

ORACLE®

Fusion Architecture for Business Applications

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Traditional Business is ahead of IT

Need for *Business Process Change*

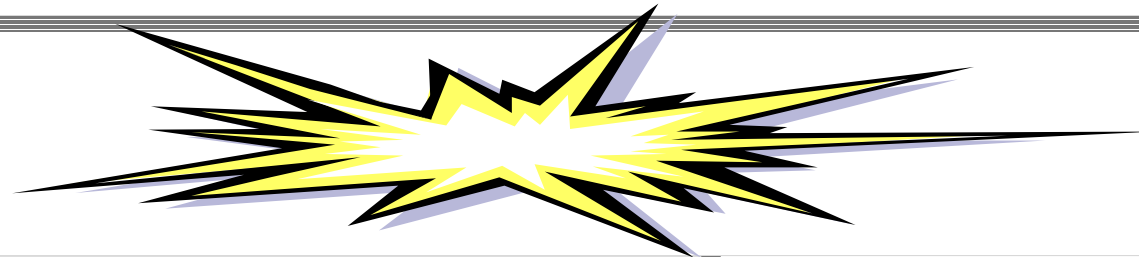
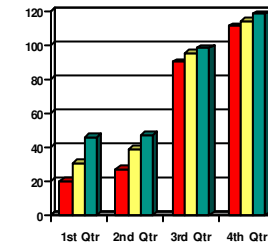
Strategy for **GROWTH**

Mergers & Acquisitions

Competitive Pressure

New Business Opportunities

Shareholder Value



IT is an Enabler of Work, not Change

Difficulty of **CHANGE**

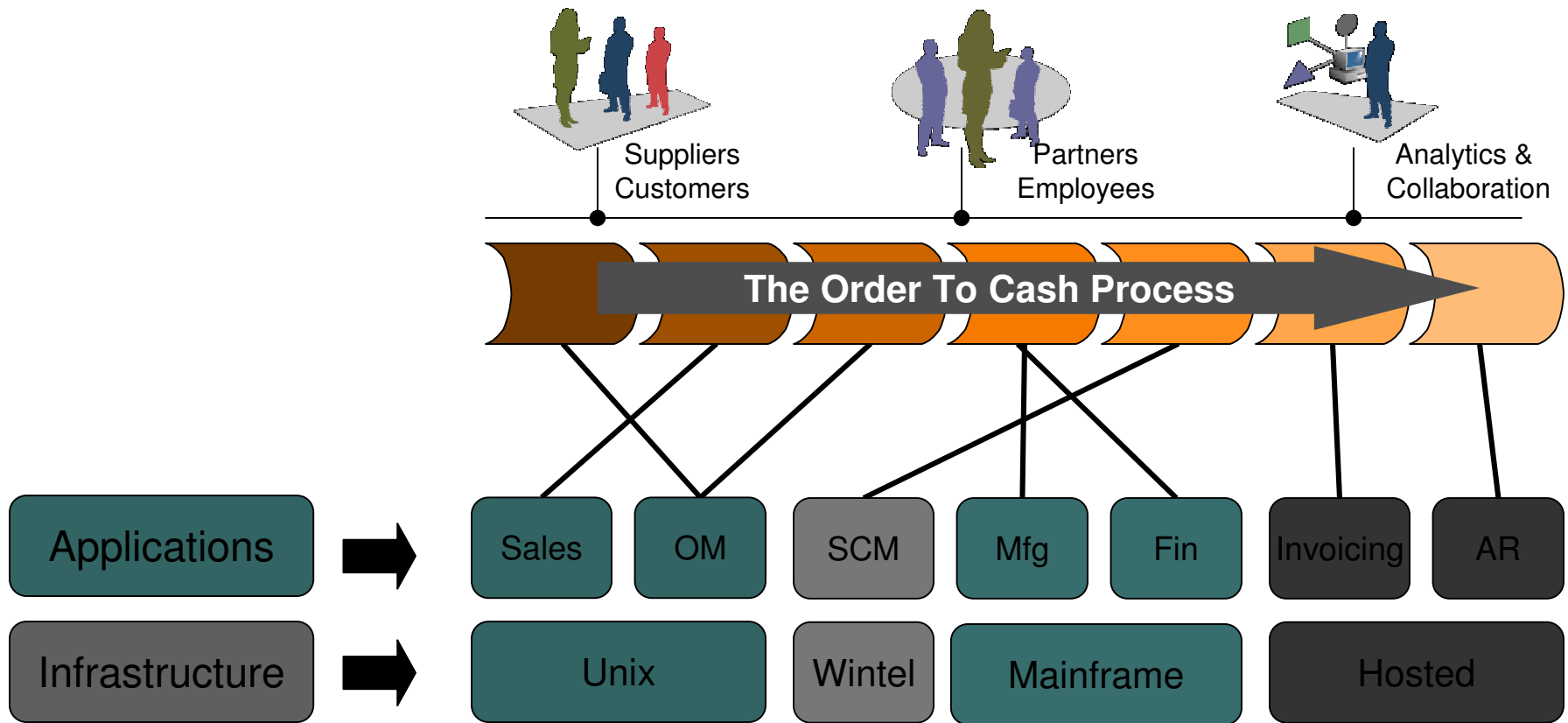
Innovation through expensive Projects (no Enablement)

