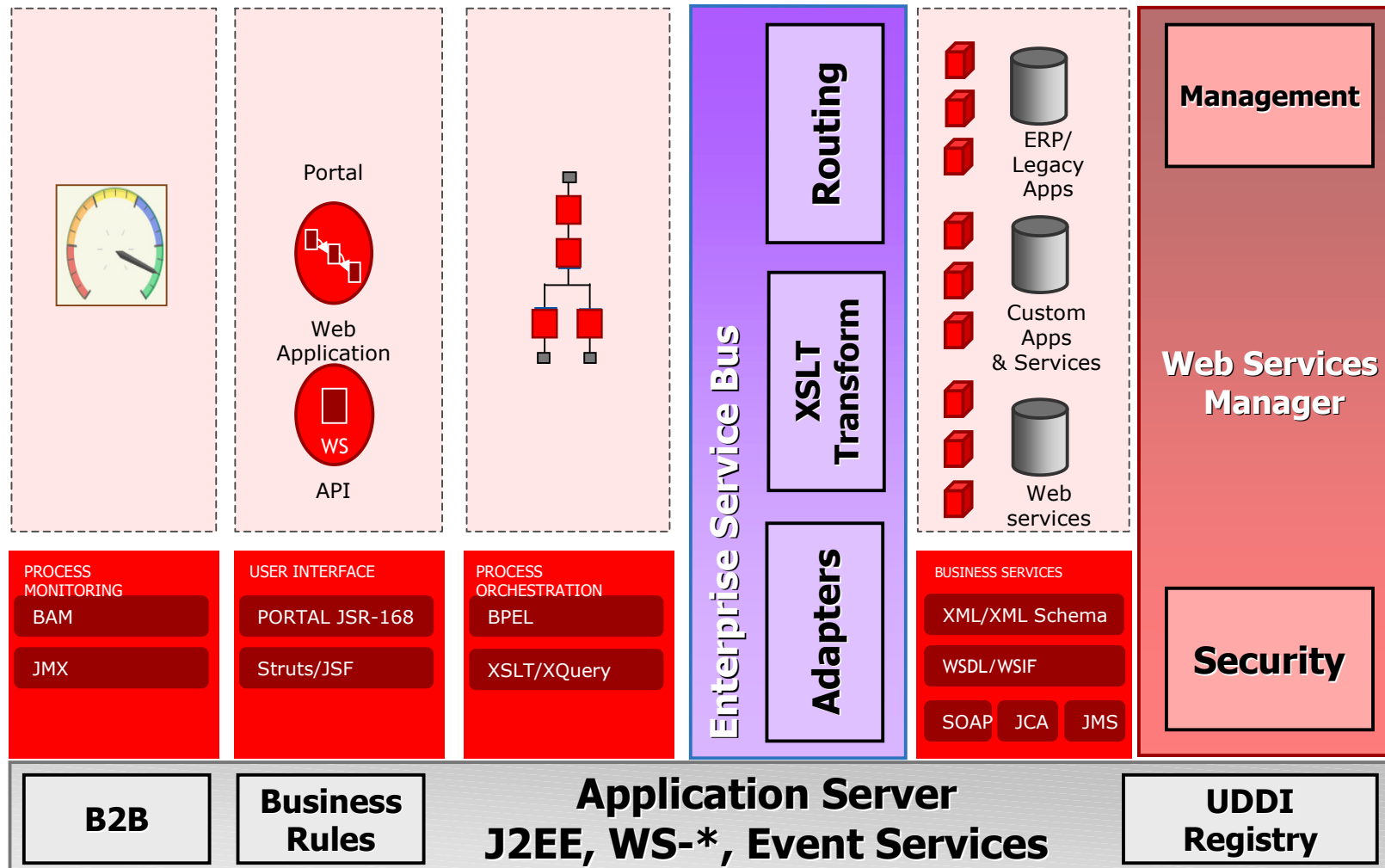
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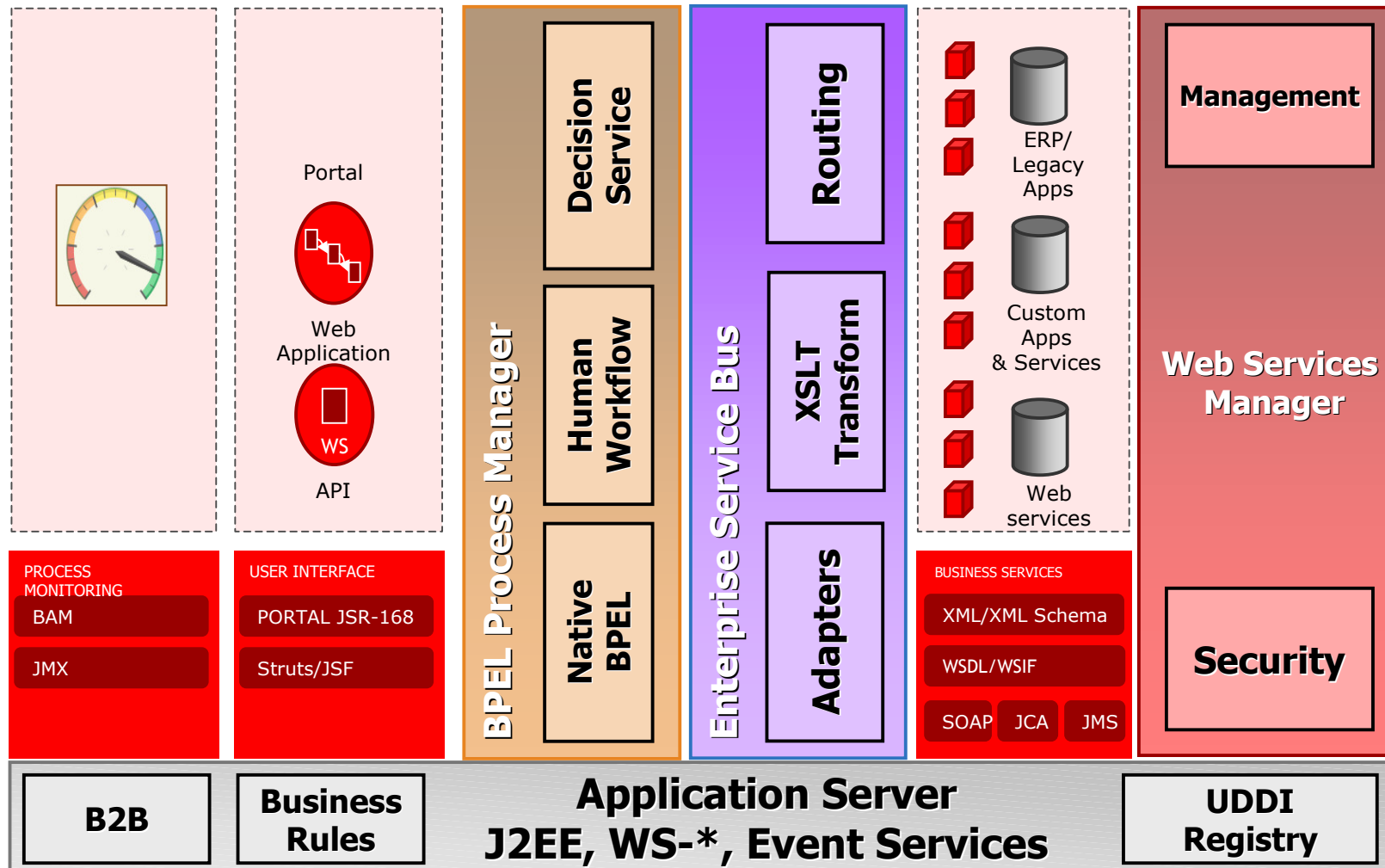
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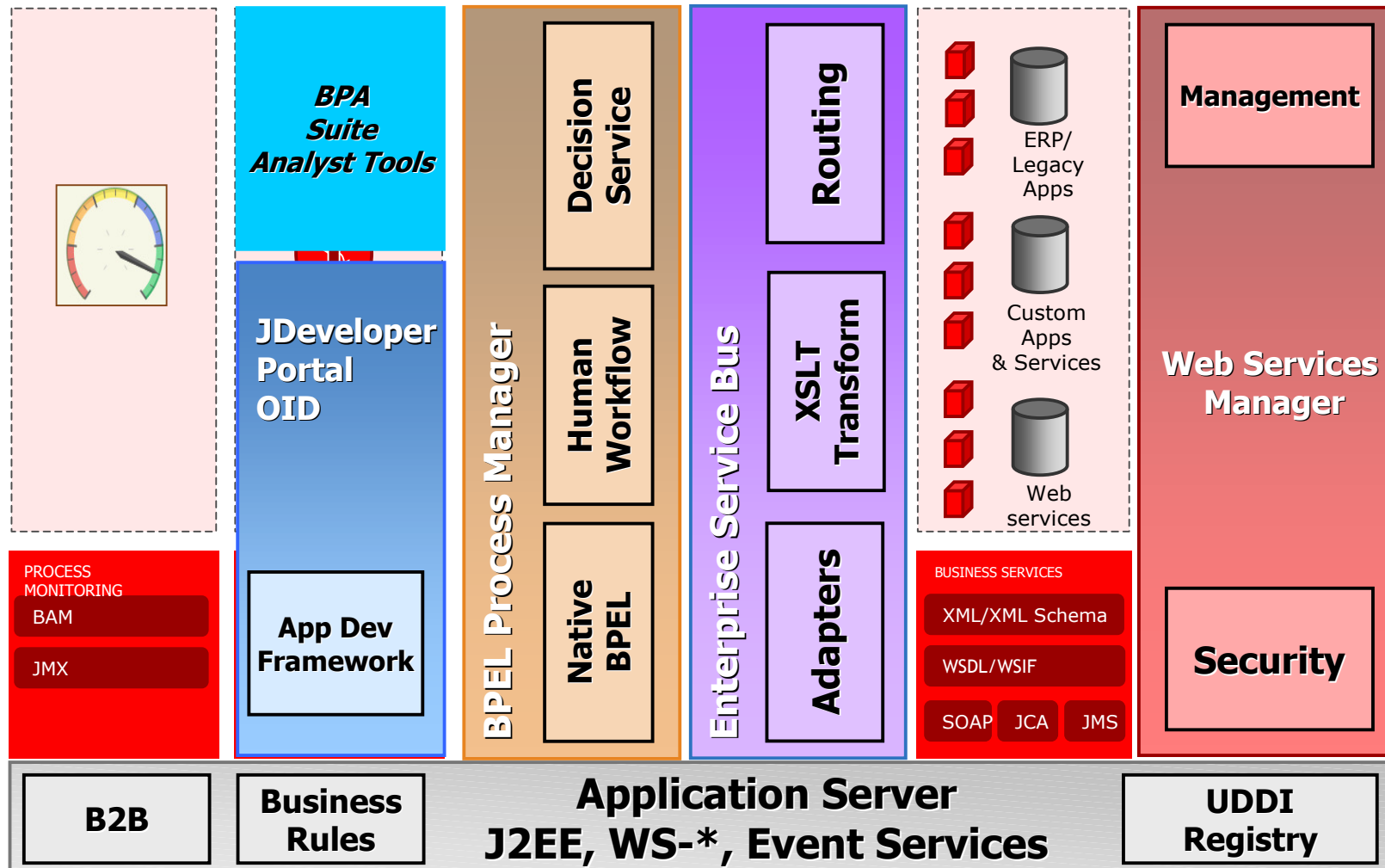
