More expertise.
More innovation.
More insight.
Optimized Business Processes in the Age of Cloud Computing

Stelios Daskalakis, Senior Technology Sales Consultant
stelios.daskalakis@oracle.com
The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle’s products remains at the sole discretion of Oracle.
Program Agenda

• Process Management and the Cloud
• Managing Processes, Anywhere, Anytime
• Process Optimization
• Process Integration and Security
• Final Thoughts
Process Management and Technology

Manual tasks transition to automated processes

- 1914 – Henry Ford, Model T
  - Process: auto assembly
  - Efficiency increase from 4.3 to 20 cars per worker for the year
  - Inspirational Technology: meat processing conveyor
Real-world business processes span organizations, systems and applications.
Real-world business processes span organizations, systems and applications.
Demonstrated Value

“Oracle Business Process Management Suite has helped us establish an efficient communication platform and tightly integrate business processes, from procurement to human resources and manufacturing. We have cut costs, eased workloads, and improved efficiency.”

- Zhao Siyu, Business Analyst
- United Automotive Electronic Systems Co., Ltd

“I would estimate that we have saved at least $5 million dollars in development costs over the last two years

- Norm Fjeldheim, Senior VP, CIO
- Qualcomm
Process Management and the Cloud

Organizational Units

Customer Relationship Management
Sales and Marketing
Production Planning
Manufacturing
Inventory & Logistics
HR

Enterprise Infrastructure Services
(Portal, SOA, IDRS, LDAP, EAI, E-mail, IT Operations)

Processes

• Greater deployment flexibility, faster time to value
• Enables earlier adoption of process management
• New private, public, and hybrid cloud models provide flexibility to better suit specific process requirements

Fair Labor Standards Act Compliance
Cloud Challenges to BPM

• **Management of processes** in the cloud needs to be available anytime and from anywhere

• **Process optimization** choices need to be as rich in the cloud as they are in the enterprise

• **Integration and security** require greater attention with distributed systems that cross the public domain
Program Agenda

• Process Management and the Cloud
• Managing Processes, Anytime, Anywhere
• Process Optimization
• Process Integration and Security
• Final Thoughts
Location Independent Management

• Highly distributed system requires the ability to manage at anytime, from anywhere
• Management flexibility enables greater resourcing options including outsourcing
• Process management still needs to accommodate the needs of both IT and the business
Process Composer
Process Design through the Cloud

- Web-based design expands use to all participants
- Collaborate with all stakeholders leveraging role based access
- Customization within specified constraints
Process Composer
Managing and configuring processes in the cloud

• Involve business users in process and rules modeling
• Deployment ready changes leveraging business catalog
• Approval workflows
Program Agenda

• Process Management and the Cloud
• Managing Processes, Anytime, Anywhere
• Process Optimization
• Process Integration and Security
• Final Thoughts
Process Optimization with the Cloud in Mind

- Process management should **leverage infrastructure** optimized for public and private clouds.
- Distributed nature of cloud reinforces the need for process **visibility**
- **Collaboration** increases in importance as systems and people are distributed
Leveraging Elastic Cloud Infrastructure
Analytics Provide Insight and Business Visibility
Greater business visibility of business in any cloud configuration

- Business visibility enables change with minimum risk
- Oracle BPM Suite includes standard and process specific indicators, including cloud provider SLAs
- Leverages BAM and BI
Unified Collaboration Becomes Increasingly Important in the Cloud

Warranty & Returns Management

- Production Planning
- Sales & Marketing
- CRM
- IT
- Inventory & Logistics
- Manufacturing
- Finance & HR

©2011 Oracle Corporation
Social BPM
Unified global collaboration across the cloud with E2.0 richness

Enterprise Architects
Define business architecture

Business Analysts
Model processes

Developers
Populate business catalog and implement details

LOB Owners
Collaborate with business analysts and tailor-to-fit processes

Business Users
Collaborate and innovate

IT Operations
Manage and monitor

Team measure, analyze, improve, govern

Enterprise 2.0
User Experience
Collaboration
Content Management

©2011 Oracle Corporation
Social and Collaborative

All Processes

- Out-of-box process spaces
- Easily extended and customized by business users
- Embedded Analytics
- Modeling Space – collaboration within modeling team
- Work Space – all information at place of action
- Instance Space – avoid shadow processes
Program Agenda

• Process Management and the Cloud
• Managing Processes, Anytime, Anywhere
• Process Optimization
• Process Integration and Security
• Final Thoughts
Integrating and Securing with a Cloud View

- The *separation of systems across cloud* and the intranet *complicates system connectivity*
- *Greater vulnerability* to external intruders
- Firewalls are required but must be planned for to provide expected service levels
- Web services are a better choice to connect cloud systems and the enterprise
- *Service Level Agreements are needed* to ensure dependable performance
SOA Designed for Services Anywhere

- Oracle SOA Suite is the foundation of Oracle BPM Suite
- For internal, external, and hybrid cloud topologies
- Robust and reliable service based integration between cloud and back office
- Comprehensive security across cloud and hybrid infrastructures

©2011 Oracle Corporation
BPM Extends SOA Flexibility and Efficiency

**BPM**
- Model & execute Enterprise Business Flows
- Complex Human Workflows

**Revenue**
\[ \uparrow (\$\$\$) \]
- Automating and optimizing processes drive innovation
- Business agility

**Ops Cost**
\[ \downarrow (\$) \]
- Automate manual flows
- Improve process quality
- Exception handling
- Shortened project timelines

**SOA**
- Model & implement Services Foundation
- Layered integration architecture

**IT Cost**
\[ \downarrow ($) \]
- Time & cost to integrate
- Avoid complex, brittle integrations
- Leverage IT assets

**Business Agility**

**IT Asset Reuse**

©2011 Oracle Corporation
Program Agenda

• Process Management and the Cloud
• Managing Processes, Anytime, Anywhere
• Process Optimization
• Process Integration and Security
• Final Thoughts
Summary

• As technology evolves, the inherent flexibility of BPM adapts to new requirements
• Processes can be managed at anytime from anywhere
• Optimization adapts processes to cloud requirements
• Oracle BPM Suite, the most unified and complete BPM solution, reduces complexity and provides the flexibility required for any cloud deployment
Join the Community

Oracle.com/bpm

Twitter

Facebook

Oracle BPM Suite blog
http://blogs.oracle.com/bpm
Q&A
Hardware and Software

Engineered to Work Together