Cost & Time of IT Changes (Expensive/Long)

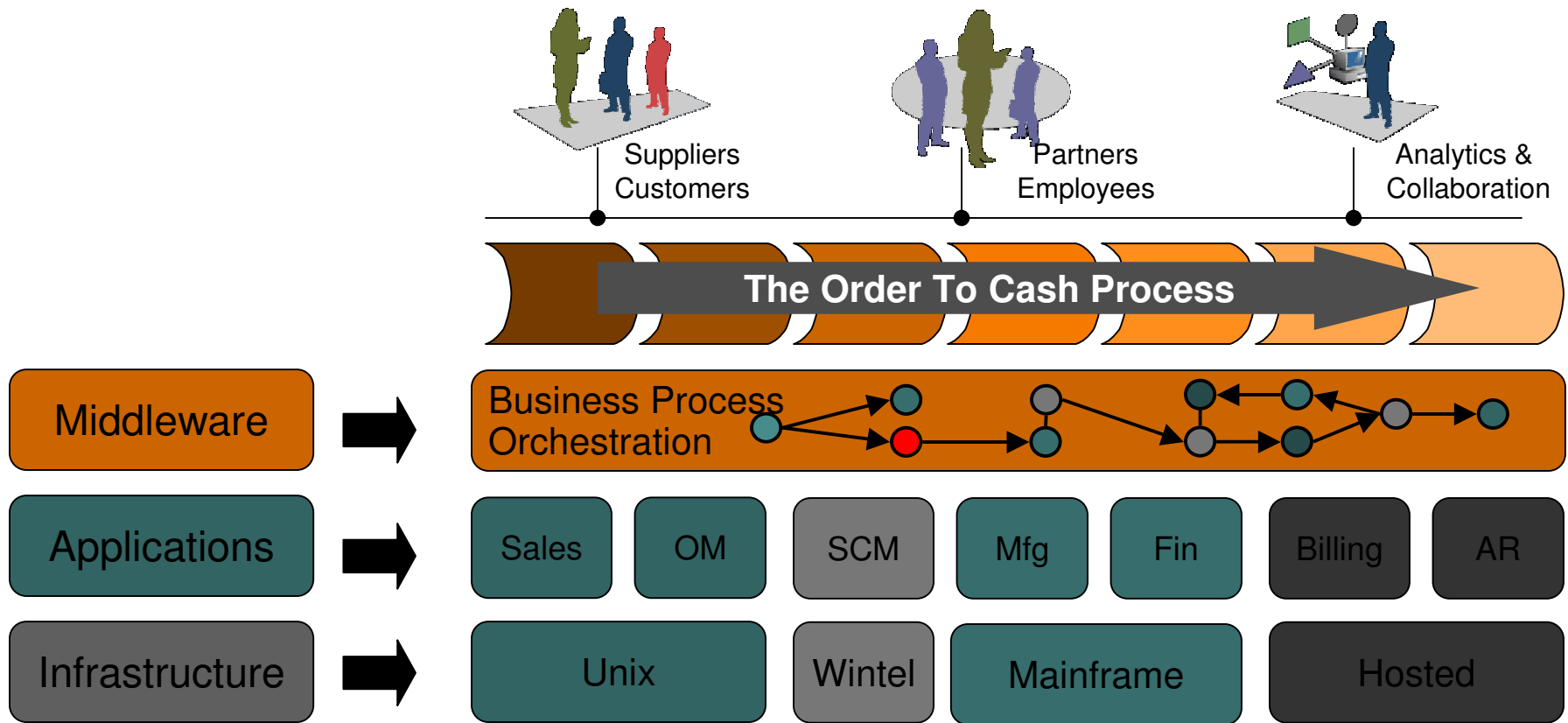
Limited budget: 70%+ of IT Budgets are to Maintain Status Quo

Example Business Process...

