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Seven TOP Secrets of a Successful
Data Integration Project

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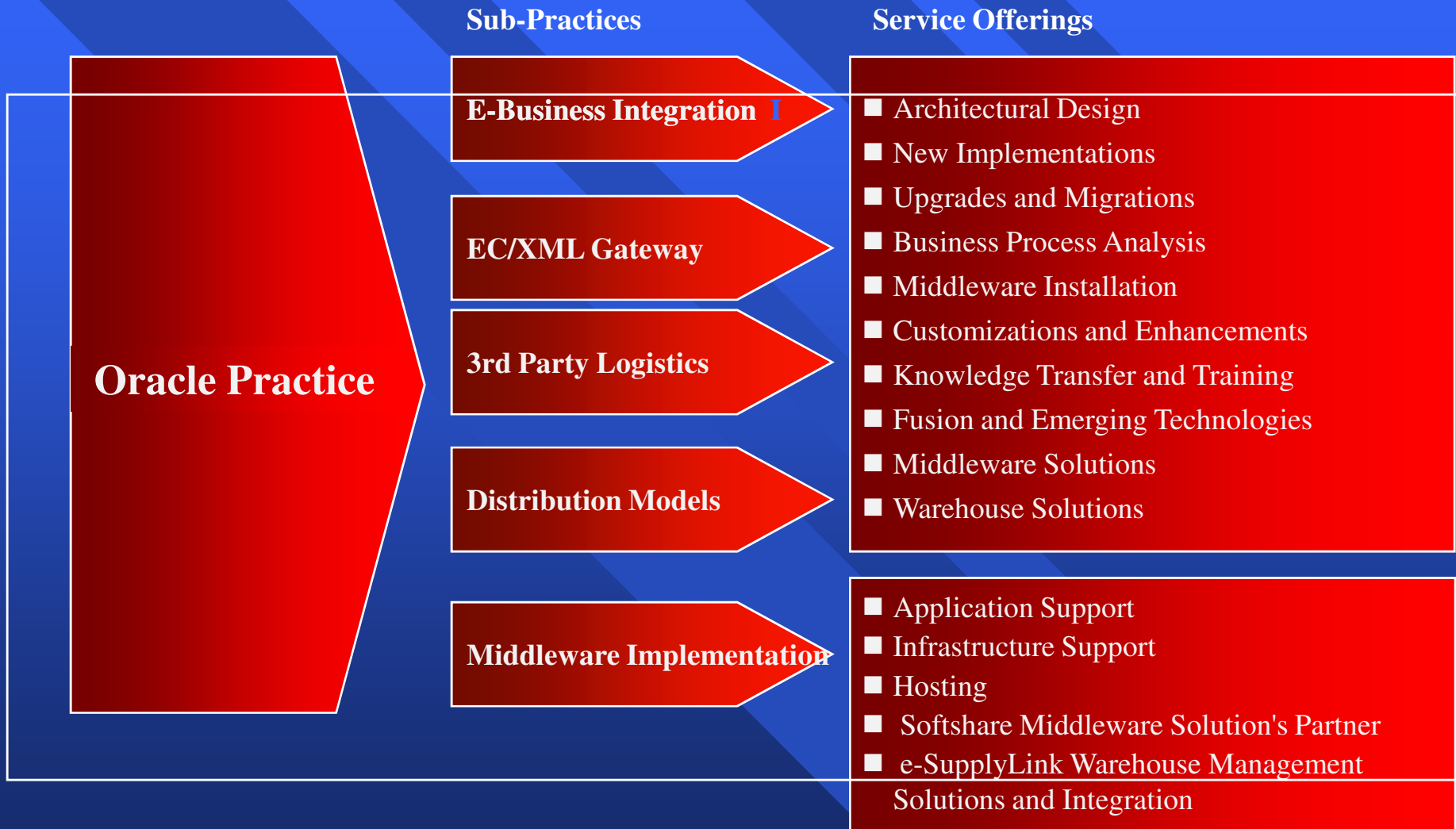
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Presentation Overview

- Who we are
- Scope of Data Integration
- What is Fusion?
(from a Data Integration Perspective)
- The Seven Secrets
- Options in Oracle for Data Integration

What We Do



Scope of Data Integration Projects

Per the Gardner Group, published March, 2008:

"Spending on multienterprise/business-to-business infrastructure technologies is poised to grow at a healthy pace during the next five years."

