

INFORMATION DIFFERENTIATES

BPO Powered by Oracle: What's Inside Matters



BPO Powered by Oracle uniquely offers what both business process outsourcing (BPO) providers and customers seek: reduced cost, reduced risk, and greater business flexibility.

"Enterprise technology is a critical enabler of BPO. Based on its success in enterprise technology, Oracle offers providers a compelling reason to evaluate its technology in BPO."

Mark Toon
CEO
EquaTerra

Market Leadership in BPO

Oracle has global market leadership in key BPO segments:

- No. 1 in HCM
- No. 1 in SCM
- No. 1 in CRM

Announcing BPO Powered by Oracle

BPO Powered by Oracle is a new offering that benefits both Oracle customers and BPO providers.

With BPO Powered by Oracle, customers have more options for the delivery of their Oracle solutions: on-premise installations, on-demand solutions, or now, full business process outsourcing. Through Oracle's network of approved BPO providers, Oracle customers and prospects can focus on their core business instead of on back-office processes, applications, and infrastructure.

For a BPO provider, the ability to offer customers improved service levels at lower cost is key to differentiating the company in an increasingly crowded field. Many BPO providers already know that when it comes to delivering superior service levels at sustainable margins, what's inside their data centers is what matters.

BPO Powered by Oracle is unique, because only with a complete stack of world-leading technologies in database, middleware, and applications is it possible to deliver what both BPO providers and customers have been looking for—reduced cost, reduced risk, and greater business flexibility.

Lowest Total Cost of Ownership

Key to delivering the lowest total cost of ownership (TCO) is being able to offer a broad portfolio of state-of-the-art, standards-based applications. No other enterprise software vendor has both the breadth and depth of horizontal and vertical application expertise required to reflect the best practices that enable competitive advantage.

With broad support for Java; industry standards such as XML, Web services, and BPEL; and a service-oriented architecture (SOA) that is available today, Oracle's industry-leading Oracle Fusion Middleware

Fact: Oracle Applications support **one-half** of *HRO Today's* top human resources and payroll BPO deals. (Source: *HRO Today*, January/February 2006)

gives both enterprises and providers choices on how to protect, extend, and evolve their existing implementations as future business needs dictate. And with a wide selection of implementation and operational tools, such as Oracle HRMS Configuration Workbench and Oracle Accelerators, Oracle can help you drive faster, standardized implementations that further reduce TCO.

Lowest Risk

Oracle has a proven history of guiding its customers through the necessary changes that come with the advance of enterprise application technology. Oracle is once again partnering with its customers to repeat this success for all Oracle Applications product lines. For customers who choose to remain on currently installed products, Oracle protects their investment with our Applications Unlimited program.

With Applications Unlimited, customers can continue to derive value from their current applications, fully supported, for as long as they like. More important, they can upgrade free of charge to the next generation of Oracle Applications when and if there is a business case to do so.

Oracle's commitment to putting customers' concerns first is demonstrated by the outside recognition given our customer service and support programs. Oracle is the first enterprise software provider to receive global certification under the J.D. Power and Associates Certified Technology Service & Support Program

for our worldwide support business, encompassing 17 hubs on 5 continents. In addition, Oracle has received numerous support awards, including a lifetime achievement award from the Service and Support Professionals Association.

Greatest Flexibility

The breadth of Oracle's product offerings and depth of market share in key BPO segments provides greater flexibility for additional outsourcing initiatives. For example, suppose your enterprise or your BPO customer already outsources its payroll, but is also considering outsourcing procurement. Oracle's leadership in supply chain management assures world-leading business process expertise when you get ready to make the transformation.

In addition, the flexibility built into Oracle Fusion Middleware makes it possible for BPO providers and customers to address the complex and ever-changing requirements of enterprises. From portals and process management to application infrastructure, developer tools, and business intelligence, the Oracle Fusion Middleware family of customer-proven, preintegrated products offers critical business solutions and supports continuous business process improvement that can help you maximize value and differentiate your organization.

And Oracle's subscription-pricing model offers even greater flexibility. The BPO Powered by Oracle program is designed to protect your existing Oracle software



investment while giving you the freedom to choose the appropriate Oracle product line that best suits your needs. If you are a BPO provider, this flexibility allows you to offer your services across a wider spectrum of verticals and domains.

What's Inside Matters

Through the BPO Powered by Oracle program, you can leverage the industry's most complete and open portfolio of business applications, delivered on the most secure and open technology infrastructure. As the world's largest enterprise software company, only Oracle offers a complete enterprise solution made up of market-leading database, middleware, and applications.

With BPO Powered by Oracle, both customers and BPO providers benefit:

- Customers can focus on their core business while taking advantage of a low-cost, low-risk, high-flexibility BPO solution.
- BPO providers can maximize customer value, offer improved service levels at lower cost, and meet the challenging and dynamic business goals of their customers and their own provider organization.

CONTACT US

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