

ONE

ORACLE NEWS FOR MIDSIZE ORGANISATIONS



INSIDE ONE

Win the race

Make sure your data doesn't fall into the wrong hands

Drive innovation

Find how you can return to growth through improved productivity

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WELCOME TO ORACLE ONE – NEWS FOR MIDSIZE ORGANISATIONS

We've taken a fresh look at what goes into this magazine and we've sharpened up the content to make it even more relevant for busy professionals who need answers and advice fast. Inside you'll find news of our latest events and products, as well as useful pointers to help your business thrive.

Midsized businesses have been through a harrowing 2009 and are rethinking their approaches to the use of technology. Now, a more forward-thinking attitude is clearly emerging – a real recognition that technology is a critical component of business strategy. Companies are now using technology to improve productivity and efficiency to maximise return on their investment and to drive innovation.

These twin imperatives are regarded as fundamental to improved business performance.

In this issue we look at ways to help you shift from survival to innovation and we examine tools that can improve growth through improved productivity and reduced costs – changes that can transform your business.

In addition, Security Management continues to be a fundamental IT priority for many of our customers. It seems that, whilst global connectivity improves access to information and collaboration, it also brings new IT security risks and exposure to loss and theft of data. And, of course, the regulatory and compliance landscape

gets even more complex and demanding each year. We look at the best options for securing your data, ensuring that it's in the right hands at all times and that your compliance processes stand up to scrutiny.

We hope you enjoy this new issue, which is packed with great ideas to transform your business, improve your efficiency and security, while reducing costs. And if you have any topics you'd like us to cover in future issues, we'd be delighted to hear from you.

Best Regards

Janusz Naklicki
Vice President Eastern Europe & CIS

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SECURITY IS A RACE – AND YOU CAN WIN IT!

What would you do if someone got hold of your confidential and sensitive data and it was passed into the wrong hands? How much damage would that cause to your business? And how long would it be before you realised?

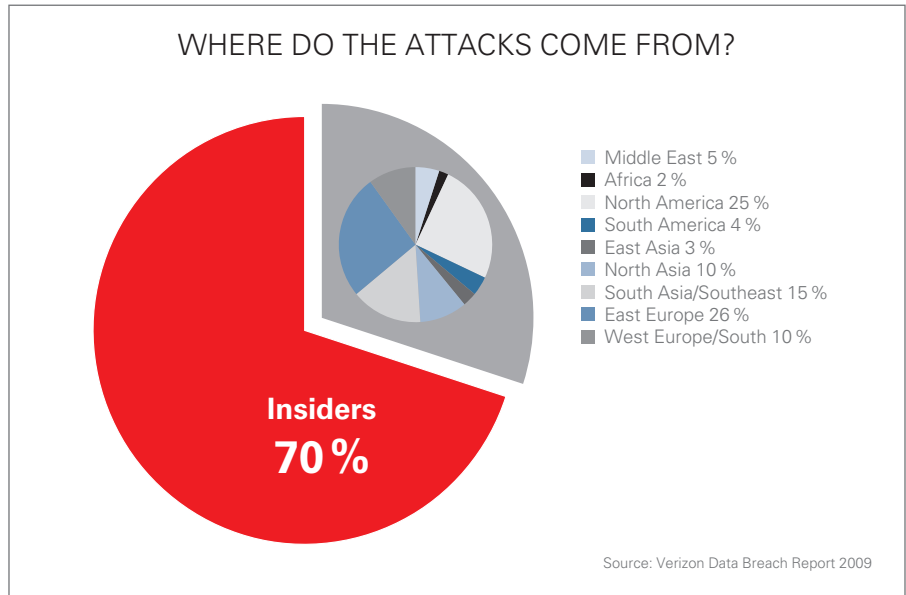
We live in a world swamped with data. We take for granted easy and instant access to the information we need. We expect to have it at the touch of a button. And with that come new and often hidden dangers because if you can get hold of data, so can others. And you might not even know that you've lost it.

In the three years from 2005 to 2008 there was a 630%* increase in data breaches – and that only represents those that were publicly reported. The IDC Worldwide SMB Market Top 10 Predictions 2010 (Jan 2010, IDC #221674) state that “data protection capabilities will be increasingly viewed as essential”. So, the race is on. How are you doing?

