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## **Breaking Efficiency Barriers with SOA**

Martijn Vlek, Sr Director

EMEA Fusion Middleware Solution Specialist Team

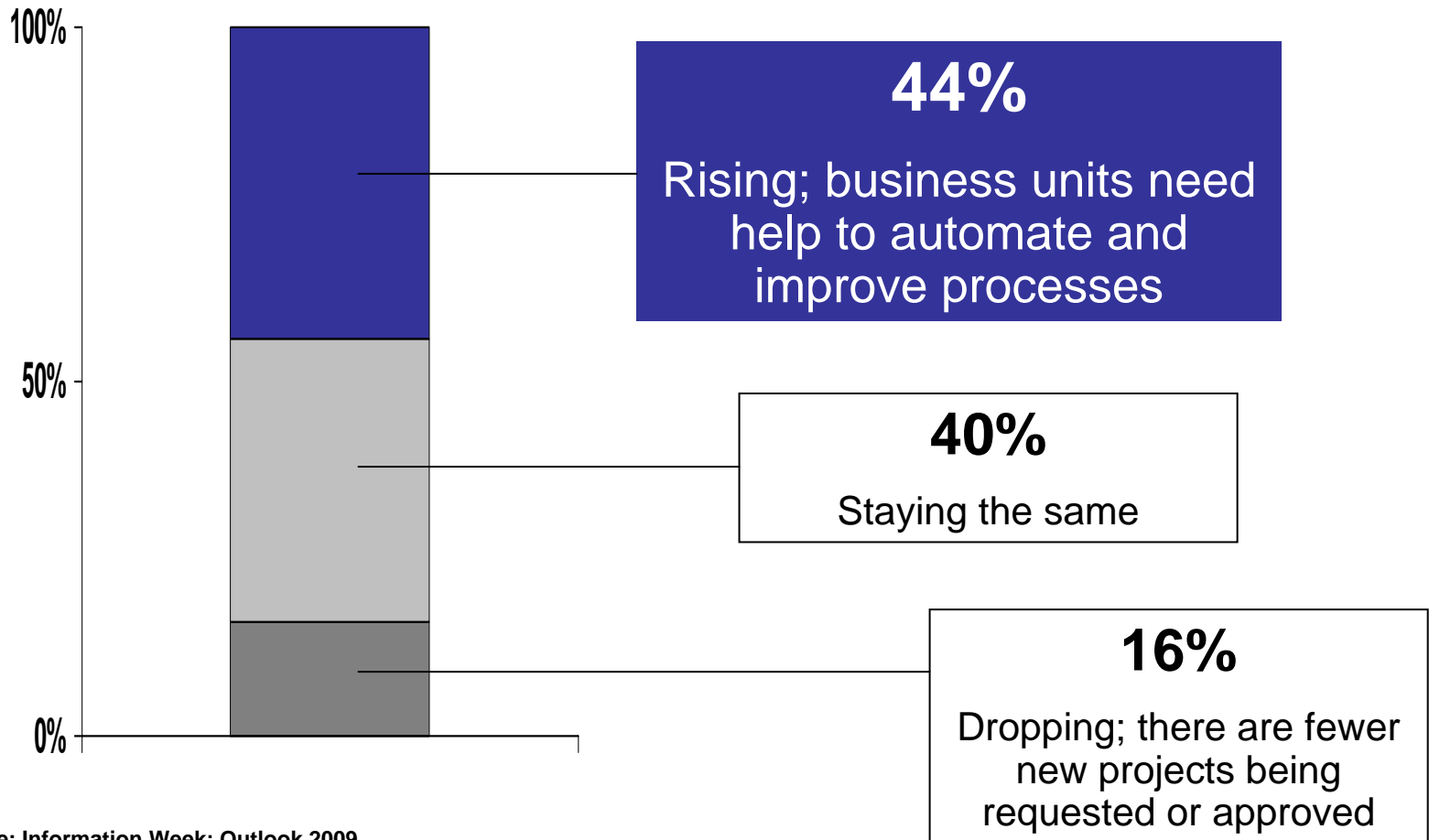
# IT Viewed as Strategic to Business Success