Source: Gartner's "Market Trends: Multienterprise/B2B Infrastructure Market, Worldwide", 2008 by Benoit J. Lheureux, Fabrizio Biscotti, Paulo Malinverno and L. Frank Kenney

Scope of Data Integration Projects

"By 2011, midsize to large companies will at least double the number of multienterprise integration and interoperability projects they are managing, and spend at least 50% more on B2B projects compared with 2006."

Source: Gartner's "Magic Quadrant for Integration Service Providers", May 28th 2008 by Benoit J. Lheureux and Paulo Malinverno Note: G00157093

What is Oracle Fusion?

- Oracle Apps Server
- JDeveloper
- Oracle B2B
- Oracle Business Process Execution Language (BPEL)
- Business Activity Monitoring (BAM)
- Oracle BUS

Secret #1

The benefits of early adoption of SOA is under debate in today's Blogosphere

SOA Debate

Said Anne Thomas Manes on Jan. 5, 2009

"Once thought to be the savior of IT, SOA instead turned into a great failed experiment—at least for most organizations. SOA was supposed to reduce costs and increase agility on a massive scale. Except in rare situations, SOA has failed to deliver its promised benefits."

Source <http://apsblog.burtongroup.com/2009/01/soa-is-dead-long-live-services.html>

SOA Debate

Blogged David Linthicum on Jan. 7, 2009

"So, if SOA is Dead, Should We Focus more on the Data?"

Okay, if we're not going to do SOA, than back to the basics I say. I think that it may be a better approach to focus on concepts and approaches that are more simplistic in nature, such as data integration, and perhaps use that as a jumping off point to SOA, or SOA like substance in the future.

http://www.ebizq.net/blogs/linthicum/2009/01/so_if_soa_is_dead_should_we_fo.php

SOA Debate

Blogged Dain Hansen on Jan. 7, 2009

SOAsauras Shrugged

"I think a better analogy is warranted. Saying SOA is dead is almost equivalent of saying that the entire global automotive industry is dead. Sure there are some major car companies that blundered with the wrong approach and forget to consider alternative approaches, the same goes for SOA."

<http://blogs.oracle.com/dataintegration/>

SOA Debate

"Whether you have an Oracle Forms/Designer or OO background, the Oracle Fusion Middleware technology stack still involves a steep learning curve."¹

Source: "Oracle Fusion Middleware: Who is Using It and How" by Dr. Paul Dorsey, Select Journal Volume 15 #4, Fourth Quarter 2008

SOA Debate

I recommend that you select the right product for the project, not just a technology.

SOA Debate

"If you have a senior team, familiar with the Fusion Middleware tools, will they be successful? The answer is a qualified maybe."

Source: "Oracle Fusion Middleware: Who is Using It and How" by Dr. Paul Dorsey, Select Journal Volume 15 #4, Fourth Quarter 2008

SOA Debate

For EDI data integrators, there are three considerations when implementing Oracle's B2B tool.

1. To support EDI processing, there is a curious design process of 1st converting the data into an xsd (xml schema) file, load it, and that file is used for mapping into either the XML Gateway (for Oracle apps)

SOA Debate

2. If you currently use the EC Gateway, you must convert to XML Gateway or some proprietary XML process in order to use Fusion B2B.

SOA Debate

3. Unlike many of the middleware products on the market, the Oracle's B2B tool can only map XML-to-XML because it is utilizing BPEL. Most prominent data mappers can support EDI, flat files, CSV, HTML, direct database updates as well as XML DTD and Schema.

SOA Debate

Executives of two companies that I interviewed that were early adopters of the Oracle Fusion B2B product both had difficult implementations and found the product to be buggy.

