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one

TECHNOLOGY AND SOFTWARE SOLUTIONS FOR
GROWING BUSINESSES

GET CLOSER TO
YOUR CUSTOMERS
WITH A POWERFUL
**ONLINE
PRESENCE**

>> WELCOME TO THE LATEST ISSUE OF ONE

TECHNOLOGY AND SOFTWARE SOLUTIONS FOR
GROWING BUSINESSES.



Finding cost-effective solutions to technology and communications challenges is a constant struggle for many businesses, but one that Oracle works hard to address.

Maintaining an online presence is just one such challenge and it is now easier than ever to overcome thanks to a simple, cost-effective solution. With an intuitive web-based management interface and one-click installation, this versatile solution will keep businesses connected with customers, clients and other stakeholders without tying up resources and overheads, as our Spotlight article explains.

This issue is also packed with information on Oracle solutions, Partners and services and it features news of new developments, special offers and free trials. We hope it gives you insight into how easy it is to derive maximum business benefit from your Oracle investments.

If you'd like to know more about anything you see in this issue of One, please visit www.oracle.com/uk/one or talk to one of our experts on **0870 876 8773**.

We'd also love to hear your feedback on One, so do send your thoughts and suggestions to comments@oracle-one.co.uk

01// SPOTLIGHT

In this month's Spotlight, we take a look at how easy it is to launch and maintain a web presence that keeps you in touch with your customers.

ALL THE RIGHT CONNECTIONS

Keeping in regular contact with customers and prospects doesn't have to be a costly and time-consuming exercise. The right technology can make setting up and maintaining an online presence simple and cost-effective.

You know you have to communicate with your customers, suppliers and other stakeholders, but there are other equally important tasks that take up time and resources. Yet somehow, your competitors manage to talk to and nurture their customers, giving them a distinct advantage over you. Sound familiar?

For many businesses, the Internet represents huge untapped potential. It has the possibility to support the growth and management of the business. It's an ideal way to share information with customers and to develop a customer community. It can be used to empower employees to work smarter by enabling them to access and share information, from anywhere, at any time. And it can offer a standards-based platform capable of supporting a wide range of business activities.

With so much on offer, why then are many businesses failing to take advantage of the power of the web? Lack of IT resource to deploy and manage an Internet presence is often seen as a key obstacle, as is the cost of building a web platform and then maintaining it. Worries about operating new technologies on a proprietary platform have also prevented the adoption of web-enabled business practices.

But these concerns shouldn't stand in the way of business success. As you face increasing competition and a need to deliver information and services rapidly to your customers, you should be able to deploy online communications quickly and cost-effectively. In turn, your customers should be able to interact with you easily and to find the information they need on products and services. And what about enabling them to place and track orders via the web as well?

With the right technology, your drive for improved customer service could take a significant leap forward.

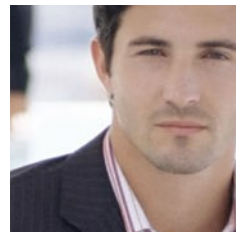
Oracle, for example, gives you technology that has been specifically designed for companies of up to 500 employees – and can be scaled up to meet evolving business needs. It represents an incredible opportunity to leverage the web and reach out to new customers, quickly and easily.

Everything you need for a professional-looking website is made available, preassembled and pretested – so you don't need to spend a fortune on slick web design, site maintenance and hosting fees. What's more, an Instant Portal using the core Oracle Application Server Portal technology is your opportunity to provide web content without having to build your own portal from scratch.

But what about your existing technology? As you'd expect from Oracle, you don't need to be locked into a single vendor because Oracle Application Server runs on Windows as well as on all major and emerging standards – with a simple one-click installation.

With a regularly updated and interactive website, you could reach more customers, helping you to generate more sales and customer satisfaction. Suddenly you'll be making all the right connections.

For further information call 0870 876 8773 or visit www.oracle.com/uk/one



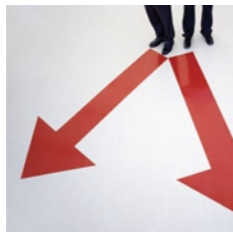
01// SPOTLIGHT

Make yourself heard loud and clear with a strong web presence.

02// PARTNERS

Oracle Partner Network Solution 2: Find your ideal Partner and solution.

ZDNet – Featured vendor boards



03// EMERGING BUSINESS

Turning ideas into revenue.



04// TECHNOLOGY PLATFORMS

Business Intelligence: For a rounded view of your business.

Oracle Database 11g: The simple solution.

Oracle Database 11g: Which version is right for you?