## *More CIOs Report to CEOs than Before*



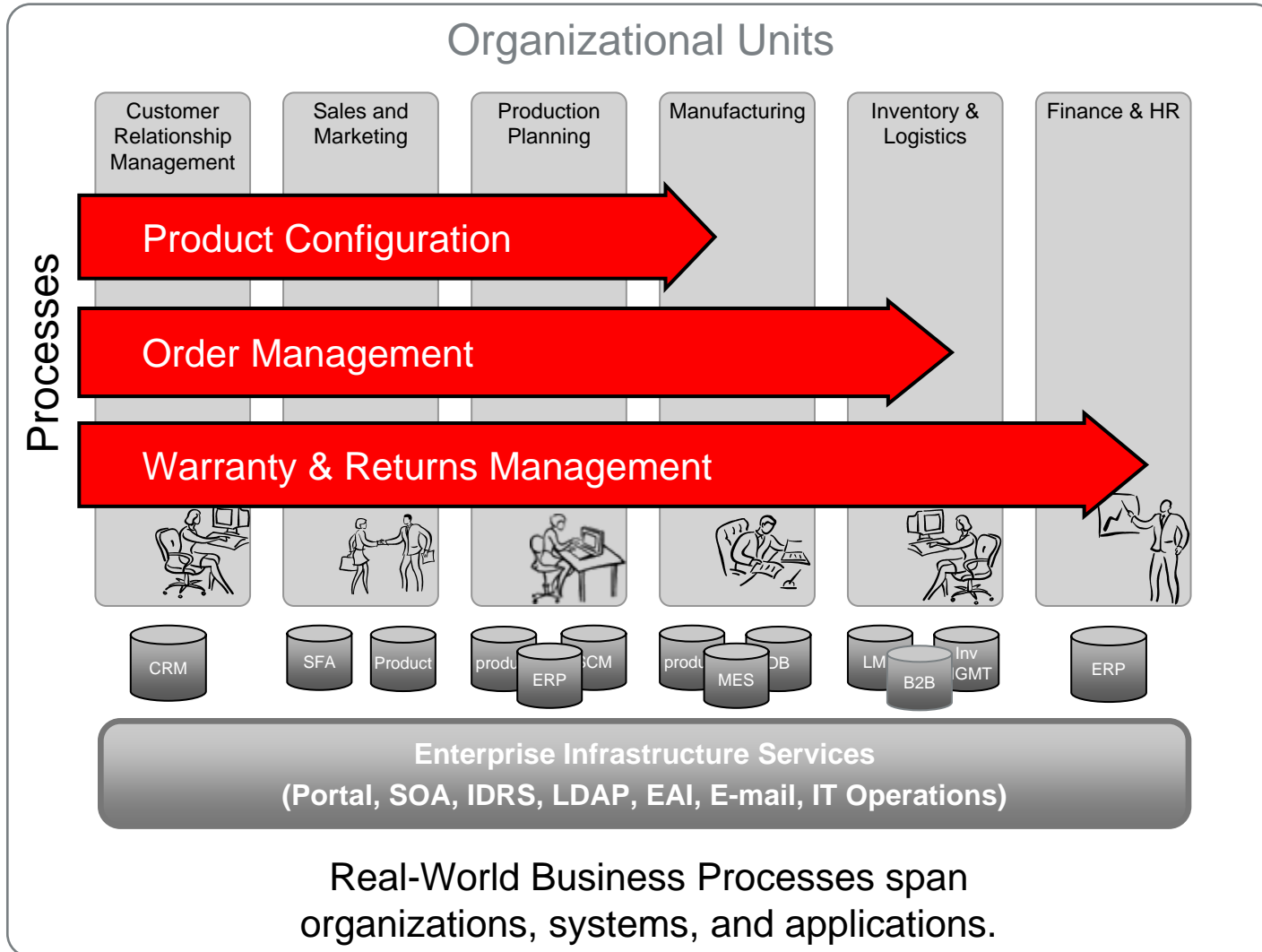
Source: CIO Magazine, 2009

# Demand For IT To Improve Processes Increases In Downturn

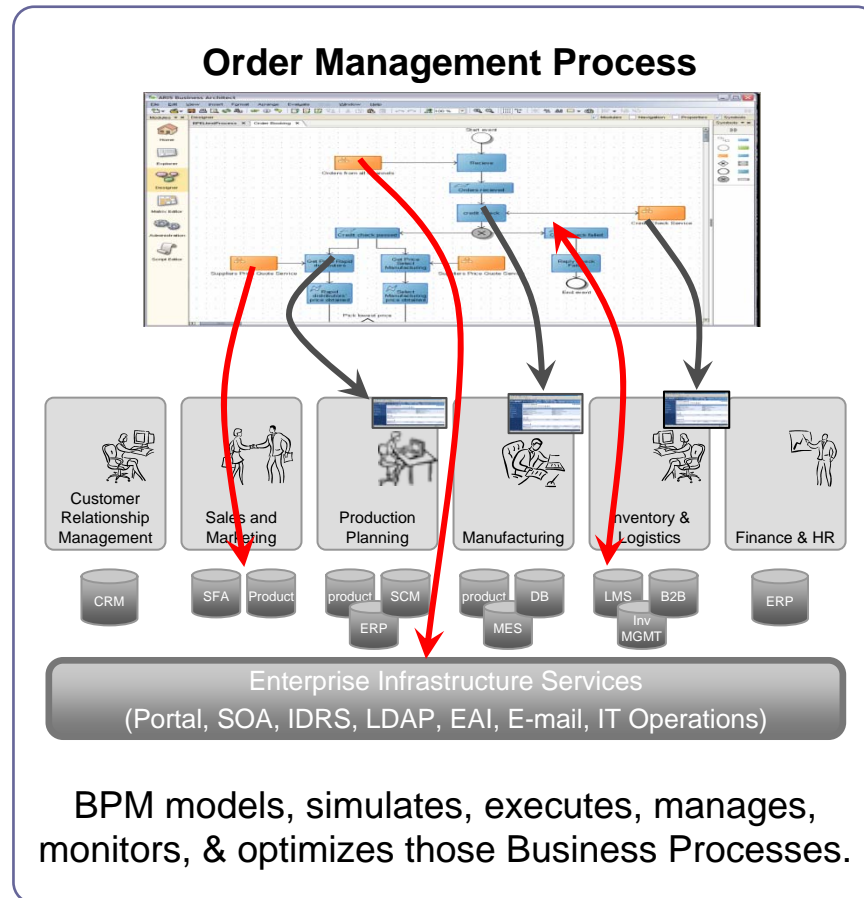


Source: Information Week; Outlook 2009

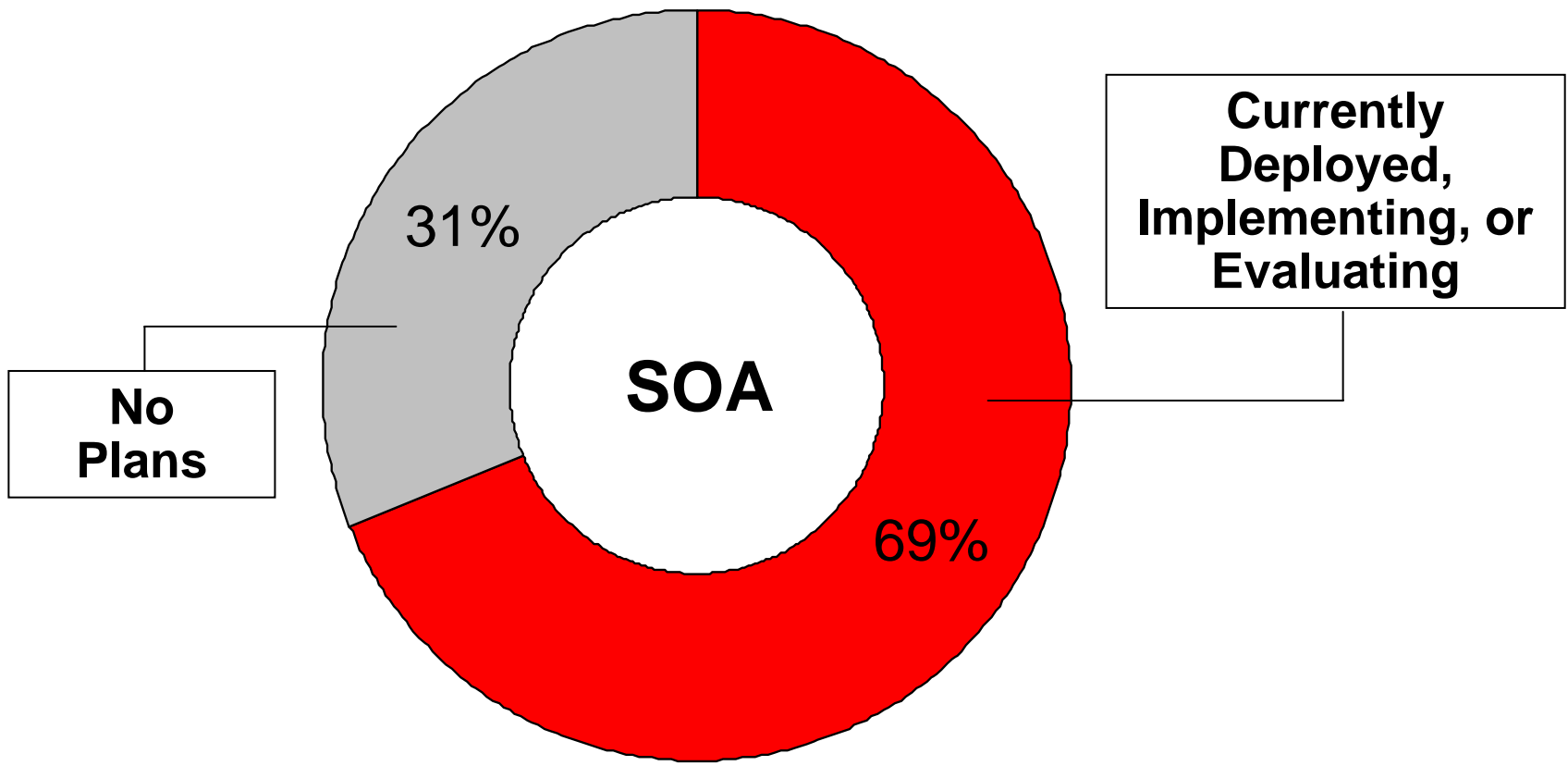
# Efficiency Demands Automation



# BPM & SOA Builds Departmental Bridges

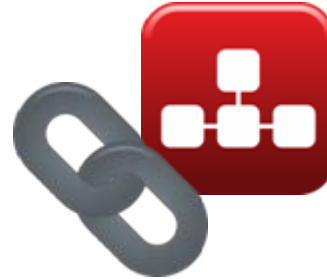


# State of SOA



Source: InformationWeek – State of the SOA Survey  
N = 270 Business Technology Professionals

# SOA Barriers



## Performance & Scalability

- Message processing
- Single point of failure
- Stateless Web Services
- Database heavy transactions

## Business Process Integration

- Custom integrations
- Customization of existing processes
- Limited access to business services

