In This Paper

• Business users are looking for modern business applications that help them make better decisions

• Oracle Fusion Applications are built on extensive thought leadership around business processes and usability

• Oracle Consulting has the experience, knowledge and relationships to help businesses seamlessly deploy Oracle Fusion Applications
Is your Organization ready to change the way it adopts, innovates and works with technology?

Oracle Fusion Applications are the industry’s next generation of applications designed to respond to business challenges, creating a new standard for innovation and choice. With Oracle Fusion Applications, companies can deploy advanced technology to tackle their most critical application problems without disrupting their overall IT strategy. Organizations who are investigating the potential for big business benefits have some significant decisions to make moving forward.

Today’s enterprise users have grown up using applications at work, at home, and wherever they go. They expect the same richness of user experience in their work environment that they take for granted in their consumer technologies. Rather than thinking of applications as a way of executing their decisions, they think of them as a means of making better decisions. Built to work with other enterprise and industry applications, Oracle Fusion Applications have rich capabilities and a flexible deployment model that opens up a significant amount of choices to drive business value while also reducing IT costs. For many businesses, adopting new enterprise software seems like a no-win situation. Implementations can be costly in terms of time and money, and there are always concerns around downtime or data loss during these processes. On both the IT and business sides, it means moving away from something familiar to something new and requires extensive analysis of current environments, technology strategies, functional or departmental priorities, and careful consideration of IT budgets.

For many of these organizations, business needs have changed significantly since their current applications were originally deployed, perhaps through evolution and growth of the business into new products or markets, through merger or acquisition, or through changing regulatory requirements. Depending on the application currently being used, and other factors such as degree of customization in the software, businesses are often faced with deciding between an in-place upgrade and a full migration to a new release or new application. In some cases, business may need new technologies or functionality that simply isn’t available in their existing footprint, adding even more complexity to this process.

A New Approach with Oracle Fusion Applications

Oracle Fusion Applications are more than the next business release of Oracle E-Business Suite, PeopleSoft, Siebel or JD Edwards applications. They are the merger of the best functionality from those applications with extensive thought leadership.
from various leading experts and industry-leading business practices incorporated.

With extensive experience supporting Oracle Fusion Applications from the beginning, Oracle Consulting also offers clients a thought leadership perspective as they begin to look at new IT solutions. Oracle Consulting has helped clients address common IT challenges, some of which include how to integrate different systems through complex business processes, how to manage various information systems while also refining operations to stay competitive and agile and how to realize the maximum return on IT investments.

Unlike traditional implementations, which included complete pillars of packaged software functionality, Oracle Fusion Applications deliver modular and flexible uptake options that separate the need for departments to implement systems together. This allows organizations to make changes based on their business needs quickly and with reduced cost and risk.

The interest in Oracle Fusion Applications is understandable. Oracle Fusion Applications are next-generation business applications based on open standards that increase productivity throughout the organization. Oracle Fusion Applications have modern business intelligence tools embedded to help with financial or operational reporting. Also embedded into the applications and business processes is social functionality to increase communication and collaboration. Oracle Fusion Applications are built to fit the way users work, allowing them to work by exception and using notifications so tasks that need attention find the employee instead of waiting for the employee to find the task. Oracle Fusion Applications users also have access to dashboards and key performance indicators (KPIs) throughout the applications.

Oracle Fusion Applications at a Glance

Oracle Fusion Financial Management: A complete and integrated financial solution that sets the foundation for governance and growth for better decision making while increasing efficiency and reducing costs. Applications include General Ledger, Accounts Payable, Asset Management, Payments & Collections, Accounts Receivable, Cash & Expense Management.


Oracle Fusion Supply Chain Management: Provides an opportunity to lower fulfillment costs, improve customer service, accelerate business processes and make more informed product related decisions. Applications include Product Master Data Management, Distributed Order Orchestration, Global Order Promising, Inventory Management, Cost Management, Shipping & Receiving.

Oracle Fusion Project Portfolio Management: Provides access to information and collaboration
Oracle Fusion Procurement: Delivers the ability to practice smarter negotiation, smarter buying and smart collaboration. Applications include Purchasing, Self-Service Procurement, Sourcing, Procurement Contracts, Supplier Portal, and Spend & Performance Analysis.

Oracle Fusion CRM: A cloud-based solution that reduces administrative tasks and maximizes selling time by allowing organizations to visualize, track, and harness customer information. Applications include Customer Master, Sales, Marketing, Incentive Compensation, Mobile & Outlook Integration, and Territory & Quota Management.

Oracle Fusion Governance, Risk and Compliance: A platform that delivers unified intelligence into the status of all GRC activities, end-to-end support for cross-industry and industry-specific GRC processes and best-in-class automated control across multiple business applications. Applications include Financial Compliance, Issue & Risk Manager, Access Controls, Transaction Controls, and Configuration Control.

