




ORACLE®

Oracle Application Integration Architecture



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.




Today's Discussion



- Business / Technology Trends
- Business Impact
- Oracle Application Integration Architecture
- Planned Roadmap and Availability
- Benefits and Customer Value
- Next Steps

Business Climate is Changing

Focus is on Business Transformation

 <p>PACE OF BUSINESS Increasing expectations from customers and partners to provide answers sooner</p>	 <p>INNOVATION Companies are under pressure to bring products and services to market faster</p>
 <p>GLOBALIZATION Customers, supply chain, and competition have all become global</p>	 <p>REDUCE COSTS Relentless pressures to drive additional efficiencies...do more with less</p>

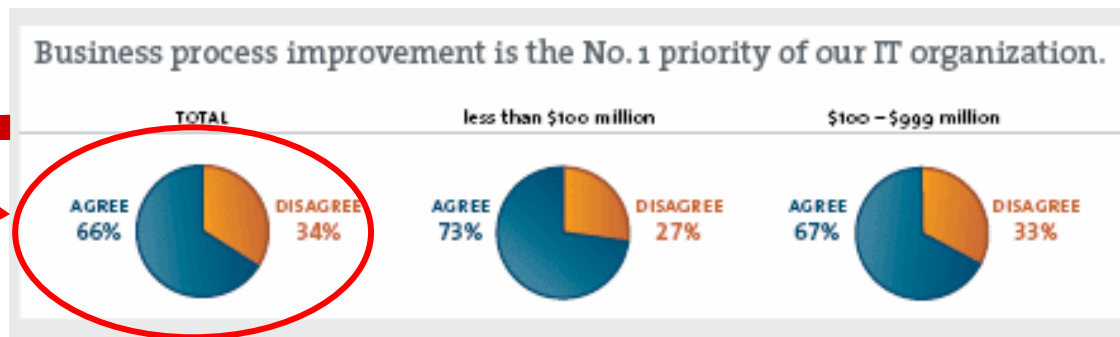
"In a time of accelerating turbulence, the valuation of a company will be strongly affected by how it executes change."

Gartner

Improving Business Process across Applications is Job #1



The 30 Most Important IT Trends for 2007, November 2006



“Integrating and enhancing existing system and processes is the most frequently cited technology priority.”

State of the CIO Survey 2007, CIO Magazine



Current IT Environments Compromise Business Transformation

Need to Bundle Products – DSL, Cell Phone, Land Line, Satellite



Suzie
Brand Manager

Suzie: Ralph, can we bundle some products. We need to bundle DSL, Cell Phone, Land Line and Satellite.....we want them to be able to order it in one spot and get one bill.

Ralph: Let me investigate, I will get back to you in a week

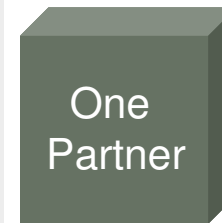
Ralph: Suzie, I have some great news. We can do it! But it will take 18-24 months, oh, and we have to wait until next year to our current projects to clear.

Suzie: Oh, that just won't do. We need to be able to **transform quicker**.



Ralph
Director of IT

Ralph surveys his IT Landscape



One Partner

A partner to integrate for Satellite



Fulfillment

3 Fulfillment Systems for product and services



CRM

2 CRM systems



Billing

3 Billing Systems



IT Imperative:

Enabling Strategic Business Transformation through Pre-built, Extensible Business Process Integrations