## Governance

- Impact Analysis
- Managing SLAs
- Change Management



# Performance & Scalability

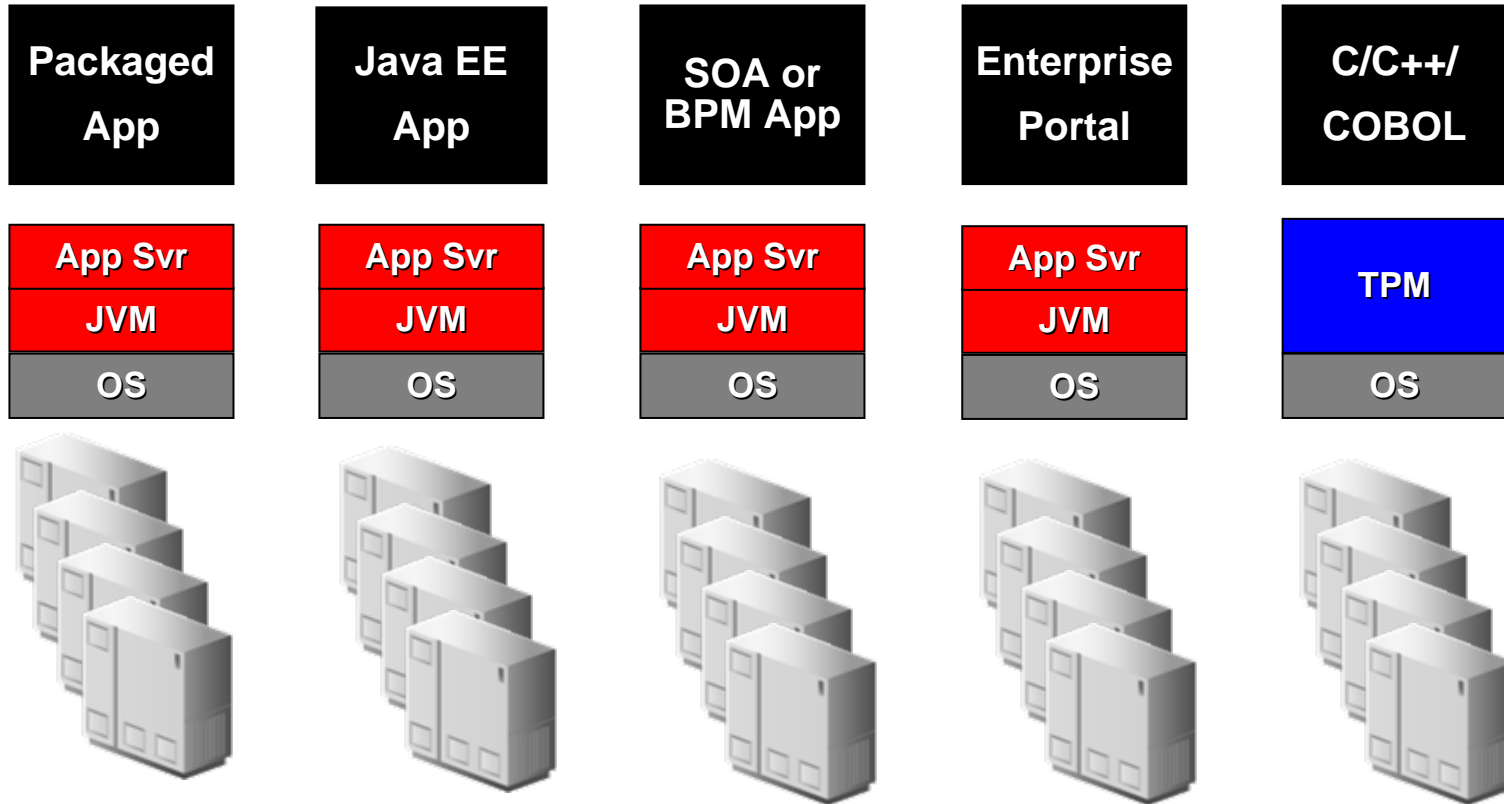


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# Old World

## Dedicated Hardware



**Exacerbates Spare Capacity**

**Scale-out limited by Software**

**Isolated Single Points of Failure**

# New World

## Application Grid

**Packaged  
App**

**Java EE  
App**

**SOA or  
BPM App**

**Enterprise  
Portal**

**C/C++/  
COBOL**

## Application Grid



**Cost, Power,  
Hardware Efficient**

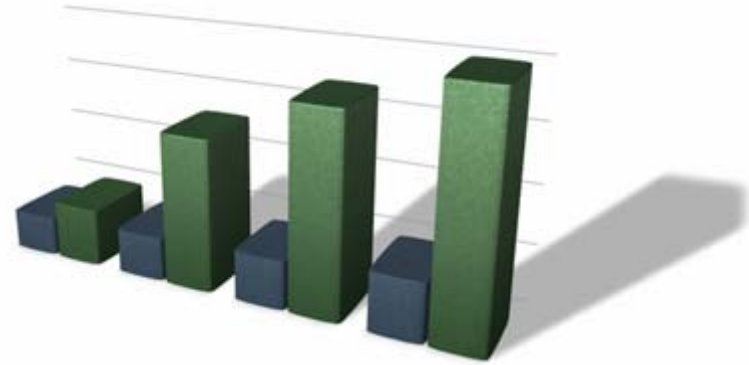
**Risk-free Scale-up  
and Scale-out**

**Higher performance  
and reliability**