Order to Cash

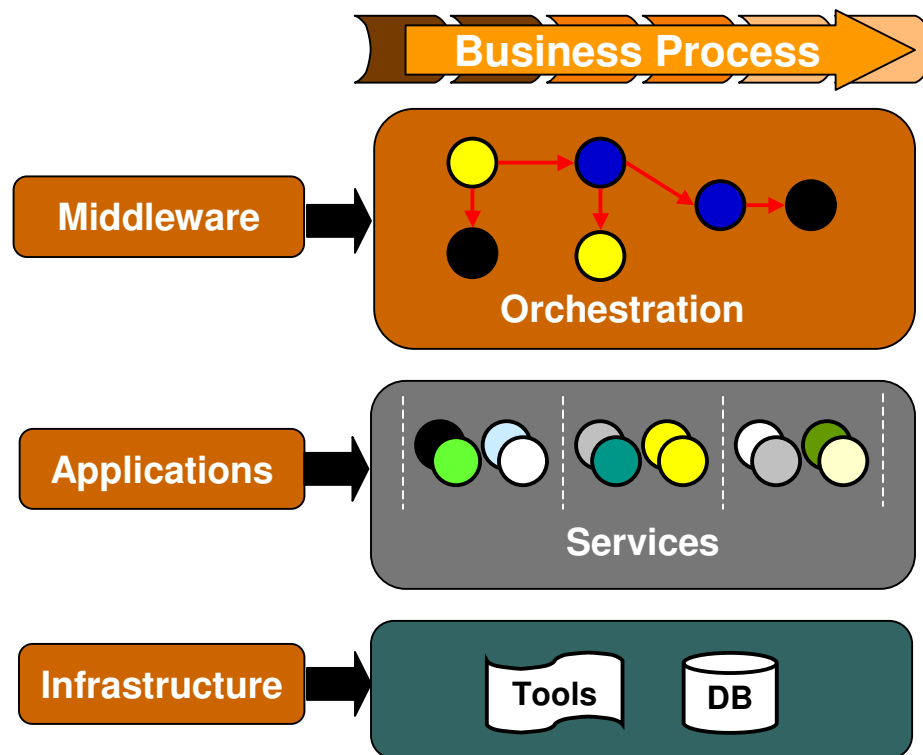


Example Business Process... Order to Cash



Service Oriented Architecture

Hence - Service-Oriented Architecture is considered as the way forward



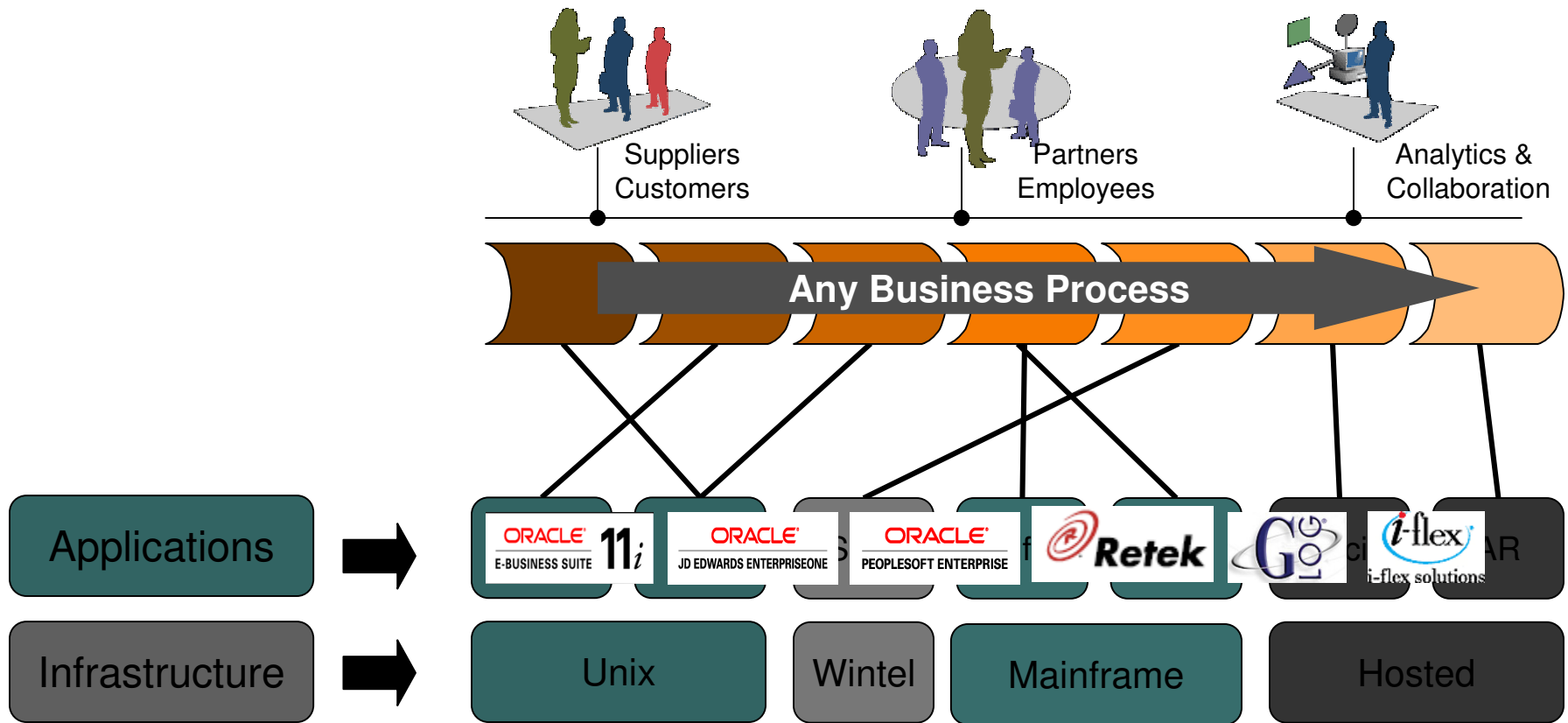
When the business needs a new or redesigned process

