

ONE

ORACLE NEWS FOR MIDSIZE ORGANISATIONS

INSIDE ONE

High availability

Protection from data loss and downtime is crucial to avoid disruption – and it can boost your efficiency too!

Talking point

Oracle's David Tweddle tells us more about business continuity and what you should look out for.

Product spotlight

Your product overview and guide to keeping your business up and running with Oracle.

WELCOME TO ORACLE ONE – NEWS FOR MIDSIZE ORGANISATIONS



In this issue, we'll be looking at business continuity – how to ensure that your information systems are secure and stable enough to protect all your information assets. Have you tried living through a system crash when you're rushing to complete a customer project? The consequences for any company can be – and often are – really disruptive. It's good to know that business continuity isn't just about protecting you against downtime and data losses – it will benefit your productivity and operational efficiency too.

Find out more about how Oracle can help you ensure business continuity in this issue. 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 **0870 876 8725** or send us an e-mail at **uksales_ie@oracle.com** **ONE**

CONTENTS AND QUICK ACCESS TO RELEVANT INFORMATION SOURCES

MORE ACCESS

For free resources and to learn more about business continuity with Oracle, visit **www.oracle.com/goto/available/uk** now and access the:

- Oracle Business Brief
- Five-minute audio overview: "Keep your costs under control"

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HIGH-AVAILABILITY BUSINESS

Good data management, with protection from data loss and downtime, is key to keeping your business running in the event of an outage. But it can improve your productivity too – and increase your competitive advantage.

Recent headlines about lost data and careless information management in government departments and businesses only tell part of the story. As consumers, these incidents worry us all – but the companies concerned can face hefty costs too. A recent retail study by research company Gartner found that 21 of the 50 companies surveyed had suffered a data breach. Examples included phishing attacks, lost or stolen laptops, and attacks by hackers and insiders. Most of these companies, however, hadn't told their customers for fear of losing business. And most were either fined or threatened with fines by credit-card companies for non-compliance with industry regulations.

DOWNTIME – A MAJOR BUSINESS RISK

The costs of data loss and downtime are a burden for any organisation. Companies are all competing for market share, mindshare and customers. Because of their heightened agility, midsize firms can often react faster to customer demands than their large competitors. However, a period of unavailability may result in customers going elsewhere. But losing a customer is just one part of the cost. A quick search on the Web reveals dozens of ways of calculating the cost of downtime. Depending on the business, losses can range from \$1,000 per hour to \$100,000 or more. Added to that are the hidden elements like lost productivity and customer confidence, penalty payments, and hiring equipment and staff to deal with the crisis. From these facts, it's clear that preventing an incident like this is vital to midsize organisations.

PREVENTION IS BETTER THAN CURE

You might have disaster-recovery plans in place – and they're clearly essential. So why should you think about a business continuity strategy as well? Because where recovery is focused on one event, business-continuity looks at preventing it and limiting the damage if it does happen. Continuity is also more involved with the life of your business and its efficiency on a day-to-day level. It certainly helps avoid losses if, for example, a server goes down. But business continuity also contributes directly to efficiency and productivity by providing secure, accessible information for everyone. Helping your staff to work efficiently and enabling your processes to keep running smoothly during an outage does more than just reduce business risk: it gives you a huge competitive advantage too. >>>>



“Helping your staff to work efficiently and enabling your processes to keep running smoothly gives you a huge competitive advantage.”

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Interested in finding out more?
Then just give us a call on
0870 876 8725, or e-mail us at
uksales_ie@oracle.com
or check out our portal for
midsize organisations at
www.oracle.com/uk/one

>>>> INVESTING IN YOUR FUTURE

The cost of protecting your business doesn't have to be exorbitant – it's a question of setting priorities. It's also a lot easier to justify an investment that brings tangible value to your organisation's day-to-day activities. Let's assume you have processes in place that ensure real-time backup and encryption of all the various types of information flowing around your company. You'll have the peace of mind of knowing that you're protected against downtime and data loss from outages, theft and accidental deletion. But you'll also have the assurance that your staff can work more efficiently and react faster to opportunities. And your IT staff will be more productive because they can spend more time on productive work rather than repetitive administration tasks.