Secret #2

Take a modular approach to the adoption
of Fusion and Other Emerging
Technologies

Modular Approach

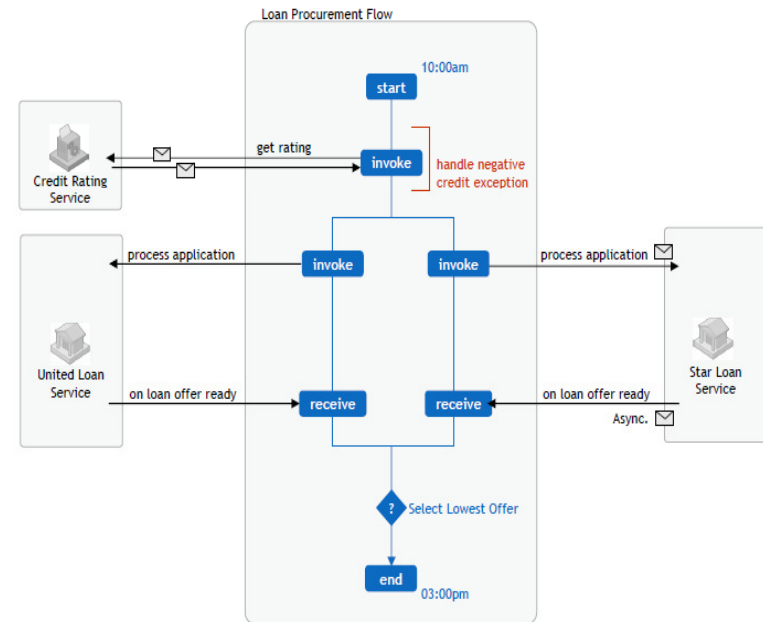
One option is undertaking a BPEL project
(Business Process Execution Language)

Modular Approach

Says Dr. Paul Dorsey, "(BPEL) displays a maturity beyond what would be expected of a new technology".

Source: "Oracle Fusion Middleware: Who is Using It and How" by Dr. Paul Dorsey, Select Journal Volume 15 #4, Fourth Quarter 2008

Requirements of a Loan Procurement Flow



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Source: <http://www.oracle.com/technology/products/ias/bpel/pdf/orabpel-BPEL101.pdf>

Modular Approach

Says Julie Craig, "Research indicates starting small, perhaps with a single, nonessential SOA service, helps IT staff gain experience as well as a clear understanding of what SOA can and cannot do".

Source: "Why You Should (or Shouldn't Worry about SOA" by Julie Craig in "Midmarket Strategies - Innovation for the Midsized Enterprise" www.midmarketstrategies.com

Modular Approach Oracle Resources for BPEL

Oracle BPEL Process Manager - Internet Explorer provided by Dell

http://www.oracle.com/technology/products/ias/bpel/index.html

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General
Fusion Middleware Supported

Oracle BPEL Process Manager
BPEL is the standard for assembling a set of discrete services into an end-to-end process flow, radically reducing the cost and complexity of process integration initiatives. Oracle BPEL Process Manager offers a comprehensive and easy-to-use infrastructure for creating, deploying and managing BPEL business processes.

Documentation Download Tutorials Discussion

Overview

- 2-Minute Product Tour
- BPEL: Learn by Example (PDF)
- Quick Start Tutorial - JDeveloper 10g (PDF)

Explore

- View the [Feature Overview and Preview Webinars](#) (testing, reports, security and much more!)
- Explore [SOA Best Practices: The BPEL Cookbook](#)
- Visit the [SOA Technology Center](#)
- Read about [System Integrator Implementation Successes & Solutions](#)

Articles

Updates & News

- 10.1.3.4.0 MLR#3 Released**
Search for Patch Number 7586063 on [Metalink](#) to download it. 10-Dec-2008
- 10.1.3.3.1 MLR#15 Released**
Search for Patch Number 7301999 on [Metalink](#) to download it. 14-Nov-2008
- 10.1.3.4.0 Released**
BPEL 10.1.3.4.0 has been released. See the next section, below, for more information. 15-Jul-2008

10.1.3.4.0 MLR#3 Release

- This MLR must be installed on 10.1.3.4.0. It includes everything in previous 10.1.3.4.0 MLRs and can also be installed on top of any previous 10.1.3.4.0 MLRs.
- Read the [BPEL Release Archive](#) for more information.

