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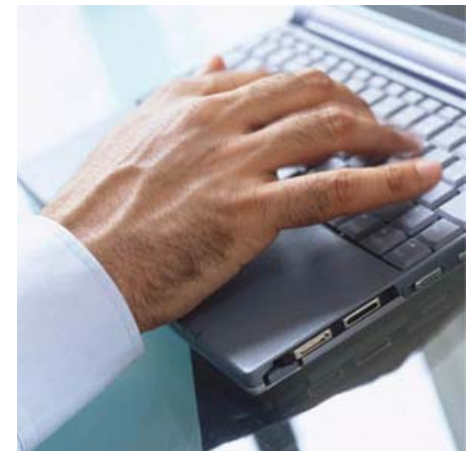
Oracle BPM Suite 11g Product Overview

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Senior Sales Consultant

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.

Agenda

- Business Considerations
- Oracle BPM Suite 11g
- Final Thoughts

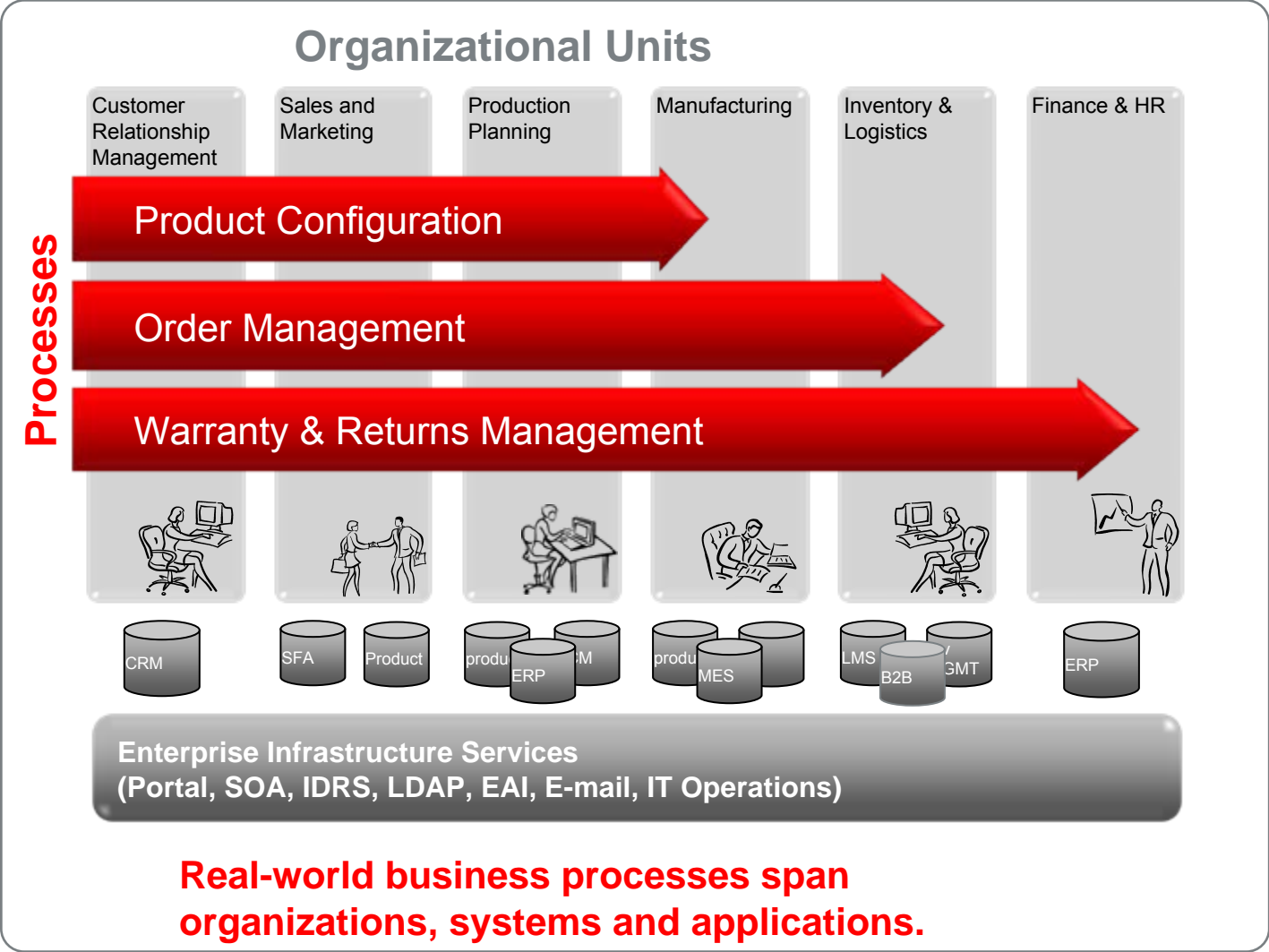


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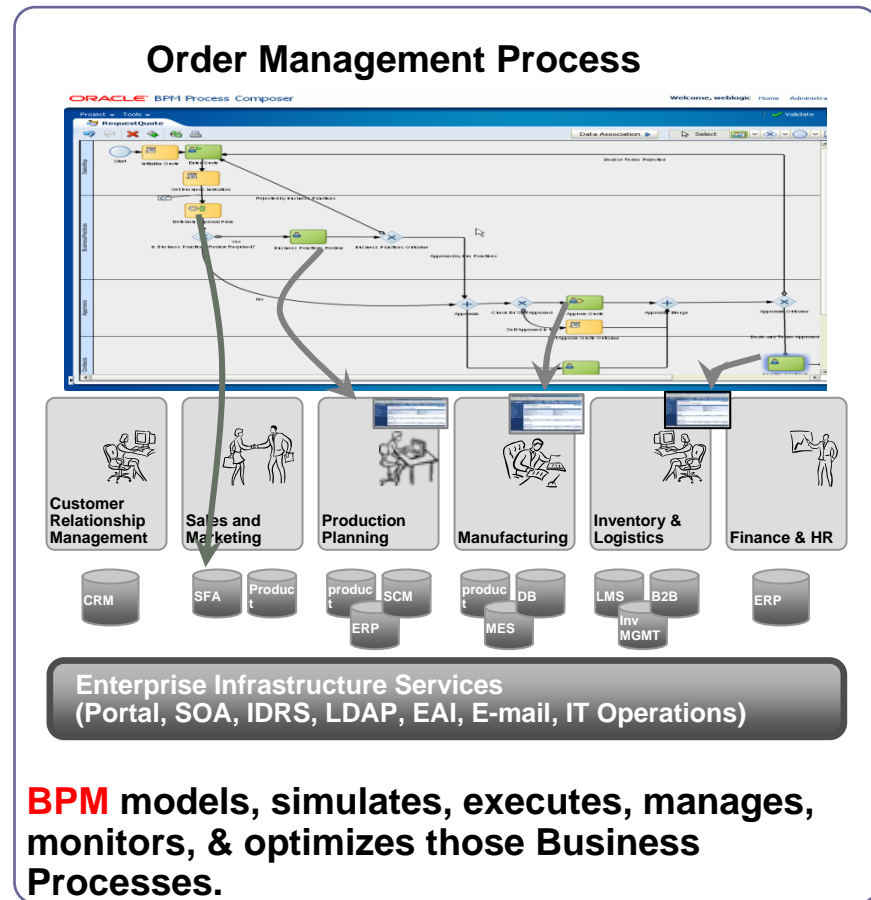
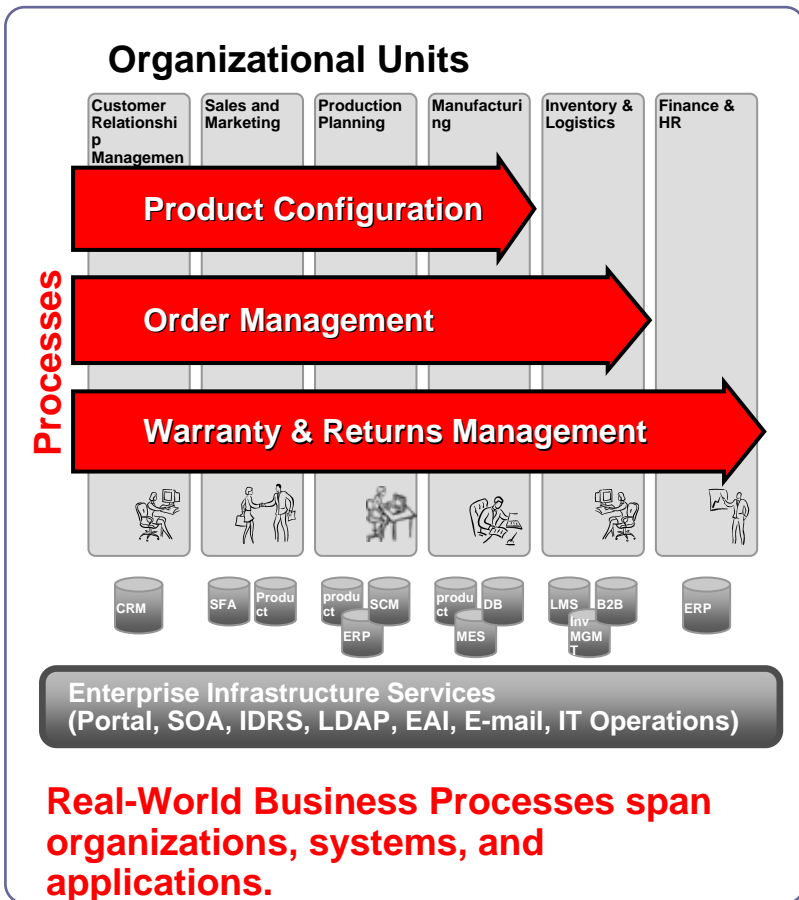