Business Goals

Enabling Faster Time to Market for New Products/Services

Improving Business Agility and Performance

Streamlining Operations

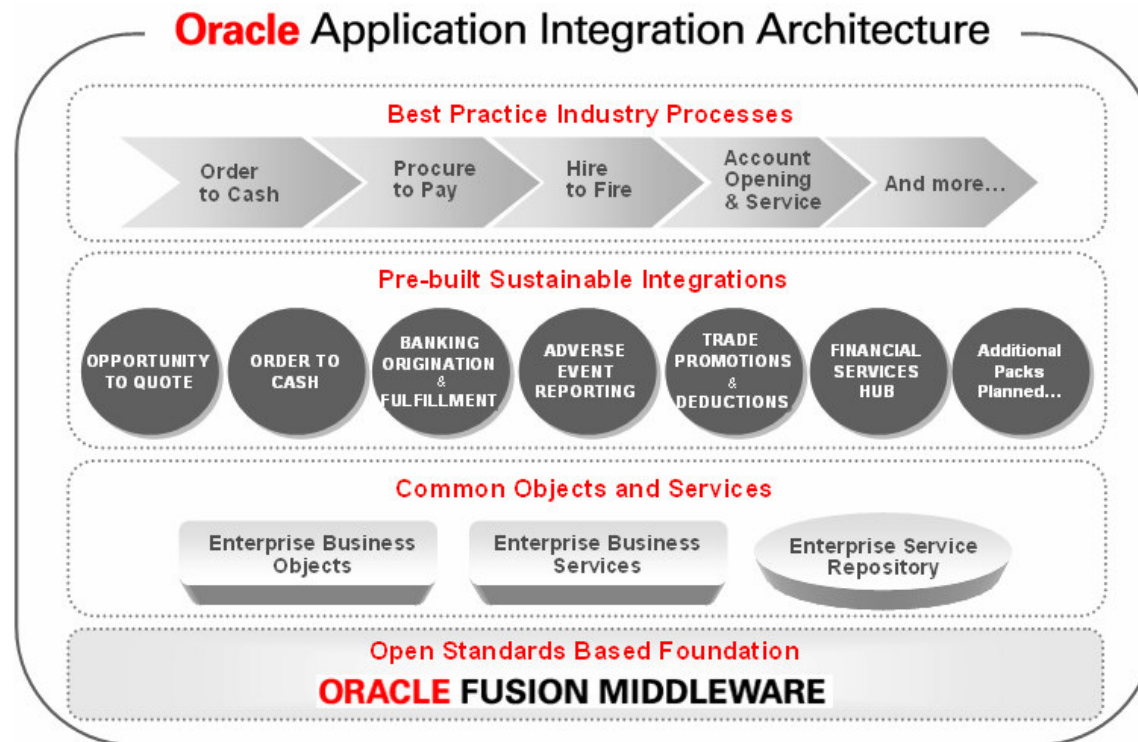


IT Strategy

- ✓ Business process flexibility
- ✓ End to end business process management
- ✓ Sustainable best of breed integrations
- ✓ Foundation for innovation

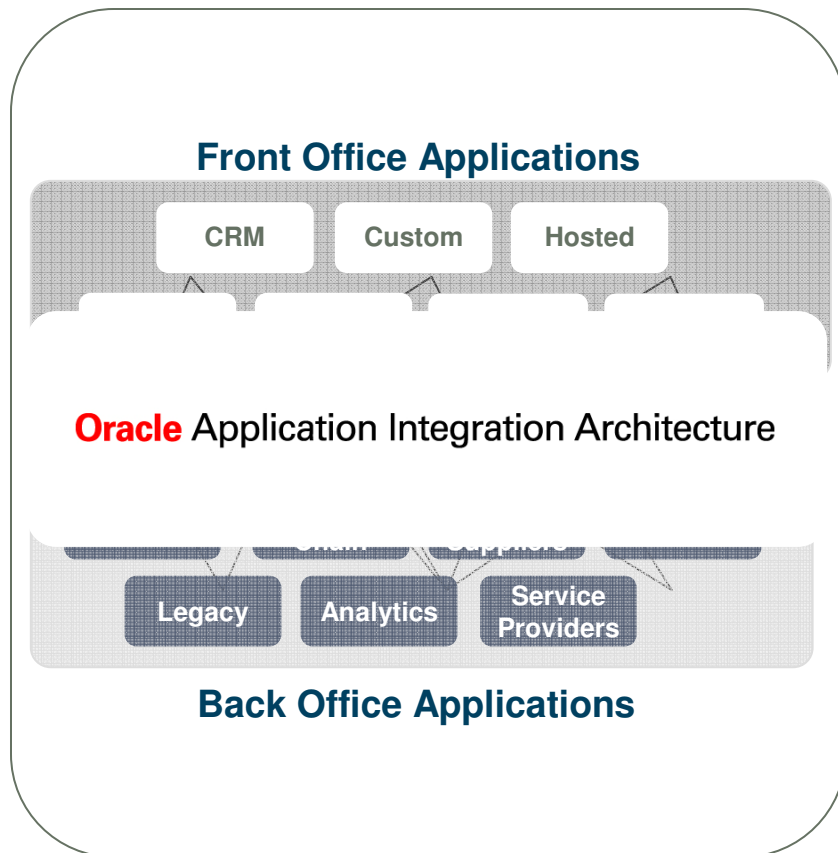
The Oracle Solution: Oracle Application Integration Architecture

AIA is an open standards based platform that unites the world's best applications through composite business processes.