# Lowest Operational Costs

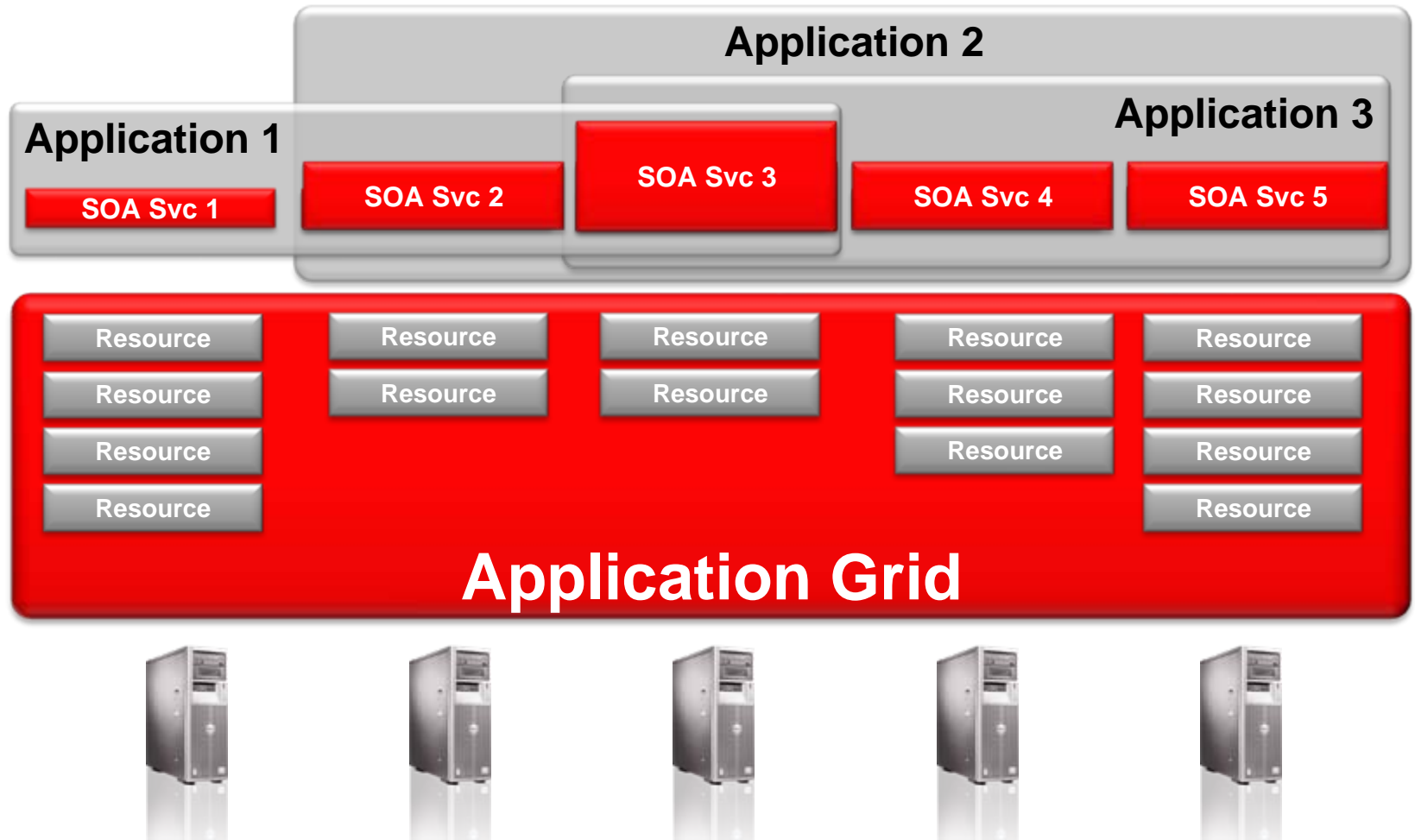
## Grow despite constraints

- Each app no longer provisioned for individual worst case—  
total **shared resources** < sum of peak loads
- Run **more apps** on given set of hardware resources
- **Standardize** configuration of hardware resources
- **Reduce administrative** costs



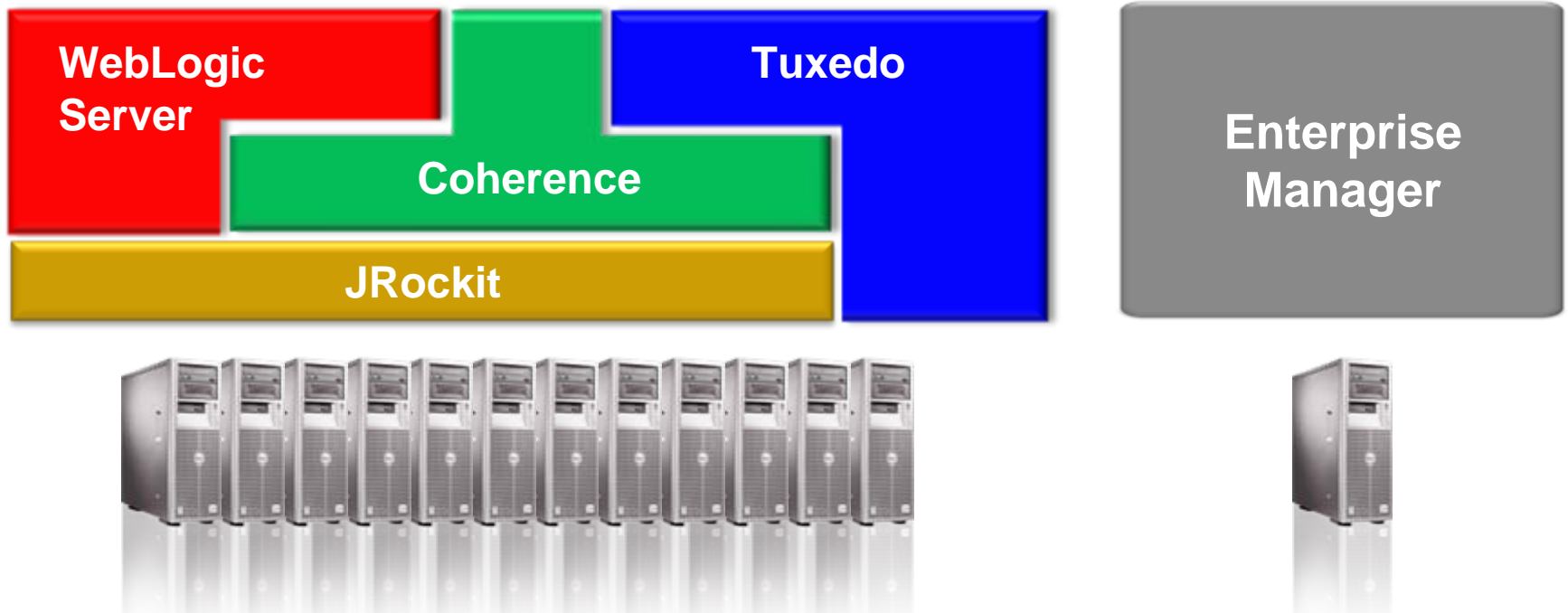
# Application Grid and SOA

Service reuse = greater need for dynamic adjustment



# Elements of the Application Grid

Comprehensive, hot-pluggable, pre-integrated



# Business Process Integration



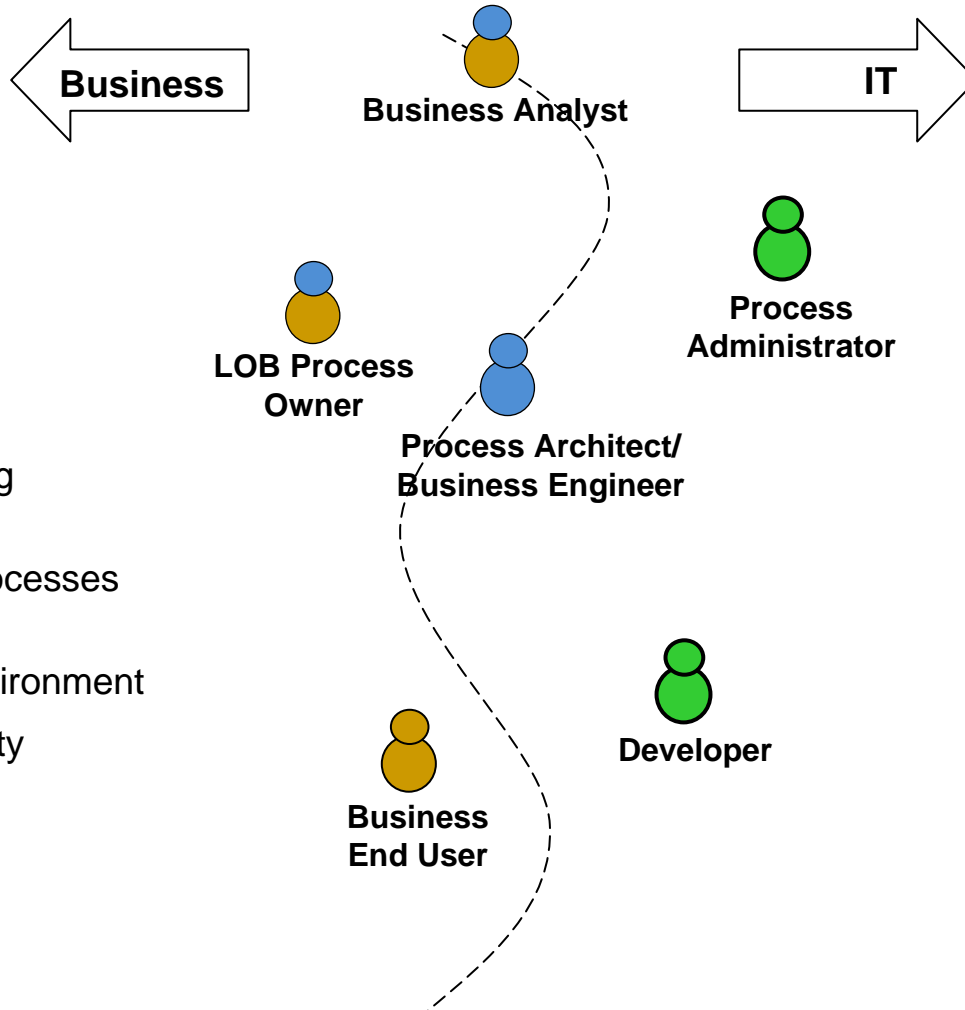
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# Business IT Alignment Top of Mind