The Value of Business Process Management



End-to-End Business Processes

Optimized, Transparent and Agile



The Benefits of BPM

	Efficiency	Visibility	Agility
	Better, faster and more cost effective than your current alternative	Know the current status and outcome of your processes & business	Adapt quickly to changing business conditions
Metrics	<ul style="list-style-type: none">• Utilization, capacity• Throughput, speed• Quality, yield, exceptions	<ul style="list-style-type: none">• Financial• Organizational• SLA failure rate• Rate of non-compliance	<ul style="list-style-type: none">• Speed to create & change processes• Time to market
Results	<ul style="list-style-type: none">• Reduced Cost• Improved productivity/ROI• Effective resource utilization• Better quality / service	<ul style="list-style-type: none">• Managed, lower risk• Compliance• Financial accountability• Lower capital reserves	<ul style="list-style-type: none">• New revenue growth• Market share growth• Increased competitiveness• Market leadership

CIO Focus Area: Improving Business Processes

Business expectations for IT call for greater productivity and continued cost-efficiencies

Business expectations

Ranking of business priorities CIOs selected as one of their top 5 priorities in 2010, and projected for 2013

Ranking	2010		2009	2008	2007	2013
Improving business processes	1	↔	1	1	1	2
Reducing enterprise costs	2	↔	2	5	2	8
Increasing the use of information/analytics	3	↑	5	8	7	5
Improving enterprise workforce effectiveness	4	↓	3	6	4	7
Attracting and retaining new customers	5	↓	4	2	3	3
Managing change initiatives	6	↑	8	3	10	1
Creating new products or services (innovation)	7	↓	6	12	*	12
Targeting customers and markets more effectively	8	↓	7	9	*	9
Consolidating business operations	9	↑	11	13	*	16
Expanding current customer relationships	10	↓	9	7	*	10
Supporting regulation, reporting and compliance	11	↑	12	14	13	15
Creating new sources of competitive advantage	12	↑	13	11	8	4
Expanding into new markets and geographies	13	↓	10	4	*	6

* New question for that year

Source: "Leading in Times of Transition: The 2010 CIO Agenda", Gartner, January 2010

Challenge: Process Diversity

‘Enterprise Ready’ requires the ability to manage all types of processes

- Human centric
- System centric
- Document centric
- Decision centric
- Simple
- Complex
- High transaction / performance
- Long running
- Business to business

Challenge: Product Suites not so ‘Sweet’

Disparate tools, technologies, and minimal integration complicate success

- Workflow
- Design, modeling, simulation
- Event processing
- Process execution
- Business Activity monitoring
- Reusable modules
- Business rules
- Collaboration



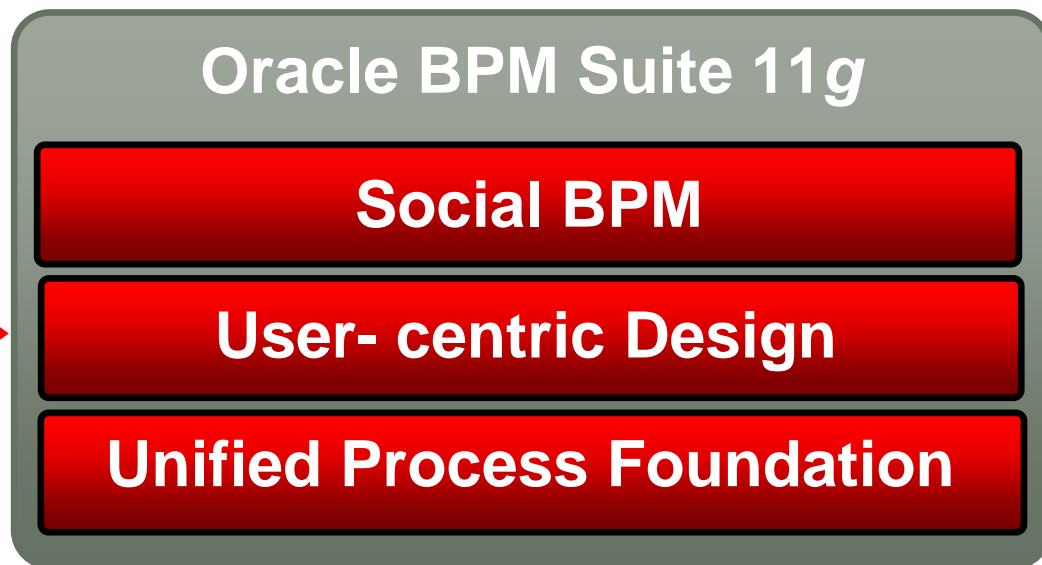
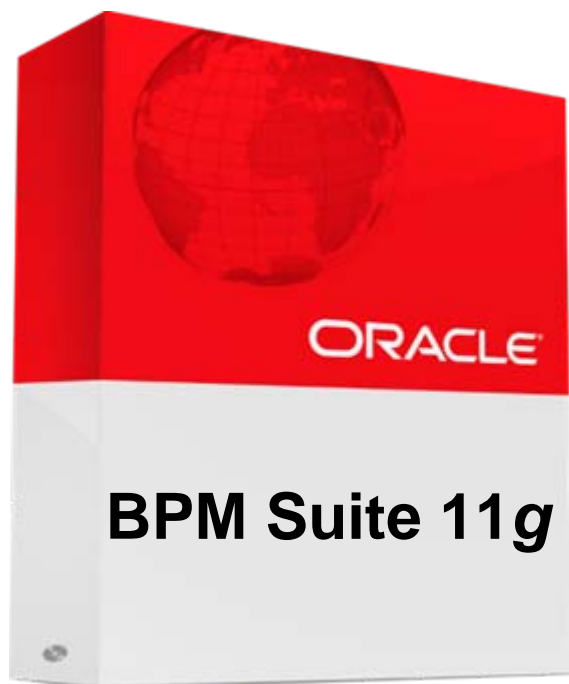
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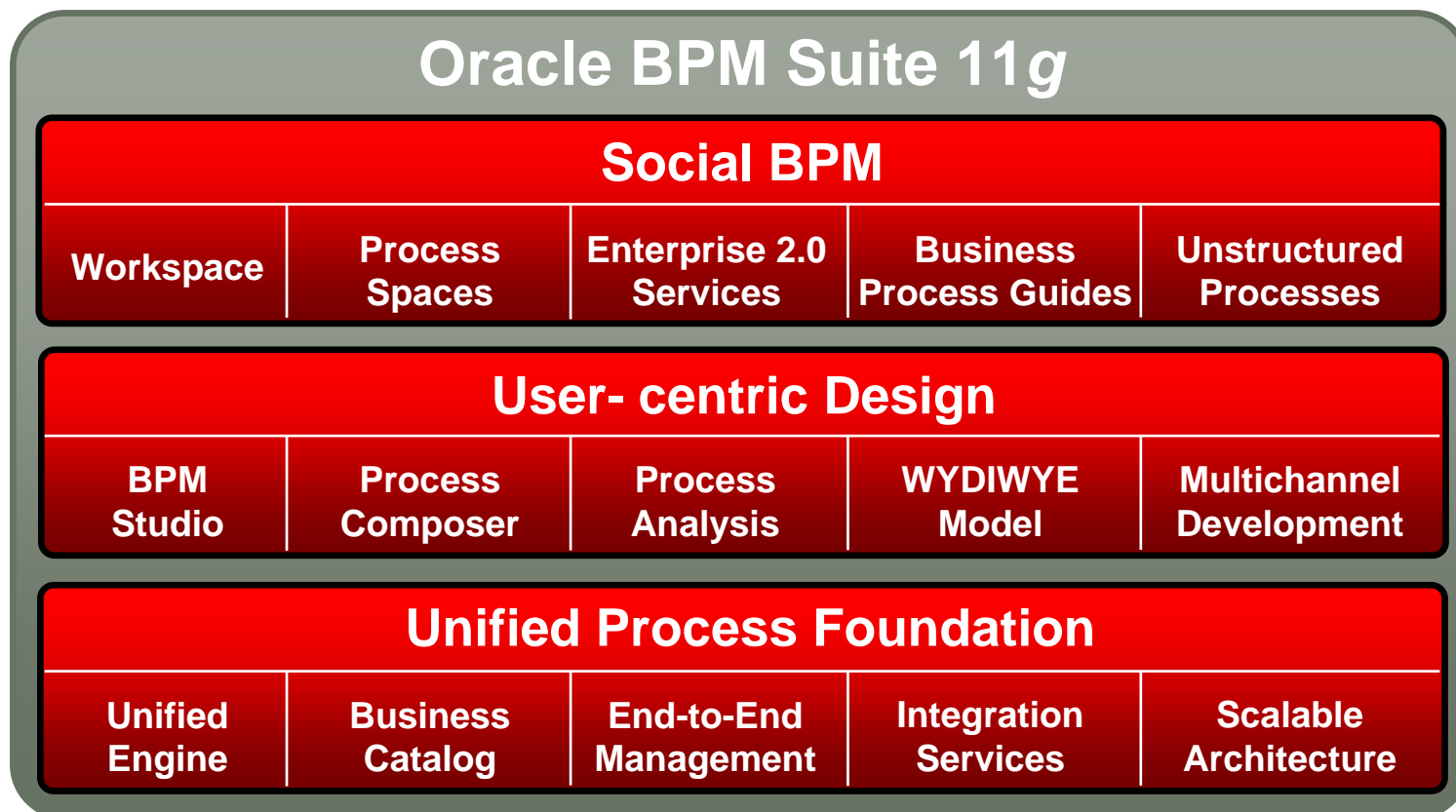
Oracle BPM Suite 11g