Oracle Application Integration Architecture

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

Oracle Application Integration Architecture

Key Components

- **Best Practice Industry Processes:**

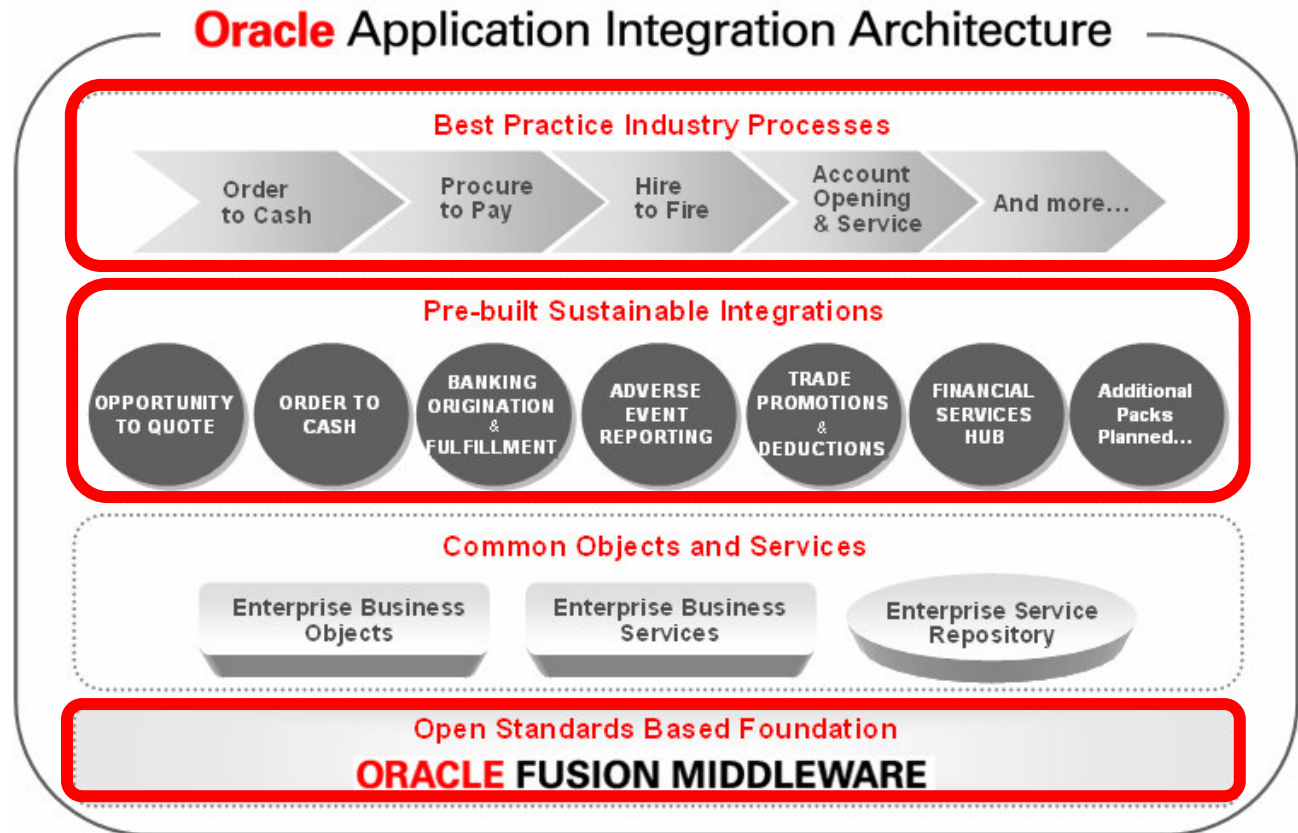
Optimize business performance by using documented industry best practices processes

- **Pre-built, Sustainable Integrations:**

Quickly integrate Oracle Applications to create the business processes you need, without the risk

- **Open Standards Architecture for Innovation:**

Accelerate time to value through a pre-built SOA using Oracle Fusion Middleware





“We love it when a plan comes together... Oracle has created one of the most compelling strategies we have seen in quite a while.”

AMR Research, *Alert Article*, April 2007



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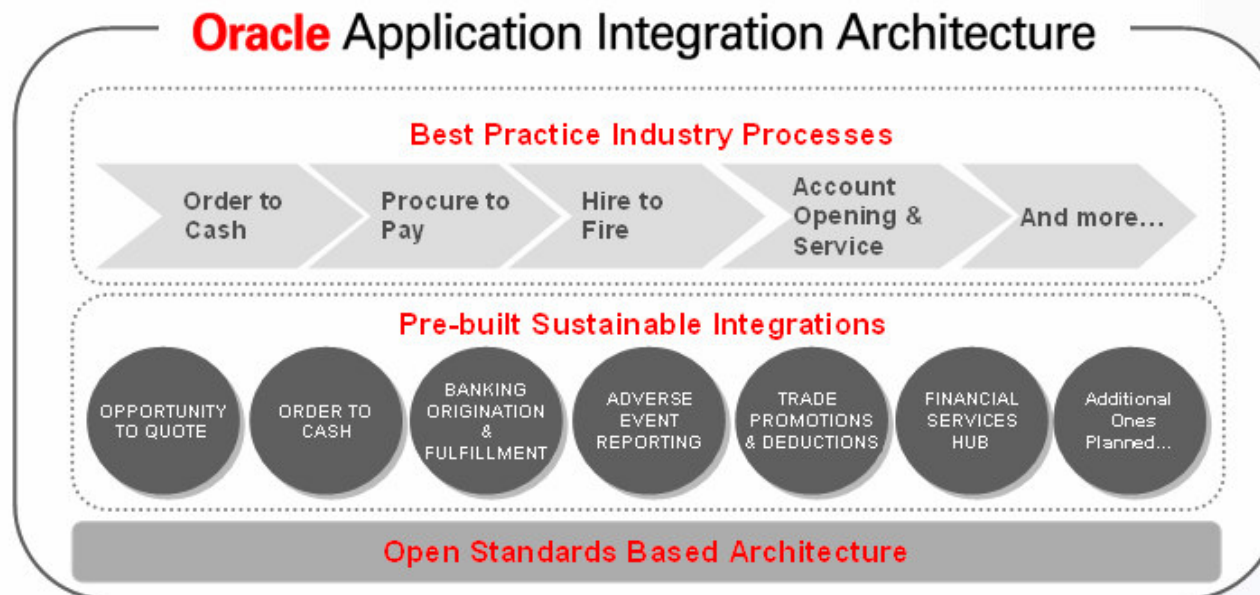


IT Strategy

- ✓ **Business process flexibility**
- ✓ **End to end business process management**
- ✓ **Sustainable best of breed integrations**
- ✓ **Foundation for innovation**

Application Independent Design Puts Business Needs First

- Start with the business problem, not the technology
- Optimize business processes with documented best practice industry processes
- Capabilities can be reused, even if Oracle applications not involved