>>>> HOW ORACLE CAN HELP

The Oracle Database 11g Standard Edition is not only well known for its stability and reliability. It's attractively priced as well – and specially packaged for midsize organisations. It comes with multiple data protection and encryption features that can be automated to help you minimise the risk of data loss and maximise your efficiency. And there are options available to ensure your business keeps running, even if a server goes down. It offers you a highly sophisticated level of protection as well as great performance and scalability – so the solution will grow with you over the years. And one of the best bits is that you'll be able to reduce hardware, administration and maintenance costs while keeping your systems and applications up and running and your staff working productively. It's this unique combination of benefits that gives you a huge advantage over your competitors. **ONE**

ORACLE BUSINESS BRIEF: HELPING MIDSIZE ORGANISATIONS ENSURE BUSINESS CONTINUITY

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To read the complete Oracle
Business Brief on business
continuity, visit
**www.oracle.com/goto/
available/uk**

The end of downtime

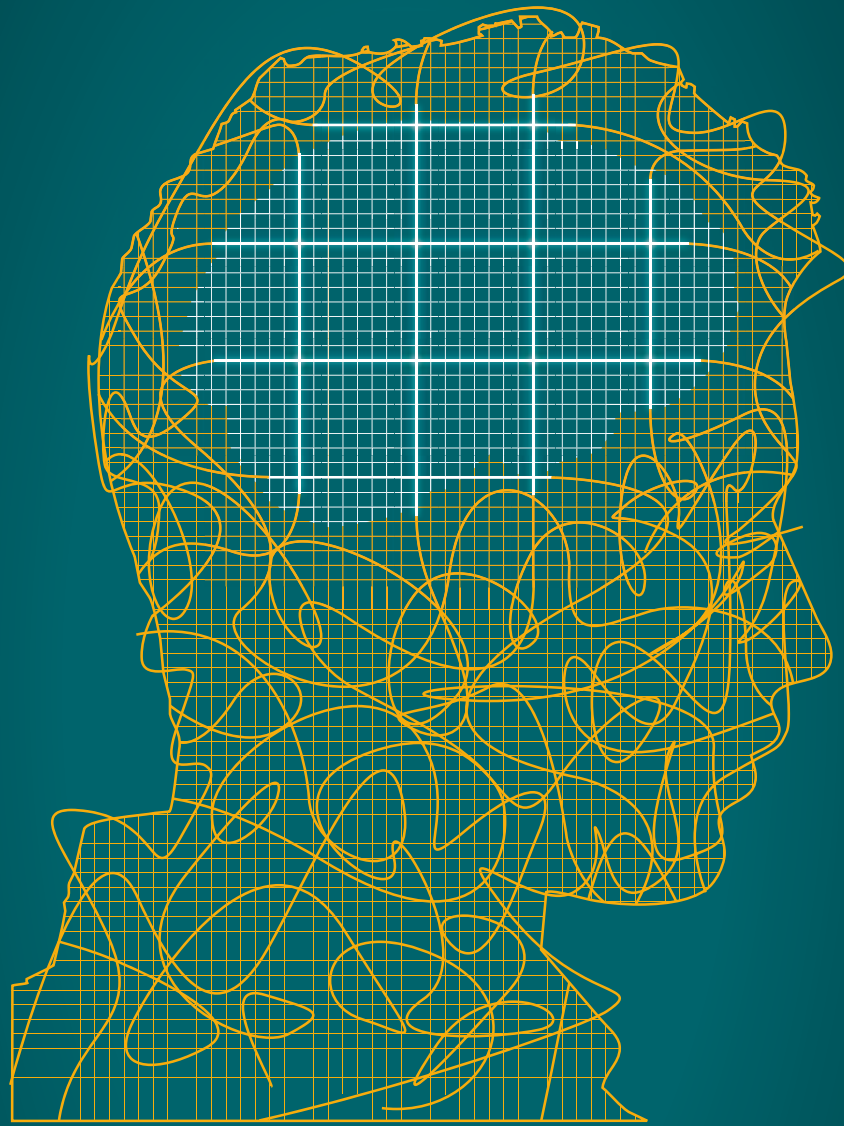
The emergence of the IT-centric organisation has transformed the speed of modern business. Everyone expects a product, service or piece of information to be available whenever they need it, wherever they are. This makes business continuity more of a critical success factor than ever before. Customers won't tolerate a lack of service availability – they will simply go elsewhere. Employees and decision-makers need an IT infrastructure that makes working faster, easier and more effective. Data and operational processes within organisations must be robust and secure, whilst availability and integrity are protected against a wide variety of external and internal threats.

Always be open for business no matter what –
with Oracle solutions for midsize organisations.

ONE



Let Griffiths Waite make sense of SOA



Whether you're exploring the potential of SOA, starting a project or transitioning from an SOA pilot to a larger initiative, you can get the essential information you need about how to take the best steps forward.

Want to talk to the experts?