SO WHAT ARE THE RISKS?

Let's start by taking a look at the six most common security worries for organisations today: insider threats, external attacks (hackers), regulatory compliances, espionage, sabotage and identity misuse. The Verizon Data Breach Report 2009 shows that 70% of attacks come from inside your organisation, either from disengaged employees looking to cause disruption or enhance their income. A large percentage of insider attacks go undetected because insiders have powerful access to privileged information and they can cover their tracks. And the 30% that are external threats are now more sophisticated and difficult to track than ever before.

The risk associated with breaching a compliance requirement is also something that many companies are facing. Few would argue that there are



now more regulations than ever before and it's hard to keep up. That is borne out by the fact that 90%** of companies around the world are behind with their compliance.

SECURITY IS A STATE OF MIND

The good news is that over 90% of security problems could be solved quickly and easily. But dealing with your security issues is not about simply buying a product; it's an ongoing process, an attitude that you need to adopt to be more vigilant and train your staff so that breaches can be detected. Start with the basics and ensure that you are as protected as possible from external attacks and then look within your business to see who has access to sensitive data and start to build an infrastructure that allows only essential data to get into appropriate hands. And put some relevant auditing in place to track who has access to data and when.

As you might expect, Oracle has been developing effective security solutions for many years and now has a range of options specifically designed for

midsize businesses. Talk to Oracle now about how to stay in the race on security. **ONE**

MORE ONE

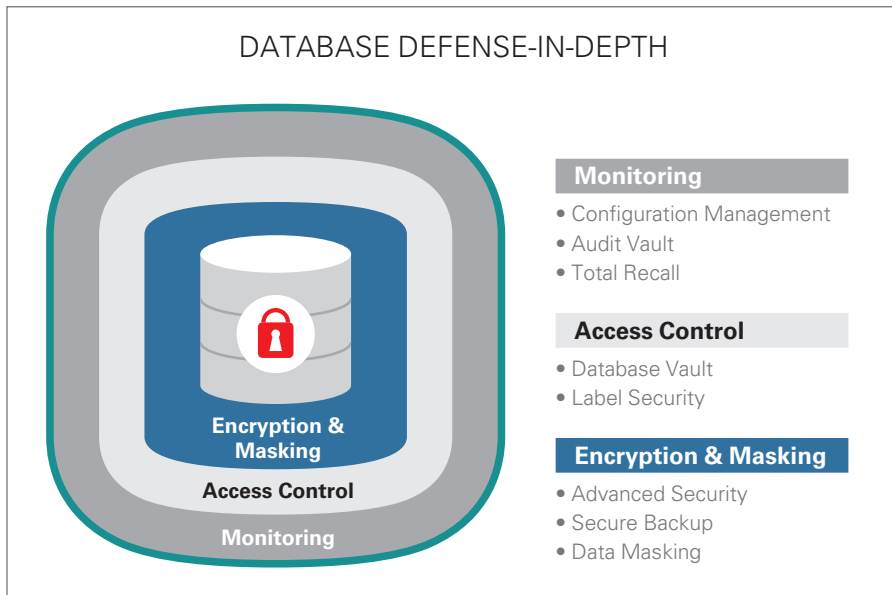
Oracle offers a range of services to help you acquire, implement and deploy your IT infrastructure. Find out more about My Oracle Support, Oracle On Demand, Oracle University and Oracle Consulting by visiting

> www.oracle.com/services

*Source: DataLossDB, 2009

**IT Policy Compliance Group, 2009

STEP UP TO A MORE SECURE FUTURE



We all know that strengthening security makes sense and losing critical business data can be disastrous. Yet, security can often be overlooked amongst the pressures of running a business.

With 70% of threats coming from within your business, it's imperative that you put in place some controls to secure your data from misuse and espionage. With regulatory control becoming ever stricter, you can use technology to help you with compliance and audit requirements.

ONE STEP AT A TIME

As a first step, the use of a fully featured database should be the core of your IT infrastructure, one that handles all data types and enables your business applications to take advantage of the security you build in. Oracle Database 11g is such a solution offering access and usage control, with features such as:

- **Proxy Authentication**, which detects and authenticates users connecting through a middle-tier application.
- **Secure Application Roles** to manage data access privileges and enable access only after a user passes any

number of security checks.