Simplifies achieving process management success with a complete solution for all types of processes by providing a unified process foundation, user-centric design, and social BPM interaction



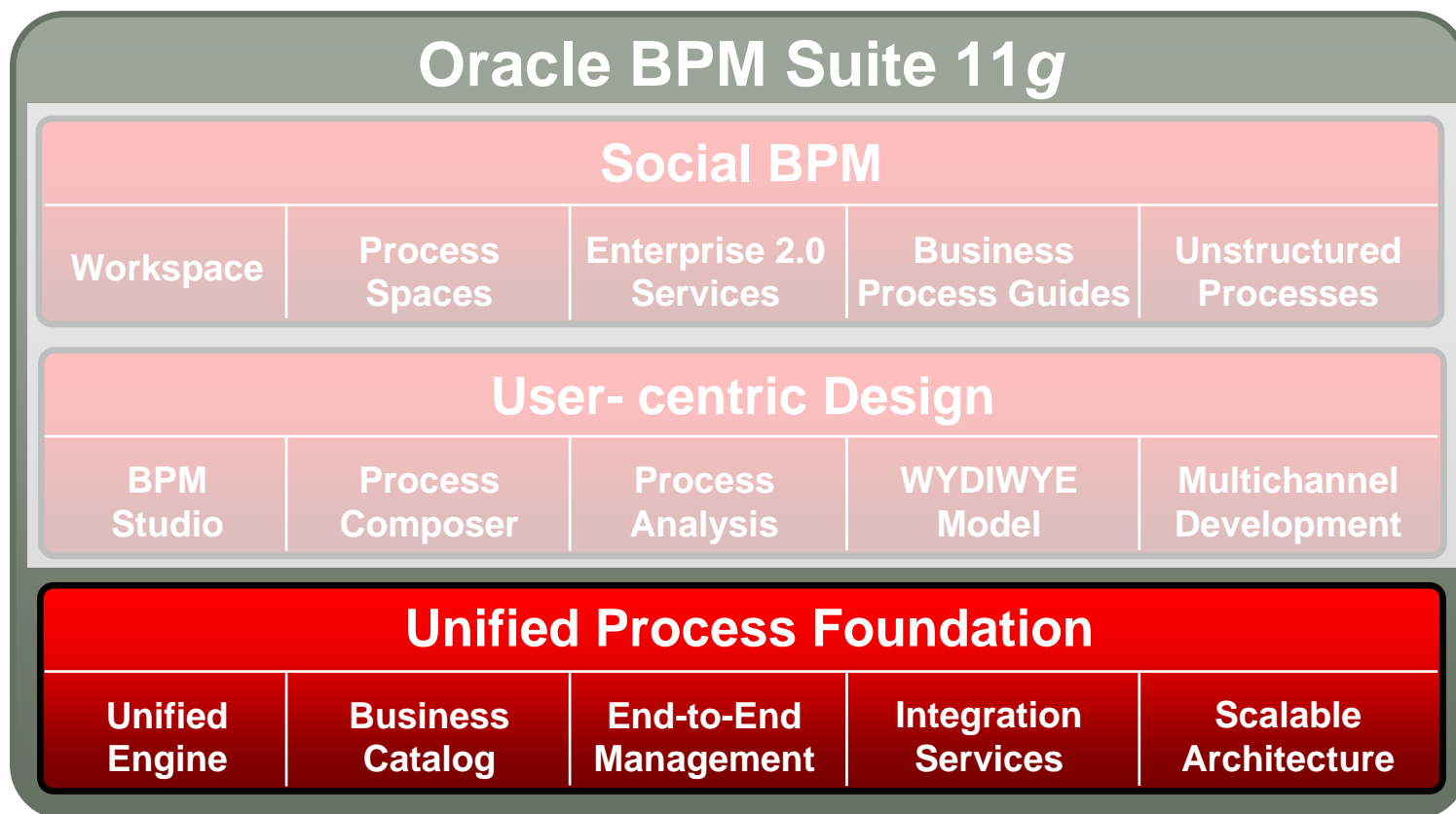
Oracle BPM Suite 11g

Simplifies achieving process management success with a complete solution for all types of processes by providing a unified process foundation, user-centric design, and social BPM interaction



Unified Process Foundation

Simplifies process development, deployment, monitoring, and execution with a unified engine and pre-integration of process subsystems.



Unified Process Engine

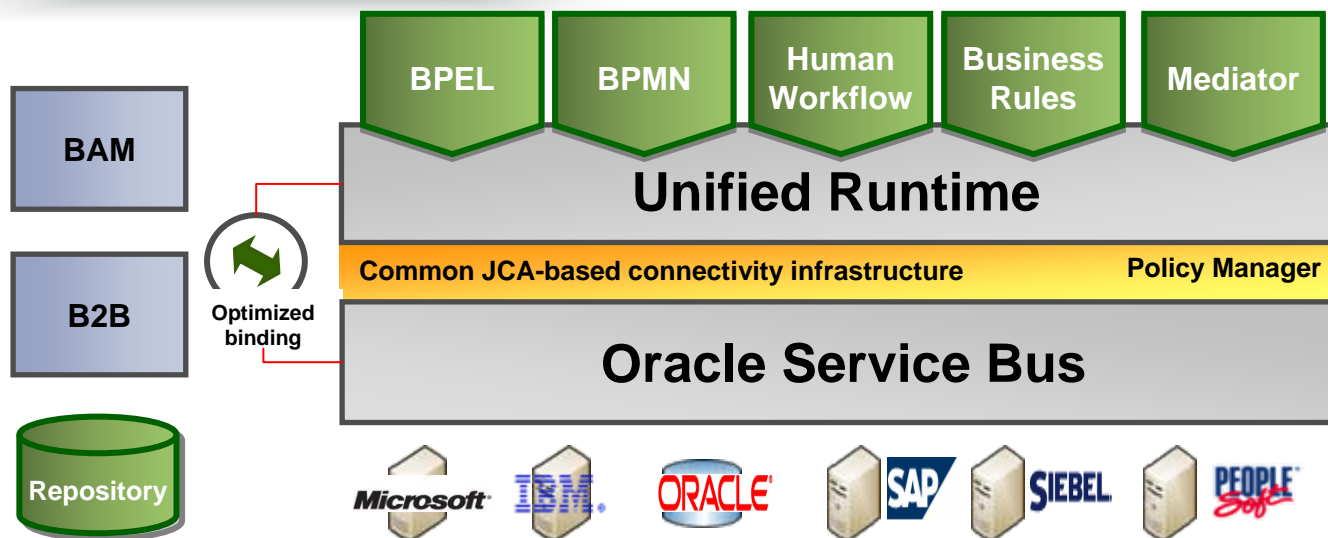
Unifies execution to reduce complexity and cost

Oracle BPM Suite 11g

- Single efficient engine with Native BPMN 2.0 BPEL, Rules, and Human Workflow execution
- Unifies execution of all types of processes
- Unified runtime with SOA with shared SOA Services with common persistence, binding, policy management and adapters
- Unified security with OPSS

Value

- Reduced complexity and greater reliability and performance
- Choice of BPMN 2.0 or BPEL modeling or using both
- Simplified integration with a services based environment if you choose



Business Catalog

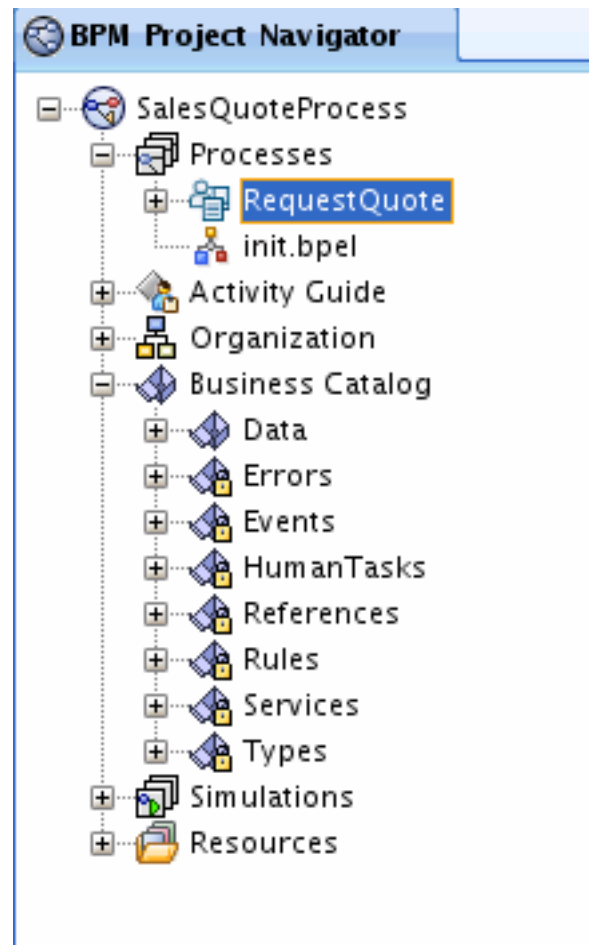
Increases reuse and simplifies using best practices

Oracle BPM Suite 11g

- Metadata store for design and run time
- Used by Studio and Process Composer
- Contains services and data

Value

- Provide best practices
- Synchronize IT and business assets
- Simplify process lifecycle



End-to-End Management

Unified management and monitoring of business processes

Oracle BPM Suite 11g

- Unified with Enterprise Manager
- End-to-End Flow trace and Instance Tracking
- Unified fault management
- Unified security policy management

Value

- Simplified problem resolution
- Simplified policy management
- One tool for all management needs

Unified Fault Management

Error Message	Recovery	Fault Time	Composite	Component
<faultType>0</faultType><re	Recover...	Mar 2, 2009 7:15:11 AM	BPMN/OnboardingC	OnboardingProcess

End-to-end flow trace

The screenshot shows the 'Flow Trace' interface with a tree view of process components. On the left, a vertical stack of green arrow-shaped labels points to specific components in the tree:

- BPMN**: points to the root 'instance' node.
- External Service**: points to 'StoreFrontService' nodes.
- Human Workflow**: points to 'ApprovalHumanTask'.
- BPEL**: points to 'CustomerAndOrderService' nodes.
- Mediation**: points to 'PartnerSupplierMediator'.
- Business Rules**: points to 'EvaluatePreferredSupplierRule'.

