

Oracle Fusion Middleware: Value to Your Business Today

By Margaret M. Lee, Senior Group Product Manager,
Oracle Fusion Middleware, Oracle Corporation

Enterprise resource planning (ERP) and customer relationship management (CRM) customers want to get the most out of their major investments, but struggle with integrating disparate systems, deriving insight across multiple transactional systems and controlling cost of ownership.

Oracle Fusion Middleware addresses these typical challenges with a strong value proposition:

- To CFOs, Oracle Fusion Middleware is a safe choice with average projects that address key business problems and result in return on investment within 12 months.
- To functional users, it provides the tool set to create strategic business processes in order to stay ahead of competitors.
- To IT users, it takes the pain out of application upgrades and implements a modern enterprise architecture. Most importantly, Oracle Fusion Middleware is fully certified with Oracle E-Business Suite, Oracle's PeopleSoft, Oracle's Siebel, and Oracle's JD Edwards EnterpriseOne.

As an Oracle Applications Unlimited customer, you don't have to wait for Oracle Fusion Applications to leverage the power of Oracle Fusion Middleware. Market success speaks for itself: More than 35,000 customers have chosen one of Oracle Fusion Middleware's suites, including Oracle SOA (Service-Oriented Architecture) Suite, Oracle

Business Intelligence Suite, Oracle Identity Management Suite and Oracle Enterprise Content Management Suite, all of which rank as leaders in Gartner's Magic Quadrant and the Forrester Wave.

Why Does Oracle Fusion Middleware Matter to ERP and CRM Users?

Having made a significant investment in ERP and CRM capabilities, you want to get the most out of this investment within the context of your entire enterprise IT architecture, which often includes multiple, potentially non-Oracle, applications. Integration and visibility across applications as well as controlling cost of ownership related to maintaining customizations and administering security are key challenges.

Oracle Fusion Middleware delivers solutions to these typical challenges faced by applications users.

- The Oracle SOA Suite fuses together multiple applications into integrated process capabilities.
- Oracle Business Intelligence Suite makes transparent enterprise-wide performance across applications in the form of executive dashboards.
- Oracle Application Development Framework (ADF), Oracle WebCenter, Oracle BI Publisher and Oracle's Enterprise Content Management (ECM) Suite work together to allow customers to build specialized functionality around the core applications including self-service portals and application extension.
- Oracle Identity Management Suite helps to make manageable typical security and compliance requirements related to applications.

“ Some customers we meet believe that Oracle Fusion Middleware only matters to the future release of Oracle Fusion Applications. The opposite is true. ”

It's a Myth That Oracle Fusion Middleware is Just for Oracle Fusion Applications

Some customers we meet believe that Oracle Fusion Middleware only matters to the future release of Oracle Fusion Applications. The opposite is true. Oracle Fusion Middleware is fully certified with the entire Applications Unlimited product line today including Oracle E-Business Suite, Siebel, PeopleSoft and JD Edwards EnterpriseOne.

As an Applications Unlimited customer, you don't have to wait for Oracle Fusion Applications to leverage the power of Oracle Fusion Middleware. On the other hand, if you plan to upgrade to Oracle Fusion Applications, you have already taken an important step towards your goal.

What's in it for the CFO, Functional Users and the IT Department?

Oracle Fusion Middleware's value proposition is strong. It is a safe choice for CFOs, as it lends itself to short, three- to six-month projects that target specific business problems and achieve return on investment within, on average, 12 months. Hundreds of such incremental projects have been successfully implemented by Applications Unlimited customers spanning a broad spectrum of business processes, performance dashboards, applications extensions and security solutions.

Functional users consider Oracle Fusion Middleware the secret weapon to stay ahead of competitors by modeling and implementing enterprise business processes and then improving them through business insight. Oracle Fusion Middleware allows them to break out of the mold of everyone who implemented ERP and CRM by optimizing the business processes that span multiple IT systems.

For IT users, Oracle Fusion Middleware helps take the complexity out of application maintenance. With its modern SOA, Oracle Fusion Middleware helps reduce tightly coupled integrations and application customizations, which simplifies application upgrades. One of the key strengths of Oracle Fusion Middleware is also that it interoperates with non-Oracle technologies because of its strict adherence to standards. This makes it easy for IT departments to pick individual Oracle Fusion Middleware components and run them together with different technologies they have already invested in – a reality in today's complex IT environments.

Why Oracle Fusion Middleware?

Oracle Fusion Middleware provides a comprehensive set of cross-application infrastructure services for integrations, application extensions, visibility, security and content management. You do not have to compromise for the convenience of such a complete and integrated toolbox.

Every single offering of the Oracle Fusion Middleware family of products, including Oracle SOA Suite, Oracle Business Intelligence Suite, Oracle Identity Management Suite and Oracle Enterprise Content Management Suite, is truly best of breed, rated a leader in Gartner's Magic Quadrant and the Forrester Wave. More importantly, more than 35,000 customers have already chosen Oracle Fusion Middleware as their modern, fully standards-based middleware suite.

To learn more about how Oracle Fusion Middleware enhances your ERP and CRM investments, visit oracle.com/products/middleware/fusion-middleware-for-applications.html. 