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TECHNOLOGY AND SOFTWARE SOLUTIONS FOR
MIDSIZED BUSINESSES



HOW SECURE
AND RELIABLE IS YOUR
CRITICAL DATA?

>> WELCOME TO THE LATEST ISSUE OF ONE

HELPING YOU USE INFORMATION TECHNOLOGY
TO MANAGE AND GROW YOUR BUSINESS.



As always, our focus at Oracle is to help you use information technology to manage your business more effectively.

That's why our Spotlight article in this issue takes a closer look at how you can turn your critical information systems into competitive advantage, with technology that's both reliable and secure. Few companies can afford to lose customer confidence, which is why we provide products that allow you to make the right information available to the right people at the right time, and in so doing protect sensitive business data. At the same time, we help you to avoid hidden costs and the complexity of managing secure systems.

This issue is also packed with information on Oracle products, Partners and services, and features updates on new developments, special offers and free trials. We hope it gives you insight into how easy it can be to derive maximum business benefit from your investment in information technology and Oracle.

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're taking a closer look at the challenge of mitigating and managing the risk of running your business-critical applications and infrastructure.

SECURE, RELIABLE AND PRODUCTIVE



Companies of all sizes base their operations to a large extent on their information systems. Whether you are sharing information with customers and Partners online or preparing offline reports, your data, information and processes underpin almost all you do. IT infrastructure is key to ensuring business continuity, so it clearly makes sense to protect it against both external threats and internal problems, yet retain the focus on maximising the productivity of your business information.

Along with security comes reliability. If critical e-commerce and other applications aren't available when customers want them, they won't be customers for long. A reliable infrastructure not only acts as an engine driving business growth, but also helps increase productivity while keeping IT and maintenance costs down.

Like larger enterprises, growing and emerging companies are actively engaging IT solutions to manage and minimise risk. This includes ensuring that data and applications are secure, processes and systems are compliant with regulations, adequate controls are in place and, above all, costs are kept in check. Oracle enables businesses to mitigate risk in a number of ways.

Because both Oracle Database 11g Standard Edition One* and Oracle Application Server 10g Standard Edition One* use the same code

base as their respective Enterprise Editions, they are proven, reliable and secure solutions. This means there's less likelihood of unexpected costs and of system outages that can lead to lost revenue. And by protecting sensitive business data effectively, your business can reduce the chances of a security breach or a loss of data.

That means there's a lower risk of losing customer confidence, productivity and business continuity. This level of security also helps companies comply with regulations such as the Sarbanes-Oxley Act and the Health Insurance Portability and Accountability Act (HIPAA). Oracle Application Server 10g Standard Edition One also includes sophisticated security capabilities. For example, companies can manage users' identities and limit access to sensitive data, reducing the risk of compromising its integrity and

privacy. A document-tracking feature helps businesses remain compliant with regulations.

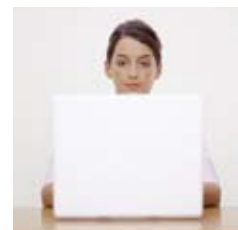
Managing your systems is easy

Many businesses have limited budgets, so making the most efficient use of resources is crucial. While many managers have a cost-conscious approach to acquiring new technologies, the hidden cost and complexity of managing these systems can be an unnecessary drain on both financial and staff resources. Each Oracle Database edition has the integrated Oracle Enterprise Manager Database Control console that provides a Web-based interface for tracking the current status of a database. This enables IT staff to action items from any browser connected to the system. Because the Oracle Database is easy to manage, IT staff can be freed up to focus on more productive projects that will contribute directly to the business

efficiency of the organisation. The Edison Group Inc., in its Comparative Management Cost Study of Oracle Database 10g Release 2 and Microsoft SQL Server 2005 (conducted in March 2006), found the Oracle product easier to manage. "Benefiting from increased DBA productivity, businesses can save up to \$31,664 per DBA per year by using Oracle Database 10g Release 2 rather than Microsoft SQL Server 2005," according to the report.

