# INFORMATION FOR SUCCESS

Transforming to a Digital Business:
Oracle WebCenter and Oracle Business Process Management Customer Success Stories
March 2015

**Hardware and Software, Engineered to Work Together**

Digital innovation, powered by mobile and cloud computing, is dramatically changing the way that enterprises operate today. Successful companies must function 24/7 using teams distributed strategically around the world. These virtual teams are the heart of the new digital business and rely on real-time access and automated flow of information. They design products and services, solve the most urgent business problems, and generate new ideas to empower their organizations to successfully compete on an international scale in today's fast-moving global markets.

This rapid business model requires a new level of agility, relying on real-time access to information and content in the proper context to make the most effective business decisions. It also requires the right technology to sustain it—software that works seamlessly with traditional hardware and ubiquitous cloud services that are optimized for mobile devices.

The newest generation of workers is already transforming the workplace with new, digital-, social- and mobile-enabled ways of working based on having used these technologies in their own personal lives. They expect to always be connected. They expect that business processes and models will reflect the way they think about information flow, that collaboration will be ad hoc with virtual teams as necessary, and they will have immediate access to disparate sources of information on the device most readily available at the time the business decision must be made.

Oracle WebCenter is a market leading solution for delivering digital experiences. When combined with Oracle Business Process Management (BPM), it powers the flow of information to greatly accelerate the transformation to a digital business. It connects people, processes, and information through the most complete portfolio of portal, web experience management, content, and dynamic business process management technologies. Oracle WebCenter and Oracle BPM optimize information access by providing rich digital, mobile and web-based user experiences that make business process access a natural part of daily work, while providing comprehensive content management to meet the strict legal, security, and governance requirements of your business.

The true measure of success is how these companies are using our technologies to drive substantial revenue and market share growth. With that in mind, we've compiled this collection of Oracle WebCenter and Oracle BPM customers to showcase some of the benefits that they have realized.

Take a look at these customer case studies and see for yourself how Oracle WebCenter and Oracle BPM have provided significant business value enabling companies to transform themselves into more efficient digital businesses. We think you will gain some valuable insights into how you can do the same within your organization and we look forward to the opportunity to help you accelerate your digital business transformation to deliver the next wave of revenue growth, improved service experience, and business efficiency.

Scott Howley
Vice President
Oracle WebCenter and Oracle Business Process Management

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# Babcock International Group Plc Protects Defense Information Assets with a Secure Information-Sharing Hub

"Oracle's Identity and Access Management solutions are helping us to deliver a secure, collaborative information hub to the Ministry of Defense, to improve information asset management and reduce risk."
— **Nicole Flooks**, Strategic Capability Development Manager, Babcock International Group Plc

Babcock International Group Plc is an engineering-support services organization that delivers critical services to the defense, energy, telecommunications, transport, and education sectors. Babcock provides the engineering and project-management expertise to design, build, manage, operate, and maintain the assets and infrastructure vital to the delivery of many key public services in the UK and overseas.

Babcock's Maritime Division provides support services to the UK Ministry of Defense (MoD), including managing and maintaining core assets, such as dockyards, ships, and submarines. The MoD relies heavily on outside suppliers and contractors to maintain its assets. The MoD's Defense Equipment & Support Submarine Operating Centre looked to Babcock to create an information-sharing hub that serves as a safe repository to store documentation and enables suppliers to collaborate securely on multiple projects over long time periods.

Babcock chose Oracle Identity and Access Management solutions to provide secure access to information and documentation relating to the submarine operating center's information assets, which are managed with Oracle WebCenter Portal and Oracle WebCenter Content. This solution will provide secure, federated access to necessary documentation for hundreds of organizations—from large military contractors, to smaller suppliers and contractors that supply and maintain parts, such as engine and navigation-system components.

Babcock worked with Oracle Platinum Partner Aurionpro Solutions on an initial pilot to prove that the identity and access management solution would enhance automation, security, and control while reducing security-breach risks.

Babcock will deliver a single, standardized platform to the submarine operating center, providing federated access to secure information and supporting a multilayered security architecture. Previously, it could take up to five days to provide individuals with access to the documentation they need. With increased automation, the submarine operating center will be able to provide secure access immediately, and individuals will be offered access to certain subsets of data where applicable, further increasing security and control.

Babcock will provide complete audit statistics to the submarine operating center, showing exactly who is accessing the information, when, and from where. The service desk will have improved visibility to monitor access more granularly—by individual and location. Babcock will also improve management of digital identities with automated user provisioning and deprovisioning to ensure contractors and suppliers have timely access to necessary documentation for each individual maintenance project.

**Why Oracle**

Babcock is an established Oracle customer and wanted to re-use its existing Oracle technology stack for its document-management solution, to leverage its spend on its existing product set while ensuring streamlined integration between systems. This is also in line with the MoD's aim to save costs by maximizing re-use whenever possible. Oracle and Aurionpro Solutions worked with Babcock and the submarine operating center to assess the risk and recommend the appropriate levels of security and access.

"We have a great relationship with Oracle, and the team is always on-hand to discuss our requirements and assist with any challenges. Oracle has a thorough understanding of the defense and engineering industries' needs. Longevity is very important to us, and Oracle provides world-class products and offers innovative solutions that it develops and enhances over the long-term," said Nicole Flooks, strategic capability development manager, Babcock International Group Plc.

**Implementation Process**

Babcock worked with Oracle Platinum Partner Aurionpro Solutions and Oracle to produce a pilot system for the proof of concept within just six months. Aurionpro helped to build the use cases to prove the technology would work and provided deep technical expertise in Oracle's identity management solutions. Meanwhile, Oracle provided additional product support via its product-development team, when necessary.

Babcock, Aurionpro Solutions, Oracle, and the submarine operating center conducted the testing, collaboratively, with key suppliers and contractors. Throughout this phase, the project team leveraged a number of steering groups, user groups, and presentations to build consensus and support. The team invited suppliers who were system users to the presentations, enabling them to influence the process and provide input according to their needs and requirements.

Following the successful pilot phase, the new identity and access management environment will go live to support the submarine operating center's business in mid-2015.

**Partner**

Oracle recommended Oracle Platinum Partner Aurionpro Solutions as an identity-and-security expert with a sound understanding of the Oracle product set. Aurionpro provided technical expertise throughout the project, working onsite at the customer premises and at the data center. Oracle and Aurionpro worked together to ensure that the identity suite integrated seamlessly into Babcock's technology stack.

"Aurionpro Solutions is a customer-led organization, 100% focused on delivering a five-star experience to the end customer. Oracle and Aurionpro worked diligently to meet the tight, six-month timeline to deliver the pilot service," Flooks said.

# United Automotive Electronic Systems Co. Ltd.
Archives Documents 50x Faster— Reduces
Digital-Asset Management Costs by US$328,000

"With Oracle WebCenter technology, we have established a single, reliable, secure,
and scalable digital-asset management platform to support our future growth. We
can archive documents 50x faster and have cut costs by US$328,000."
— **Zhao Chao**, CIO, United Automotive Electronic Systems Co. Ltd.

Founded in 1995 as a joint venture between Zhonglian Automotive Electronic Systems Co.
Ltd. and German technology corporation Robert Bosch GmbH, United Automotive
Electronic Systems Co. Ltd. (UAES) develops, produces, and sells gasoline-engine
management systems, transmission-control systems, car-body electronic control systems,
hybrid-power systems, and electricity-driven control systems.

In a carbon-conscious world continually striving to limit harmful emissions, UAES is a
leading developer of automotive quality-control technology, with three major research and
development and emissions testing facilities in China. UAES supplies motor-vehicle
manufacturers in China and Europe.

**Challenges**

• Improve efficiency and security when sharing and archiving documents to support business
  growth by adopting a single, digital-asset management platform to centrally manage
  documents for motor-vehicle electronics production, emissions quality research, and
  systems manufacturing that were spread across various business systems

• Manage structured and unstructured data associated with core business processes, such as
  research and development for car-engine transmission-control units, car-body electronic
  components, and electricity-driven control systems to reduce digital-asset management
  costs

• Improve productivity by enabling staff to easily and securely access and manage content
  from the enterprise portal, such as product-specification sheets, rather than relying on IT
  staff for authorization

**Solutions**

• Reduced digital-asset management costs by approximately US$328,000 by implementing
  a single content-management platform to integrate and manage structured and
  unstructured content from various business systems, such as motor vehicle quality control
  and research and development systems, thanks to Oracle WebCenter Content

• Enabled 200 concurrent users, globally, to quickly and easily access content from the
  enterprise portal in less than two seconds, improving business productivity

• Archived documents 50x faster by enabling users to efficiently share content, such as
  documents stored in the company's policy, contract, and quality-control systems, on a
  single platform, eliminating file duplication and enhancing version control

• Established a single authorization-management system integrated with digital-asset
  management, enabling users to access, view, and download the majority of documents
  required without IT assistance

- Enabled real-time access to technical reports from research and development centers across China, eliminating a few week's delay, helping users to navigate and access content in collaborative environment and enhancing the user experience

- Developed a standardized document-management process and scalable digital-asset management strategy to support increased volume of technical documentation due to stringent motor vehicle emissions standards in the Chinese and European markets

**Why Oracle**

UAES chose Oracle WebCenter Content and Oracle WebCenter Portal to establish a reliable and secure digital-asset management system to support its exponential growth and meet compliance requirements in the industry.

 "Oracle WebCenter Content and Oracle WebCenter Portal offer a stable, secure, and scalable content-management platform that can integrate seamlessly with our enterprise portal. It improves business efficiency and collaboration across all departments and supports our future growth," said Zhao Chao, CIO, United Automotive Electronic Systems Co. Ltd.

**Implementation Process**

UAES launched its enterprise, digital-asset management system and started the implementation for Oracle WebCenter Content and Oracle WebCenter Portal in November 2012. The new platform integrated enterprise management and core-knowledge documents from various business systems. It took five months to complete the project, with the new system capable of supporting 200 concurrent users.

**Partner**

UAES worked with Oracle partner Shanghai Tongfu Information Technology Co. Ltd., a professional application-software provider for document and knowledge management, to develop the centralized digital-asset management platform. The implementation included requirements research, structural design, product configuration, development, system testing, and user training.

 "With Shanghai Tongfu Information Technology's expert knowledge and advanced technical skills in Oracle WebCenter Content and Oracle WebCenter Portal, we gained a practical and easy-to-use content management platform. Our users can now easily access and share documents across departments, improving business efficiency," said Chen Guojun, project manager, United Automotive Electronic Systems Co. Ltd.

# Openmatics s.r.o. Revolutionizes Fleet Management with Standards-Based Vehicle Telematics Platform

"Oracle WebCenter Portal, together with the underlying Oracle Application Development Framework, provided the fundamental infrastructure for the Openmatics platform. Fleet managers can now reduce fuel consumption and operating costs, and more efficiently manage vehicle usage, maintenance, and safety. The standards-based platform allows third-party suppliers to deploy their own vehicle telematics services as Openmatics apps and creates a de facto standard for the automotive industry, independent from a single manufacturer or service provider."
— **Gero Strobel**, Head of Development, Openmatics s.r.o.

Openmatics s.r.o. was founded in 2010 as a subsidiary of ZF Friedrichshafen AG, a global player in driveline and chassis technology. Its goal was to develop and operate a flexible, open telematics platform for automotive applications, which is independent from vehicle and component suppliers—recognizing that the fragmented telematics market was not meeting today's fleet management needs. Openmatics provides a rich product portfolio, and customers can extend the platform, as required, to meet their needs. Partners and third-parties can develop their own applications using the Openmatics' software development kit and can sell them via the Openmatics app shop.

ZF Friedrichshafen AG is a global player in driveline and chassis technology. With 121 production companies and 650 service partners in 26 countries, ZF is among the top 10 largest automotive suppliers worldwide. Founded in 1915 to develop and produce transmissions for airships and vehicles, the group's product offerings now include transmissions and steering systems as well as chassis components and complete axle systems and modules.

**Challenges**

• Create an industry standard for vehicle telematics by establishing a customizable platform that enables access to telematics information, such as current and past fuel consumption, through a web browser to better meet automotive market and customer needs

• Reduce fleet-management costs by eliminating the need to invest in isolated telematics hardware and software solutions per vehicle brand and vehicle component manufacturer

• Establish an open platform where third-party providers—such as original equipment manufacturers (OEM), insurers, fleet operators, and individual developers—can deploy their own vehicle telematics services

• Allow users to purchase targeted telematics services as single apps to reduce costs and ensure rapid growth of telematics services available on the platform

• Enable users to configure their telematics apps with ease to make sure the platform meets individual fleet management requirements, such as analyzing past and current fuel consumption of a truck fleet

**Solutions**

- Deployed Oracle WebCenter Portal as a foundation for Openmatics, a standards-based automotive telematics platform that provides next-generation fleet management with unified digital communication from and to vehicles on the move

- Used Oracle Application Development Framework as the development framework for Oracle WebCenter Portal's components and services, providing developers with ready-to-use software development kits with application programming interfaces, design templates, and visual tools that accelerated time to market

- Used Oracle Enterprise Pack for Eclipse to simplify telematics application development in Java

- Enabled fleet monitoring by recording vehicle data—such as fuel consumption information—through onboard units, delivering the information to Oracle Database, and making it accessible through a customizable app portfolio on any web browser

- Stored vehicle telematics data—sent as encrypted information—in Oracle Database, ensuring data integrity and immediate availability for the platform's telematics applications

- Enabled a wide range of telematics services suppliers, from vehicle component manufacturers to fleet application developers, to offer vehicle telematics services on the Openmatics platform, ensuring platform independence from OEMs

- Provided Openmatics customers with the means to individually select the automotive telematics services that are relevant to their business requirements, eliminating the need to pay for superfluous information and reducing fleet management costs

- Leveraged the wide business utility of vehicle telematics applications to help fleet managers generate additional revenue—for example by means of location-dependent advertising in public-transportation vehicles or by increased vehicle availability through optimized maintenance

- Enabled Openmatics customers to match individual fleet management requirements, thanks to easy deployment of telematics apps by simply adding, removing, and updating those apps

- Worked with Oracle Consulting to integrate the Openmatics app shop with the Openmatics platform using Oracle SOA Suite's Business Process Execution Language services

**Why Oracle**

Our primary challenge was to start up a new type of business from scratch—building the team and setting up the technical environment to develop, test, and successfully run the solution. Therefore, choosing an open platform and app concept was key to the success of our Openmatics solution," said Gero Strobel, head of development, Openmatics s.r.o.

"Our mother company, ZF, has had excellent experience with Oracle technology, and we were looking for a strong technology partner to support our ambitious go-to-market plans. Furthermore, Oracle has one of the best databases for mission-critical commercial applications of the industry. That's why we chose Oracle," Strobel said.

**Oracle Customer:**

**Arqiva**
Winchester, United Kingdom
www.arqiva.com

**Industry:**
Communications

**Employees:**
2,000

**Oracle Products & Services:**

• Oracle WebCenter Portal
• Oracle BPEL Process Manager
• Oracle Unified Directory

**Oracle Partner:**

**Griffiths Waite**
www.griffiths-waite.co.uk

# Arqiva Achieves a 90% Adoption Rate for Its Innovative, Near-Real-Time Network Monitoring Portal

*"Oracle WebCenter Portal transformed customer service by giving radio broadcasters a near-real-time window into the performance of the networks that transmit programs to their audiences."*
— **Helen Knight**, Head of Product, TV and Radio, Arqiva

Arqiva provides and operates much of the infrastructure behind television, radio, satellite, and wireless communications in the United Kingdom. Its customers include major broadcasters, such as the BBC, ITV, and BSkyB, as well as independent radio groups. Arqiva's engineers led the switch from analogue to digital in 2012, which was the largest broadcast engineering project in UK history. Arqiva also provides satellite distribution services for Turner Broadcasting System, Inc. in the United States, leading French media company Canal+ Group, and the internationally renowned Al Jazeera Network.

**Challenges**

• Improve the customer experience for broadcast-radio customers by providing self-service access to a near-real-time view of their network status, 24/7 notification of faults and fixes, and maintenance schedules

• Ensure staff—from CEOs through to technicians, presenters, and DJs—is aware of network performance, incidents, and other issues that might affect the transmission of programs to audiences

• Enable customers to determine the operational status of transmitters and view the current and future configuration data of multiplexes (streams of digital information containing audio and other data) on the networks that broadcast their programs

• Give users access to network performance data via a mobile phone, tablet, or desktop PC

• Provide secure identity and access management to ensure that access to commercially sensitive network data is restricted to the relevant radio broadcaster

• Gain ability to provide network status data to TV and satellite customers in the future

**Solutions**

• Used Oracle WebCenter Portal to build a window that enables radio broadcasters to view the status of their network in near real time, with a traffic-light system to alert them to faults and their severity via an intuitive interface

• Gained immediate acceptance by radio groups, 90% of whom signed up for access as soon as it was launched and rated the service as "fantastic," "innovative," and "brilliant"

• Rolled out portal access to 180 users in 20 radio groups covering 3,500 transmitters within three months

• Used the portal as part of strategy to deliver continuous customer service improvements by enhancing the radio-desk support function that automatically notifies customers of faults on their network and sends daily, weekly, and monthly reports to radio broadcasters

- Benefited from Oracle WebCenter Portal's standards-based framework to integrate Google Maps into the portal to give customers a visual image of their sites and services

- Used out-of-the-box tools and library of prebuilt components in Oracle WebCenter Portal to create graphs and tables depicting network and infrastructure performance

- Benefited from the flexible navigation components of Oracle WebCenter Portal to allow users to personalize the interface to individual preferences and determine the dashboards they wish to access first—such as the status of transmitters within their broadcast regions

- Built a multiplex tab to allow users to view the configuration and capacity of multiplexes and see a list of broadcasters on those multiplexes

- Enabled customers to create a watch list of specific incidents or planned maintenance work they wish to monitor closely and increase productivity by accessing the list immediately when they sign on to the portal

- Gave users access to the portal from any Web-based device, enabled them to click through to service tables quickly and easily, and created views optimized for mobile phone users

- Cut time to develop and refresh content by using Oracle WebCenter Portal's framework to create standards-based portlets and ensure uniformity of page structure and layout

- Benefited from standards-based, service-oriented architecture of Oracle BPEL Process Manager to assemble and integrate data from the Oracle-based, core-incident management system, and third-party sources into end-to-end process flows for publishing via the portal

- Used Oracle Unified Directory to create and apply identity management and access security rules to protect sensitive customer network-performance data from unauthorized viewing

- Benefited from the scalability of Oracle WebCenter Portal and Oracle Unified Directory to gain ability to accommodate more users in line with Arqiva's plans to extend portal access to its TV and satellite customers

**Why Oracle**

Arqiva conducted a competitive bid and evaluated the open-source product Liferay Portal. The company chose Oracle WebCenter Portal for its standards-based interoperability, out-of-the-box functionality, and reusable portlets that would minimize development and allow Arqiva to refresh content rapidly and share it seamlessly across internal and customer-facing applications. Arqiva selected Oracle Unified Directory to provide fine-grained control of policies at an organizational-unit level and for scalability needed to meet the demands presented by additional TV and satellite customers accessing the portal at a later date.

"We chose Oracle WebCenter Portal for its ranking as a leader in Gartner's Magic Quadrant for Horizontal Portals and because of its unrivalled functionality and strong pedigree," said Eamonn Sorohan, head of applications, Arqiva.

**Partner**

Oracle Specialized Partner Griffiths Waite worked with key business users to design and build the portal to the unique requirements of different types of users. It optimized the interface for each device to ensure the best possible customer experience. Arqiva benefited from Griffiths Waite's expertise to ensure seamless integration between the portal, back-office, and transmitter data and ensured access security was maintained for broadcasters' critical data. As user and data volumes increased, Griffiths Waite monitored the portal to optimize performance and ensure a consistently positive customer experience.

 "Griffiths Waite's expertise enabled us to build the solution in three months," said Helen Knight, head of product, TV and radio, Arqiva. "The portal is intuitive and aesthetically pleasing while being highly functional and a great advertisement for Arqiva."

# Texas A&M University System Improves Managing More Than US$800 Million in Research Funds with Centralized Research Information System

"In the competitive research world, time is of the essence. Oracle enables our researchers to quickly and easily engage with each other to find expertise in similar areas, secure grants, and focus their time on conducting research, not administrative tasks."
— **Sreeja Sreekumarane**, Technical Lead, Texas A&M University System

Texas A&M University System is one of the largest higher education systems in the United States, with a statewide network of 11 universities, seven state agencies, and a comprehensive health science center. The mission of Texas A&M University System is to provide education, conduct research, commercialize technology, offer training, and deliver services for the people of Texas and beyond through its network. Texas A&M University System members educate more than 120,000 students and reach another 22 million people through service each year. With more than 28,000 faculty and staff, the A&M System has a physical presence in 250 of the state's 254 counties and a programmatic presence across the entire state. In 2011, externally funded research expenditures exceeded US$800 million to help drive the state's economy.

**Challenges**

• Help researchers better manage research programs through a secure, centralized, and integrated system, based on a reliable and scalable infrastructure

• Support researcher collaboration and communication by providing access to data in real-time, reducing time spent on research administration

• Support executive decision-making by generating cumulative reports on research activities, quickly and easily

• Enable researchers across 11 universities, seven state agencies, and a health science center to secure external funding and more easily comply with research regulations

**Solutions**

• Built, with the out-of-the-box functionality of Oracle WebCenter Portal, Oracle WebCenter Content, and Oracle Application Development Framework, an integrated and centralized research management system (which it called Maestro), to reduce the time 10,000 users across the university system spent on administrative tasks

• Improved researcher productivity by 30%, thanks to an integrated activity stream to track research contract and proposal requirements, providing project status updates in real-time and streamlining communications between universities, agencies, and research centers

• Created a system with an intuitive user interface, based on Oracle Application Development Framework and Oracle WebCenter Portal, requiring minimal user training and increasing employee satisfaction by 30%

• Consolidated inventory, sponsor, and organizational information and supported real-time data updates to better track research information and improve report generation speed to enhance university decision-making

- Leveraged built-in search capabilities to support seamless access to research data, compliance documents, and grant information from within the application

- Used Oracle WebCenter Content to develop a system with more than 400 pages, custom dashboards for executives, and personalization tools for administrators and researchers—centralizing the tool across different departments

- Secured and managed more than US$700 million in research funding by providing researchers with tools and information to streamline grant writing and better manage budgets

- Achieved granular security functionality for research and grant-writing data by customizing each user's access, thanks to Oracle Application Development Framework's out-of-the-box security functionality

- Created reusable system components with Oracle Application Development Framework to enhance the speed at which the university system can roll out new system functionality and security

### Why Oracle

"We selected Oracle because its industry-standard technology and out-of-the-box functionality provided us with the means to securely consolidate information across our many locations and improve processes for our staff, so they could focus more on their research and spend less time on administrative tasks—a huge benefit for a large university system," said Leonarda Horvat, director of Maestro, Texas A&M University System.

### Implementation Process

The Maestro portal and content management system went live after just six months of research and development. The project was completed in several phases. The first phase focused on consolidating information into the data warehouse. The second phase enabled researchers to submit proposals and request grants through the system. The final phase, which has not yet been completed, will focus on making Maestro the one-stop-shop for all research needs, integrating all processes that are currently external—including phone calls and e-mails—with the system.

# **Universidad Autónoma de Madrid** Uses Extreme Performance to Eliminate Downtime and to Support a 10x Increase in Enrollment

"Oracle provides the best database and application server, and Oracle SuperCluster enables us to get the most performance out of it, specifically by enabling hundreds of students to enroll for classes faster and simultaneously."
— **María José García Rodriguez**, Director of Information Technology, Universidad Autónoma de Madrid

Founded in 1968, Universidad Autónoma de Madrid (UAM) is a leading Spanish public university that consistently ranks in the top 3 universities nationally and top 200 worldwide. It offers more than 180 undergraduate and post-graduate degrees—taught by 3,200 academic staff—to more than 35,000 registered students.

The information technology department is responsible for managing UAM's technological resources, including the system that is most in demand, which supports student enrollment. The department also supports systems used for scheduling and classroom planning, human resources management, financial management, e-administration, website management, library systems, communications, and an online learning-management system.

### Challenges

• Replace aging server systems with high-performance, high-availability, and low-maintenance engineered systems to o provide efficient, nonstop enrollment services to more than 35,000 students during extremely high-demand periods

• Improve the university's enterprise resource planning (ERP)—including functions that support student enrollment, scheduling, classroom assignments, human resources management, and financial management—and to improve efficiency and optimize operational costs

• Acquire the scalability required to add databases, application servers, library-management software, and website domains to meet IT, administrative, academic staff, and student demands

• Revamp the university's application server and web-management platform to improve back- and front-end users' experiences and efficiency, provide high-performance academic software to students, and maintain UAM's high-quality corporate image

### Solutions

• Enabled 285 students per minute to enroll for classes—a tenfold increase—and enabled UAM to manage students' class selections and scheduling 91% faster with an 80-TB Oracle SuperCluster half-rack, Oracle WebLogic Server, and Oracle Database

• Reduced the average response time from more than five seconds to less than one-half second—enabling more students to register faster, simultaneously, and at their convenience and eliminating inefficient practices, such imposed constraints of registration time windows

• Improved enterprise application performance by deploying Oracle WebLogic Server, enabling UAM to provide users with high-performance software

- Achieved a high-level of system availability by avoiding server overloads during the most highly trafficked periods of the academic year—undergraduate and post-graduate enrollment—and eliminating maintenance downtime to avoid system disruptions—enabling 98% of students to complete enrollment with no limits to concurrent sessions

- Reduced times for database exports and imports from more than two hours to just 20 minutes, improving database administrators' efficiency and enabling UAM to more efficiently plan its resources

- Acquired the scalability to quickly and cost-effectively respond to future demands—such as anticipated increased demand for student self-enrollment, online classes, improvement to library management software, and production of a new website

- Upgraded the web management platform to Oracle WebCenter Sites, enabling UAM to deploy a more user-friendly back-end that allows for more than 350 web contributors to publish content more efficiently and to roll out a modern website that reflects the university's corporate image of an elite, higher-learning institution

**Why Oracle**

Oracle SuperCluster, Oracle WebLogic Server, and the Oracle Database meet UAM's need for extreme performance, high availability, and low maintenance costs in a pretested, engineered system. Further, Oracle provides unrivalled tech support.

"Thanks to Oracle SuperCluster, Oracle WebLogic Server, and the Oracle Database, UAM is without a doubt in a class of its own in terms of academic-planning effectiveness and efficiency. Server overloads and downtime are things of the past," said María José García Rodriguez, director of information technology, Universidad Autónoma de Madrid.