Visit www.soa247.co.uk

or call 0844 800 2782



Thought-leaders in Service-Oriented Architecture

PRODUCT SPOTLIGHT: ALWAYS BE OPEN FOR BUSINESS

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For the latest pricing go to
<http://oraclestore.oracle.com>
or give us a call on
0870 876 8725
or e-mail us at
uksales_ie@oracle.com
Terms, conditions and restrictions apply.

Oracle Database 11g Standard Edition One offers midsize organisations unprecedented ease of use, power and value for money. This is the cornerstone of great data management that adapts to your existing environment (including Windows®, Linux® and UNIX®) so you'll be up and running quickly. It's surprisingly affordable too! It also features multi-level protection from accidental data loss, theft, unauthorised access and other threats – out of the box. As your company grows, you can simply scale up to the next database edition and protect your initial investment.

Oracle Application Server 11g Standard Edition One is a key component of Oracle Fusion Middleware. It's a proven, secure and affordable solution that enables you to share information quickly and securely with customers, staff and partners. No upfront development is needed to create simple portals, so you can improve process flexibility with automated, flexible processes. For example, you could streamline customer-facing processes by creating your own customer self-service portal or accelerate staff data access with an employee portal.

Oracle Business Intelligence Standard Edition One is a complete, integrated and attractively priced BI solution for midsize organisations. Quick to install and easy to manage, it enables you to consolidate all your information assets for a fast, complete view of your business. Oracle Business Intelligence Standard Edition One offers you a range of advanced BI features including interactive dashboards, data analysis and multiple reporting formats. The result? Optimised information insight that delivers real competitive advantage by helping you react faster to emerging opportunities.

Solutions from Oracle for added business continuity
Here's a selection of additional Oracle products to help your organisation ensure non-stop availability and business continuity – whatever happens.

Oracle Real Application Clusters is included at no extra cost with Oracle Database 11g Standard Edition and is an option with Enterprise Edition. It provides reliable downtime protection and scalability. This distributes your database and applications across a cluster of servers, rather than just one. If one fails, its operations and transactions are immediately switched over to a different server. The result? Almost no downtime – plus fast recovery of the failed server. It supports the business continuity of all your mission-critical processes and applications.

Oracle Active Data Guard acts as a standby database that's constantly replicated with your main production database. It gives you enhanced database performance, disaster protection and high availability – all in one cost-effective package.

Oracle Data Integrator integrates large volumes of data across applications. It improves performance and reduces data integration costs, even if you have a mix of different systems. It's an efficient way to consolidate your information assets for better performance and higher user productivity. **ONE**

TALKING POINT: KEEPING YOUR BUSINESS RUNNING



Taking precautions against data loss and downtime make great business sense for midsize organisation's. **David Tweddle** tells us what they should look out for.

Q: HOW WIDESPREAD IS DATA LOSS AND DOWNTIME AMONGST MIDSIZE ORGANISATIONS?

A: It often goes unreported, so it's hard to quantify. But a 2007 study by the research group IDC showed that 92 per cent of European midsize companies had experienced laptop theft in 2007 and 54 per cent in the previous six months. They also said 58 per cent of the cost of data loss isn't hardware-related. The consequence is that the users concerned are less productive – it can take days to replace a laptop. And the loss of sensitive information, resulting in decreased customer confidence, can be devastating. These figures are bad, even without losses from other causes, such as a system crash.

Q: DOES THAT MEAN COMPANIES SHOULD BE SPENDING MORE ON SECURITY?

A: That should certainly be a priority. But it's not just about security. Why? Because companies with limited IT budgets will get a better return on investment with better data management and business-continuity strategies. That way, they can address these security issues while minimising downtime and ensuring quick recovery if systems do crash. They can adopt a data-management approach that incorporates both security and business continuity. This helps them benefit from an increase in internal efficiency and a decrease in IT costs. It makes good business sense.

Q: ISN'T IT COMPLEX TO IMPLEMENT BUSINESS CONTINUITY?

A: It doesn't have to be! Oracle Database 11g forms the basis of efficient data management and comes with multiple security features as standard. Then we offer other options for business continuity. The first of these is Oracle Real Application Clusters (RAC). This spreads your database and applications across a cluster of servers rather than just one. If one server goes down, its operations are immediately switched to one of the others, keeping your business running as normal. Then there's Oracle Active Data Guard. This creates a standby database that constantly synchronises with the production one. Along with up-to-the-minute backup, resource-intensive operations can be diverted to the standby. And that ensures better performance from the main database.

Q: WHAT INVESTMENTS ARE WE TALKING ABOUT HERE?

A: Oracle has revised its pricing to be more accessible to midsize companies. But business continuity isn't just a cost item. It brings tangible benefits to your business and can save you money. For example, Oracle RAC lets you buy low-cost servers – you don't need special hardware because all the power is in the software. Then you get a significant increase in efficiency and productivity as well as reduced maintenance costs.