10.1.3.4.0 Patchset Release

Source: <http://www.oracle.com/technology/products/ias/bpel/index.html>

Modular Approach

Oracle's New Business Application Monitoring (BAM) solution may be an excellent tool for an introductory implementation of SOA technology.

Top Secret # 2 (continued)

Oracle Resources for BAM

Oracle Business Activity Monitoring - Internet Explorer provided by Dell

http://www.oracle.com/technology/products/integration/bam/index.html

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ORACLE BUSINESS ACTIVITY MONITORING

Oracle Business Activity Monitoring (Oracle BAM) gives business executives the ability to monitor their business services and processes in the enterprise, to correlate KPIs down to the actual business process themselves, and most important, to change business processes quickly or to take corrective action if the business environment changes.

Oracle BAM is a complete solution for building real-time operational dashboards and monitoring and alerting applications over the Web. Using this technology, business users get the ability to build interactive, real-time dashboards and proactive alerts to monitor their business services and processes.

Click for larger view

See Oracle BAM running against real-time data and events. Click [here](#) for a recorded product demonstration.

Getting Started

- [Business Activity Monitoring White Paper \(PDF\)](#)
- [Business Activity Monitoring Datasheet \(PDF\)](#)

Oracle BAM 10g (10.1.3.X) Releases

- Product Downloads**
Oracle BAM 10g (10.1.3.4 Patch Set) 11-Aug-2008
Oracle BAM 10.1.3.3 release can be upgraded to 10.1.3.4 version by installing Application Server 10g Release 3 (10.1.3) Patch Set 4 (10.1.3.4.0). Patch set download from Oracle Technology Network is available [here](#). You should have Oracle BAM 10n installed before running the patch set install. Please follow instructions in the Patch Set 4 Readme. For detailed information on new

FREE DOWNLOAD

Download Oracle BAM 10.1.3.X

Discussion Forums

- [Oracle BAM](#)
- [BPEL Process Manager](#)
- [Oracle B2B](#)
- [Oracle SOA](#)
- [Fusion Middleware](#)

Customer Profiles

- [Griffiths Waite](#)
- [AR Telecom](#)
- [Monster.com](#)
- [Network Appliance](#)
- [Ameripath](#)
- [Metro Innovation Center](#)

Related Technologies

- [Oracle Integration](#)
- [Oracle BPEL Process Manager](#)

Start magicJack Oracle Business Ac... http://www.oracle.co... Microsoft PowerPoin... ACT! by Sage - ECI Mozilla Firefox Start ... 11:08 AM

Source: <http://www.oracle.com/technology/products/integration/bam/index.html>

Modular Approach Resources

"SOA Best Practices: The BPEL Cookbook"

http://www.oracle.com/technology/pub/articles/bpel_cookbook/index.html

Oracle has tutorials and documentation on their web site:

<http://www.oracle.com/technology/products/ias/bpel/index.html>

"Select Journal" published by IOUG www.ioug.org

"Why You Should (or Shouldn't) Worry about SOA by Julie Craig
published in "MidMarket Strategies - Innovation for the Midsize
Enterprises" www.midmarketstrategies.com

<http://www.oracle.com/technology/products/integration/bam/index.html>

Top Secret #3

There Are Now Low Cost Solutions for
Processing and Integrating B2B
Transactions

Low Cost Solutions

Web Portals

Web portals are a viable, low cost solution for SME's with customer requirements for standardized EDI or XML, but with low volumes of transactions. For volumes less than 10 messages per month, you can pay as little as \$350 per year.

Low Cost Solutions

Web Portals

Pro: Cost is Low, Low, Low

Negatives:

- Requires manual process to log into site, print or export the document and manually enter it into the ERP system.
- More error prone, as it is not an integrated process.

Low Cost Solutions

for Middleware

Middleware solutions with high performance, robust mapping features, wide assortment of rules (functions), web 2.0, web services/SOAP, supporting XML, EDI, HTML, HIPAA, AS2, (s)Mime, SMTP, (s)FTP, etc. exist for about \$20K plus annual maintenance fees.

Top Secret #4

EDI Never Died

It Continues to Thrive

EDI is Still Thriving

Recent estimates from mid-2008, are that 85%-90% of all "business-to-business" transactions are traditional EDI

Source: "EDI and Darwin -- Survival of the Fittest" by Steve Keifer of GXS published May 22, 2008 in the *eCommerce Connection*

EDI is Still Thriving Why?

