

ONE

ORACLE NEWS FOR MIDSIZED ORGANISATIONS



INSIDE ONE

The cost of compliance

The increase in regulatory demands doesn't have to be a burden. Discover how you can turn compliance to your advantage.

Talking point

An Oracle executive tells us how mid-sized organisations can manage compliance – and boost business at the same time.

Spotlight

We pinpoint the solutions available to help ensure compliance while cutting costs and increasing efficiency.

WELCOME TO ORACLE ONE – NEWS FOR MIDSIZED ORGANISATIONS

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In this issue of Oracle ONE, we'll be looking at regulatory compliance – a question that keeps many managers awake at night! Yet midsized organisations can turn compliance to their advantage with processes that drive efficiency and competitive edge, while facilitating compliance at the same time.

This is where Oracle can help. Oracle technology provides all-round security for your business information, safeguards against internal and external threats, and ensures you can meet data-

protection and privacy requirements without a drain on your resources. Plus, all these advantages mean you can run your business better and more productively too. It certainly beats sleepless nights!

We hope you enjoy reading this issue of ONE and find it useful. We welcome your feedback or suggestions – just call us on **0870 876 8725** or send us an e-mail at **uksales_ie@oracle.com ONE**

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COUNTING THE COST OF COMPLIANCE

The unprecedented regulatory requirements facing mid-sized organisations can be a drain on resources that many simply don't have. We look at some options for coping – without breaking the bank.

It's often with a groan that company managers greet any questions about compliance with regulatory requirements. After all, many of them have to think about a variety of different laws – national, international, industry-specific and so on. Financial and healthcare companies in particular are up against a barrage of checks, controls and regulations, while discrete and process manufacturers battle with increasingly stringent safety and traceability standards. Many firms also have to comply with company-specific process requirements stipulated by customers or suppliers.

THE KNOCK-ON EFFECT OF SOX

Then there are the financial reporting and auditing laws that some public companies even smaller organisations are subjected to. A lot has been written about the Sarbanes-Oxley Act (SOX) in the U.S. since it came into effect in 2002. Its effects have been far-reaching, not least because it applies to many international companies as well as those headquartered in the U.S. To be on the safe side, many U.S. companies subject to SOX ask their suppliers – wherever they're based – to adapt their reporting processes accordingly.

BUSINESS BENEFIT FIRST

Compliance can be resource-hungry. Mid-sized companies without a dedicated compliance team – and that's most of them – often delegate someone to deal with compliance-related tasks as needed. This uncoordinated approach is expensive – and the more often someone has to stop doing a "productive" task to attend to compliance, the more costly it gets. Even experts like Alan Greenspan, the former head of the U.S. Federal Reserve, admits that the cost and manpower involved are "very burdensome" for mid-sized companies. So how can we reconcile the need to put effective compliance controls in place with the need to grow a profitable business? Many analysts advise mid-sized organisations not to invest in any technology that's "compliance-specific". In

other words, they should only buy solutions that deliver a tangible and long-term benefit to the business. These products should support future growth first – and compliance only second.

THE LOWEST COMMON DENOMINATOR: DATA

Clearly compliance is far from being solely an IT question. It's a complex web of interactions between people, processes, systems and information, all of which are linked by data. The way data is collected, processed, monitored, managed and archived is one of the biggest compliance issues – and a big cost factor. But the good news is that getting this part of the equation right doesn't have to cost the earth – it can even contribute to a dramatic reduction in costs. Efficient data management not only helps reduce "burdensome" compliance costs, but also gives mid-sized companies a major competitive advantage by preparing themselves to meet market challenges and demonstrate sustained growth.

COMPLIANCE COMES FREE

Many companies need to monitor what they do with information about customers and employees, to ensure that they don't contravene local or international data-protection laws. Often, this is simple common sense and involves general precautions, such as safeguarding against data loss and unauthorised access to company systems. An IT outage, such as a system crash, can mean not only financial losses every hour until it's fixed, it can also mean permanent data loss where there's no backup procedure in place. If the loss of data causes the violation of a legal requirement, the company can be in serious trouble. Checking the identities of people accessing company systems and networks is another area that aligns both compliance requirements and good business sense. Many mid-sized companies manage user identities and access permissions manually. Along with being tedious and error-prone, this approach is also expensive. Automating identity and access management really doesn't need to cost much. It will reduce the burden on the IT team and cut operational expenditure – in effect, compliance almost comes as a free extra. >>>>



"Efficient data management not only helps reduce 'burdensome' compliance costs, but also gives mid-sized companies a major competitive advantage."