Q: WHAT IF MY COMPANY RUNS WINDOWS?

A: No problem. Oracle solutions adapt to Windows, Linux, UNIX or a combination of environments. Along with the pricing, we've also adapted the products so that midsize organisations will find them easier to run. Oracle protects the integrity of all your data, whichever application it resides in, and your business processes. A consolidated, protected information base saves you money, enhances productivity and boosts customer confidence. And that's what business continuity is all about, right? **ONE**



David Tweddle

Senior Sales Director,
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Interested in finding out more?

Here's who to contact:

0870 876 8725

uksales_ie@oracle.com

www.oracle.com/uk/one

RELIABLE SOLUTIONS WITH IMMEDIATE BENEFITS

Oracle offers a range of services to help fast-growing companies acquire and implement their IT infrastructure and also help manage, share, use and protect the information that is critical to business success.

ORACLE UNIVERSITY

Oracle University is the premier provider of training for Oracle, PeopleSoft, JD Edwards, Siebel, Hyperion, Portal and other Oracle Solutions. We offer in-class, on site, Web-based, and CD-ROM courses.

WHY ORACLE UNIVERSITY?

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Oracle University delivers comprehensive training courses for Oracle Database 10g, Database 11g, Developer 10g, Application Server 10g, Hyperion solutions and Oracle Applications. In addition, we can deliver training on request for any of our 1400+ globally available courses.

We also offer Celebrity Seminars, delivered by Oracle gurus from all over the world. These unique and informative seminars are designed to provide students with expert insight into their area of interest – Database, Developer and Applications. Check out our Web site www.oracle.com/uk/education/seminars for more details.

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ORACLE EXPERT SERVICES

Managing information-technology systems can be challenging and sometimes an extra pair of hands would be useful. Oracle Expert Services offer high-impact technical and advisory services to help you get real value from your Oracle investment.

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We help you to:

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- Control software-management costs
- Increase performance and availability
- Lower integration costs
- Protect your Oracle investment
- Minimise risk by using Oracle experts

For information about Oracle Expert Services for midsize organisations, call **0870 876 8725** or visit www.oracle.com/goto/emeaexperts **ONE**

CUT YOUR IT RISK WITH ORACLE ON DEMAND

It's easy to be seduced by sales targets and marketing slogans, but the primary goal of any business is to still be in business tomorrow. This survival instinct is what inspires good managers to identify and lower their operational risk. Without the right applications, it can prove impossible to sell anything, to bill anything or to pay for anything. If customer data is irretrievably lost, it could be catastrophic. Without customers, there is no business. That's why IT is at the heart of every good business-continuity plan.

SO HOW CAN MIDSIZE BUSINESSES PROTECT THEIR CUSTOMER DATA FROM LOSS AND DAMAGE?

How can they ensure near-perfect availability for the applications that drive the business? And, most importantly, how can they unlock the full potential of their applications and data without incurring heavy IT costs?

ORACLE ON DEMAND IS THE ANSWER

It transforms the way your organisation uses technology – to collaborate, lead, innovate and get results. Oracle experts manage your applications, whether they are onsite, at Oracle's data centre or at a partner's site.

As a result, you can be sure that your applications are optimised and are being managed in line with best practice for data security, using Oracle's proven governance processes. Oracle On Demand managed services allow you to easily take advantage of Information Technology Infrastructure Library (ITIL)-based processes that increase security, availability, and performance.

THE RISK OF DOWNTIME IS DRAMATICALLY CUT

Because Oracle assumes accountability for systems performance, you can extract better business results from your applications and data. Oracle On Demand reduces the risk and cost of upgrading by providing incremental upgrades to applications. This breaks the cycle of being locked into large upgrade roll-out programmes and eliminates the risk associated with them. Oracle also performs preventative maintenance and monitors the Oracle On Demand infrastructure and customer systems around the clock. 80% of the issues that Oracle's dedicated monitoring team discovers are resolved before the customer's business has been affected.

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For more information on Oracle On Demand, visit our Web site, www.oracle.com/ondemand and view customer success stories at www.oracle.com/customers/services/outsourcing.html. Alternatively, contact malcolm.thompson@oracle.com, VP Oracle On Demand

Oracle self-assessment tests for midsize organisations

- Is your company data properly protected and managed?
- Is your company information delivering real insight?
- How flexible are your business processes?

It's important to have a clear picture of your current capabilities. Oracle's self-assessment tests for midsize organisations will help clarify the performance of your existing infrastructure and identify focus areas for the future.