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

* Oracle Database 11g and Oracle Application Server 10g are available in three editions. See the Technology Platforms Section to see which edition is right for your current business requirements. Application Server technology incorporates software solutions that make it easier to connect, manage and gain insight into your existing business applications as well as adapt them to changing business needs.



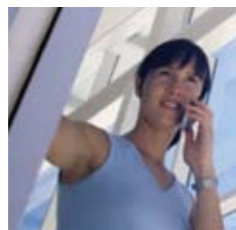
01// SPOTLIGHT

Make your business information systems work even harder – day in, day out

02// PARTNERS

Oracle PartnerNetwork: Find your ideal Partner and solution

Your answer to technology integration



03// TECHNOLOGY PLATFORMS

Business Intelligence: For a rounded view of your business

Oracle Database 11g: Sets world record for price performance

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

Oracle Application Server 10g: Extend your business reach

04// APPLICATIONS

Business software applications from Oracle



05// SERVICES

Oracle Expert Services: Maximise your investment with Oracle

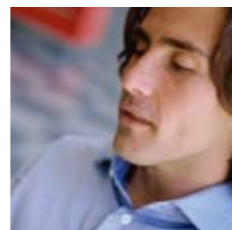
Oracle Finance: Make your solution achievable and affordable

Oracle University: Get the most from Oracle with expert training

06// PCI COMPLIANCE

Understanding PCI DSS

The road to compliance



07// TELEGRAPH BUSINESS CLUB

Getting over the "Hump"

08// WEB 2.0

Web 2.0 meets the enterprise

09// ORACLE FINANCING/ EVENTS

Beat the recession

Telegraph Business Club Events

Here to help, guide and advise you, Oracle Partners have the knowledge and experience to turn information technology and business-software applications 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 CATALOGUE

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 Catalogue 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 20 languages, the catalogue 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 catalogue gives you a competitive edge, instantly connecting you with Partners who build solutions around Oracle's leading technology

To see what the Oracle PartnerNetwork could offer you, visit <http://solutions.oracle.com> and click on 'Find a Partner'



YOUR ANSWER TO TECHNOLOGY INTEGRATION – KICK-START TO SOA IN JUST 10 WEEKS!

Our Kick-Start solution is the fastest and most effective way for your organisation to realise the benefits of Service Oriented Architecture (SOA). And because it is flexible, it can scale as your integration requirements grow – a phased approach allows you to achieve quick wins and improve business performance today while laying the foundation for expansion in the future.

With dramatic reductions in deployment time and cost, our accelerated solution reduces your implementation risks. Using a predefined project scope and a condensed requirements-gathering phase, this solution can quickly get your organisation up and running on a proven standards-based SOA infrastructure that is implemented utilising industry best practices.

Our Kick-Start Solution comprises:

- >> Oracle SOA Suite software licences
- >> Requirements-gathering
- >> Software installation and configuration
- >> Identifying, architecting and implementing one integration process utilising SOA



- >> System support and management documentation
- >> SOA implementation best practices



Please visit www.griffiths-waite.co.uk or, if you would like to speak to someone about SOA, please contact Griffiths Waite on 0844 800 2782

Oracle is not responsible for partner offers, products or services and disclaims all liability related to partner offers, products or services.

For further information on IT solutions from Oracle or to engage with an Oracle Partner, ring 0870 876 8773, or visit www.oracle.com/uk/one



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 midsize businesses, offering a complete, integrated BI system designed for deployments from five to 50 users. It includes proven leading BI and data-warehousing technology, including Oracle Interactive Dashboards, Oracle BI Publisher for highly formatted reporting, Oracle Answers for ad hoc reporting and analysis, Oracle Warehouse Builder for ETL functionality to extract, transform and load data, and Oracle Database – all in one easy-to-install package.

Oracle Business Intelligence Standard Edition One is available on Windows.

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



ORACLE DATABASE 11g: BEST FOR FAST-GROWING COMPANIES

Oracle Database 11g on Windows sets world record for price performance

Oracle has posted another world record TPC-C benchmark result for price/performance on Windows. This new result means that customers using Oracle Database 11g running on a Windows-based HP ProLiant ML350 server get more transaction processing power for the price they pay, making it an ideal platform to meet the needs of growing businesses.