How Application Integration Architecture Works

Oracle Application Integration Architecture

Enterprise Applications

Siebel CRM

E-Business Suite Order Management

SAP

Update Account Record

Update Record

Update Record

AIA Abstraction Layer

- *Transforms request to common AIA web service*
- *Requestor does not need to know who the Provider is*

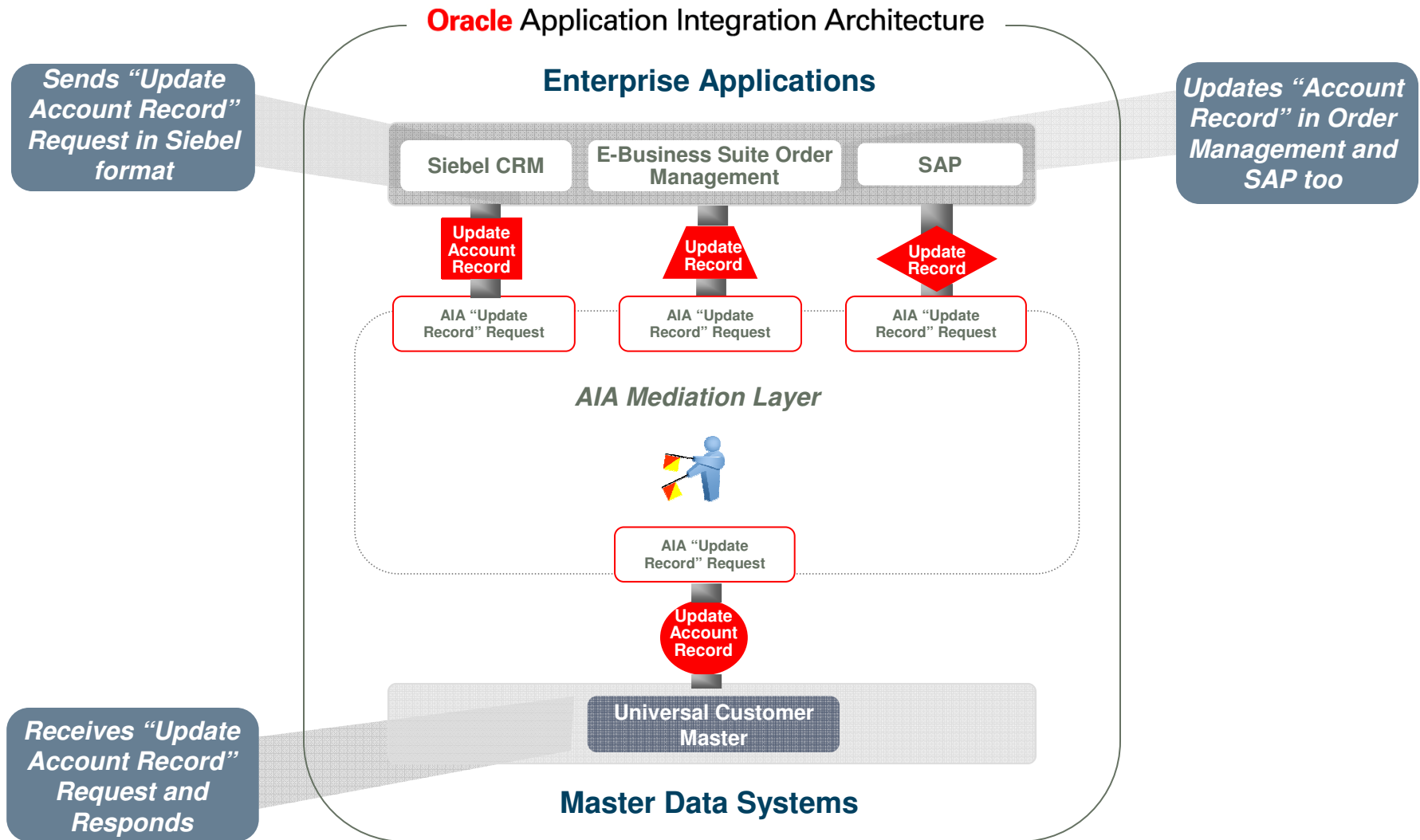
Update Account Record

Universal Customer Master

Master Data Systems

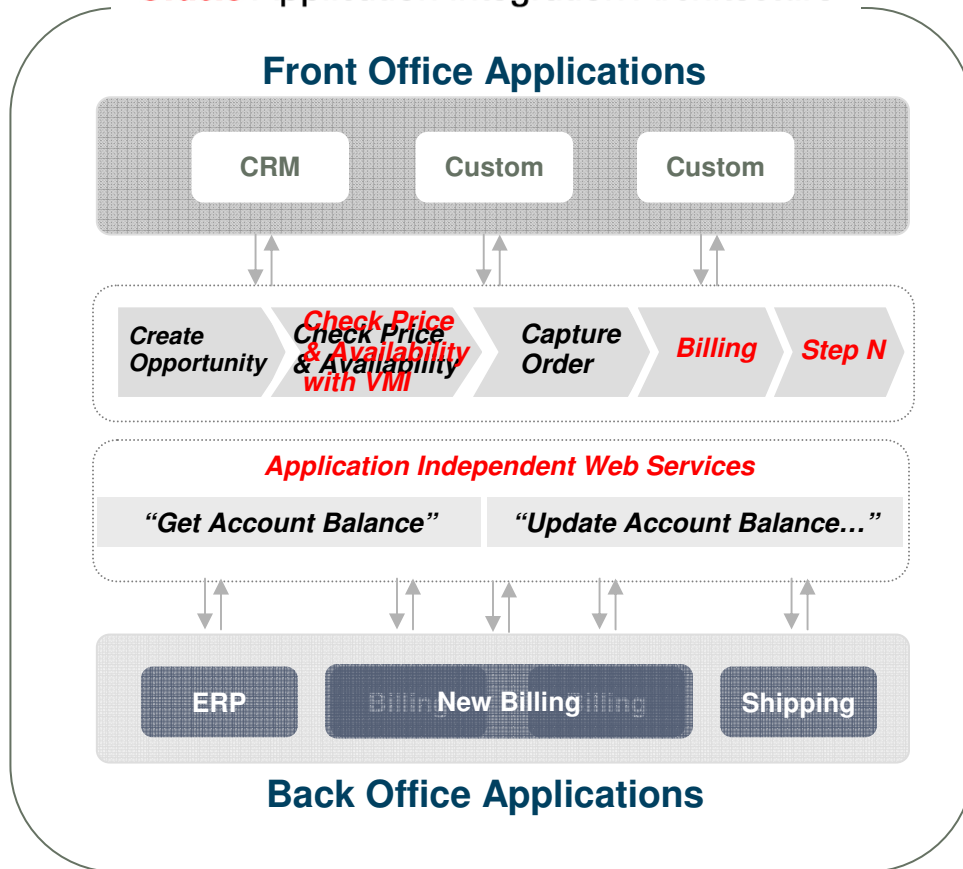


How Application Integration Architecture Works



Business Process Flexibility, Designed for Continuous Improvement

Oracle Application Integration Architecture



Key Capabilities

- Adapt business processes to your needs
- Virtualize applications capabilities into a portfolio of services
- Easily plug and play applications