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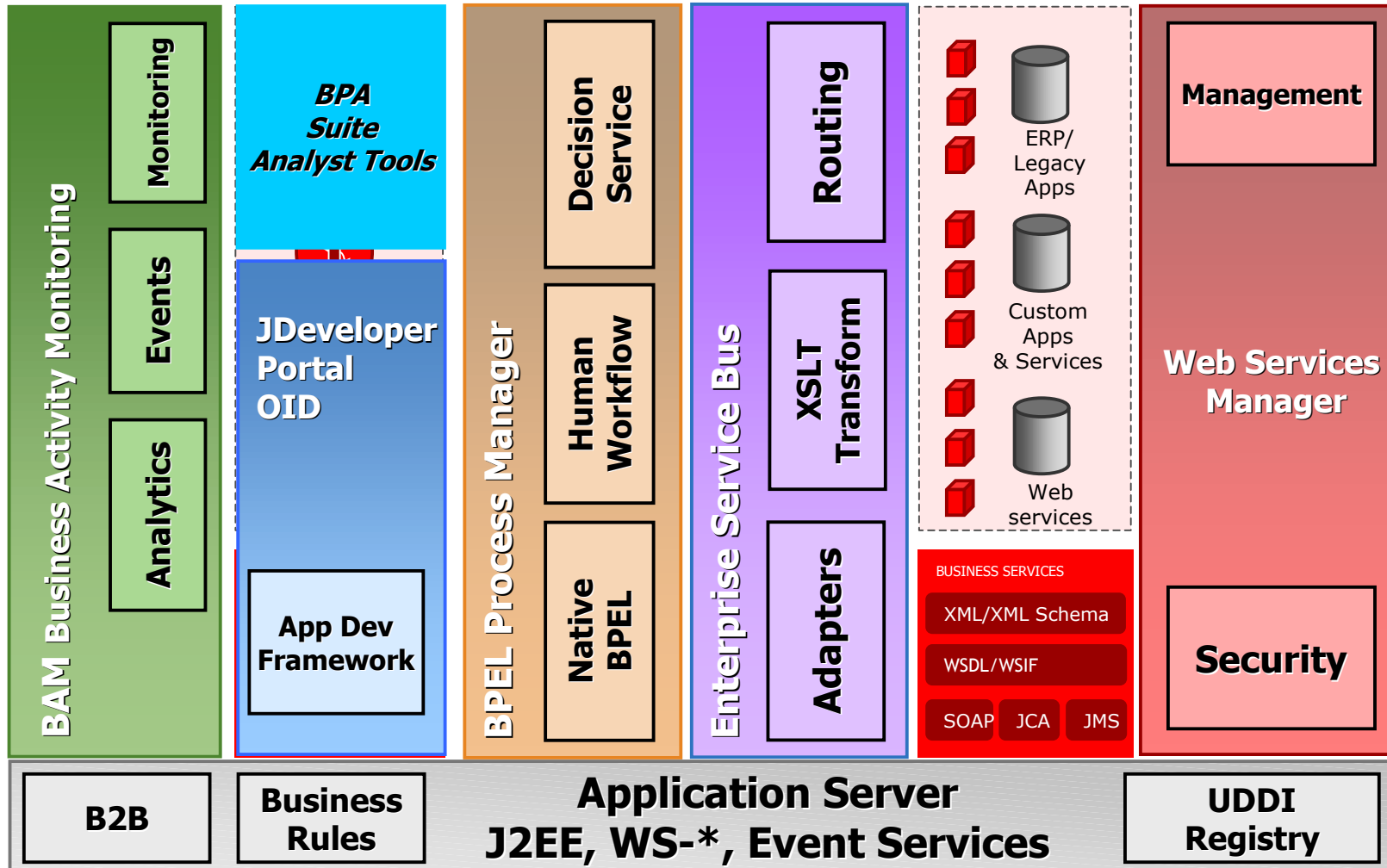
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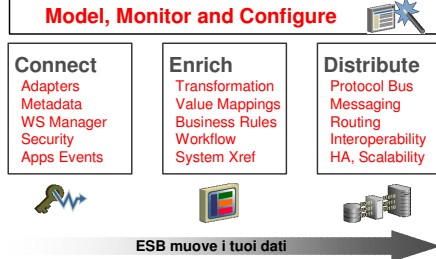


