

## INFORMATION CONNECTS

Integration at the Speed of Business: Sustainable,  
Agile, End-to-End Business Processes at Lower Cost

Oracle Application Integration Architecture



**ORACLE IS THE INFORMATION COMPANY**

## Connect Your Enterprise for a More Efficient, Agile Business

A successful integration project can make your business more efficient, competitive, and profitable—but at what cost? Oracle has made integration a fully supported product, so you can quickly and cost effectively connect *all* your applications.

Application integration: it's both bane and boon to organizations. Without integration, end users of enterprise applications are hamstrung by siloed systems that require manual intervention to fill transaction gaps. Business decision-makers don't have the complete visibility into cross-enterprise business processes that allows them to make fully informed, accurate decisions.

But integration projects—the expensive consulting work done simply to make disparate applications talk to each other and share data—not only can cost up to 40 percent of the total rollout expenses for a large-scale application, but they typically are not upgradable or extensible, requiring the consulting team to return any time business requirements and processes change.

Oracle has a better idea. What if your applications spoke the same language, sharing data and business process flows without your direct intervention? What if you could easily change your business processes when your business requirements changed—and base them on global industry best practices? And what if you could tap into more than 30 years of development and consulting expertise to integrate your applications—for a fraction of the cost that it would take to integrate them on your own?

Oracle Application Integration Architecture puts Oracle's integration experience—developed and refined over dozens of acquisitions—in your hands. We give you the proven tools, methodologies, and building blocks—perfected by Oracle over decades of development—that help you jump-start your own integrations. And we support, enhance, and maintain your integration just like any other Oracle product.

Integration projects that are faster, less complex, and lower cost—only from Oracle.

“Integration is now a high-value act—it seems that the #1 priority we see on every Forrester survey is that companies want their applications to talk to each other. Once that happens, companies can take advantage of it and innovate.”

(R. “Ray” Wang, VP, Forrester Research, quoted in *Profit Magazine*, May 2009)



## Integration: the Unavoidable Business Challenge

Your business uses hundreds, if not thousands, of different applications—a mix of homegrown, third-party, and Oracle—to manage mission-critical business functions. In an ideal world, those applications would work together to form cross-application, flexible, end-to-end business processes that could be easily created or updated. But in the real world, few organizations have applications that work well together, if at all.

As an organization grows, the number of separate applications it requires to do business steadily increases. Mergers and acquisitions, competitive pressures that demand new or updated business processes, and the marketplace need for innovation all contribute to an explosion of applications and business processes—often connected by fragile, hard-coded integrations that are costly, complex, inflexible, and risky to change.

Yet even in the face of these challenges, companies understand that the business impact of *not* integrating—lower efficiency, reduced competitiveness, and heightened customer dissatisfaction—would compromise the organization’s long-term growth.

A lasting integration solution should address your top integration challenges and offer

- Better compatibility between applications
- Integrated business processes that give you visibility into information across multiple systems
- Integrations that are easy to maintain and less risky to evolve, and that don’t break with upgrades
- More-flexible configurability with less customization
- Lower ongoing maintenance and support costs

And all of this should be made available as a fully supported product, so that future changes don’t require new and expensive consulting projects.

## Integration by Oracle

Every technology vendor says it has the key to integration. Only Oracle has made integration a *product* rather than a limited-scope consulting project—a product that is developed, enhanced, and supported over time just like any other Oracle product.

“Investments in technology-enabled business processes can deliver up to ten times the impact of traditional IT cost reduction efforts.”

*McKinsey on Business Technology*, Fall 2008



Oracle Application Integration Architecture provides open-standards-based, packaged solutions to help you jump-start integration efforts across all your applications—Oracle, third-party, or homegrown. Unlike point-to-point integrations that aren't sustainable or reusable from one release to the next or as you replace applications, integrations done with Oracle Application Integration Architecture are configurable, extensible, and sustainable—allowing you to leverage both your existing and future applications investments.

### Jump-Start Your Integrations

Oracle Application Integration Architecture gives you the application content, infrastructure, and methodology you need to develop business processes that give you a competitive edge. Its primary components include

- **Foundation packs.** These contain the building blocks and templates (process models, business objects, and business services) needed to integrate any combination of custom, Oracle, and non-Oracle applications into agile business processes. Foundation pack components are standards-based and tailored to meet specific industry needs. Together with the necessary toolkit and methodology, these packs help bypass much of the ongoing cost and

work associated with complex integration projects—offering an accelerated route to a service-oriented architecture (SOA). Incorporating the best practices from Oracle's decades of integration expertise, a foundation pack is your do-it-yourself kit for building end-to-end, integrated business processes based on SOA.

