Oracle Strategy for IT

Monolithic Applications → Responsive Software Architecture

Enterprise Grid Computing
Responsive Software Architecture

Deliver New Services

Integrate & Optimize Your Processes

Unify Your Web Presence

10g

ORACLE
Leverage Existing Investments
Service-enable IT Assets
Service Oriented Architectures
Lower Development Costs, Improve Flexibility

- Build applications from modular business services
- Standardized interfaces for reuse & interoperability
- Different presentations can be easily added to any service

Oracle Application Server 10g
Business Process Management

*Standardize Processes for Reuse*

- Model processes quickly
  - Simple event handling
  - Complex B2B interactions
- Reuse common processes
- Evolve business rules as conditions change

Unify Your Web Presence

Improve Productivity

Integrate & Optimize Your Processes

Deliver New Services
Unified Web Presence
Reduce Management and Development Costs

- Multiple separate employee, customer, and partner sites
- Access rights for every application and content store
- Custom mobile apps for each wireless device
- Single portal framework
- Centralized identity management
- Single wireless framework
Publish Services as Portlets
Allow Users to Interact with Web Services

- Sales forecasting
- Campaign planning
- Lead tracking
- Expense reporting
- Procurement
- Travel reservations
- News feeds
- Stock quotes
- ...

Unify Your Web Presence
Improve Productivity
Integrate & Optimize Your Processes
Deliver New Services
Multi-Channel Delivery
*Reduce Cost of Managing Wireless Devices*

- Develop mobile applications once
  - Multi-channel XML
  - Web services
- Deploy to multiple channels
  - Mobile
  - Laptops
  - Wireless phones
  - PDAs
- Manage from a single console

**Oracle Application Server Wireless**

*Unify Your Web Presence*
*Improve Productivity*
*Integrate & Optimize Your Processes*
*Deliver New Services*
Solution: Simplify
With a Standards-Based Integration Platform

Web Services Integration

Data Integration

B2B Integration

Application Integration

Business Process Management

OracleAS 10g Integration

Suppliers

Any Database

Web Services

Applications

Legacy Systems

Solution: Simplify
With a Standards-Based Integration Platform

1. Unify Your Web Presence
2. Improve Productivity
3. Integrate & Optimize Your Processes
4. Deliver New Services
Enterprise Grid Computing

Virtualize and Pool Resources

Automate Software & User Provisioning

Manage Application Service Levels

10g

Ensure High Quality of Service

Software & User Provisioning

Manage Application Service Levels

10g
The Grid

- Virtualize and Pool Resources
- Automate Software & User Provisioning
- Manage Application Service Levels
- Ensure High Quality of Service
Group resources and services by application

Middleware Services
On Low-Cost Heterogeneous Hardware

Virtualize and Pool Resources
Automate Software & User Provisioning
Manage Application Service Levels
Ensure High Quality of Service
Centralized Identity Management

Ensure Security While Lowering Cost

- Secure centralized access across entire system
- Grid Control
  - Customized privileges – By group, roles, users
  - Manage, update, view
  - Delegate Access Control
- Support for 3rd-party solutions for secure access to legacy applications
Single Sign-On
Reduce Management Costs; Improve Productivity

- Users login once to access applications & content
- Virtualize and Pool Resources
- Automate Software & User Provisioning
- Manage Application Service Levels
- Ensure High Quality of Service

Reduce the cost of resetting passwords ($300 per user / per year, IDC)
Performance Monitoring
Diagnostics and Tuning

Monitor and analyze performance:

- How much time is being spent in the JDBC part of this application?
- What was the average response time over the past 3, 6, and 9 months?

Enterprise Manager

Executive Bus

October 25, 2002

Corporate Overview  Sales & Marketing Systems  Support

Outstanding Alerts

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<th>Target Name</th>
<th>Target Type</th>
<th>Severity</th>
<th>Duration (min)</th>
<th>Message</th>
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<tbody>
<tr>
<td>gts13.acme.com</td>
<td>Host</td>
<td>L</td>
<td>6052</td>
<td>Filesystem/private has</td>
</tr>
<tr>
<td>ntsap</td>
<td>Database</td>
<td>X</td>
<td>385</td>
<td>Dump area has 0 free k</td>
</tr>
</tbody>
</table>

Metric Details

smpamp-sun2.acme.com: Wait Bottlenecks: User CPU Time (%)

Group Availability Timeline

Group: Internet Sales
(Headquarters) GMT -4

Last 24 Hours

Thu, Oct 24, 2002 06:43 PM

Member Targets
Policy-Based Workload Mgmt
Ensure High Quality of Service

Policy Manager
Stores application-specific policies

Dispatcher & Scheduler
Distribute workloads based on application-specific policies

Policy Manager
Stores application-specific policies

Resource Manager
Manages resource availability/status
10^g Capacity-on-Demand

*Automated Scale Out*

1. Load increase identified -- additional resources required
2. Systems chosen for deployment from available hardware
3. New servers added to application group

New Servers
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Integrated Middleware Platform

- Any Data Source
- B2B Integration
- Web Services
- Business Services Framework
- Rapid Application Development
- Caching & Clustering
- Enterprise Portal
- Wireless & Mobile
- Business Intelligence
- Management & Security
- Business Intelligence
Oracle Application Server 10g
Lower Your Costs, Increase Your Flexibility

• Responsive Software Architecture
  Deliver new services faster

• Enterprise Grid Computing
  – Lower hardware costs
  – Lower management costs
  – Improve quality of service

Lower Your Costs, Increase Your Flexibility