

# Oracle Fusion Middleware 11g

The recently released Oracle Fusion Middleware 11g is a modern application infrastructure that enables agile and intelligent business applications and new hardware and software architectures for efficient IT execution and cost savings. In the following pages, Oracle partners explore how companies can make the most of this middleware suite.

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## Fujitsu and Oracle: A Joint Focus on Middleware

Today, middleware plays a growing role across IT initiatives, from consolidation to the development of Web services. And to help in those efforts, Fujitsu has been collaborating closely with Oracle in a strategic partnership that focuses on middleware.

This partnership has borne fruit on several fronts. For example, Fujitsu has integrated Oracle Fusion Middleware into openSEAS, its middleware suite for infrastructure solutions. This suite also includes a range of other software and tools, such as BeanConnect, openUTM, WebTransactions, openFT, and Oracle

Database—and together, it offers complete functionality for application innovation and modern application development. “Because Oracle software is seamlessly integrated in this middleware suite, the Fujitsu openSEAS solutions are very well suited for Oracle users,” says Dr. Rolf Strotmann, VP Enterprise Server, Software and Solutions, at Fujitsu Technology Solutions.

On another front, Oracle and Fujitsu recently worked together to conduct performance measurement and scalability validations on a business intelligence system based on Oracle Business Intelligence Suite, Enterprise

Edition Plus; Oracle Real Application Clusters; and the PRIMERGY BX620 X4, Fujitsu’s newest blade server. The tests confirmed that Oracle Business Intelligence Suite, Enterprise Edition Plus is capable of providing consistently superb performance in a changing business environment, and that the Fujitsu PRIMERGY Blade Server is an effective platform that provides flexible scalability for such solutions.

### FLEXFRAME FOR ORACLE

One tangible result of the Fujitsu and Oracle focus on middleware is the jointly developed FlexFrame for Oracle—a preconfigured, integrated, and pretested IT infrastructure solution that dynamically assigns servers to Oracle application servers and database services. The solution shares an operating system, storage devices, and server capacity, which are managed through an intelligent control center and runs on industry-standard technology—the Fujitsu Group’s high-performance, highly reliable, Intel-based PRIMERGY servers.

With FlexFrame for Oracle, the Oracle software and the operating system reside on a central storage system, and they can be started on each server in the FlexFrame pool in just a few minutes, greatly reducing installation and maintenance expenditures. If a failure occurs, the Oracle service is automatically restarted on another system. The solution is designed to offer cost-effective high availability for both physical and virtualized servers via Oracle VM. “In all, FlexFrame for Oracle gives companies increased flexibility and availability, and simple, quick, and virtually unlimited scalability,” says Strotmann. “And its intelligent virtualization and automation enable the optimal use of server resources and significantly lower administrative expenses.”

FlexFrame for Oracle is the first policy-based, automated management solution for Oracle Grid Computing, and it helps companies dramatically improve the quality and efficiency of their applications and databases. At the same time, it provides an ideal platform for data center automation efforts and the consolidation of Oracle Databases on industry-standard platforms, which can grow in small stages, reducing the need for

large up-front investments. With these consolidated pools of industry-standard servers, companies can reduce costs significantly. Indeed, experience indicates that FlexFrame can reduce data center operating costs by up to 60 percent.

### STRATEGIC ALIGNMENT

For Fujitsu, the FlexFrame solution and other middleware initiatives are part of an overarching dynamic infrastructures strategy. This comprehensive strategy is designed to provide companies with a wide range of choice in cost-effective, tailored, flexible infrastructures that enable greater business efficiency and agility.

Under this strategy, Fujitsu provides hardware platforms that are integrated with software to create complete infrastructure solutions, complemented with service offerings for maintenance and operations, including managed services. The objective is to enable companies to spend less energy on building and managing the IT infrastructure, and more on critical application development and implementation. For example, Fujitsu provides support for companies running Oracle Enterprise Linux and Oracle VM on Fujitsu PRIMERGY x86 servers. It also offers innovative solution contracts for the entire solution stack that deliver end-to-end service with a single point of contact and accountability. And it provides an optimization service that helps companies find the right balance between technical requirements and licensing strategies.

Here again, the Fujitsu strategy is a good fit with Oracle’s approach. “Our strategies are very much aligned with one another,” says Joerg Tettenborn, Director Strategic Alliance Oracle at Fujitsu Technology Solutions. “We are focused on providing cost-effective, simplified, adaptable infrastructures that deliver efficient, agile support for business.” And with that foundation, the two companies expect to keep collaborating in middleware, as well as a variety of other areas. Says Tettenborn: “We will continue to help companies make better use their current IT resources, bring new levels of efficiency and effectiveness to their infrastructure, and enable new ways of approaching both IT and the business.”