business people easily combine services into new applications

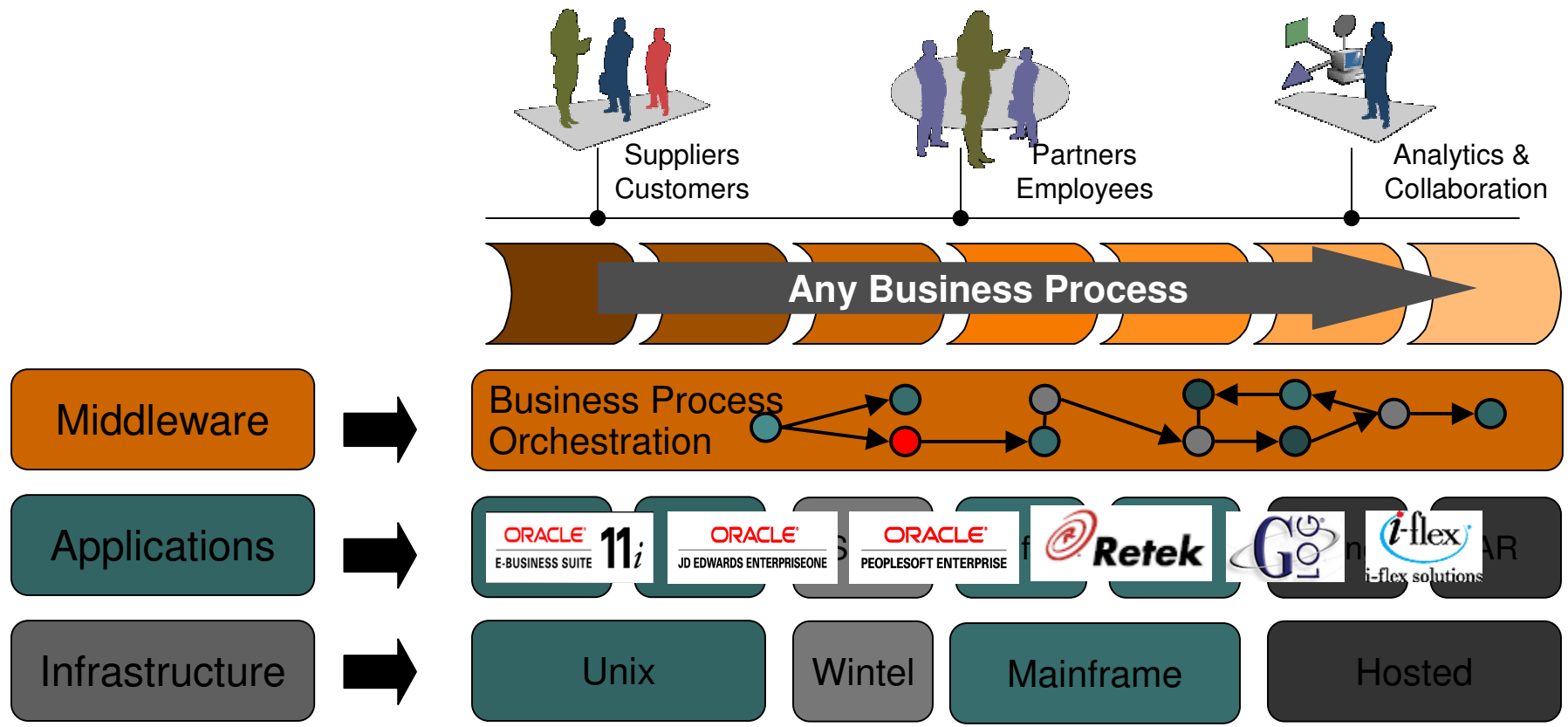
because applications are built as a granular set of re-usable services

deployed using low-cost platforms for all applications

Now - What if you'd be a Software Company ?



Now - What if you'd be a Software Company ?