"Out of the gate, Oracle Database 11g sets a new price/performance bar for the industry and it will continue to excel as it matures," said Juan Loiza, Senior Vice President Systems Technology, Oracle.



Achieving 102,454 transactions per minute with a price/performance of \$.73/tpmC, Oracle Database 11g Standard Edition One delivered 47 percent more performance at 20 percent less cost than its nearest competitor. The record-setting benchmark was achieved with Oracle Database 11g running on a Windows-based HP ProLiant ML350 server with one Intel Quad-Core Xeon 2.6GHz processor and an HP StorageWorks 70 Modular Smart Array. Together, Oracle and HP delivered the best price per transaction per minute ever achieved for any TPC-C benchmark. As of September 12, 2007. Source: Transaction Processing Performance Council (TPC) www.tpc.org HP ProLiant ML350G5, 102,454 tpmC, \$.73/tpmC, Oracle Database 11g Standard Edition One running Microsoft Windows 2003 Standard x64 Edition SP1R2, available 31/12/07.

For further information on IT solutions from Oracle or to engage with an Oracle Partner, ring 0870 876 8773, or visit www.oracle.com/uk/one



ORACLE DATABASE 11g: WHICH IS RIGHT FOR YOU?

- >> **STANDARD EDITION ONE** works across Windows®, Linux®, Mac® and UNIX® operating systems from just £75 per user. This is the entry-level edition for midsize companies
- >> **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

Available on both Windows and Linux operating systems. For further information, visit www.oracle.com/uk/one

THE EASY WAY TO EXTEND YOUR REACH

You don't have to stretch your resources to reach more customers. Secure Web-enabled technology is making it easy for businesses to gain competitive advantage through a dynamic Web presence.

Reliable and secure, Oracle Application Server 10g Standard Edition One gives you the fully integrated solution you need to deliver a professional, interactive Web presence that will help you scale up as your business grows – and it won't cost you the earth.

It's never been easier to share real-time information quickly and securely with customers, suppliers and Partners.

If you want to attract and retain new customers with a user-friendly online experience, call 0870 876 8773

Some of the benefits Oracle Application Server technology solutions bring to your business:

- >> **ATTRACT NEW CUSTOMERS** – host your own company Web site and retain existing customers with a secure customer portal
- >> **IMPROVE EMPLOYEE PRODUCTIVITY** – an out-of-the-box employee portal that lets you store, find, share and access business information from anywhere
- >> **STRENGTHEN PARTNER RELATIONSHIPS** – create an extranet/portal for improved communications and automated business workflows
- >> **MANAGE AND PROTECT YOUR BUSINESS DATA** – easy-to-use security features shield your data from unauthorised access and prevent accidental loss



ORACLE ACCELERATE – UNLIMITED POSSIBILITIES FOR LIMITED BUDGETS

Oracle and its Partners recognise that companies and government entities with limited budgets demand comprehensive business solutions. Our customers want applications that are low-cost and low-risk, and provide industry-specific functionality and faster time-to-value.



Oracle Accelerate delivers a comprehensive set of applications, rapid implementation tools and an extensive Partner system, so that companies and government entities can maximise their budgets and achieve real business value quickly.

Oracle Accelerate is Oracle's approach for helping Certified and Certified Advantage Partners in the Oracle PartnerNetwork to bring comprehensive, easy-to-own, industry-focused solutions to fast-growing companies and government entities with limited budgets. Key to Oracle Accelerate solutions is the availability of pre-packaged application bundles that can quickly be implemented by Partners and that provide a wide range of industry-specific functionality. Oracle Business Accelerators, the rapid-implementation software provided to resellers as part of Oracle Accelerate, enable customers to realise immediate benefit from Oracle applications. With Oracle Accelerate, customers can take advantage of Oracle's enterprise applications, including integrated business flows across front-office, back-office and industry-specific processes. Additionally, customers can benefit from automated upgrades, significantly reducing the complexity and risk associated with migrating to updated versions.

