

ONE

ORACLE NEWS FOR MIDSIZE ORGANIZATIONS



INSIDE ONE

Controlling Costs

Find out how flexible processes can help you cut costs without cutting corners.

Talking Point

An Oracle executive gives us some tips on streamlining processes for competitive advantage.

Product Spotlight

Your product overview and guide to keeping your costs down with Oracle.

WELCOME TO ORACLE ONE – NEWS FOR MIDSIZE ORGANIZATIONS

Keeping costs down – that’s a subject most companies are interested in! But cost control doesn’t have to be limited to producing a product or service more cheaply or postponing purchases of capital goods. Most companies can reduce the costs of their internal business processes too. The benefit of starting a cost control exercise in this way is that it advances your competitive edge at the same time. That’s why we call it "lower costs with higher impact".



Midsized companies have their size and agility on their side. To make the most of your agility advantage against larger competitors, streamlining your processes is one of the best steps you can take. Why? Because it will help you improve flexibility, accelerate responsiveness, boost efficiencies, lower costs and, ultimately, increase competitiveness.

In this issue of ONE, we’re taking a closer look at how cost control goes hand-in-hand with process flexibility. Your IT infrastructure can help, with integrated, automated processes that enable your staff to get things done faster.

Find out more about how Oracle can help you keep your costs under control. If there’s a subject you’d like to see covered in ONE or if you want to send us feedback or suggestions – just give us a call on **1.800.633.0715** or send us an email at **OneNewsUS_US@oracle.com**. **ONE**

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For free resources and to learn more about process flexibility with Oracle, visit www.oracle.com/goto/cost-control/na now and access the:

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- 5 min Audio Overview
- Self Assessment Test
- Trial Software and White Papers

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LOWER COSTS, HIGHER IMPACT

Cost control is one of the foundations of good management. As well as looking at expenditures, companies can save money by making their business processes more efficient.

With business conditions becoming harder to predict, many midsize companies are looking to lower costs by curtailing their spending. They might postpone a major purchase, for example, or reduce business travel. However, there's often plenty of potential to save money by making business processes more efficient. Human work-flows tend to evolve slowly, so it's easy to get used to doing things a certain way. Many companies' IT systems aren't much different – new applications are added as the need arises. Inefficiencies can creep in when the human and IT processes aren't synchronized – especially if the IT components aren't integrated with each other.

TIME IS MONEY – TODAY MORE THAN EVER

Let's take inventory processes as an example. It's still fairly common to find people manually entering the same data into procurement, purchasing, accounting, and warehouse systems. This clearly takes longer and increases the risk of error. It also generates unnecessary costs. Staff time is expensive – but so are the maintenance of several databases, and the storage of duplicated information. The issue is IT visibility. If a manager needs to know what inventory the company has, it may take hours to find out by querying different systems. The manager may order inventory even though the company has enough – another unnecessary cost. These human, financial, and IT resources could be put to better use. The old saying "time is money" is more relevant than ever today. Even small efficiency improvements can add to a company's competitiveness.

INTEGRATED PROCESSES ARE THE KEY

Lowering costs and maximizing impact is much easier if your IT systems are



"Budget-conscious companies benefit from pre-integrated systems because they save money and increase efficiency."

integrated with "human" business processes. This is especially true if the applications are designed to work with each other, as well as with people. Budget-conscious companies benefit from pre-integrated systems because they save money and increase efficiency. As the company grows, the underlying processes can be quickly expanded and adapted as needed. This brings big cost savings over the long term, especially when new IT systems are added. Why? Because there's minimal integration work to be done, little disruption to everyday operations and a big boost to productivity.

You'll also get time and cost savings with a single database for all your applications. Taking our inventory example, your order could run through the procurement, accounts payable and warehousing systems with little human intervention.