The main window displays the 'Flow Trace' details, including a 'Faults' section (No faults found) and a 'Trace' section with a tree view of the process flow.

Integration Services

Simplified connection to applications, middleware, and services

Oracle BPM Suite 11g

- Adapters for traditional integration
- Common services with SOA Suite
- UDDI and WSIL repository integration
- BAM integration with standard and custom reports
- BI integration with Action Framework for initiating processes
- CEP integration
- MS Office integration

Value

- Bring systems into processes with your choice of technology
- Extract additional value from your SOA investments
- Tailor analysis to a variety of business needs
- Insight to action from Business Intelligence
- Use large data sets as input to processes
- Initiating and viewing tasks in your tool of choice



Paper Forms



Events



Identity Directories



Applications



Business Intelligence



Content Repositories

Scalable Architecture

Enterprise-class operational performance and reliability.

Oracle BPM Suite 11g

- Seamless integration with WebLogic Server
- Cluster deployment
- Linear scalability
- Rock solid reliability
- RAC support

Value

- Headroom for growth as processes scale from simple to complex
- Satisfy service level agreements
- Scale at manageable cost
- Mitigate risk

#1 Application Server

#1 JVM

Most Advanced In-Memory Data Grid

#1 Distributed TPM

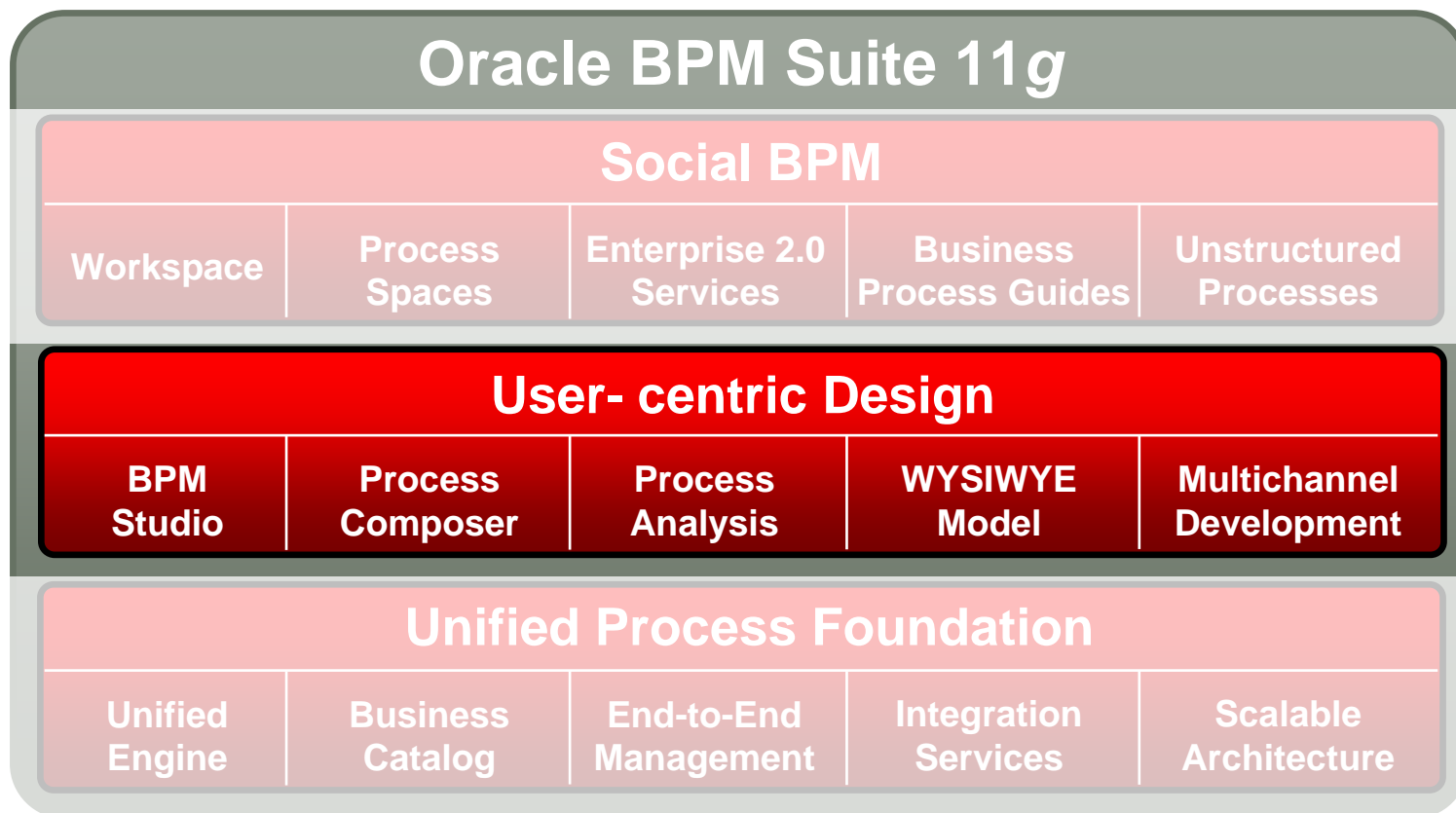
Most Comprehensive Management

Application Grid



User-centric Design

Simplifies the process management lifecycle with tools for all participants and a unified “what you see is what you execute” (WYSIWYE) model.



BPM Studio

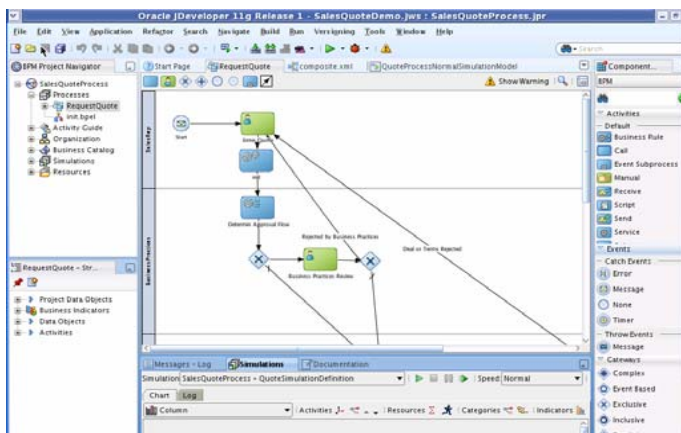
Unified role-based design and development for IT and the business

Oracle BPM Suite 11g

- JDeveloper unified client
- IT and business roles
- BPMN 2.0 and BPEL modeling
- Simulation modeling
- Rules designer
- Zero code environment
- Rich visual forms designer

Value

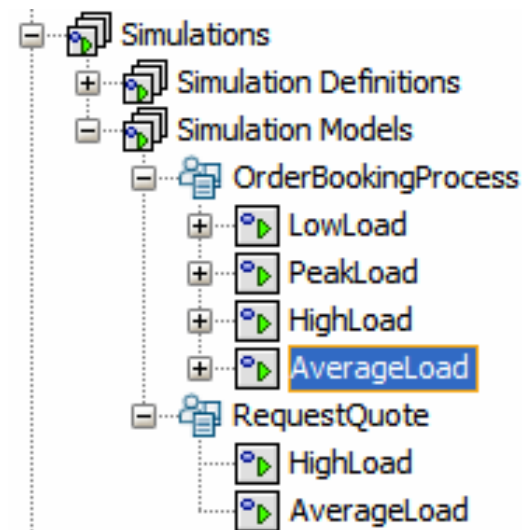
- One tool to learn
- The right tools for each role
- One tool for all modeling
- Evaluate potential scenarios
- Easily create and modify rules
- Configure rather than code
- Customized process participant interaction



Conditions	R1	R2
C1 QuoteSummaryType.effectiveDiscount <= preApprovedDisco...	true	
C2 QuoteSummaryType.effectiveDiscount	-	<0.3,[0.3..0.6]
C3 QuoteSummaryType.totalNetRevenue	-	-

Conflict Resolution		
Override		

Actions		
A1 modify result(businessPracticesReviewNeeded:boolean numberOfTier3Levels:int selfApproved:boolean tier1ApprovalNeeded:boolean tier2ApprovalNeeded:boolean tier2Approvers:string)	<input checked="" type="checkbox"/> false 0 true false false	<input checked="" type="checkbox"/> true 1 false false false
	tier2Approvers-base	tier2Approvers-base



Process Composer

Web-based process editing and configuration

Oracle BPM Suite 11g

- Web-based, not client based
- Access according to role
- Uses same model, business catalog, as Studio
- Model both rules and processes

Value

- Tool for business
- Enable greater range of business participation
- Eliminate redundancy, reduced complexity
- Simplified logic management

The screenshot displays the Oracle BPM Suite 11g Process Composer interface. On the left, a process flow diagram for 'RequestQuote' is visible, showing steps: Start, Initialize Quote, Enter Quote, Set Business Indicators, and QuoteEntered. The main window shows a detailed view of the 'Enter Quote' activity, which is linked to an 'ApprovalRules' configuration window. This window displays a table for 'ApprovalMatrix' with columns for Rules (R1, R2, R3, R4, R5) and rows for Conditions, Conflict Resolution, and Actions.