Benefits

- ✓ Rapid redesign of business processes
- ✓ Application changes are less disruptive to your environment
- ✓ Leverage applications of your choice



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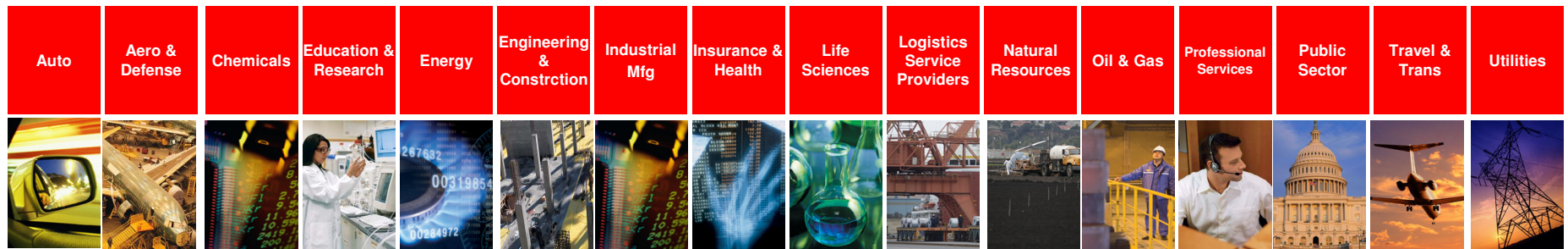


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Industry Specific Versions

Telecom	High Tech	Retail	CPG	Fin Svcs
Integrated Customer and Account Management	Order to Cash	Associate Optimization	Trade Promotion Execution	Account Origination with Core Banking
Integrated Revenue Management	On Demand Lead to On Premise Quote	Integrated Loyalty Management	Trade Promotion Optimization	Multi-Channel Customer Service
Order to Activation	Price Protection	Multi-Channel Order Management	Demand Management	Financial Services Accounting Consolidation