- **Process integration packs.** These are prebuilt, end-to-end business process integrations that connect specific Oracle and non-Oracle applications (such as SAP). Oracle uses Oracle Application Integration Architecture Foundation Pack to build each process integration pack. If a process integration pack is available for the applications you want to connect, you can use it to accelerate the initial integration tasks. Then you're ready to extend the integration to meet your specific business needs and context.

Oracle Application Integration Architecture is based on Oracle's own expertise in integrating acquired products so that they form complete, best-practice-based business processes. Using it, you can

- Gain business efficiencies
- Increase business agility
- Sustain a lower total cost of ownership

### Oracle Application Integration Architecture Foundation Pack Components

- **Reference process models.** A quick-start method of understanding and modeling your business processes so you can begin the integration with a clear view into your business processes, user roles, tasks, and activity levels, and how those map to underlying systems.
- **Enterprise business objects and services.** Prebuilt, reusable, standards-based building blocks that form the basis for a common vocabulary across your applications. They provide the ability to create loosely coupled integrations that can be modified, extended, and configured as business demands.
- **SOA governance and lifecycle management tools.** Business process change-control tools that help you manage, maintain, and optimize your integration.
- **Predefined reference architecture and methodology.** Oracle's documented approach to implementing a proven SOA.

In a 2009 Gartner survey, the top two business priorities for CIOs are business process improvement and reducing enterprise costs.

(Gartner EXP, *Meeting the Challenge: The 2009 CIO Agenda*)



“With Oracle CRM On Demand, Oracle E-Business Suite, and Oracle Application Integration Architecture, we can look across our footprint by product line, by customer, by branch, or by geography, and see in real time how we’re doing against our contracted objectives.”

Wayne Sadin, CIO, Loomis Armored U.S

**Case in Point:  
Loomis Armored U.S.**

Loomis Armored U.S. is the U.S. subsidiary of an international leader in cash logistics. Its international network covers more than 400 operating locations in the United States and 12 European countries.

Loomis is using Oracle Application Integration Architecture and other Oracle Applications to achieve these results:

- Improved sales access and overall quality of customer data by integrating sales and billing information and making it available to the sales team
- Enhanced communication for customers and improved visibility for employees by integrating Oracle CRM On Demand with Oracle E-Business Suite applications

## Gain Business Efficiencies

Many common business processes have defied standard software development solutions because they touch so many parts of so many applications. For example, a typical purchasing application might need to bring together several different front- and back-office processes for requisition capture, bidding management, PO management, receiving, and accounts payable.

When complex, cross-application processes like these are not integrated, the negative business impacts are significant, including

- Lack of consistent, complete, accurate information
- Manual processing required to fill transaction gaps
- Little to no organizational collaboration
- Poor customer experience
- Missed opportunities
- Decreased revenue and increased operating costs

Oracle Application Integration Architecture provides true enterprisewide business

process automation that aligns with your actual business processes, provides more-comprehensive functionality to end users, and enables users to navigate across applications seamlessly. It gives you the integration tools to seamlessly connect key business processes linking front- to back-office applications—no matter the line of business or region—and a unified user interface that improves employee productivity and effectiveness.

Whether you decide to use a foundation pack to jump-start your integration or you select a prebuilt process integration pack, Oracle Application Integration Architecture enables you to rapidly connect end-to-end business processes across multiple Oracle and non-Oracle applications so you can

- Gain visibility into information residing in disparate, siloed applications
- Build sustainable integrations that leverage your existing applications investments
- Speed integration deployment by leveraging the application-independent reference process models included in Oracle Application Integration Architecture Foundation Pack or the prebuilt process integrations in the process integration packs

It's not only the foundation packs in Oracle Application Integration Architecture that are configurable—the process integration packs can also be adapted to create unique workflows or to reconfigure or extend business processes.



“The results clearly speak for themselves: the implementation took just six months while, thanks to the integration of applications, the time to market of our products and services has been slashed by no less than 30 percent.”

