

INFORMATION EMPOWERS

Deliver More Business Value: Oracle Fusion Middleware



Rapid changes in today's global business environment call for informed decisions and fast action. You must constantly anticipate change. To succeed, you must be ready to implement instantly; hesitate, and you're left behind.

"Our selection of Oracle [Fusion Middleware] was based on its demonstrated robustness and reliability, comprehensive process capabilities, and its ability to interoperate in a heterogeneous environment—as well as best-in-class ease of use and cost of ownership."

Steve Cole
Senior Vice President
Click Commerce

"Hughes Network Systems selected Oracle Fusion Middleware as the technology foundation to enhance existing customer self-service capabilities via an internet portal."

Dave Zatloukal
Senior Vice President
Hughes Network Systems

Running your business better—that's the challenge. Stepping up to that challenge requires vision and the ability to execute. In short, you need to make the best decisions possible and empower your people to focus on what's important.

Whether you're considering Oracle Fusion Middleware as an opportunity to get more from your investments in Oracle Applications or as part of a strategy to unify your IT operations, we can help you focus on top-line growth and deliver more to your stakeholders.

As your business partner, we understand that your investment in Oracle Applications is significant. Just as important, we know that Oracle is not your only partner. That's part of the reason Oracle Fusion Middleware is so critical: It acts as a bridge between your investments in Oracle and your investments in technologies from other vendors.

Oracle Fusion Middleware brings benefits to all areas of your organization and gives you the capacity, opportunity, tools, and strategies

to deliver more. You can rely on Oracle Fusion Middleware to

- **Improve business flexibility**, with comprehensive, service-oriented architecture (SOA) solutions
- **Hone your business insight**, with pervasive business intelligence
- **Heighten security and manage compliance**, with application-centric security, identity, and content management
- **Adapt to and implement change**, with end-to-end process analysis and optimization capabilities

Improve Business Flexibility with SOA

Consolidation, mergers, and acquisitions are a reality in business today. Before you can realize business value, you often need to overcome significant IT integration barriers. Oracle Fusion Middleware gives you the capacity for growth that your business needs to move forward. It complements your existing investments by making it easier to access,

Fact: More than 30,000 customers use Oracle Fusion Middleware to leverage their existing IT assets and meet critical business requirements.



combine, deliver, and share information throughout the enterprise. By working with the applications and technologies you already have, you can grow at a pace that's right for your business and deliver new solutions for your customers, employees, and partners.

Deliver Business Insight

The quality and timeliness of your information dictate your ability to act. They also determine how well you maximize customer profitability, optimize your sales and manufacturing forecasts, and recognize new opportunities.

Oracle Fusion Middleware gives you centralized access to relevant, accurate, and timely decision-support information throughout your organization—from executive dashboards in the boardroom to real-time schedules on the shop floor. This kind of quality information gives you a “big picture” view of business performance, and empowers your employees to make decisions and take action.

Improve Security and Manage Compliance

Security has become a focal point of concern in the executive office, as identity theft, privacy legislation, and compliance issues move to the top of the corporate agenda. Today's risk spectrum spans from the expected, such as security risks and operational outages, to the unexpected, including insider sabotage, erroneous reporting, loss of customer data, and the resulting bad publicity from any of these events.

Today's business leaders walk a tightrope, balancing the need for tighter security with the need to share information more widely than ever before. Customers, partners, and other third parties all demand self-service access to data. Organizations must be able to manage information so that those who need access can get it easily. At the same time, dealing with unauthorized access and other security risks must remain a top priority.

The end goal for all—senior management, business managers, and security and IT professionals—is to reduce risk and ensure compliance without disrupting business operations. Risk-mitigation strategies require a complete and holistic approach, in which middleware plays a vital role.

Using Oracle Fusion Middleware to implement a single identity management strategy across your business can help you implement enterprisewide compliance while strengthening security and lowering your operational costs.

Take Change in Stride

Whether you're responding to a new market opportunity or complying with an external mandate, you must be able to implement change quickly—with the understanding that future changes may also be required. Without an existing solution strategy, understanding the need for change and putting the change in place could take weeks or even months.

Oracle Fusion Middleware lets you address change as just another aspect of doing business. With strategies and processes that tell you how to manage the change, a broad range of process analysis and optimization solutions to implement the changes, and a security strategy that helps you manage risk, Oracle Fusion Middleware gives you what you need to adjust and move ahead.

The Bottom Line

Your partnership with Oracle presents a unique opportunity for you to get more from your existing assets and infrastructure. With Oracle Fusion Middleware, you get a unified, flexible technology platform that combines the best-of-the-best across applications, middleware, and information management.

With Oracle Fusion Middleware, you get the information you need to get the most from your business.

CONTACT US

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit oracle.com/products/middleware