Standard based Middleware and SOA enabled Applications

Initial steps towards SOA

- Business Process Orchestration - BPEL
- Security - Identity Management
- Business Insight – BAM

Commitment to Standards

Business Process Orchestration

Business Process Execution Language

“ *Gartner believes that BPEL will emerge as the **leading industry standard** for Web service orchestration and coordination of business processes.* ”

- David Smith, Research Vice President and fellow, Gartner

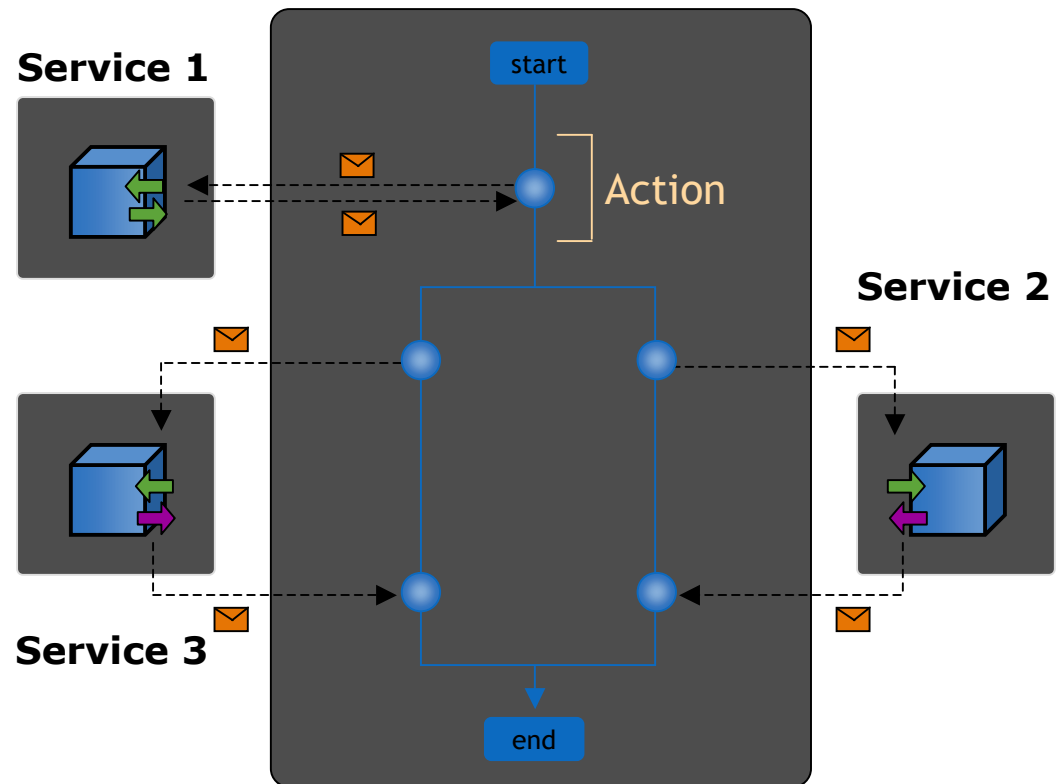
“ *BPEL is the **future** of the integration space.* ”

- John Rymer, Vice President, Forrester Research, Inc.

What is BPEL?

Markup language for composing a set of discrete services into an end-to-end process flow

- 10+ years of R&D from MSFT and IBM
- SOAP but also Java, JCA
- Rich Flow Semantics
- XPATH+XSLT+XQuery
- WS-Security
- A Process is a Service
- Oracle BPEL Server runs on: JBoss, WebLogic Server, WebSphere and Oracle AS