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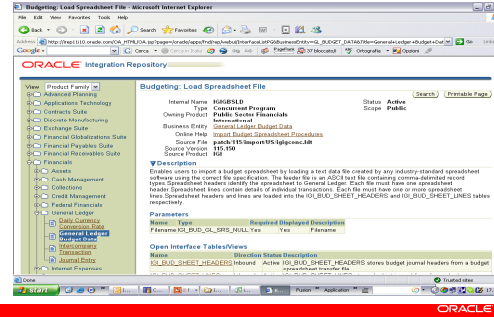
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Oracle ESB: Enterprise Service Bus



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EBS Integration Repository



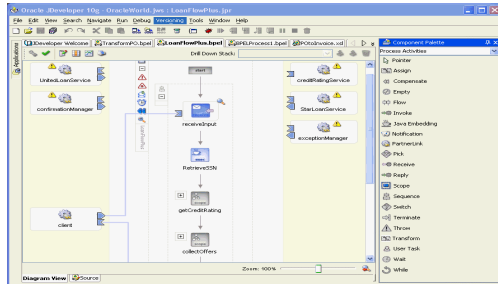
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Oracle Adapters

Applications	Databases	Technology
<ul style="list-style-type: none"> Oracle Applications SAP R/3 Peoplesoft JD Edwards Siebel Clarify Lotus Notes Arba AXIOM mx/open Bain BroadVision Clarify Commerce One Hogan Financials I2 Technologies Lawson LiveLink Manugistics Microsoft CRM Vantive Walker Interactive Remedy Salesforce.com 	<ul style="list-style-type: none"> Oracle 8i and above IBM DB2 UDB Informix Clarion Cliper Cloudscape DBASE Dialog ESBbase FOCUS Data Access Great Plains Microsoft SQL Server MUMPS (Digital Standard MUMPS) Navigation Financials (QDBC 3.x) Nucleus Paradox Pointbase PROGRESS Red Brick RMS SAS Transport Format Sybase Teradata Unisys DMS 1100/2200 Universe 	<ul style="list-style-type: none"> HTTP, HTTP-S Email – POP3, SMTP, IMAP FTP, FTP-S Fast File JMS Oracle AQ IBM MQSeries TIBCO Rendezvous Socket
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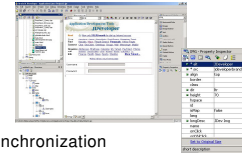
Oracle BPEL Process Manager



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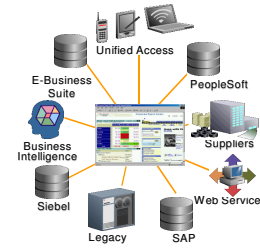
Oracle JDeveloper: Application Development Framework (ADF)

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Oracle Portal

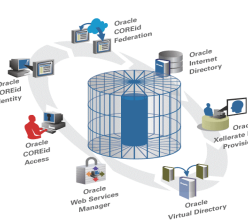


Accentra e armonizza in un unico punto le applicazioni ed i dati

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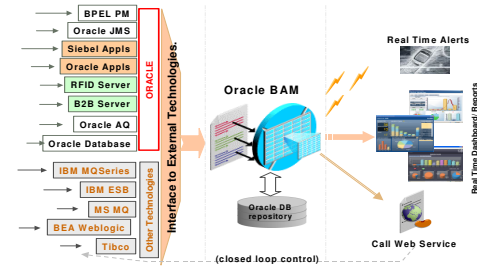
Oracle Identity Management

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BAM integration proof points.



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Oracle XML Publisher



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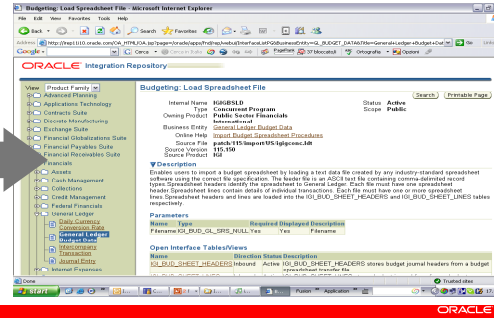
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Oracle Fusion Middleware

Oracle ESB: Enterprise Service Bus

Connettere,
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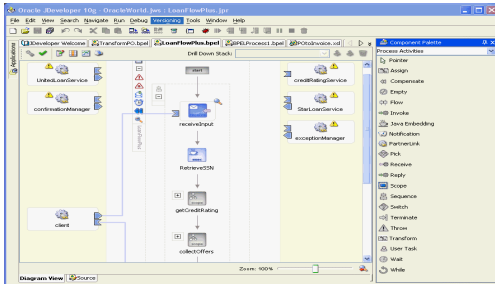
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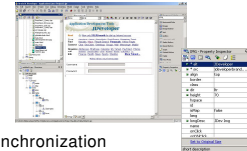
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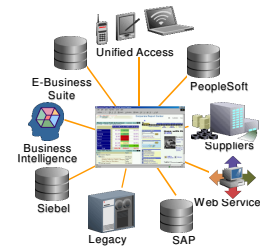
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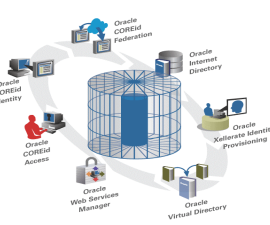


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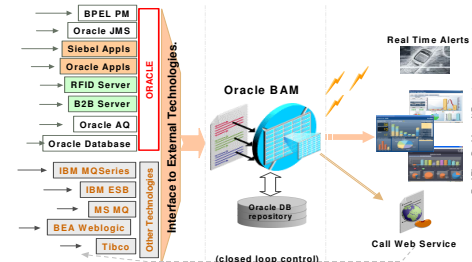
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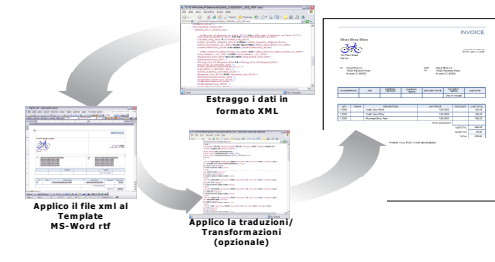
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BAM integration proof points.



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Oracle XML Publisher



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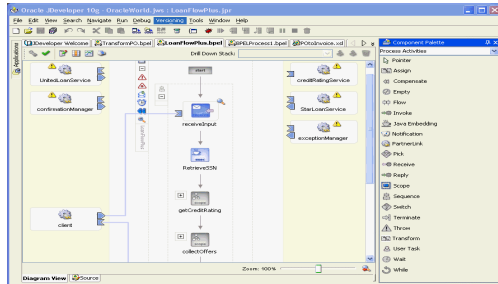
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API, Webservice,
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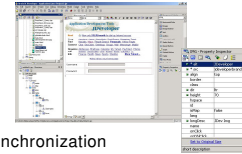
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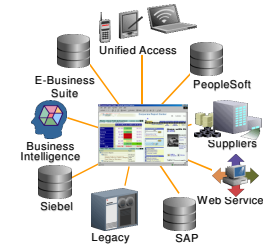
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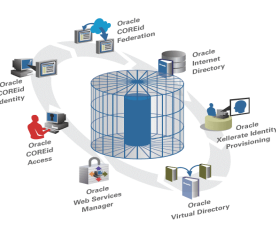


