

Oracle Accelerate for Professional Services: Business Services

An Oracle White Paper
November 2007

NOTE:

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.

Oracle Accelerate for Professional Services: Business Services

ORACLE ACCELERATE FOR MIDSIZE ORGANIZATIONS

"We needed a system to track our sales pipeline and customer interactions. Oracle's Siebel CRM system provides a core strategic solution that helps us increase revenue and overall customer satisfaction."

-- Jim Boschee, Executive Vice President of Sales, Chuck Latham Associates, Inc.

EXECUTIVE OVERVIEW

Acquiring and retaining customers, establishing consistent delivery processes, adhering to contractual terms, and developing and retaining qualified personnel are huge challenges in the business services industry.

As enterprise software vendors have strengthened industry-specific capabilities, these companies have increasingly embraced commercially available enterprise solutions—often replacing patchworks of home-grown and point solutions systems—to gain a competitive edge within their industry.

Growing business services companies face the same issues as their larger counterparts, but also have special concerns about affordability and speed of deployment. These concerns have slowed the adoption of enterprise solutions by smaller manufacturers, despite the demonstrated benefits.

Oracle Accelerate for business services represents a new class of solutions that puts enterprise software, with industry-specific capabilities, within reach of fast-growing companies. This paper first discusses the benefits of Oracle's solution in meeting the key challenges that business services companies face. It then explains how these enterprise-strength capabilities have been designed and packaged into an affordable, flexible and scaleable Oracle Accelerate solution for midsize organizations.

AN INDUSTRY OVERVIEW

Customer Acquisition and Retention. Profitable Service Delivery. Contract control. Retaining the Right Personnel. These leading business issues have made the management of business services companies more strenuous than ever.

To take timely and well informed decisions executives need to get answers to questions like:

- "How can I drive effective leads, sales, and contract renewals?"
- "How can I standardize service processes to drive a superior customer experience and streamline service delivery?"
- "How can I control contract margins, entitlements, performance and escalations?"
- "How can I efficiently hire and train personnel and develop my best service employees?"

Fast-growing companies or midsize organizations face issues similar to their larger counterparts. In addition they need to continue to be nimble and find new ways to differentiate themselves through their services and delivery capabilities. Midsize business services companies also face challenges of having silos of information systems which limits their overall ability to address their daily business battles around outperforming and differentiating against the competition and managing cost, time and risk.

To successfully compete companies need to implement business applications that enhance the ability to:

- *Increase New Business and Contract Renewals* – Business services firms have two top priorities: Acquiring new business and maintaining existing contracts. This leads to the requirement for fact-based customer management; enhanced ability to target, acquire and retain new customers; supporting timely contract renewals; and growing the business from existing customers with new and differentiated offerings. Only Oracle offers a standardized and unified sales process that's tightly linked to service contract management. Oracle delivers the only fully integrated business solution that enables you to differentiate your services from the flood of other offerings on the market. With the complete integration of sales, marketing, and service initiatives, Oracle helps you identify your best opportunities and most-valuable customers, collaborate across customer-facing departments, personalize the customer experience, and manage the entire contracting process.
- *Consistent Service Delivery* – The services business depends on the ability to understand contract entitlements and deliver services based on SLAs. Oracle's contract management solution tightly couples the handling of service calls with the service delivery process to ensure that all contract entitlements are met. With the result, contract leakage is minimized; recurring revenues are increased, and targeted services are seamlessly provided—all while operational costs are maintained at the lowest possible level. Oracle's Work Scheduling and Spares Management solutions enable you to ensure that your customers always have access to the right people, parts and services matching their needs. Oracle integrates preventive maintenance with scheduled service, so you can optimize maintenance activities and more effectively control costs.

“Oracle has been quietly expanding its Enterprise Resource Planning (ERP) products for Small and Midsize Businesses (SMBs). It has added vertical industry tools to E-Business Suite, but it has also welcomed the old J.D. Edwards reseller channel and expanded the available market in which it is allowed to sell the World and EnterpriseOne product lines.”

