

# PROCESS INTEGRATION PACK FOR ORACLE PRODUCT HUB

## KEY BUSINESS BENEFITS

### Faster MDM Implementation

- Pre-built MDM integration processes
- Pre-built “MDM Aware” participating applications
- Pre-built MDM composite web services

### Reduced Total Cost of Ownership

- Reduced maintenance cost with AIA Framework
- Easier extensibility with AIA foundation pack.

### Accelerated SOA Enablement

- AIA framework provides integration framework and best practices to accelerate SOA adoption in the enterprise
- Increased cross-application business process efficiency with clean data across the enterprise.

*Process Integration Pack for Oracle Product Hub is a collection of core processes to support out of the box Product Master Data Management (MDM) integration processes across Oracle Product Hub (OPH), Siebel CRM, and Oracle E-Business Suite. This is made possible by the delivery of three key complementary components including –*

1. *A new set of Publication services that leverages business events and user initiated actions along with fine-grained query services to publish Item, Bill of Materials (BOMs) and Attributes.*
2. *Pre-cabled Application Integration Architecture (AIA) Process Integration Packs (PIPs) connecting OPH to Siebel CRM and Oracle E-Business Suite.*
3. *The modification of these applications for them to become “MDM Aware”.*

*The major benefits of this PIP are faster MDM implementation, lowered Total Cost of Ownership (TCO) and accelerated Service Oriented Architecture (SOA) enablement.*

## End-to-End Product Master Data Management Solution

The Process Integration Pack for Oracle Product Hub integrates the Oracle Product Hub application (Oracle Product Information Management Hub or PIM) with Siebel Customer Relationship Management (CRM) and Oracle E-Business Suite (EBS). Oracle Product Hub serves as the master trusted product data repository that provides a single consolidated system of record for product data such as Items, BOMs, Attributes and Item Catalogs. The PIP for OPH has the following integration flows as illustrated in Fig.1.

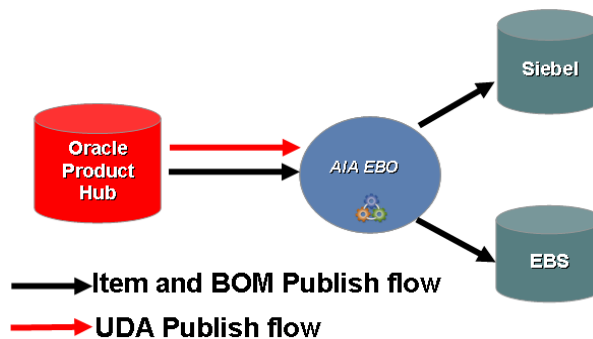


Figure 1: PIP for OPH Processes

- Synchronization of items from Oracle Product Hub to Siebel CRM and Oracle EBS.
  - Capability to exercise routing rules to determine if a participating application is eligible to consume an item message in runtime.
  - Ability to initiate Item publication from OPH using both user-initiated publication actions as well as automatically triggered publication events.
- Synchronization of Bill of materials (BOMs) from Oracle Product Hub to Siebel CRM and Oracle EBS.
  - Includes synchronization of components and component attributes.
  - Leverages Item Synchronization process to sync items within the BOM.
- Publication of User Defined Attributes (UDAs) from PIM to AIA.
  - Capability to publish any type of user defined attribute defined within OPH.
  - Flexible framework to enable UDAs to be consumed by any participating application, with minimal customization, irrespective of how UDAs are modeled inside the consuming application.

### **“MDM Aware” participating applications**

In order to enable the overall end-to-end MDM pre-cabled solution, Oracle enhanced both Siebel CRM and Oracle E-Business Suite to make these applications “MDM Aware”. An “MDM aware” application is an application that supports its original functions yet behaves such that an external system can hold its master information. This solution significantly reduces the complexity of enabling an interaction between Siebel CRM, Oracle E-Business suite and OPH.

### **Publication services in OPH**

Another key component of the overall solution is the new set of publication services developed in OPH to support the flows described above. They include Item Publication, BOM Publication and UDA Publication that orchestrate fine grained query services with either user initiated actions or automatically triggered events. These services enable Oracle Product Hub to support better end-to-end flows. Unlike those of the traditional hubs in the MDM market, these services eliminate the work required to build custom interfaces orchestrating multiple fine-grained query services.

## **KEY BENEFITS**

By implementing the PIP for Oracle Product Hub, a customer realizes significant benefits:

### **Faster MDM project implementation**

MDM Projects can be significantly accelerated with the use of the following out of the box capabilities:

- Rich set of pre-built, standards based MDM integration processes that prevent complex integration development, one of the most time consuming task of any MDM project.
- Pre Built “MDM Aware” participating applications that prevent complex intrusive modification of these systems, another daunting work stream.

**KEY CAPABILITIES**

The PIP for Oracle Product Hub solution allows users to:

- **Sync Items:**

User initiated or automatically triggered item-publication in OPH results in synchronization of items to Siebel CRM and Oracle E-Business Suite.

- **Sync BOMS:**

User initiated BOM publication in OPH results in synchronization of BOMs to Siebel CRM and Oracle E-Business Suite.

- **Publish User**

- Defined Attributes:**

A flexible framework for handling UDAs published from OPH enables the participating applications to consume the attributes with minimal customization, irrespective of how the UDAs are modeled within the application.

- Pre-built OPH publication services that prevent the need to build complex orchestration of granular query services with multiple scenarios for publication.

**Reduced Total Cost of Ownership (TCO)**

The PIP for OPH solution results in lower TCO using

- An AIA framework that enables companies to allocate less work on maintenance and interoperability issues resulting in less time to design and implement integrations.
- The AIA Foundation Pack that provides pre-built common objects and services that can be easily extended and customized to reflect any customer's needs.

**AIA as an SOA Foundation**

Built on the Oracle Application Integration Architecture (AIA) framework, the integration includes everything you need to rapidly enable service-oriented applications, from business processes to common objects and services, to SOA Governance, at greatly reduced cost. AIA Process Integration Packs are designed to be easily extended to evolve as your business changes, allowing you to respond to customer and market needs with greater agility and flexibility. Customers can realize increased efficiency in cross application business processes, by using cleansed, consolidated and enriched product data while achieving lower cost of ownership.

**CONTACT US**

For more information, please visit [oracle.com/aia](http://oracle.com/aia) or call +1.800.ORACLE1 to speak to a representative.

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