**Implementation Process**

Oracle Consulting assisted UAM in planning a detailed roadmap to ensure a seamless transition to Oracle SuperCluster. In an aggressive timeline of just three months, the pretested engineered system was fully operational. Oracle Consulting also assisted in training administrative and IT staff, and it continues to consult with UAM on other projects, such as revamping the university's website.

**Oracle Customer:**

**INSO sistemi per le infrastrutture sociali S.p.A.**
Firenze, Italy
www.inso.it

**Industry:**
Engineering and Construction

**Annual Revenue:**
$100 to $500 Million

**Employees:**
200

**Oracle Products & Services:**

- Oracle WebCenter Portal
- Oracle WebCenter Content
- Oracle Business Intelligence
  Enterprise Edition 11$g$
- Oracle Database
- AutoVue 2D Professional
- Oracle SOA Suite

**Oracle Partner:**

**Blue System Srl**
www.bluesystem.it

# INSO sistemi per le infrastrutture sociali S.p.A.
Increases Healthcare Support Service Quality and Efficiency at San Giuseppe Hospital and Reduces Costs by 30% with Centralized Web-based Management System

"Oracle technology enabled us to offer San Giuseppe Hospital in Empoli a complete solution by integrating and centralizing the numerous hospital support services we provide. In the short term alone, we optimized dispatch time, improved service quality, reduced overhead and staff supervision needs, and more."
— **Corrado Consiglio**, IT Manager, INSO sistemi per le infrastrutture sociali S.p.A.

INSO sistemi per le infrastrutture sociali S.p.A. is a leading international general contractor that provides engineering, construction, and related services to the healthcare, manufacturing, and service sectors. The organization delivers complex projects—such as hospitals or industrial and commercial buildings—from planning through construction and maintenance.

Having contributed significantly to the Italian healthcare network for more than 20 years, INSO was contracted to extend and restructure San Giuseppe Hospital in Empoli, a project that encompassed 42,000 square meters of building space and included the addition of 398 new hospital beds, medical equipment and furniture, as well as a sterilization station. In addition, Inso manages all maintenance, cleaning and laundry services, and catering, for San Giuseppe Hospital in Empoli, both with in-group resources as well as in partnership with external providers – such as Blue System Srl.

**Challenges**

- Ensure high quality hospital support services—such as maintenance, catering, cleaning, and laundry—in the San Giuseppe Hospital of Empoli to reduce their impact on the hospital's core business—patient care

- Optimize healthcare support services analysis and cost monitoring by adopting a single, centralized system for collecting and synchronizing stock, delivery, and cost-related data from critical supply management applications that support the hospital's functional needs—such as food, clean laundry, syringes, gloves, disinfectants, and other consumables

- Monitor hospital staff and healthcare service providers to deliver better response times for stock management, order reception and service delivery, reduce costs, and improve patient care

**Solutions**

- Implemented Oracle Business Intelligence and Oracle WebCenter Portal as a centralized, integrated solution that provides an overview of administrative operations and dramatically increasing the hospital's ability to coordinate support services

- Used Oracle WebCenter Portal to establish a governance service portal that improved support service delivery by providing hospital managers with visibility into requests—such as laundry orders—generated by local or mobile workstations

- Improved governance by constantly monitoring the supply of goods and services to the hospital; checking task progress, delivery times, and costs incurred; and detecting and flagging discrepancies in real time—driving a 40% improvement in service quality

- Automated service request dispatch and approval, cutting the average dispatching time in only six months from eight days to one day

- Cut service operating costs by 30%—thanks to reduced processing times for service requests, improved quality control mechanisms, and the ability to view costs incurred in real time

- Reduced the number of service requests from San Giuseppe Hospital staff—such as hospital laundry and catering services—by 40% by clarifying questions upfront with Oracle AutoVue 2D Professional ability to capture audit trail of decisions, changes, and approvals for compliance

- Cut the number of disputes and compensation claims due to faulty goods and services by 45% in six months by utilizing OBIEE to check the proper execution of the services and their quality, check the response time, and report real-time non-compliance on services

- Integrated Oracle's AutoVue 2D Professional with Oracle WebCenter Portal, creating an easy-to-navigate 2D map of the entire hospital, where users can drill down into each ward to determine status of various supplies—such as fresh laundry and sterile gloves—and ensure timely replacements

- Gained the ability to assess in-house staff's work using key performance indicators per user profile—such as ward manager, internal public health unit manager, nurse, and hospital manager—greatly increasing staff accountability and reducing duplicate service procurement orders by 25%

- Deployed Oracle Business Intelligence to provide in-depth analysis of INSO's service levels with the hospital—such as dispatch times for sterilizing medical instruments—and enable centralized planning for periodic cleaning services based upon historical trends to ensure a clean and safe environment for patients, staff, and visitors

- Used Oracle SOA Suite to provide secure, real-time, standards-based information exchange between INSO and the hospital, ensuring that both parties have up-to-the-minute information on the status of medical supplies inventory, orders, and deliveries—greatly enhancing the supplier-client relationship and improving quality of care

**Why Oracle**

When requested by San Giuseppe Hospital to provide end-to-end services management for their institution, INSO—just entering the governance market at that time—discovered that there was no existing solution in the Italian healthcare industry to link the hospital's support services administration with its service provider and therefore decided to build one. INSO engaged Blue System to build a web portal that enables easy hospital administration and detailed reporting services.

Oracle WebCenter was selected as the foundation for the innovative medical governance portal due to its ability to create individual, team, and organizational work environments to connect people and content.

"Thanks to Oracle WebCenter Portal and Oracle WebCenter Content, we greatly improved the service we provide to our healthcare clients, and using Oracle Application Development Framework, we can rapidly develop new applications to expand our offering to the healthcare, manufacturing, and service sectors."

**Partner**

In July 2009, INSO commissioned Blue System Srl, an Oracle Gold partner, to implement Oracle WebCenter Portal and Oracle WebCenter Content, integrating administration of the hospital's support services directly with the service INSO. At the time, no company in Italy had made such an environment in Oracle Application Development Framework, making the project pioneering from the start. Blue System's specialists who boost an outstanding experience in Oracle technology created the information system from scratch using Oracle Database, first defining user groups and mapping the various services within the portal, with various data marts specific to each type of service. Blue System's system engineers installed and configured the Oracle WebCenter solution and continue to implement new operational modules in the evolving portal to further enhance its service capabilities.

# **Shinhan Card Co. Ltd.** Implements Next-Generation Core Banking System—Introduces New Products 4x Faster and Expands Customer Base

"We chose Oracle's solutions for their stability and high performance to fulfill Shinhan Card's business vision to improve customer satisfaction and operational efficiency. We have introduced new products 4x faster, increased the number of credit card memberships, and greatly improved customer satisfaction."
— **Nam Seung-woo**, Managing Director, CIO, Shinhan Card Co., Ltd.

Shinhan Card Co., Ltd. (Shinhan Card) is the largest credit card issuer in South Korea. Ranked first for consumer satisfaction awards in the credit card category for the last two consecutive years, the company has approximately 15 million active cardholders and processes US$120 billion in transactions annually.

Following its merger with LG Card on October 1, 2007, Shinhan Card set strategic corporate goals to prioritize customer values and business growth.

**Challenges**

• Accelerate new financial products, including a monthly installment plan and tying in these products with insurance offering to maintain a competitive edge

• Centralize systems to reduce costs and ensure enterprisewide visibility

• Consolidate number of IT-vendor partners to reduce complexity and streamline IT management

• Provide consistent and highly responsive customer care for 15 million credit card customers

**Solutions**

• Introduced new products 4x faster—in two to three weeks instead of two to three months—with the ability to base products on previously stored data regarding customer requirements and company policies

• Improved customer satisfaction by personalizing and expediting service through a single customer view, ensuring immediate responses to customer requests

• Expanded membership base by minimizing the time to respond to customer requests through real-time data analysis

• Provided 24/7 support for business-critical processes, such as issuing credit cards, installment financing, and accounting by using Oracle Real Application Clusters for high availability

• Improved ability to respond to market changes and capitalize on new opportunities by leveraging a prevalent workforce trained in UNIX-based systems and by being freed from an inflexible mainframe

• Established a fast, secure, and stable real-time recovery system by using Oracle GoldenGate to synchronize marketing data used for promoting new credit card products to customers

- Achieved accurate profit-and-loss predictions through profitability analyses, based on accurate data collected during the product development phase

- Improved labor pool by staffing for Oracle and JAVA experts, rather than for DB2 and COBOL personnel, making it easier to recruit team members and maintain the core banking system

- Enhanced interdepartmental collaboration, such as managing customer complaints and product development by using Oracle Business Process Management Suite to eliminate communication barriers through discussion forums and message boards

- Created a highly scalable IT infrastructure that will support rapid and sustained company growth

- Ensured system stability and reliability with Oracle Enterprise Manager 12c and Oracle Database Lifecycle Management Pack by increasing business visibility through automated IT management processes and by reducing the management burden

### Why Oracle

After deciding to switch from a mainframe to a UNIX-based system, Shinhan Card needed a flexible data infrastructure that offered better stability and support for its next-generation business information system.

Shinhan Card chose Oracle Database over IBM for its low system load and high performance, online transaction processes. Furthermore, the switch would seamlessly integrate with the company's other Oracle-based environments, including its website, which runs on Oracle Database. Similarly, Shinhan Card chose Oracle GoldenGate over Informatica for its interoperability with Oracle Database and its in-house Java application, providing unparalleled data integration and replication capabilities.

Finally, Shinhan Card implemented Oracle Business Process Management Suite to fulfill the company's business vision. "Oracle's Business Process Management Suite is a completely integrated solution that can help us deliver our business values through a service-centric framework to enhance customer service and operational efficiency," said Nam Seung-woo, managing director, CIO, Shinhan Card.

### Implementation Process

Shinhan Card, in cooperation with Oracle partner LG CNS, adopted a big-bang approach, retiring the legacy system upon roll out of Oracle Database, followed by Oracle Enterprise Manager 12c, Oracle Database Lifecycle Management Pack, Oracle GoldenGate, and Oracle Business Process Management Suite. The new system went live on October 2, 2012.

Shinhan Card jumpstarted use adoption by providing comprehensive internal user training in tandem with the system implementation.

**Partner**

Shinhan Card engaged Oracle partner LG CNS for its core banking implementation in the next generation project. LG CNS utilized its experience in system maintenance and system integration and provided support for workload analysis, system design and development, and product performance testing.

 "LG CNS has successfully performed large-scale financial IT projects, including the integration of Shinhan Card and LG Card Systems. With the group's support, we could complete the new big-bang system implementation smoothly and on time," said Kim Jae-eok, deputy director, Datacenter Relocation Task Force Team, Shinhan Card.

## Oracle Customer:

**CSC**
Falls Church, Virginia
www.csc.com

## Industry:
High Technology

## Annual Revenue:
Over $5 Billion

## Employees:
80,000

## Oracle Products & Services:

- Oracle Identity and Access Management Suite Plus
- Oracle Identity Management
- Oracle Access Manager
- Oracle Identity Federation
- Oracle Directory Services
- Oracle Virtual Directory
- Oracle SOA Suite
- Oracle Service Bus
- Oracle WebCenter Portal
- Oracle WebCenter Sites
- Oracle WebCenter Content
- Oracle Application Development Framework
- Oracle Business Intelligence Suite, Enterprise Edition
- Oracle Database

# **CSC** Enables Next-Generation Access Management and Flexible Reporting for Large Public Sector Health Agency

"Oracle Fusion Middleware gave us a competitive advantage when bidding for and building a new enterprise reporting platform for a large public-sector healthcare agency. With an end-to-end, single-vendor solution, we could accelerate deployment, reduce costs, and create a highly flexible platform that the agency can scale and adapt as needed."
— **Manish Bhansali**, Director for Oracle Competency for North America Public Sector, CSC

CSC is a global leader in next-generation IT services and solutions. It helps clients achieve strong returns on their technology investments through its best-in-class industry solutions, domain expertise, and global scale. CSC's areas of expertise include IT infrastructure services, cloud computing, cyber security, big data, consulting, and industry-focused application solutions.

**Challenges**

- Create a secure IT infrastructure built on a service-oriented architecture (SOA) to empower the modern, public sector enterprise and advance CSC's governmental IT practice

- Enable a large public-sector healthcare agency to launch a robust, next-generation, secure portal and platform that improves its ability to analyze healthcare quality and costs

- Ensure that the environment is flexible to rapidly accommodate changing regulatory requirements and that it can integrate easily with the agency's various IT platforms as well as external systems and data sources

- Guarantee the privacy of protected health information in the reporting environment

**Solutions**

- Built a next-generation, SOA-based reporting environment using Oracle Fusion Middleware and Oracle Database with interoperability and scalability that supports thousands of hospitals, a quality improvement organization, and with the capacity to support 800,000 provider organizations and process millions of files during peak periods

- Created an enterprise identity and access management solution for the reporting portal built on Oracle Identity and Access Management Suite Plus that ensures the privacy of protected health information, supports multifactor credentialing, and integrates easily with two commercial cloud services

- Made the portal solution available to agency staff and business partners, securely supporting 1,700 concurrent users

- Created a flexible and open platform using Oracle SOA Suite and Oracle WebCenter Sites that can be adapted easily to meet ever-changing healthcare reporting requirements

- Created a consolidated platform to provide business services to all partners that work with the healthcare agency and ensure that all business capabilities are available in a secure environment

- Decreased administrative and operational costs, optimized the agency's investment with an enterprisewide solution, which improved security and cut the number of help desk calls allowing IT to focus on other priorities

- Enabled the organization to quickly and cost-effectively roll out new services on the platform, thanks to a SOA-based approach

- Created advanced dashboards—using Oracle Business Intelligence Suite, Enterprise Edition—with which users can interact via the portal for a more seamless user experience

- Benefitted during the request for proposal process from Oracle Fusion Middleware components that are designed to work together, reducing costs and accelerating implementation

- Enabled CSC to demonstrate to other agencies its ability to rapidly deliver a robust and highly flexible reporting platform and enterprise access and identity management capabilities using pre-integrated software

**Why Oracle**

CSC's project with the healthcare agency was complex and required integration with many internal and external legacy systems. "Oracle Fusion Middleware components gave us a distinct advantage on the integration front, as they are designed to work together, which accelerates deployment and cuts costs," said Andy Andurkar, chief engineer, CSC. "One platform and one vendor with the keys to the kingdom are critical to our success with this project. It would not have been possible to do this five years ago.

**Implementation Process**

CSC is in the midst of a multiphase project with the healthcare agency. The platform is live and the agency is on boarding its various business functions, including hospital reporting. The team is releasing new capabilities on an ongoing basis. For example, the agency will roll out quality improvement reporting as well as extended collaboration capabilities this year.

# Agilent Technologies Inc. Delivers Web Content and Cuts IT Integration Costs by US$1 Million Annually with Middleware

"We increasingly rely on Oracle Fusion Middleware to help us address some of our formidable IT challenges. We have created a portal that is driving more meaningful customer interactions, improving and streamlining identity provisioning and management, and cutting the time to build interfaces. It's saving us US$1 million annually in integration costs. That is a powerful value proposition."
— **Rajesh Gathwala**, Enterprise Architect, Agilent Technologies Inc.

Precision is paramount at Agilent Technologies Inc., a world-leading electronic and bio-analytical measurement company. Through its four lines of business—chemical analysis, life sciences, diagnostics and genomics, and electronic measurement—Agilent helps scientists, researchers, and engineers to accelerate innovation. For examples, its products are used to test more than half of the world's 1.13 billion cell phones and help pharmaceutical and biotechnology companies to analyze disease causes and develop new treatments. Its solutions also help the military to become more flexible and mobile, and support efforts to keep air, water, soil, and food clean and safe.

The company looks to deliver the same precision and innovation to its IT environment. Oracle Fusion Middleware, including Oracle SOA Suite, Oracle Access and Identity Management Suite, and Oracle WebCenter Portal, as well as Oracle Database, Oracle E-Business Suite, and Oracle's Siebel Customer Relationship Management applications factor heavily into this equation.

Agilent implemented Oracle Fusion Middleware components to reduce IT costs and complexity, accelerate time to value, expand the impact of its enterprise applications, and drive its business forward. It increased electronic measurement customer interactions via the web portal and realized a 60% jump in customer satisfaction with the portal experience. Agilent automated identity provisioning and management capabilities, creating single sign-on and gaining the ability to provision a new employee or consultant for IT access in 20 minutes instead of five days. It also cut the average time needed to build new Oracle Fusion Middleware interfaces and is saving more than US$1 million annually in integration-related costs.

**Getting to Know You**

The markets that Agilent serves change rapidly, so it is important that the company maintains a solid understanding of its customers' needs and requirements. Agilent's electronic measurement group understood that its web presence offered an increasingly important and valuable way to interact with customers, provide them with personalized information, and gain new insight into market trends. The company's disparate web presence and customer information silos, however, did not enable the transparency and agility that Agilent needed to fully realize these benefits. The website also did not support the integrated, seamless customer experience to which the company was aspiring.

"We wanted to provide our electronic measurement group customers with a single myAgilent portal where they could seamlessly interact and conduct business with the company, including checking order status, getting news that is pertinent to them, seeing products that are of interest to them, and even participating in discussion forums.

We achieved this objective with Oracle WebCenter Portal, Oracle Identity and Access Management Suite, and Oracle Application Development Framework," said Balganesh Krishnamurthy, Solution Architect, Agilent.

Today, the company is creating a single view of customers, whether they come in for a discussion forum or to track an order. Agilent also has a single location to manage identities and can analyze how customers are using the company's web applications. As important, it can serve up personalized content, based on a user's interactions with the site.

Agilent went live with its MyAgilent portal in the fall of 2012 and realized several important gains in the first six months. First, the electronic-measurement group is seeing more customer interactions via the web portal and there was a 60% jump in customer satisfaction with the site. Users can now log in a single time to access all portal applications and services. Integration with the company's Oracle iStore and Oracle Order Management applications—Oracle E-Business Suite solutions— enables customers to seamlessly order parts and track order status. In addition, users can seamlessly open service requests via the portal. Agilent is using Oracle Application Development Framework to efficiently create task flows as well as new applications behind the portal.

Agilent is improving time-to-market for new functionality and web applications, with a target of shrinking the development lifecycle by 60% to three-to-four months, versus 8 to 10 months.

The MyAgilent portal supports 15 languages, and it had more than 120,000 users approximately 12 months after go live. It is equipped with locale detection using geographic internet protocol mapping to set the correct localization for each page's language and content. During peak use, the portal supports more than 2 million hits in 24 hours.

Thanks to Oracle Identity and Access Management Suite, each user and customer has a centrally managed identity. As a result, users can log in to the portal via different devices and browsers and still receive their personalized content.

 "We plan to continue to expand the portal—which we can easily do with Oracle WebCenter Portal—to include functionality for managing contracts, quotes, configurations, and more. Ultimately, the portal will significantly automate the buying cycle, as well as provide a clear and compelling value proposition to customers in exchange for information that enables us to deliver a more personalized experience," Krishnamurthy said.

**Realizing the Value of Integrated Identity Management**

Agilent also uses Oracle Identity and Access Management Suite to manage provisioning and access to its enterprise applications. The IT group manages more than 75 applications, including Oracle E-Business Suite and Oracle's Siebel Customer Relationship Management (CRM) applications. Many of these systems contain highly sensitive data about financial and intellectual property.

The company had been managing user access with a mix of manual, home-grown, and commercial, off-the-shelf, user-provisioning systems. It created multiple processes across the business units and applications, making user identities difficult and expensive to manage and maintain, while complicating the user experience.

Agilent first used Oracle Identity and Access Management Suite to automate access to Oracle E-Business Suite applications, followed by Siebel modules and other third-party systems. The solution provisions workflow for account requests and modification, automates account and password setup, and enables self-service password reset. It also supports user access reviews, automates transfer and termination detection as well as account deprovisioning, and expands illicit provisioning detection.

Today, the company can provision a new employee or consultant in 20 minutes, which represents an important productivity gain. Previously, it took up to five days to complete provisioning, limiting new employee and consultant productivity during their first days onboard. In addition, the company has reduced its number of identity management-related IT service tickets by 25%, enabling it to better leverage internal, IT human resources for more strategic assignments and cut costs. In addition, since the company uses IT outsourcing services, it can leverage the reduction in service tickets as a bargaining tool to drive down future contract costs.

**Reducing Complexity and Integration Costs**

Agilent's legacy middleware environment consisted of more than 100 TIBCO-based proprietary software components. The standalone interfaces were difficult to manage, had availability issues, and came with a high cost of ownership. In addition, a typical integration could take approximately months to create, which could delay the time to benefit and realizing return on investment, especially in the case of an acquisition. Scalability was also an issue, especially after an acquisition that increased transaction volume 1.5x.

Agilent used Oracle SOA Suite 11*g* to create a next-generation middleware platform. It spans 41 boundary systems, has 169 touch points—including Oracle E-Business Suite, Siebel CRM, and SAP, Trade Compliance and other enterprise systems. The migration was a high-risk project for Agilent, as many time-sensitive, near real-time, business-critical transactions used the legacy infrastructure and technologies.

 "Our new middleware environment is open and standards-based, which reduces time to market and cost of ownership. It is highly scalable. We are also re-using services, which is further improving our agility and the time to market for new IT solutions," said Rajesh Gathwala, enterprise architect, Agilent.

The company is saving approximately US$1 million annually with the new environment, thanks to the reduced cost of ownership related to server consolidation—which was cut in half when moving from TIBCO—and lower support costs. Agilent also cut in half the time to build new interfaces and reduced the IT budget devoted to interface maintenance by 60%.

In addition, it accelerated business transaction processing by 20% and increased throughput by 30%.

Longer term, Agilent looks to use the new SOA platform to streamline business-to-business and partner integrations and publish a directory of services that IT can leverage across the enterprise, further accelerating application development.

**Going Mobile**

Agilent is focusing on enabling users to access critical applications via their mobile devices. Oracle Fusion Middleware, including Oracle SOA Suite and Oracle Identity and Access Management Suite, is used for integrating mobile apps with enterprise systems. The company has relied on its middleware infrastructure to rapidly build mobile applications, delivering six new mobile services, including field sales and purchase approvals.

 "Mobile is an important part of our IT strategy moving forward," Gathwala said. "With Oracle SOA Suite, we can efficiently reuse services and accelerate mobile enablement. For example, we can quickly build services for mobile applications. Oracle Fusion Middleware plays a critical role in our mobile initiatives and continues to deliver valuable return on our investment."

**Creating a More Robust Application Server Environment**

In 2009, Agilent began an initiative to migrate several critical J2EE-based business applications from JBoss to Oracle WebLogic Server. These included the company's external, customer-facing website, content management system, entitlement management tool, entitlement service, and reference data tool. It looked to move away from JBoss, as it had determined that the cost of managing, maintaining, and developing applications with the platform is high. Oracle WebLogic Server provided high availability and accelerated application development. In addition, it included robust out-of-the-box functionality and administrative tools for rapid configuration as well as lower total cost of ownership.

**Challenges**

- Deliver more integrated customer service, including providing customers with a single, easy-to-use personalized portal that enables them to efficiently interact and conduct business with Agilent

- Strengthened identity and access management capabilities and automate key processes to improve user convenience and employee productivity

- Simplify and accelerate integration development to speed time to market for new applications, including mobile capabilities

- Reduce IT management costs

**Solutions**

- Implemented Oracle WebCenter Portal to create a robust personalized portal that enables customers to efficiently interact and conduct business with the company, including checking order status, getting pertinent news, seeing products that are of interest to them, and even participating in discussion forums.

- Created a single customer view—regardless of access device or browser—improving the customer experience and increasing the ability to appropriately personalize content

- Provided users with single sign-on access to the portal and enabled customers to seamlessly order parts, create service requests, and track order status thanks to integration with the company's Oracle iStore and Oracle Order Management applications—both Oracle E-Business Suite solutions

- Gained the ability to provision a new employee or consultant for IT access in 20 minutes instead of five days, while improving overall security

- Reduced the number of identity management-related IT service tickets by 25% with Oracle Identity and Access Management Suite, freeing IT resources to focus on other priorities

- Used Oracle SOA Suite 11*g* to create a next-generation middleware platform spanning 41 boundary systems and 169 touch points, as well as supporting 20,000 users

- Saved US$1 million annually by replacing a TIBCO-based integration environment with Oracle SOA Suite

- Cut the average time needed to build new application interfaces in half

- Created interfaces to expose applications to mobile devices in approximately six weeks

**Why Oracle**

 "Oracle Fusion Middleware provides us with versatile solutions—from identity management to web servers—that enable us to reduce IT costs and complexity, accelerate time to value, and drive our business forward. Oracle's out-of-the-box capabilities, administrative tools, and low cost of ownership are extremely appealing and give us the capability to increase our agility in a rapidly evolving market," Gathwala said.

**Implementation Process**

Agilent deployed Oracle SOA Suite to replace more than 100 TIBCO interfaces for all Agilent business units, which run many business-critical and time-sensitive transactions. It completed the project in just seven months.

Oracle Consulting worked with Agilent for its Oracle Identity and Access Management Suite implementation. The company benefitted from Oracle Consulting's knowledge of the solution and streamlined access to product development teams. Oracle Consulting employed its Oracle Unified Method, which helps to develop and implement technology-based business solutions with precise development and rapid deployment.

# Goldwind Science and Technology Co., Ltd.
## Shortens Financial Consolidation Time, Improves Production Efficiency, and Reduces Inventory Holding Costs

"Thanks to Oracle's integrated solutions, we now have a secure and scalable information management platform that enabled us to gain real-time data visibility across all business processes. We have reduced financial consolidation cycle time, minimized inventory holding costs, boosted labor productivity, and increased production efficiency."
— **Dong Lei**, Director, Department of Information Management, Goldwind Science and Technology Co., Ltd.

Goldwind Science and Technology Co., Ltd. is the world's largest research and manufacturing enterprise for permanent-magnet, direct-drive wind turbines. The Massachusetts Institute of Technology's MIT Technology Review has twice recognized Goldwind as one of the global, top-50 most-innovative companies. In 2013, Goldwind supplied more than 14,000 turbine units to customers, which eliminate the combustion of approximately 13 million tons of coal annually, reduce carbon dioxide emissions by approximately 39 million tons, and support reforesting of approximately 21 million cubic meters of land. The company is listed on the Shenzhen Stock Exchange and the Hong Kong Stock Exchange.