Conditions	R1	R2	R3	R4	R5
QuoteSummaryType.effectiveC	true	false			
QuoteSummaryType.effectiveR		<0.3, [0.3..0.6)	[0.6..0.9)	>=0.9	[0.6..0.9), >=0.9
QuoteSummaryType.totalNetR				[150000..1500000), >=1500000	
Conflict Resolution					R3
Actions					
Modify result	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
businessPracticesReviewNeed	false	true	true	true	true
numberOfTier3Levels:int	0	1	1	2	2
selfApproved:boolean	true	false	false	false	false
tier1ApprovalNeeded:boolean	false	false	false	true	true
tier2ApprovalNeeded:boolean	false	false	true	true	true
tier2Approvers:String	tier2Approvers-base	tier2Approvers-base	tier2Approvers-base	tier2Approvers-base	tier2Approvers-high

Process Analysis

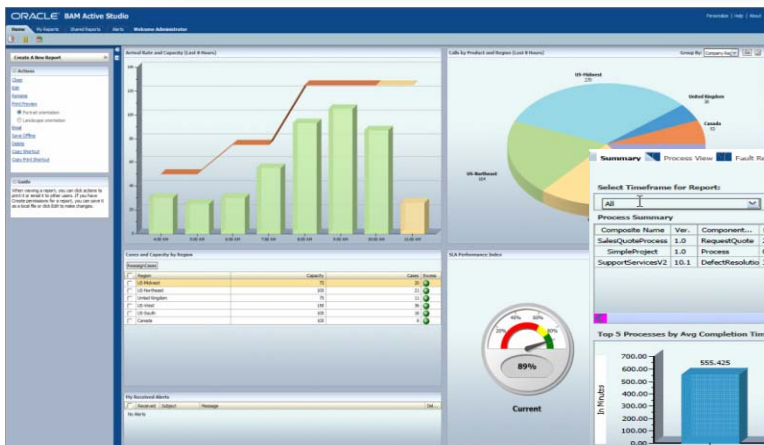
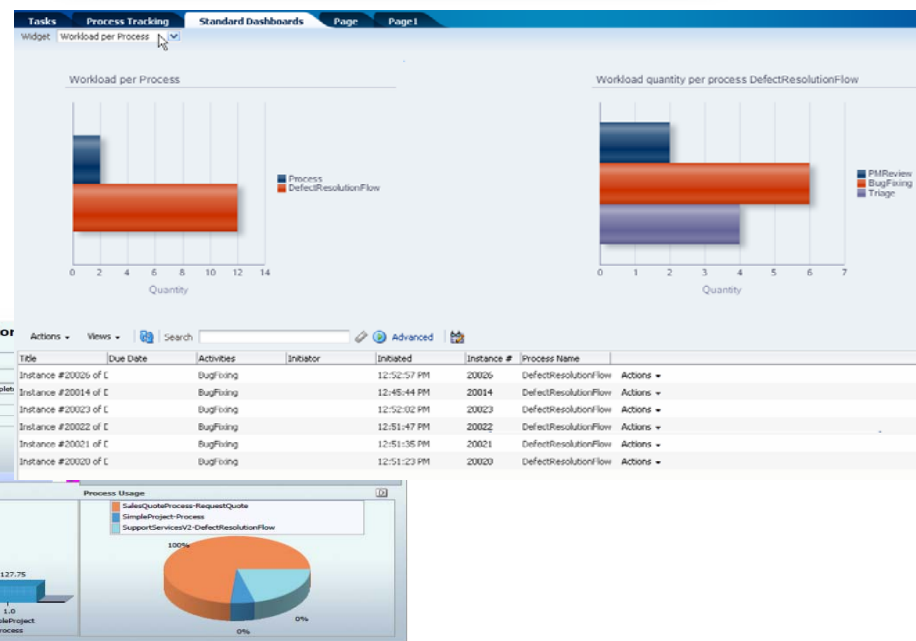
Analysis and reporting for greater business visibility

Oracle BPM Suite 11g

- Standard business indicators: cycle time, number of instances, average and mean time
- Process specific indicators in model
- Drill down dashboards
- Process Cubes, STAR schema
- BAM can aggregate indicator events
- Integration with CEP
- Interop with BI via ETL
- WYSIWYG report editor
- Impact, gap, redundancy, and simulation reports

Value

- Business visibility
- Tailor analysis to the business
- Expand analysis outside BPM
- Leverage BI for additional visibility
- Standard and custom easy to configure reports for all business needs



WYSIWYE Model

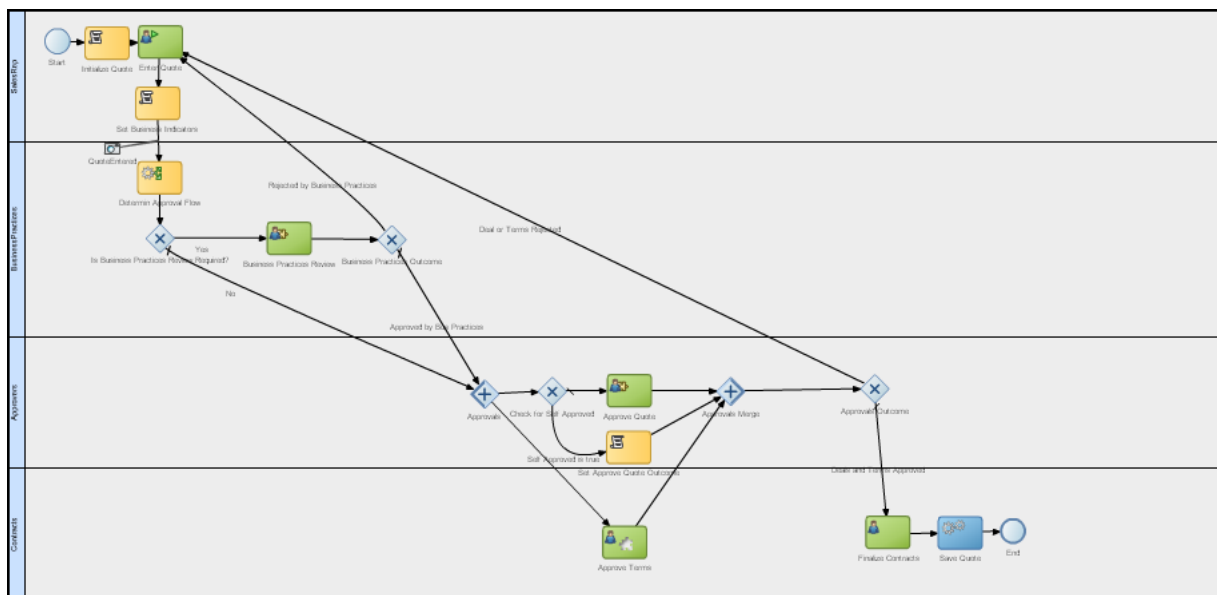
“What You See Is What You Execute” model unifies design and execution

Oracle BPM Suite 11g

- Unified model for design and runtime
- Model consistency checking
- BPMN 2.0

Value

- Avoid synchronization issues from changes made Easily validate processes
- Easily validate processes
- Standard for process design is also executable



Multichannel Development

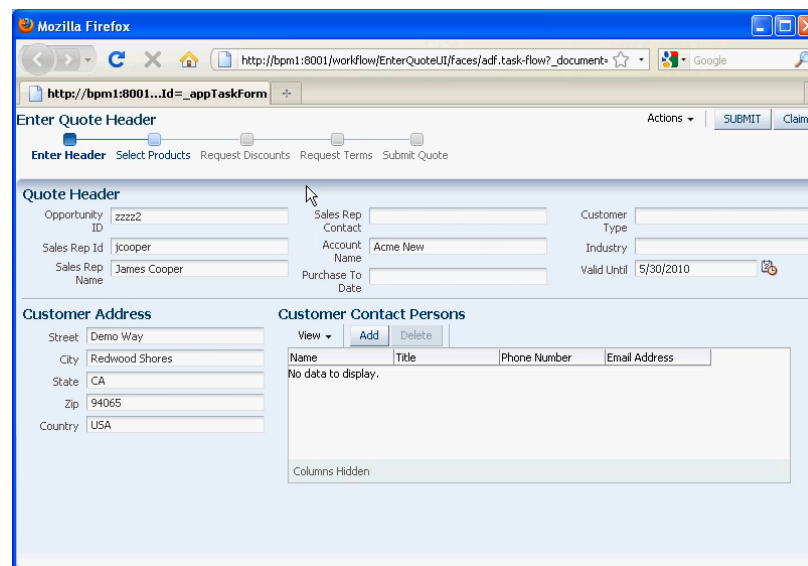
Unified development environment for Web, process, portal, and mobile