Oracle Fusion Applications have been in general availability since 2011, following an early adopter period that took place in 2010. They are now used by more than 400 businesses that take advantage of the features and functionality that Oracle built from the ground up after gathering feedback from thousands of its customers.

It’s important for businesses that are using Oracle applications like Oracle E-Business Suite, PeopleSoft, JD Edwards, and Siebel to understand that no one is forcing a move to Oracle Fusion Applications. Oracle remains committed to its customers and will continue to enhance and support those applications and their users.

Oracle Fusion Applications offer new functionality and a new user interface, and while Oracle Fusion Applications may be the future of business applications, existing Oracle customers can decide how soon the future starts based on what’s best for their business.

Deployment Options

One of the most compelling aspects of Oracle Fusion Applications in terms of delivering value at optimal cost is the variety of deployment options available for these applications – providing customers with the utmost in flexibility and scalability to meet their individual requirements.

Oracle offers its customers a choice of deployment options: on-premise, private cloud, or public cloud (software as a service, SaaS).

On-premise deployments give customers the ability to manage the applications themselves within their own environment. The decision about whether to deploy on-premise or not often comes down to cost. Can the
business reasonably maintain and manage the applications like Oracle would in a public cloud deployment? When trying to account for the cost of an on-premise deployment, customers need to account for their total costs, which can include employee turnover and training or hiring employees when there’s a skills gap. Migrating to an on-premise deployment can be more costly than other options because it usually involves upgrading elements of the full technology stack along with the applications. However, for more complex organizations with unique requirements that demand flexibility and the ability to extend or tailor the applications to their needs, the business value associated with this approach can be extremely high.

A private cloud deployment can ease the concerns many still have surrounding the security and control over data in the public cloud. Customers that choose a private cloud deployment maintain the ability to enhance or even customize the applications. The upkeep of the infrastructure remains the responsibility of customers who choose this approach. Private cloud deployments do miss out on some advantages of a public cloud deployment – such as application updates pushed out directly by Oracle. However, the inherent flexibility and control this approach affords is often attractive to those organizations that need it.

Deploying Oracle Fusion Applications in the public cloud as a SaaS offering has broad appeal. Some customers find the subscription-based pricing model attractive when compared to traditional software licensing. From an IT infrastructure perspective, customers can turn to Oracle to host and maintain the applications instead of developing the skills and associated costs that come along with doing it themselves. Oracle has a solid reputation and lengthy track record supporting SaaS business applications. The SaaS model also allows customers to devote their internal IT resources to more strategic projects that can help the business grow rather than updating and maintaining the applications and their underlying infrastructure.

Another benefit of public cloud deployments is the release schedule. Oracle Fusion Applications customers that choose the public cloud get the latest upgrades and functionality as they are released. Companies that opt for on-premise deployments, on the other hand, have to do the work involved in an upgrade, which might cause them to pass on some upgrades and lose out on functionality or other improvements.

Some businesses are delaying a move to applications in the public cloud because they had a negative experience with previous cloud deployments. There’s also the perception of not having control, or worries about uptime. Attitudes toward SaaS applications can also vary by application. Large customers in particular might avoid using financial applications in the public cloud because they don’t want to be the first to put their whole financial system in the cloud.

Businesses need re-assurance about the cloud, and Oracle’s significant investment and years of experience in its cloud infrastructure and security can help.

**Is it Time to Move to Fusion?**

Oracle Fusion Applications are modern business applications that offer a number of advantages to

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current Oracle customers as well as non-customers. But decisions around when to migrate to new business applications are never easy and there’s a lot to consider before committing to a change.

There are, however certain circumstances that represent an opportunity to further explore Oracle Fusion Applications and consider a migration.

**Critical business needs not being met:** Clearly any application that isn’t meeting the business needs is ripe for replacement. The alternative is to risk the introduction of manual or ad hoc processes to fill the gap, which increase the chance of errors and reduces efficiency. It’s important to keep in mind that just because an organization is meeting its day-to-day needs and carrying on with its daily business doesn’t mean its existing software is meeting its business requirements. An outdated human capital management (HCM) system, for example, won’t stop a business from hiring new employees, but that business is not filling those positions as efficiently as possible because it lacks the integration of the software and its business process around hiring.

**Older or highly customized business applications in need of an upgrade:** Older applications or those that have been highly customized can still meet the current business needs, but are they delivering all of the functionality that exists in modern business applications like Oracle Fusion Applications? Many older applications lack the intuitive design and structure that Oracle Fusion Applications employ, come up short on analytics capabilities and lack the ability to communicate and collaborate within the application.

