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# ORACLE APPLICATION INTEGRATION ARCHITECTURE

**UNIFY YOUR APPLICATION PORTFOLIO FOR GREATER BUSINESS IMPACT**

## KEY FEATURES

- Open standards based foundation
- Pre-built SOA
- Packaged integrations
- Proven Fusion Middleware components
- Industry best practice business processes
- Fusion ready

*Achieve long term, sustainable value from the applications you use. Oracle Application Integration Architecture delivers an open standards based framework for orchestrating cross-application business processes that help you connect and optimize all your applications.*

## **Creating a Durable Competitive Advantage through Flexible Business Process Integrations**

For companies to survive and thrive in today's high change environment, it is essential to be able to quickly act on and respond to changing business requirements and shifting market conditions. Close alignment between IT and the business is a requirement for such business agility. The challenge for many enterprises is that as the business grows, so does the complexity of their IT landscapes.

With companies relying on upwards of hundreds to thousand of different application systems to manage mission critical business functions, application landscapes today are complex and rigid infrastructures often connected by fragile hard-coded integrations that are costly, difficult and risky to change.

Adapting these application environments to change requires extensive rework and customization, and the effect on time to benefit can be significant for large-scale enterprise integration projects. As a result, global IT departments find themselves increasingly unable to create the critical business processes they need fast enough to help bring new products to market faster, respond to competitive threats, or serve customers better.

In order for IT to become a strategic partner to the business – helping to drive innovation, growth and competitive advantage – creating better alignment through flexible, adaptable business processes integrations must be on the agenda of every CIO.

## **Oracle Application Integration Architecture**

To help you reduce the complexity of your application infrastructure, Oracle has

developed a new approach to application integration, Oracle Application Integration Architecture. Oracle Application Integration Architecture is a comprehensive set of products that delivers sustainable business process based integrations across Oracle, third party and custom applications. With its state of the art, open, standards based foundation, Oracle Application Integration Architecture enables you to integrate your broad portfolio of applications for greater business efficiency and responsiveness.

Rapidly automate end-to-end business processes across your front- and back-office systems to increase user productivity. Reuse, update and replace processes more easily. Start moving at the speed of business and create the differentiating application capabilities you need, when business demands.

Oracle Application Integration Architecture is comprised of three key components:

- Industry Reference Models – optimize business performance through documented industry best practices processes
- Process Integration Packs – quickly integrate Oracle applications to create the business processes you need, without the risk
- Pre-built SOA leveraging Fusion Middleware SOA Suite – accelerate time to value through a pre-built SOA designed for maximum flexibility, maintainability and reuse

Together, these components provide the foundation for adaptability within a business process and include the essential tools you need to create cross application business processes, allowing you to bring your applications together in a way that yields the greatest competitive advantage to your business all while keeping your costs low.

### **Unite Your Applications for Greater Business Impact**

Business processes depend on a smooth flow of information across the enterprise, from business units to customers to partners. Applications that are unable to communicate with each other bring that flow to a halt.

Oracle Application Integration Architecture's robust, open standards based platform enables your disparate applications to communicate with each other regardless of where they reside. Through its application independent environment, your many applications—Oracle, legacy, even third party—are free to interact utilizing a service-oriented architecture (SOA) and a common object and service model. The result is a looser, more flexible coupling of applications that helps you increase the value of your current investments and create a more responsive and effective environment.

To quickly implement proven cross-application business processes, Oracle Application Integration Architecture also offers packaged business process integrations across best of breed Oracle applications, like Siebel CRM and Oracle E-Business Suite. Use these pre-packaged Process Integration Packs (PIPs) to significantly reduce development times. And ensure seamless business process integrations across your Oracle applications that will not break with upgrades or

when inserting new applications into the mix.

Developed by Oracle, Process Integration Packs come with Oracle's full development methodology, including a robust testing process, as well as the full resources of Oracle Support, with maintenance and upgrades to protect the value of your integration over time.

### **Minimize Integration Costs and Risk**

Driving business transformation through innovation and change, while balancing integration costs and risks are difficult to achieve simultaneously. Companies struggle with the cost, hassle and complexity of large-scale point-to-point application integrations; generations of interfaces that have been coded and recoded; layers of rewrites; and constant patches, upgrades and changes that break their integrations. Oracle Application Integration Architecture enables you to mitigate the potential pitfalls of integration so you can focus less on developing and managing your integrations and more on new projects that help transform the business.

Oracle Application Integration Architecture's pre-built SOA provides the foundation for SOA design, extensibility and reuse. Using industry standard common objects and services to facilitate the flow of information across different applications, Oracle Application Integration Architecture helps reduce the number of mappings across applications, minimizing the need for complex, custom developments. Quickly deploy and manage business processes effectively over time. Easily mix and match capabilities and implement new business process functionality from existing applications without the risk or cost of modifying existing applications. Even replace components, insert new components and change business logic quickly and efficiently when needed.

### **Implement Business Processes that Adapt to Changing Business Needs**

At the core of an agile enterprise is an application environment that allows for the adaptability and reusability of core business processes as rapidly as possible. Oracle Application Integration Architecture provides the flexibility to easily modify existing processes, allowing IT to become more efficient and highly aligned with the business over time.

With Oracle Application Integration Architecture you can:

- Reconfigure business processes using reusable objects and services without worrying about the underlying applications.
- Substitute different applications to an existing business process without recoding your integrations or sacrificing future upgrades and support.
- Protect your changes across upgrades. When an upgrade is performed on your integrations, your changes will be carried forward.

Additionally, by providing you with documented best practices, like our Industry Reference Models, you can quickly optimize business processes with specific

industry functionality that would otherwise take years to define, design and deploy. The result is longer lasting, adaptable integrations that align with the needs of the business today and can be quickly redesigned as conditions change.

### **Bottom Line**

Oracle Application Integration Architecture enables IT to create sustainable, world-class integrations—across all Oracle, legacy, third party and Partner solutions—without the cost, complexity or maintenance of traditional implementations. With Oracle Application Integration Architecture, you can:

- Leverage the applications you use to drive innovation and growth
- Rapidly redesign business processes with less cost and risk
- Accelerate your ability to adapt to changing business requirements

For more information about Oracle Application Integration Architecture, visit [www.oracle.com/goto/aia](http://www.oracle.com/goto/aia)

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