THE POSSIBILITIES ARE INFINITE

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## Capgemini: Understanding — and Achieving — the Benefits of Middleware

Capgemini has worked with Oracle technologies for nearly two decades, and over the years, the two companies have executed thousands of joint implementations worldwide and developed a strong relationship. Capgemini is a Global Oracle Certified Advantage Partner, and industry analysts have noted that Capgemini is a leader in implementing Oracle and investing in research and development that promotes service-oriented architectures (SOA) using Oracle technologies. “Capgemini is a leader in innovative approaches to solutions,” says Connie Cservenyak, Capgemini’s Global Oracle Partner Executive. “We have long seen Oracle Fusion Middleware as an integral technology which can enable our clients to leverage their current investments while evolving to an improved future-state business environment.”

Today, Oracle Fusion Middleware is a focal point for advancing Capgemini’s work with Oracle and Oracle technologies. For its part, Capgemini has extensive expertise with Oracle’s middleware and supports the recent Oracle Fusion Middleware 11g release. The centerpiece of the two companies’ middleware-related work is the Capgemini Oracle Fusion Experience (COFE) lab, which helps organizations understand how to optimize their investments in Oracle. The COFE lab combines the industry experience and SOA delivery capabilities of Capgemini, Oracle, and hardware provider HP in one place. It brings together Capgemini solution architects from both the business and technology fields to collaborate on the development of road maps for business processes, SOA structures, and architectures, all based on Oracle Fusion Middleware. Operating globally, the lab is supported by Capgemini’s Rightshore Fusion Center Of Excellence Group in Mumbai, India, which is a dedicated team of skilled individuals specializing in Oracle Fusion Middleware projects across industry verticals and technology horizontals. In addition, Capgemini offers Run for Oracle Fusion Middleware, which provides an outsourced approach to the support, maintenance, and ongoing development of Oracle Fusion Middleware solutions.

“Capgemini strongly believes that technology can and must support business. Our TechnoVision approach maps emerging technology solutions and determines how these solutions relate to the business needs of a particular organization or industry. This provides much-needed clarity to business and technology executives to help them understand each other, focus efforts and work together effectively. Oracle Fusion Middleware perfectly meets with this vision and you can really do some wonderful things with it,” says Pascal Plantey, Director of the Managing Oracle Technology Alliance. “But companies sometimes find it hard to visualize

how to take advantage of that power, and how it can help them create value. The COFE lab can put together various scenarios specific to the client, demonstrate implementations and help them understand what is possible and how to move forward.”

Through the lab, companies can find answers to key questions such as

- How can we benefit from using Oracle Fusion Middleware?
- How can we leverage our existing IT infrastructure with Oracle Fusion Middleware?
- What would be the total cost of ownership of such a solution?
- How can we achieve flexibility, scalability, reliability, and security?
- How can we retrieve data from disparate sources and use it to gain better business insight?
- How can we shorten time-to-market?
- How can we mitigate risk and maximize ROI with our systems?

The work in the COFE lab reflects the overall approach that Capgemini takes with Oracle projects. The company applies a balance of technology expertise, business knowledge, and global and local resources—all of which helps keep the focus on the cost-effective delivery of solutions and the achievement of business results.

Capgemini brings a similar broad perspective to Oracle Fusion Middleware specifically, approaching it not as a separate set of technologies, but as an integral part of the overall infrastructure. With more than 9,000 Oracle specialists, the company draws on deep skills not only in middleware, but also in the Oracle Database and Oracle E-Business Suite, as well as Oracle applications such as PeopleSoft Enterprise, Siebel CRM, Demantra, and JD Edwards EnterpriseOne, to mention just a few. This breadth means that Capgemini is able to help companies leverage the Oracle Fusion Middleware to drive improvements and innovation across a broad range of processes and applications.

Overall, Capgemini helps companies use Oracle to contend with a dynamic, competitive world. “With this comprehensive approach, Capgemini helps clients use the technology to do things more efficiently and effectively—leveraging existing application investments, improving business process efficiency, working smarter with everyday business transactions, adapting more quickly to competitive changes, and planning effectively,” says Jonathan Ebsworth, head of Package Solutions at Capgemini. “And we help them to do things they couldn’t do before—to find innovative ways to create new markets, new profits, new products, and new business, using Oracle to enable greater competitiveness.”