**Current applications have under-utilized functionality:** At many organizations, business needs change over time and software licensing doesn’t always keep up. Businesses that are paying for functionality they use less often or not at all should consider Oracle Fusion Applications to find modern business applications that fit their current needs.

**IT constraints that impair the ability to add new capabilities:** Many IT departments are still constrained by budget and headcount reductions of the past five years. These limited IT resources can delay the purchase and deployment of new business applications. With its SaaS deployment option, Oracle Fusion Applications can remove some of the load from internal IT resources while also introducing modern business applications that meet the needs of the business.

While some businesses might benefit most from a wholesale migration to Oracle Fusion Applications, others can take advantage of a co-existence strategy where they deploy the applications to meet the business needs not being met by their existing footprint. Another advantage of co-existence is that it can also help ease the transition to Oracle Fusion Applications for both the business and IT side of the organization. When it comes to Oracle Fusion CRM Applications, large organizations in industries like financial services tend
to move more slowly and adopt a co-existence strategy. Such companies might look to add Oracle Fusion Sales Cloud, for example, to their existing footprint without replacing their core CRM system because Oracle Fusion Sales Cloud has the features and “sizzle” that salespeople love.

Co-existence is made easier thanks to the work Oracle has done integrating Oracle Fusion Applications with other applications. Oracle’s development team created integrations for Oracle HCM Cloud, for example, so it works seamlessly with Taleo, PeopleSoft and Oracle E-Business Suite. More integrations developed and supported by Oracle will follow.

**Fusion Success Stories**

Many customers are adopting Oracle Fusion Applications to meet specific needs within their business. Other customers are adopting a broader footprint, replacing large parts of their current application footprint.

One of the world’s largest aerospace companies needed to address its high operating costs, a lengthy order-to-close process, and issues around collating product information on orders and fragmented product data that led to non-standard, duplicate product information. It turned to Oracle Fusion Applications after working with Oracle to examine its existing footprint, discussing its business processes, and mapping its needs to Oracle Fusion Applications. The result was a deployment of a number of Oracle Fusion Supply Chain Management applications including Oracle Fusion Product Hub, Oracle Fusion Distributed Order Orchestration, and Oracle Fusion Global Order Promising. The benefits of the deployment include reduced supply chain lead times, intelligent order routing, a decrease in order entry and processing errors, and the ability to publish a Web-based parts catalog and customer portal.

For an independent oil and gas company that wanted to gain insight into its workforce, forecast future talent needs and measure the impact of its performance and goals, its analysis led to Oracle Fusion HCM Applications. The applications it adopted included Oracle Fusion Talent Management and Oracle Fusion Transactional Business Intelligence. The results of the deployment include improved alignment of individual employee goals, improved employee development, and increased employee engagement, which numerous studies have shown can lead to improved customer service, better product or service quality, and cost effectiveness.1

A specialty food supplier with an aggressive acquisition strategy found itself with multiple sales systems and sales models. It explored options for a front-office solution that could bring everything together and found a fit with a number of Oracle Fusion Sales Cloud solutions, including Oracle Fusion Sales, Oracle Fusion Transactional Business Intelligence, Oracle Fusion Customer Hub, Oracle Fusion Partner Relationship Management, Oracle Fusion Mobile Sales, and Oracle CRM Desktop for Outlook. It also deployed the Oracle Fusion Marketing application from Oracle Marketing Cloud. The end result was enhanced account planning and collaboration, improved partner channel management, increased adoption of the tools by the sales force, increased sales force productivity, and enhanced application extensibility.

**How Oracle Can Help**

Every business environment is unique, but few businesses can thrive in an environment where their applications aren’t meeting their critical business
needs or where IT constraints or older applications are making it hard to innovate and make timely decisions.

Oracle Consulting works with businesses to understand their critical business needs, assess their current application footprint, and develop a strategy for introducing Oracle Fusion Applications where they make sense. Oracle Consulting has knowledge gleaned from its partnerships with the development teams at Oracle that created the Oracle Fusion Applications, as well as the customers that were part of the initial adopters that first deployed them, and from the reference architectures created to guide Oracle Fusion Application deployments. The experience, skills and knowledge Oracle Consulting brings to the table also includes intellectual property around integration and more.

The power of these skills and product knowledge allows Oracle Consulting to help business successfully deploy Oracle Fusion Applications on-premise or in the cloud and help customers gain new efficiencies and improve business processes.

For more information on assessing your current environment and planning a move to Oracle Fusion Applications, visit the Oracle Consulting Services website at: www.oracle.com/Consulting.

1 http://kevinkruse.com/employee-engagement-research-master-list-of-29-studies/