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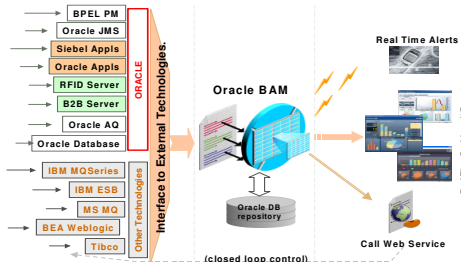
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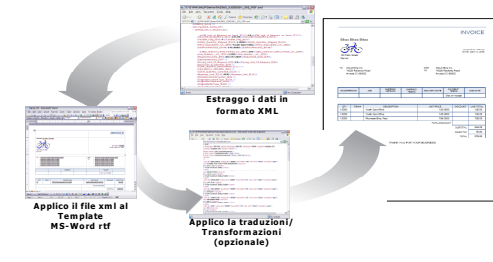
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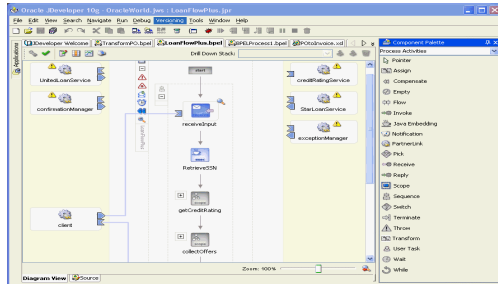
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Come dialogare
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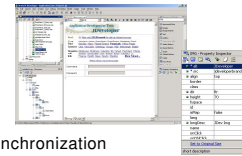
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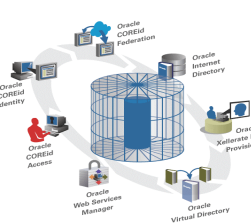


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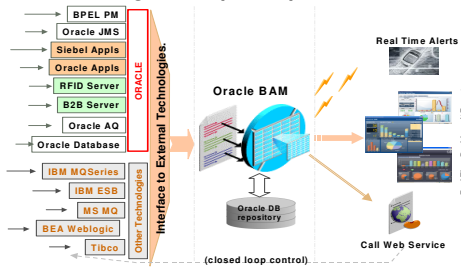
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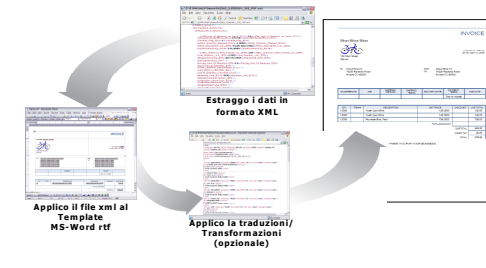
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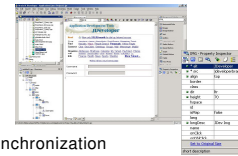
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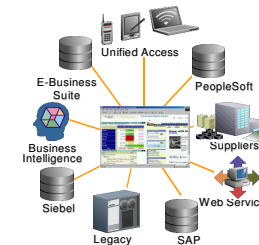
Costruire
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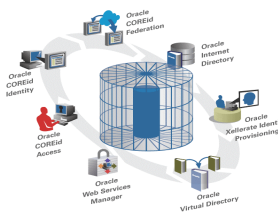
Oracle Portal



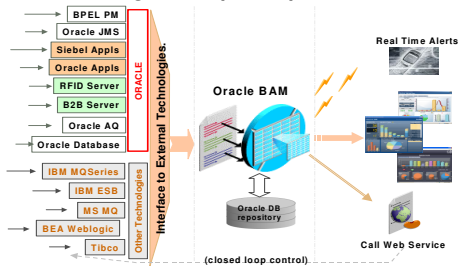
Accentra e armonizza in un unico punto le applicazioni ed i dati

Oracle Identity Management

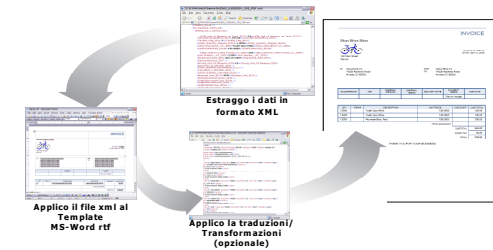
- Access Control
 - Single Sign-On
 - Identity Federation
 - Web Access Control
 - Web Services Security
- Identity Administration
 - User, Role Manager
 - User Provisioning
- Identity Infrastructure
 - Virtual Directory
 - Directory



BAM integration proof points.



Oracle XML Publisher



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Oracle Fusion Middleware

Oracle ESB: Enterprise Service Bus

Connettere,
arricchire
distribuire...
Muovere i dati

EBS Integration Repository

Quale metodo di
integrazione?
API, Webservice,
Open Interface ?

Oracle Adapters

Come dialogare
con le
applicazioni?

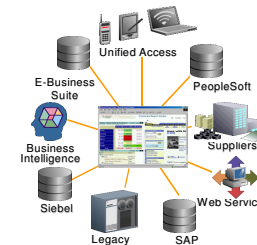
Oracle BPEL Process Manager

Costruire
processi tra
applicazione

Oracle JDeveloper: Application

Costruire
nuove User
interface

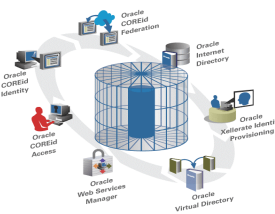
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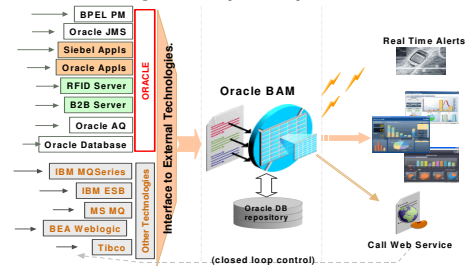
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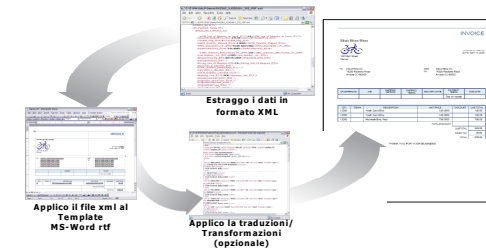
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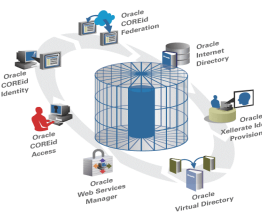
Costruire
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Oracle Portal

Armonizzare le
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un portale

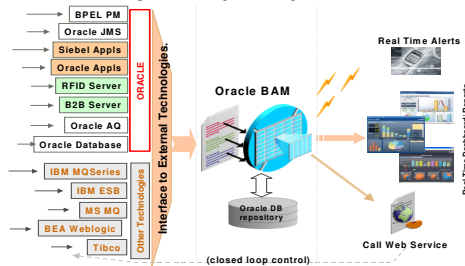
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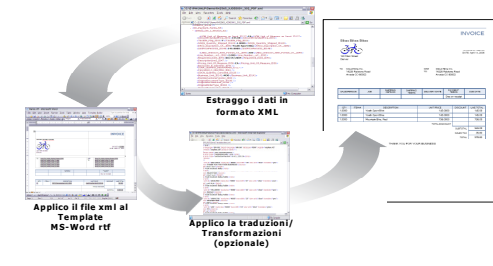
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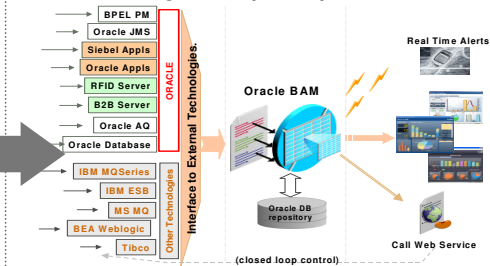
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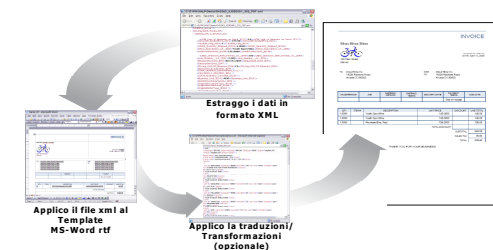
Single sign-on

BAM integration proof points.