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HOW ORACLE CAN HELP

So how can Oracle help midsized companies cut the cost of compliance? For starters, with a reliable infrastructure that provides multiple levels of security, including access protection, user identity management, data encryption and fail-safe operation. The infrastructure automates these functions, so companies can mitigate business risks, optimise productivity, and cut maintenance and recovery costs into the bargain. And they'll save valuable time ensuring compliance too, because the basics are already in place. Also, Oracle's secure and consolidated information infrastructure makes it much easier to implement and change processes. Along with the competitive advantage – like adapting a sales

process quickly to fit a new market – there are also clear cost benefits for dealing with regulatory procedures faster.

Oracle's solutions are packaged specially for midsized firms – meaning that they're up and running quickly and come with an attractive price tag – so the compliance-cost conundrum need not keep managers awake at night. Along with stringent data-protection measures, Oracle helps businesses use the "pretext" of compliance to put in place automated processes that can do the heavy lifting related to checks and controls – making significant savings. Perhaps the compliance burden just got lighter! **ONE**

PCI DSS – STOPPING FRAUD AT THE SOURCE

Steve Wilson, Head of PCI DSS Compliance, Visa Europe

Unlike most other forms of payment, a card transaction is purely electronic. There is no physical exchange, just the transfer of pure data. Today's criminals are very aware of this fact.

In the early days, criminals focused on the physical card. As the industry matured, the focus shifted to the data encoded on the card, hence the rise in counterfeit crime.

Now the focus is shifting again. Why bother with the card at all? By intercepting or obtaining data from within the payments infrastructure, criminals can commit fraud on a truly industrial scale. This is why data security has become such an important issue.

In recent years there have been some spectacular cases of mass data compromise. Many of the biggest and most high-profile cases may have been perpetrated in the U.S., but this continues to be a definite priority for Visa Europe.

In response to the threat of data compromise, Visa worked with other card schemes to develop the Payment Card Industry Data Security Standard (PCI DSS), and an independent organisation, the Payment Card Industry Security Standards Council (PCI SSC), was set up to manage its evolution.

Visa always saw the benefit of a truly independent standard, in which every participant has a voice. Hence PCI SCC involves representatives from the retail sector, the security industry and the vendor community, as well as from financial services.

So rather than dictate the precise nature of the standard, we provide support and guidance to the marketplace, help to identify and mitigate the most urgent risks, and work co-operatively with the industry to ensure that PCI DSS is implemented as widely and as quickly as possible.

We have a team of technical experts based in Europe and we a representative on the board of PCI SCC to ensure that European stakeholders have a voice in the evolution of the standard.

PCI DSS brings definite business benefits. It can:

- Identify any risks in the way data is stored or transmitted
- Provide a clear path of action and remediation to address any risks
- Ensure that third parties are not putting any other business at risk
- Protect against financial liabilities
- Protect from the risk of investigative and legal costs
- Reduce the risk of invasive media attention **ONE**

TALKING POINT: GETTING TO GRIPS WITH COMPLIANCE



With limited resources, midsize organisations may find some aspects of compliance a challenge. We talked to **Gary Pugh** to find out how Oracle can help.

Q: WHY IS COMPLIANCE SUCH A THORNY ISSUE FOR MIDSIZED BUSINESSES?

A: Midsize businesses usually have fewer resources to dedicate to compliance. On an IT level, they're juggling multiple requirements like data protection, data traceability, encryption, retention and backups, and identity management on different systems. Another challenge is that there are so many rules to adhere to, and they change frequently. Some midsize companies are subject to industry-specific, national and international regulations – and keeping on top of them all can be both expensive and time-consuming.

Q: HOW DO YOU THINK COMPANIES CAN SOLVE THIS CONUNDRUM?

A: Instead of seeing compliance as a necessary evil, midsize organisations could treat it as an opportunity to implement more effective business operations. A streamlined and secure IT infrastructure makes it easy to automate their business processes, protect all their information assets and get better insight into their business information. This will help them reduce costs and prepare for future growth, while ensuring effective operations today. In short, a common, unified infrastructure makes it dramatically easier and cheaper to ensure regulatory compliance.

Q: WHAT CAN ORACLE OFFER MIDSIZED COMPANIES TO HELP THEM ENSURE COMPLIANCE?