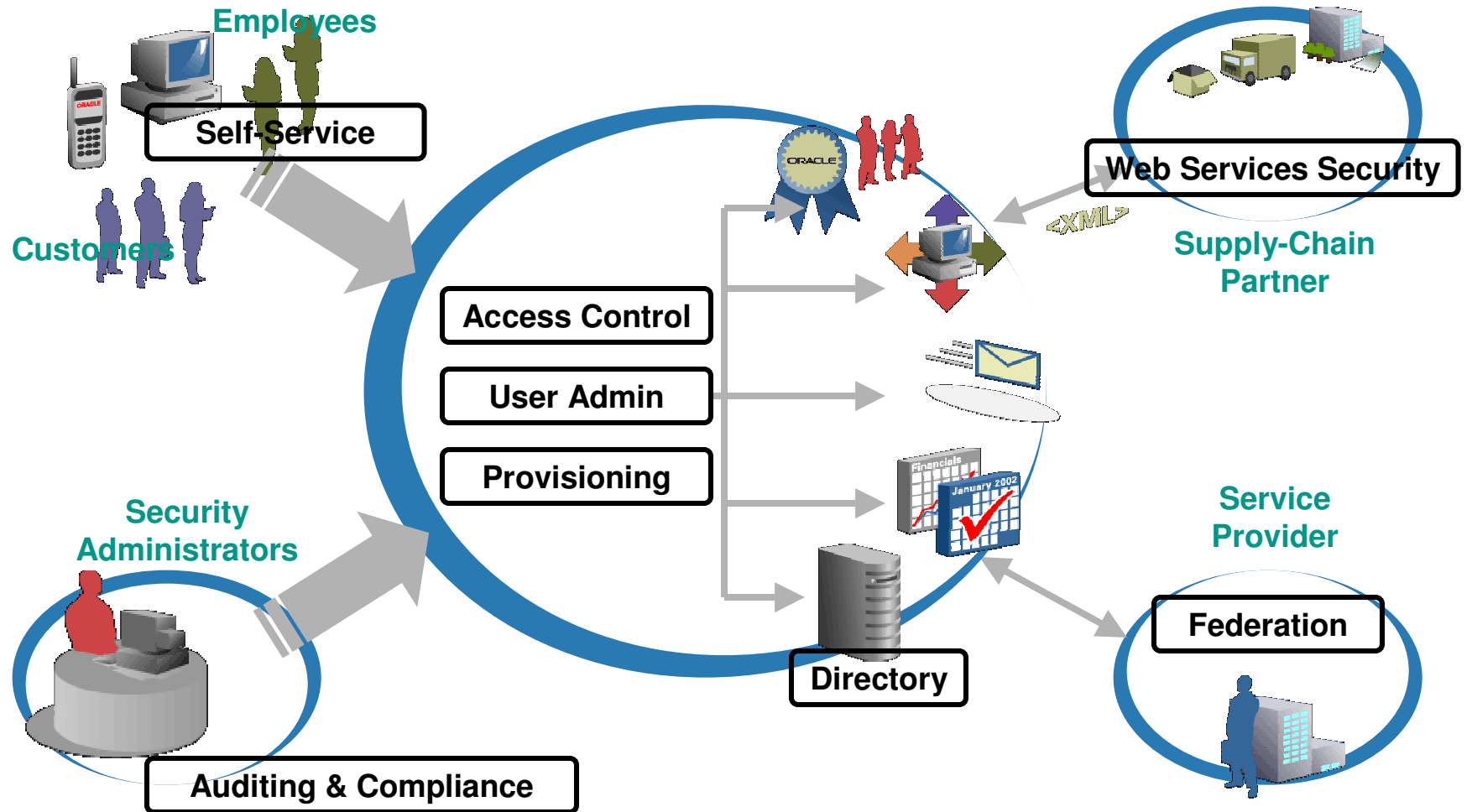
Security

Costs of User-Management

One User Account – One Password

Recent Studies	
Forrester	US\$ 200 per Year / User
Gartner	US\$ 300 per Year / User
IDC	US\$ 340 per Year / User

Identity Management

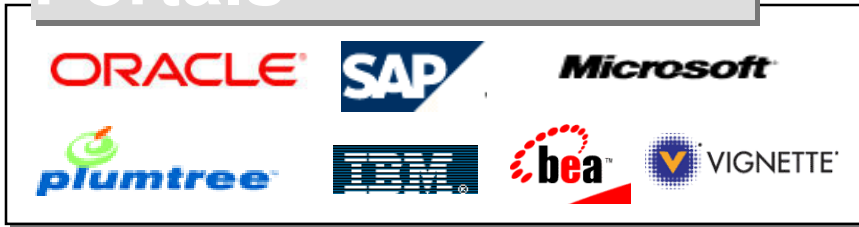


Leading Standards Initiatives

Org.	Standard	Description
OASIS	SAML Security Assertion Markup Language	An XML based standard for exchanging authentication and authorization information between systems
Liberty Alliance	Liberty Phase 2 IDFF 1.2 / WSF 1.2	Extends SAML based on the recommendations of end-users of identity systems and a broad coalition of vendors
W3C	WS-Security WS-Federation	WS-Federation is a standard built upon WS-Security for the implementation of federated identity using SOAP web services