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Oracle XML Publisher



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Oracle Fusion Middleware



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Oracle Fusion Middleware

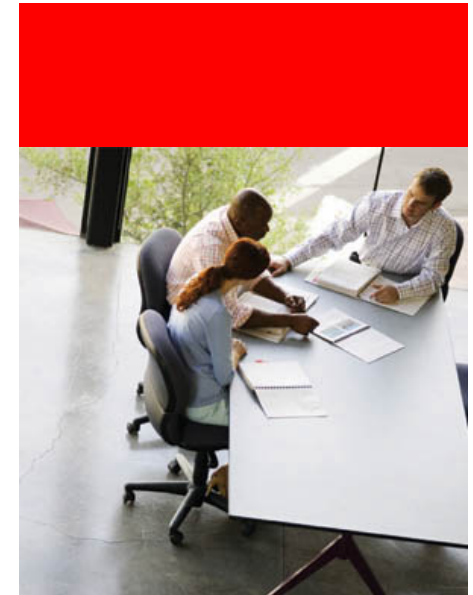


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Oracle Database 10g

Il motore vitale di Oracle Applications

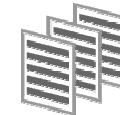


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Oracle Database 10g

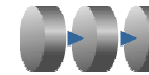
10^g
ORACLE
DATABASE
ENTERPRISE EDITION



Materialized Views



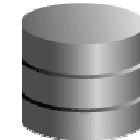
Data Guard



Partitioning



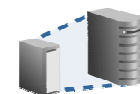
OLAP



**Global Single
Data Model**



Workflow



**Real Application
Cluster**

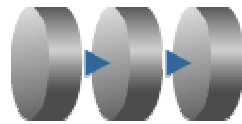
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Le Oracle Applications usano tutte le feature del database



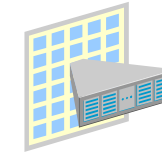
Document Management



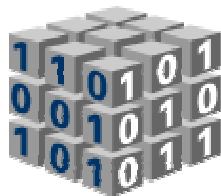
Partitioned Table



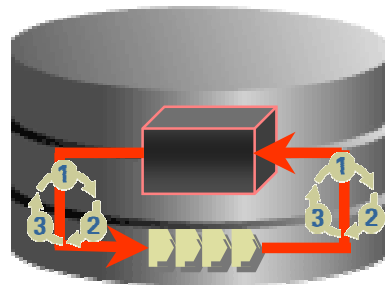
Label Security



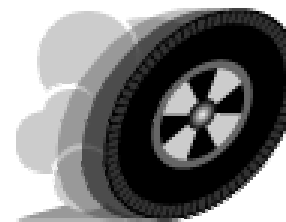
Materialized Views



OLAP



Advanced Queuing



Cost Based Optimizer



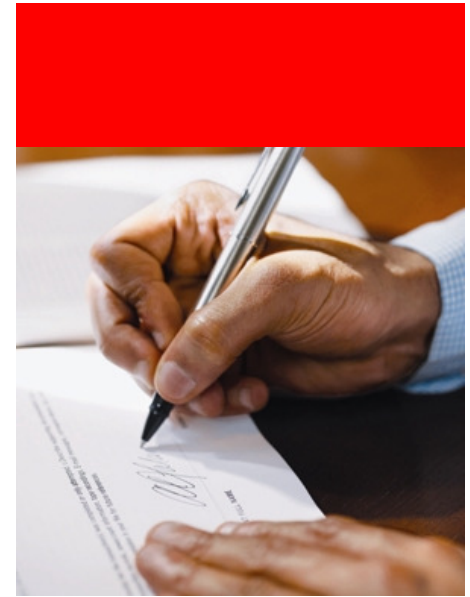
Ultra Search

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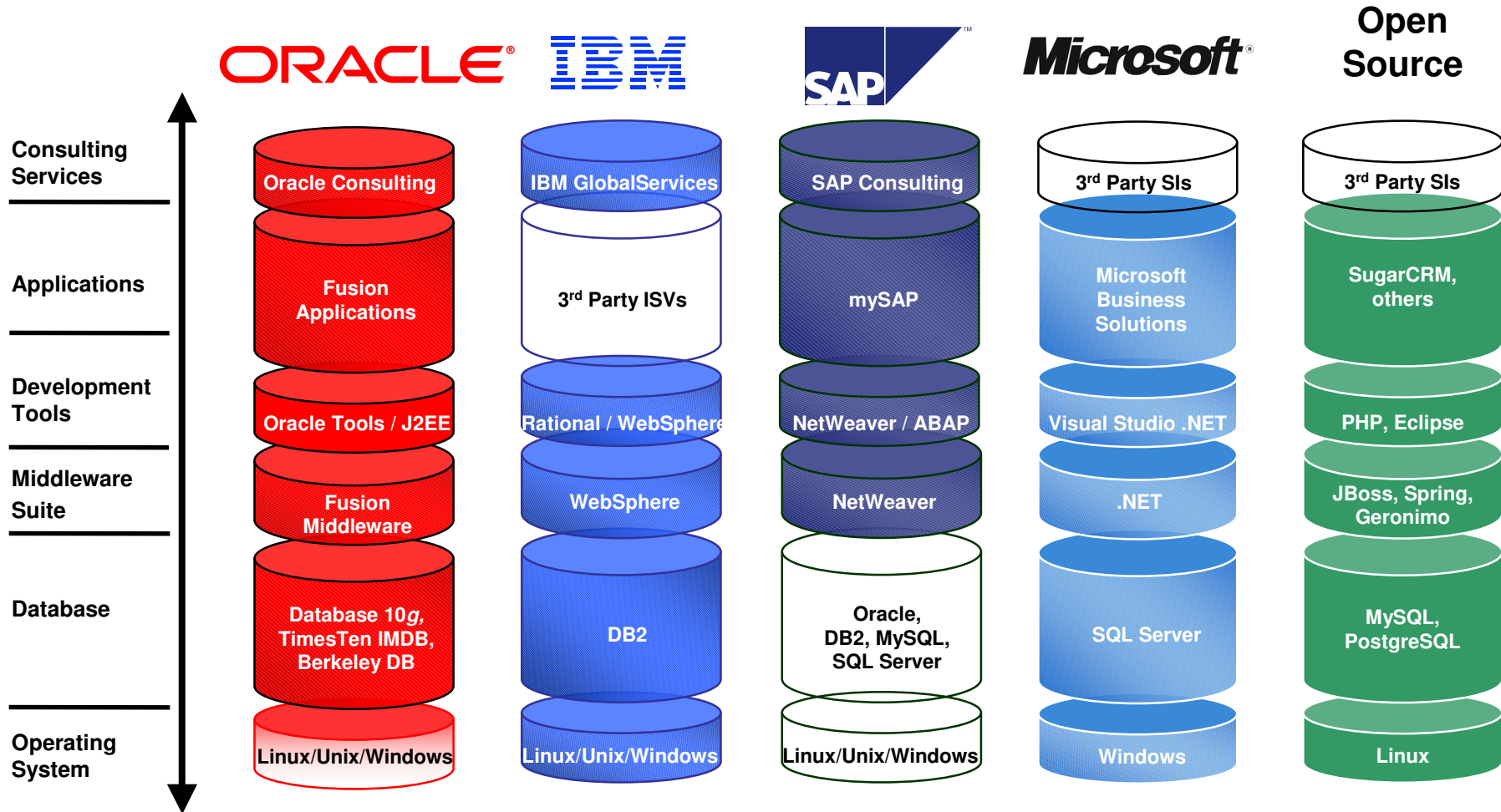
Oracle's Acquisition Strategy



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Acquisitions Make the Oracle “Stack” More Compelling



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Acquisition Timeline: A Recent History



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Acquisition Timeline: A Recent History

oblix®



PeopleSoft.

