

ONE

ORACLE NEWS FOR MIDSIZE ORGANISATIONS

INSIDE ONE

On The Path To Profit

Reduce complexity to improve profitability

Product Spotlight

Solutions that light the path toward greater profits

Talking Point

IT infrastructure for improved productivity

WELCOME

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In today's economy, you are constantly working to build a leaner, more responsive, streamlined, and value-centric business. What you need is a profit compass, showing you where your business is today, while providing the insight to help guide it to where you want it to be.

Read on to learn how Oracle can help you improve overall productivity and increase profit margins. **ONE**

ON THE PATH TO PROFIT

Competition has intensified since the global downturn, with many businesses choosing to reduce prices thus leading to downward pressure on their margins. At the same time, customers know they are in the driver's seat now; demanding even better service from their suppliers.

It's no surprise therefore that companies of all sizes are working harder than ever to build a leaner, more responsive and value-centric business. The real challenges however are how to quickly and easily identify the key areas of the operation to focus on, make the necessary changes that get results now, and then get a regular view on progress towards goals.

PERVASIVE INTELLIGENCE

For organisations like yours, Information Technology, in the shape of central data management and the latest Enterprise Performance Management applications and Business Intelligence tools, can help you generate a snapshot of operations and performance – whenever you need it. These tools enable you to integrate information from financial performance management, operational intelligence, and transactional business systems; creating a common data repository that provides 'pervasive intelligence' across the organisation. By linking strategic, financial and operational management processes, you can identify opportunities for achieving measurable improvements in efficiency, productivity and competitiveness.

Oracle solutions can help you by providing specific, actionable information from large volumes of data, using a centralised, automated data management approach. As well as having actionable information that delivers real competitive advantage, this centralisation eliminates the inefficiency and insecurity of dispersed, fragmented data, and also ensures vital information is always complete and up-to-date.

RESPONSIVE PROCESSES

Once you have used your business intelligence to prioritise areas for operational improvement, the next challenge is to maximise process responsiveness and accuracy, whilst cutting out waste and cost. Again, leading IT tools can assist in identifying how processes can be improved. Putting these in place can release greater value from existing IT investments.

For example, Oracle WebLogic Server Standard Edition implements the latest Java EE standards and offers choice in development frameworks and tools. This allows you to better leverage your existing IT infrastructure and reduce operational costs.

Oracle Supply Chain Management Applications have numerous functional and industry specific processes built in, including best-in-class business flows which enable rapid business-process changes. They also >



> enable you to predict market requirements and innovate in response to volatile market conditions.

THE HUMAN DIMENSION

Whilst you are refining your IT infrastructure, you need to manage the human dimension of your business in order to maintain the motivation and productivity required to deliver top customer service.

Predicting and responding to your customers' changing needs can be a challenge for employees. Customer Relationship Management solutions can create an environment where staff adapt easily to these changing requirements. Internally, IT can play its part with Human Capital Management solutions that help

you maintain morale by ensuring that, for example, new projects are properly staffed.

THRIVING, NOT JUST SURVIVING

The challenge now is to adapt in order to thrive. Creating a more nimble and agile business will mean being alive to the opportunities that are out there and having the agility to take advantage of them. While not a substitute for business acumen, your IT systems, correctly deployed, can bring about stronger business operations, happier, more productive employees – and ultimately a healthier bottom line.

Read more about Oracle's IT infrastructure solutions and business applications on page 04. **ONE**

ORACLE SERVICES

Manage, share, utilise and protect your information assets better:

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ORACLE UNIVERSITY – Training for Oracle, PeopleSoft, JD Edwards, Siebel, Hyperion, Portal and other Oracle solutions

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> www.oracle.com/services

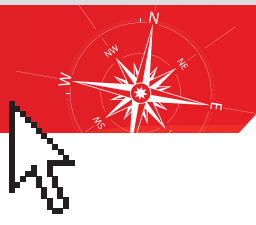
DELVE DEEPER

The following are just some of the free resources available for download at:

> www.oracle.com/goto/savings/uk

- "Controlling Costs with Flexible Processes" – Helping midsize organisations lower costs through improved process flexibility, Oracle Business Brief
- Oracle WebLogic Server Standard Edition, Oracle Product Brief
- Oracle Database 11g Standard Edition One, Oracle Product Brief
- Oracle Business Intelligence Standard Edition One, Oracle Product Brief
- Oracle Universal Content Management Standard Edition, Oracle Product Brief
- Oracle Supply Chain Management, Oracle Product Brief
- Global Human Capital Management, Oracle Product Brief
- **NEW** – Oracle Accelerate for Midsize Companies Marketplace – Find the right Oracle applications and partners to fit your budget: www.oracle.com/accelerate

How well is your infrastructure performing? Check out www.oracle.com/goto/test-your-IT/uk



PRODUCT SPOTLIGHT: PRODUCTIVITY AND PROFITS

BACKEND INFRASTRUCTURE SOLUTIONS

Oracle Database 11g Standard Edition One and **Oracle Database 11g Standard Edition** are packaged and priced for midsize organisations. Based on open technology, Oracle Database 11g consolidates data across all your applications – even a mix of systems from different vendors.