**Challenges**

- Enhance interoperability between supply chains and manufacturing systems across 12 wind-turbine assembly plants to improve production efficiency

- Provide a consolidated view of enterprisewide business processes to reduce time and cost for month-end settlements and shorten the group-consolidation cycle time

- Improve efficiency of production planning, scheduling, and resources allocation to increase wind-turbine production capacity, boost labor productivity, and ensure timely customer delivery

- Enable users to rapidly create and share updated content for manufacturing operations, such as wind-turbine spare parts specifications, and for better analytic capabilities to improve quality control and customer service

**Solutions**

- Reduced month-end financial reporting time and cost and improved data accuracy by integrating core business operations, such as financials, purchasing, procurement, production planning, factory assembly, logistics, warehousing, transportation management, product tracking, and quality control into a single instance of Oracle E-Business Suite Release 12

- Minimized inventory-holding costs by gaining a real-time view of the inventory level for individual wind-turbine spare parts, such as rotors and blades—across all locations, including project sites and warehouses, or in transit—enabling the company to accurately calculate inventory demand and improve turnover

- Increased production efficiency by using Oracle Discrete Manufacturing to standardize bills-of-material control for each subsidiary and provide full visibility for work order status—minimizing production bottlenecks and ensuring timely customer delivery

- Boosted user productivity by integrating 11 applications into a single portal platform and using Oracle Identity Management to standardize identity management and provide single sign-on service for users, eliminating time-consuming, multiple logins and access-control processes

- Reduced group financial-consolidation cycle time by using Oracle Hyperion Financial Management to automate data aggregation from all subsidiaries without the need to enter and double check the actual results, allowing finance staff to focus on more valuable tasks, such as analyzing sales revenue

- Improved financial-reporting accuracy by using Oracle Hyperion's intercompany transaction-matching module to rapidly identify, reconcile, and resolve internal transaction differences

- Enhanced quality control by deploying a centralized information-management platform to capture and share real-time content, such as manufacturing standards across 12 wind-turbine assembly plants, thanks to Oracle WebCenter Content

- Improved customer service by enabling users to rapidly access and update information for business workflows, including purchasing, production, and spare-part replacement

### Why Oracle

After conducting an in-depth survey and evaluation of domestic and international software vendors, Goldwind selected Oracle solutions because Oracle provides a centralized, secure, and scalable information management platform that met all the business requirements.

"Oracle's comprehensive and unified solutions would ensure seamless integration of our applications across all assembly plants and simplify system management, allowing us to gain a consolidated view of enterprise information and increase production efficiency," said Dong Lei, director of the department of information management, Goldwind Science and Technology Co., Ltd.

### Implementation Process

Goldwind implemented Oracle's integrated solutions to cover core business processes, including sales, planning, finance, purchasing, manufacturing, logistics, quality control, and customer service. The company went live on the new system within one year.

# **Pella Corporation** Accelerates the Order-to-Install Experience—Verifies Orders 80% Faster and Schedules Door Sales and Services in Real Time

"Oracle E-Business Suite Release 12.1 has been crucial as we continue to grow as the second-largest manufacturer of windows, patio doors, entry doors, and storm doors in the country. Oracle solutions have kept us at the top of our field, ensuring efficiency, quality, and exceptional service across our enterprise."
— **Rick Hassman**, Director of Applications, Pella Corporation

Pella Corporation is an industry leader in creating a better view and transforming homes and businesses by designing, testing, manufacturing, and offering installation services for energy-efficient windows and doors for new construction, remodeling, and replacement applications. A family-owned company, Pella is for respected an 89-year history of innovation. Pella Windows and Doors are manufactured across the United States and sold throughout North America.

**Challenges**

• Improve manufacturing efficiency and enhance visibility across plants producing high-quality windows and doors

• Deliver seamless customer service with on-demand access to accurate information about the install base as well as streamlined appointment setting for window and door sales and service calls

• Improve ability to track and manage warranties to ensure high levels of service and avoid revenue leakage associated with invalid claims

• Boost efficiency of field service operations by avoiding the need for multiple calls to verify installed window and door products and then complete service

**Solutions**

• Supported a fully integrated process from generating marketing campaigns in Oracle Marketing that transitions leads from Oracle CRM On Demand into Oracle Configurator or Oracle Order Management for processing, then to Oracle Manufacturing for production, and finally through to Oracle Transportation Management for efficient delivery and invoicing

• Improved ability to manage warranties with Oracle Install Base and Oracle Service Cloud, expanding visibility into current status to ensure rapid service while eliminating revenue leakage associated with covering claims that fall outside of warranty parameters

• Gained the ability to schedule window and door order and installation processes in real time and verify orders 80% faster, accelerating the order-to-install process and significantly enhancing customer satisfaction

• Centralized manufacturing resource planning, consolidating 14 manufacturing-resource-planning runs into one, reducing time from 14 hours to just 2 hours, and lowering the number of employees involved in the process by 40%

• Improved manufacturing productivity by downloading product details directly to the shop floor

- Ensured a seamless customer experience by reducing duplicate customer records, thanks to a single point of data entry and integration with third-party address verification services—validating 95% of records at point of entry and enabling the company to identify 45% more potential duplicate records

- Managed very complex scheduling and sequencing in manufacturing, while linking the system to suppliers to issue electronic forms—such as purchase orders—and providing automatic status updates that reduce support calls

- Benefitted from the ability to assess performance, make adjustments as needed, and improve on-time delivery

- Used Oracle Configurator to validate products, accessories, labels, and branding before shipping—a huge benefit since most windows and doors are configure-to-order products

- Enabled the use of a single bank account across multiple legal entities within the manufacturing company with the use of Oracle Financials

- Decreased rate of online-scheduling drop offs with Oracle WebCenter Sites and improved the overall personalized web experience for real-time scheduling of appointments

- Gained the ability to adapt the online scheduling tool and interface in hours instead of days—without recoding—to better capitalize on opportunities and personalize the interface for specific markets and regions

- Reduced IT complexity with a web-portal environment that integrates easily with Oracle E-Business Suite Release 12.1

- Extended business insight with Oracle Business Intelligence, using it to create personalized dashboards that enable managers to drill down into operations, including manufacturing—by plant, specific window, and door products

- Positioned the company to take advantage of future application upgrades by staying on the most current technology, including service-oriented architecture (SOA) technology

**Why Oracle**

 "Oracle delivers end-to-end solutions that provide a powerful, integrated view of the customer experience, from first contact through service calls, and provide complete visibility into our operations—from various dimensions, including corporate, region, manufacturing facility, and even product levels. Oracle helps us to be more personal when interacting with customers and allows us to have a powerful, robust view of their interactions and how we can improve ours. With Oracle's integrated solutions, we can see the complete picture for optimal decision-making," said Rick Hassman, director of applications, Pella Corporation.

# **Pella Corporation** Delivers Seamless Customer Experience, Improves Lead Conversion, Boosts Service Efficiency with Integrated Enterprise Applications

"Pella has an advantage over our competitors, as we own the customer relationship, from the point of first contact, through to service. Oracle E-Business Suite and Oracle CRM On Demand empower us to deliver a superior customer experience and make the most of that competitive edge."
— **Rick Hassman**, Director, Corporate Applications, Pella Corporation

Pella Corporation is an innovative leader in creating a better view for homes and businesses by designing, testing, manufacturing, and installing quality windows and doors for new construction, remodeling, and replacement applications. A family-owned company, Pella has an 88-year history of innovation and, today, is the second-largest manufacturer of windows, patio doors, entry doors, and storm doors in the country. The company has 12 manufacturing facilities in United States and window and door showrooms across the United States and Canada.

**Challenges**

• Integrate the customer experience across the various phases of the window and door sales and service cycles to accelerate processes and improve customer satisfaction

• Create a customer relationship management (CRM) infrastructure that could support the company as it moved beyond the builder channel, expanding into in-home sales and retail sectors for replacement windows and doors

• Ensure seamless integration with the company's enterprise applications as well as third-party systems, such as address validation services, delivering accurate information to the right person at the right time to insure a premium customer experience.

• Expand business insight to enable rapidly adapted sales and marketing campaigns to improve performance

**Solutions**

• Increased lead and opportunity conversion rates overall for the company's in-home, builder trade and retail channels with Oracle E-Business Suite sales and marketing applications and Oracle CRM On Demand

• Significantly improved customer satisfaction by delivering self-service, real-time sales consultation requests, online

• Improved sales funnel efficiency through automated lead and opportunity-nurturing cadences

• Enabled Pella to maintain sales conversion ratios for its window and door products and remain profitable during the 2008-2011 period, during which opportunities contracted by 80%, industrywide

• Improved the return-on-marketing with the ability to analyze the impact of campaigns and the revenue they generate and to make mid campaign changes as well as changes to future initiatives for improved results

- Increased sales team productivity with a single source of customer information

- Gained the ability to deliver a seamless customer experience by integrating and enabling visibility into processes, from lead generation, through manufacturing, to service—thanks to prebuilt integration between Oracle applications and solutions

- Improved business performance and agility with the ability to analyze key sales metrics, such as close ratios, lead conversion rates, and lead-to-appointment time, enabling Pella to target areas for improvement

- Empowered Pella to make timely business decisions as economic and market conditions change, which drove solid sales performance, such as the insight that guided the company's strategy to focus on incentivizing leads in the pipeline during the economic downturn, as opposed to redeploying resources to focus more heavily on new lead development

- Improved customer service and field service operation efficiency by integrating scheduling, verification, window and door installation, and customer history within Oracle for expanded visibility into the complete service lifecycle

**Why Oracle**

"Our selection of Oracle CRM solutions was part of a journey that we began back in 2000. At that time, we mapped a course to create an enterprise infrastructure that would enable us to integrate processes, from lead generation, through manufacturing, to service. Only Oracle could deliver on this vision then, and today the company delivers an even stronger value proposition following numerous acquisitions, including Siebel and FatWire," said Rick Hassman, director, corporate applications, Pella Corporation.

**Implementation Process**

Pella took a multiphased approach to its CRM implementation and uses numerous Oracle solutions. For in-home sales lead management, it deployed Oracle Sales and Oracle Marketing, which it has integrated with a third-party quote system and Oracle WebCenter Sites. Information flows from Oracle Sales into Oracle Order Management to begin the production process.

The company runs Oracle CRM On Demand for contact management in its builder, trade, and national accounts channels, where maintaining strong, long-term relationships is critical—integrating the solution with Oracle Order Management and a third-party quoting system. It also recently deployed Oracle CRM On Demand Marketing for this same sector. Oracle CRM On Demand Desktop allows Pella's sales users to manage opportunities and contacts in the Microsoft Outlook user interface, which has increased user adoption and usage.

Pella runs Oracle Contact Center and Oracle Field Service to schedule and manage call center, installation and service functions. Prebuilt integration with other Oracle E-Business Suite modules enables end-to-end visibility for service operations.

Continuing its CRM journey, Pella is preparing to roll out Oracle Install Base and Service Contracts. The company will use this module to drive new levels of efficiency into service operations with expanded insight into the products that customers have in place and their associated warranties. It will enable Pella to better schedule and stock parts for service calls, reducing the need for multiple technician visits.

# **Pella Corporation** Increases Online Appointment Scheduling and Rapidly Personalizes and Updates Marketing Initiatives

"Oracle WebCenter Sites—from the start—delivered important benefits. We've redesigned the online scheduling process and are seeing more potential customers completing consultation bookings online. More important, the solution opens a world of other possibilities as we plan to migrate Pella.com and our dealer microsites to the platform, and leverage it to optimize the Web experience for our mobile devices."
— **Teri Lancaster**, IT Manager, Customer Experience Applications, Pella Corporation

Pella Corporation is an innovative leader in creating a better view for homes and businesses by designing, testing, manufacturing, and installing quality windows and doors for new construction, remodeling, and replacement applications. A family-owned company, Pella has an 88-year history of innovation and, today, is the second-largest manufacturer in the country of windows and doors, including patio, entry, and storm doors. The company has 10 manufacturing facilities in United States and window and door showrooms across the United States and Canada.

In-home consultations are an important part of Pella's sales process. Several years ago, the company launched an online appointment scheduling tool to improve customer convenience. While the functionality worked well, the company wanted to increase online conversion rates and decrease the number of incomplete, online appointment schedules. It also wanted to give its business analysts and other line-of-business personnel the ability to update the scheduling tool and interface quickly, without needing IT team intervention and recoding, to better capitalize on opportunities and personalize the interface for specific markets. Pella also looked to reduce IT complexity by selecting a system that integrated easily with its Oracle E-Business Suite Release 12.1 enterprise applications.

Pella, which has a large Oracle footprint, selected Oracle WebCenter Sites as the foundation for its new, real-time appointment scheduling application. It used the solution to re-engineer the scheduling process and the information required to set up an appointment. Just a few months after launch, it is seeing improvement in the number of appointments booked online and experiencing fewer abandoned appointments during the scheduling process. As important, Pella can now quickly and easily make changes to images, video, and content displayed on the scheduling tool interface, delivering greater business agility. Previously, such changes required a developer and weeks of coding and testing. Today, a member of Pella's business analyst team can complete the changes in hours. This capability enables Pella to personalize the Web experience for customers. For example, it can display different products or images for clients in different regions.

The solution is also highly scalable. Pella is using Oracle WebCenter Sites for appointment scheduling now and plans to migrate Pella.com, its configurator tool, and dealer microsites onto the platform. Further, Pella plans to leverage the solution to optimize mobile devices.

"Moving ahead, we expect to extensively leverage Oracle WebCenter Sites to gain greater flexibility in updating the Web experience, thanks to the ability to make updates quickly without developer resources. Segmentation and targeting capabilities will allow us to create a more personalized experience across both traditional and mobile platforms," said Teri Lancaster, IT manager, customer experience applications, Pella Corporation.

### Why Oracle

Pella has a long-standing relationship with Oracle. "We look to Oracle first for a solution. Our Oracle account team came to us with several solutions, and Oracle WebCenter Sites delivered the scalability, ease-of-use, flexibility, and scalability that we required for the appointment scheduling initiative and other Web projects on the horizon, including migrating Pella.com and optimizing our site for mobile platforms," said Teri Lancaster, IT manager, customer experience applications, Pella Corporation.

### Implementation Process

The Pella implementation team, working with Oracle partner Element Solutions, LLC, integrated the appointment setting application with Pella.com as well as the company's Oracle E-Business Suite customer relationship management applications. Using Oracle WebCenter Site's development tools and subversion capabilities to develop the application, the Element Solutions and Pella teams could work remotely and collaboratively, accelerating deployment. Pella went live with the new scheduling tool in just six months.

### Partner

Element Solutions was instrumental at every major stage of the project, including design creation and approval, development, training, and rollout.

"Element Solutions was a vital partner for our Oracle WebCenter Sites initiative. The team provided guidance, and more important, critical knowledge transfer at every stage—which equipped us to get the most out of this powerful and versatile solution. We were definitely collaboration partners," Lancaster said.

## Oracle Customer:

**POSCO**
Pohang, Korea
www.posco.co.kr

## Industry:
Industrial Manufacturing

## Employees:
25,722

## Oracle Products & Services:

- Oracle Fusion Product Hub
- Oracle Fusion Product Hub Data Steward
- Oracle Enterprise Data Quality Product Data Extension
- Oracle Process Manufacturing
- Oracle Exadata Database Machine
- Oracle Exalogic Elastic Cloud
- Oracle Unified Business Process Management Suite
- Oracle Platinum Services
- Oracle Consulting

# POSCO Responds 10x Faster to Customer Inquiries, Gains Steel-Production Efficiency, and Enhances Customer Satisfaction

"The strategic relationship with Oracle, and the integrated platforms it delivers, allow us to differentiate our value to customers and support global business expansion. Oracle applications running on Oracle engineered systems optimized system performance and provided the accuracy and speed we required to support better decision-making, improve our customer response time, enhance control of production costs, and maximize our operating efficiency."
— **Gyeong-Cheol Kim**, Head of Information Infrastructure Promotion Group, POSCO

POSCO—which has been recognized for the seventh consecutive time as the world's most competitive steelmaker by World Steel Dynamics, the internationally renowned steel research institute—is known for its leading role in product innovation within the industry. With two integrated steel mills in Korea and steelworks in India and Indonesia, it produces high-quality steel for a broad spectrum of uses in the engineering, automotive, electronics, and construction sectors. Furthermore, POSCO has increased its overseas investment to secure stable supplies of raw materials, and it continues to improve its sales ratios for strategic, high-value-added sales.

POSCO initiated an ongoing process-innovation project to re-engineer its entire enterprise resource planning (ERP) process, including sales, purchasing, and production. It required an integrated management platform to consolidate and standardize product data across 176 global business systems, including ERP, manufacturing execution, supply chain, and business intelligence to ensure accurate customer orders and improve steel-production efficiency.

By integrating Oracle Fusion Product Information Management solutions—including Oracle Fusion Product Hub, Oracle Fusion Product Hub Data Steward, and Oracle Enterprise Data Quality Product Data Extension—with Oracle Unified Business Process Manufacturing Suite and Oracle Process Manufacturing, it enhanced data integrity for enterprisewide product specifications as well as control over commodity inventory and production costs across all factories. The solution also reduced production cycle time and ensured timely product delivery.

By running Oracle applications on Oracle Exadata and Oracle Exalogic, POSCO shortened the time it takes to respond to customer inquiries by 10x, calculated production costs 30x faster, enhanced decision-making, and increased customer satisfaction. POSCO also used Oracle Platinum Services to maximize system availability and performance for Oracle engineered systems and to ensure smooth operations.

**Increases Production Efficiency, Responds to Customer Queries 10x Faster**

With POSCO's build-to-order manufacturing process, it was critical for the company to design and deliver customer orders according to exact product specifications, such as steel thickness and width, and item coding. To improve production efficiency and increase customer satisfaction, POSCO required a centralized data repository to standardize product information received from its ERP system as well as from external supplier and customer systems.

Oracle Fusion product information management solutions enabled POSCO to aggregate, validate, and share complete, standardized, and consistent product data across the enterprise by automatically searching and comparing millions of customer-order requirements with standardized product specifications, based on predefined business rules, such as steel-alloy composition requirements. By integrating Oracle Fusion product information management with Oracle Unified Business Process Management Suite, POSCO improved its ability to monitor the performance of the data validation processes and alert staff to missing information through integrated product dashboards to ensure appropriate review and remediation before importing clean and validated data to its ERP system. The enhanced data integrity, in turn, minimized the waste of human and material resources in steelmaking operations.

 "Oracle Fusion product information management solutions, running on Oracle Exadata and Oracle Exalogic optimized system performance and further enhanced the accuracy and efficiency of manufacturing operations. We can now respond to customer inquiries in one day instead of ten days, dramatically improving customer service" said Kim Gyeong-Cheol, head of information infrastructure promotion group, POSCO.

### Captures Precise Product Costs, Supports Proactive Decision-Making

POSCO had been using separate Oracle Discrete Manufacturing modules for each of its three steel mills. With continuing business expansion and globalization, POSCO needed enterprisewide visibility into the procurement process to enable a systematic approach to tracking and managing the specific commodities required for each factory, such as raw materials used in steelmaking.

By deploying a single global instance of Oracle E-Business Suite Release 12 and rolling out Oracle Process Manufacturing across its multiple factories, POSCO gained the ability to accurately calculate cost information for each commodity and monitor inventory consumption and actual production costs for all factories.

 "Thanks to Oracle Process Manufacturing's detailed cost-tracking feature and flexible analytical tools, we can create real-time reports and detect risks early, respond proactively to challenges, and increase the transparency of management activities," Kim said.

### Supports 3x Data Growth, Increases Staff Productivity and Satisfaction

Oracle E-Business Suite running on Oracle Exadata and Oracle Exalogic maximized ERP system performance and enabled POSCO to process 3x its previous data volume without bottlenecks. For example, it used to take 12 hours for each steel mill to calculate product costs. With Oracle hardware and software working in tandem, the company now processes data 30x faster, reducing the time required to calculate various costs to minutes, and increasing employee satisfaction.

POSCO also used its manufacturing execution system (MES) to control and monitor critical, steelmaking operating functions, such as heating, rolling, fixing, and warehousing.

Oracle engineered systems enabled POSCO to process MES reports 4x faster, allowing management to gain real-time insight into manufacturing operations and support rapid decision-making.

"Oracle software running on Oracle hardware is the ultimate solution, enabling us to process 100,000 daily MES transactions faster, and facilitating real-time uploads to our ERP system. It improved work productivity across the enterprise, and enabled us to differentiate our value to our customers," Kim said.

**Maximizes System Availability and Supports Strategic Initiatives**

POSCO also enhanced its support services by implementing Oracle Platinum Services to gain 24/7, remote, fault monitoring and patch-deployment services for Oracle engineered system at no additional cost. This ensured a high level of system availability and minimized disruption to manufacturing operations.

"With Oracle Platinum Services, we raise service requests (SRs) 45x faster, diagnose problems 15x faster, and have initiated a predefined action plan. We can also upload log files 4x faster with support from Oracle engineers, reducing the time the IT team spends on administrative and maintenance work, and enabling them to focus on strategic initiatives," Kim said.

**Challenges**

- Consolidate, verify, and share standardized product data across 176 enterprisewide business systems, including ERP, MES, and supply chain, to optimize steel-production efficiency and increase customer satisfaction

- Centralize the ERP system and gain the ability to track materials consumption for commodities across multiple steel factories and control better production costs to support global business expansion

- Provide a high performing and scalable hardware platform to support three-fold data growth and eliminate bottlenecks, such as delays in calculating product cost

- Enable 24/7 support service for the business-critical hardware platform to reduce disruptions to manufacturing operations and improve IT productivity

**Solutions**

- Boosted customer satisfaction by standardizing steel product data required for build-to-order manufacturing process with Oracle Fusion product information management running on Oracle Exadata and Oracle Exalogic, enabling responding to customer inquiries 10x faster

- Calculated production costs 30x faster—in minutes instead of taking up to 12 hours—by running Oracle E-Business Suite Release 12 on Oracle engineered systems, improving staff satisfaction

- Gained control for commodities' consumption and production costs by deploying a single global instance of Oracle E-Business Suite Release 12 and capturing accurate cost information, such as the standard and actual costs for each commodity used by all factories, supporting business expansion

- Enhanced data integrity and minimized resource waste in steelmaking by automatically matching millions of customer order requirements with standardized product specifications, based on predefined business rules, enabling users to review and correct data errors before uploading clean data into the system

- Enhanced decision-making by generating MES reports 4x faster, allowing senior managers to gain real-time, global insight into factory operations and work productivity, providing differentiated value to customers

- Gained the ability to log SRs 45x faster and diagnose problems 15x faster, with Oracle Platinum Services' predefined action plan, reducing the burden on IT staff and enabling them to focus on strategic initiatives

- Ensured smooth manufacturing operations by gaining 24/7, remote-fault monitoring with Oracle Platinum Services to maximize the availability and performance of Oracle engineered systems

**Why Oracle**

POSCO chose Oracle because its industry-leading, engineered solutions provide best-of-breed cloud software and hardware. In addition, Oracle had a good understanding of POSCO's business requirements as the company has been using Oracle products for over 15 years, and the two companies shared the view that it was important to leverage existing Oracle solutions to ensure a successful implementation.

 "The proven performance of our existing Oracle products convinced us that Oracle software runs best on Oracle hardware. We were confident that running the Oracle Fusion product information management solution and Oracle E-Business Suite Release 12 on Oracle engineered systems would help us to maximize our production efficiency and support global business expansion," Kim said.

**Implementation Process**

With expertise and support from Oracle Consulting, POSCO rapidly implemented Oracle software and hardware for its integrated management platform. The process involved system design, development, testing, and training, and the entire project took just over 24 months. Oracle Platinum Services also provided ongoing support and expedited issue resolution to ensure smooth operation.

**Oracle Customer:**

**INC Research, LLC**
Raleigh, North Carolina
www.incresearch.com

**Industry:**
Life Sciences

**Employees:**
5,000

**Oracle Products & Services:**

• PeopleSoft Human Resources
  On Demand

• Oracle Hyperion Planning On Demand

• PeopleSoft Learning Management

• Oracle Project Analytics

• Oracle Financial Analytics

• Oracle WebCenter Portal

• Oracle SOA Suite

• Oracle Business Activity Monitoring

• Oracle E-Business Suite

• Oracle Financials

• Oracle Time and Labor

# INC Research, LLC Ensures 24/7 Enterprise Application Availability and Supports Rapid Expansion in Asia with Managed Cloud Services

"Oracle Managed Cloud Services has provided us with the 24/7 availability and scalability that we require to support our growing contract research organization. And, it avoids the cost and complexity of deploying IT teams around the globe with the ability to quickly expand and integrate acquisitions. We are firm believers that Oracle does Oracle best."
— **William Hayfer**, Vice President, Business Systems, INC Research, LLC

INC Research, LLC is a top-six, global, clinical research organization (CRO) that provides a full range of clinical development services. Pharmaceutical and biotechnology companies rely on INC Research for a full range of customized phase I to phase IV clinical development and trial programs and services.

The company has been expanding rapidly through organic growth and acquisition. In 2011, it acquired Kendle International, Inc., significantly expanding its reach and customer base.

**Challenges**

• Support the CRO's expansion in Asia and around the globe to meet clinical-trial sponsor needs and requirements

• Ensure 24/7 availability and support for the company's enterprise resource planning (ERP) environment to meet the needs of the global organization that has grown exponentially in the last decade

• Ensure consistent business processes across the company's operations in more than 100 countries

• Onboard acquired companies and their employees rapidly to jumpstart return on investment

• Expand insight into enterprise performance and accelerate and standardize financial planning processes following acquisitions and expansion initiatives

**Solutions**

• Relied on Oracle Hyperion Planning On Demand and Oracle's PeopleSoft Human Resources On Demand, delivered through Oracle Managed Cloud Services to ensure consistent business processes and provide a highly scalable ERP infrastructure that supports international growth as clinical trial markets expand in Asia and Eastern Europe

• Avoided the cost and complexity of deploying IT teams and systems at locations around the globe—gaining a competitive advantage

• Gained the ability to quickly integrate new acquisitions in emerging clinical trial markets and add offices to the network with a cloud-based IT model

• Deployed PeopleSoft Learning Management to effectively train employees, including clinical trial managers, on procedures and policies—reducing the need for traditional classroom training around the globe, standardizing the experience, and saving more than US$1 million annually with online training

- Moved 10 years of data effectively and efficiently to jumpstart return on investment

- Standardized and accelerated a disparate, spreadsheet-based, budget-planning process, saving weeks or months with Oracle Hyperion Planning On Demand

- Gained reliable, consistent, and timely financial information from global operations and enabled analysts to conduct variance analysis for greater insight—improving confidence in forecasts and planning

- Extended ability to track and analyze clinical program budgets, performance, and profitability with Oracle Project Analytics, gaining insight that drives continuous improvement for clients

- Leveraged PeopleSoft Resource Management and provided extended WorkForce management through extension of project analytics schema

- Improved visibility into financial performance worldwide with Oracle Financial Analytics

- Used Oracle Fusion Middleware, including Oracle SOA Suite and Oracle Business Activity Monitoring, to create seamless integration between various applications, including the company's investigator database and its clinical trial management system—gaining more effective and accurate clinical trial information and avoiding the time and cost associated with rekeying data

**Why Oracle**

As INC Research continued to expand globally, it required an IT infrastructure that was available 24/7 and could support rapid integration of new organizations and offices. Achieving this goal would require significant investment in terms of technology and human resources, in an area that was outside of the company's core competency. As such, it looked to a managed cloud services approach. INC Research had been running Oracle applications in its legacy environment and looked to expand its footprint with industry-leading Oracle Fusion Middleware.