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IT Strategy

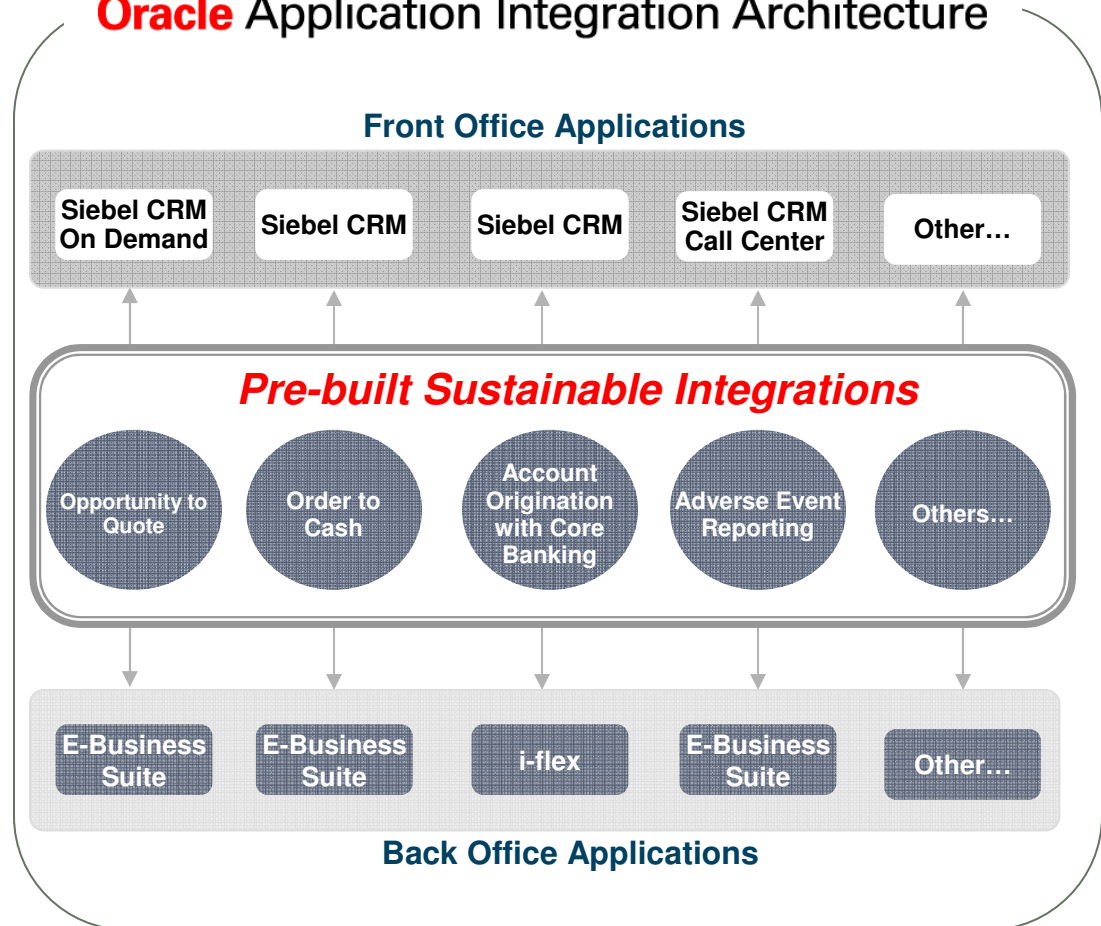
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Sustainable Best of Breed Integrations

Pre-built Integrations to Get You Where You Want to Be Faster

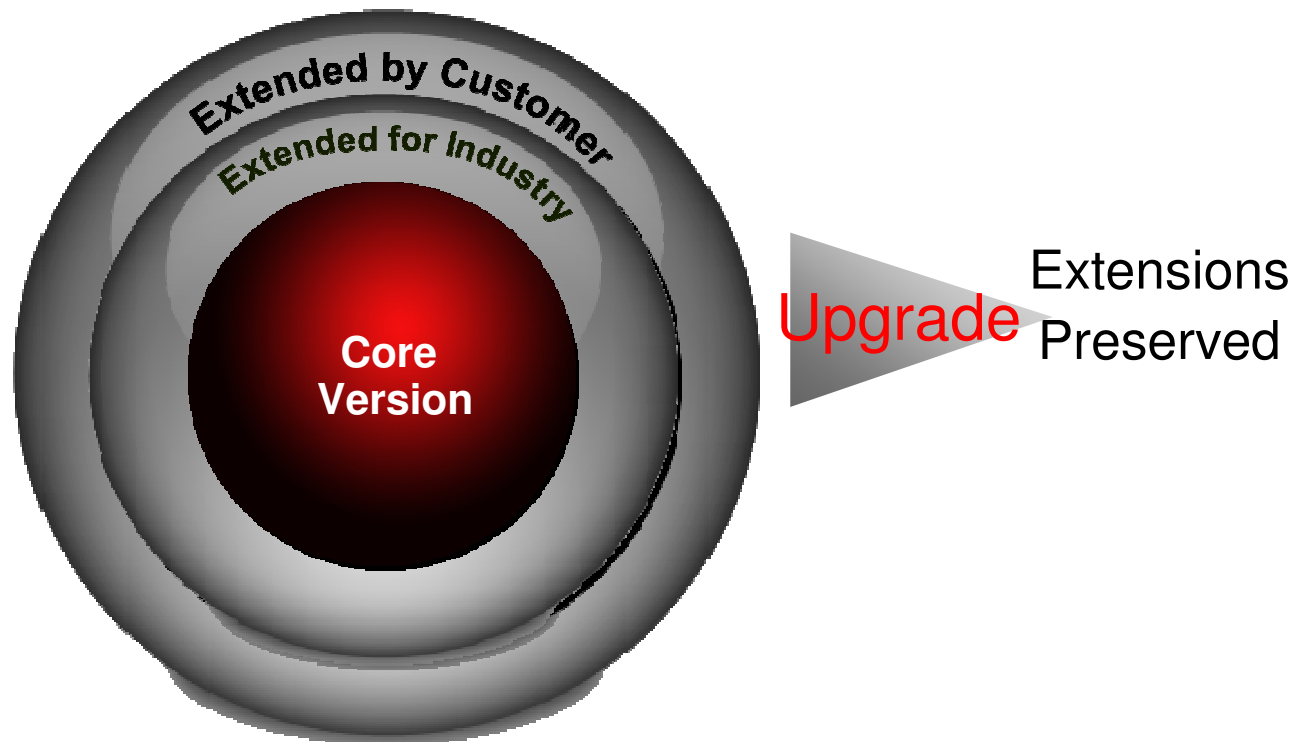
- ✓ Pre-built integrations enable rapid time to value
- ✓ Orchestrated flows deliver end to end visibility across your Oracle Applications
- ✓ Common object model and extension framework enable upgrades
- ✓ Productized integrations reduce maintenance costs
- ✓ Virtual suite with much richer functionality