Oracle BPM Suite 11g

- JDeveloper unified environment
- Application Development Framework (ADF)
- All of Fusion Middleware development
- Web Apps
- Portals
- Process interfaces
- Mobile delivery

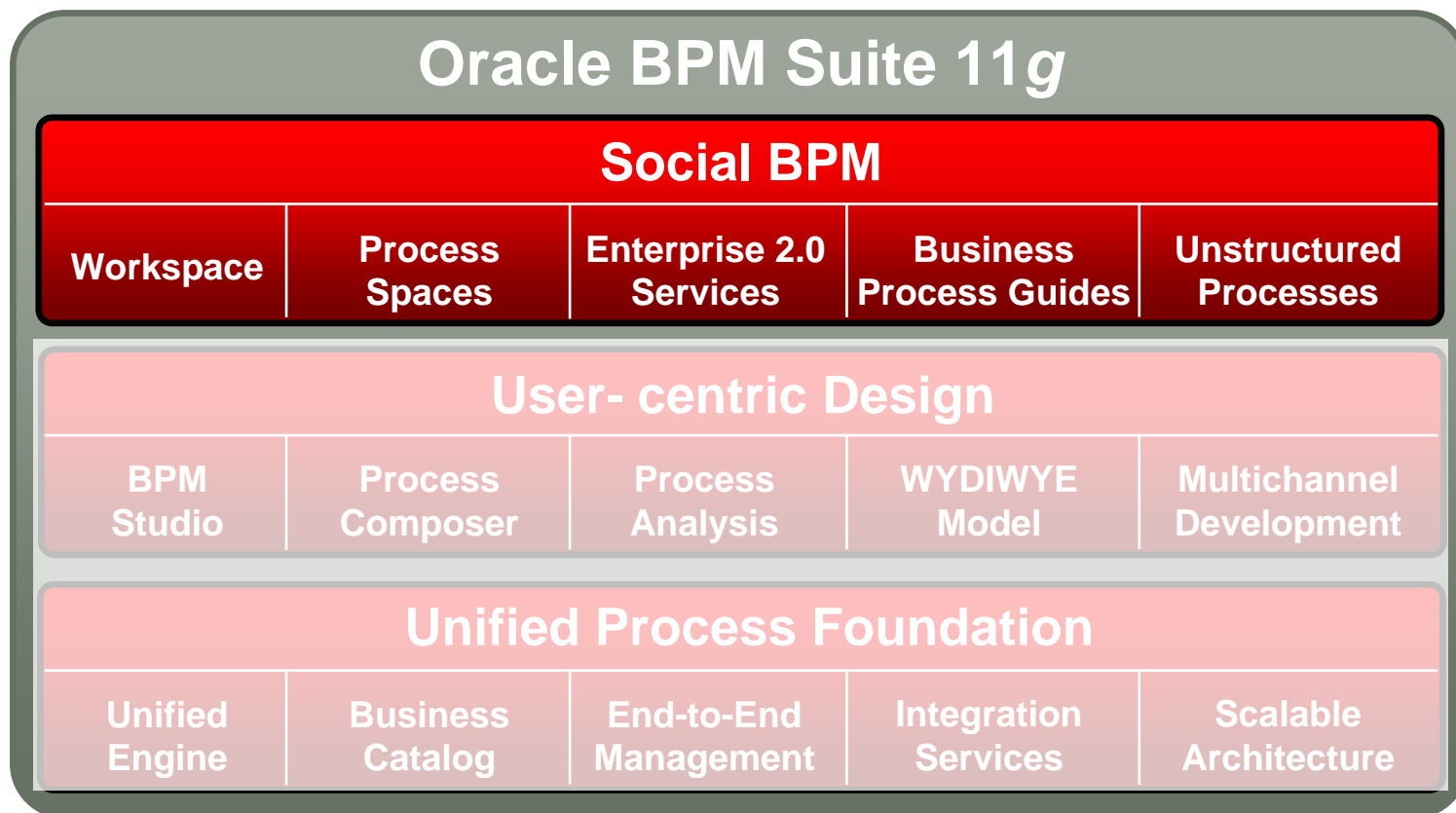
Value

- Lower training costs with one environment
- Reuse of interface components across application types
- Lower development costs and faster time to market