"We are focused on ensuring high availability while reducing our IT complexity," said William Hayfer, vice president, Business Systems, INC Research. "Oracle provides leading solutions across the application, middleware, and technology layers, and Oracle Managed Cloud Services enables us to put the full resources of the company that developed the solutions behind our implementation. It is a logical approach that allows us to get the most from our investment."

**Implementation Process**

INC Research successfully used the method to integrate Kendle's PeopleSoft HR platform with INC Research's Financial platform, cutting months from the integration process.

INC Research's cloud strategy is an ongoing effort. The company is currently running several of its PeopleSoft Human Resources applications and Oracle Hyperion Planning through Oracle Managed Cloud Services.

It is preparing to run its Oracle Fusion Middleware environment, including Oracle WebCenter Portal, using the Oracle Cloud and will migrate its Oracle E-Business Suite applications when it upgrades to Release 12 in late 2013. Moving forward, INC Research also plans to migrate PeopleSoft Learning Management to Oracle Managed Cloud Services.

# Jagran Prakashan Ltd. (JPL) Increases Staff Productivity by 40%, Launches New IT Projects up to 4x Faster, Enables Mobile Service, and Improves Business Agility

"With Oracle WebCenter Portal, we gained a dynamic, secure, and intuitive self-service enterprise portal that provided an exceptional user experience and enabled us to engage employees in a collaborative environment. It increased IT staff productivity by 40%, delivered new projects up to 4x faster, and enabled mobile service to improve our business agility."
— **Sarbani Bhatia**, Vice President IT, Jagran Prakashahn Ltd. (JPL)

Jagran Prakashan Ltd. (JPL) is one of India's premier media and communications groups with interests spanning print, advertising, event management, and mobile services for weather, cricket scores, and educational activities. It is a major media enterprise, with 300 locations across 15 states. Its impressive stable of print publications includes Dainik Jagran, the world's most widely read daily newspaper—with a readership of over 55 million—the country's leading afternoon dailies, and a range of popular local, bilingual, and English language newspapers.

JPL was using multiple systems to manage its business processes. Users were resistant to using multiple passwords for various applications, preferring to continue their less efficient, legacy work practices.

In addition, there was no single repository for sharing documents across the organization, such as company announcements or project documents. The company relied on e-mail to disseminate up-to-date company information, often missing employees. It was also time-consuming and difficult for managers to track the status of ongoing assignments or projects because collaboration and document sharing was inefficient and ineffective.

With diverse businesses and many geographic locations, JPL needed to implement a centralized and user-friendly enterprise portal to improve document sharing and collaboration and increase business agility. The company implemented Oracle WebCenter Portal to create a dynamic, secure, and intuitive self-service enterprise portal to improve the user experience and increase operating efficiency. It improved staff productivity by 40%, accelerated new IT projects by up to 4x, boosted staff morale, and increased business agility.

**Increases Staff Productivity by 40%, Launches New Products up to 2x Faster**

Before implementing Oracle WebCenter Portal, JPL stored project-critical information, such as page planning of daily newspaper editions and the launch of new editions or supplements on individual laptops or in the e-mail system. Collaboration between colleagues was limited to physical meetings, telephone discussions, and e-mail. It was difficult to trace and recover important project documents when a staff member resigned, which represented a significant risk to business continuity. Employees were also averse to multiple passwords and resisted using the systems, affecting staff productivity.

With Oracle WebCenter Portal, JPL created a dynamic, secure, and intuitive self-service enterprise portal with business activity streams.

The portal allowed users to navigate, discover, and access information, such as advertising rates, requisition approvals, ad-hoc queries, and employee surveys from a single entry point with a single password. Managers can also upload important documents, such as new pricing for advertisers or newspaper distributors, and share them through the information and instruction section in the portal. In addition, managers can now easily track and review timelines for projects online rather than gathering information from meetings and e-mails. The company gained the ability to centrally manage information, ensured business continuity, and improved staff productivity by 40%.

 "In the media industry, news has a very short shelf life, so speed is crucial. Information delayed is like information lost," said Sarbani Bhatia, vice president IT, Jagran Prakashahn Ltd. "Thanks to Oracle WebCenter Portal's contextual collaboration tools, we can provide and share feedback for new project launches, such as career or education supplements, up to 2x faster through discussion forums or knowledge groups. Tasks that previously required four months, we now complete in one month."

In addition, the company can broadcast announcements, flash employee birthdays, and promote important events through the message section on the webpage, instead of using the e-mail system. The company can also conduct opinion polls to gauge employee response to organizational issues and improve management decision-making.

 "With over 10,000 employees across 300 locations, it is critical for management to hear the voice of employees and develop a cohesive organizational culture. Oracle WebCenter Portal enables employees to engage with business processes and systems in a collaborative environment, providing users with an exceptional experience," Bhatia said.

**Enables Mobility Access and Increases Business Agility**

Newspaper advertisements generate the majority of JPL's revenue. With most sales staff on the move, the company needed to ensure timely approval of print advertisement discounts for specific clients and meet tight publication deadlines.

By integrating Oracle WebCenter Portal seamlessly with its enterprise resource planning (ERP) system and other applications, such as the organizational mass mailing system, business intelligence, and management information system, JPL embedded its approval workflow processes into the enterprise portal and provided users with an integrated and intuitive interface. About 30% of JPL's sales staff members now have tablets and receive advertising discount approval from managers while in the field and no longer need to return to the office, which has significantly improved efficiency and increased business agility.

 "Application mobility was critical for sales representatives in the field to meet stringent auditing requirements for online accountability, particularly for our newspaper advertising business. Staff member satisfaction has improved significantly now that the sales team can use tablets to access the portal—a capability we will extend to smart phones in the second stage of the implementation," Bhatia said.

**Accelerates Application Development by up to 4x and Cuts Costs by up to 60%**

With Oracle WebCenter Portal, users can easily create, modify, and upload information to their personalized webpages without IT assistance. By seamlessly integrating Oracle WebCenter Portal with the payroll database, managers can decide which members of their team can access the page and with whom they will share information, a decision based on role or geographical location. A sales representative selling advertising space for a local language daily newspaper, for example, can upload an updated advertising rate relevant only to that particular publication. Users can also easily adapt to the new platform, thanks to its intuitive design and look, reducing the need for training and lowering resistance to using the system.

Using Oracle WebCenter Portal's out-of-the-box reusable components, such as portal pages and templates, provided JPL's developers with a comprehensive and flexible user experience platform and increased the speed of application development. In less than five months, JPL developed more than 55 workflows. The IT team accelerated deployment of new applications by up to 4x, as they do not need to install them on individual machines now that they have a web-based environment.

 "Previously, we would have spent a whole day deploying a new application for each department or location. With a browser-based environment, we have cut costs by up to 60% by reducing deployment time to zero, because our IT team can roll out a new application from a single point, thanks to Oracle WebCenter Portal," Bhatia said.

**Challenges**

- Provide a dynamic, secure, and intuitive self-service enterprise portal to improve staff productivity and ensure business continuity
- Enable seamless integration with multiple enterprise applications to improve workflow efficiency—including approval of print advertisement discounts—and increase business agility
- Improve engagement with employees and enable collaboration to enhance management decision-making
- Accelerate time-to-market for new services, such as new advertising programs

**Solutions**

- Increased staff productivity by 40% and enhanced user satisfaction by enabling employees to easily navigate, discover, and access information from a single, self-service enterprise portal without IT assistance
- Launched new products, such as career or education supplements, up to 2x faster by enabling peer collaboration and incorporating feedback generated through discussion forums, thanks to Oracle WebCenter Portal's out-of-the-box collaboration tools

- Accelerated application development up to 4x by enabling developers to optimize reusable components for managing and deploying new applications in a browser-based environment rather than spending one day to install applications for each department, cutting costs by up to 60%

- Ensured business continuity by enabling managers to easily track and review project timelines online rather than storing important documents on individual laptops or relying on the e-mail system

- Increased business agility and operational efficiency by seamlessly integrating with the in-house, ERP system and embedding business processes into a single portal

- Boosted company revenue by enabling sales team members to submit print-advertising discount requests through mobile devices instead of waiting to return to office, ensuring timely approval from managers to meet tight publication deadlines

- Improved management decision-making by enabling employees to easily share and access feedback through opinion polls or forums, boosting staff morale

- Introduced the single sign-on capability and enhanced security by enabling managers to decide access level for staff members based on role or geographical location

- Reduced the need for staff training and minimized user resistance to systems by providing a dynamic and intuitive user experience

### Why Oracle

JPL did not consider other products because the company was already using Oracle Database, Enterprise Edition with Real Application Clusters and had a positive experience with Oracle. JPL chose Oracle WebCenter Portal to ensure no compatibility issues for integration with its existing Oracle products and to take advantage of the experience and support of a reputable vendor to ensure business continuity.

"We chose Oracle because we knew we could rely on its support and experience. In addition, Oracle WebCenter Portal's speed, agility, and mobile access features were a perfect fit for our business requirements," Bhatia said.

### Implementation Process

JPL launched the enterprise portal to 500 users in the first phase of the project, and plans to extend this to 2,000 users when the portal is fully launched. PwC, an Oracle Diamond level partner, used Oracle Application Development Framework for the intial set-up, user training and to develop and design sample workflows. JPL's internal IT staff then took charge of the implementation, bringing it to completion on budget.

# News Limited Stays Competitive: Publishes News in Less Than 90 Seconds, Increases Editorial Staff Productivity by 200%, Surpasses Subscription Expectations

"We chose Oracle WebCenter Sites over products, such as Vignette and Adobe, because of Oracle's fast, content-building features, especially when creating foundations for digital sites. We can now meet internal service level agreements to publish content in less than 90 seconds and have increased the productivity of editorial staff by 200%."
— **Jason Brock**, Technology Manager, News Limited

News Limited is one of Australia's largest media companies, with interests in newspaper and magazine publishing, internet, pay TV, and film and television production. The company publishes seven metropolitan and 136 regional and community newspapers across Australia in print and digital formats, as well as the news.com.au and foxsports.com.au sites. Its News Life Media segment produces magazines, such as GQ, Vogue Australia, and related digital sites. News Limited is wholly owned by News Corporation, a diversified, global media company.

In 2009, News Limited realized a need to overhaul its publication systems and processes to remain competitive in the digital age, particularly to provide content designed for mobile devices and to introduce new services, such as paywalls for premium content. The company's ageing content management system could not support rapid publication—a critical competitive advantage in the news industry—nor could it be used to develop new digital sites quickly and cost-effectively.

After implementing Oracle WebCenter Sites as its new digital content management platform, News Limited can now publish stories in less than 90 seconds, compared to 15 minutes in the past. The company has also added new features, such as story and gallery wizards and intelligent, internal search and automated editorial-content enhancement functions that have increased the quality of content, surpassing expectations for greater customer satisfaction and higher subscription numbers. In addition, Oracle WebCenter Sites supported new initiatives, such as a premium-content paywalls and content that is customized for mobile devices.

**Digital Age Demands Faster, More Efficient Content Creation**

In the past few years, the newspaper industry has undergone a seismic change, moving from print to digital as the most popular way to distribute content. The number of customers using mobile devices to access news stories also increased. News Limited averages around 700 million page impressions across its Oracle WebCenter Sites-powered news sites and attracts up to 3.5 million unique browsers each month.

To support the move into digital content, News Limited had to ensure that its editorial staff could publish material quickly and efficiently. However, its ageing content management system was not user friendly, having a convoluted publication process that impeded the company's ability to break news before its competitors.

"We would see publishing queues—the stories lined up for publication—collapsing under the old system," said Jason Brock, technology manager, News Limited. "Often, we would publish a story, and it would appear in some parts of the Website but not others because we had a cumbersome process for flushing old content, taking between 10 and 15 minutes for new content to propagate across all our Websites."

**New Content Published in Less Than 90 Seconds**

Between 2009– and 2010, News Limited implemented Oracle WebCenter Sites as its new digital content management platform. The company uses the platform to generate, manage, and support content for seven metropolitan and four regional mastheads, and the news.com.au, and foxsports.com.au sites. Where previously it took up to 15 minutes to publish content, the company is now meeting an internal service level agreement (SLA) to publish in less than 90 seconds.

"We publish on average 15,000 stories and photo galleries a month using the Oracle platform," said Brock. "Obviously, our editorial teams being the first to break a story is what gets readers out of bed in the morning—and Oracle WebCenter Sites helps them do this. The Oracle products have more efficient workflows and technical processes that allow us to get a greater number of stories approved and published, much faster."

Oracle WebCenter Sites also provided editorial staff with the ability to quickly change page layouts without help from the IT team and without needing extensive technical knowledge.

"The metaphor I use is that we've given them a bunch of Lego blocks, and they can effectively build whatever they want," said Brock.

**Stories Created in Six, Quick Clicks, Subscriptions Increased**

Oracle WebCenter Sites enabled News Limited to evolve content creation workflows to increase the speed and efficiency at which it can create, approve, and publish news stories.

For example, the company added a story wizard to help staff research and write stories, a gallery-creation wizard, so it can quickly post new images and videos, and a news feed management system to monitor story updates and put new content onto Websites.

"The flexibility of Oracle WebCenter Sites puts additional tools in the hands of our nontechnical editorial staff, enabling them to quickly create content and manage the look and feel of our Websites and the day-to-day production," said Brock.\

News Limited also set up systems that automatically repurpose new stories that were created by its print publications, using Oracle WebCenter Sites, so they can be quickly published online.

"Our editorial staff has a dashboard to watch content flowing in, not only from our print publications but also from our wire feeds and news other sources," said Brock.

 "They can very quickly pick up a story from a newspaper or wire feed, generate a story from Oracle WebCenter Sites, and get it online in literally five or six clicks, as opposed to the previous convoluted process.

 "I'd say this streamlined content creation process has improved staff productivity by around 200%."

Staff can also use a search feature to look for existing stories and images within Oracle WebCenter Sites to supplement new stories. For example, the editorial team can add links to related stories written a week ago as background information, and Oracle WebCenter Sites implementation will automatically suggest the most relevant related content. The Oracle platform also makes it easy to integrate with external content and multimedia providers.

 "We've given our editorial team the freedom to choose from a range of asset types—text, images, videos—and place the assets within a story or onto a specific area of a site," said Brock. "It's an easy, effective way for our writers and editors to provide a rich storytelling experience for our readers."

Based on subscription results, readers appreciate the richer content and fast updates. "We are exceeding our subscription targets, whether it is bundling a digital edition with the print edition or a straight digital subscription," said Brock. "The positive reader feedback validates our work—if people weren't getting high-quality content in a timely manner, we wouldn't be meeting our numbers."

**Scalable System Supports More Content and User Requests**

With more people relying on the internet for news, Oracle WebCenter Sites is proving it can accommodate spikes in readers and requests for content.

When there is a major breaking news story—such as an election announcement or updates on natural disasters—the number of requests can reach more than 52,000 per second, as readers around the world access News Limited's Websites. This readership surpasses that of the company's nearest competitor and leads the market for the number of monthly page impressions.

 "On breaking news days, the data offload also increases from 92% to 96% as national editorial teams start to channel news traffic and focus their efforts on specific digital assets that readers can download, such as photos and videos," said Brock. "Oracle WebCenter Sites supports increases in users and requests for downloadable assets with ease."\

The Oracle platform can also quickly scale for increases in internal users. The platform currently supports 250 concurrent editors and editorial staff members, enabling them to publish content within the 90-second SLA. The number of concurrent users is expected to increase once News Limited begins moving its regional mastheads onto the Oracle platform, and Brock is confident the solution can meet the publishing demands of a large number of staff members.

**More Efficient Syndication Process**

Previously, editorial staff found it difficult to create content and associate it with specific news or lifestyle sections and Websites. This was particularly apparent when staff members wanted to syndicate content, such as sports-related news to other metropolitan and regional Websites.

"The user interface and interaction workflows on the old system weren't intuitive or user-friendly—our people had to think like a computer to associate the content with a given section," explained Brock. "In addition, if we wanted to redeploy an existing site, we would have to manually recreate it in our other masthead sites."

According to Brock, syndication is a much simpler process using Oracle WebCenter Sites.

"We can now create clones or copies of those individual pages or sections, which dramatically reduces the amount to time to roll out new products," he said. "Couple that with the work we have done around syndicating text and images, and we now have a centralized editorial team creating content in one spot and propagating it to any number of Websites within the same Oracle WebCenter Sites instance."

**New Sites Created in Four Weeks Instead of Four Months**

News Limited's legacy system made it extremely difficult and time-consuming to launch new microsites. The company had to undertake extensive programming and ended up with about 1,000 front-end templates that were very hard to maintain.

"We were not using any modern software development lifecycle approaches," said Brock. "We were essentially copying and pasting code, meaning launching new sites was a very developer-heavy activity. There was also a lot of effort involved in moving newly built Websites or sections from a preproduction to a production environment."

The prolonged development time hindered the company's ability to be first-to-market for new digital sites and content. It also had to find a way to efficiently modify the sites once they were launched. In addition, finding programmers who were familiar with the old Web content management technology was becoming difficult and expensive.

Using Oracle WebCenter Sites, developing and building a new site is now up to 75% faster compared to the previous system.

"If we were still using our old system, it would take around four months to write the code, build the site, and implement it in the system," said Brock. "The rapid build workflow of Oracle WebCenter Sites allows us to create and publish content into new sections and sites in about four weeks, depending on the amount of customized design.

"One of the first programs I participated in when I joined News Limited was redeveloping the news.com.au site. It took about one year to reinvigorate the existing content verticals and create new ones.

If we had been using Oracle WebCenter Sites, I think it would have taken around six to seven months, from standing start to finish."

According to Brock, News Limited has developed a feature that will further improve efficiency by adapting the existing site launcher function to meet news-specific requirements.

"We built a function in the Oracle platform that essentially lets us right click and create a copy of an existing site," he said. "It will help us build new sites and get content to our readers even faster."

**Improved Version Control**

According to Brock, Oracle WebCenter Sites' version control feature has made it easier for developers to build and test new sites.

"In the past, developers could not have a local installation of the application on their desktops," he explained. "They would all be working on a shared development environment, which was highly inefficient. With Oracle, developers can work on local versions of the site on their machines, then contribute back to a centralized code base, which is deployed into testing environments."

**Paywall for Premium Content**

In 2011, News Limited became one of the first companies in the Australian media market to erect a paywall across some of its largest online newspaper properties to offer premium content to customers. Over the course of the project, Brock and his team worked to provide new back-end functionality to Oracle WebCenter Sites.

"Because of the way the Oracle platform was architected for our implementation, we had the flexibility to apply the customizations needed to support premium and free content on our Web properties," said Brock. "It enabled us to rapidly implement a paywall on a technology platform that was not built to distinguish between premium and free content. On our old platform, building a paywall would have been more difficult and expensive, as it would have required engineers that understood Tool Command Language."

The complex functionality required to publish digital content behind the paywall is effectively hidden from the nontechnical personnel responsible for producing the content. Editorial staff can flag stories as premium content, report on the volume of premium content, and the percentage of premium and free content across the two properties that have a paywall: The Australian and The Herald Weekly Times sites.

On the front-end, display side of the properties, new identity management and subscription management components are integrated into the system to help manage access to paid content.

**Catering for Mobile Content Users**

Oracle WebCenter Sites is also powering the content for News Limited's mobile Websites, such as m.news.com.au.

"Using a single platform for our desktop and mobile properties simplifies product development and support," said Brock. "Our engineers only need to deal with one technology stack. It's also efficient from a content syndication perspective, because the same content is coming out of the same platform, through the same technology stack. Oracle WebCenter Sites' functionality makes it easy to export content in a way that's compatible with and optimized for our mobile platform."

**Future Improvements to Enhance Content Creation**

Looking ahead, News Limited wants to further improve workflow within Oracle WebCenter Sites to make it even easier and frictionless for editorial staff to create, package, and publish content. There is particular interest in the real-time decision making features available in the latest version of the solution.

**Challenges**

- Replace an ageing content management system that was difficult and expensive to support

- Improve the process and speed to refresh Websites with new or existing content from print publications or newswires

- Provide publication tools to easily enhance the quality of news stories

- Meet targets for digital content subscriptions

- Support growing volumes of user content requests and staff users

- Improve ability to syndicate content and associate it with specific news and lifestyle sections or sites

- Minimize time and effort for testing and developing new digital properties

- Launch a paywall for premium news and introduce content for mobile devices

**Solutions**

- Supported 250 editorial staff working concurrently and met service level agreements to enable publishing in less than 90 seconds, instead of 15 minutes, previously

- Increased editorial staff productivity by 200% with content creation workflows for faster news story creation, approval, and publishing

- Supported more than 52,000 content requests per second during peak times, surpassing the nearest competitor and leading the market for monthly page-impressions

- Reduced time needed to create new Website sections by 75%—from four months to four weeks

- Enabled new stories to be picked up from print publications or wire feeds and printed online in five or six mouse-clicks

- Enhanced news content quality with a wide range of text, images, and videos, and new features, such as gallery-creation wizards, to supplement content and provide a rich storytelling experience for readers

- Exceeded digital content subscription targets and increased reader satisfaction with high-quality, up-to-the-minute content

- Scaled to support increasing numbers of concurrent users, such as when regional mastheads are moved to the new digital content management platform

- Enabled a centralized editorial team to quickly create, redeploy, and propagate content across various Websites by creating clones of individual properties and changing page layouts without the IT team's help

- Made it easier to build and test new sites by developing local versions that are later added to a centralized code base

- Cut the time and costs associated with developing a premium content paywall, becoming one of the first companies in the Australian media market to accomplish this

- Enabled editorial staff to flag stories as premium content and to report on the volume of premium content and the percentages of premium and free content

- Managed access to paid content by integrating identity and subscription management components into the digital content management platform

- Simplified product development and support for mobile and multichannel properties by using a single platform for mobile and desktop content

**Why Oracle**

News Limited considered a number of top-tier content management products, including Vignette and Adobe before choosing FatWire, which was acquired by Oracle in 2011 and renamed Oracle WebCenter Sites.

"What really got our attention were the solution's site-building features, particularly the speed at which we could copy properties and build the basic foundations of properties," said Brock.

The company also upgraded to Oracle Database, Enterprise Edition 11$g$ and implemented Oracle Database Gateway for ODBC. The Oracle Database contains 10 years of data.

"By consolidating on the Oracle stack, we have access to people who understand our infrastructure," said Brock. "For example, by using Oracle Database Gateway for ODBC—a code that sits between the Tomcat server container and Oracle Database—we can go to Oracle and say we want to tune our infrastructure from the database right up to the content servers, and we know that it will happen."

**Implementation Process**

News Limited started implementing Oracle WebCenter Sites in 2009 and went live in mid-2010. According to the research firm Gartner, it was the largest Web content management project in the southern hemisphere. The first Website to go live on the new platform was the Daily Telegraph site, followed by the remaining six metropolitan and four regional mastheads, and the news.com.au and foxsports.com.au properties.

"We think News Limited has the largest footprint for Oracle WebCenter Sites, globally, and I've absolutely no hesitation in saying that we have asked this product to do more than any other Oracle customer on the planet," said Brock. "We have pioneered a raft of innovations that have now been incorporated into the core product that Oracle provides."

News Limited also worked with Oracle Consulting to tune the Oracle Database. "The Oracle Consulting team was very responsive to our issues," said Brock. "We worked with skilled engineers to stabilize the system and ensure it was rock-solid and reliable."

**Partner**

News Limited worked with Oracle Partners Next Digital and Ericsson to implement Oracle WebCenter Sites. Next Digital helped News Limited to set up the platform, stabilize it, and roll out the metropolitan mastheads.

"We were happy with Next Digital's work on the project," said Brock. "It was a significant project with high stakes, and the team delivered for us."

**Oracle Customer:**

**Tervita Corporation**
Calgary, Alberta, Canada
www.tervita.com

**Industry:**
Oil and Gas

**Annual Revenue:**
$1 to $5 Billion

**Employees:**
4,200

**Oracle Products & Services:**

• PeopleSoft Human Resources

• PeopleSoft Time and Labor

• PeopleSoft Supply Chain
   Management

• PeopleSoft Procurement Mart

• PeopleSoft Financials

• PeopleSoft Billing

• PeopleSoft Receivables

• PeopleSoft Payables

• PeopleSoft General Ledger

• PeopleSoft Expenses

• PeopleSoft Treasury

• PeopleSoft Asset Management

• PeopleSoft Project Costing

• PeopleSoft Contracts

• Primavera P6 Enterprise Project
   Portfolio Management

• Oracle Hyperion Financial Reporting

• Oracle Essbase

• Oracle Hyperion Planning

• Oracle WebCenter Imaging

**Oracle Partner:**

**IBM Global Business Services**

www.ibm.com/gbs/oracle

# Tervita Corporation Consolidates Nine Legacy Systems—Supports Continued Growth with Flexible, Scalable Enterprise Resource Planning Solution

"Oracle's PeopleSoft applications provide us with an integrated and flexible enterprise resource planning system that enhances business operations by streamlining financials, human resources, and supply chain processes—ultimately supporting our continued growth."
— **Dwayne Dubois**, Vice President and Chief Accounting Officer, Tervita Corporation

Tervita Corporation provides the energy industry with a comprehensive suite of services that include waste management, drilling and coring, well servicing, and other environmental services that cover every stage of the production lifecycle, from development to reclamation.

Previously, each of Tervita's distinct service offerings across Canada and the United States—waste processing, waste management, well servicing, environmental services, metals recycling, and energy marketing—operated as silos utilizing disparate enterprise resource planning (ERP) systems on different platforms. Each service line defined its own business processes across financial management, procurement and supply chain, and project management. From an operational standpoint, these business units were not integrated and created various challenges for corporate management, including process and data inconsistencies, financial-reporting-cycle delays, and a time-consuming and manually-intensive cash-flow preparation processes.