Oracle Application Integration Architecture



Pre-built Integrations Protect Your Investment

- Pre-built integrations are sustainable
- Upgradeable and reusable foundation preserves changes
- Drive down development and maintenance costs





Available Pre-built Integrations

Siebel CRM On Demand Integration Pack for Oracle E-Business Suite

Opportunity to Quote Process

- Auto-conversion of opportunities to quotes
- Auto-conversion of quotes to orders

Siebel CRM Integration Pack for Oracle E-Business Suite Order Management

Order to Cash Process

- Complex product configuration
- Inventory availability
- Automated order processing
- Price synchronization
- Real time order status



Versions:

Siebel v7.8

Oracle E-Business Suite 11i.10

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Planned Releases

ORACLE
FINANCIAL SERVICES

**Account Origination with i-flex
FLEXCUBE**

Siebel CRM Integration Pack for i-flex FLEXCUBE
Account Originations*

**Account Origination with Core
Banking**

Siebel CRM Integration Pack for Banking Account
Originations*

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SIEBEL
CUSTOMER RELATIONSHIP
MANAGEMENT

**Life Sciences Adverse Event
Reporting**

Siebel Call Center Integration Pack for Oracle
Adverse Event Reporting System*

Trade Promotion Management

Siebel CRM Integration Pack for Trade Promotion
Management*

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JD EDWARDS ENTERPRISEONE

Opportunity to Order

Siebel CRM On Demand Integration Pack for JD Edwards
EnterpriseOne*

Transportation Management

Oracle Transportation Management Integration Pack for
JD Edwards EnterpriseOne*

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PEOPLESFT ENTERPRISE

**Financial Services Accounting
Consolidation**

PeopleSoft Financials Integration Pack for Oracle
Financial Services Accounting Hub*

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COMMUNICATIONS

**Communications Order to Billing
and Revenue Management**

Communications Integration Packs for Siebel CRM, Oracle
Billing and Revenue Management and Oracle Financials*

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*Planned availability in FY2008

Sustainable Best of Breed Integrations

What Oracle Customers Are Saying



“At Ingersoll Rand we made a decision upfront to standardize our business on industry leading applications from Siebel and Oracle. Integrating front and back office solutions from different vendors with varying architectures can be a daunting task for any IT organization. It is for this reason we’re excited to see pre-packaged, standards-based integrations from Oracle.”

- Michael Macrie, Global Director, Back Office Technology



“Oracle’s Application Integration Architecture will help us solve our problems of integrating our front and back office systems. By leveraging an open, standards-based architecture, we will have the flexibility to make discrete changes without disrupting the entire business process.”

- Brian Simmermon, CIO of Subaru of America, Inc.



“After considerable architectural and functional consideration, ScriptPro determined that Oracle’s Application Integration Architecture vision provided the opportunity to leverage our Siebel CRM investment, as well as a flexible mechanism for adapting to changing business drivers.”

- Chris Duffy, VP, Information Systems & CIO



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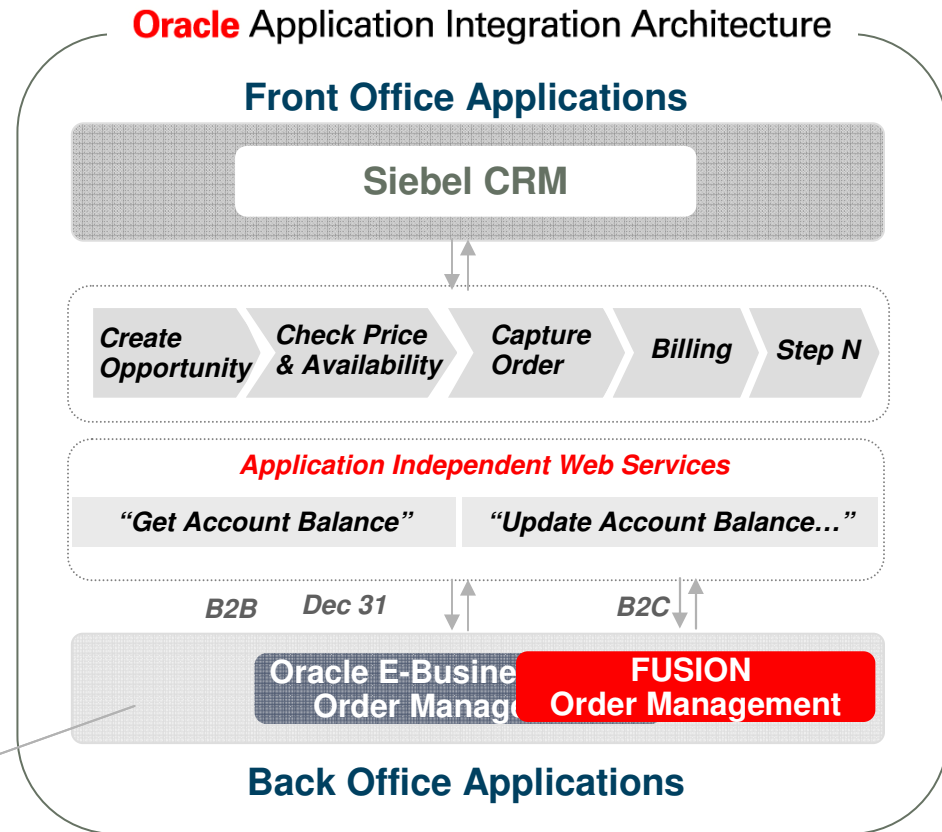
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Pre-built SOA provides Foundation for Innovation and Change