- **Virtual Private Database**, which enforces data security and privacy with customisable, policy-based access control down to the row level.

On top of this you should look to shield information assets from unauthorised access by encrypting the data travelling between systems on the network and beyond. The **Data Encryption Toolkit** is one feature that can help to protect vital data. Applications do not have to be modified and existing applications will continue to work seamlessly as before.

When considering your data protection also consider there are a range of risks from intentional threats and from unintentional incidents like system failures. Oracle Database 11g uses automated data mirroring and backup and recovery capabilities to help protect your business data from common causes of data loss without the need for expensive storage solutions. With powerful **Flashback Query** capabilities you can view and recover older versions of data without having to perform complex and time-consuming recovery operations.

TAKE A CLOSER LOOK

Other products to consider:

- **Oracle Enterprise Single Sign-On Suite Plus** – provides users with a single log-on eliminating multiple usernames and passwords and providing convenient access to all resources; desktops, client-server, and host-based mainframe applications.
- **Database Vault** – allows you to limit powers of privileged users.
- **Oracle Audit Vault** – consolidates audit data into a secure repository and can detect and alert you of suspicious activities.

Find out more today. Talk to your local Oracle consultant about the security solutions that will suit your business best. **ONE**

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DRIVE INNOVATION THROUGH IMPROVED PRODUCTIVITY

It's clear that forward-thinking organisations can do more than just survive in today's economic conditions; they can thrive. And it's midsize companies that stand the best chance of driving forward and breaking out of survival mode. Why is that? Smaller businesses are quick to respond to changes and make decisions in order to get ahead and stay ahead.

According to an independent research report by Forrester Research, Inc., "using information technologies to increase innovation (69%) is another important goal" (The State Of SMB Software: 2009, Forrester Research, Inc., June 2009). Midsize organisations now see better use of technology as their optimum path from survival

through the recession to innovation and growth.

MAKE THAT CHANGE

Making the change is closer than you think. You need to ensure that your systems enable your business to be more productive, more efficient and help you reduce unnecessary costs. Midsize organisations all over the world are now turning to ERP systems to rapidly improve business processes to support their growth.

FEAR OF THE UNKNOWN

Making a decision to invest in new technology requires courage. There are common concerns: Will costs get out of control? Will I have enough resources? Will I be able to

demonstrate ROI in the short term? Will it take too long? And what if I take on a commitment that in the end I don't need? We're used to dealing with these concerns. We're working with midsize companies every day, all over the world – over 200,000 in fact.

Oracle promises you ease of deployment and certain compatibility. Our solutions will grow as your business grows. The change will be transformational. **ONE**

IS YOUR BUSINESS AT A CROSSROADS?

When it comes to ERP systems, are you finding it hard to decide what direction to take? Does your existing IT system allow you to run your business as efficiently as possible? Will it support your growth? Are you free to innovate? Is it too costly to support or configure? If these questions are getting tougher, it's time to choose a new path with an IT solution provider that can offer you a flexible and really cost-effective solution.

Oracle Accelerate provides a modern approach to updating current IT systems with simple implementation and expert delivery. Oracle Business Accelerator tools will get you up and running within weeks, not months or years, with additional specialist support from a network of local partners.

We use a phased approach so you only get what you need and pay for what you need now.