To address its challenges, Tervita, working with Oracle partner IBM Global Business Services, embarked on a business transformation by consolidating nine disparate legacy systems into a single, corporatewide solution, based on Oracle's PeopleSoft, Primavera, and Hyperion solutions. The new Oracle platform supports common, global financial planning, HR, and integrated-construction and project-management processes, all underpinned by a common infrastructure.

Tervita has marked significant improvements in many areas, most notably in accounts receivable and transparency into Tervita's operating-unit results. Since the go live of the solution in January 2013, Tervita significantly decreased the time needed to complete accounts-receivable processes, as a direct result of access to a consolidated, single source of accurate and centralized billing information, including back-up details. In addition, Tervita's management team has enhanced visibility into operating results to improve its financial analysis and planning across all areas, and it continues to identify opportunities for process improvement for various projects, from environmental services to waste management. Further, more detailed reporting provides an accurate picture of purchasing habits and trends to give Tervita an advantage when it comes to supplier-contract negotiations, helping with an overall cost reduction.

The solution also leveraged Oracle Fusion Middleware to integrate the ERP solution with critical business applications, including billing, tax, and field-data capture systems for project management costs and inputs. This integration permits automated data uploading to the billing and accounts-receivable modules within PeopleSoft, as well as enables a single point of data entry by field operations staff, avoiding what would otherwise be a cumbersome data entry process within several modules of PeopleSoft.

**Why Oracle**

"We looked at several other ERP options, but chose Oracle's PeopleSoft applications because they offered the greatest flexibility to accommodate our varying business processes, as well as our growth strategy," said Dwayne Dubois, vice president and chief accounting officer, Tervita Corporation.

**Implementation Process**

To achieve a complete business transformation, IBM Global Business Services proposed that Tervita implement a single, integrated, corporatewide ERP solution to establish foundational best practices that the company could leverage across the entire organization. The system IBM proposed would provide optimal utilization of systems, people, and end-to-end business processes across all key business areas, including financials, procurement, supply chain, HR, and project management.

To achieve this goal, working with IBM, Tervita implemented a single, global Oracle solution, including integrated global financials, HR, and project management, and a global shared services model to facilitate standard business rules across the organization, while eliminating multiple ERP instances. Additionally, Tervita and IBM deployed procure-to-pay, including companywide travel and expense controls. The deployment consolidated financial forecasting, integrated services and orders-to-cash processes, integrated project controls for field and back office as well as for project performance and productivity.

During the implementation, IBM provided Tervita with approximately 40 technical and staffing resources and delivered the project to meet Tervita's requirements and business objectives.

**Partner**

Oracle Diamond Partner, IBM Global Business Services, used its repeatable, leading IBM Oracle Unified Method during the project. The IBM Oracle Implementation Method, based on years of experience and many implementations, has incorporated proven techniques for estimating effort, managing work tasks, and developing high-quality deliverables and work products.

The IBM project team successfully managed delivery in the face of the following complexities during the course of the project: corporate rebranding and restructuring, project sponsorship turnover, client-staff turnover, and ERP complexity.

"We were very happy with IBM's work during the project—the team conducted the implementation in an efficient, professional manner and served as a trusted business partner," Dubois said.

# Total E&P Indonesie Cuts Time for Administrative Tasks by 90%

"We realized Oracle SOA Suite 11*g* and Oracle Business Process Management Suite were a perfect fit, as they would be more cost-effective, user friendly, and beneficial than just expanding our legacy human resources systems. By using our existing investment in Oracle Fusion Middleware to automate human resources administration, we eliminated the need for 120,000 paper forms per year and cut the time staff spent on human resources administrative processes from 11,000 hours to fewer than 1,000 hours, annually."
— **Bayu Prabowo**, IS Project Manager, Total E&P Indonesie

Total E&P Indonesie is an affiliate of Total S.A.—one of six "super major" oil and gas companies. The company is involved in a variety of oil and gas projects, with a particular focus on Indonesia's Peciko and Tunu gas fields. Its 5,000 staff members work in a range of areas, from engineering and heavy machinery, to research and administration.

With employees spread across more than 10 locations, Total E&P Indonesie's human resources (HR) department was struggling to deal with inefficient, manual, paper-based processes. HR staff could not readily access information held in the company's third-party, legacy enterprise resource planning (ERP) system, resulting in unnecessary data-entry duplication and errors. Employees were also increasingly frustrated by delays in processing timesheets and annual leave requests.

To overcome these challenges, the company implemented Oracle SOA Suite 11*g* and Oracle Business Process Management Suite (Oracle BPM Suite) to integrate its legacy ERP system, active directory, and other personnel-management-related systems into a six-module employee administration application, known as e-Admin. The innovative, self-service application has automated a range of day-to-day HR tasks, including timesheets, leave requests, and overtime authorizations, which significantly improved operational efficiency, reducing overall time staff spent on HR processes by 90%, annually.

**Challenges**

• Improve efficiency of the company's HR department by automating time-consuming, manual processes

• Allow more efficient access to HR-related information held in multiple internal systems, including legacy, third-party applications, to reduce inconsistencies and ensure only the most up-to-date information is used

• Minimize errors by reducing the number of paper forms used each year to complete HR-related tasks

• Create a self-service application to accelerate HR transactions and queries for employees in offices as well as at remote energy exploration and production facilities

**Solutions**

• Reduced staff time spent on HR processes by 90%, annually by automating day-to-day HR tasks

• Eliminated the use of thousands of paper forms, annually, reducing the environmental footprint and improving HR data and process accuracy

- Improved transparency of HR processes by using a self-service application, which enables employees to easily submit, validate, and review requests online regardless of whether they are in an office or at a remote exploration or production facility

- Reduced the total cost of ownership and licensing costs by optimizing license use for the existing ERP-based HR systems

- Used Oracle SOA Suite components to enable the company's legacy, third-party ERP system to function as a centralized data repository, removing the need for additional HR records

- Increased staff efficiency by developing an application interface that is intuitive and eliminates manual verification processes for standard HR procedures

- Created a middleware environment that could connect to the company's existing IT systems, orchestrate them effectively, and provide a single interface where users can manage HR functions and other business tasks efficiently

- Improved HR reporting by ensuring all reports are based on the most up-to-date and relevant information available

- Enhanced staff satisfaction by enabling employees to complete HR transactions, such as leave requests and overtime authorizations online and at their convenience, without relying on managers or HR staff, and easily track the progress of the request

- Cut application development costs by reusing relevant HR data from existing applications, such as the personnel access control system, and creating a service layer to easily provide loosely coupled integration

**Why Oracle**

Total E&P Indonesie has been working with Oracle for more than five years and has implemented Oracle products, such as Oracle Database, across other parts of its business.

"After examining Oracle SOA Suite 11*g* and Oracle BPM Suite capabilities, we realized they would be suitable to optimize our existing systems," said Bayu Prabowo, IS project manager, Total E&P Indonesie. "Oracle Fusion Middleware components have allowed us to harness the power of our legacy ERP applications and provide a simple user interface for staff to access information held in core systems. It has also reduced our total cost of ownership and licensing costs, and it is easier to use than our legacy ERP provider's out-of-the-box HR module."

**Implementation Process**

Total E&P Indonesie began deploying Oracle SOA Suite 11*g* and Oracle BPM in late 2010, completing the project in August 2011.

"The rollout was relatively straightforward, despite having to establish links between systems that previously had not really interacted with each other," Prabowo said.

 "However, by examining existing processes and determining how we could streamline them using Oracle solutions, we created a system that delivers the benefits we were seeking."

**Partner**

Total E&P Indonesie worked with Oracle Consulting to scope and design the architecture for the project, and contracted Oracle partner PT Astra Graphia Information Technology to complete the Oracle implementation.

 "Oracle Consulting provided valuable advice about implementation best practices at the start of the project, quickly answered our inquiries on specific, complex technical issues related to the Oracle Fusion Middleware products, and helped us to optimize our configuration," Prabowo said. "PT Astra Graphia helped us with its expert knowledge of the software, and we continue to use that team for ongoing support. It is a long-term relationship."

# Japan Petroleum Exploration Co. Ltd. Saves Operating Costs with Automated Business Processes that Improve Data Accuracy

"We selected Oracle Business Process Management Suite and Oracle SOA Suite as they are secure, reliable, quick to implement, and contain the latest, cutting-edge technology. We were very impressed with the functionality and speed in delivering new capabilities to our systems, which enabled us to improve efficiency and cut operating costs."
— **Kenichi Watanabe**, General Manager, IT Department, Japan Petroleum Exploration Co. Ltd.

Japan Petroleum Exploration Co. Ltd. (JAPEX) is engaged in global oil and natural gas exploration and production to secure sustainable, long-term energy supplies. It operates at four key Japanese locations—Hokkaido, Akita, Yamagata, and Niigata—and overseas activities include Canada, Indonesia, and Iraq.

JAPEX wanted to implement a service-oriented architecture (SOA) platform for greater departmental cooperation and to eliminate information silos. The company worked closely with Oracle Consulting to develop a personnel management system—using Oracle Unified Business Process Management Suite—that enables the human resources (HR) department to automatically link staff positions, roles, and levels to other departments' systems. Previously, various departments' manual collation of personnel information resulted in duplication of tasks. The automatic linking of user accounts between HR and other departments has improved data accuracy and enabled the HR department to provide faster responses to personnel queries.

From December 2011 to March 2012, JAPEX's IT department began a pilot project for evaluating and testing Oracle Unified Business Process Management Suite within the HR and finance departments. The pilot project successfully automated business processes so that, for example, the HR department can now seamlessly transfer personnel cost details to the finance department for accounting that meets International Financial Reporting Standards requirements. JAPEX later extended the Oracle Unified Business Process Management Suite deployment to other departments.

JAPEX also developed a process portal using Oracle Applications Development Framework to ensure that employees can easily and quickly update and enter information, such as staff employment details, through a single screen rather than multiple interfaces. In May 2012, JAPEX deployed Oracle SOA Suite to enhance the user interface and ensure employees can easily adopt the new system organizationwide.

"By implementing Oracle Unified Business Process Management Suite and Oracle SOA Suite, we developed a user account management system that links HR information with various departments' systems, but requires no supervision," said Kenichi Watanabe, general manager, IT department, Japan Petroleum Exploration Co. Ltd. "The functionality, and its speed in delivering new capabilities to the portal saves operating costs."

With assistance from Oracle Consulting, JAPEX realized during the pilot project the ease in developing process-based applications using Oracle Unified Business Process Management Suite and Oracle SOA Suite, and it decided to extend this technology to other systems to improve business efficiency.

For example, the company plans to link the automated personnel management system with the staff remuneration system by using Lightweight Directory Access Protocol. It will enable automatically connecting staff information with the account management system through single sign-on.

"We were very impressed with Oracle Unified Business Process Management Suite's superior performance in auto-generating SOA applications and user interfaces," said Masaki Yabune, manager, information technology department, business support group, and project leader of BPM and SOA implementation, Japan Petroleum Exploration Co. Ltd. "With Oracle Unified Business Process Management Suite, we can complete the process in as few as five minutes, while it took one hour for other companies to complete the same processes."

### Why Oracle

JAPEX selected Oracle Unified Business Process Management Suite and Oracle SOA Suite for its swift and technologically advanced implementation processes.

"We selected Oracle Unified Business Process Management Suite because it contains the latest, cutting-edge technology. It enabled us to implement SOA quickly, so we felt comfortable and secure that we could continuously run our system," Yabune said. "We are also very impressed with Oracle Consulting, which provided expertise in SOA and enabled us to improve business efficiency and reduce operating costs."

### Implementation Process

In January 2011, JAPEX began a feasibility study on implementing Oracle Unified Business Process Management Suite and Oracle SOA Suite for automating business processes between departments. The project team listed five main requirements in the request for proposals: business process model and notation support; development environment standardization; linkage of process tools; database integrity, and potential for continuous use; and response to global development.

JAPEX worked closely with Oracle Consulting and launched the pilot project in December 2011. It began to deploy the Oracle solutions in May 2012 and completed the project in November 2012. The new system went live in March 2013.

### Partner

JAPEX engaged Oracle Partner USE for the implementation of its new HR business processes and service-oriented architecture.

"We were very satisfied with USE's system integration capability and the results it achieved using Oracle's advanced products," Watanabe said.

# Entity Solutions Gains Competitive Advantages, Saves 100 Work Hours per Week, Processes Contracts 100% Faster, and Improves Customer Experience

"We chose Oracle WebCenter Portal over products from other vendors, such as Microsoft, for Oracle's superior security, simple architecture, and integrated technology stack that costs less and delivers more than competitors' offerings. By automating our human resource processes, we saved 100 work hours per week, accelerated contract processing by 100%, improved our customer experience, and delivered service excellence."
— **Jonathan Knowles**, Executive Director, Technology & Innovation, Entity Solutions

Entity Solutions is one of Australia's leading workforce management service organizations. The company provides holistic engagement, management, and value-added services for white collar contractors (also referred to as independent professionals and independent contractors) and the organizations employing them. It also offers migration, back office, business establishment, and management services.

It serves more than 400 corporate organizations, recruitment agencies, and more than 2,500 independent contractors.

Entity Solutions' core, brand value and competitor differentiator is service excellence. To continue to lead its competitors in delivering advanced workforce solutions, it strives to provide individualized and streamlined core support services. Entity Solutions decided to automate its human resources (HR) capabilities to support individual independent contractors and meet corporate expectations for secure, online workforce management. It also wanted to improve its customer experience and operating efficiency by consolidating in-house administrative functions and adopting online processes.

By implementing Oracle WebCenter Portal, Oracle WebCenter Content, Oracle Application Development Framework, and Oracle SOA Suite, Entity Solutions delivered a customized online portal to transact, communicate, and share information easily and quickly with its customers. It saved 100 work hours per week by automating manual HR processes, accelerated contract processing and new employee induction time by 100%, reduced paper and printing costs by 30%, improved the user experience, delivered better services, and maintained its leadership position and competitive advantage in the recruitment and contractor services markets.

**Establishes Entity Online, Engages 90% Customers in 12 Months**

Entity Solutions implemented Oracle WebCenter Portal to provide an online portal called Entity Online for its corporate customers and independent contractors. The new portal delivers a scalable, efficient, and user-friendly service that enables corporate clients and independent contractors to communicate and transact through an online channel, rather than over the phone, by fax, or in person. The portal also provides intuitive online management capabilities and improves user experience and services provided to both client groups.

For example, customers can download a blank timesheet and fill out the details, such as work hours or allowances, and upload the timesheet through the portal. The customer can also update or change details online, such as new pay rates or effective dates. The updated information is validated through the portal and then transferred into Entity's back-office systems for payroll processing.

In the first 12 months following deployment, 90% of customers—2,000 individuals—signed onto the portal, and actively used its functionality. Entity Solutions also implemented Oracle SOA Suite to seamlessly integrate the portal with several back-office systems such as customer relationship management (CRM), payroll, and invoicing, and enable real time update of the information in the systems. It significantly improved workflow management, data integrity, and operating efficiency.

"As a leader in professional contracting services, we want our workforce solutions to be the best, the easiest to use, and the most time efficient and user-friendly for our customers," said Jonathan Knowles, executive director, Entity Solutions. "Through Oracle WebCenter functionality, we now have a superior online portal that helps us attract and retain high quality professionals."

**Improves Business Efficiency and Reduces Costs**

Through the Entity Online portal, Entity Solutions automated several previously manual HR processes, such as new contract execution, pay slip distribution, contract extension, and expense claims. It enabled Entity Solutions to streamline communication processes, improve business efficiency and customer service, and reduce costs.

"Our clients can choose to receive broadcast messages via e-mail or SMS," said Knowles. "For example, independent contractors receive an automated message about successful payroll delivery when we finish our pay run. Entity Online enables us to track processing and delivery of these services, and provides better services to corporate customers and independent contractors.

"Bringing new independent contractors onboard is also much quicker and costs less. We have improved the contract and induction processes by 100% by bringing it online. While we have had strong growth over last 18 months, we haven't needed to increase staff. In fact, we automated most of our administrative workload, so we have been able to lower our headcount by consolidating five administrative branches into one national operations team."

**Reduces Paper and Printing Costs by 30%**

Entity Solutions has moved core business processes online and makes all forms, internal policies and tax information and regulations available on the portal. As a result, the company has cut printing and paper costs by 30% and reduced its environmental footprint. "Instead of printing contracts, putting them in the mail, manually tracking them, and waiting for them to be returned, we simply upload them into the online portal.

We track contract progress online, and engage with the contractor if necessary. When the contract is executed, it is uploaded and stored online," Knowles said.

**Gains Secure Corporate Portal and Delivers More Accurate Reports**

Entity Solutions can now provide up-to-date and accurate reports for its corporate customers through dashboard functionality, and meet growing demand from corporate customers for a secure, online reporting channel.

Twelve corporate clients have adopted the Entity Online portal, enabling them to generate reports and integrate these into their own systems. For example, clients can see the summary report for individual payments made independent contractors or to staff managed by Entity Solutions through the reporting dashboard.

Oracle WebCenter Portal's advanced security functionality also enabled Entity Solutions to gain a competitive advantage in winning new business, by withstanding vigorous external IT assessment and scrutiny.

"We can now show our customers, especially tier-one corporate clients, that our data is secure, particularly as it is sent over a secure portal. They can confidently use the system for planning and budgeting, and gain a holistic view of their workforce. It's a significant win for us and something we promote within tenders to attract large-scale corporate customers," Knowles said.

**Gains Complete Content Management Capabilities, Improves Staff Productivity**

Entity Solutions also implemented Oracle WebCenter Content to store and publish documents, policies, and procedures that are relevant to the services provided to its customers. It delivers the content, such as contractor hiring policies, securely to Entity Online and enables the company to publish the content any time.

All 82 Entity Solutions staff can now easily access and manage the content in the portal through internal workspaces, improving the speed to complete tasks and update information, such as publishing a hiring policy update.

"Staff members have an Oracle WebCenter Portal Workspace screen—called Zeus—on their desktop, and it provides online workflows and user-friendly interface functionality, enabling our staff members to manage the content without IT assistance. We are already seeing significant business advances, especially in reducing overheads and streamlining processes," Knowles said.

"We have a lot of technical processes, so automated workflows reduce the time for new employees to come up to speed, and to ensure process integrity. The simplicity and intuitiveness of the automated workflows has dramatically improved staff efficiency."

**Saves 100 Hours Administrative Work per Week**

Entity Solutions used Oracle Application Development Framework to implement 40 to 50 task flows, which present as wizard-like applications and guide customers through the online sign-up process and ensure that they input data and perform updates correctly.

For example, Entity Solutions used an automated on-boarding task flow to guide users on how to enter and update information online, such as contract and address details, emergency contacts, visa approvals, banking details, retirement fund contributions. More than 4,000 users use this task flow annually, saving the company 100 hours a week in general administrative tasks, while improving data accuracy.

"We no longer need to provide a helpline, as we have a system that allows users to intuitively and quickly complete the onboarding process. The functionality and the speed to deliver new capabilities to the portal saves in operating costs." Knowles said.

**Challenges**

- Implement an online portal to provide a secure and technologically advanced workforce management solution for corporate customers and individual contractors, delivering the brand promise of providing service excellence

- Automate HR processes for online contract execution and new employee induction program into the company to improve operating efficiency and reduce costs

- Improve productivity by enabling staff to easily access and manage content, such as workforce policies and procedures documents

- Provide more accurate and up-to-date workforce report and integrate data into corporate customers' systems to improve contractor management and provide a holistic view of workforce

**Solutions**

- Accelerated contract processing and new employee induction program delivery times by 100%, by implementing a single, online HR portal for corporate and contractor customers, improving operating efficiency and reducing costs

- Achieved 90% contractor engagement in 12 months by providing a scalable, efficient, and user-friendly online portal for independent contractors to manage and update HR information, such as pay rates and timesheets—enhancing customer experience

- Saved 100 hours per week in administrative time by using Oracle Application Development Framework's task flow functionality to guide customers and staff through online processes, such as new contract execution and contract extension

- Slashed paper and printing costs by 30% by using online services for uploading contracts and tracking progress—reducing environmental footprint

- Consolidated administrative functions from five branches to one national office by implementing Oracle WebCenter Portal—reducing headcount costs

- Gained corporate customers' confidence by using dashboard functionality to provide more accurate workforce reports and integrating them securely into their corporate systems, increasing new business from large corporate customers

- Enabled all staff to easily access and manage content such as contractor hiring policies without IT assistance by using Oracle WebCenter Content's workflows and user-friendly interface functionality, improving staff efficiency and reducing overheads

- Ensured seamless integration with back-office systems, such as CRM, finance, payroll, and invoicing by using Oracle SOA Suite, improving workflow management and data integrity

**Why Oracle**

Entity Solutions' selected Oracle WebCenter Portal, for its integrated technology stack, superior security, simple architecture, and competitive price point.

"We met with six suppliers, including Microsoft, and found Oracle's solutions checked more boxes than its competitors. We selected Oracle WebCenter Portal as it offered superior security, a simple architecture, and an integrated technology stack that costs less and delivers more than competitor offerings," Knowles said.

**Implementation Process**

The implementation process began in April 2011, with a single business unit pilot focused on back office administrative and payroll support. Oracle WebCenter Portal has been in production since mid-2011. The company extends the deployment every three months and consistently gains new functionality and competitive advantage.

Entity Solutions deployed its internal site in January 2013 and the external corporate portal, Entity Online, followed in February 2013.

**Partner**

Entity Solutions engaged Oracle partner LogicalTech in an advisory capacity during the product evaluation and selection process. LogicalTech worked with Entity Solutions for more than 18 months, providing technical support and resources, including architectural expertise.

"Of all the suppliers we considered, LogicalTech was the most dedicated to understanding our business and developing the Oracle business case. The team understood our business challenges and clearly articulated how Oracle WebCenter Portal could address them," Knowles said.

"LogicalTech provided a great deal of support and guidance, and delivered a successful deployment. It is now assisting with skill transfer to ensure that we can continue to build our internal expertise."

# Engineers Australia Improves and Automates Business Processes and Completes Engineer Enrollments up to 90% Faster with Middleware Platform

"Oracle offered a more comprehensive, cost-effective, and long-term solution than other vendors. By implementing Oracle Business Process Management Suite 11*g* and Oracle SOA Suite 11*g*, we have redefined business processes, ensured seamless integration for our eChartered system. We've cut the time to complete engineers' enrollments by up to 90% by moving from paper-based to online processes."
— **Richard Holmes**, Management Information System (MIS) Renewal Program Manager, Engineers Australia

Established in 1919, Engineers Australia is the national forum in Australia to advance engineering and the professional development of its members. With more than 100,000 members, spanning all engineering disciplines, Engineers Australia is the largest and most diverse professional body for engineers in Australia. The organization offers its Australian and international members a range of services and seeks to advance the science and practice of engineering, cultivate lifelong learning by its members, promote the contribution of the profession as widely as possible, champion professional and ethical conduct, and take the lead in advocacy of the profession.

Engineers Australia needed to replace its aging legacy IT infrastructure, redefine its business processes, and develop new online and customer relationship management (CRM) functions to improve the services it provides to engineers.

The organization's system, which it calls eChartered, went live in November 2012. It provides new online self-service capabilities that improves the user experience for Engineers Australia members and replaces many cumbersome manual processes. In 2012, the organization implemented Oracle Business Process Management Suite 11*g* and Oracle SOA Suite 11*g*, running on Oracle WebLogic Suite 11*g*, to support the development of its eChartered system.

Engineers Australia moved from paper-based to online processes, improved monitoring, management, and visibility of its chartered engineer processes, and ensured seamless integration for eChartered, thereby reducing the time and effort required to manage members' enrollments, assessments, and registrations. It now completes the enrollment processes 90% faster, while staff can generate assessment reports in seconds rather than taking 45 minutes, as was the case previously. The organization also has cut the time to develop new system modules by three to four weeks.

**Business Transformation Requires New IT Infrastructure**

As the country's largest and most diverse professional body for engineers, it is vital that Engineers Australia monitors and manages its engineers' enrollment, registration, renewal, and training as efficiently and cost-effectively as possible. In 2009, the company began to evaluate its legacy IT platform with an eye toward improving the quality and efficiency of its membership enrollment and chartered status certification program. It also wanted to ensure that the fee for a chartered assessment is cost neutral for the organization.

Engineers Australia was managing an aging application system that a small IT vendor developed specifically for the organization. The system's functionality was clunky and outdated, and many processes—such as recording engineers' enrollments and assessing their competency and training submissions—were managed manually. The legacy system was not designed to be an interface that engineers used to complete chartered assessments. Rather, it was designed for administrative staff to track and record key milestones, such as Engineers Australia membership, chartered status, and revenue streams for chartered status.

External consultants reviewed Engineers Australia's legacy application systems and IT infrastructure. They identified a number of issues, including a lack of support for end-of-life products, insufficient functionality for engineers engaging with the organization through the internet, and the high cost and effort of maintaining and developing new services for the specialized infrastructure. The consultants recommended that Engineers Australia enhance the services it offers to engineers by re-engineering its business processes, moving its membership accounting processes from the legacy system onto Oracle E-Business Suite, and incorporating CRM functionality.

In 2010, Engineers Australia launched a management information system (MIS) renewal program to improve the value of the member experience by re-engineering its main business processes and encapsulating them in new applications.

 "We wanted to develop better web-based, self-service processes for our engineers," said Richard Holmes, MIS renewal program manager, Engineers Australia. "We needed to replace the legacy system with commercial, off-the-shelf (COTS) applications and powerful middleware products to cut the cost and effort of IT development and maintenance and ensure seamless system integration."

**Supporting the eChartered Project**

Engineers Australia divided its MIS renewal program into several development projects. The organization first addressed its chartered status certification program by creating eChartered, a system that implements the chartered assessment process in accordance with the MIS renewal program architecture.

To become chartered, an engineer must enroll with Engineers Australia and submit up to 18 written documents demonstrating competency in various engineering disciplines. Engineers Australia sends the competency documents to independent assessors, then it confirms with the engineer whether the competency reports have been approved or further work is required.

During the eChartered project, Engineers Australia implemented Oracle BPM Suite, Oracle SOA Suite, and Oracle WebCenter Content. It used Oracle WebLogic Suite's highly available infrastructure to replace the legacy system with automated and web-based procedures.

Engineers Australia also used Oracle BPM Suite to redesign and standardize processes involved in achieving chartered status.

The middleware product removes manual work, improves staff members' control over and visibility into enrollment, approval, and registration processes, and streamlines processes.