Jan Muchez, CIO, KPN

- Enable higher productivity for end users
- Dramatically improve customer satisfaction due to consistent customer experience and faster fulfillment
- Rapidly integrate your front- and back-office systems to automate core business processes
- Deliver more-reliable, consistent business and customer information

The typical IT department spends more time maintaining systems than it has available to innovate or pursue strategic initiatives that lead to real competitive advantage. Simply getting applications to work together isn't a good use of IT resources. Whether you choose a foundation pack or a prebuilt process integration pack to jump-start your integration efforts, your IT department can change business processes to meet current needs and spend more time aligning IT with business objectives.

With Oracle Application Integration Architecture, you can

- Accelerate your ability to adapt to changing business requirements
- Rapidly redesign and extend business processes to address changing business needs
- Innovate to compete, through alignment of business and IT initiatives
- Speed deployment by reusing components—such as the prebuilt enterprise business objects and enterprise business services—from one integration to the next

#### Case in Point: KPN

KPN is a Dutch company that provides high-quality telephone, internet, and television services and products and is an all-round provider of ICT services. Consumers in the Netherlands use fixed and mobile telephony, internet, and TV from KPN, while business customers use KPN's entire array of innovative and reliable services. In western Europe, the services of the KPN group consist mainly of mobile telephony.

KPN is using Oracle Application Integration Architecture for Communications to integrate Oracle's Siebel CRM with its existing Oracle Communications Billing and Revenue Management application, and has achieved these results:

- Accelerated time to market for new products and services by 30 percent
- Connected applications without requiring KPN to build integrations from scratch, avoiding inherent risk and costs

## Increase Agility

Global markets have led to increased competition, changing customer demands, and the need to rapidly bring new products and services to market. When change is constant and unrelenting, managing your organization's top business priorities—process improvement, retaining customers, expanding into new markets, reducing costs, and handling mergers and acquisitions—is particularly challenging.

Oracle Application Integration Architecture delivers end-to-end business process integrations that are *designed* for change—so you can rapidly extend, configure, or redesign your business processes with less disruption to the business.

Oracle shares the risk and burden of integration with you by offering integration as a fully supported Oracle product—one that will continue to be enhanced and maintained similar to other Oracle Applications.



“Oracle Application Integration Architecture Foundation Pack enabled us to realize a 60 percent cost savings when integrating multiple enterprise systems, by eliminating the need to develop and manually map the individual components.”

Don O’Shea, CIO, Zebra Technologies Corporation

**Case in Point:**  
**Zebra Technologies Corporation**

Zebra Technologies Corporation provides products and solutions that identify, track, and manage assets, transactions, and people. The company provides printers, supplies, radio frequency identification (RFID) products, and software to more than 100 countries.

Zebra used Oracle Application Integration Architecture to integrate new and legacy ERP solutions and achieved these results:

- Completed the extensive integration project using just 3 personnel—compared to a team of more than 20, which would have been required using traditional integration methods
- Eliminated manual mapping of individual integration components—saving an estimated 60 percent for the project

## Sustain a Lower Total Cost of Ownership

Traditional application integration projects have a fairly well-deserved reputation for costing too much, taking too long, and not achieving the established project goals. In a typical integration project, applications are wired together in a point-to-point fashion. Such integrations are extremely brittle and resistant to change—they often break during upgrades, when new applications are added, and when business processes change. And they are costly—not only during the implementation phase but even afterward as maintenance efforts and costs increase.

In contrast to integration projects that are limited in scope and require lengthy consulting time lines, Oracle Application Integration Architecture is complete with everything you need to jump-start your integrations. It provides an accelerated way to get to real value.

Oracle Application Integration Architecture includes the tools, templates, and methodologies you need to integrate, manage, and evolve your applications and implement best practices within your organization—without starting from scratch. It enables you to design loosely coupled, adaptable, and sustainable

integrations that meet your organization’s unique requirements—while delivering an infrastructure that can be modified in less time, with fewer resources, and at lower cost than traditional integrations.

You can sustain those lower costs over time because, unlike traditional consulting-based integration projects, Oracle Application Integration Architecture is a fully supported Oracle product. Oracle takes responsibility for your integrations just as it would any other Oracle product. You don’t have to maintain the integration code because Oracle does it for you.

Oracle Application Integration Architecture delivers a standardized approach and common integration framework that you can use within and across your enterprise—to respond to change with less risk and lower cost over time.

