Oracle Sensor-Based Services

Oracle Sensor-Based Services provide retailers looking to adopt RFID technology with a comprehensive set of capabilities to capture, manage, analyze, access, and respond to data from sensors such as RFID, location, and temperature. Based on Oracle’s mature, proven technology—including Oracle Database 10g, Oracle Application Server 10g, Oracle Enterprise Manager 10g, and Oracle E-Business Suite 11i—Oracle Sensor-Based Services enable retailers to quickly and easily integrate sensor-based information into their enterprise systems to gain near-perfect supply chain visibility and leverage this insight to optimize business processes.

Efficient Data and Event Management

Turning the massive potential promised by sensor-based solutions like RFID into a sustainable competitive advantage depends on how effectively RFID data can be turned into valuable operational intelligence. Oracle Sensor-Based Services build on more than 25 years of development in data management, event processing, and enterprise resource planning to support all the critical processes involved with RFID transactions:

- **Capture Information**: Oracle Application Server 10g enables out-of-the-box integration and device management for all RFID readers. Data from the “edge” captured and filtered appropriately before being passed to a common data store where it is analyzed and made available to all business applications.

- **Manage Information**: Oracle Database 10g ensures that the vast amounts of new RFID-related data are effectively stored and managed. Its advanced event management capabilities allow users to transform, distribute, query, and audit specific events occurring in the system.

- **Analyze Information**: Oracle Business Intelligence delivers real-time operations and management reports. Oracle’s embedded location (Spatial), network and trend modeling, and analysis tools provide organizations with powerful route optimization and predictive capabilities.

- **Access Information**: Oracle Application Server Portal and Wireless provide decision makers with comprehensive, up-to-the-minute business intelligence from online and from mobile devices. Employees and partners can collaborate in real time in a unified workplace.

- **Respond to Information**: Manage by exception, respond to events and collaborate in real time to reduce risk and maximize opportunities. Oracle Application Server 10g integrates systems together to streamline and automate business processes and provides model-based, event tools for business process management and activity monitoring.

Oracle Services

Oracle Services help you get the most from your technology investment. Working with you every step of the way, Oracle provides a variety of services that span the complete solution life cycle. Whether you need consulting, financing, outsourcing, support, or education, you can get it from the experts who know Oracle best.

Oracle Consulting is the premier business solution provider for the Oracle technology platform. Oracle Consulting delivers technical leadership and expertise along with the only truly integrated software infrastructure engineered for global business.

**Partners**

Oracle’s extensive partner network across the RFID value chain ensures that we provide customers with the most comprehensive and cost-effective solution offering. Oracle’s RFID partners include BearingPoint, Capgemini, Cisco, Environmax, Intermec, Locationware, Pragmatyxs, Savi, Tata Consulting Services, Verisign, and many others.

“RFID and data management are two topics that cannot be separated, as anyone with experience of RFID implementations will be quick to point out—the collective experience and thought leadership of Capgemini, Oracle and Intel in this arena creates a powerful means to deliver transformational RFID and sensor-based business solutions that will impact almost every industry.”

— Gregory C. Cudahy, Global VP, Supply Chain Management, Capgemini
Flexible RFID Implementation Options
Oracle offers retailers looking to adopt RFID and other sensor-based technologies flexible options depending on where they are in the adoption cycle. Implementation options include:

Compliance Package
To comply with recent mandates from Wal-Mart, Metro, Target, and others, Oracle offers a packaged RFID compliance solution, which includes a pre-built compliance application coupled with the necessary services to ensure rapid deployment.

RFID Pilot Kit
For retailers exploring RFID and sensors, Oracle offers an RFID pilot kit – ideal for prototype testing and pilots. The Oracle RFID pilot kit includes drivers for leading RFID readers, reporting capabilities and advanced business intelligence tools - providing companies immediate visibility into business processes.

RFID Infrastructure
Oracle’s proven technology provides companies with the tools to integrate sensor data into existing applications for RFID-enabled business processes. With Oracle’s comprehensive enterprise infrastructure, retailers can start small and cost effectively scale their RFID pilots to global deployments using Oracle’s scalable, reliable, and secure Grid computing infrastructure.

Sensor-Centric Applications
Oracle E-Business Suite will enable retailers to transform and automate their business processes by taking advantage of sensor-based information. The next version of Oracle Warehouse Management includes RFID capabilities to improve inventory control and extend supply chain visibility. Additional Oracle E-Business Suite modules will support RFID and sensor-based services in the near future.

Maximize Your Return on RFID Investment with Oracle
RFID and sensor-based technologies offer great potential for the retail industry. Oracle offers a solution that allows you to take advantage of the opportunity while reducing inventory tracking costs and maximizing your return on investment.

Architect to Reduce Risk
The key ingredient to greater returns on RFID expenditures is building upon the right information architecture. Oracle delivers RFID-enabled applications, software infrastructure, and tools that can get you up and running more quickly and cost-effectively – today. Oracle Sensor-Based Services exploit the powerful data and application integration capabilities of Oracle’s Information Architecture.

Leverage Your Existing Investments
Oracle Sensor-Based Services allows customers to adopt RFID at their own pace and grow their solution as needed. Leveraging Oracle’s grid computing platform, Oracle Sensor-Based Services enables RFID solutions at a low integration, implementation and maintenance cost.

Automate and Optimize Business Processes
Oracle Sensor-Based Services ensure that operational intelligence gained through analysis is applied to continuously refine business processes to secure optimum and sustained competitive advantage. Real-time intelligence features include embedded analytics – allowing retailers to identify, model, and apply statistical inference to trends within their operational environment, enabling them to anticipate and plan for environmental or business practice changes. Time stamping and version control capabilities allow managers to analyze operational history for more informed decision-making. Oracle Application Server 10g’s extensive integration, process modeling and monitoring capabilities, and event-driven architecture ensure that retailers quickly respond to changing business dynamics.

Oracle provides the most comprehensive, secure, long-term data management solution. When you think about an RFID and sensor-based technology solution, turn to the company that has been managing data for more than 25 years.

For more information, visit www.oracle.com/solutions/rfid/ and www.oracle.com/industries/retail