A: For starters, an affordable and reliable infrastructure that ensures watertight data protection on multiple levels. With that in place, it's a lot easier to automate processes for data backup, retention and encryption. These processes will help businesses comply with data protection and privacy laws as well as Sarbanes-Oxley. Oracle also provides robust identity-management software which can be centrally administered. All of this will help achieve greater cost savings and efficiency, whilst laying the right foundations for business audit and reporting standards. An optimal infrastructure helps drive competitiveness and productivity while ensuring compliance – solving several challenges at once.

Q: THE COST OF COMPLIANCE CAN SEEM HIGH. HOW DOES ORACLE SEE THIS ISSUE?

A: Oracle offers midsize organisations affordable solutions that bring tangible business benefits as well as solving the compliance issue. You don't even need anything complex – Oracle's market-leading database and middleware will give you a great head start towards ensuring compliance and reducing its cost and risk. An Oracle infrastructure reduces ongoing IT expenses too, so it makes good business sense all round.

Q: HOW DISRUPTIVE IS IT TO IMPLEMENT COMPLIANCE WITH ORACLE?

A: An Oracle infrastructure will fit in to any existing environment – Windows®, Linux® and others – to minimise disruption. Also, Oracle Standard Edition and Standard Edition One are tailored for midsize organisations and are easy and quick to install. Processes like data protection, encryption and backup can be automated once they're in place. The infrastructure makes it easier to streamline financial, reporting and other processes. With fast implementation, the benefit to midsize companies is peace of mind on the compliance question and a fast return on investment delivered by the information-management efficiencies I mentioned. All in all, the right basis for growth. **ONE**



Gary Pugh
VP Applications & Industry Marketing
EMEA

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Interested in finding out more?

Here's who to contact:

0870 876 8725

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SPOTLIGHT: MAKE COMPLIANCE WORK FOR YOU

IT managers know that compliance starts with comprehensive data protection. But how can they implement this when resources are already stretched?

If you're planning a coherent data-protection strategy on a limited budget, you'll need solutions that enable you to do more with less. They should integrate into your existing Windows®, .NET or Linux® environment and safeguard your data against all types of threat. You probably already have a firewall, but it may not help when data loss is internal – a network outage, say, or a lost laptop. Also, your solution should automate as many routine tasks as possible. You'll get more value out of it that way – and save a lot of time on manual jobs like backups, identity management and access rights. And what does it take to achieve all this? With Oracle, all you'll need is a database and some middleware components – specialised software modules that sit between the database and the business applications and ensure they communicate. Oracle has two databases for midsized

organisations – Oracle Database 11g Standard Edition and Oracle Database 11g Standard Edition One. Both include multi-level data security to protect your data against threats – and help you comply with data protection, privacy and retention laws at the same time. Both feature audit trails of transactions and processes that meet and even exceed compliance requirements. You can build on this infrastructure with identity management from Oracle Fusion Middleware. These pre-integrated components help you manage the whole lifecycle of user identities. And as your organisation grows, you can opt for the Oracle Governance, Risk and Compliance platform. This is a suite of pre-integrated solutions that manage different aspects of compliance best practice.

All in all, Oracle gives you enhanced security, increased efficiency, and time and cost savings. All this – and compliance too! **ONE**

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ORACLE FINANCING: BUY, INVEST AND GROW YOUR BUSINESS

By reducing upfront costs for Oracle and Partner products and services, Oracle Financing makes it easy and affordable for midsized companies to buy the right solution at the right time. While capital and cash flow are everyday concerns, these issues should not prevent you from investing and implementing the IT solution you need to grow, succeed, and improve competitiveness.

Payment solutions from Oracle Financing can make it easy and affordable for you to get the solution you need, when you need it.

The benefits of payment solutions from Oracle Financing:

- Improve cash flow with reduced upfront investment requirements and payments spread over time
- Increase your purchasing power by accessing future budgets
- Adapt to business change with a flexible and predictable payment structure with no surprises
- Enhance your investment returns by mapping payments to benefits
- Preserve your existing credit lines **ONE**

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Whatever the size of your business, Oracle Financing can help you find the right payment solution. For more information, visit **www.oracle.com/financing** or e-mail **oraclefinancing_ww@oracle.com**

RELIABLE SOLUTIONS WITH IMMEDIATE BENEFITS

Oracle offers a range of services to help fast-growing companies acquire and implement their IT infrastructure and also help manage, share, use and protect the information that is critical to business success.