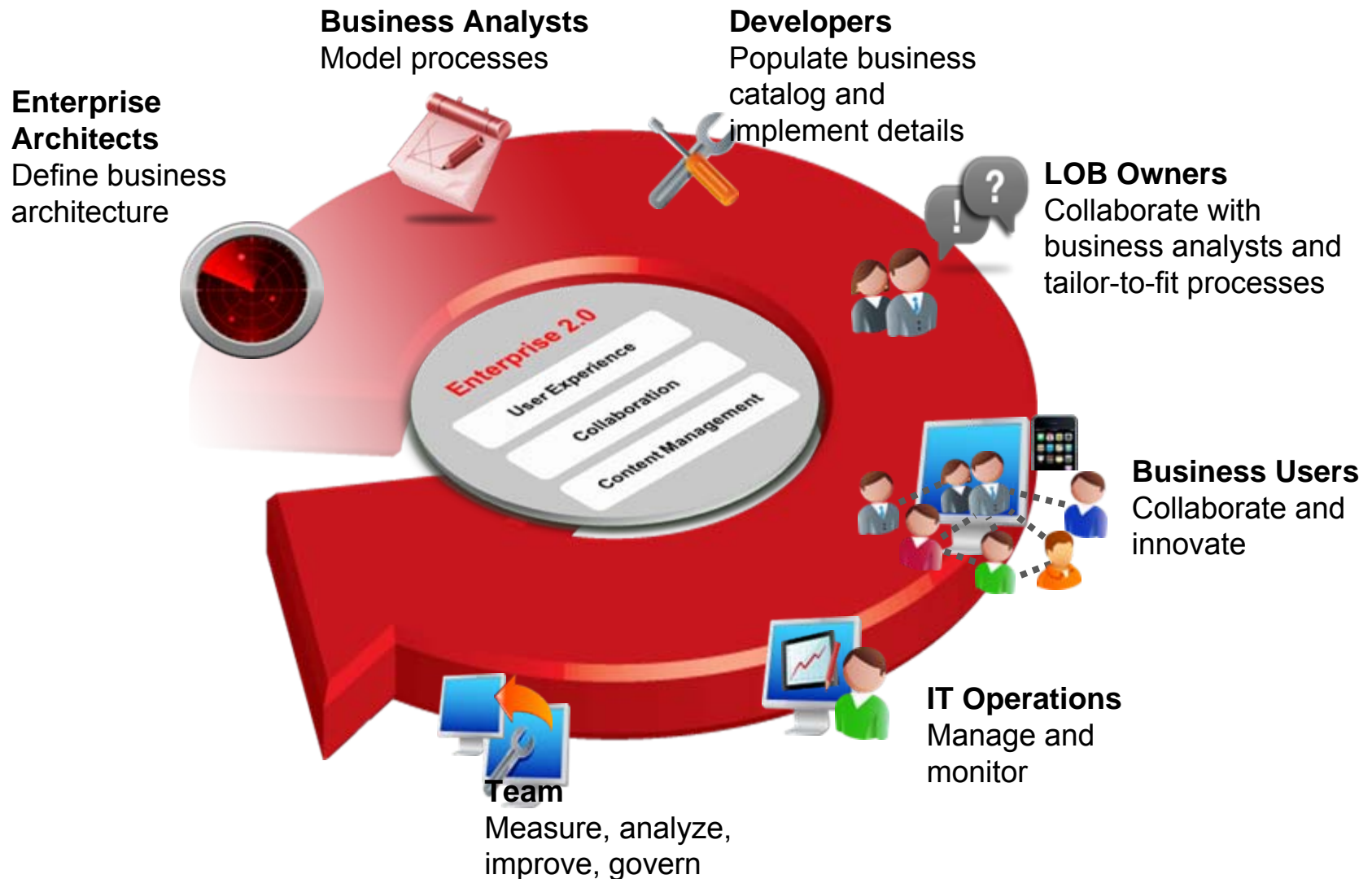


Social BPM

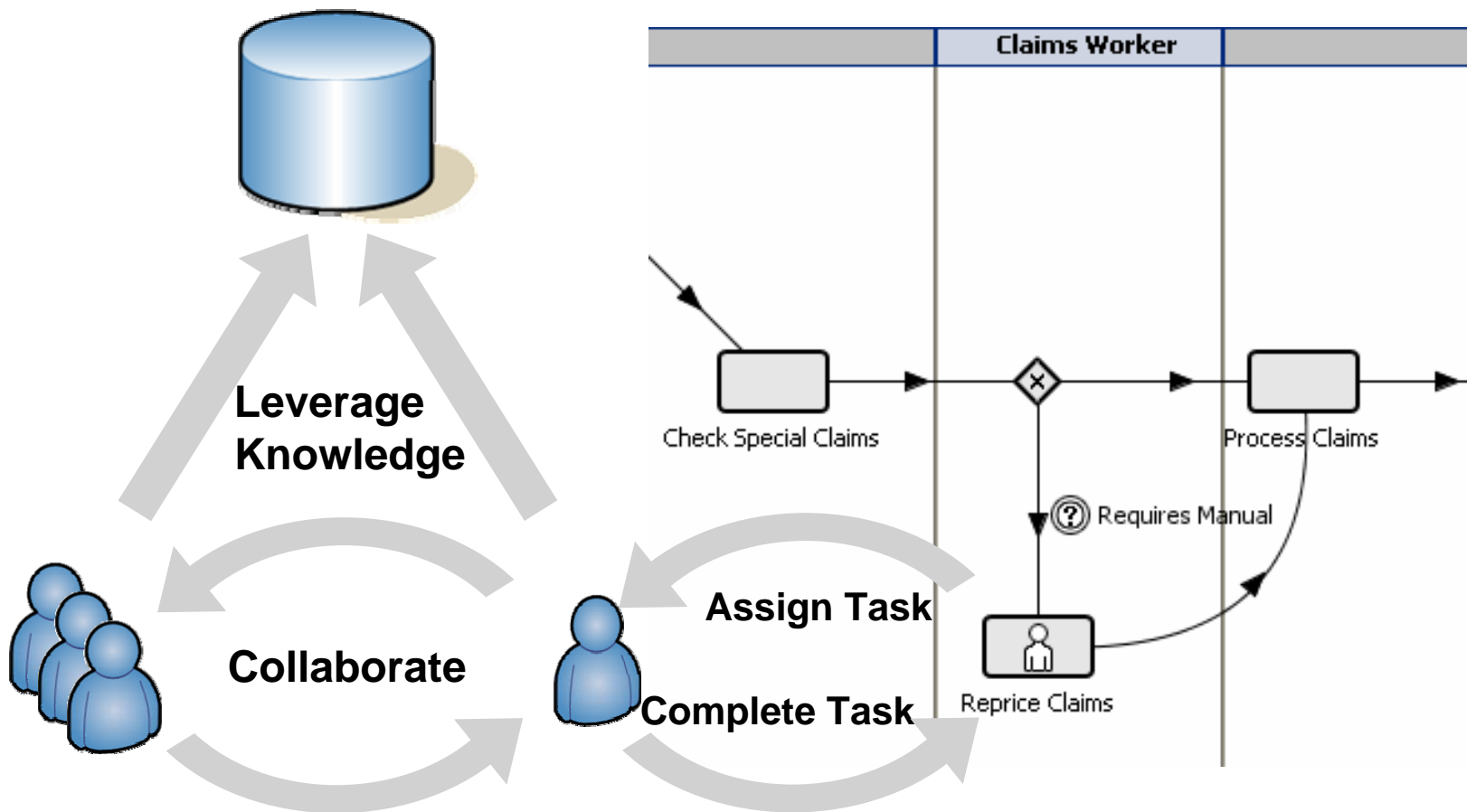
Social BPM simplifies and extends collaboration providing new ways to communicate and simplify work.



Social BPM: Enterprise 2.0 Connects BPM Lifecycle



Human Interaction Reality: An Example



Process Spaces

Extends collaboration in a process context

Oracle BPM Suite 11g

- WebCenter Spaces technology
- Work Space process space
- Modeling Space
- Single instance space
- Task list, discussions, documents, dashboards, processes to start, process catalog

Value

- Simplified single-click site creation
- Spaces suited to process lifecycle
- Can add blogs, wikis, and presence
- Collaboration in context

The screenshot displays the Oracle BPM Suite 11g interface. It features two charts at the top: 'Workload per process' and 'Workload per participant'. Below the charts is a 'Discussion Forum Manager' section for 'Process_Workspace', showing a table of topics and replies. A 'Document Manager' panel is also visible, showing a search bar and a list of documents.

Topic	Replied by/on	Replies
Official holidays in CY '10	4/5/10 1:32 PM jcooper	0
New Expense Receipts Policy	4/5/10 1:31 PM jcooper	0

The screenshot shows the 'Tasks' panel in Oracle BPM Suite 11g. It includes a table with columns for Subject, Assigned, and Due. The tasks listed are 'Finalize approval rules' assigned to 'jausten' with a due date of 4/23/11, and 'Make changes to Enter Quote UI' assigned to 'jlondon' with a due date of 5/1/10.

Subject	Assigned	Due
Finalize approval rules	jausten	4/23/11
Make changes to Enter Quote UI	jlondon	5/1/10

The screenshot shows the 'Document Manager' panel in Oracle BPM Suite 11g. It displays a search bar, a 'Reset' button, and a list of documents under the 'Sales' folder. The documents listed are 'ApprovalRules.docx', 'Discounting Policies FAQ.doc', 'KeithFeedback.docx', and 'SalesQuoteFunctionalRequiremen'.

Name	Description	Size
ApprovalRules.docx		
Discounting Policies FAQ.doc		
KeithFeedback.docx		
SalesQuoteFunctionalRequiremen		

Workspace

Fast deployment, all in one approach to participation

Oracle BPM Suite 11g

- Task list
- Process dashboards
- Process Status
- Reports

Value

- Up and running quickly
- Everything you need in one interface
- Central resource for all process information

ORACLE Business Process Workspace

Logged in as jstein Home Preferences Help Logout

Tasks Process Tracking Standard Dashboards Quote Requests

My Tasks Initiated Tasks My Staff Tasks Administration Tasks

Actions Assignee Me & Group Status Assigned Search Advanced

Title	Instance ID	Process Name	Number	Priority	Assignees	State
Review Business Practices - Acme New	10002	RequestQuote	200012	3	SalesQuoteProce	Assigned
Review Business Practices - Acme New	10003	RequestQuote	200015	3	SalesQuoteProce	Assigned
Review Business Practices - Acme New	30002	RequestQuote	200045	3	SalesQuoteProce	Assigned
Review Business Practices - Acme New	30003	RequestQuote	200048	3	SalesQuoteProce	Assigned
Approve Vacation for Lyndon Johnson	30006	RequestVacation	200057	3	Base.Manager (F	Assigned
Approve Quote Request - Acme New	30001	RequestQuote	200061	3	jstein (U)	Assigned
Review Expenses for John Adams	40001	ReportExpenses	200064	3	Base.Manager (F	Assigned
Review Business Practices - Dell Inc	50001	RequestQuote	200067	3	SalesQuoteProce	Assigned
Review Business Practices - Yorkshire Water	50002	RequestQuote	200070	3	SalesQuoteProce	Assigned
Review Business Practices - Acme Demo	50005	RequestQuote	200077	3	SalesQuoteProce	Assigned

Review Business Practices - Acme New

Approve Reject Claim

Quote Summary

Opportunity ID zzzz2 Valid Until 5/30/2010 Sales James Cooper

Account Name Acme New Total Net \$74,750.00 Rep Name

Revenue Effective 35% Sales Rep

Reports Task Status

Enterprise 2.0 Services

Increase channels of communication, timeliness, and reach

Oracle BPM Suite 11g

- Wikis
- Blogs
- Mashups
- Presence

Value

- Interact with process team on specific subjects
- Self publish to entire team
- Bring together composite content and application functionality
- Determine access and availability of process team members

The screenshot shows the Oracle Fusion Middleware 11g FMV 4 OUG website. The page includes a navigation menu with 'View', 'Edit', 'Attachments (4)', and 'Info'. The main content area features a 'News' section with a link to 'Oracle Excellence Awards at Oracle OpenWorld 2009', a 'Repository of Content' section with links to presentation content, and a 'Major Oracle User Groups' section listing various regional and functional user groups. A 'Major Conferences' section is also present, featuring a table with the following data:

Conference Name	Sponsor	Next Meeting Date	Notes
Collaborate 2009	IOUG/OAUG/QUEST	May 3 - 7, 2009	Planning start in Oct/08, expect 6000-7000
Kalidoscope	OOTUG	June 21-25, 2009	In early planning
UKOUG conference	UKOUG	Dec -5, 2008	agenda firm, submitted 2 FMV4Apps pa
Alliance	HEUG	Mar. 22-25, 2009	agenda firm, submitted 4 FMV4Apps pa
APAC OUG	APAC OUG	Apr. 11-15, 2009	agenda firm, submitted 4 FMV4Apps pa

The screenshot shows a blog post titled 'Welcome to my blog'. The post discusses the challenges of Enterprise 2.0 and the importance of communication. It includes a calendar for October 2008 and a list of actions. The post content includes:

Welcome to my blog
 Welcome to my blog. The subject of this blog is to ruminate on all things Enterprise 2.0 and there are many areas to explore. As you know, Enterprise 2.0 has been getting a lot of attention recently. It's just a matter of time before it fills the void left as SOA becomes more mature and deployed across the Enterprise. You may find this helpful: http://www.oracle.com/technetwork/enterprise_20. Of course, not everyone agrees on exactly what Enterprise 2.0 means. Instead, everyone has their own nuanced concept of the term.

The State of Enterprise 2.0 Today
 Enterprise 2.0 is taking off like gangbusters! Who's had? Its about time to see the Enterprise adopt the innovative technologies that have been shaking the Web. In many ways, one could say that with Enterprise 2.0 we are where we were with SOA about 5 years ago. Many people are talking about it, but few are doing it, and even fewer doing it correctly.

A highly available Enterprise 2.0 Architecture?
 Your Enterprise 2.0 architecture is only as good as the infrastructure it runs upon. By this, we're talking about Java JVMs and J2EE containers, HTTP servers and loadbalancers, and middleware servers, databases and data buses.