| 2009 CIO Strategies                                       |       | Global<br>N=811 |      |
|---|-------|-----------------|------|
| Top CIO IT Strategies                                     | 2009* |                 | 2008 |
| Linking business & IT strategies and plans                | 1     | ↑               | 2    |
| Delivering projects that enable business growth           | 2     | ↓               | 1    |
| Reducing the cost of IT                                   | 3     | ↑               | 10   |
| Improving IT governance                                   | 4     | ↑               | 7    |
| Implementing IT process improvements                      | 5     | ↑               | 6    |
| Improving the business and IT relationship                | 6     | ↓               | 5    |
| Improving the quality of IS services                      | 7     | ↓               | 4    |
| Consolidating IT operations (shared service, data center) | 8     | ↑               | 12   |
| Leading enterprise change initiatives                     | 9     | ↑               | 13   |
| Developing or managing a flexible infrastructure          | 10    | ↓               | 11   |
| Building business skills in the IT organization           | 11    | ↓               | 8    |
| Attracting, developing and retaining IT personnel         | 12    | ↓               | 3    |
| Use of information/intelligence                           | 13    | ↓               | 9    |

Source: Gartner 2009 CIO Survey

# Collaboration between Business and IT



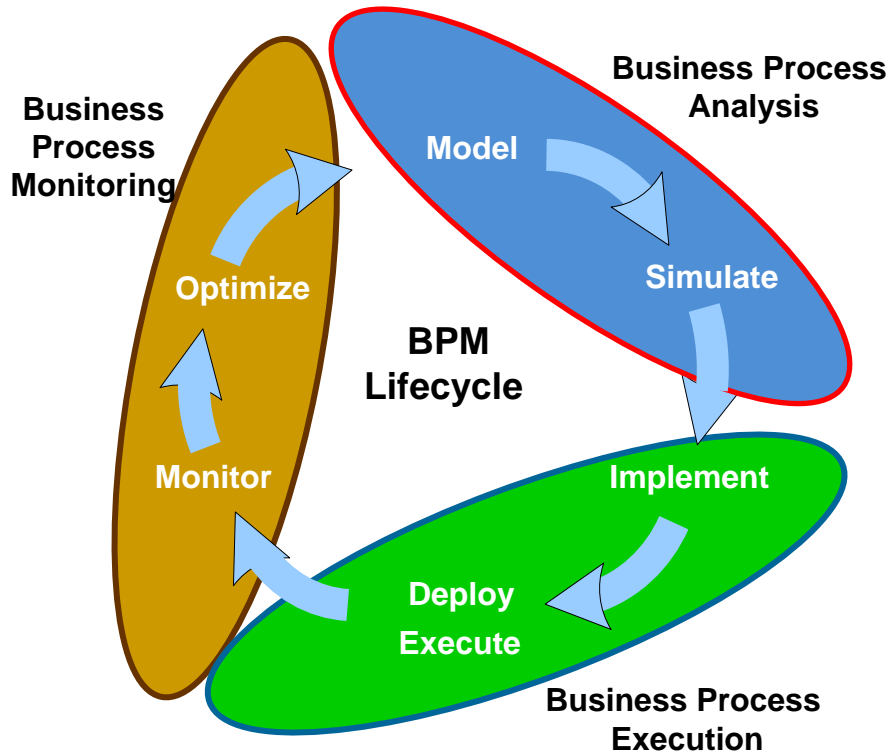
- Social environment
  - Organization
  - Employees
- Constantly changing external influence
- Need to change processes daily/weekly
- Highly dynamic environment
- Measure: Profitability

- Systematic structure
  - Hardware
  - Software
- Desire to minimize frequency of change
- Able to implement process change in months
- Stable and tested systems
- Measure: Service Level

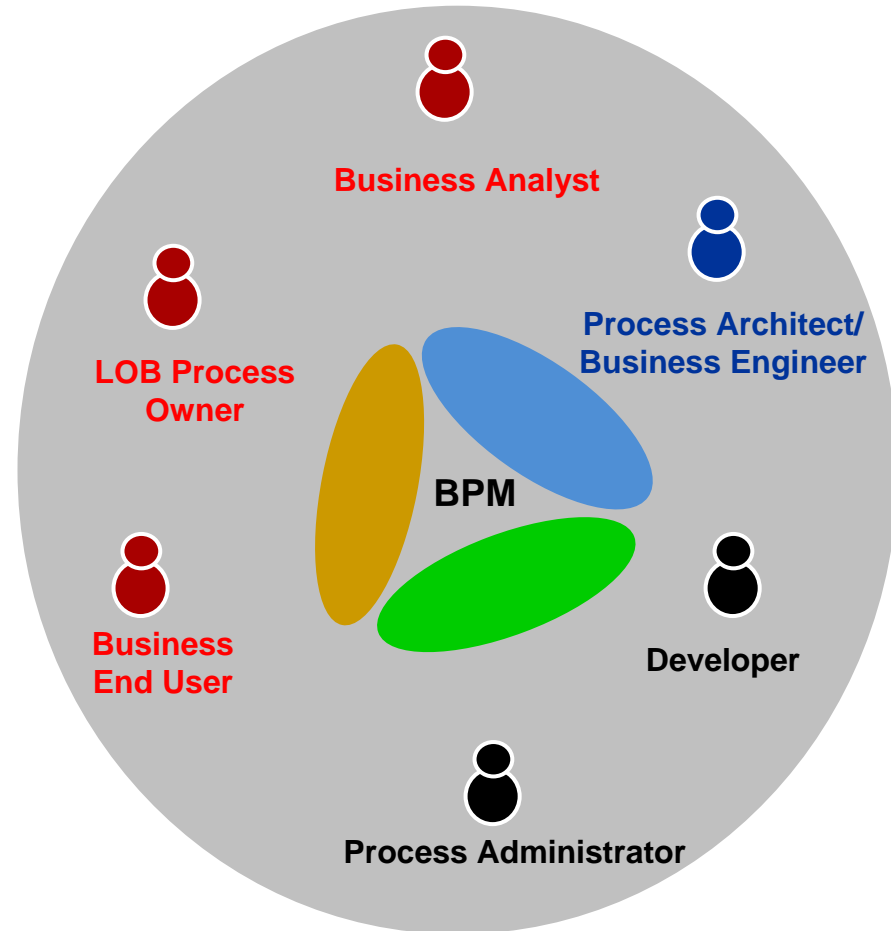


# Typical BPM Lifecycle

## Various Phases



## Various Stakeholders



# Oracle BPM Product Portfolio

Methodology Driven  
Process Design  
(BPM Design)



- Process Experts
- Six Sigma, Lean
- Enterprise Modeling
- Documentation

Process Execution &  
Optimization (BPM  
Execution)