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INFORMATION RIGHTS MANAGEMENT



Daniel Roberts
Principle Consultant
Oracle

Over the last few years we have seen a keen interest in security and identity-management solutions within organisations, due largely to high-profile security breaches and external legislation.

The national and IT press have been only too happy to sensationalise stories of fraud and security breaches and it seems that every week there is a new story about data being stolen, a lost laptop containing confidential data, USB drives left on trains and so on and so forth.

To this end, organisations are becoming increasingly good at protecting information assets within their organisational boundaries. Mechanisms controlling access to applications have been implemented so that only the right people can get access to the right application resources, and databases are secured so that administrators can manage data but not necessarily view or edit it.

These technologies have been implemented to mitigate the risk against the “insider threat” of data being leaked out of an organisation and also to put a framework in place so that regulatory compliance initiatives – driven by government legislation – can be more efficient and effective. Essentially, good governance of your IT systems and who can access them has been the order of the day.

There is, however, one aspect of enterprise technology that we have been less good at securing. The focus to date has largely been on controlling access to enterprise applications such as Enterprise Resource Planning and Customer Relationship Management solutions and not on the vast quantities of sensitive and confidential data that exist in electronic office documents and e-mails.

When it comes to unstructured information – like that found in office documentation such as spreadsheets, presentations and word-processed documents, for instance – we are much less effective at enforcing access-control policies and maintaining the confidentiality of the information contained within.

Yet these very documents can often contain extremely sensitive information that ought really to be kept highly confidential within a particular organisation or government body.

Documents often contain minutes of board meetings, financial results, intellectual property and even customer or personal data. This is the kind of information that, were it to fall into the wrong hands, could be extremely damaging to the organisation and all too often is the basis of the stories in the press that we mentioned earlier.

Securing information in office documents and e-mails, both internally within the organisational boundaries and when it is shared across the internet with third parties, is fast becoming a critical aspect of any security strategy. It’s – relatively – easy to control access to information when it’s held in data centres and in well-managed and well-structured repositories, but how do you protect a Microsoft Word document containing board-meeting minutes as it walks out of your HQ on a USB stick? How in fact do you protect financial results in an Excel spreadsheet if it’s just been e-mailed to the Hotmail account of one of your employees, and how do you protect patient records on a laptop that has just been stolen from the back of someone’s car?

The bottom line is that today, once a document has left your organisation, it’s totally out of your control and could end up being read or modified anywhere by anyone. That’s a deeply worrying thought for many organisations’ IT security staff and if it isn’t, it should be.

What is required to solve this problem is to ensure that security information and policy enforcement is embedded and kept with the documents at all times. If a Word document is on your laptop, on a USB stick or in a third party’s inbox, it should maintain information about who can read, edit or print it and, most

importantly, enforce this policy whenever the document is accessed.

This concept for many is a step forward in information security; rather than locking information away in repositories and behind layers of firewalls and network security – a bit like a medieval castle – we are looking to secure the information directly.

This means in effect that the emphasis is less on perimeter and infrastructure defences and more on securing the information regardless of its location. The term “de-perimeterisation” has emerged to describe this.

In reality, this means that we can enforce access-control policies on many different file types, from Microsoft Word documents to Adobe PDFs to JPEG image files. An end user can write a document in Microsoft Word and then “seal” the document so that only other users with the appropriate privileges can access it.

An end user can choose to make a document read-only, can stop a recipient cutting and pasting information into another application (such as an e-mail), can stop the document being printed and can even effectively prohibit a photograph being taken of the document through the addition of “watermarks” (such as the user’s name in the background). All of these controls can also be given a time limit, giving a user read access to a document for 30 days before the access privileges are automatically revoked, for instance.

With so much emphasis being placed on brand equity of our organisations and the wider public concern about information security, it is imperative that we correctly assess the security risks to our organisations’ information and guard against them accordingly. We should do this or run the risk of being the next front-page story. **ONE**

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The best way to predict the future is to invent it, and innovation has been the driving force behind Oracle's business for over 30 years.

The Emerging Business Partner Programme is yet another compelling initiative that helps drive innovation from small and mid-sized businesses. It offers selected partners the opportunity to tap into Oracle's vast organisational resources to deliver second-generation internet-enabled products and services.

Through the programme, partners can collaborate with internal Oracle teams for help in building a scalable and robust IT platform, and to further refine their product offering. They might also use the Oracle PartnerNetwork as a potential channel to market. In effect, they get a tailor-made package of big-company support for product development and marketing activities.