Single Sign On: Heterogeneous Support

Portals



Application Servers



Applications



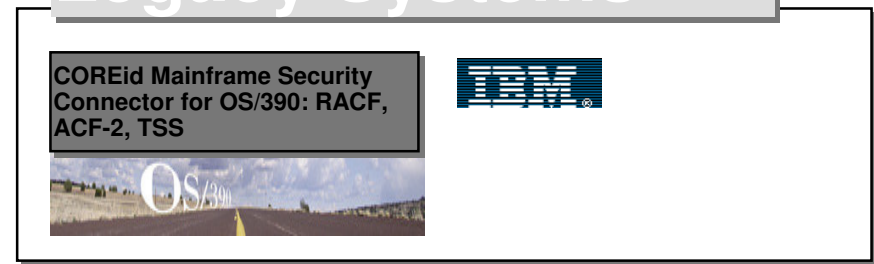
Web Servers



Directories



Legacy Systems



Business Insight

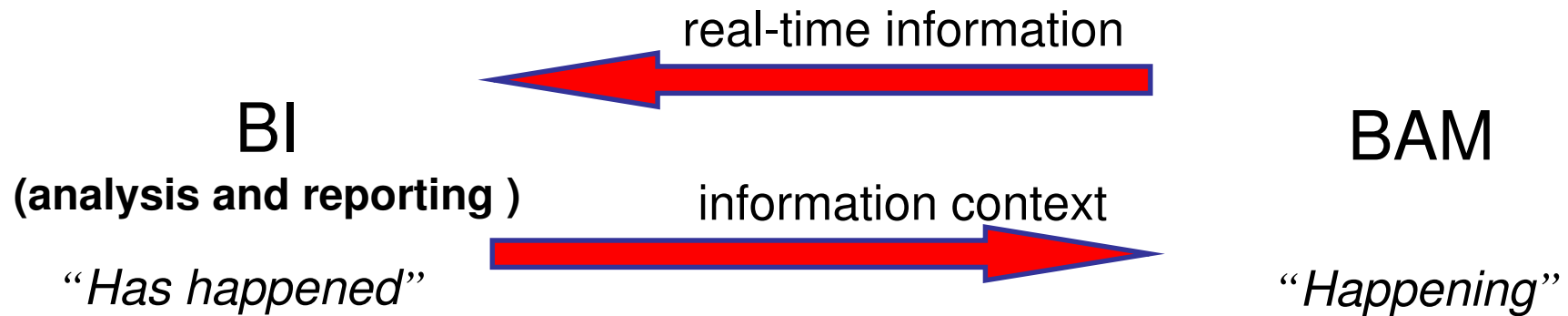
What is BAM?

“BAM defines the concept of providing real-time access to critical business performance indicators to improve the speed and effectiveness of business operations.”

Gartner Group

Business Activity Monitoring?

**BAM focuses on what is happening,
not what has, or might happen**

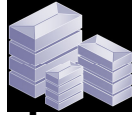


How does it work ?

#1 – Capture Real-Time Data

Business Apps

- Business Events, state transitions



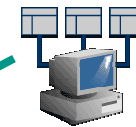
Business Process Mgmt.

- Monitoring activities, states



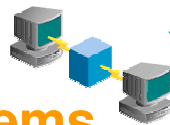
RFID and Sensors

- Active and Passive
- Location, Moisture



System Management

- Performance



Messaging Systems

- JMS, AQ, MQSeries



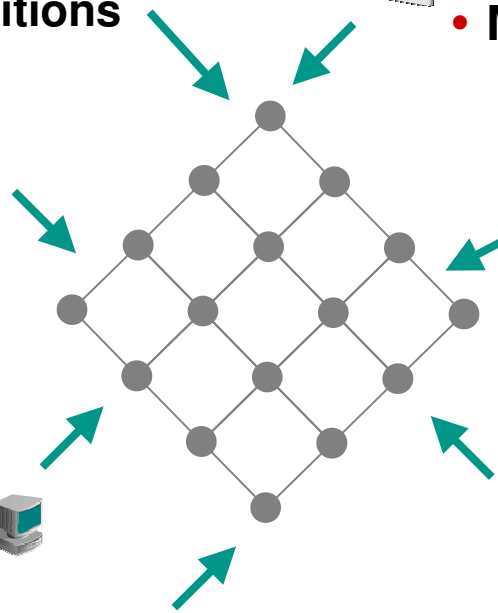
Security

- Authentication,



Database

- Streams

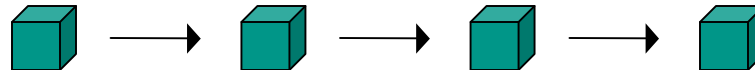


How does it work ?