Oracle Business Intelligence Standard Edition One is a complete BI ‘system in a box’ designed for 5-50 users. It is an integrated BI system based on proven, reliable enterprise-class technology.

Oracle WebLogic Server Standard Edition is Oracle’s application server for building and running applications and services in midsize organisations. Comprehensive and accessible management capabilities enable simple administration of sophisticated systems.

Oracle Universal Content Management Standard Edition provides document and content management capabilities for small and medium size deployments. This can help simplify collaboration, eliminate document errors due to paper-based processes and improve your business efficiency.

organisations. This allows them to be more agile and aligned – which provides competitive advantage and leverages their operational investments.

Oracle Supply Chain Management (SCM) solutions are the core for demand-driven manufacturing and distribution. These software modules promote efficiency and hence cost reduction by improving fulfilment timelines and allowing better asset and capacity utilisation.

Oracle Financial Management solutions help midsize organisations identify and respond more quickly to changing business environments. They help streamline financial operations and improve the accuracy of financial reporting.

Oracle Customer Relationship Management (CRM) solutions for midsize companies comprise a wide range of applications for effective customer relationship management. Oracle’s CRM software provides end-to-end visibility into customer relationships. Oracle’s CRM solutions can be deployed on premise or hosted via CRM On Demand. **ONE**



MORE ONE

For the latest pricing go to:

> <http://oraclestore.oracle.com>

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> www.oracle.com/financing

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FRONT END BUSINESS APPLICATIONS

Oracle's JD Edwards EnterpriseOne solutions are used by midsize companies around the world. JD Edwards EnterpriseOne is an integrated suite of comprehensive enterprise resource planning applications. It combines business value, standards-based technology, and deep industry experience into a business solution with a low total cost of ownership.

Oracle Enterprise Performance Management (EPM) and **Business Intelligence (BI)** solutions support a broad range of strategic, financial and operational management processes. Oracle provides a complete and integrated system for managing and optimising financial and operating performance for midsize

TALKING POINT



CREATING A PROFIT COMPASS

We spoke with Janusz Naklicki, Vice President Eastern Europe & CIS, to find out how improving productivity with Oracle can help you achieve more, with less.

WHAT IS THE MAIN DRIVER OF IMPROVED PRODUCTIVITY?

If you centralise data into a single repository, underperforming areas will be easier to spot. I think that one of the best arguments for data consolidation is that it enables companies to pinpoint their weaknesses or labour-intensive activities. Also, being able to access and edit content from a single repository means savings in terms of time re-gained for more valuable tasks.

WHAT CAN ORACLE OFFER MIDSIZE COMPANIES TO HELP THEM BOOST PROFITS?

An affordable, low risk and reliable infrastructure that is easy to install and maintain for starters, one that ensures a fast overview of all data regardless of source or operating environment. Linking up disparate information siloes makes it easier to automate processes, and also makes it simpler to dig down into the areas of the business that do not perform so well. All of this will help achieve greater cost savings and efficiency, whilst laying the right foundations for a leaner and more responsive organisation. An optimal infrastructure helps drive competitiveness and productivity whilst keeping costs down – a sure path to better margins.

CAN BUDGET CONSCIOUS COMPANIES REALLY IMPROVE PRODUCTIVITY?

They certainly can. You can start by simply ensuring that tools are in place to give you a snapshot of overall performance. For example, Oracle Business Intelligence Standard Edition One comes with Oracle Database 11g Standard Edition One – in a sensibly priced bundle. It integrates with current systems and existing information sources to help you analyse and determine processes for improvement. What's more a consolidated information platform is a good first step to improving processes, therefore helping to cut costs.

Our Oracle Accelerate bundles provide even more options. They deliver applications, rapid implementation tools, and an extensive partner system, so that companies and government entities can maximize their budgets and achieve real business value quickly.

WILL SOLUTIONS FROM ORACLE BE DIFFICULT TO IMPLEMENT?

An Oracle infrastructure will fit in to any existing environment – Windows®, Linux® and others – to minimise disruption. Also, Oracle Database Standard Edition One and Standard Edition are tailored for midsize organisations and are easy and quick to install. Processes 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 and a fast return on investment.

SHOULD I WORRY ABOUT THE PRICE TAG?

It is a fact of life in midsize organisations that pressure on margins means finding areas for improved productivity is essential. Yet budget constraints make this a challenge. Oracle solutions are designed to meet the budgetary and resource needs of midsize organisations. They help increase overall ROI by incorporating and utilising the current IT infrastructure **ONE**

MORE ONE

Oracle has solutions for organisations on Windows-based systems as well.

More at:

> www.oracle.com/technology/tech/windows

FUTURE PERFECT



LIGHTING THE PATH TO PROFITS

Recovery may be on the horizon but the pressure is still on to create leaner, more responsive, streamlined, and value-centric organisations. This girds your business for today's battles, whilst setting the stage to capitalise on tomorrow's opportunities. You need the right infrastructure in place to identify areas for improved efficiency and cost savings. Oracle can help you make the most of your budgets with right-sized solutions that enable you to shine a light on the weak spots, and find the way to improvement.

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