## Choose the Integration Solution That Works for You

All Oracle Application Integration Architecture components are designed and built to be interoperable, reusable, and extensible. This ultimately lowers the complexity, cost, and burden of building and maintaining integrations.





Fact: Using Oracle Application Integration Architecture, KPN accelerated time to market for new products and services by 30 percent.

“We needed an ERP application, along with a technology infrastructure, that offered the scalability and flexibility to support our business needs as we grow. Oracle Application Integration Architecture and Oracle E-Business Suite Release 12 provide the functionality and integration capabilities needed to provide a solid foundation.”

Tina Abdo, Manager, Enterprise Development, Amway Corp.

### Rapidly Build Your SOA Integrations

Oracle Application Integration Architecture Foundation Pack is your how-to kit for building service-oriented objects, processes, and integrations. Foundation packs allow you to jump-start the process of implementing a SOA architecture through the use of

- A reference architecture incorporating the best practices from Oracle’s years of integration experience
- Documented, step-by-step guidance to designing, developing, and extending integration services and processes that are adaptable and sustainable through upgrades and modifications
- Architecture that makes it easy to incorporate legacy systems
- Tools for tracking, testing, and monitoring your services

Foundation packs include hundreds of prebuilt enterprise business objects and enterprise business services—your building blocks for creating end-to-end business processes in a SOA environment. And because we understand that customers have their own unique requirements, we also provide the tools for you to build

your own business objects, processes, and integrations. These extensions are fully supported by Oracle and are sustainable throughout application upgrades.

### Choose Prebuilt Process Integrations

Process integration packs are prebuilt integrations for end-to-end business processes between specific Oracle and non-Oracle applications. These integration packs deliver a fully functional business process that crosses traditional enterprise-software product boundaries so that you can complete initial integration tasks more rapidly. Then you’re ready to extend the integration to meet your specific business needs and context. Process integration packs let you optimize the value of your application portfolio without spending a lot of time developing and maintaining integrations.

And Oracle Application Integration Architecture’s adaptable architecture means that you can extend and modify these prebuilt processes as business realities change—without breaking the integration or disrupting business. The process integration packs are sustainable integrations that Oracle will continue to maintain, support, and enhance—and that will continue to work as you apply patches and upgrades.

### Case in Point: Amway Corp.

Amway is a global corporation offering products, business opportunities, and manufacturing and logistics services in more than 60 countries and territories worldwide. Amway helps more than 3 million people own and operate their own independent businesses.

Amway is using Oracle Application Integration Architecture and Oracle SOA Suite to standardize integrations across a front-end e-commerce system with its back-end Oracle E-Business Suite R12 applications, as well as numerous third-party legacy systems, and has achieved these results:

- Replaced multiple legacy and custom-built systems—enabling Amway to take advantage of packaged, integrated business applications
- Reduced risk and cost, while creating a reusable foundation for future integration needs



“Our strategy is not just about prebuilt integration for Oracle’s portfolio of enterprise software—it extends to any product in your portfolio. We are enabling complete, end-to-end connectivity to power all major business processes tailored by industry.”

Jose Lazares, Vice President, Applications Development and Product Strategy, Oracle

## The Oracle Advantage

Oracle Application Integration Architecture is based on years of global integration best practices. It’s built on the #1 middleware, Oracle Fusion Middleware, which is depended upon by more than 80,000 customers around the globe. And it’s based on Oracle’s own expertise in integrating acquired products so that they form complete, best-practice-based business processes.

And like all Oracle Applications, Oracle Application Integration Architecture is

based on giving you choices. You can buy prebuilt integration packs or build your own integrations, using our tried-and-tested tools, methodologies, and framework. As with everything else we develop, Oracle Application Integration Architecture is built on open standards—so it’s flexible, extensible, and upgradable.

Oracle has changed the integration paradigm: from expensive consulting project to a fully supported Oracle product—now and into the future.

### The Value of Oracle Application Integration Architecture

Integration Lifecycle	Custom Integration Project	Oracle Application Integration Architecture
Development	Months/Years	Weeks/Months
Installation and Deployment	Complex	Turnkey implementations
Maintenance	Expensive	Lower cost
Upgrade	Tightly coupled integration points make upgrading risky and prone to break	Loosely coupled integration points make it upgrade-proof
Support	On your own	Oracle-supported like any Oracle product

### CONTACT US

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