#2 – Analyze Processes, Trends, and Context

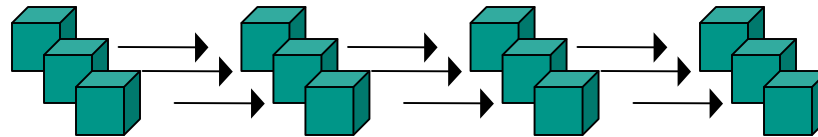
Monitor a Single Process

- Track each process step
- Identify failures



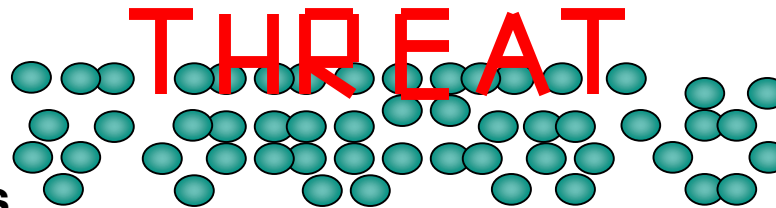
Process Aggregations

- Averages, KPIs, SLAs
- Identify bottlenecks



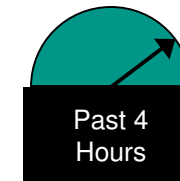
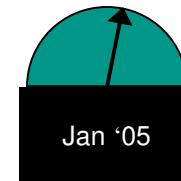
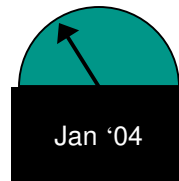
Complex Event Processing

- Correlate independent events
- Identify threats & opportunities



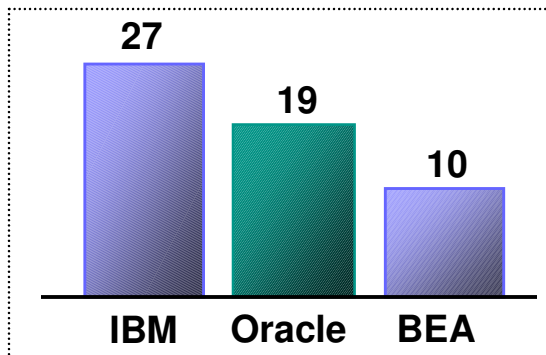
Context

- Historical performance
- Rolling average



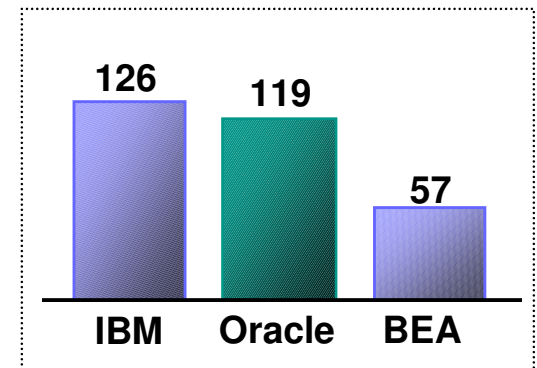
Commitment to Standards

Commitment to SOA Standards



SOA Standards Submissions

SOA Standards Participation



JSR Participation

ORACLE

* Second Most Broadly Patented Oracle Product Other than Oracle Database

Oracle: Committed to Standards

Governing Standards Organizations

ANSI
INCITS
ISO/IEC JTC1

General

INCITS – L2 Character Sets & Intl
INCITS – V2 Accessibility
Organization for Internet Safety
UN/CEFACT

Database/Infrastructure

Customer Specific Catalog Update
Direct Access FS & TC
Distributed Management Task Force
Product Catalog Update
INCITS – H2 SQL
INCITS – J11/16 – C, C++
INCITS – L2 – GIS
ISO/JTC1 – SC32 SQL
ISO/JTC1 – SC22 C, C++, Intl
Storage Network Industry Assoc
Transaction Performance Council
Enterprise Grid Alliance
Global Grid Forum
Workflow Management Coalition
UNICODE Consortium

Security

IETF – X.509 Digital Cert
Liberty Alliance
OASIS SAML
OpenSSL PKCS7 for Digital Sig
SAFE

Java-J2SE/EE

75 JSRs

Web Services

OASIS UDDI
OASIS WS BPEL
OASIS WS Choreography
OASIS WS for Remote Portals
OASIS WS Reliable Messaging
OASIS WS Security
OASIS Translation WS TC
W3C WS Architecture
W3C WS Description Language
WS-I

XML

EIEIT – XML Working Group
OASIS – XLIFF
VoiceXML Forum
W3C CSS
W3C DOM
W3C HTML
W3C Voice Browser
W3C Xforms
W3C XML – Query, Schema, Core
W3C XML – Infoset, Linking,
Protocol
W3C XSL

Tools

Data Mining Group
Eclipse
OMG – UML

Industry Standards

AIAG
ARTS
CIDX
CDISC
ISA-95
HL7
HR-XML
Open GIS Consortium
PESC
RosettaNet
UCCnet/1SYNC

Horizontal Apps Standards

ANSI X12
EDIFACT
EPCglobal
Industry Usability Reporting Proj
OAGi
OASIS ebXML
Paycircle
XRBL
OASIS BTP, CIQ, E-Gov, EM, UBL
VICS/CPFR

Telcom/Mobile

BREW
Cell Broadcast Forum
CTIA – Wireless Internet Caucus
TeleManagement Forum
European Telco Standards Inst
Mobile Payment Forum
Open Mobile Alliance
Open Services Gateway Initiative
Mobile Marketing Association

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QUESTIONS
ANSWERS

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