

ORACLE MASTER DATA MANAGEMENT

ORACLE SITE HUB

SINGLE SOURCE OF TRUTH FOR SITE/LOCATION DATA

KEY FEATURES

- Repository for sites
- Google Map View
- Integration with Asset, Property, Inventory, Customer/Party
- Built-in web services
- Manual and Bulk Load facility

KEY BENEFITS

- Streamline site operations
- Improve service delivery
- Enhance site-based target offerings
- Manage sites with confidence
- Identify site inefficiencies and develop plans for correction

Oracle Site Hub delivers a competitive advantage for site-driven businesses. Site Hub is a master data management (MDM) solution for mastering site/location data throughout the entire lifecycle of a site, starting with site opening, operations, maintenance and finally closing.

Overview

Location or site is a key strategic component for many businesses. The site could be a business location, a key asset location, a store, a house, a customer location, a field for excavation, an installation site, a target site, an office location or for any other purpose depending on the type of business. Sites are expensive to acquire, and takes time, effort and capital to build-out, operate and maintain. Bad decisions concerning sites are often hard to correct.

However, enterprise site data is often fragmented, inconsistent and lacks quality and consistency. To address these challenges, enterprises need solutions that can consolidate, cleanse, enrich the site data and share it with other downstream applications and analytical tools. Oracle Site Hub is an innovative solution for mastering site/location data and facilitating site-driven businesses.

Oracle Site Hub is part of Oracle's Master Data Management (MDM) offering for mastering sites/locations. Other MDM products include customer, product and financial data hub.

Site Data

Site information is normally spread over many applications and systems within any organization, including operational systems like property management system, supply chain management systems, real estate management systems or analytical systems. Site Hub helps consolidate site data from different disparate sources and provides the platform to master the data. With a flexible data model, enterprises can create their own sites within Site Hub.



Figure 1. Site Hub as a Mastering solution for Site data

Provide Site Data Governance

As a data hub, Site Hub provides several mechanisms to consolidate site data. These include built-in web services, a bulk data load interface that can be utilized to bring in large loads of data, an excel-based import export capability as well support other standard data load mechanisms. Site Hub provides a governance framework for managing site data. Domain values can be defined with value sets. Information access control at the point of entry is a key capability in order to provide the right people access to the right data. Role-based access control restricts access to site data based on user's role and privileges. This provides a separate level of access to users within the same department as well as different departments within the enterprise, based on user roles. With user privileges, different types of user access can be handled based on access privilege. In addition, a workflow tool can be used to route workflows based on business rules. This is helpful for data approvals or routing based on edits or updates.

Support Site Lifecycle Management

Site lifecycle management includes several business processes for the entire lifecycle of the site. The site lifecycle could be industry specific, where separate business processes happen depending on the lifecycle stage of the site or location. Lifecycle stages could be site selection, site development, procurement, asset installation and operation, site maintenance and finally site closure. Site Hub provides the platform for site-lifecycle management by being the repository of site data as the site data changes during the various stages of the life cycle. Site Hub provides the single source of truth for site data to all the site-lifecycle business processes and their supporting applications. Out of the box, Oracle Site Hub comes integrated with Oracle E-Business Suite Property Manager to manage site-specific properties, Oracle Inventory and Oracle Enterprise Asset Management and Oracle Customer Hub. This enables business location data through site lifecycle management.

In order to efficiently operate and manage multiple sites, they need to be grouped into multiple categories with parent child relationships between them. Site Hub facilitates sites to be categorized in multiple hierarchies for streamlining operations and site classification. The hierarchy management workbench allows easy creation, manipulation and maintenance of site hierarchies.

RELATED PRODUCTS

Oracle Site Hub related products include:

- Inventory
- Property Manager
- Oracle Asset Tracking
- Enterprise Asset Management
- Customer Data Hub

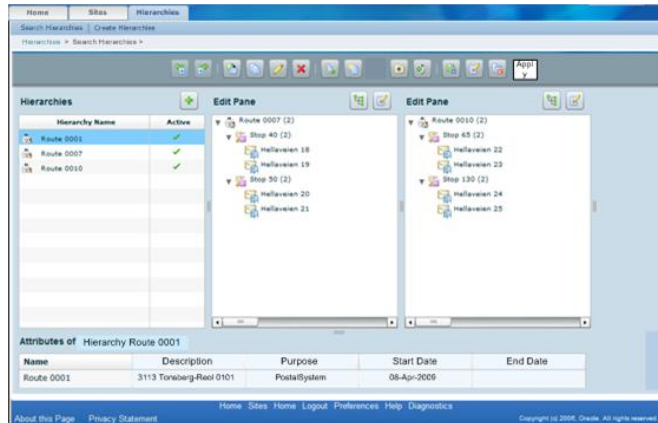


Figure 2. Site Hub provides robust hierarchy management capabilities

Site Visualization

All sites can be mapped to their corresponding location on Google map, with custom icons for different site types. Given the postal address of a site, the longitude and latitude co-ordinate of the site can be identified for positioning the site properly in the map. Trade area/service area around a site helps to identify the characteristics of the surroundings of a site.

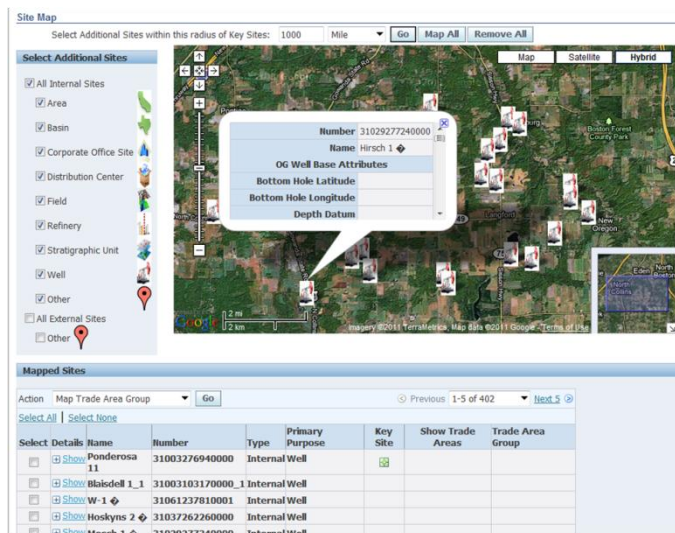


Figure 3. Site Visualization with Google Maps embedded within Site Hub

Summary

Oracle Site Hub is an innovative solution, designed for enterprises supporting site-specific business processes. This solution provides companies with the ability to stream site operations, enhance site specific decision making and improve IT agility.

Contact Us

For more information about [insert product name], visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.



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Hardware and Software, Engineered to Work Together