—AMR Research,
May 2005

- *Improve Cost Controls and Proactively Manage Contract Profitability* – Success and growth of a business depends on its ability to control the service delivery process. Tracking all aspects of a work order—time, expense, parts usage, and any associated service equipment or fleet costs—is key to meeting margin goals. Only Oracle offers a unified service delivery solution that lets you capture all service delivery costs from multiple sources. This solution helps you optimize service processes while providing greater visibility into operational metrics. Oracle’s solution empowers managers with better visibility and control over total costs; efficient way of tracking and submitting billable time and expenses; reducing spend and efficiently managing the cash flow; and proactively analyzing contract profitability. With Oracle, you can project future sales and evaluate a wide range of “what-if” scenarios so you can better support your customers.
- *Retain and Grow Your Best Personnel* – To keep your service business thriving, you want to hire, retain and motivate the right people. You need workers with skills that match the service requirements of contracts. And, once you have those people, you want to retain. Oracle supports the entire employee lifecycle on a single platform. When people are the most important assets to your business; the ability to recruit, retain and deploy these highly leveraged resources is critical. An inclusive skills and certification repository will help in gaining visibility into the workforce and help managers align resource availability with contracted services. With Oracle’s market-leading applications, you are empowered to manage the entire employee lifecycle; create and administer an effective training and skills development environment to support the business; deploy the right people for the right assignment; and recruit and hire employees with the right skills.

There is a critical need for business services companies to implement complete, easy to own, and industry focused packaged applications, to support their business.

THE ORACLE ACCELERATE DIFFERENCE

Oracle has created Oracle Accelerate especially for midsize businesses and government entities.

- Oracle Accelerate delivers simply priced bundles of applications relevant to your industry segment from across the Oracle Applications product family (e.g. Oracle E-Business Suite, Oracle JD Edwards EnterpriseOne, Oracle PeopleSoft Enterprise and Oracle Siebel);
- Oracle Accelerate delivers rapid implementation tools called Oracle Business Accelerators to help implement solutions faster;
- Oracle Accelerate provides implementation services delivered through Oracle Consulting Services or partners who specialize in your industry segment, to minimize startup time and risk.

Using a fixed-scope approach, Oracle Accelerate substantially reduces the complexity of more traditional, large-scale implementations.

Now you can have the right applications to manage your operations and data, at the right cost—so you can achieve real business value quickly while avoiding the expensive rip-and-replace costs of other inflexible, non-scalable solutions.

WHY ORACLE ACCELERATE FOR BUSINESS SERVICES?

For growing business services organizations, Oracle Accelerate offers a comprehensive software solution that drives increase in new business and contract renewals; consistent service delivery; cost control and proactive management of contract profitability; retention and growth of the best personnel. Oracle Accelerate for business services companies incorporates best practices while maintaining the flexibility to support your evolving needs.

Oracle Accelerate provides a comprehensive and flexible solution – giving you the capabilities that meet your needs today and tomorrow.

- **Complete** – The simplest to the most complex business processes can be managed with one business applications footprint.
- **Integrated** – Take advantage of the leading industry capabilities without having to increase IT resources.
- **Scalable** – Start small, add and change as you need, without fear or uncertainty that you will outgrow your business applications.

Oracle Accelerate is **designed** and **built** for midsize business services companies.

- **Rapid Deployment** – Applications, Business Accelerators, documentation, test scripts – all pre- bundled to meet your needs today and tomorrow
- **Best Practices** – Leverage best in class industry best practices developed by Oracle and our partners having worked with thousands of customers
- **Custom Fit – Bundle solutions**—you decide what you need and when you need it and incorporate your business practices during the implementation process.

Oracle Accelerate provides an affordable solution that is **easy to own** with predictable value.

- **Easy to Buy** – Simple and affordable packaged pricing
- **Easy to Use** – Applications and business flows easily configured to do business the way you do business.
- **Easy to Maintain** – Minimal IT overhead required for support. Stay on the upgrade path.

Easy to Own Solutions

with Predictable Value

Industry Focused Solutions

to Meet Your Unique Requirements.