Use our short questionnaires to evaluate your IT infrastructure capabilities and find out how to make the most of your business data and processes.



Invest a few minutes of your time NOW to transform your business forever:

www.oracle.com/global/uk/smb/assessment

TECHNOLOGY THAT TRANSFORMS

Oracle understands that although technology is critical to achieve your goals, you are not in the technology business. You are interested in achieving business results, not in implementing software for its own sake.

ENLIST ORACLE AS YOUR STRATEGIC TECHNOLOGY ADVISOR

With the partnership enabled by Oracle On Demand, you gain insight into Oracle's future application and technology direction.

ACHIEVE INCREASED RETURN ON INVESTMENT (ROI)

Take advantage of Oracle's world-class infrastructure to support your business no matter how fast it grows.

LEVERAGE ORACLE'S INNOVATION AND MARKET LEADERSHIP

Oracle has a full arsenal of unparalleled products and services that you can use to transform your IT environment at your own pace.

INCREASE ORGANISATIONAL AGILITY

Oracle provides a clear path to a service-oriented architecture (SOA) to reduce customisation, complexity and cost of your IT operations.



>>>> THE MODEL IS FINANCIALLY ATTRACTIVE, TOO

It enables organisations of all sizes to take immediate advantage of Oracle's offering without making any upfront investments in infrastructure. The total cost of ownership (TCO) is slashed by as much as 80 per cent, with operating expenses being predictable and easier to manage as a result.

Using Oracle On Demand managed services, you get seamless access to Oracle support, and product and software management capabilities that improve your ability to drive innovation throughout your business. That means you can concentrate on what matters: transforming your business to gain true market advantage. With the IT secure and well managed, organisations can focus on their business agility and their future strategy for unlocking more value from their IT systems.

IN AN ECONOMY WHERE SPEED IS A PRIME DIFFERENTIATOR, MANY BUSINESSES FIND THAT THE SPEED OF ORACLE ON DEMAND ENABLES THEM TO COMPETE MORE AGGRESSIVELY

Oracle can help, whether you need to get all your employees up and running on all your front- and back-office applications immediately, or your business has expanded overseas much faster than you've been able to grow your global technology infrastructure. The combination of rapid globalisation, more demanding customers and shrinking product lifecycles means that businesses risk falling into an ever-widening gap between the business imperatives and IT capabilities. When Oracle experts manage your operational IT, you can tap into the experience of countless previous successful Oracle installations.

That enables you to accelerate your own deployment programme, so you can unlock the value of your applications sooner. Oracle will also ensure that the solution is scalable and upgradable in future by providing you with affordable access to certified Oracle configurations. Oracle On Demand customers can be up and running with a proven configuration in as few as 10 days. Oracle's commitment to "serviceability upfront" reduces the time required to deploy your applications across the enterprise. By consolidating and standardising your IT environment, you can accelerate upgrades and cut operational costs too.

ORACLE ON DEMAND SUPPORTS THE ENTIRE ORACLE STACK, COVERING OVER 360 SOLUTIONS ACROSS APPLICATIONS, MIDDLEWARE AND DATABASE

IT excellence increasingly defines the successful organisation. The standard of customer service, responsiveness of marketing communications, quality of financial control and ability to communicate are all dictated by how well managed the applications and data are. Where IT is poorly managed, the business's future could be at stake. If you don't excel at IT management, your competitors will. Oracle On Demand ensures that your data, applications, best practice IT processes and technical support are all there whenever you need them: literally, on demand. **ONE**

For more information on Oracle On Demand, visit our Web site, www.oracle.com/ondemand and view customer success stories at www.oracle.com/customers/services/outsourcing.html Alternatively, contact malcolm.thompson@oracle.com, VP Oracle On Demand

ORACLE FINANCING

Buy, invest and grow your business

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

Payment solutions from Oracle Financing can make it easy and affordable for you to get the solution you need, when you need it.

The benefits of payment solutions from Oracle Financing:

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- Increase your purchasing power by accessing future budgets
- Adapt to business change with a flexible and predictable payment structure that has no surprises
- Enhance your investment returns by mapping payments to benefits
- Preserve your existing credit lines **ONE**

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YES, YOU CAN

ALWAYS BE OPEN FOR BUSINESS

Downtime and data loss can be disruptive for any company. But for midsize organisations, business continuity is quite simply crucial. And this is where Oracle comes in. You can count on Oracle for an affordable, high-availability data-management solution that keeps your operations up and running no matter what – and boosts your operational efficiency and productivity too. Find out more now by downloading your free Oracle Business Brief on business continuity at www.oracle.com/goto/available/uk

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