- 1st to Market
 - ❖ Infrastructures of most major corporations were designed around EDI by 1995
 - ❖ Most major middleware solutions were built to address EDI's syntax and processes
- The "ease, low cost, readability" of XML was over sold

EDI is Still Thriving Why?

- EDI has morphed
 - ❖ EDI over the internet (EDIINT) has existed since the early 1990's, but gained much traction when Walmart and other retailers adopted the AS2 protocol wrapped around EDI "payloads" in the early 2000's
 - ❖ VAN charges can be eliminated by AS2, and have become more competitive
 - ❖ EDI can now be "real-time" too

EDI is Still Thriving Why?

"Rosettanet was very complicated due to the business rules associated with the PIP (Partner Interface Process) which required that partners not only adhere to data standards, but also to incorporate business process standards into the implementations. This tended to make the implementation process intrusive (in my opinion) and prevented trading partners from using typical B2B building blocks to define their own internal processes....

(continued)

EDI is Still Thriving Why?

...Of course the other problem with any XML implementation is the size of the payload. XML tends to be 10 times the size of traditional EDI and requires at least 10 times the system resources to process & translate."

Source: Mike Franks, President of DataTrans, Solutions based out of Woodlands, TX formerly with Compaq/HP

Top Secret #5

Outsourced B2B Resources

Can Deliver Increased ROI by 250%

Per Stanford University Study **

Sponsored by GXS, an EDI and Supply Chain Integration Provider

** "Driving Business Value Through B2B Outsourcing" by Barchi Gillia and Tongil Kim"

Outsourcing Survey Results

- Easier to manage multiple formats, standards and technologies
- Move non-core B2B processes to outsource vendors with broader expertise
- Some participants used both in-house resources and outsourcing (one did 80% in-house, 20% outsourcing)

Outsourcing Counter Arguments My Thoughts

- Ability to manage B2B implementations with partners IS core business
- As processes are evolving and improving, change requests costs add up
- Stability of outsourcing company

Outsourcing Counter Arguments My Thoughts

- More visibility and control over resources, changes and iterations when processes remain in-house
- In-house resources still required to manage the outsource vendor
- Fluidity of technical resources assigned to the project

Top Secret #6

For Outsourcing Projects,
Be Prepared to Exit

Be Prepared

- Define contractually
 - ❖ Service Level Agreements
 - ❖ Escalation Procedures
 - ❖ Project Manager or Key Contact
 - ❖ Visibly on Status of Trouble Tickets
 - ❖ Additional Staffing at Monthly or Quarterly End

Be Prepared

- Address:
 - ❖ Exit Strategy
 - ◆ Ownership of Maps and Mapping Instructions at Exit
 - ◆ Ownership of middleware
 - ◆ Ease of Transition
 - ❖ Training Plan
 - ❖ Key contacts
 - ❖ Platform

Top Secret # 7

There is speculation that Oracle's Acquisition of BEA will affect the technology stack.

Other Oracle Ebiz RESOURCES

- Oracle: <http://metalink.oracle.com/>
- Training: education.oracle.com/
- Oracle Applications User Group www.oaug.com
- Oracle Independent User Group www.ioug.org
- Oracle eBiz Sig yahogroups.ebizsig

Ecommerce Resources

- **COMPTIA/EIDX** -- Electronic Industry Association for B2B
<http://eidx.comptia.org/>
- **ASC X12** Accredited Standards Committee X12 for EDI
- **DISA** <http://www.disa.org/>
Secretary for ASC X12, Publications, Standards, Meetings, Etc.
- **Industry Groups** (Contact DISA)
- **UN/CEFACT United Nations** <http://www.unece.org/cefact/>
- **Open Applications Group (OAGI)** www.openapplications.org/
- **EDIFICE** -- European Electronic Industry Association
www.edifice.org
- **RosettaNet** -- www.RosettaNet.org
- **BARD** -- Bay Area RosettaNet Deployment rnetbard.intranets.com/
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<http://www.census.gov/eos/www/2005/2005reportfinal.pdf>

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