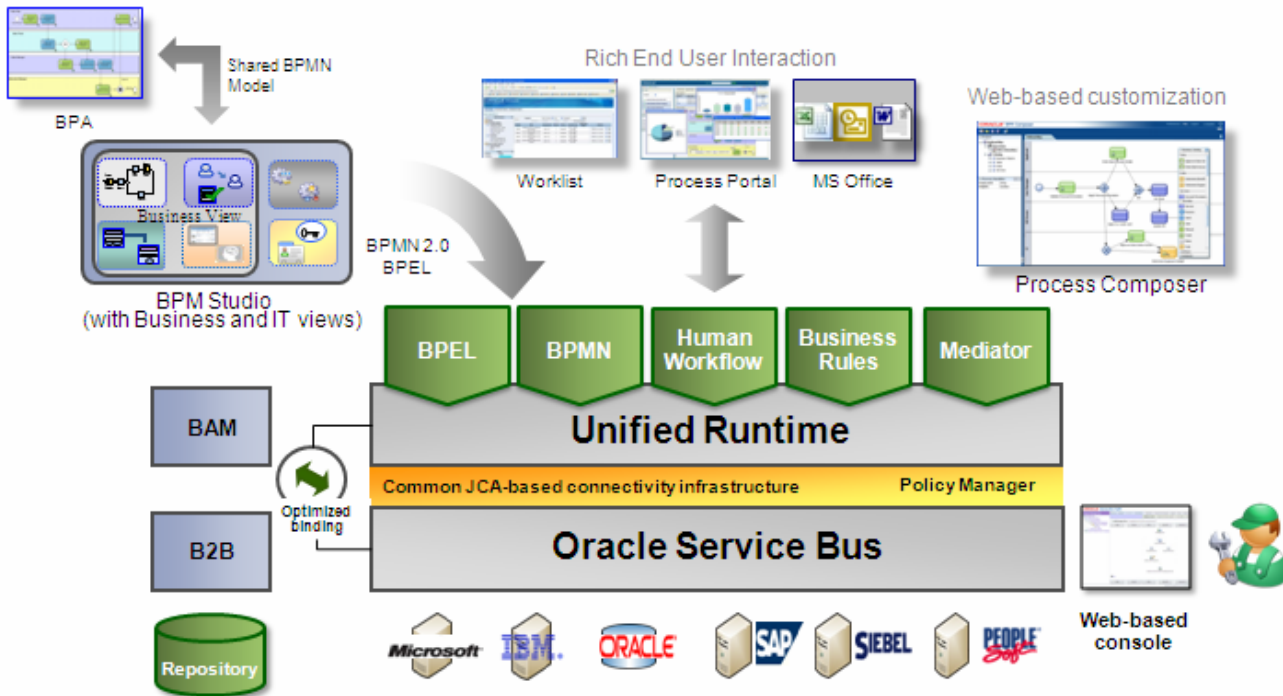


- Business user friendly
- Collaborative
- Agile
- BPEL
- SOA architecture
- Apps integration, AIA
- High performance STP
- Round-trip with BPA

# SOA 11g: Unified Platform

## for Services, Events & Processes

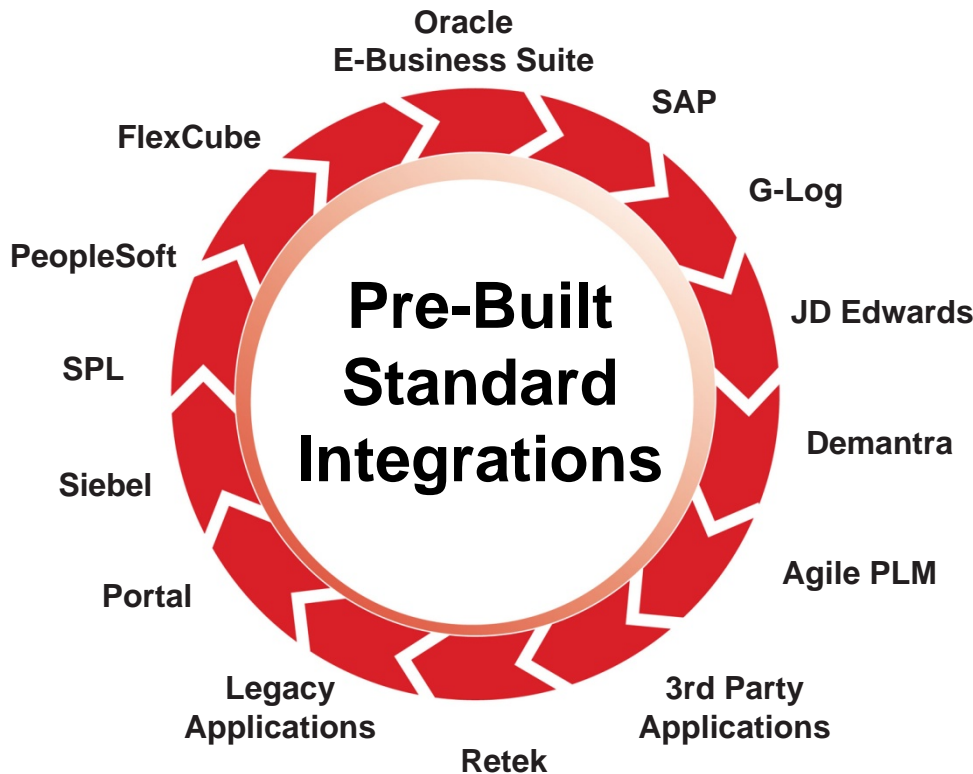
- Problem: Why use different tools & technologies for integration and business processes?
- Business Requirement: Unified process engine technology for integration and business processes
- SOA 11g Feature: **Unified 11g Process Platform**



- *BPMN, BPEL, Human WF, Rules – All in the same SCA-based IDE*
- *Common process server, monitoring & management*
- *Web Based customization*

# Oracle Delivers Pre-Built Integrated Processes

## Oracle Application Integration Architecture (AIA)



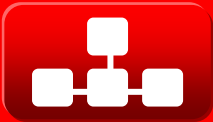
- Industry specific
- Integrates any app
  - Oracle and non-Oracle
- Easy to change
  - Built on an open platform
- Upgradeable
  - From release to release

# Oracle Delivers Sustainable Integration

## Oracle Application Integration Architecture (AIA)

### Oracle Application Integration Architecture

#### Prebuilt Integrations



- Out-of-the-box, end to end business processes

#### Foundation Packs



- Industry specific process models, common objects, shared services library and tools built on Oracle SOA Suite

### Prebuilt Integrations

**Optimize.** Pre-built, flexible business processes across enterprise applications

### Foundation Packs

**Standardize.** Building blocks and templates to integrate Oracle and non-Oracle applications into custom business process

# Integrated Best Practice Industry Processes

## For Your Industry

| Telecom            | High Tech                    | Retail                         | CPG                        | Financial Services                    |
|--------------------|------------------------------|--------------------------------|----------------------------|---------------------------------------|
| Order to Bill      | Order to Cash                | Integrated Logistics           | Trade Promotion Execution  | Account Origination with Core Banking |
| Revenue Management | High Tech Distribution       | Integrated Financial Controls  | Trade Promotion Management | Multi-Channel Customer Service        |
| Customer Care      | Product Lifecycle Management | Multi Channel Order Management | Demand Management          | Banking IRM                           |



## Opportunities & Challenges

- Leading provider of ICT, Telephony, mobile and IP based services in The Netherlands, Germany and Belgium
- Quickly bring VOIP, Internet, video and other services to market in Netherlands
- Deliver significant cost reductions and a radical simplification of business—both at the front-end in retail segments and at the back-end in network operations



## Solution

- SOA Suite, AIA (BPEL PM, Business Rules, Human Workflow)
- Oracle Application Integration Architecture (AIA) for Communications to integrate its product introduction and order-to-bill processes