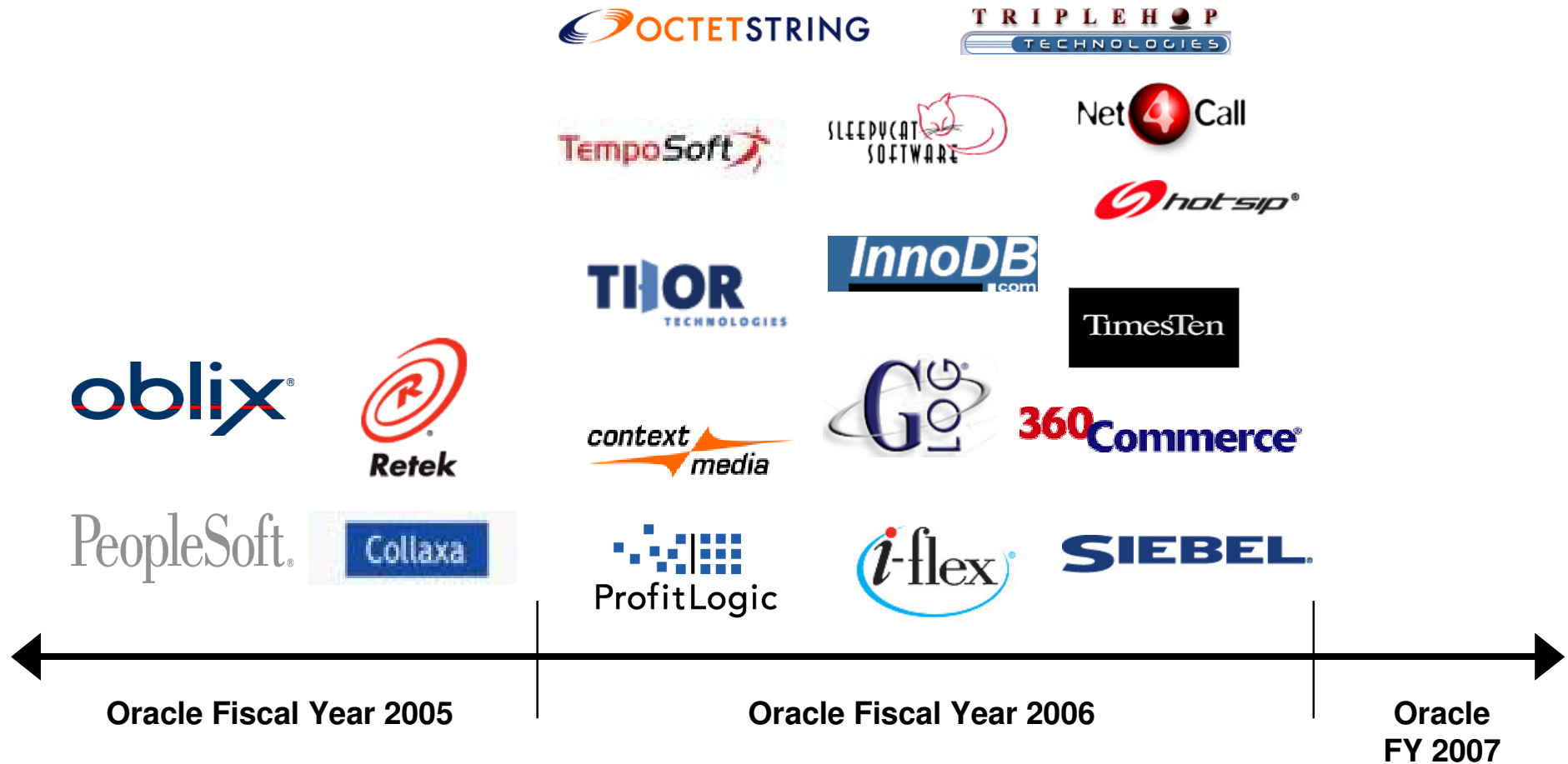
Collaxa



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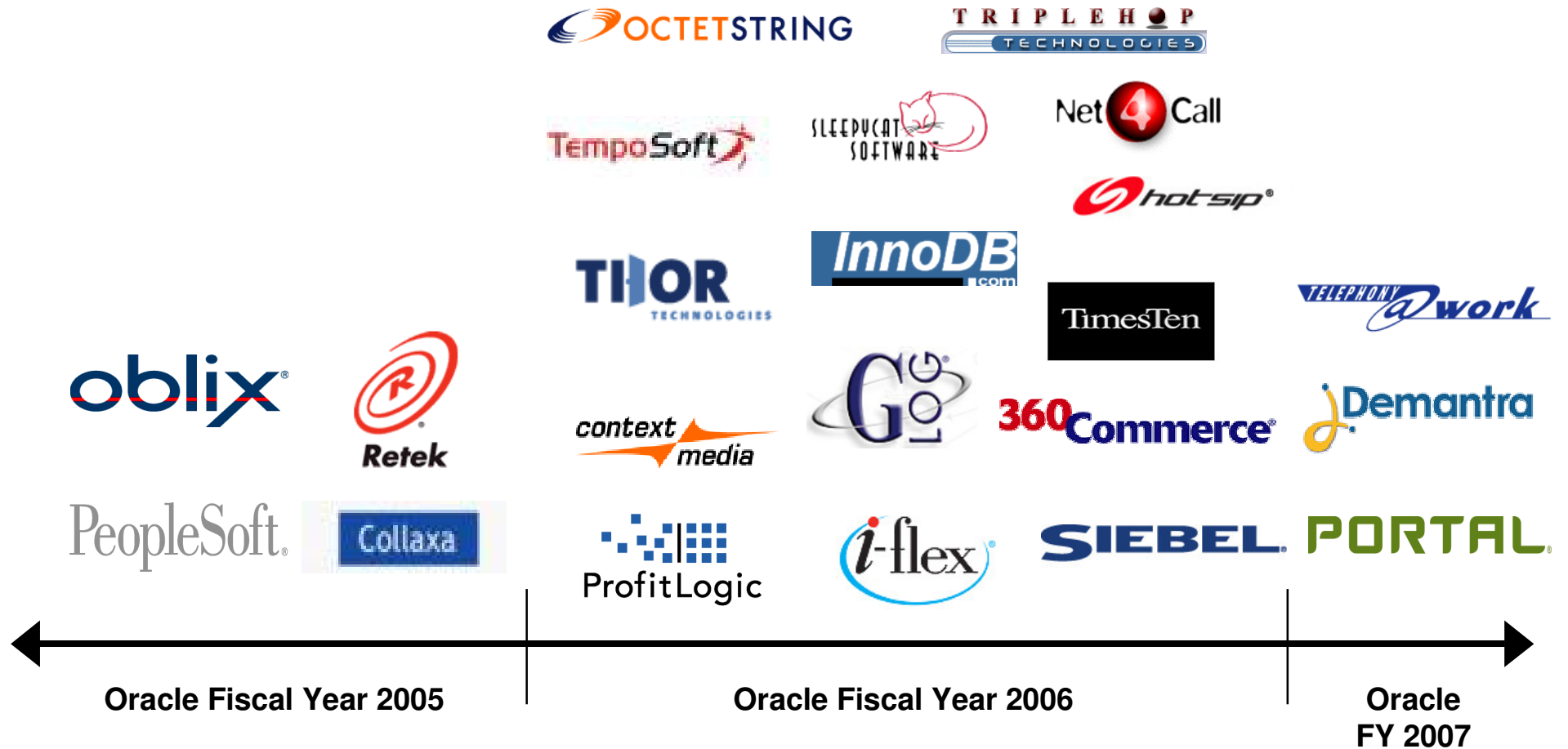
Acquisition Timeline: A Recent History