Complete solutions

to Meet Your Needs Today and Tomorrow

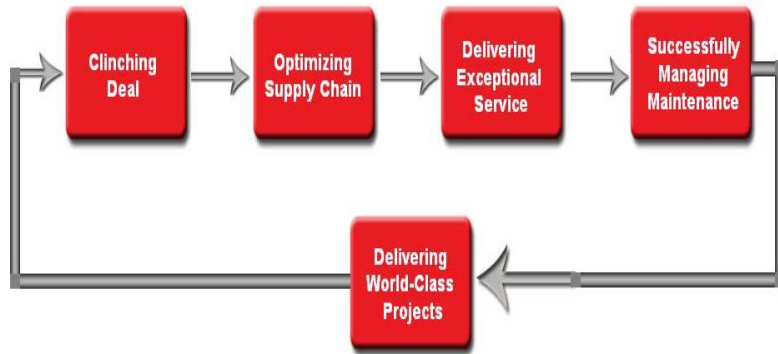
- **Easy to Adapt** – Solutions that allow you decide what you need and when you need it

“With enterprise small and medium-size business (SMB) spending leading enterprise expenditure, winning the midmarket is a key component to Oracle’s future growth. Since its acquisition of PeopleSoft, Oracle has been quietly making investments in new partnership programs, product development, and branding initiatives around the JD Edwards assets. These initiatives and investments show Oracle’s intent to compete in the midmarket. With key partner successes in the past two quarters, Oracle is demonstrating that JD Edwards is still a viable contender. Existing users should upgrade to EnterpriseOne 8.11 (the latest version) and the upcoming 2006 enhancements for JD Edwards World to take advantage of applications to be built on Project Fusion.”

—IDC,
April 2005

BENEFITING FROM INDUSTRY-LEADING BEST PRACTICE BUSINESS PROCESSES AND DATA

Oracle Accelerate for business services solution provides a baseline of standard processes, user-friendly setup utilities, master file records, end-user task views, roles, and security profiles. This baseline allows you to save time and money by providing a foundation upon which you can build your solution. The Oracle Accelerate for business services solution includes the following business processes:



UNLIMITED POSSIBILITIES FOR LIMITED BUDGETS**WHY DO GROWING ORGANIZATIONS CHOOSE ORACLE?**

- **Easy to Own** - A low-cost computing platform and rapid implementation reduce cost from day one.
- **Easy to Implement** - Tens of thousands of midsize customers make Oracle a market leader.
- **Easy to Use** - A single integrated software suite unifies systems, streamlines processes, and drives better business performance.
- **Easy to Manage** - A uniform business platform gives customers the freedom to grow, as needed, without expensive reimplementation.

JUST WHAT YOU NEED – NOTHING YOU DON'T**RELATED PRODUCT AND SERVICES**

The following product and services are available from Oracle:

- Oracle E-Business Suite
- JD Edwards EnterpriseOne
- PeopleSoft Enterprise
- Siebel
- Oracle On Demand
- Oracle Consulting
- Oracle Support

INFORMATION ACCELERATES

Oracle is the leading vendor of e-business transformation services, providing technology and professional services to the world's leading e-businesses. Oracle Accelerate utilizes a fixed-scope approach, substantially reducing the complexity of more traditional, large-scale implementations. For customers interested in a rapid, low risk approach, Oracle Accelerate provides the opportunity to leverage world-class functionality at unprecedented entry-level value.

Oracle Accelerate delivers a complete set of applications, rapid implementation tools, and an extensive partner system, so that midsize organizations maximize their budgets and achieve real business value quickly. Utilizing a fixed-scope approach, Oracle Accelerate substantially reduces the complexity of more traditional, large-scale implementations.

For fast-growing business services companies, Oracle Accelerate offers a comprehensive software solution that customer acquisition and retention, profitable service delivery, contract control and visibility, and retention of the right personnel. Oracle Accelerate for business services helps drive increase in new business and contract renewals; consistent service delivery; cost control and proactive management of contract profitability; retention and growth of the best personnel through automated operations and informed decision making. Oracle Accelerate incorporates best practices while maintaining the flexibility to support your evolving needs.

For customers interested in a rapid, low risk approach, Oracle Accelerate provides the opportunity to leverage world-class functionality at unprecedented entry-level value. Learn more at:

- For information about Oracle Accelerate for Professional Services industry, please visit: www.oracle.com/accelerate



Oracle Accelerate for Business Services
November 2007
Author: Oracle Accelerate Applications and Industry Marketing

Oracle Corporation
World Headquarters
500 Oracle Parkway
Redwood Shores, CA 94065
U.S.A.

Worldwide Inquiries:
Phone: +1.650.506.7000
Fax: +1.650.506.7200
oracle.com

Copyright © 2007, Oracle. All rights reserved.

This document is provided for information purposes only and the contents hereof are subject to change without notice.

This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission. Oracle, JD Edwards, PeopleSoft, and Siebel are registered trademarks of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.