- Extension framework preserves changes
- Fusion ready: processes and models form the baseline for Fusion Applications
- Plug and play or take incremental steps towards next generation Fusion applications
- Pre-built SOA provides governance and control over deployments and change

“Effortless Migration” Control to FUSION Order Management

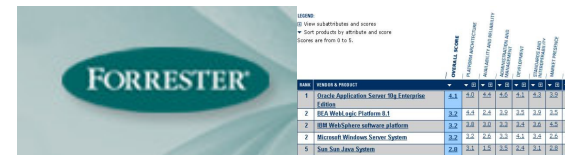


Open Standards Based Foundation Utilizes Industry Leading Fusion Middleware

LEADER in Gartner Integration Backbone MQ – 1H05



WINNER - Enterprise Service Bus Wave – Q4 2006



WINNER - Integration Suite Wave – December 2006



LEADER Business Process Management Suites – 2006



Oracle Application Integration Architecture Enables Business Transformation

Need to Bundle
Products – DSL,
Cell Phone, Land
Line, Satellite



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Ralph: Let me investigate, I will get back to you in a week

Ralph: Yes Suzie,
we can do it and we
can do it within your
time frame!



Ralph
Director of IT

Ralph surveys
his IT Landscape



**One
Partner** A partner to
integrate for
Satellite



Fulfillment 3 Fulfillment
Systems for
product and
services



CRM 2 CRM systems



Billing 3 Billing Systems

**Oracle Application
Integration Architecture**



Oracle Application Integration Architecture

Transform your business through SOA-based composite processes

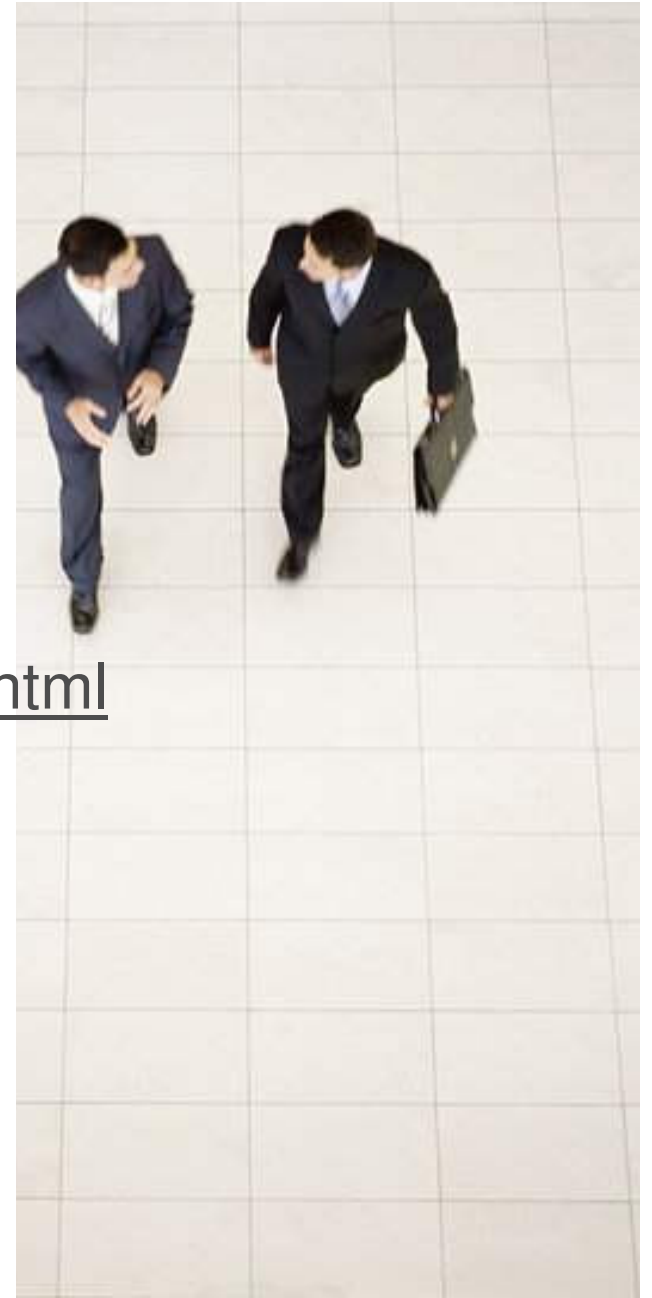
- ▶ **Leverage your best applications to create complete end to end business processes**
 - Start with industry business processes to support business requirements
 - Make all your applications work together

- ▶ **Build adaptable processes that can be quickly changed with business needs**
 - Industry leading application foundation
 - Designed for rapid change with minimal disruption

- ▶ **Deliver integrations with minimal cost and risk to your infrastructure**
 - Stop rebuilding integrations with every new application and release
 - Focus on core competencies, not integration

For More Information

- Contact your Sales Rep
- Visit oracle.com:
<http://www.oracle.com/applications/aia.html>





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