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Acquisition Timeline: A Recent History



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Best-in-class Enterprise Applications Suite

Acquisitions have enabled Oracle to build a best-in-class enterprise applications suite

13,000

Apps Customers

Oracle committed to enterprise applications, but lacks scale to compete

30,000
Apps Customers

#1 in North America
#1 in HR Globally
#1 in SCM Globally
#1 in CRM Globally

PeopleSoft

#1 HRMS Vendor

i-flex solutions

#1 Banking Apps Vendor

Siebel Systems

#1 CRM Vendor

Retek

#1 Retail Apps Vendor

G-Log

#1 Logistics Apps Vendor

Demantra

#1 Demand-Driven Planning

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Oracle Communications Industry Leadership

Acquisitions have broadened Oracle's applications and infrastructure offering to the communications industry

**Communications
identified as a critical
focus industry for Oracle**

90%
**Of communications
companies worldwide use
Oracle applications and/or
infrastructure software**

Siebel Systems
#1 CRM Vendor in Comms

Hotsip and Net4Call
Oracle Services Delivery Platform

Telephony@Work
IP-Based Contact Center Software

TimesTen
#1 In-Memory DB in Comms

Portal Software
Most Modern Billing Application
Built on Oracle

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Oracle Retail Industry Leadership

Acquisitions have enabled Oracle to meet the needs of retailers as they shift to packaged applications from custom development

Retail
identified as a critical
focus industry for Oracle

**Delivery of the first
software suite that creates
insight-driven enterprises
for the retail industry with
1,900 customers**

Retek
#1 Retail Apps Vendor

ProfitLogic
Profit Optimization Software

360Commerce
Point-of-Sale Software

TempoSoft
Workforce Management

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Security Software Leadership

Acquisitions have created a complementary middleware security solution identified by customers as a critical “must-have”

**Oracle’s Existing Technologies:
Secure Software but not
Security Software**

“Oracle’s offering of Identity and Access Management (IAM) products now pushes ahead of other IAM competitors such as BMC, CA, HP, IBM, Microsoft, Novell and Sun Microsystems”

Source: Gartner Group, “Oracle Acquisitions Could Change the IAM Landscape”, November 2005.

Oblix
Extranet Access Management

Phaos
Federated Identity Management

Thor
User Provisioning

OctetString
Directory Virtualization

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Alternative Database Technologies

Acquisitions of complementary database technologies expand Oracle's addressable market

**Oracle's 275,000
Existing Customers:**
#1 Database Overall
#1 Database on Linux

Acquisitions extend Oracle's ability to meet customer needs with in-memory, embedded, non-SQL and open source database offerings

TimesTen
SQL-based In-Memory Database

InnoDB
Transactional Database

Sleepycat Software
Open Source Embedded Database

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Additional Acquisition Opportunities

Among other areas, Oracle is focused on the following segments



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- Industry Functionality
 - Not just apps, but across the Oracle stack
 - Fragmented industries with high IT spend
 - Opportunity to migrate to packaged software



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- Security
 - Extend the middleware security layer
 - Extend the database security layer



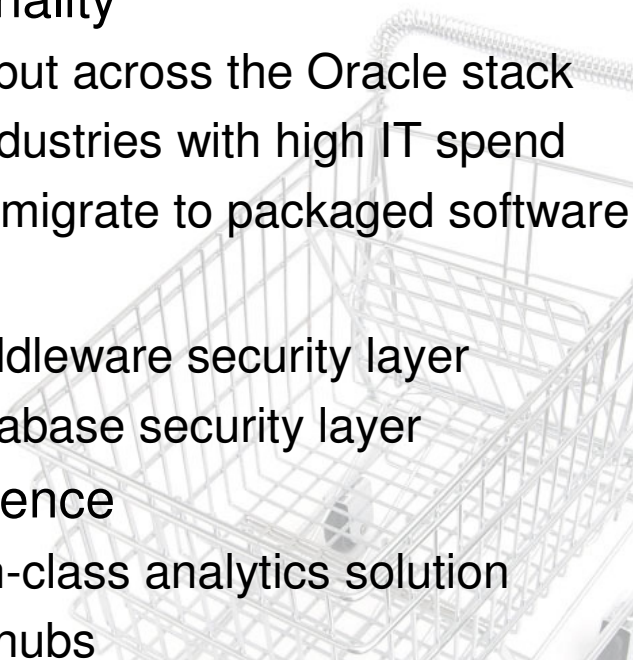
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 - Business Intelligence
 - Provide best-in-class analytics solution
 - Drive value of hubs
- 

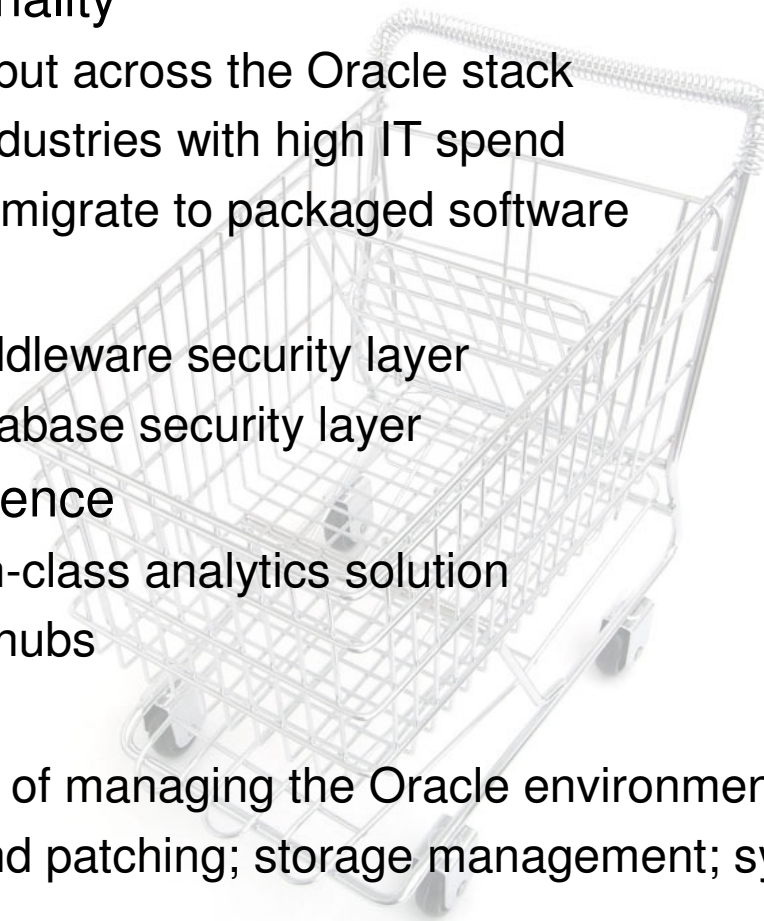
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 - Business Intelligence
 - Provide best-in-class analytics solution
 - Drive value of hubs
 - Automation
 - Lower the cost of managing the Oracle environment
 - E.g., testing and patching; storage management; systems reliability; grid control
- 

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Oracle's Integration Strategy



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Oracle's Efficient and Comprehensive Integration Strategy is a Clear Differentiator

Oracle adheres to the following critical success factors

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- Follow well-developed processes for acquisitions that speed the diligence and integration
 - Consolidate quickly to provide single face to customers
 - Accelerates sales momentum and cost savings when integrating



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 - Maintain software investments + provide upside



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- Communicate early and extensively with all affected constituencies
 - Includes customers, partners, shareholders and employees
 - Provide clear, consistent messaging that articulates our rationale