Engineers Australia also used Oracle SOA Suite's loosely coupled, services-based architecture to integrate with different systems and applications, including Oracle E-Business Suite Release 12.1, Oracle WebCenter Content, Oracle Business Intelligence Publisher, and a third-party content management System for the web user interface. In addition, the organization implemented a data feed to Salesforce.com's cloud-based CRM software.

The Oracle-based solution's hardware includes Oracle's Sun ZFS Storage 7120 appliance, six Sun Blade X6270 servers, a Sun Blade 6000 chassis, and Oracle VM.

 "By consolidating with a primary vendor for hardware, middleware, and applications, we have a partner we can rely on for strategic advice and technical support," Holmes said. "It's good to work with a vendor who understands our business and can help us achieve our goals."

**Completing Enrollments up to 90% Faster**

Engineers Australia has saved staff and engineers a significant amount of time and effort by automating manual tasks, such as processing engineer enrollment forms.

 "For example, in the past it took engineers up to 30 minutes to print and complete a paper enrollment form, then mail, e-mail, or even deliver it by hand," Holmes said. "Once we received the form, it would take up to 20 minutes to manually re-enter the data in the legacy system. Now, an engineer can enter information online in less than five minutes, and it immediately flows from the website into the corporate database via Oracle BPM Suite without manual intervention. It also ensures forms aren't held up in the post."

By more efficiently managing and monitoring chartered engineer processes—and integrating to back-end applications such as Oracle E-Business Suite Release 12.1—Engineers Australia has significantly improved staff workflow and the services it provides to engineers.

 "We've completely redefined our processes, based upon the needs of staff and engineers and implemented these on Oracle BPM Suite," Holmes said. "This ensures processes are carried out correctly and consistently and do not progress to the next step before previous stages are completed."

**Minimized Time Required for Assessments**

The new eChartered system also reduced the time to submit and approve engineers' competency documents. Previously, engineers had to print and mail or e-mail their completed competency documents to Engineers Australia staff for approval—a process that could take up to 20 minutes. Engineers Australia staff would then mail the submitted document to an assessor. Once finished, the assessor had to mail an approval or a request for additional information from the engineer. Depending on the assessor and the postal system, this process could take weeks.

Now, engineers can submit their competency documents online in just a few minutes. An assessor can log in to the system, immediately see a list of competency documents that need approval, and select and assess a document online. Once they are finished, Oracle BPM Suite registers that this part of the process is complete.

 "The process is now so much faster that we can ask two assessors, rather than just one, to check each competency document, minimizing the risk of assessment errors and ensuring that we provide engineers with the best possible service," Holmes said.

### Visibility of Long-Running Chartered Processes

Depending on the engineer's experience, chartered status can take up to six years. Oracle BPM Suite supports this long assessment time by enabling Engineers Australia to design several different checkpoints and human workflow interactions throughout the qualification process. For example, the organization can determine whether an assessor can review the competency document, or if the engineer needs to send more information.

 "We now have visibility into the entire competency assessment process, no matter what stage an engineer is at," Holmes said. "This ensures that we don't have to spend time checking engineers' details and can help them on the next stage of their qualification journey."

### Completing Reports 45 Minutes Faster, Reducing IT Costs

Engineers Australia can now ask an engineer's employer to approve a sponsorship payment by logging into eChartered for a formal online approval. The engineer also can seek online verification from a senior engineer regarding the competency document by eChartered e-mailing a link to the senior engineer to the website to view and confirm the submitted details. This would not have been possible previously, as it was too time-consuming to send, follow up, and receive documents by e-mail or mail, and then enter the relevant data into the legacy system. Now, verification is received online and the process immediately registers as complete in eChartered.

 "Once the assessments and verifications are complete, Oracle BPM Suite automatically requests a report from Oracle Business Intelligence Publisher, confirming competency or providing details about why competency has not been granted," Holmes said. "Previously, it would have taken staff up to 45 minutes to create a report manually—especially if approval wasn't granted—and send it to the engineer. Now, the details populate automatically in a standardized report and are e-mailed to the engineer straight away."

As soon as an engineer is notified that competencies are adequate, they can return to the website and apply for a final professional interview required to be a chartered engineer.

Oracle BPM Suite is also integrated with Oracle WebCenter Content, enabling Engineers Australia to store documents associated with competency assessments, such as engineers' resumes and statutory declarations, in a central repository. This eliminates manual collation and ensures vital documents are not lost.

"We no longer have to print and file the engineers' documentation, and can ensure the documents are accurate and up to date," Holmes said. "Automated online processes also eliminate risking data entry errors and ensure Engineers Australia presents a professional image by using standardized templates for reports and forms. We have also saved approximately US$20,000 per year on paper and postal costs."

The organization anticipates it will further reduce staff and administration overhead costs as it continues to minimize manual tasks.

**Streamlined Credit Card Payment Processes**

Engineers Australia is using Oracle SOA Suite to integrate Oracle E-Business Suite Release 12.1 with the eChartered website, saving engineers and accounting staff significant time when processing credit card payments for enrollment, assessment, and professional interview fees and further minimizing the risk of human error.

Previously, an engineer would call, e-mail, or submit card details on paper forms for processing, which staff would manually enter into the legacy system. Now, submit payment approvals through the payment gateway. The invoice and payment receipt feed straight into Oracle Financials without manual intervention. This is faster and more secure than manual processing.

"Oracle SOA Suite's loosely coupled architecture also ensures we can continue to provide efficient services to our engineers and members by enabling the website credit card payment system to remain active even if there is a problem with the back-end applications," said Holmes.

**Accelerating Module Development Time by Three or Four Weeks**

Using Oracle BPM Suite and Oracle SOA Suite significantly reduced the time to develop new services for engineers. By reusing portions of code developed for eChartered's pricing, the organization cut the time to develop similar pricing for its second project, eRenewals, by several weeks.

"It would have taken a month or two to develop pricing from scratch, but by developing reusable pricing processes and functions, we only have to spend a couple of weeks developing the module components specific to each project," Holmes said. "Reusing the same generic functionality for each project will save us significant IT administration, maintenance, development, and testing costs."

Oracle BPM Suite has also made each process more visible to administration and call center staff, enabling them to provide a better service to engineers.

"Now, if an engineer calls to find out how their enrollment or approval process is going, call center staff can easily login to the system and provide that information," Holmes said. "In the past, they had to ask an IT technician to access that information before calling the engineer back."

Engineers Australia can easily create virtual servers for the development and test environments using Oracle VM. This ensures the organization has resources and environments to efficiently develop and test new features or services throughout the software development lifecycle.

**Challenges**

- Replace commercial, off-the-shelf products for an aging application system developed by a small IT vendor to reduce the time and costs for IT development and maintenance

- Avoid costs for supporting end-of-life products and maintaining and developing new services for a specialized infrastructure

- Improve services to engineers and existing members by redefining business processes and providing online support, rather than relying on manual processes

- Enhance visibility into membership services for administration and call center staff

**Solutions**

- Cut time required for enrollment from up to 30 minutes to less than 5 minutes with online rather than mailed enrollment forms

- Saved administration staff up to 20 minutes to process each engineer's enrollment, by eliminating human error and the need for manual intervention

- Submitted engineering competencies to assessors in a few minutes online, rather than taking more than 20 minutes to post, e-mail, or deliver paperwork by hand

- Enabled engineers to receive e-mail notifications of approvals immediately, rather than taking weeks by post

- Minimized risk of assessment errors and time to approve competencies, by enabling two assessors to check documents online rather than one working from hard copy

- Delivered assessment reports to engineers in a few seconds, rather than 45 minutes, using Oracle BI Publisher to generate reports of approvals or details of why approvals were not granted

- Cut US$20,000 on paper and postal costs by eliminating printing and posting letters and assessment reports

- Reduced time to develop pricing by three to four weeks, by reusing processes, services and code from the eChartered project

- Used a loosely coupled SOA-based architecture to integrate with Oracle E-Business Suite and Salesforce.com's cloud-based CRM software, ensuring the online credit card payment function remains active even if there is a problem

- Ensured the chartered engineers process is transparent and managed efficiently throughout the six years that it can take for an engineer to achieve chartered status through Oracle BPM Suite

- Ensured important documents, such as engineers' resumes, photos, and statutory declarations are managed efficiently by implementing Oracle WebCenter Content

- Enhanced members' satisfaction by enabling call center staff to see the progress of an enrollment or assessment during a call, rather than relying on the IT team

**Why Oracle**

Engineers Australia wanted to implement best-in-class COTS products and a powerful middleware platform to support its MIS renewal program and develop its new eChartered system.

The organization assessed two top-tier middleware vendors. As an existing Oracle customer, Engineers Australia already had confidence in Oracle's products. After assessing the other products and reading several product-related reports from technology research firm Gartner, the organization decided Oracle offered the highest performing and most cost-effective solution.

 "The Gartner reports made it clear that it was important to work with a primary vendor that had an end-to-end solution—hardware, middleware, and applications—for ease of integration, cost-effectiveness, and support," Holmes said. "We kept this in mind when evaluating solutions, and it was a key reason in our decision to choose Oracle."

 "Once we engaged with Oracle, it quickly became our preferred vendor. Oracle offered a more comprehensive product footprint and we were very impressed by the extensive toolset in Oracle BPM Suite. We were also confident Oracle offered the best solution in terms of product development to support our long-term plans," Holmes said.

**Implementation Process**

Engineers Australia began installing Oracle BPM Suite, Oracle SOA Suite, and Oracle WebLogic Suite in September 2011. The organization also extended its licensing agreement for Oracle Business Intelligence PublisherOracle WebCenter Content, and Oracle Database .

Engineers Australia upgraded to Oracle E-Business Suite Release 12.1, including Oracle Financials, in January 2012. It went live with the new eChartered system supported by Oracle BPM Suite, Oracle SOA Suite, and Oracle WebLogic Suite in November 2012.

Engineers Australia has begun its second project, eRenewals, and will use Oracle BPM Suite and Oracle SOA Suite to develop new processes for its membership and migration skills assessment services.

**Implementation Process**

Engineers Australia engaged Oracle Platinum Partner Red Rock Consulting to implement the Oracle Fusion Middleware products and upgrade Oracle E-Business Suite.

"Red Rock helped us implement the products and build the additional functionality and integration required for the eChartered system," Holmes said. "Red Rock played a major role in the Oracle E-Business Suite implementation. We grew together as a team as we worked on the middleware, and, as a result, it was a very positive experience."

# Zer Merkezi Hizmetler ve Ticaret A.S.
## Completes Procurement Transactions 85% Faster While Reducing IT Staffing Costs by 50%

"Oracle SOA Suite helped us expedite each procurement transaction from two hours to 15 minutes, eliminating the need for staff overtime, boosting customer satisfaction with rapid invoicing, and improving our cash flow. The solution is more flexible, faster, and more reliable than anything else we have evaluated."
— **Günhan Bahçe**, Integration Project Manager, Zer Merkezi Hizmetler ve Ticaret A.S.

Zer Merkezi Hizmetler is the purchasing company for Koç Group, Turkey's largest industrial corporation in terms of revenue, exports, value on the Istanbul Stock Exchange, and number of employees. Zer conducts procurement activities on behalf of all Koç Group affiliates to generate economies of scale. The company's main objective is to increase Koç Group's competitiveness and create a strategic procurement platform whereby Koç Group companies can focus on core business activities without investing time and money in sourcing products and services. In addition to the cost reduction and synergies resulting from centralized purchasing for Koç Group, Zer also guarantees more efficient sourcing processes through its extensive expertise.

Zer has more than 150 customers serving 36 different industrial sectors across numerous industries, and it works with over 2,000 suppliers. The company processes on average 20,000 purchase transactions per month, receives 25,000 invoices from suppliers, and sends 30,000 invoices to clients.

**Challenges**

• Improve business agility by centralizing purchasing processes for over 150 Koç Group companies—previously executed by different Zer departments, each of which had its own order, shipping, billing, and financial applications

• Increase operational efficiency to meet rapidly changing procurement requirements and speed time-to-market for new products and services of Koç Group companies—from automotive parts and consumer goods, to financial services and energy distribution

• Integrate disparate purchasing applications into a state-of-the-art procurement solution to reduce employee overtime and costs while increasing employee satisfaction

• Reduce strain on the company's IT department by enabling nontechnical staff to define business rules, such as the latest payment date for a specific invoice to leverage early payment discounts

• Deploy a solution that leverages the company's extensive investments in financial, purchasing, and logistics software

**Solutions**

• Transitioned from non-integrated, standalone departmental applications to an enterprisewide, service-oriented architecture (SOA) by connecting legacy order management, shipping, billing, and financial systems into an agile software framework that allows Zer to leverage existing IT investments and unify purchasing processes

- Reduced the time to run a single purchasing transaction by 85% from 2 hours to just 15 minutes by orchestrating data streams and human activities—such as exception management and approvals—into end-to-end workflows with Oracle Business Process Management Suite

- Achieved substantial cost savings by processing 20,000 monthly transactions 8x faster, eliminating staff overtime, and freeing employees to focus more on business-development initiatives—such as identifying new suppliers and replacing underperforming ones, as well as optimizing inventory management and delivery processes

- Decreased invoice cycle time by 80%—from 15 days to 3 days—improving cash flow and gaining the flexibility to pay suppliers faster to benefit from early-payment discounts and to increase profitability

- Shortened the time to develop procurement applications and services by 60%, using Oracle Service Bus to integrate software components and Oracle BPEL Process Manager to combine similar modules in multiple procurement streams—such as for services, materials, or logistics

- Enabled semi technical and nontechnical staff to define operational rules for client and supplier accounts with Oracle Business Rules, decreasing the need for the IT department's assistance for this function by 80%

- Reduced IT staffing costs by 50% by reducing the time invested in service development, software monitoring, and managing system exceptions with manual changes to programming code

- Improved decision-making processes with Oracle Business Activity Monitoring by efficiently collating real-time information across disparate business processes and systems—such as customer relationship management, stock movements, accounts payable, and accounts receivable—and combining those data in reports

- Improved staff and management efficiency with proactive alerts and full visibility into the progress of each purchasing transaction

**Why Oracle**

"We considered all of the important solution vendors and narrowed our choices Oracle and IBM. After an in-depth evaluation of both vendors' products, we selected Oracle solutions because they are fully compatible with our business model. We worked with Oracle Consulting for project management and expert advice, and the interaction and cooperation between Zer and Oracle Consulting were impressive and highly satisfactory," said Günhan Bahçe, integration project manager, Zer Merkezi Hizmetler ve Ticaret A.S.

# The Brazilian Trade and Investment Promotion Agency (Agência Brasileira de Promoção de Exportações e Investimentos) Automates Project Workflow and Improves Monitoring of Foreign Trade Initiatives

"Oracle SOA Suite allowed us to develop a project management and business management solution that's totally integrated with other business and corporate legacy applications. It has improved core processes, for examples, project approvals and fund transfers, to better monitor and identify potential challenges in meeting project-approval and budgetary requirements. Furthermore, having the ability to analyze management, and enterprise data allows us to check the impact and result of each project and corporate action, and this has guided us in decision-making, significantly improving our results."
— **Mauricio Paranhos**, Executive IT Manager, Agência Brasileira de Promoção de Exportações e Investimentos (Apex-Brasil)

The Brazilian Trade and Investment Promotion Agency (Apex-Brasil) fosters the overseas competitiveness of Brazilian companies by promoting international trade-promotion initiatives, such as trade missions, targeted business-matching financing, as well as supporting Brazilian companies to participate in major international trade fairs. Apex-Brasil also conducts business and competitive-intelligence studies, which play a critical role in the decision-making processes of Brazilian companies entering foreign markets. Apex-Brasil currently supports over 12,000 companies from more than 70 sectors of the Brazilian economy, which export to over 190 markets.

Along with its headquarters in Brasilia, Apex-Brasil has representatives in most Brazilian states and nine offices around the world, strategically located in North America: (Miami, FL and San Francisco, CA); European Union (Brussels, Belgium); Eurasia (Moscow, Russia); Asia (Beijing, China); the Middle East (Dubai, United Arab Emirates); South America (Bogotá, Colombia); Central America and the Caribbean (Havana, Cuba); and Africa (Luanda, Angola).

**Challenges**

• Integrate the organization's enterprise resource planning (ERP) system with Oracle Business Intelligence, Standard Edition to provide a more accurate view of funding and costs for projects that promote the exportation of Brazilian products and services—including international trade fairs—enabling results analysis and assisting in strategic decision-making

• Control projects, agreements and actions of corporate management and businesses through automated, internal-approval workflow and increase transparency of funds invested

• Ensure project-status traceability, for examples, participation in an international fairs, conducting missions abroad, and corporate management actions taken, providing speed and security in analyzing project fund allocations, thus increasing efficiency in managing corporate projects

**Solutions**

- Implemented Oracle SOA Suite and integrated Oracle Business Intelligence, Standard Edition with the ERP system, improving advisory services by enabling consultants to cross-reference data, such as financial projections and economic scenarios, streamlining the time required to respond to clients regarding managing their foreign trade, investment attraction, and corporate management projects

- Used Oracle Application Development Framework to develop the Fênix solution—a proprietary, project-management application that manages the company's agreements and contracts with suppliers, public bodies, and associations—and incorporate new business and security features, such as access profiles for internal users, enabling data access control in accordance with the organization's internal policy

- Automated and streamlined the foreign trade projects approval flow to identify bottlenecks in review and funding-approval processes and respond more quickly to customers and partners regarding payment and accountability agreements, accelerating the fund-transfer flow

- Implemented Oracle WebLogic Server to manage the project-management application's development environments and integrate business systems, reducing IT environment complexity and ensuring integration of all components, fostering sharing of data and documents and ensuring that corporate information is not redundant or conflicting

- Created a more robust, integrated, and scalable process architecture and ensured business continuity by using a redundant clustered system with high availability

**Why Oracle**

 "We evaluated many major market players, but due to our company's highly specific demands, we could not find any off-the-shelf software. Oracle WebLogic Server and Oracle Application Development Framework were able to meet our business needs, since they allowed the development of these specific features. They also included integrated market-reference tools for content management and process automation, which ensured the effectiveness and efficiency of the resulting automated processes." said Mauricio Paranhos, executive IT manager, Agência Brasileira de Promoção de Exportações e Investimentos (Apex-Brasil).

**Implementation Process**

 "Implementing Oracle SOA Suite and developing the Fênix application took approximately one year. First, we developed and migrated the financial module, which we felt was the most important, and then gradually we replaced the entire previous system. The new system has helped us improve several business processes, with an availability level of more than 99.9% (since availability was a big concern with the previous platform)—and this is helping our clients reach their goals in foreign markets," said Paranhos.

# Hong Kong Housing Society Shortens Expenditure-Approval Time by 30% and Strengthens Governance Control Through Automated Business Processes

"We selected Oracle Fusion Middleware over our legacy business process solutions for its better local support, higher performance, availability, reliability, and flexible enterprise architecture. It also cost-effectively integrates with existing Oracle applications, like JD Edwards EnterpriseOne and PeopleSoft. We've automated our business activities, reduced approval process time by 30%, and strengthened internal financial control."
— **C.W. Miao**, Head of Information Technology, Hong Kong Housing Society

Hong Kong Housing Society (HKHS) provides quality, affordable housing and related services for the people of Hong Kong. It was formed in 1948 with a donation of approximately US$22,600 (£14,000) from the Lord Mayor of London's Air Raid Distress Fund. HKHS used the funding to build accommodations for people left homeless by the Second World War.

HKHS identifies the housing needs of different community sectors and develops housing options to meet these requirements. Since its inception, HKHS has built approximately 67,000 units under different housing models, including rental housing estates, rural public housing, urban improvement, and senior citizen residences.

**Challenges**

• Standardize and automate 12 processes for procure-to-pay approvals to strengthen internal governance for housing projects

• Establish a more flexible and stable enterprise architecture to replace its legacy system—which had experienced system downtime during peak periods—and reduce long-term IT maintenance costs

• Reduce administrative and development costs by up to 25% by automating approval processes for expenditure commitments, such as contract awards, contract payments, and staff annual leave applications

**Solutions**

• Reduced approval times for housing contract awards, contract payments, and annual leave applications by 30% by automating approval processes through web, mobile, and e-mail functionality, thanks to Oracle Unified Business Process Management Suite

• Enhanced housing-project-expenditure-record accuracy by quickly reflecting actual and committed expenditures through standardized and automated processes

• Strengthened governance by automating workflow processes, such as defining approval limits based on job titles and roles, and including dynamic out-of-office, by-pass delegation and approval-communication features

• Provided a highly available and stable enterprise platform by implementing Oracle WebLogic Suite, improving system performance and enabling faster housing-project-expenditure approval processes

- Enabled 1,000 end users, including process approvers across different divisions and sections, to easily use the automated approval system, thanks to Oracle Application Development Framework's support for intuitive task flows

**Why Oracle**

HKHS' legacy business process solutions often experienced downtime during peak periods and did not meet its service-level agreement. HKHS decided to replace its legacy system with Oracle Unified Business Management Process Suite, Oracle WebLogic Suite, and Oracle Application Development Framework to provide a more flexible, reliable, and cost-effective enterprise architecture that enables integration with existing Oracle applications, like JD Edwards EnterpriseOne and PeopleSoft.

"We selected Oracle Unified Business Process Management Suite because it provides excellent system performance and greater stability—at a lower cost. Oracle WebLogic Suite provides a rich platform for running Java EE applications, and Oracle Application Development Framework greatly reduced our development effort. These Oracle solutions enabled us to improve and automate our business processes and reduce long-term IT maintenance costs." said C.W. Miao, Head of Information Technology, Hong Kong Housing Society.

**Implementation Process**

HKHS began implementation for Oracle Unified Business Process Management Suite, Oracle WebLogic Suite, and Oracle Application Development Framework in early 2012, and went live in April 2013. Oracle partner, Six Facet Ltd, worked with a HKHS team to complete implementation on time and on budget.

HKHS's internal team included one manager responsible for overall project management, a project leader for design and implementation, and four project team members who assisted with user acceptance testing, data conversion, reconciliation, and rollout support to HKHS's 1,000 users.

**Partner**

HKHS engaged Oracle partner SixFacet as the implementation and ongoing support service provider. SixFacet worked closely with HKHS team to ensure a smooth rollout of the new business processes, conducted end-user training and provided postimplementation support.

"We are very happy with SixFacet's commitment and expertise in providing us with a solution that fully addressed our business needs. We will continue to work with SixFacet for continuous process improvement," Miao said.

# ArRiyadh Development Authority (ADA) Gains Efficiency and Rapidly Adapts to Change Using a Unified Content Repository with Centralized Access

"With Oracle Business Process Management, Oracle WebCenter Portal, and Oracle WebCenter Content, we boosted performance and efficiency by consolidating internal business requests into a user-friendly interface with a single point of access and a centralized document repository."
— **Majed Al Sultan**, Manager – Application Development, ArRiyadh Development Authority

ArRiyadh Development Authority (ADA) is responsible for the socioeconomic, cultural, and environmental development of Riyadh, the capital city of Saudi Arabia. ADA devises and implements plans and procedures to improve the standards for services and facilities—including transportation, urban planning, and environment—for the city's six million residents.

To accommodate the needs of a modern authority responsible for highway, transportation, and environmental projects in a growing city, ADA needed to improve and modernize its internal business processes. The organization also wanted to automate paper-based human resources (HR) processes—such as vacation requests—and integrate its inventory-management systems with purchasing. Further, ADA needed the flexibility to rapidly adapt processes to accommodate the changing requirements of Riyadh's planners and businesses.

ADA had already used Oracle WebCenter Content and Oracle WebCenter Portal to successfully build an enterprise content-management system for urban-planning documents to facilitate greater transparency between planners and developers. As such, the authority wanted to maximize its Oracle investment by building a unified content repository for secure, digital storage and centralized access to internal documents and procedures for managing functions that include HR processes and procurement.

ArRiyadh Development Authority reduced the development time and cost for the creation of automated, web-enabled HR applications—such as employee self-service requests, the corporate extranet, and an online employee news board—using Oracle Application Development Framework. ADA also improved workflow efficiency and reduced internal response times for its 400 employees by using Oracle Business Process Management to build and adapt automated process workflows for vacation requests, stationery orders, and procurement. Staff can access their applications faster and from a single interface built with Oracle WebCenter Portal—providing employees with secure, one-stop access to the applications and corporate documents they need via a customized interface. ADA has enabled seamless information sharing by creating a unified, easily-accessible repository of corporate documents and policies—increasing staff productivity and enhancing the user experience.

**Why Oracle**

ArRiyadh Development Authority chose Oracle for its open, integrated technology and flexible, reusable, standards-based products. ADA was already using Oracle WebCenter Content and Oracle WebCenter Portal to store, access, and share more than 25 terabytes of urban-development data, such as project status reports and architects' drawings.

"Using Oracle WebCenter Content and Oracle WebCenter Portal to manage internal documents will enable us to replicate the efficiency improvements that Oracle brought to our urban planning operations," said Majed Al Sultan, manager, application development, ArRiyadh Development Authority. "Oracle Application Development Framework and Oracle Business Process Management will build on these benefits by simplifying customization and streamlining workflow management."

**Partner**

Oracle partner P Systems recommended the implementation roadmap, built the solution environment, modeled ADA's business processes and content repository, and developed the end-user interface.

"We chose P Systems for its strong track record of successful deployments of Oracle Fusion Middleware applications in the Middle East," said Al Sultan. "P Systems offered us world-class software from Oracle, professional service, and unrivalled expertise. The Oracle partner built a solution that meets our needs and was implemented without disruption to our business."

**Oracle Customer:**

**Police Department of Izmir City**
Izmir, Turkey
www.izmir.pol.tr

**Industry:**
Public Sector

**Employees:**
11,500

**Oracle Products & Services:**

• Oracle SOA Suite

• Oracle Enterprise Service Bus

• Oracle Business Activity Monitoring

• Oracle Business Process
  Management

• Oracle BPEL Process Manager

• Oracle Event Processing

• Oracle WebCenter Portal

• Oracle WebLogic Server

• Oracle JDeveloper

• Oracle Database

• Oracle Real Application Clusters

• Oracle Application Development
  Framework

**Oracle Partner:**

**Atos SE**
www.atos.net

# Police Department of Izmir City Handles Emergency Calls 30% Faster with Fully Integrated Emergency Response System

"Thanks to Oracle Fusion Middleware, we now have a fully integrated security and emergency-response management system that allows us to respond faster to public safety threats, which, in turn, boosts public confidence."
— **Özden Sahintürk**, Head of Communication and Electronics, Police Department of Izmir City

The Police Department of Izmir City is responsible for ensuring public safety and security for over four million Izmir City residents. The department responds to the full range of threats, including those related to security and to immigration, pollution, and public disorder offenses. Its operations span 35 police stations across multiple city districts. In addition to maintaining close relations with citizens and municipal organizations, it coordinates with other emergency services where necessary, such as with fire department and ambulance services, to meet its goal of making Izmir City a safer place for all.

