

# Verizon Business (Cybertrust) Creates Merged Portfolio to Speed Order-to-Cash Cycle



Basking Ridge, NJ  
www.verizonbusiness.com

**Industry:**  
Communications

**Employees:**  
32,000

**Oracle Products & Services:**  
Oracle Fusion Middleware  
Oracle BPEL Process Manager

**Implementor:**  
Oracle Consulting

## Key Benefits:

- Merged three diverse IT infrastructures
- Provided a flexible, adaptable, and scalable solution
- Enabled independence through the use of open standards

*“Cybertrust [now part of Verizon Business] brought its security solutions offerings together on a centralized platform. In this regard, we use Oracle Fusion Middleware, which makes it possible for us to handle things in a phased manner. Our first project was focused on shortening our order-to-cash cycle, and the Oracle BPEL Process Manager played a key role.” – Laurence Heyndrickx, Director Security Product Development, Verizon Business*

In July 2007, Verizon Business acquired Cybertrust, a global information security specialist and market leader in managed security services. But before Cybertrust became a key part of Verizon Business’ security solutions team, it grew to prominence through its own mergers and acquisitions.

Cybertrust was established at the end of 2004 through the merger of TruSecure, Ubizen, and Betrusted. The merger brought together three complementary product offerings that contribute to a broad range of services used to help secure critical data, protect identities, and maintain ongoing information security compliance.

Each of the three companies brought along its own IT infrastructure, including diverse tools and applications. Furthermore, each company had its own technology platform for the delivery of security services. The first important challenge Cybertrust faced was creating a merged portfolio. Because each of the three companies had a different specialization, Cybertrust acted quickly to develop and deliver a comprehensive set of offerings.

## Creating a Merged Portfolio

In order to be able to create and deliver the merged portfolio, Cybertrust developed a Unified Security Platform to unite its offerings, opting for a Service Oriented Architecture (SOA) powered by Oracle.

By implementing Oracle Fusion Middleware, Cybertrust was able to easily integrate applications and information, with the lowest possible amount of duplication of development effort and functionalities.

**“The Unified Security Platform enables us to meet the specific needs of customers. It speaks for itself that this platform must be accessible at all times. Beyond that, it must also be flexible and quickly adaptable. Oracle’s solutions allow us to meet these demands.”**

Laurence Heyndrickx  
Director Security Product  
Development  
Verizon Business  
Security Solutions

The Oracle solution also allowed Cybertrust to easily make changes and upgrades to various SOA components, as needed.

“SOA allows for a phased approach,” said Laurence Heyndrickx, director Security Product Development, Verizon Business. “We can map the existing requirements and assign priorities to these, so that we can handle them step-by-step. In this way, we gradually switched over to the SOA philosophy.”

### **Accelerating Order-to-Cash Cycle**

The company demonstrated the SOA approach through the development of an order-to-cash project. The objective of the project was to connect customers more quickly to a common platform, so that the interval between order and invoicing would be reduced substantially.

“In order to realize this goal, we had to optimize and standardize a series of processes, reaching all the way from sales to accounting,” Heyndrickx explained.

It was not feasible to introduce the same new tool at every department. Therefore, Cybertrust opted for a solution that allows these departments to continue working with their trusted tools and applications, but to also have these processes controlled by the Oracle (Business Process Execution Language) BPEL Process Manager in order to achieve standardization.

“This engine lets us process orders in a consistent and controlled manner, to maintain a better overview, and to increase the efficiency of the actual implementation process,” Heyndrickx said.

The power of the solution lies in the fact that very little has changed for operational employees. While they continue working with the usual tools, they can control, monitor, and measure the entire process on the back-end --thanks to the Oracle BPEL Process Manager. The organization can input measurement results for reporting procedures, and can then use the reports to provide insight and thus further optimize the process.

“This phased approach assures that we can work cross-departmentally and that we can provide our customers with a quick return on investment. Using Oracle, we can quickly introduce new technologies, while at the same time keep development costs under control. The use of open standards gives us the freedom we need; we are not bound to a specific supplier,

or to a set of tools that are in use in the various departments,” Heyndrickx said.

### Why Oracle?

Oracle technology provides a flexible solution. “The Unified Security Platform enables us to meet the specific needs of customers. It speaks for itself that this platform must be accessible at all times. Beyond that, it must also be flexible and quickly adaptable. Oracle’s solutions allow us to meet these demands,” said Heyndrickx.

In order to choose the best fitting solution, the security services provider defined its processes and subjected two different solutions to an extensive proof of concept. “We preferred the Oracle solution, since it is based on open standards”, explained Heyndrickx. “Also the fact that we could easily find support from Oracle solution partners, was definitely a plus.”

### Implementation Process

The implementation was carried out by a mixed team of employees and consultants from Oracle partners. The project was completed within four months. “Prior to the actual implementation, Oracle Consulting had assisted us with the analysis and design of the processes.” Although the use of the Oracle BPEL Process Manager was new, the organization could count on the appropriate support. “The challenging part was teaching our employees to work with the new processes,” concluded Heyndrickx. “However, we managed to address this by closely involving the business users throughout the whole project.”

*Verizon Business, a unit of Verizon Communications, is a leading provider of advanced communications and information technology solutions to large business and government customers worldwide. Combining unsurpassed global network reach with advanced communications, security and other professional service capabilities, Verizon Business delivers innovative and seamless business solutions to customers around the world.*