Enterprise 2.0 and ROI: Do the math
 Inevitably the question comes up of how do I measure the ROI of Enterprise 2.0. Oddly enough, Enterprise 2.0 shares many of the same challenges in quantifying ROI as we had with SOA. For instance, how do you measure employee productivity? On the other hand, the adoption of certain mediums such as chat or VOIP (video) may actually reduce in cost in-person meetings or conference calls.

Enterprise 2.0 and SOA
 What exactly is the relationship between SOA and Enterprise 2.0? It seems obvious that we can have a SOA-based architecture, but what about an Enterprise 2.0 architecture without SOA? The short answer is no. A crucial foundation element of Enterprise 2.0 is the notion of a service.

The screenshot shows the Oracle WebCenter Spaces interface. The main content area features a 'Revenue Attainment' chart with the following data:

Category	Revenue (thousands)
ROI 1	8,889
ROI 2	16,889
ROI 3	8,389

The interface also includes a navigation menu with 'Welcome', 'Documents', 'Chats', 'Video Phone', 'Discussion Forum', and 'Create Page'. A sidebar on the right contains various tools and widgets such as 'Bug Management', 'Discussions', 'Documents', 'Layout', 'Mash-Ups', 'Portlets', 'Search', 'Announcements', 'Buddies', 'Events', 'Mail', and 'Notes'.

Business Process Guides

Simplify multi-step human interaction processes

Oracle BPM Suite 11g

- Business process guide player
- Progress meter and completed tasks
- Role based access with read only view

Value

- Walks you through the process with a navigational view of tasks organized by milestones
- Easily understand process status
- Aligns with end users perspective instead of forcing process flow

New Hire Tasks

Map Summary Tasks

main menu : self service : new employee : tasks : new hire activities : health care bene

Add a Dependent status: In Proce

Dependent Personal Information

First name:

Middle Name:

Last Name:

Date of Birth: Month Day Year

Social Security Number: - -

Relationship: Spouse

Status Information

Marital Status: Single As of: Month

Student: Yes No As of: Month

Disabled: Yes No As of: Month

Smoker: Yes No As of: Month

Date of Death: Month

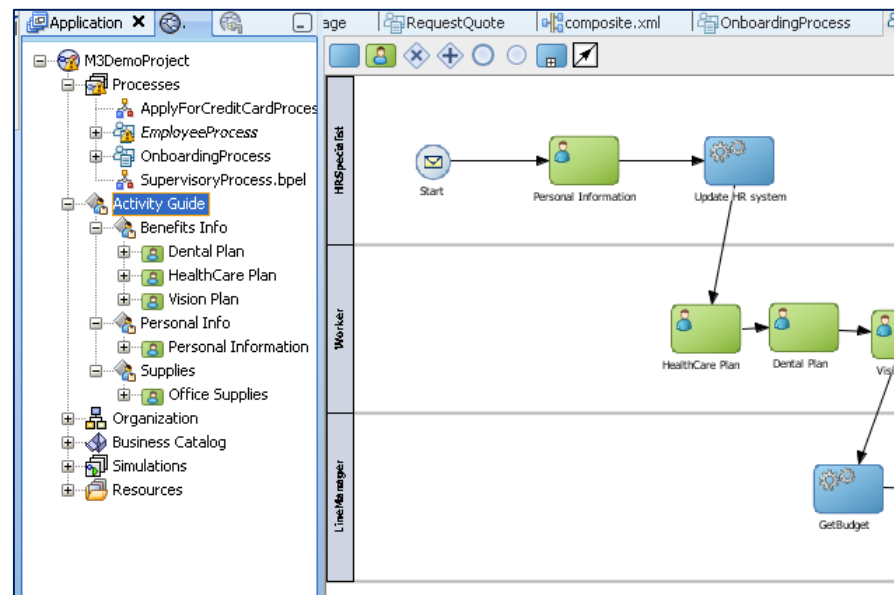
activities progress

New Hire Analytics

Total New Hire Tasks	32
not started	9
completed	15
skipped	2
in process	6

[show task summary](#)

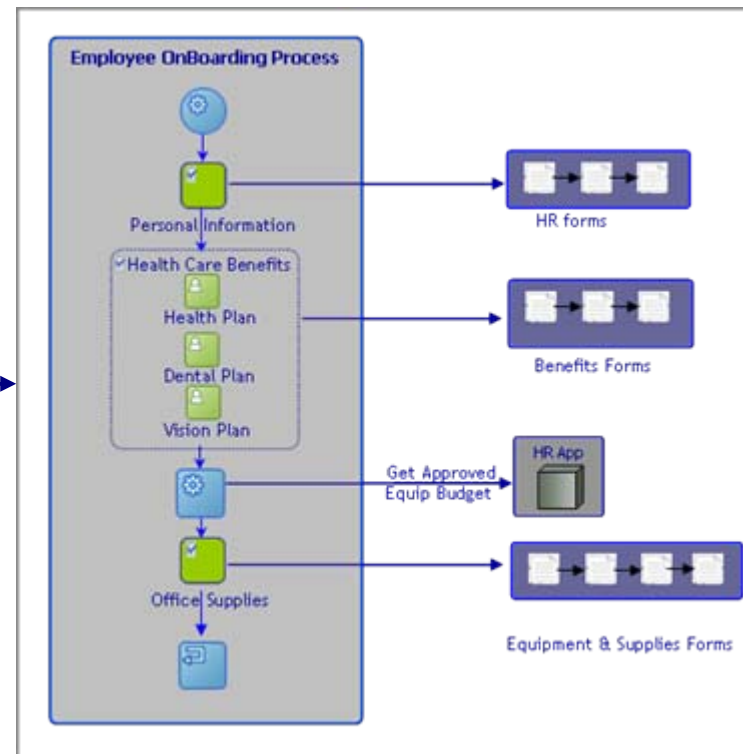
[New Employee FAQ](#)



Activity Guides

Simplify multi-step human interaction processes

New Hire Analytics	
Total New Hire Tasks	32
not started	9
completed	15
skipped	2
in process	6



- Business view of process milestones as it relates to the user interacting with the process
- Guided multi-session interactions with application. Activity Guide can be completed by one or more users
- Enable business users to compose activity guides using predefined activities

Unstructured Processes

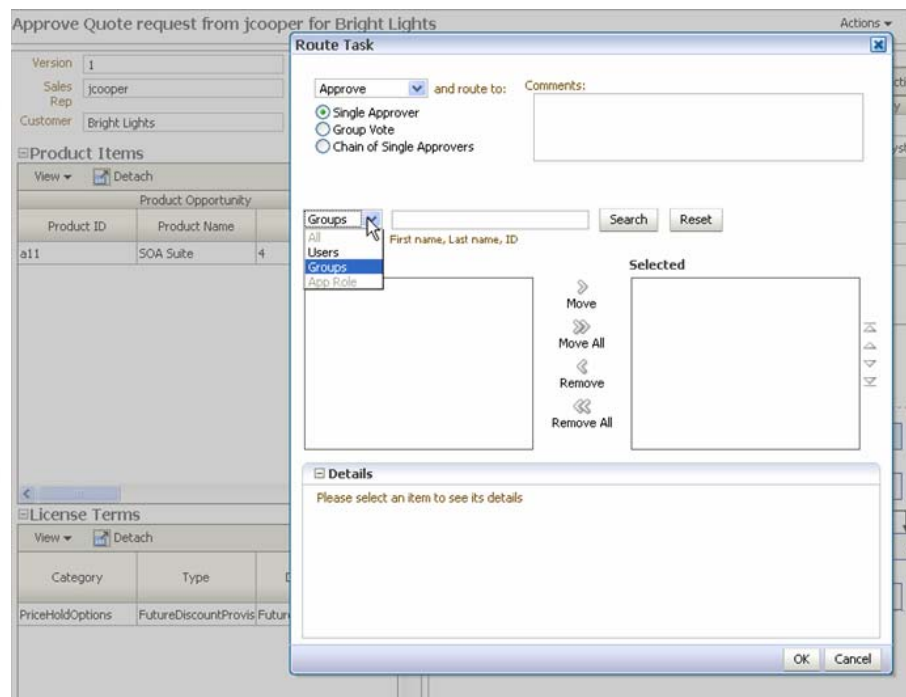
Accommodate unplanned interaction as part of the process

Oracle BPM Suite 11g

- Add participants anywhere in the task routing flow
- Reassign, re-route, and delegate tasks

Value

- Dynamic, flexible process adaption
- Manage more processes
- Adapt to complicated processes without complex rules



Agenda

- Business Considerations
- Oracle BPM Suite 11g
- Final Thoughts



Summary

- Business process management brings efficiency, visibility, and agility to critical business processes.
- Enterprise Ready' requires the ability to manage all types of processes
- Disparate tools, technologies, and minimal integration complicate success
- Collaboration is critical, but often hampered by culture and technology

Oracle BPM Suite 11g

Simplifies achieving process management success by with a complete solution for all types of processes by providing a unified process foundation, user-centric design, and social BPM interaction

Collaborate more effectively with social computing in the context of BPM



Social

ONE unified design to simplify use and remove complexity



Unified



Complete

All that you need to innovate today and scale from simple to complex processes



Demo: Modeling and Working on processes

BPM Studio

- BPMN 2.0 modeling and simulation
- Model is the executable
- Business Rules, Tasks, Services, ...
- Rich zero-code tooling

Working Efficiently


- Organize using views
- Manage with rules
- Prioritize with dashboards

Questions



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