**Challenges**

• Improve public safety by integrating all resources and technologies—such as surveillance systems, police-vehicle tracking systems, vehicle-plate identification cameras, and geographical information systems—to enhance coordination of tactical operations and enable real-time feedback between various security personnel

• Increase efficiency of emergency-response management, for example by automating phone and software systems that call-center personnel use, to avoid slow and error-prone manual data entry and duplicate records of single events reported by multiple callers

• Optimize allocation of security personnel and vehicles throughout the city as well as deployment of call-center staff in the emergency command and control center

**Solutions**

• Deployed Oracle Fusion Middleware products to integrate previously siloed security technologies—such as surveillance systems hosting 560 cameras, a video analytics system, phone and radio record systems, and geographic information systems—to provide a unified, tactically, and strategically enhanced security and emergency response system for 245 command-and-control-center personnel

• Reduced operators' call-handling time by 30%, thanks to automatic call routing based on location and case type and by implementing call-queue tracking—enabling faster responses to public-safety events and threats, while dramatically reducing call-queuing times in emergency situations where every second counts

• Improved ability to rapidly identify and respond to blacklisted vehicles by using Oracle SOA Suite to enable data sharing between multiple security modules, such as between vehicle-plate recognition cameras and the command-and-control application

• Accelerated police response times by automatically processing 500 plate-recognition system alarms, 3,000 location service requests, and 5,000,000 global positioning system data transactions, thanks to Oracle SOA Suite

- Enabled real-time feedback from security staff to the command and control center and optimized the management of individual events and citywide security resources, thanks to a Turkish-language portal for 35 police stations and 300 police vehicles

- Eliminated duplication of single events reported by multiple witnesses and greatly improved emergency-response management because all command and control-center shift workers share the same on-screen data and are automatically notified of event repetitions

- Used Oracle Enterprise Service Bus to process data—including data from the vehicle location system—and ensure it reaches the command and control software so that operators know the exact location of 300 police cars and can also identify any system components causing errors

- Ensured optimum resource management of call handlers and 11,000 city security employees by efficient dispatches from five to six regions based on event-density reports, facilitated by Oracle Business Process Management

- Used Oracle Real Application Clusters, an Oracle Database option, and Oracle Fusion Middleware components to ensure constant availability of the command-and-control-center system and 24/7 continuity for enhanced emergency services—with clustered redundancy across two locations

- Improved public safety and operational efficiency by processing and routing approximately 3,000 calls and 2,000 events daily using Oracle Event Processing

- Reduced risk and improved efficiency of future projects through standardized IT architecture and processes

**Why Oracle**

 "Only Oracle has the standards-based technologies covering the extremely diverse set of security modules that are critical to our security-response management operations," said Özden Sahintürk, head of communication and electronics, Police Department of Izmir City.  "Now that all components are integrated, we can provide much faster responses to the full range of security issues affecting the daily lives of our citizens, making Izmir City a much safer place."

**Partner**

The Police Department of Izmir City selected Oracle partner Atos SE for its Oracle implementation based on the group's deep knowledge of Oracle Fusion Middleware components and integration capabilities with various third-party modules. Atos consultants cooperated closely with the city's key stakeholders and completed the implementation on time and within budget.

**Oracle Customer:**

**Portuguese Official Agriculture and Fisheries (Instituto de Financiamento da Agricultura e Pescas)**
Lisbon, Portugal
www.ifap.min-agricultura.pt

**Industry:**
Public Sector

**Employees:**
600

**Oracle Products & Services:**

• Oracle WebCenter Content
• Oracle WebCenter Capture

**Oracle Partner:**

**Timestamp**
www.timestamp.pt

# Portuguese Official Agriculture and Fisheries (Instituto de Financiamento da Agricultura e Pescas) Improves Efficiency and Increases Number of Subsidy Requests Processed

Instituto de Financiamento da Agricultura e Pescas (IFAP) is a national Portuguese public institute that develops, manages, and implements national and European policies related to agriculture and fisheries as well as provides funding to companies and citizens in those sectors.

With approximately 200,000 financial beneficiaries, IFAP also implements IT policies and strategies associated with processing and managing documentation and electronic data associated with requests for financial assistance.

**Challenges**

• Develop an internal electronic document management and processing system that can manage, store, and make available for staff consultation more than 300,000 annual paper forms relating to financial aid for agriculture and fisheries

• Ensure high levels of worker productivity with a reliable content management environment, performing automatic and deferred treatment of large volumes of information by night, without causing flaws in the document processing or production losses in employees' daily work

• Implement a robust and high performing content management system that can keep pace with peak loads from February to May when farmers and fishermen apply for financial aid

• Achieve significant productivity gains to deliver higher quality and more efficient service to citizens and businesses linked to agriculture and fisheries, and ensure faster response to requests from beneficiaries

**Solutions**

• Increased the number of financial assistance forms processed by IFAP staff by 500%, with peaks in document flow from various IFAP departments reaching an average of 5,000 documents each day

• Accelerated substantially the processing speed of large volumes of data—such as scanning, management, archiving, and distribution of approximately 300,000 documents annually—without productivity loss or IT systems overloads

• Automated the forms conversion process, now based on document scanning during the day and Excel and Word-to-PDF conversion overnight, giving to staff more free time to deal with daily work

• Reduced by more than two months the time spent processing requests for financial support for agriculture each year, especially during the peak months, when IFAP receives more than 180,000 application documents

• Optimized the graphical user interface of IFAP's main IT system used by 600 employees, providing more direct information about processes on one screen, with access to more menus and improved navigability, to reduce access times for individual processes and relevant information

- Avoided delays in document intake and processing due to scanning errors, ensuring greater resource efficiency and gains in employees productivity

- Increased electronic document security through the creation of security groups that distinguish users by role—such as guests, administrators, and more

- Leveraged the flexibility of Oracle's solutions to develop workflows based on the suggestions of IFAP employees, such as business-specific rules to apply to each type of document—incoming and outgoing mail, general internal documents, directive council documents, meeting minutes, and normative papers

### Why Oracle

Oracle WebCenter Content and Oracle WebCenter Capture provided a flexible solution to enable document transformation from paper to electronic format, enabling scanning, processing, file conversion, archiving, and electronic availability in an easy way, meeting all IFAP's unique business needs.

### Implementation Process

IFAP began to implement Oracle WebCenter Content in mid-2013, involving the workstations from all 600 company employees.

Based on experience with the daily operations and related suggestions from staff using the new Oracle solutions, in early 2014 IFAP changed the main user interface for its IT system, creating new side screens and menus that are easier to access and navigate.

IFAP continues to develop features to run on the Oracle systems it has already implemented to further streamline operations including the ability to deliver online documents to registered beneficiaries and track the number of clicks that a user spends on a particular task.

### Partner

IFAP selected Oracle Platinum Partner Timestamp for end-to-end project development and implementation.

# Bilbao Turismo (Bilbao Tourism Bureau) Launches Fully Scalable Website in Four Languages with 11,000 Heterogeneous Text, Graphic, and Audiovisual Elements

"Oracle WebCenter Sites enabled us to create a visually powerful, fully scalable website available in four languages and make it adaptable to all devices. Other alternatives limited our capabilities, rather than responding to our needs."
— **Mercedes Rodriguez,** Director, Bilbao Turismo (Bilbao Tourism Bureau)

The traditionally industrial city of Bilbao, in northern Spain, has shifted its strategy of the past two decades to focus on tourism as a key revenue source. Consequently, the tourism sector has become a central part of the city's growth and job-creation strategies. Today, Bilbao Turismo is charged with promoting tourism to the city and the region, providing year-round service to customers in four different languages: Castilian, Basque, English, and French.

**Challenges**

• Create a website designed by nontechnical marketing staff to showcase the city's and region's tourist attractions, entice potential visitors, and encourage local businesses to join and promote their services and products

• Create a website that potential visitors, businesses, media, and tourism professionals can access via any device and that can support multiple languages

• Incorporate text, graphics, and audiovisual elements from heterogeneous sources, such as businesses and cultural establishments, into the website to improve the user experience

**Solutions**

• Created, in just five months, a visually powerful website with Oracle WebCenter Sites, integrating more than 11,000 elements in four languages to showcase the city and surrounding region's tourist attractions, hotels, 700 restaurants, and 4,000 shops

• Achieved full scalability allowing for future growth in content, pages, and languages to provide up-to-date, personalized information for potential visitors, businesses, the media, and tourism professionals

• Saved time and resources by allowing the internal marketing team to add, change, and delete content in near real time regarding tourist attractions, hotels, restaurants, and shops, rather than delegating these tasks to the IT staff and external providers

• Adapted the website with a design that is responsive to all programs; operating systems; and devices, especially smartphones, to offer users full mobility and access to localized information when they are traveling to or within the city

• Incorporated text, graphics, and audiovisual content from diverse sources, including collaborating entities, such as cultural centers, hotels, restaurants, and shops

• Created demand from outside organizations to appear on the website by making it an indispensable promotional tool for the city's establishments

• Provided a user-friendly, memorable experience that engages site visitors by implementing an intuitive design produced by the marketing and tourist-information teams

**Why Oracle**

By allowing nontechnical personnel to create, modify, and remove content without reliance on the IT department or external provider, Oracle WebCenter Sites met Bilbao Turismo's visual and technical requirements, rather than limiting them. Moreover, this solution saved time and resources.

 "We needed to create a significant and memorable experience to convince visitors to come to our city. We wanted to rely on our marketing and tourist-information teams to create an engaging design and communicate a powerful story. Oracle WebCenter Sites allowed our designers to create colors and designs without technical limitations," said Mercedes Rodriguez, director, Bilbao Turismo.

# Chhattisgarh Infotech and Biotech Promotion Society Improves Citizen Satisfaction and Saves US$125,000 with Real-Time Insight for Decision-Making

"We chose Oracle WebCenter Suite Plus over IBM because it was cost-effective, secure, and enabled us to provide more efficient, transparent, and consistent decision-making and improve citizen-service delivery. We automated our document workflow and reduced paper and document-management costs by US$125,000 in one year. We also increased productivity and user engagement, enabling us to connect people, processes, and information in a collaborative environment."
— **A.M. Parial**, Chief Executive Officer, Chhattisgarrh Infotech & Biotech Promotion Society

Chhattisgarh Infotech and Biotech Promotion Society (CHiPS) is run by the government of Chhattisgarh, which became India's newest and tenth-largest state in November 2000. With an 80% rural, geographically dispersed population, and outdated, predominantly paper-based administrative services, Chhattisgarh faced significant infrastructure and efficiency challenges. Recognizing the strategic importance of information and communication technology as a key to enabling socio-economic development and improving service delivery, the government established CHiPS to develop and maintain IT services, assist the state secretariat in its role of supporting major policy decisions, and manage the digital interface between the government and citizens of Chhattisgarh.

Chhattisgarh government relied largely on paper-based processes to issue permits for and manage construction and public-sector development projects. With documents passed manually from desk to desk, approval processes were slow and error-prone, particularly when a decision was the joint responsibility of a committee and government officials. This complex and time-consuming workflow made it difficult to provide efficient, transparent, and consistent decisions regarding citizen services. The government also wanted to ensure the security of critical state records, as well as employee and citizen data in the event of natural disasters, such as the recent fire that destroyed the document records of a number of Kashmir state government departments.

Chhattisgarh government worked with CHiPS to deploy Oracle WebCenter Suite Plus, including Oracle WebCenter Content, Oracle WebCenter Portal, and Oracle WebCenter Sites—running on Oracle WebLogic Server, Enterprise Edition with Oracle Web Tier—to automate document workflow processes and provide a consistent and transparent decision-making process to meet statutory requirements. It reduced paper and document management costs by US$125,000 in one year, extended visibility for decision-making processes, enhanced collaboration between departments, increased business productivity through anytime-anywhere access to information, and enhanced citizen satisfaction.

**Automates Document Workflow Processes, Cuts Costs by US$125,000**

Government departments, such as forestry and mining, created documents in various electronic formats, including computer-aided design (CAD) drawings and spreadsheets and stored them in a central-records room. Department officials printed hard copies and manually passed these documents to relevant departments before they reached the appropriate committees for decision-making.

It could also take up to half a day to physically retrieve files, followed by a lengthy bureaucratic procedure required to gain release for a document. Officials also had to manually document changes made to the files, such as changes in project tenders, which resulted in multiple document versions. With no single source of truth, decision-making was costly and inefficient, impeding service delivery and socio-economic development.

By implementing Oracle WebCenter Suite Plus running on Oracle WebLogic Server with Oracle Web Tier, CHiPS provided a centralized, high-performance, and scalable enterprise content management platform for the state government to capture, secure, share, and distribute documents through a portal and website. Using Oracle WebCenter Imaging technology, it captures and scans digital and paper documents, including certificates, licenses, and land surveys, storing the documents as images in the centralized, content-management repository.

Leveraging the integrated capabilities of Oracle WebCenter Content and Oracle WebCenter Portal, the government can securely publish public-service-related documents, such as employment and training opportunities, through the portal and website. As a result, officials now instantly retrieve supporting documents online, without the need to physically search for them in the records room. This has increased business productivity, improved service delivery, and cut paper, printing, and storage costs.

 "Thanks to Oracle WebCenter Suite Plus and Oracle WebLogic Server, we have reduced our reliance on paper documents by 75%—enabling us to save approximately US$125,000 in paper and document management costs in one year and to retrieve documents instantly from the portal," said Anand Parial, CEO, CHiPS.

**Gains Real-Time Insight into Decision-Making Process, Enables Efficient Collaboration**

With its complex document workflow across 50 departments, CHiPS used Oracle WebCenter Portal to create a dynamic, secure, and user-friendly, self-service portal to streamline document sharing and collaboration between secretariat officials. By seamlessly integrating data from the centralized content management platform into the portal, including precedent decisions and supporting documents, CHiPs automated its decision-making workflow for public services. This enabled officials to easily search and correlate historic decisions, improve the efficiency of approval processes, and increase transparency in decision-making.

It also provided officials with real-time insight into the status of decisions. Instead of waiting until end of the week, month, or even year, as previously, with greater visibility into workflow processes, a senior official can quickly identify departmental bottlenecks, such as the requirement to report government housing schemes to the legislative assembly, in a timely manner and allocate appropriate resources to resolve the situation. Taking immediate corrective action ensures timely execution of policy and funding decisions and increases public confidence in government efficiency.

"Previously, we were reacting to issues after they had occurred, and it was time-consuming and difficult to get teams to work together, as we had to request approval and wait for the appropriate team's response," Parial said. "With real-time visibility into decision-making, each team can see precisely what the other is doing, enabling them to collaborate more efficiently. This is a huge benefit for us!"

**Supports Faster Decision-Making with Mobile Access, Increases Citizen Satisfaction**

Oracle WebCenter Suite Plus's mobile capability enabled secretariat officials to access documents and grant approval anytime, anywhere by using multiple devices, such as smart phones and iPads. For example, a senior official in the field can report the performance of all the state's renewable energy plants to support a funding request before the state assembly, without needing to return to the office or risking a delay in policy formulation.

In addition, citizens can also access documents related to decision-making and track the status of a decision from the portal with a single password—for example, to track an application for means-based, free, urban electricity-service connection. This has significantly improved the consistency, transparency, and efficiency in decision-making and increased citizen satisfaction.

"Oracle's robust content and business-process-management infrastructure provides citizens and officials with rapid access to information and accelerates decision approvals, such as tenders for joint, public- and private-sector mining and power-generation projects, enabling the government to achieve its goals for economic development and improved-service delivery," Parial said. "It also made our decision-making processes more transparent, which is a state priority and a statutory requirement under the national Right to Information Act."

**Ensures Data Security, Enhances User Experience with Personalized Content**

Oracle WebCenter Portal's easy-to-use dashboards enabled officials to upload documents with a single click, eliminating the need for specialized knowledge of how to convert documents, such as CAD files and spreadsheets into images. It also provided flexibility for users to personalize dashboards with their own choice of colors, fonts, and language—Hindi or English—and browser-based tools, such as for e-mail and social media sites. The portal has greatly enhanced the user experience and enables the state government to connect officials, citizens, processes, and information in a collaborative environment.

Oracle WebLogic Server, Enterprise Edition and Oracle Web Tier have also helped to ensure high availability, scalability, and security of the content management platform. The government no longer needs to physically transfer files between geographic locations, cutting logistics costs; reducing the risk of data loss due to natural disaster, such as fire; and ensuring business continuity.

**Challenges**

- Replace out-dated, paper-based filing system with a robust, centralized content-management platform to capture, secure, store, and share documents across departments to support faster policy decisions for construction and the government's development projects and to reduce costs

- Automate document workflow to enhance transparency and consistency in decision-making and to meet statutory requirements

- Enable anytime-anywhere access to information to increase productivity and improve public services to the citizens of Chhattisgarh, such as education, housing, and employment

**Solutions**

- Reduced paper and document-management costs by US$125,000 in one year, and decreased reliance on paper-based documents by 75%

- Increased productivity by deploying a dynamic and user-friendly, self-service portal that enables officials to easily access, upload, and review documents online instead of retrieving files manually from the records room

- Enhanced citizen satisfaction by ensuring the consistency and transparency of decision-making to meet statutory requirements

- Gained real-time insight into decision status instead of waiting until end of the week, month, or even year, as previously, enabling officials to identify resource bottlenecks and take corrective actions earlier

- Enabled mobile access to critical documents, accelerating decision-making and improving constituent services

- Ensured data security and a higher level of system availability by implementing Oracle WebLogic Server, Enterprise Edition with Oracle Web Tier, ensuring business continuity and reducing costs

**Why Oracle**

CHiPS selected Oracle WebCenter Suite Plus, Oracle WebLogic Server, Enterprise Edition, and Oracle Web Tier over IBM solutions because Oracle's solution offered the highest security and most robust features, such as audit trails and personalization.

 "We have been using Oracle Database for more than 10 years, giving us confidence in Oracle solutions, particularly since many of our citizen services and our state data center are supported by Oracle Database. The scalability and ease of deployment of Oracle WebCenter Suite Plus and Oracle WebLogic Server also gave us the ability to roll it out across the entire secretariat at lower cost," Parial said.

**Implementation Process**

CHiPS went through a tendering process before successfully implementing Oracle WebCenter Suite Plus, Oracle WebLogic Server, Enterprise Edition, and Oracle Web Tier within a strict, six-month implementation timeframe.

 "Thanks to the flexibility and scalability of the Oracle solution, we can easily roll out the same workflow processes in other offices within the secretariat where automation is required. We would also be very happy to work with other Indian states if they were interested in replicating the benefits we achieved," Parial said.

**Partner**

Oracle Diamond Level Partner, PwC India Pvt. Ltd., worked closely with CHiPS on many previous projects, and provided user training and postimplementation support for the Oracle solution.

 "We couldn't have been happier with the way the Oracle team and PwC India collaborated on the project. Their collective professional knowledge and understanding of how to optimize the Oracle solution delivery to our needs was exceptional," Parial said.

# Sociale Verzekeringsbank (SVB) (the Dutch Social Insurance Bank) Boosts Adoption of New IT Solutions Through Comprehensive Training

"Our IT needs were very unique, but by using a combination of Oracle solutions and modules in conjunction with training from Oracle University, we've established a foundation that improves operations management and efficiency and will ultimately provide better service to Dutch citizens."
— **Patrick Gerrits**, Architect, Sociale Verzekeringsbank (SVB)

Sociale Verzekeringsbank (Social Insurance Bank or SVB) is a governmental agency in the Netherlands that operates national insurance programs—including state pensions and child benefit programs. Each year, the organization pays out approximately US$51 billion (37 billion Euros) to beneficiaries and serves an active customer base of between 6 and 8 million Dutch citizens.

As the executor of national insurance programs in the Netherlands, it is critical for SVB to determine accurate entitlements and meet payment timetables. This makes IT's role especially important, as there is no room for human error.

To guarantee the most accurate service for its client base, now and in the future, SVB updated its IT environment and implemented eight Oracle software solutions, including Oracle's Siebel Customer Relationship Management and Oracle Fusion Middleware. The organization also adjusted its business processes to provide more flexible services, accelerate implementation of routine government-regulation changes and reduce insurance-program execution costs.

Subsequently, the organization engaged Oracle University to efficiently train its IT staff to boost employee uptake of the new IT solutions while minimizing disruption to the organization's core services. SVB also benefitted from the learning credits offered by Oracle University, as the organization can purchase them by the batch, requiring very little administrative action to send existing and new employees to Oracle University courses. SVB can easily track how many credits it has left on the Oracle website.

As SVB wanted to accelerate employee training to minimize operation disruption, it first provided a customized, two-day overview training for all staff, followed by customized learning paths based on job role. The training modules were not consecutive. After each module, staff members returned to work and put the gained knowledge and skills immediately into practice. Through this approach, SVB was able to bring its IT staff up to speed on the implemented Oracle software solutions in the shortest time possible. Despite the sweeping changes the implementation brought to the organization's business processes, there was little or no impact on SVB's operations.

**Why Oracle**

"We needed an industry-proven solution, and Oracle's offerings met all our demands. In connection with the software implementation, we needed to get our IT staff up to speed on the new solutions as quickly and effectively as possible. We chose Oracle University for training, as the organization provides the best expertise in Oracle solutions," said Patrick Gerrits, architect, SVB.

# Rioprevidência - Fundo Único de Previdência Social do Estado do Rio de Janeiro Dispenses Civil Service Benefit Funds 80% Faster by Using Automated Processes to Determine Eligibility

"The technological environment fostered by the implementation of Oracle Enterprise Manager, Oracle Business Process Management Suite, Oracle Real Application Clusters, Oracle WebCenter Portal, Oracle WebLogic Server, Enterprise Edition, and Oracle SOA Suite, has allowed us to digitalize millions of documents, eliminate the use of paper, and to redefine the administrative work flow involved in allocating pensions. This has resulted in significant time savings while improving the services we provide to public servants."
— **Luis Claudio Gomes**, Vice President, Rioprevidência - Single Social Security Fund of the State of Rio de Janeiro

Founded in 1999, Rioprevidência - Fundo Único de Previdência Social do Estado do Rio de Janeiro is the independent public authority that manages financial assets earmarked for salaries, pensions, and other social security benefits. The agency determines eligibility and manages and executes benefit payments, such as pensions and retirement benefits, for active and retired public servants of the State of Rio de Janeiro and their dependents.

**Challenges**

• Digitize documents, such as medical certificates, personal identification, and proof of contributions associated with 500,000 beneficiaries to reduce the risk of data loss and improve the agency's ability to securely manage and distribute social security benefits

• Provide greater speed and transparency in the process of determining pension eligibility for public servants and their dependents by automating administrative processes

**Solutions**

• Implemented Oracle Enterprise Manager and Oracle Fusion Middleware components in the iGov Pad application environment, enabling the agency to launch a digital pension qualification application, which will eliminate the use of paper

• Automated and accelerated the pension dispensation process by 80% by eliminating inaccurate data records and allowing analysts to have rapid and simultaneous access to documents, which shortened benefit eligibility analysis from 60 to 12 days

• Eliminated paper from nearly 500 procedures related to monthly pension enrollment, saving approximately US$420,000 (R$1 million) annually by reducing physical storage requirements

• Digitized, preserved, and outsourced storage of relevant documentation—which the agency must retain for up to 200 years—accelerating queries, preventing document deterioration, and improving security

• Facilitated electronic exchange of reports with the Federal Court of Auditors, the federal agency responsible for financial oversight of public entities

• Created an IT platform that will enable the agency to expand remote services, such as online retirement enrollments to public servants and their dependents

**Why Oracle**

 "We assessed the use of Oracle solutions within other state agencies, and this gave us total confidence in our decision to adopt them ourselves. Another important factor was the high degree to which the technology supported our internal processes, which allowed us to go beyond just document digitalization to actually transitioning from an analog to a digital process with complete confidence and security," said Luis Claudio Gomes, vice president, Rioprevidência.

**Implementation Process**

The agency implemented Oracle Enterprise Manager, Oracle Business Process Management Suite, Oracle Real Application Clusters, Oracle WebCenter Portal, Oracle WebLogic Server, Enterprise Edition, and Oracle SOA Suite in 18 months, as scheduled.

 "The project involved several stages, from document digitalization to user training, and we are very pleased with the flexibility and efficiency gains we've realized," Gomes said.

# Ministero del Lavoro e delle Politiche Sociali (Ministry of Labor and Social Policy) Consolidates Data Warehouse, Supporting More Effective Labor Policy Through Accurate Analytics

"Oracle solutions helped us reinvent our business intelligence capabilities. Now, it is very easy to integrate any number of sources and consolidate information into our data warehouse. We now achieve in ten minutes what previously took twenty hours on our legacy Microsoft system."
— **Daniele Lunetta**, Director, Direzione Generale per le Politiche dei Servizi per il Lavoro, Ministero del Lavoro e delle Politiche Sociali

Ministero del Lavoro e delle Politiche Sociali (Ministry of Labor and Social Policy) is a branch of the Italian government responsible for all labor matters, including employment policies, promotions, workers' protection, and social security. The ministry is active in provisioning employment services to all types of job seekers, including transnational European workers.

The ministry's General Directorate for Employment Services Policies is responsible for coordinating employment services within competences that are established by law. Specifically, the directorate manages the implementation of relevant provisions of the European Union, as well as initiatives to combat undeclared work, include disabled and disadvantaged people in the national workforce, and prevent social emergencies and unemployment. It also heads the development and management of a centralized information system in collaboration with Italian regions and local authorities.