## Results

- New platform was completed in just six months and customers could use the new system to order fiber optic-based services for their homes.
- Significantly reduced the manual steps required for service agent to fulfill new service order

# Governance



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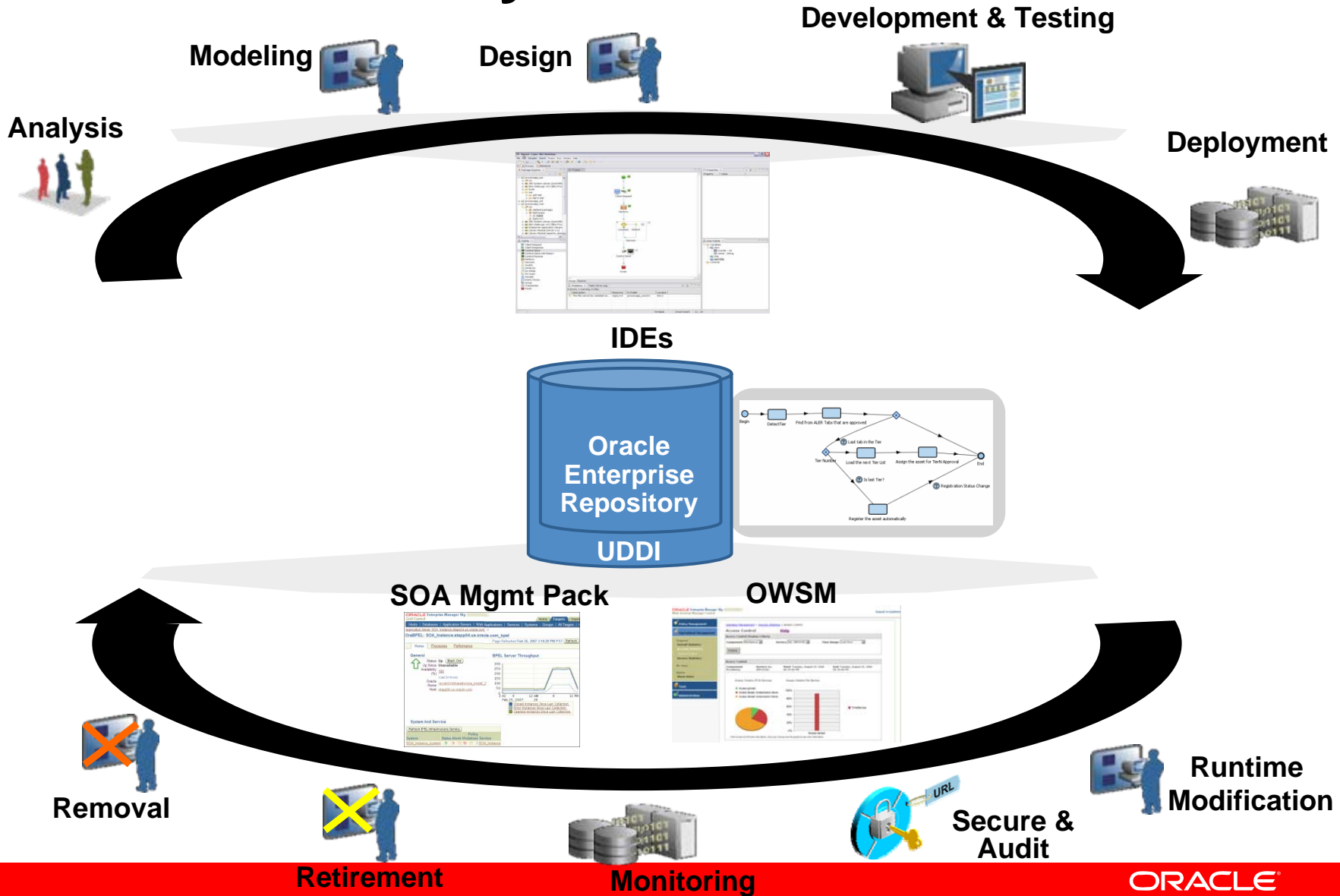


# Why Governance is Needed

- **Business Value**
  - Ensure that project investments yield business value
- **Alignment**
  - Keep SOA aligned with the business and architecture and in compliance with business and IT policies
- **Business Agility**
  - Gain visibility into your SOA for more rapid decision making
- **Risk Reduction**
  - Control dependencies, manage the impact of change, enforce policies
- **Cost savings**
  - Promote consolidation, standardization, and reuse



# Full SOA Lifecycle Governance



# SOA Governance

## Application Production Assurance

**Registry & Repository**



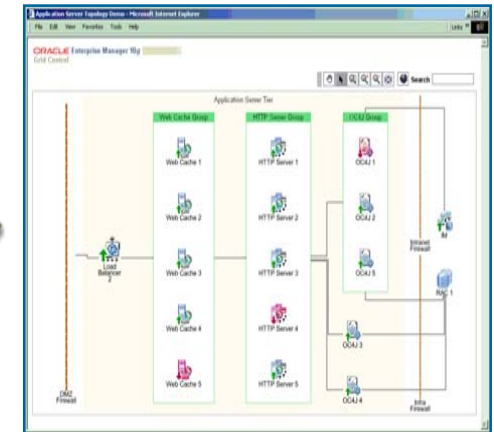
**Publish, Discover,  
Change Manage  
Services**

**Policy Management**



**Define & Monitor  
Security & SOA Policies**

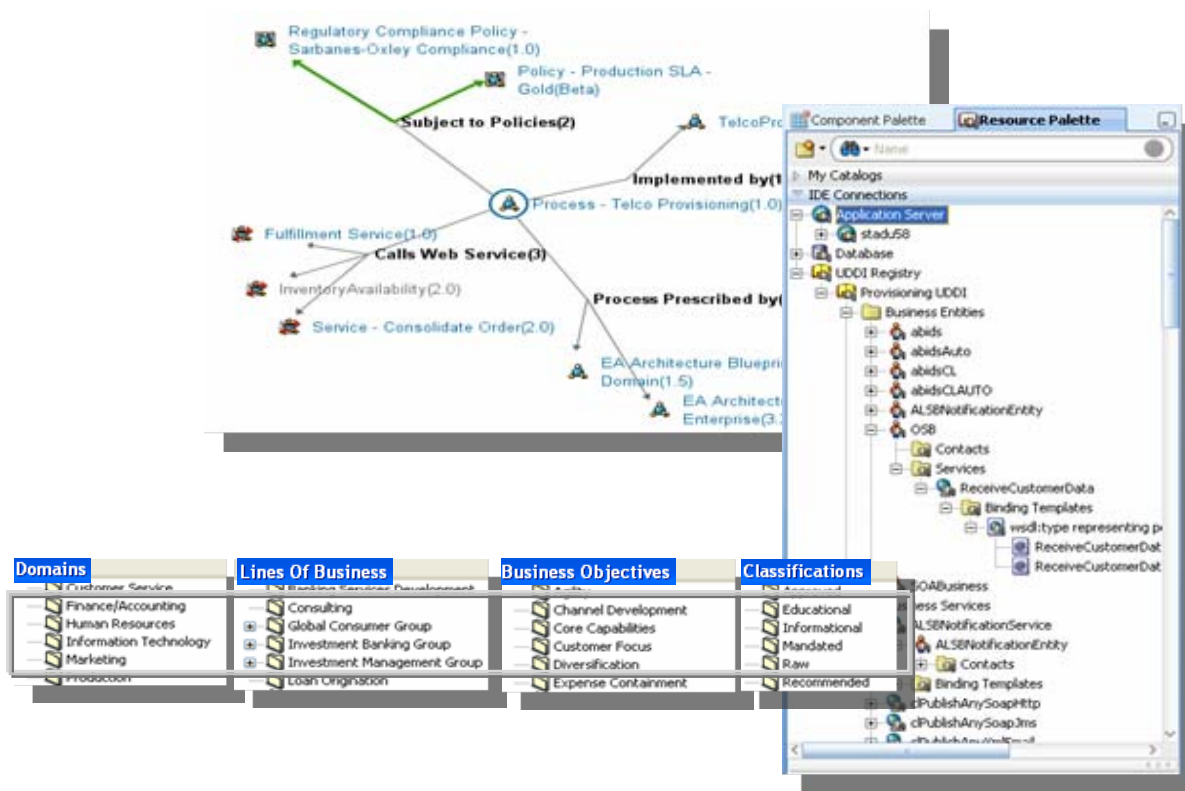
**SOA Management Pack**



**Provision Services &  
Monitor SLAs**

# SOA 11g: Simplified & Productive Development

- **Problem:** How do you discover existing services for re-use? How do you manage the lifecycle of SOA assets? How do you identify dependencies?
- **Business Requirement:** Manage and re-use assets to increase ROI
- **SOA 11g Feature:** **Oracle SOA Governance, including Oracle Enterprise Repository**