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>>>> You have a snapshot at any time of which goods you have in stock. The same applies to your front-office processes. A self-service Web portal, where customers can find answers to common questions, can help lower your operating costs while increasing efficiency. And at the same time, you are empowering your customers. They'll thank you for it!

existing systems. All the Oracle components work together, so there's minimal integration work. That way, you can be sure that your processes flow through all your systems, help you get things done faster and save you money. That's the point – lower costs, higher impact! **ONE**

HOW ORACLE CAN HELP

Let's start with the Oracle Database 11g. It's well-known for its reliability and can consolidate data from different systems – even if they're not all from Oracle. Then there's Oracle Accelerate, combining Oracle's Applications, Business Accelerator implementation solutions, and an extensive partner network to deliver complete, industry-focused solutions. Oracle Business Accelerators' biggest advantage is that they're available for over 60 industries, and bring proven, best-in-class business flows to reduce the time and costs of implementing company-wide solutions. Depending on your needs, you may prefer the Oracle Database 11g along with Oracle Fusion Middleware. This specialized software sits between the database and applications to enable you to develop process flexibility based around your

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Interested in finding out more? Take a Self Assessment Test: "Improving process flexibility" or just give us a call on **1.800.633.0715** or email us at **oraclesales_us@oracle.com**. Or check out our portal for midsize organizations at **www.oracle.com/solutions/mid**

ORACLE FINANCING: INVEST AND GROW YOUR BUSINESS

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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 email **oraclefinancing_ww@oracle.com**

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

The benefits of payment solutions from Oracle Financing:

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

TALKING POINT: CONTROLLING YOUR COSTS



Streamlining processes can cut costs and keep them low. **Ryan Feaver, Emerging Markets – Area Manager**, explains how.

Q: HOW DO MIDSIZE ORGANIZATIONS APPROACH COST CUTTING?

A: An American Express study in March 2007 showed that they reduce expenditures first. They postpone purchases and leverage discounts from preferred suppliers. This clearly makes sense. But there are other ways they can save money – by making business processes more efficient, especially those with several steps, like sales or customer service. The same goes for IT processes, like maintenance, backups, and security. The more steps there are, the more a process costs.

Q: WHAT'S THE BEST WAY TO STREAMLINE BUSINESS AND IT PROCESSES?

A: Automate them as far as possible – automation will reduce costs. Also, try to align human workflows with systems processes. This is easier if you're running integrated applications that share a common database. If everything works together, multi-step processes will be easier to rationalize and adapt. Integrated application suites can spare you the costs of integration work, as well as being cheaper to maintain. So they offer cost savings as well as process flexibility.

Q: ARE THERE OTHER BENEFITS FROM BUSINESS PROCESS FLEXIBILITY?

A: Definitely. Other than reduced costs, you get increased efficiency. You're more productive and more agile with the same resources. That boosts competitive advantage because you can react faster to opportunities. Applications like customer portals will automate some of your customer service processes and save money. You'll also enhance customer relationships because your customers will appreciate being able to check answers to questions whenever they want.

Q: DON'T ALL THESE ADVANTAGES COME AT A PRICE?

A: Not necessarily. It's wiser to get more out of your existing infrastructure than to change everything. A good basis is a common data repository, middleware, and the right set of integrated applications. Two versions of Oracle Database 11g are priced and packaged for midsize companies yet offer broad functionality and scalability. Then there's Oracle Accelerate: a complete package of industry-focused applications delivered with Oracle's Business Accelerator implementation solutions and partner services. Processes are pre-configured yet flexible, and available for over 60 industry sectors. This configuration will support increased efficiency and cost savings today, and business growth tomorrow. With Oracle Database 11g, middleware, and Oracle Accelerate, you're getting all the functionality you need at a really affordable price. **ONE**

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Interested in finding out more? Here's who to contact: **Ryan Feaver, Emerging Markets – Area Manager**, ryan.feaver@oracle.com

PRODUCT SPOTLIGHT: SOLUTIONS FOR IMPROVED PROCESS FLEXIBILITY

These Oracle products will help you streamline your processes and cut costs.

Oracle WebLogic Server Standard Edition is a reliable and proven application server for building and running applications and services. It fully implements the latest Java EE standards and offers choice in development frameworks and integral tooling. Management capabilities include a well-designed graphical console and/or automation for easy administration of sophisticated systems.