Oracle 10g Application Server: Try Oracle for FREE.

Eclectic Quick-Start Programme: Improve your decision-making, business performance and profitability!



05// TECHNOLOGY PLATFORMS

What is SOA?

Here to help, guide and advise you, Oracle Partners have the knowledge and experience to turn technology and software solutions into measurable business benefits. Combining local market knowledge with industry expertise, our Partners understand the unique challenges you and your business face and will work with you to help drive your business forward.

ORACLE PARTNER NETWORK SOLUTIONS CATALOG

FIND YOUR IDEAL SOLUTION

It's important to find the right Partner. You need someone with experience in your sector and an understanding of the specific challenges and issues you face. The OPN Solutions Catalog is an online directory providing instant access to partner solutions and services 24x7, from anywhere in the world.

Your gateway to Partner solutions and services, it lets you instantly find and contact the Partner who meets your unique needs.

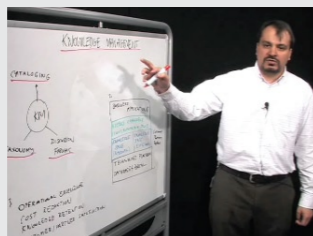
- >> Available in 13 languages, the catalog enables searches based on specific attributes such as solution type, product, company size, partner location, or where they support or sell their solution.
- >> With an extensive, easy-to-use and searchable database, the catalog gives you a competitive edge, instantly connecting you with Partners who build solutions around Oracle's leading technology.

To see what the OPN Solutions catalog could offer you, visit <http://solutions.oracle.com>



ZDNET – FEATURED VENDOR BOARDS

ZDNet.co.uk is the leading technology information and community portal and, as its strap line says, is the place 'where technology meets business'. Monthly Oracle-sponsored vendor boards feature video presentations and content on topical issues and hot new technologies.



- >> **Starting in October – Interactive content-driven applications:** how to proactively use these as sales channels with your customers.
- >> **Starting in November – Business intelligence:** What is it and how can it help your company?
- >> **Starting in December – Content management:** Successful strategies for managing the consumption of an exploding volume of 'business' data (even in small companies) such as e-mails, e-mail attachments, files and web content.



Visit www.zdnet.co.uk to see our latest vendor board instalment.

How Oracle is supporting emerging UK businesses to help take their innovative products to market.

TURNING IDEAS INTO REVENUE



For 30 years, innovation has been central to the way Oracle does business and since its launch in June '07, the Oracle Emerging Business Partner Programme (EBPP) has been helping emerging UK technology companies to leverage that experience to understand how to commercialise their innovative Web 2.0 solutions.

Oracle offers the new enterprises an opportunity to benefit from its technology product leadership, industry expertise and business acumen. It means young UK firms have access to Oracle products to build robustness into their solution, work with Oracle product development and industry experts to understand how to add value to their innovative idea and leverage the Oracle Partner Network to find new market opportunities.

"A programme that looks to provide emerging businesses with sustained support, market knowledge and the power of a global business is to be applauded."

Modwenna Rees-Mogg, Editor-in-Chief of AngelNews, a focused service for companies funded by business angels or venture capitalists, states, "The Emerging Business Partner Programme is one of the strongest initiatives I have seen from a global corporate looking to engage with high-growth-potential companies. It has clearly been thought through in great detail and

its effectiveness has already been seen through a number of early-stage companies." Modwenna continues, "Another enormously valuable part of the Programme is the support given in terms of commercial development. This saves the companies seeking additional financing to fund this kind of development, which leads to greater protection for entrepreneurs and for the investors, as well as better quality of product development."

Second-generation Internet-enabled products and services present myriad opportunities especially around information-sharing and real-time decision-making. A great idea is not conducive to revenue generation. The commercialisation of these ideas is essential if an emerging business wants to grow and realise its maximum potential. Reshma Sohoni, Executive Director of Seedcamp, comments on the Programme, "Oracle's approach really helps emerging companies find an effective way of working with a large corporate. The expertise Oracle has in selling to the enterprise space and its 30 years of experience as a software company are just as critical to the next generation of Internet companies building solutions for enterprise and consumer customers."

Andy Moseby, Corporate Partner at Kemp Little, a leading UK technology law firm, also believes big ideas or disruptive technology are no longer enough to help young companies break through. "Most young companies fail simply because they lack the expertise or resources to

convert their killer business solution into a successful commercial enterprise. A programme that looks to provide emerging businesses with sustained support, market knowledge and the power of a global business is to be applauded."