- *Automated artifact harvesting to Enterprise Repository*
- *Relationship management for impact analysis*
- *SOA portfolio management analytics*

# Oracle Fusion Middleware

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# Oracle Fusion Middleware



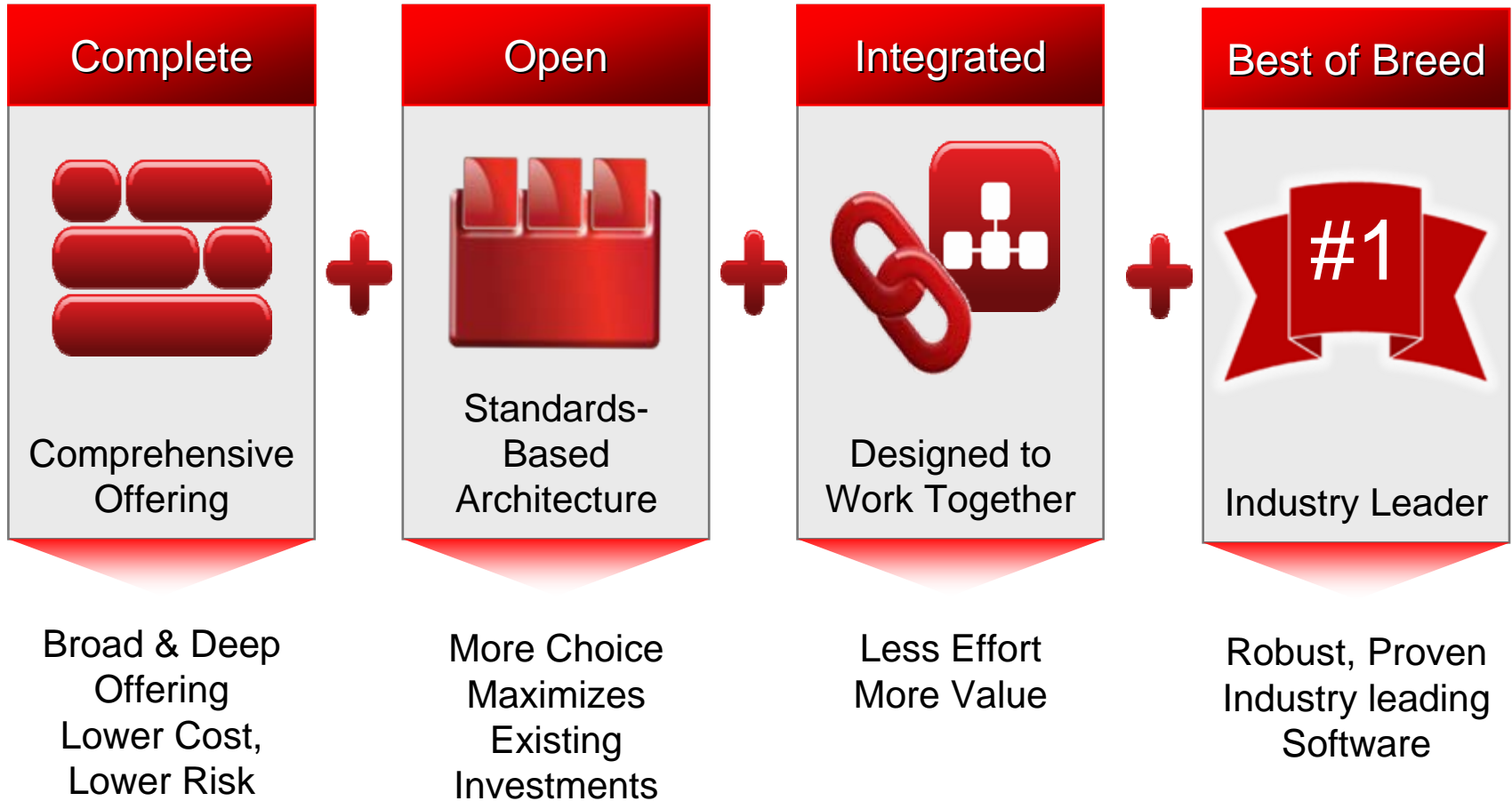
# Oracle Fusion Middleware 11<sup>g</sup>R1

## Most Important Release Ever

- Brand New Release of Fusion Middleware Suite
  - Rolled out in Phases starting in Q1 FY10
  - June: App Grid, SOA, WebCenter, Identity Mgmt (Phase 1)
  - H2 CY 2009: Content Management, Identity Mgmt (Phase 2)
  - H1 CY 2010: Business Intelligence
- Brings together Oracle & BEA Functionality
  - Rapid integration of Key Pieces of Product Suites
- Significant New Product Functionality
  - 2900+ New Features – 4X # of features in previous releases
  - Best of Breed Products enhance sales opportunities
  - Seamless suite integration drives more cross-sell opportunities
  - Combination of Products drives Consolidation Opportunities
- Anticipate Rapid Uptake of new Release
  - 276+ Customers in Largest Beta Ever; Some already live
  - 4M+ Hours of Automated Testing; Automated Upgrade to 11gR1
  - Rapid Certification with Oracle's Packaged Applications

# Key Themes

## Strategic Continuity





# Best of Breed

## Individual Components & Complete Suite

#1



- Enterprise Application Servers
- Application Infrastructure
- Application Infrastructure for Composite-Applications
- Application Infrastructure for New Service-Oriented Business Application Projects
- Application Infrastructure for Back End Application Integration Projects
- User Provisioning
- Web Access Management
- Horizontal Portal Products
- Enterprise Content Management
- Corporate Performance Management Suites
- Business Intelligence Platforms

Gartner

# Best of Breed

## Individual Components & Complete Suite

#1



- Application Server Platforms – All
- Application Server Platforms – Web
- Application Server Platforms – SOA
- Application Server Platforms – Java/ J2EE
- Application Server Platforms – Independent SOA Platforms
- Enterprise Content Management Suites
- Identity Management
- Integration-Centric Business Process Management Suites
- Business Performance Solutions
- Enterprise Business Intelligence Tools
- Enterprise Search & Reporting
- Information-As-A-Service

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# Oracle Fusion Middleware

## Industry Leadership with ISVs

| Financial Services | Health Sciences | Manufacturing | Utilities/Energy | Communications |
|--------------------|-----------------|---------------|------------------|----------------|
|                    |                 |               |                  |                |
|                    |                 |               |                  |                |

# 5,000+ ISVs Support Oracle Fusion Middleware

# Oracle Fusion Middleware

Used by the World's Leading Companies



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