The initiative was launched in June 2007 and there is now a well-established, dedicated team that engages directly with suitable partners. Ideal candidates for the programme are businesses with innovative solutions for challenges in information-sharing and real-time decision-making. In the first year, alone, there have been some notable successes.

Trampoline Systems (www.trampolinesystems.com), for example, delivers information-management technology. Its flagship product, SONAR Dashboard, monitors all the e-mail, blogging and instant messaging activity that takes place within a company. It seeks out groups of people who are working on similar projects, and alerts them to each other. Effectively, it identifies project-based social networks within companies, and seeks to help staff work together better and use information more efficiently.

Trampoline enjoyed great co-operation with Oracle in perfecting its high-availability server technology. In particular, it received expert technical assistance on Oracle Spatial, enabling incorporation of highly complex mapping, processing and storing of data into its product.

Moreover, Oracle's marketing support provided opportunities to engage directly with C-level executives, a difficult-to-access target market.

For example, Trampoline's CEO attended a dinner hosted by Oracle and met CIOs from Fortune 500 businesses, and Trampoline has also been directly introduced to suitable Oracle customers.

Charles Armstrong, CEO of Trampoline Systems, said: "The team at Oracle has been a joy to work with. They have been very supportive, a source of ideas and constantly encouraging and enthusiastic."

Another success is Zogix (www.zogix.com). It provides an on-demand Web-based Employee Services application designed to help minimise carbon emissions from travel. It offers incentives for staff to comply with corporate travel policy, also reducing expenses and helping managers to better enforce the rules.

Oracle proactively supported Zogix in fast-tracking the technical side of product development, providing customisation, configuration, and problem-resolution resources. And Oracle also introduced a number of service providers to Zogix to ensure that company growth kept pace with demand.

Marketing was greatly assisted by Zogix winning the November 2007 EMEA Oracle Partner Network (OPN) Innovation Award, and this provided strong "thought leader" credibility within the rapidly emerging market. Oracle also helped create rich marketing collateral, such as ROI models, so Zogix could react efficiently to any kind of sales opportunity that arose.

David Rajan, Oracle Director emerging business, said: "We understand the needs of a start-up company as it grows through different phases. Oracle offered Zogix the technical and industry expertise to support product development and had a wide network of contacts that enabled them to meet investors and secure funding."

In EMEA, Oracle's Venture Programme works closely with emerging business to drive corporate partnerships between Oracle Product Development and innovative software companies. Jonathan Tikochinsky, Director Venture Programme, said: "We work with Oracle's Product

Development teams to identify businesses that provide complementary solutions to our own. Then we promote joint solutions to our customers through local go-to-market teams.”

While the Emerging Business Partner Programme is focused on early stage companies who are just starting out – “from idea to revenue” – the Venture Programme deals with funded organisations that have already established themselves and wish to expand – “from revenue to growth”.

For example, Cyber-Ark Software (www.cyberark.com) develops digital vaults for securing and managing privileged passwords and other highly sensitive information. Already well known, their partnership with Oracle helped better position and accelerate sales of their flagship product, Enterprise Password Vault.

Udi Mokady, CEO of Cyber-Ark Software, said: “We are excited and proud to be one of a select number of partners. The beauty of this partnership is that it was driven by the real-world demands of mutual enterprise customers.”

Another partner is Oblicore (www.oblicore.com), a provider of Service Level Management software. Oblicore Guarantee, its flagship product, automates, activates and accelerates the monitoring, reporting and management of all business technology service level agreements. By partnering with Oracle and integrating Oblicore Guarantee with Oracle’s Siebel CRM, the company will be able to help large telecom customers solve customer-management problems and guarantee service levels.

For businesses that can demonstrate they have a credible solution to a potentially large and emerging market, with a truly innovative product and quality team, the Emerging Business Partner Programme has much to offer. Why not call the team today to find out if your organisation has got what it takes. **ONE**

Oracle Technology Health Check

Are your existing systems configured to best support your business requirements?

Is your database performing as well as it should?

Is your business-critical information secure?

Are you receiving the best return from your Oracle investment?

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YES, YOU CAN

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Ever wondered how to meet compliance demands while keeping costs down? It's easier than you might think. With Oracle, you get a reliable infrastructure with embedded security that helps you minimise privacy and data-protection risks. But that's not all. It also increases business efficiency and customer confidence, and cuts costs. Why not find out how to make compliance work to boost your business today? Visit www.oracle.com/goto/compliance/uk to download your free Oracle business brief!

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