Andy commented, "Building a successful business from scratch and focusing on the technology and the product, rather than what growing companies need and has put us in a unique position within the UK legal market. From our own experience, the key advice we always give to developing companies is to establish a durable relationship with their advisors."

The EBPP is both practical and pragmatic. Oracle assesses each company on a case-by-case basis to help it reach particular stages of development. Companies engaged with the Programme are given continuous feedback, and regular news updates are communicated via a number of key channels including One Magazine.

A key area of the EBPP is helping emerging companies understand how to partner with large corporates. Many young businesses can waste unnecessary resources, time and investment capital simply trying to find their voice and gain credibility. Oracle's industry contacts

and the Oracle Partner Network provide a proactive platform of engagement. The EBPP helps emerging organisations build sustainable relationships with relevant partners to help them develop their products, enhance their business propositions and ultimately attract investors and customers.

Jason Ball, Investment Director at London Seed Capital, concurs, "The Programme helps challenge and shape a company; different companies need different inputs but because of the breadth of areas covered, each business can focus on improving its weakest areas. Access to Oracle's Emerging Business Partner Programme could provide early access to technological support that they might not have otherwise."

The EBPP has already enabled a number of companies (including Trampoline Systems, Zogix and many others) to take their ideas to market. The Oracle EBPP Team is currently working with a wide variety of commercial non-governmental and government-backed organisations throughout the UK to identify more opportunities to support UK businesses. Every quarter, you will receive an update on how the programme is progressing and we will endeavour to ensure that One magazine supplies regular articles on emerging businesses.

To find out more, e-mail:

EmergingBusiness_GB@oracle.com call 0870 876 8755

or visit www.oracle-emergingbusiness.com

Base your business on Oracle and you'll have a firm foundation today and a brighter future. Start with Oracle, stay with Oracle and not only survive, but thrive, succeed and grow.

WANT A 360° VIEW OF YOUR BUSINESS?

If you're looking for a solution that can turn customer insights into profitability and provide better-informed and faster decision-making, then Oracle Business Intelligence is for you.

Oracle Business Intelligence Standard Edition One* is configured specifically for growing businesses, and is now available on Windows.

If you want to see how your business can work more effectively with Oracle Business Intelligence, call **0870 876 8773**.

*Business Intelligence Standard Edition One (BI SE One) contains:
 • Oracle Database Standard Edition One 10.2
 • Oracle Warehouse Builder (core ETL only) 10.2
 • Oracle Business Intelligence 10.1.3.2 (Server, Server Administrator, Answers, Dashboards, Publisher)
 List Price £506.00 / User. Minimum 5 users; Maximum 50 users. Runs on a single server with maximum of 2 x CPUs. BI Data sources limited to include SE One DB, one other DB, and any number of flat file sources (CSV, XLS, etc.) OWB target DB limited to include SE One DB; unlimited data sources. Users are any persons who log on to use any of the components or who view or receive reports from the system.



ORACLE DATABASE 11g THE SIMPLE SOLUTION

Reliable, flexible and surprisingly affordable, Oracle Database 11g is the ideal choice for a growing company. With a variety of editions to choose from, according to your business needs and your budget, it gives you:

- >> **INVESTMENT PROTECTION** – integrates seamlessly with your existing environment, so you don't have to start again.

- >> **FLEXIBILITY AND CHOICE** – the open platform means you're never locked in to a vendor, now or in the future.
- >> **SIMPLICITY** – with automated management and storage, it takes care of itself while you run your business.

Available on Linux operating system.

ORACLE DATABASE 11g WHICH IS RIGHT FOR YOU?

- >> **ORACLE DATABASE 11g STANDARD EDITION ONE** works across Windows®, Linux®, Mac® and UNIX® operating systems, from just £75 per user.*
- >> **STANDARD EDITION**, with Real Application Clusters for continuous availability during periods of high demand, from £152 per user.
- >> **ENTERPRISE EDITION**, with advanced processing for real-time reporting, from only £405 per user.

Now available on Linux operating system. For further information, visit www.oracle.com/uk/one

ORACLE 10g APPLICATION SERVER

The glue between your database and software applications. Designed to help your database and your software work together, the award-winning Oracle 10g Application Server integration platform gives you:

- >> A foundation for growth that is more flexible, manageable and simpler to run.
- >> A single, secure entry point for employees and partners to access and share services and content, so people can be productive while sensitive data is protected.
- >> More accurate information, for better decision-making and confident compliance.
- >> Lower maintenance and upgrade costs for a more profitable business.