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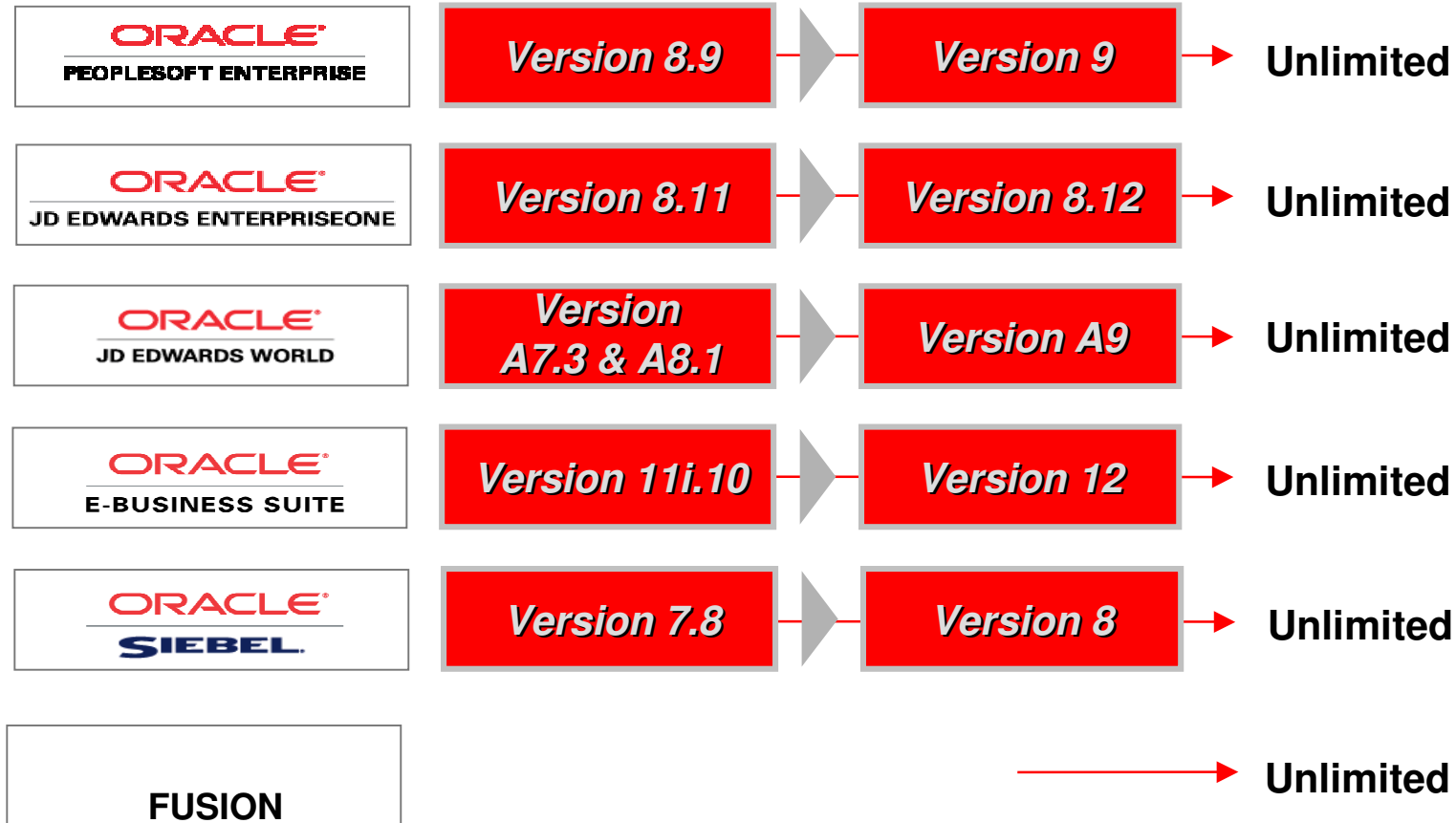
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 - Provide clear, consistent messaging that articulates our rationale
- Rigorously track progress of transactions and implement change quickly when problems arise

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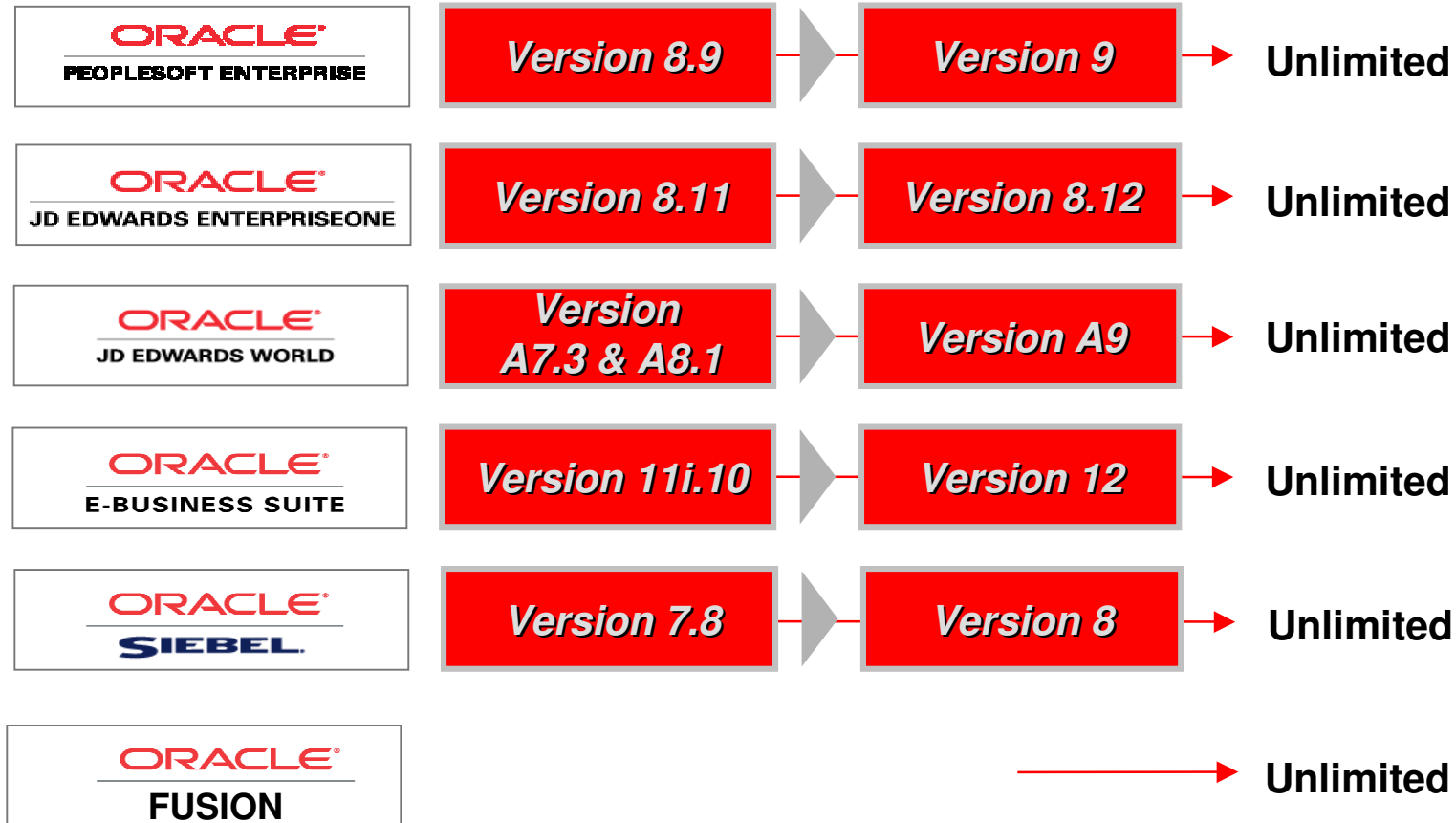
Applications Unlimited



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Applications Unlimited



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Our success with PeopleSoft, Siebel, Retek and others is proof that acquisitions are an important tool to meet customer needs

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Q&A