COMPLETE – meets the needs of fast-growing companies

As an owner or operator of a fast-growing business or government entity, you need complete solutions that are able to address your challenges. With Oracle Accelerate, you don't have to worry that your IT systems will be a limiting factor or that you will need to invest in entirely new IT systems as your business expands.

INDUSTRY-FOCUSED – so you get what you need

Oracle Accelerate solutions are affordable bundles of Oracle's world-class business applications delivered through our Business Accelerator rapid implementation technology. Each Oracle Accelerate solution is tailored to your industry with preconfigured industry process flows. The results are faster time to value, low and predictable costs, and a better fit for your business.

EASY TO OWN – packaged, priced, and delivered

Installing and maintaining software can be difficult. Oracle Business Accelerators not only deliver predictable, high-quality and reliable results that are geared to your industry, but also make it easy for any business to get up and running – quickly and efficiently.



Oracle and its Partners have made a number of solutions available to the market. Many more are in the pipeline and will be released shortly. Current solutions for EMEA include:

- >> **Application Lynx Limited (UK)**
Simply HR solution for Financial Services (E-Business Suite)
- >> **Whitehouse Consultants Ltd (UK)**
Wholesale Distribution (JD Edwards EnterpriseOne)
- >> **Symatrix Limited (UK)**
Simply HR solution for Financial Services (E-Business Suite)
- >> **Patech Solutions Limited (UK)**
Business Services (E-Business Suite)
- >> **Percipient Ltd (UK)**
Specialty Chemical and Pharmaceutical Manufacturing (E-Business Suite)
- >> **Cedar HR Software Ltd (UK)**
Justice and Public Safety (E-Business Suite)

To learn more about Oracle's Accelerate solutions for fast-growing companies, visit <http://www.oracle.com/global/uk/smb/index.html> e-mail erpsales_uk@oracle.com or call 0870 876 8743

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.



ORACLE EXPERT SERVICES

Managing information technology systems can be challenging and sometimes an extra pair of hands would be useful.

Oracle Expert Services offer high-impact technical and advisory services to help you get real value from your Oracle investment. From tactical projects such as Oracle product installations or application upgrades to strategic initiatives such as a large-scale Oracle systems consolidation, our expert consultants can support and advise you on recommended approaches. We help you to:

- >> Reduce development time and costs
- >> Control software management costs
- >> Increase performance and availability
- >> Lower integration costs
- >> Protect your Oracle investment
- >> Minimise risk by using Oracle experts

For information about Oracle Expert Services for Midsized business, call 0870 876 8773 or visit www.oracle.com/goto/experts

ORACLE FINANCING

Why would you pay for your software before you realise the benefits?

Oracle Financing makes it easy for you to quickly acquire what you need. And because every business is a little different, we can customise a payment structure to fit your specific requirements, mapping payments to the benefits you receive – so you immediately start realising the value of your investment whilst preserving your capital for other strategic business investments.

Oracle Financing offers:

- >> A range of options from financing to leasing
- >> A competitive one-stop solution for your entire acquisition needs, whether it be hardware, software, support or consulting including third-party services
- >> A quick and simple process from documentation to approval

To read how Oracle Financing payment solutions can help beat recession fears, go to page 9.

ORACLE UNIVERSITY

Oracle University is the premier provider of training for Oracle, PeopleSoft, JD Edwards, Siebel, Hyperion, Portal, Oracle Retail, G-Log, Thor, Oblix and TimesTen technologies and products. We offer thousands of in-class, on-site, Web-based and CD-ROM courses.

Why Oracle University?

- >> 100% student satisfaction
- >> Instructor quality and expertise
- >> Largest selection of Oracle courses
- >> Oracle, Siebel, PeopleSoft and Hyperion certifications
- >> Personalised, customised training options
- >> Global training – train any time, anywhere
- >> Job-role training from administrator to end user

The main focus for Oracle training is Oracle Database 10g and Oracle Database 11g, Oracle Developer 10g, Oracle Application Server 10g, Hyperion and applications (Oracle, Siebel, PeopleSoft, JD Edwards, Portal, Metasolv and Retek). However, we also offer training from over 1400 globally available courses. Certification to help accelerate professional development is available, with exams held either at Oracle's training centres or at an approved Prometric Testing Centre.