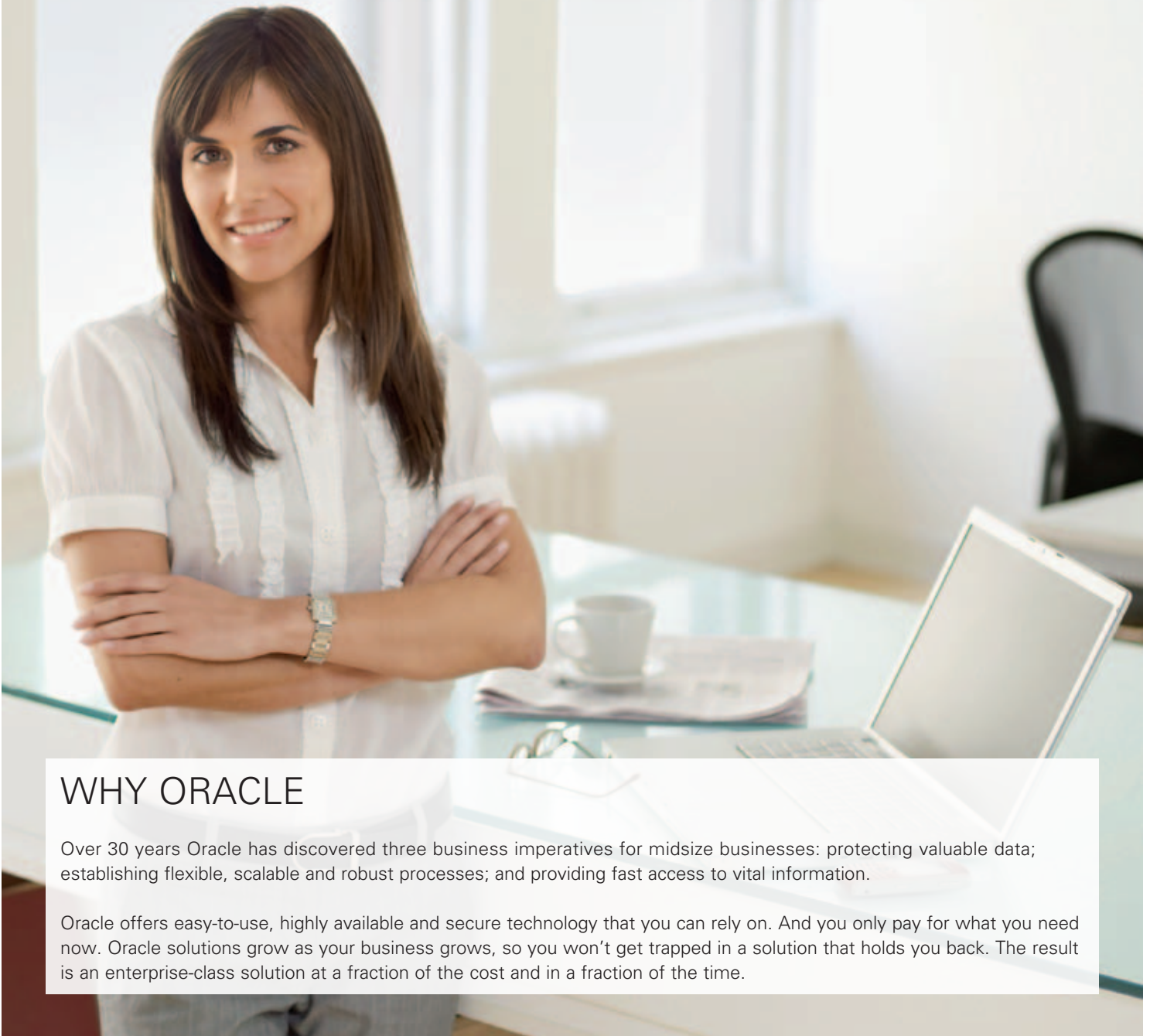
Take a closer look at **Oracle Financials** which helps you streamline your financial reporting with a host of analytical tools. You can respond more quickly to customer requirements, strengthen your collaborations with colleagues and partners and make informed decisions with accurate data at your fingertips to improve the efficiency of your business.

Oracle Supply Chain is at the core of demand-driven manufacturing and distribution. A well-managed supply chain will deliver cost efficiencies, faster routes to market and vastly improved

productivity. All these combine to make the difference between just surviving and thriving.

You can achieve all of this through Oracle's **JD Edwards EnterpriseOne**. These 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. **ONE**

FUTURE PERFECT



WHY ORACLE

Over 30 years Oracle has discovered three business imperatives for midsize businesses: protecting valuable data; establishing flexible, scalable and robust processes; and providing fast access to vital information.

Oracle offers easy-to-use, highly available and secure technology that you can rely on. And you only pay for what you need now. Oracle solutions grow as your business grows, so you won't get trapped in a solution that holds you back. The result is an enterprise-class solution at a fraction of the cost and in a fraction of the time.

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