

Overview and Frequently Asked Questions

Overview

Oracle Application Integration Architecture

Oracle Application Integration Architecture (AIA) is a pre-built, open and complete architecture for orchestrating agile, user-centric business processes across enterprise applications.

Through Oracle AIA, Oracle enables best-in-class applications to work together seamlessly as a suite, leveraging best practices and open standards that increase strategic value. As a result, Oracle AIA turns rigid IT systems into flexible, integrated environments that can adapt and scale to business needs.

Powered by Oracle Fusion Middleware, Oracle AIA's application independent framework enables organizations to utilize the applications of their choice to create composite business processes unique to their business on a flexible service-oriented architecture.

What's more all AIA products are supported, enhanced and maintained by Oracle and thus customers have the confidence that Oracle will stand by them and continue to deliver value.

Customer Benefits

Leveraging Oracle Applications Integration Architecture, customers can:

- Gain business and IT efficiencies: AIA enables companies to optimize the value of their existing applications by enabling end to end business process solutions.
- Increase their competitive edge: With AIA, customers react quickly to changing business demands. IT can become a strategic differentiator by being able to quickly configure and extend business processes that allow the business to improve how they serve the customer, bring products and services to market faster and gain overall market advantage.
- Speed Innovation: AIA provides a common integration framework across the enterprise thus allowing companies to focus less on maintenance and interoperability issues and more on driving innovation by better leveraging assets and applications they have today.

With Application Integration Architecture companies can function as "one connected company" and IT is viewed as a strategic differentiator rather than a necessary "cost center."

Frequently Asked Questions:

What is Application Integration Architecture?

Application Integration Architecture (AIA) is the most complete integration solution for orchestrating agile, user-centric business processes across your enterprise applications.

As a customer, why should I care about AIA?

Oracle Application Architecture allows you to:

- Gain both business and IT efficiencies,
- Increase competitive edge and
- Accelerate innovation

In addition, all AIA products are supported, enhanced and maintained by Oracle, thus customers have the confidence that Oracle mitigates any risk associated with integration.

AIA enables organizations to do more with their existing IT investments and applications. With AIA, IT can achieve faster time to market and lower total cost of ownership (TCO) of IT investments.

AIA is the path to the future. It provides both an intermediate step toward adopting Oracle's long-term Fusion architecture and also a platform for integrating the multiple applications that customers have today.

How are AIA products delivered?

Oracle Application Integration Architecture offers prebuilt solutions at the data, process and UI level delivering a more complete process solution to business end users. All AIA components are designed to work together in a mix and match fashion and built for configurability, ultimately lowering the cost and burden on IT of building, extending and maintaining integrations

The AIA components or categories include:

- Direct Integrations(DI): Solutions that help to manage data; These are pre-built integrations that support data flows between systems
- Process Integration Packs (PIPs): Solutions that help optimize business processes; these are pre-built composite business processes across enterprise Applications.
- Foundation Packs (FP): "Do-it-yourself" solutions that help standardize processes and allow companies quickly build their own custom integrations. The Foundation Pack provides all necessary tools, templates and methodologies you need to bypass much of the upfront cost and work associated with complex integration projects. The

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Foundation Pack includes Common Object and Shared Service Library with supporting SOA programming model and best practice implementation methods

Is Application Integration Architecture a supported product?

Yes, all Application Integration Architecture products are supported and maintained by Oracle, similar to any other Applications product available from Oracle, per standard Oracle policies.

What Pre-built integrations are available today?

Central to Oracle's Application strategy, Oracle continues to invest and develop new pre-built integrations everyday. Since the debut of Oracle Application Integration Architecture (AIA) in May 2007, Oracle has introduced many strategic pre-built integrations already, and would continue to deliver more throughout FY09 and beyond. Please visit our website at www.oracle.com/aia for frequent updates. Below is a list of the current integrations in market as of September 2008:

Cross Application Pre-built Integrations include:

- *Order to Cash*: Siebel CRM Integration Pack for Oracle EBS Order Management
- *Trade Promotion Management*: Siebel CRM Integration Pack for Trade Promotion Management
- *Design to Release*: Agile Product Lifecycle Management integration Pack for Oracle E-Business Suite
- *Oppty to Quote*: Oracle CRM On Demand Integration Pack for Oracle E-Business Suite
- *Oppty to Quote*: Oracle CRM On Demand Integration to Siebel CRM

Industry Specific Pre-built Integrations include:

- *Comms*: Siebel CRM Integration Pack for Oracle Comms Billing and Revenue Management: Order to Bill
- *Comms*: Siebel CRM Integration Pack for Oracle Comms Billing & Revenue Management: Agent Assisted Billing Care

- *Comms*: Oracle Comms Billing and Revenue Management Integration Pack for Oracle E-Business Suite: Revenue Accounting
- *Banking*: Siebel CRM Integration Pack for i-flex FLEXCUBE Account Originations
- *Banking*: Siebel CRM Integration Pack for Banking Account Originations
- *Life Sciences*: Siebel Life Sciences Integration for Oracle Adverse Event Reporting System
- *Consumer Goods*: Demantra Integration Pack for Siebel CRM Consumer Goods
- *Transportation*: Oracle Transportation Management (Glog) Integration to E-Business Suite
- *Retail*: Oracle Retail Integration to E-Business Suite Financials

What if I don't see the pre-built integration I need, what are my options?

The AIA Foundation Pack will enables you to build your own process integrations using the same tools, methodologies, business process models, Enterprise Business Objects/Services, and reference architecture that Oracle uses to build our own Process Integration Packs.

- **Foundation Packs (FP)**: offer a "do-it-yourself" solution that help standardize processes and allow companies quickly build their own custom integrations. The Foundation Pack provides all necessary tools, templates and methodologies you need to bypass much of the upfront cost and work associated with complex integration projects. The Foundation Pack includes Common Object and Shared Service Library with supporting SOA programming model and best practice implementation methods

Today we have a cross industry Foundation Pack generally available and also plan to release two industry-specific Foundation Packs in the last quarter of CY08. The Industry specific Foundation Packs will be for Utilities and Insurance.

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Are customers having success with AIA?

Yes, since we first introduced Application Integration Architecture to the market in May 2007, we have had tremendous success with customers. Customers across industries and of all sizes have embraced AIA products for their application integration and SOA initiatives. Below are customer quotes we have received:



We have saved significant time and money by using pre-built integrations, as opposed to having to develop them from scratch.”
- KPN



“The combination of CRM On Demand, AIA, and our E-Business Suite package has helped Rackable Systems keep IT costs under control... [AIA] has allowed Rackable Systems to have a much smaller team than would be required if we had islands of applications with different experts in each area.”

Are partners having success with AIA?

Yes, our partners have been very successful leveraging AIA products.

Oracle is working with partners in numerous ways including: as strategic co-development partners, solution partners developing AIA centers of Excellences, and implementation partners.

What is the cost of AIA products?

We encourage you to discuss pricing of specific AIA components with your Oracle Sales Representative as price may vary depending on the number of products, processors, sites, etc.

Where can I go to learn more about Oracle AIA?

Visit: www.oracle.com/aia



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