Training can be booked directly via the Web site, www.oracle.com/uk/education or by calling an Education Sales Consultant on 0800 358 1058, or by e-mail eduquery_uk@oracle.com

“The PCI DSS standard is a significant move forward in the ongoing global fight against card fraud. It represents the next major initiative following the successful rollout of Chip & PIN in the UK.”

Gareth Wokes, Chairman, The Logic Group.

PCI COMPLIANCE

Data security is a high-profile issue, with security breaches being discovered regularly. The payment card industry is fighting against security breaches with PCI DSS.

Understanding PCI DSS

The Payment Card Industry Data Security Standard (PCI DSS) is a global benchmark mandated by the card schemes (Visa, MasterCard, American Express, JCB and Discover) for the protection of cardholder information. PCI DSS applies to every acquiring bank, merchant and third party that accepts or processes debit and credit cards, regardless of the industry they operate in. This standard has been created in order to address the increasing numbers of security breaches and levels of card fraud.

“The PCI DSS standard is a significant move forward in the ongoing global fight against card fraud. It represents the next major initiative following the successful rollout of Chip & PIN in the UK. To gain compliance, organisations need at their disposal the appropriate technology, supporting processes and training of employees,” comments Gareth Wokes, Chairman, The Logic Group. “Specialist skills and expertise are required in order to become compliant and ensure the right choices and decisions are taken.”

Costs of non-compliance

A security breach and the inevitable bad publicity following a high-profile breach can have a significant impact on an organisation’s brand and reputation. PCI DSS compliance is becoming an increasingly important topic as the number of security breaches reported grows each week. Last year over 150 incidents were reported in the USA alone, involving millions of card details and millions of dollars’ worth of losses. The standard applies to all merchants, whether they trade online or through physical stores.

“It is vital that any company that processes, stores or transmits payment transactions (and therefore personal card data) realises the risk of non-compliance with PCI DSS, which includes damage to brand reputation and fines of many thousands of pounds or even being prevented from accepting cards in the future,” explains Robin Adams, Director of Security Consulting, The Logic Group. “We have seen some startling cases involving non-compliant US companies and it is crucial that UK organisations take action now to avoid suffering the same fate.”



THE ROAD TO COMPLIANCE

“The first practical step for most organisations towards compliance is to conduct a gap analysis assessment,” states Robin. “Knowing where you are against this comprehensive standard is the first critical step; for-sighted retailers who have already engaged with consultants to perform a gap analysis have found this to be invaluable in gauging the extent of the problem they are facing.”

The standard is wide-reaching and can impact many parts of an organisation including IT, Human Resources, Finance and Operations. To achieve compliance with the standard, organisations must meet all 12 key requirements of the standard, which translates into meeting 232 individual controls. Appointing experts with both security and card-processing expertise and experience is usually the quickest and most cost-effective approach to achieving compliance.

About The Logic Group

The Logic Group focuses on the secure management of information and transactions delivering improved customer insight and loyalty, the provision of trusted card-processing and payment environments, and the flexible IT infrastructures that support the enhancement of customer experience across all points of interaction.

The Logic Group aims to grow business value for its clients through innovative, high-quality IT services, solutions and products that can help them deliver increased revenue, improved profit and reduced operating costs and risk.



For more information or to arrange a GAP analysis for PCI DSS compliance, call +44 (0)1252 776 700 or visit our Web site: www.the-logic-group.com

Oracle is not responsible for partner offers, products or services and disclaims all liability related to partner offers, products or services.



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ORACLE

It’s not the most technical of terms, but the “Hump” is familiar to most business professionals. It generally occurs when the company founders no longer know the names of everyone who works for them.



GETTING OVER THE “HUMP”

Major corporations account for most column inches in national newspapers. But most UK businesses are tiny. Out of 4.5 million small and medium-sized enterprises, more than 2.1 million are home-based, with the number growing by 1,400 every week. Home-based businesses now account for 28% of total UK employment, and 60% of new businesses are started from home.