Oracle Accelerate combines Oracle Applications, Business Accelerator implementation solutions, and an extensive partner network to deliver complete, industry-focused solutions – packaged and priced to be easy to own. Each Accelerate solution is tailored to specific industry segments with proven, best-in-class business process flows to reduce the time and costs of company-wide implementation. Oracle Accelerate solutions are implemented by Certified Oracle partners or Oracle Consulting to get you up and running quickly. The results are faster time to value, low and predictable costs, and a better fit for your business. Midsize Application Bundle pricing is available.

Oracle Database 11g Standard Edition One is packaged and priced for midsize organizations. Based on open technology, it consolidates data across all your applications – even a mix of systems from different vendors. That makes it easier for you to model and adapt processes to your needs. A single repository for all your data also cuts operating costs and makes maintenance simpler.

Oracle Business Process Management Suite drives more efficiency, visibility, and agility from a broader range of processes than any other suite. It's a flexible platform that allows you to improve productivity and react quickly to new requirements. It supports a wide variety of human- and

system-centric processes to help you eliminate the boundaries between people, processes, and applications.

Oracle Business Intelligence Standard Edition One is a complete, integrated and attractively priced BI solution for midsize organizations. Easy to install and manage, it lets you consolidate all your information for a fast, complete view of your business. It includes advanced BI features like interactive dashboards, data analysis and multiple reporting formats. The result? Optimized information insight that delivers real competitive advantage.

Oracle Business Accelerators for Oracle E-Business Suite and JD Edwards EnterpriseOne are easy-to-use rapid implementation solutions for Oracle E-Business Suite and JD Edwards EnterpriseOne customers, delivered by Oracle's approved partners or Oracle Consulting to get you up and running quickly. Oracle Business Accelerators bring best-in-class business flows to reduce implementation time and costs. Using intellectual property from both Oracle and our partners, Business Accelerators reduce implementation discovery, setup, and testing project phases. The result? Easier access to proven solutions that minimize the risk of new technology adoption. **ONE**

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For the latest pricing go to <http://oraclestore.oracle.com>. Or give us a call on **1.800.633.0715** and email us at oraclesales_us@oracle.com.

Terms, conditions and restrictions apply.

ORACLE ON DEMAND, TECHNOLOGY THAT TRANSFORMS

Oracle offers a range of services to help you acquire and implement your IT infrastructure and help manage, share, use, and protect your information assets.

As you strive to outsmart your competition, the drive to cut costs and boost efficiency becomes imperative. By letting Oracle manage your infrastructure and critical business applications, you get powerful, intelligent IT capabilities and superior service at lower cost. That means you can focus on what matters: growing your business.

ACHIEVE INCREASED RETURN ON INVESTMENT (ROI)

Take advantage of Oracle's infrastructure to support your business. Reduce operating expenses, speed the return on your technology outlays, and free up scarce capital resources with Oracle's highly standardized IT environment – whatever your size, location, or industry.

INCREASE ORGANIZATIONAL AGILITY

Oracle provides a clear path to a service-oriented architecture (SOA) to reduce customization, complexity, and cost from your IT operations. By translating your business rules into software configurations, Oracle helps you define, monitor, and manage critical business processes. And Oracle's prebuilt integrations leverage existing investments while introducing new technological capabilities as your business evolves.

For more information on Oracle On Demand for Midsize Companies visit our website www.oracle.com/solutions/mid/oracle-ondemand.html and view customer success stories at www.oracle.com/customers/services/outsourcing.html

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YES, YOU CAN

LOWER COSTS FOR HIGHER IMPACT

Trying to keep a lid on costs? Or increase your competitive edge? Oracle helps you do both. With Oracle, streamlining and automating your processes is fast and easy. You get end-to-end transparency, higher productivity, and more flexibility. And the best bit? You'll be reducing your operating expenses at the same time. Who said you can't cut costs while boosting your business? With Oracle, you can. Find out more now by downloading your free Oracle Business Brief on process flexibility at www.oracle.com/goto/cost-control/na.

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