The range includes:

- >> Standard Edition One from £75 per user.*
- >> Standard Edition, from just £101 per user.
- >> Enterprise Edition, with Business Intelligence built in, from £304.

For further information, visit www.oracle.com/uk/one

* Terms, restrictions and limitations apply. Standard Edition One is available with Named User plus licensing at £75 per user with a minimum of five users or £2,529 per processor. For more information, visit oracle.com/standardedition

ECCLECTIC ORACLE BUSINESS INTELLIGENCE QUICK-START PROGRAM

The Eclectic Quick-Start Program provides businesses of all sizes with a consultancy and training solution that captures the power of Oracle BI applications to deliver immediate return on your investment.

Eclectic Quick-Start Program Includes:

- >> Installation and configuration of the Oracle BI software.
- >> Set-up of security, administration and end-user accounts.
- >> Design, development and testing of the metadata layer and a suite of departmental or industry-vertical-focussed reports.

Package Price: £15,000 (€22,000)
 To extend the Quick-Start deliverables, we can also provide:

- >> Outsourced development of your Oracle BI deployment.
- >> Remote access and telephone support services.

Eclectic is an Oracle-Certified Advantage Partner, specialising in delivering Business Intelligence solutions to companies in the public and commercial sectors.

Glasgow: +44(0) 141 222 2424, Edinburgh: +44(0) 131 247 7500, London: +44(0) 207 397 8641, www.eclectic.co.uk



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Service Oriented Architecture is not exclusively for larger enterprises! In fact it provides the opportunity for smaller organisations to compete with and overtake larger competitors that are slow to embrace it.

WHAT IS SOA?

Organisations are looking for ways to make their applications, business processes, data and IT infrastructure more modular and flexible. SOA meets these challenges head-on.

In a Service Oriented Architecture, systems are composed of reusable components, called 'services'. A service is a software building block that performs a distinct function – such as retrieving customer information from a database. Because these services are loosely-coupled rather than tightly-coupled integrations, service-oriented infrastructures and applications can change as quickly as business needs change. SOA works with legacy and existing applications through wrap-and-reuse as opposed to rip-and-replace – so services can be constructed, deployed and reused virtually on demand, and easily integrated enterprise-wide across multiple platforms.

WHAT ARE THE BENEFITS?

The fundamental reason for moving towards SOA is greater business and IT flexibility. SOA works with what organisations already own so there's no need to rip out and replace what you've already invested in. These are enormous advantages with wide-reaching implications across every enterprise. Depending on the industry it is used in, and the most vital core services it supports, SOA can provide dramatic improvements in compliance, operational efficiency and customer retention.

What's more, you don't have to invest heavily to build an extensive architecture before you can see real benefits – from the first project, you can transform the IT assets of a business, making it possible to do more with less, far faster than before. SOA is a key step towards the goal of a truly agile business

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where new business initiatives can be deployed as needed – with the necessary underlying IT support – with minimal delay.

HOW DO YOU APPLY IT?

Middleware is critical. While it has its roots in common integration tasks, this category of software has evolved to encompass some of the most fundamental components of the information enterprise and offers complete support for the development, deployment and management of SOA. In fact, middleware has become the most strategic area of IT today. It's how you initiate business innovation, optimise business processes, uncover business insight and manage risks such as security, access control and corporate governance.

However, the vital starting point is not technology. Instead, understanding the business services that are needed, demonstrating business success and gaining early business approval are essential. SOA is ideally suited to incremental deployment, where investment can be made on a step-by-step basis tied to individual projects – hence the need to understand the business requirement at the outset. "Think Big; Start Small" the old wisdom is still true – deliver positive business value today while building tomorrow's strategic SOA.

HOW DO YOU START SOA?

The vital first step on the route to SOA success is defining an SOA strategy and vision. Failure to do so is the single key contributor to SOA either stalling or failing altogether.



Visit our website www.griffiths-waite.co.uk and complete our SOA Assessment to receive your SOA roadmap.

For further information on IT solutions from Oracle or to engage with an Oracle Partner, contact **0870 876 8773** or e-mail an Oracle expert at www.oracle.com/uk/one



If undelivered please return to: Total Recall (UK) Limited, PO Box 7724, Hungerford, RG17 0ZT

For further information on Oracle's services and solutions for growing businesses, or to find the right Oracle Partner, contact 0870 876 8773 or visit www.oracle.com/uk/one

THE INFORMATION COMPANY

Oracle Parkway, Thames Valley Park (TVP), Reading, Berkshire RG6 1RA
Tel: 0118 924 0000 Fax: 0118 924 3000 www.oracle.com/uk

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