Author David Sumner Smith
MBA is Programme Director
of the Telegraph Business Club

Very few start-ups will become big. Less than 1% will ever employ more than 50 staff, and just one in seven of those “success stories” ever grow to 250 or more. The “Hump” is to blame.

It’s not the most technical of terms, but the “Hump” is familiar to most business professionals. It generally occurs when the company founders no longer know the names of everyone who works for them and their lack of management skills become painfully clear.

The “Hump” is also the point at which IT systems move into a different phase.

To successfully cross the “Hump” requires technology that is up to the job – and most is not.

The reasons are easy to understand. A small start-up generally uses the cheapest system possible. Those that succeed will invest more in technology, but generally stick with tried-and-tested solutions rather than invest in new systems that are better equipped for further growth. Very few companies have the resources, the confidence or the vision to plan for a big future when they are starting out.

The “Hump” is a recurring theme within the weekly Business Club case studies published every Tuesday in the Telegraph and sent to members who have registered at www.telegraphbusinessclub.co.uk

The Packaging Store is a perfect example. The firm was established in 2004 as an offshoot of a bulk packaging wholesaler. It dipped its toes into the waters of internet commerce with a low-cost hosted online shopping service costing £50 a month. But within less than two years the firm was almost drowning.

Simon Grandidge, who runs The Packaging Store, conceded that whilst their Web site is extremely cheap, “We’ve now outgrown it and it’s holding us back.” The lack of back-office integration meant the website did not link with its accounting and stock system, so more than 1,000 orders a month had to be re-keyed by hand. Once the warehouseman had packed the order, the consignment details were re-keyed again into the courier’s labelling system.

The Website software links to a major bank’s secure e-payments system, but to activate payment the administrators had to manually update each record when goods were despatched. As a result, while one guy in the warehouse handled all the shipments, it took two administrators just to do the re-keying.

The case studies in the paper are accompanied by expert comments, and Clive Wells, Senior Principal Mid-market Consultant for Oracle, had no doubt what was required. “The Packaging Store should invest in an e-business application to run the Web site and integrate the payment process with the courier’s software. This application should include integrated sales, order and shipment processing and stock control, so orders are processed automatically and re-keying is eliminated.”

Like any company that will ever climb the “Hump”, “It needs to choose a technology to support the growing volume of Website visitors and order transactions – this will maximise the investment for years to come.” Like many smaller firms, The Packaging Store never saw the Hump on its business horizon – and now it needs to pay the price.

For more information, visit www.telegraphbusinessclub.co.uk or e-mail info@telegraphbusinessclub.co.uk

For further information on IT solutions from Oracle or to engage with an Oracle Partner, ring **0870 876 8773**, or visit www.oracle.com/uk/one

ORACLE

Quite a few customers have started to use Oracle WebCenter as an aggregation point across all of their enterprise applications. They want to be able to bring multiple custom and siloed applications together in an aggregated view for their business users.

WEB 2.0 MEETS THE ENTERPRISE

Oracle WebCenter provides a platform for integrating Web 2.0 with enterprise applications.

Today's consumers expect Web 2.0 capabilities, from blogs to podcasts to community in the Web sites that they frequent. Now many organisations are bringing those same Web 2.0 capabilities into their enterprise applications. Vince Casarez, Oracle Vice President of product management with a focus on Oracle WebCenter, sat down with Oracle Magazine's Caroline Kvitka to talk about Web 2.0 in the enterprise and Oracle WebCenter. The following is an excerpt from that interview. Download a podcast of the full interview at otn.oracle.com/syndication/magcasts

Oracle Magazine: Most of our readers are familiar with some type of Web 2.0 capability. However, integrating Web 2.0 with business processes is still a relatively young concept. Could you start off by defining Web 2.0 in the enterprise and talk about the benefits?

Casarez: If we look at the evolution of the Web, there was Web 1.0, which is just publishing content; then Web 1.5, which is enabling sites to provide services. Now Web 2.0 is that pairing of information with some social networking elements that allow people to interact together.

We see people wanting to take Web 2.0 services and combine them with their enterprise application information in order to get a better picture of what they are talking about to their customers and Partners, or to drive internal innovations. If you can pair Web 2.0 experiences with transactional applications, it makes it easier to make better decisions.

Oracle Magazine: How difficult is it to incorporate Web 2.0 into business processes today?

Casarez: All of these services are available today, hosted on the Web. Organisations can get started very easily. But we hear customers say: "I like wikis, I like blogs. I want to get started with those, but I am a little exposed if I put it out on the Web as a service. I need to have a little more control, so that it ties into my security infrastructure, so that I can restrict access to certain areas for people and teams, so that they can have their own private area to evolve their designs and plans."

We are pulling those types of Web 2.0 services into the enterprise with an integrated platform, Oracle WebCenter, so that when enterprises choose to deploy them to different groups, they don't have to worry about different departments choosing different services on the Web for doing the same type of work.

Customers can get started with this platform that plugs into their existing enterprise architecture and allows them to use these services together to provide social networking or enable better interaction between users and their information.



Oracle Magazine: Tell us more about how Oracle WebCenter supports the integration of Web 2.0 with business processes.

Casarez: With Oracle WebCenter 10g Release 3, customers can start to leverage the most popular Web 2.0 services within their enterprise today, including online discussions, enterprise wikis for collaboration around different projects, and a Session Initiation Protocol-based presence and instant messaging platform that lets them find experts in the organisation in order to resolve issues quickly. In addition, these can be paired with content integrated from different back-end sources like Oracle Content Database Suite, EMC Documentum, Lotus Notes and Microsoft Sharepoint. In this way, users can assemble all this information in the context of the enterprise applications and do things like discuss the latest sales proposal, or create a wiki to work on the latest marketing plan, or contact the best person to help resolve a customer issue.

Oracle Magazine: What are customers doing today with Oracle WebCenter in terms of Web 2.0?

Casarez: Quite a few customers have started to use Oracle WebCenter as an aggregation point across all of their enterprise applications. They want to be able to bring multiple custom and siloed applications together in an aggregated view for their business users. They are also adding a richer set of interactions into their existing applications. Oracle WebCenter provides them that UI to pull in enterprise application content, business intelligence content, business processes and Web content, so that users can get an overall view of what's going on in the business and make better decisions moving forward.

For further information visit

www.oracle.com/technology/products/webcenter

For further information on IT solutions from Oracle or to engage with an Oracle Partner, ring **0870 876 8773**, or visit www.oracle.com/uk/one

ORACLE

Growing business have already started to manage their IT budgets with much rigour and with op-ex budgets reducing by the year, many will look to reprioritise IT projects whilst looking for alternative sources of cash flow.

BEAT THE RECESSION

Beat the recession fears with payment solutions from Oracle Financing

With the economy slowing up and recession fears looming in the near future, many business are looking to tighten their belts and IT budgets will be the first to be hit. Growing business have already started to manage their IT budgets with much rigour and with op-ex budgets reducing by the year, many will look to reprioritise IT projects whilst looking for alternative sources of cash flow.

While capital concerns and cash flow concerns increase, these issues should not prevent you from acquiring and implementing an IT solution if you need to grow, succeed and improve competitiveness. By reducing your upfront costs and providing the lowest price point for Oracle and Partner products and services, payment solutions from Oracle Financing can make it easy and affordable for you to get the solution you need, when you need it.

Benefits of using 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

>> Easily scalable over time as your business grows

>> Preserve your existing credit lines

Whatever the size of your business or the type of solution, Oracle Financing can help you find the right payment solution to fit your business needs.

For more information, visit www.oracle.com/financing or e-mail oraclefinancing_www@oracle.com



The Telegraph BUSINESSCLUB

HALF-DAY SEMINARS ABOUT TECHNOLOGY
FREE FOR BUSINESS CLUB MEMBERS

INCLUDING SECRETS OF SUCCESS FROM LOCAL
BUSINESS HEROES & LIVE CASE STUDIES

DISCOVER HOW TO BOOST SALES WITH BUSINESS INTELLIGENCE

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