**Challenges**

- Consolidate data—including labor contracts, social security records, and workforce statistics—from disparate and sometimes incompatible sources—such as territorial bodies and job agencies—to provide a repository that serves as a single source of truth on which the organization can rely when designing and implementing employment policy measures

- Build more efficient business intelligence (BI) tools to help the ministry identify economic challenges—such as skill gaps, rising unemployment, and aging population—and apply actions and strategies to address these challenges through labor laws and services

- Reduce the time and costs needed to process and analyze labor data to support employment initiatives—providing more detailed knowledge of companies and job-seeking citizens to enhance public-service capabilities

- Develop and coordinate vocational-skills training based on up-to-date employment data to empower youth to succeed in a challenging labor market

- Ensure transparent and auditable management for various sources of information by tracking data access and modification, while providing effective dissemination of analytical information to stakeholders

**Solutions**

- Engaged Oracle Consulting to design a solution that fits all ministry requirements in terms of data integration, processing performance, and data dissemination to stakeholders

- Deployed a Microsoft-based platform with Oracle's SPARC T4-4 server, running Oracle Solaris 11, to create a unified data warehouse for consolidating labor-market information coming from multiple sources across the country—including labor contracts, business reports, and labor statistics, such as those regarding youth unemployment

- Reduced paper-based data entries and tasks, thanks to Oracle SOA Suite's connectivity capabilities—enabling the ministry to easily consolidate data from the cloud and on-premises data sources for better analysis of the Italian workforce and labor market

- Used Oracle Data Integrator to reduce data consolidation time from 20 hours to just over 4 hours for data from regional and online systems that is fed into the ministry's Oracle Database repository, enabling the ministry's employees to guarantee countrywide information accuracy

- Addressed analytical skill shortages in the Italian labor market using Oracle Business Intelligence, enabling the ministry to launch educational programs that enable citizens to acquire know-how and better compete for job offers—especially young Italians, who suffer from high unemployment rates

- Used Oracle Business Intelligence Standard Edition to better evaluate the impact of implemented policies and ensure that they are properly applied and useful to the targeted public—expanding the ministry's labor-market knowledge and increasing its ability to create the most suitable labor policies

- Designed workflows using Oracle Business Process Management to ensure documents are passed to all interested stakeholders for review and input while avoiding use of incorrect versions, long searches for information in an e-mail queue, and human error

- Ensured a seamless and successful deployment by engaging Oracle Advanced Customer Support Services to install the SPARC server, define Oracle Solaris zones, and set up the warehouse as one of the sources for big data analytics—where structured and unstructured data is processed via Oracle Exalytics In-Memory Machine—and to provide go-live support

- Used My Oracle Support during the deployment of each Oracle solution component to access implementation best practices, download patches and updates, and log service requests to receive guidance and ideas from Oracle experts

**Why Oracle**

"After a thorough market technology survey, the end-to-end Oracle solution with its natively integrated hardware and software was recognized as the best choice to address the ministry's business and performance needs. The Oracle solution provides rapid and transparent access to any source system, and employees can easily access and index data, facilitating a holistic and effective analysis of the ministry's activities," said Daniele Lunetta, director, Direzione Generale per le Politiche dei Servizi per il Lavoro, Ministero del Lavoro e delle Politiche Sociali.

**Partner**

"We selected Oracle Platinum Partner Iconsulting for its extensive private and public sector business and business intelligence knowledge. Iconsulting also specializes in data integration and has great expertise in market-leading technologies. It had the best knowledge and experience mix to develop and redesign our business intelligence platform. Iconsulting managed all phases of the solution life-cycle—from extract-transform-load processing, to data visualization, and from the information delivery system, to monitoring the hardware framework on which the solution is installed," said Lunetta.

"We also worked very closely with Oracle Consulting and Oracle Advanced Customer Support Services to provide end-to-end solution design and maintenance to the ministry. Thanks to the excellent support, we have delivered a system that enables exceptional policy making, empowers economic growth, and benefits Italian citizens and companies alike," said Lunetta.

# State Revenue Office Victoria Avoids Risk in Replacing System, Saves as Much as US$24 Million in One Year, and Improves Staff Productivity by 25%

"We extended the useful life and capabilities of our core revenue-management system, and saved US$24 million in system replacement costs the first year. We expect this to increase to US$80 million in long-term savings, as well as to improve productivity, minimize risks, and increase our business agility. Oracle Fusion Middleware is a key part of this solution."
— **Paul Dulfer**, CIO, State Revenue Office Victoria

The State Revenue Office (SRO) Victoria is the Australian state of Victoria's major tax-collection agency, collecting over US$10 billion in taxes, duties, and levies in 2012-2013. It also administers state taxation laws and a range of government grants and subsidies, including home-owner grants, concession schemes for pensioners and young farmers, and the government's unclaimed monies function. In its role as the state's premier revenue-management service, SRO is committed to the highest standards of customer service, fairness, and efficiency.

For over a decade, SRO has used Oracle Forms and Oracle Database technology for its core revenue-management system to ensure the efficient and effective collection of billions of dollars in annual revenue. After multiple Oracle Business Intelligence upgrades to incorporate functionality for new revenue lines, support increased online transactions, and expand analytics and reporting capabilities the system environment had become large and complex. The complexity made it increasingly difficult to handle growing data volumes and complicated business processes, including those associated with compliance, debt management, assessment, and unclaimed monies. SRO needed to modernize its revenue-management system to improve operational efficiency, meet key-performance indicator (KPI) targets, and reduce the time and expense required to implement future changes, such as for incorporating new taxes or changes to existing tax legislation.

By running Oracle SOA Suite and Oracle Business Process Management Suite (BPM) on Oracle WebLogic Suite, SRO gained a high-performing and scalable platform to incrementally transform its revenue management system architecture from function-centric to process-centric while avoiding significant system replacement costs and minimizing risk.

By using the Oracle Fusion Middleware platform for its first project, SRO automated the end-to-end process for unclaimed-money claims and improved overall business productivity. It saved US$24 million in the first year and expects to save US$80 million in long-term, system replacement costs. It also minimized financial and delivery risks and maximized its existing Oracle investment. These significant achievements resulted in SRO winning recognition in the inaugural Victorian Digital Government Awards for improving ICT governance and planning, building internal capability, and encouraging innovation. It also won the 2014 Oracle Excellence Award for Oracle Fusion Middleware Innovation in the category of Business Process Management.

**Avoids US$24 Million Capital Costs, Minimizes Risk, and Increases Business Agility**

To achieve its target architecture, SRO used Oracle SOA Suite to modernize and extend the capability and useful life of its revenue-management system by providing standards-based interoperability over the existing architecture without replacing the entire system or making extensive underlying changes. By adding Oracle Business Process Management Suite (Oracle BPM Suite), it automated and orchestrated end-to-end revenue collection processes based on predefined business rules and built-in workflow capabilities without needing a time-consuming data migration process or large-scale changes to core system routines. As a result, SRO has begun to transform its revenue-management system to a process-centric architecture rather than a function-centric environment, enabling the agency to improve operating efficiency, and drastically reduce its total cost of ownership.

 "Without taking this standards-based, incremental approach, we would have spent approximately US$99 million over four years to replace the whole revenue-management system. Using this approach, however, we only need a small annual spend over the next five to seven years to fully implement the target architecture, including Oracle Fusion Middleware. We saved US$24 million in system replacement costs in the first year and expect to save US$80 million in the long-term while gaining the ability to maximize our existing investment," said Paul Dulfer, CIO, State Revenue Office Victoria. "By standardizing the architecture and processes, we can easily replace parts of the system with new technology, as the need arises, without replacing the entire system. This has helped us to avoid a highly disruptive, major redevelopment initiative, such as oura legacy-system replacement project that required 18 months just to migrate data."

**Establishes Role-Based Workflow Processes, Boosts Productivity by up to 25%**

Businesses are required to transfer unclaimed money, such as dividends, lottery-ticket winnings, checks, trust money, and sales proceeds to SRO if they hold the money for more than six months. To administer this money, SRO needs to process large volumes of daily transactions to ensure efficient processing of customer claims. Furthermore, before having a standardized process and workflow, staff members had to handle the entire claims process—from collecting relevant supporting documents, to payments of unclaimed money—which made making consistent decisions more difficult and increased the possibility of data errors.

SRO implemented Oracle BPM Suite's automated workflow and predefined business rules to segment end-to-end claim processes into smaller and less-complex processes, enabling individual staff members or teams to specialize in specific tasks through an integrated workspace. This divides work between groups, for example by enabling one group to perform capture and scanning, while another group vets and verifies the claims, with a third group managing approvals.

 "Oracle BPM Suite's flexible role- and team-based work allocation improved our ability to meet demand, balance specialist and generic skills across teams and workloads, and drive productivity improvements of up to 25% for our unclaimed monies project.

In the 12 months since deploying the BPM solution, the team has consistently met KPIs and cleared backlogs for unclaimed-monies applications," Dulfer said.

**Gains Insight into Process Performance, Improves Service-Level Agreement Compliance**

Before implementing Oracle BPM Suite, users had to manually access function-based screens to complete work tasks. This made it difficult for SRO to gain insight into its operations and adopt system upgrades to meet requirements, such as legislative changes. Now, with a service-oriented, process-aware architecture built on Oracle SOA Suite and Oracle BPM Suite, and an improved intuitive user interface, team leaders can effectively manage staff workloads, and create business rules for a specific workflow to support business processes.

Managers can also use a drill-down dashboard to monitor daily revenue-processing performance and receive alerts if an individual or team is not performing within the predefined metrics. This capability has enabled SRO to gain greater insight into its KPIs, enhance control, and achieve strategic targets.

 "Oracle BPM Suite drives a culture of continuous improvement within the organization. Its successful implementation completely transformed the way that business and IT work together, and it increased our business agility," Dulfer said.

**Challenges**

- Extend the capability and useful life of the state revenue management system and avoid highly disruptive major redevelopment

- Enable an incremental IT-transformation program to significantly reduce system-replacement costs, minimize risk, and maximize the existing investment

- Improve ability to support ever-changing and increasingly complex revenue activities

- Standardize architecture and business processes to reduce reliance on a specific product or skill set and increase business agility to manage ongoing changes to tax legislation

**Solutions**

- Saved system replacement costs by US$24 million in the first year by running Oracle SOA Suite and Oracle BPM Suite on Oracle WebLogic Suite to modernize and extend the capabilities and useful life of its legacy revenue management system, and ensure standards-based interoperability with the existing architecture rather than replacing the entire system

- Improved staff productivity by up to 25%, even without major process renovation by using Oracle Unified Business Process Management Suite's automated workflow to segment end-to-end claim processes into smaller and less-complex processes and to allocate role-based tasks to teams or individuals through the process workspace

- Minimized risk by eliminating reliance on a particular product or developers' skills, and avoided a highly disruptive, major redevelopment effort by standardizing architecture and processes and by enabling plugging in new technology for part of the system without impacting the entire system

- Increased business agility by enabling users to easily define, modify, and reuse business rules, instead of requiring recoding when tax legislation changes

- Established a culture of continuous improvement within the organization by adopting a process-centric architecture

- Enhanced control and improved service-level-agreement compliance by providing team leaders with drill-down dashboards and alerts to quickly detect and address issues

**Why Oracle**

After conducting a 10-week proof of concept, SRO selected Oracle Fusion Middleware over three other leading vendors' solutions because Oracle's technology best met its requirements, particularly in terms of sustainability and interoperability.

"With Oracle BPM Suite and Oracle SOA Suite running on Oracle WebLogic Suite, Oracle demonstrated the ability to meet the requirements of our target architecture and enable efficient integration with our existing complex, back-end, enterprise capabilities. This process-centric architecture also ensured more effective collaboration between our processes and IT, enabling us to increase business agility," Dulfer said.

**Implementation Process**

SRO rolled out Oracle BPM Suite, Oracle SOA Suite, and Oracle WebLogic Suite for its revenue management transformation project in three phases.

It first deployed the solutions for its unclaimed-monies business processes and established the service-delivery architecture. It took 13 months to complete phase one because SRO wanted to build a foundation for an enterprise solution that would extend the life of its revenue-management system by more than ten years. This involved designing and deploying workflows, work-spaces, and customer interfaces to support the ongoing rollout of the solutions to additional processes. SRO is implementing the solutions for land-tax investigation services and will add additional phases for other processes, such as payroll tax, duties, and debt management.

"For a transformation project of this size, we knew we had to first focus on process design and clear business rules to ensure a rock-solid, service-oriented architecture that can support our long-term business requirements," Dulfer said.

**Partner**

SRO engaged Oracle partner Rubicon Red to assist in the revenue-management transformation project.

The partner provided support for process-modeling, architecture development, and solution-layer design. It also provided expert advice to support SRO's infrastructure team for the ongoing transformation project.

 "Rubicon Red's experience and expertise in Oracle Fusion Middleware played a key role in the design and successful execution of our transformation project, enabling us to maximize our existing IT investment," Dulfer said.

# Companhia Imobiliária de Brasília (Terracap)
Produces Performance Reports 50% Faster, Improves Access to Management Information

"With Oracle Business Process Management Suite 11*g* and Oracle Business Intelligence Enterprise Edition 11*g*, we can now immediately determine the viability of government projects."
— **Geraldo Rodrigues Soares**, IT Coordinator, Companhia Imobiliária de Brasília (Terracap)

Companhia Imobiliária de Brasília (Terracap), also known as Agência de Desenvolvimento do Distrito Federal (DF), or the Development Agency of the Federal District, is a company controlled by Brazil's federal and federal district governments. By managing public lands and providing sustainable real estate projects, the company promotes socioeconomic development and quality of life for the federal district's population. Established in 1972, the company manages federal district property through the use, acquisition, incorporation, encumbrance, or transfer of assets, as well as by directly or indirectly carrying out road construction projects in the district.

The company also oversees land sales and urbanization in the Noroeste neighborhood, the first sustainable neighborhood in Brazil. The project's 220 buildings, on 243 hectares, use solar heating, recycled rainwater, and a suction system to transport household waste to a treatment center. This reduces garbage truck traffic and pollution in local communities. In addition, the company uses light emitting diode lamps for public lighting to conserve energy.

**Challenges**

- Provide managers with quick access to financial and collection-portfolio information, improving performance in billing and budget processes

- Provide better oversight of loans and mortgages by simulating different scenarios for analysis and informed decision-making

- Replace the use of spreadsheets in performance reporting by integrating nearly 60 applications—including those for urban property management, sales, billing, and assets—to accelerate financial processes

**Solutions**

- Deployed Oracle Business Intelligence Enterprise Edition and Oracle Business Process Management (BPM) Suite 11*g*, enabling detailed, real-time analysis of the billing portfolio (valued at nearly US$1.5 million), and allowing the company to obtain updated values, including customer fines and late payment fees

- Carried out monthly closing during business hours—a process previously done at night to avoid disruption—achieving this using Oracle Database with Real Application Clusters with two-node servers, significantly accelerating access to customer portfolio information and making more accurate receivables calculations

- Enabled faster decision-making about project implementation using Oracle BPM Suite, allowing managers to immediately analyze resources, ensuring the economic viability of projects marketed by Terracap

- Integrated nearly 60 legacy applications, such as sales management, accounting, property costing, tax payments, and payment slips with Oracle Real Application Clusters, assuring security and high performance for business applications, which helped the company to process data at high volume without affecting routine transactions

- Provided the federal government with access to data about critical operations, such as urban property and budget management, including scanned documents and low-income housing project deadlines, replacing a paper-based model and creating performance reports 50% faster

- Enabled simulating various economic scenarios for the next three years, which is essential to managing real estate financing extended to customers for up to 40 months—an operation that was only possible using Oracle Business Intelligence Enterprise Edition's metrics, reports, and analytics

- Developed a georeferencing solution that enables land and topography analysis through Oracle Spatial and Graph technology integrated with Oracle Business Intelligence Enterprise Edition, ensuring the provision of safe and sustainable real estate projects through a detailed analysis of data and images of buildings, hydrographic systems, roads, and protection areas, minimizing environmental impact

**Why Oracle**

 "Oracle Business Intelligence Enterprise Edition's ease of use and flexibility in developing multiple views of sales performance and process automation were critical to our decision process. Furthermore, the solution's easy integration with our 60 applications was another important factor," said Geraldo Rodrigues Soares, IT coordinator, Terracap.

# Companhia Imobiliária de Brasília (Terracap)
## Improves Sustainable Project Management and Identification of Protected Areas

"Oracle Business Intelligence Enterprise Edition 11*g* enabled us to more efficiently manage real estate by planning residential and commercial area use. In addition, it helped us to more quickly analyze the viability of future projects and minimize environmental impacts."
— **Geraldo Rodrigues Soares**, IT Coordinator, Companhia Imobiliária de Brasília (Terracap)

Companhia Imobiliária de Brasília (Terracap), also known as Agência de Desenvolvimento do Distrito Federal (DF), or the Development Agency of the Federal District, is a company controlled by Brazil's federal and federal district governments. By managing public lands and providing sustainable real estate projects, the company promotes socioeconomic development and quality of life for the federal district's population. Established in 1972, the company manages federal district property through the use, acquisition, incorporation, encumbrance, or transfer of assets, as well as by directly or indirectly carrying out road construction projects in the district.

Terracap, winner of the 2012 Oracle Eco-Enterprise Innovation Excellence Award, is responsible for land sales and urbanization in the Noroeste neighborhood, the first sustainable neighborhood in Brazil. The project's 220 buildings, on 243 hectares, have solar heating and a rain water and waste recycling and treatment center, reducing garbage truck traffic and pollution. In addition, the company uses light emitting diode lamps for public lighting to conserve energy.

Throughout its construction, the Noroeste neighborhood met strict environmental standards, following the Kyoto Protocol carbon emission rules. In 10 years, the project will save 113 million kilowatts of energy, achieving the equivalent of an 18,000-ton reduction in carbon dioxide emissions. Furthermore, the company reused or recycled nearly 50% of the waste generated during the project.

Terracap has a department dedicated to analyzing the economic viability of sustainability projects—for example, the reuse of rainwater to clean common areas. In this context, Oracle's technology helped Terracap to ensure compliance with environmental guidelines and monitor environmental metrics efficiently. In addition, the company used Oracle Business Process Management Suite 11*g* to replace a paper-based viability analysis process—accelerating management decision-making. The organization's reporting accelerated by 50% with automation, which also increased data consistency.

The company used Oracle Spatial and Graph to develop a georeferencing solution that provides data and images of buildings, hydrographic systems, roads, and protection areas. This system enables Terracap to make a detailed analysis of the ground and its topography, ensuring the provision of safe and sustainable real estate projects by minimizing environmental impacts.

**Why Oracle**

"Terracap seeks excellence in sustainability, and with Oracle Business Intelligence Enterprise Edition, we can more effectively and efficiently measure environmental metrics, especially in the Noroeste project. Oracle Spatial and Graph helped us to analyze and cross-reference a large volume of data with great performance," said Geraldo Rodrigues Soares, IT coordinator, Terracap.

**Oracle Customer:**

**Pickles Auctions**
Sydney, Australia
www.pickles.com.au

**Industry:**
Retail

**Annual Revenue:**
$1 to $5 Billion

**Employees:**
600

**Oracle Products & Services:**

- Oracle BPEL Process Manager
- Oracle WebCenter Content
- Oracle WebLogic Suite
- Oracle CRM On Demand, Enterprise Edition

**Oracle Partner:**

**Intelligent Pathways**
www.intelligentpathways.com.au

**Rubicon Red**
www.rubiconred.com.au

# Pickles Auctions Processes up to 100,000 Web Transactions per Day, Achieves 99% Availability with Loosely-Coupled, Middleware Architecture

"We chose Oracle Fusion Middleware over other products because its best practice, open standards better met our long-term needs. The highly available middleware architecture and infrastructure ensures we can provide customers with a fast, reliable Website, and we update product, marketing, and sales information immediately, rather than waiting overnight."
— **Harry McKenzie**, Chief Information Officer, Pickles Auctions

Pickles Auctions is Australia's largest independent auctioneer. The family-run company manages 22 branches across the country and sells more than 250,000 lots each year, including motor vehicles, industrial goods, salvaged vehicles, household merchandise, computer equipment, and more. It sells on behalf of the Australian Government, state governments, insurance companies, fleet and lease companies, local councils, and the general public. Pickles Auctions has grown rapidly in the past 10 years and, in 2011, signed a deal with one of Australia's largest vehicle manufacturers to sell cars to 250 dealers on its behalf.

Pickles Auctions needed to improve the stability and reliability of its main auction Website. The company implemented Oracle BPEL Process Manager and Oracle WebCenter Content, running on Oracle WebLogic Suite, to provide powerful, scalable, and highly available support. BPEL Process Manager also supports the new online marketplace, Pickles Plus. In addition, Pickles Auctions deployed Oracle CRM On Demand, Enterprise Edition to support a growing volume of customer records.

Oracle BPEL Process Manager integrates Pickles Auctions' legacy system with its main Website. By decoupling the legacy IT system from the main Website, Oracle BPEL Process Manager ensures 99% availability for the site, and easily supports up to 100,000 auction-related transactions per day. The loosely coupled architecture enables IT staff members to maintain and develop back-end systems without affecting the performance and availability of the main site, and to flow updated product information to the Website immediately. Oracle WebCenter Content enables marketing staff to easily manage and update content for the main Website themselves.

**Growing Online Business Demands Powerful, Reliable IT Infrastructure**

Pickles Auctions runs online and onsite auctions, and also offers products at a fixed price. The company operates two Websites. The main Website enables customers to register for onsite auctions and view lot descriptions, as well as take part in auctions without attending in person. It also holds the online auctions. The new PicklesPlus Website is an online marketplace for auctions and fixed-price clearance goods. It allows customers to buy a variety of consumer products in online auctions or at a Buy Now price.

As business grew, the main Website became increasingly unstable and unreliable. The site was intrinsically linked to the legacy auction system, which stored information about all the company's stock. This caused further reliability problems, since if the IT system went down, the Website went down with it.

"We needed rock-solid middleware products that would help manage and support 200 million Website hits, 350,000 unique visitors, and around 1.4 TB of auction-related data every month," said Harry McKenzie, chief information officer, Pickles Auctions. "We also needed to ensure the Website was scalable and reliable, to avoid a significant loss in revenue."

**Streamlined Integration Ensures Up-to-Date Auction Information**

Pickles Auctions has implemented Oracle BPEL Process Manager and Oracle WebCenter Content, running on a clustered Oracle WebLogic Suite. Oracle BPEL Process Manager mediates between the company's legacy IT system and its main Website.

By pushing real-time updates about auctions and products from the legacy system to the main Website, Oracle BPEL Process Manager ensures product and auction information on the main Website is accurate, easily accessible, and always up to date.

"Information about all of our auction stock is entered into the legacy system and then propagated across to the main Website, using Oracle BPEL Process Manager," said McKenzie. "Bids are taken from the Website, and customers can register to form a relationship with us or to attend an auction. All of this information is then transported back to the legacy system.

BPEL Process Manager also integrates between the online auction site, Pickles Plus, the company's finance system, and third-party vendors.

"We also use Oracle BPEL Process Manager to interface with third-party vendors including motor vehicle manufacturers and lease companies," added McKenzie. "This streamlines hundreds of transactions involving auction stock throughout the day. Oracle BPEL Process Manager standardized the way we communicate with vendors and increased our business efficiency, which has improved relationships with customers, stock suppliers, and third-party vendors."

By using a loosely coupled, standards-based integration approach, Pickles Auctions also has the flexibility and agility to adapt to business changes, such as integration with new systems or new vendors.

**Decoupling Website from Legacy System Provides 99% Availability**

By decoupling the main Website from the legacy IT system, the main Website is no longer encumbered by any issues in the legacy system. This has enabled Pickles Auctions to achieve 99% availability for the site.

"Separating the Website and the legacy system means the Website remains available even if the legacy system goes down," said McKenzie. "We've only had two periods of unscheduled downtime in 18 months—neither of which were the fault of the Oracle infrastructure—compared to the site being unreliable in the past."

Pickles Auctions can now easily process up to 100,000 auction-related transactions per day through Oracle BPEL Process Manager. Supported by the services-based middleware architecture and infrastructure, the main Website maintains the performance and reliability required to support up to 7,000 requests per minute during peak periods (such as before a highly anticipated auction), far more than would have been possible in the past.

The company can now maintain and develop the back-end system independently without affecting the performance or availability of the main Website.

"This is a major benefit, as it means we can focus on improving the supporting system without worrying about the Website and affecting a customer's ability to view auction information," said McKenzie.

"The robust performance and high availability mean our customers can confidently register for auctions and access online data about products," he added. "By providing a reliable, up-to-date auction Website, we have improved customer satisfaction, maximized revenue, and enhanced market competitiveness."

The clustered Oracle WebLogic Suite environment supports high availability and reliability through a robust platform for Oracle BPEL Process Manager and Oracle WebCenter Content. It also provides the scalability and reliability to meet the increase in Website transactions as the company grows. The recent upgrade to the clustered WebLogic Suite environment was part of a hardware upgrade, which improved overall system performance, stability, and availability.

**Easier Content Management**

In the past, Pickles Auctions used a shareware product called InfoGlue as its content management system.

"It was very difficult to publish content using InfoGlue, especially during peak times when traffic would cause the main Website to slow down and occasionally fail, which was not ideal for our auction business," said McKenzie. "We also relied on the IT team to publish content, which distracted them from core technical duties."

The company now uses Oracle WebCenter Content to manage marketing campaigns and sales information. The productivity of marketing staff has improved, as they can now easily manage around 300 pages of data on a regular basis themselves, rather than relying on the IT department.

"In the past, marketing changes had to be completed overnight rather than during business hours, so the process didn't affect the Website's stability," said McKenzie. "This meant it could take up to 12 hours for new marketing data to appear on the Website. By using Oracle WebCenter Content to put marketing staff in control of content management, changes made to auction and marketing data are reflected immediately, and we can ensure our customers are well informed.

"We've had no issues since we implemented Oracle WebCenter Content," added McKenzie. "It's a very good product."

**Improved Customer Relationship Management**

In 2011, after signing a contract with one of Australia's largest vehicle manufacturers to sell cars to their dealer network, Pickles Auctions realized it needed to replace inefficient manual customer relationship management (CRM) processes. Previously, the company was using spreadsheets to record customer and dealer information. It needed a consolidated CRM system to meet its contractual obligations.

To support the growing number of customers, the company implemented Oracle CRM On Demand, Enterprise Edition. The system is used by 20 users across five departments and supports more than 10,000 customer records.

"Our staff members are finding it easier and more efficient to manage customer information now that we have an integrated CRM system," said McKenzie. "Data is more accurate and up to date.

"The implementation was very successful—we had Oracle CRM On Demand, Enterprise Edition up and running in about a week," he added. "The whole system has exceeded our expectations. Oracle CRM On Demand, Enterprise Edition has proved to be a very cost-effective, mature, and robust CRM solution."

**Challenges**

- Ensure the main auction Website remains highly available, even if there are problems with the legacy IT system

- Support 200 million Website hits, 350,000 unique visitors, and around 1.4 TB of auction-related data every month, and enable the Website to scale as the company grows

- Update auction and product data automatically between the Pickles Auctions System and the Website, while ensuring both can be managed separately

- Enable staff to publish marketing information at any time, rather than relying on the IT team

- Replace inefficient manual customer relationship management (CRM) processes with a new CRM system

**Solutions**

- Achieved 99% availability for the main Website by loosely coupling it with the legacy system through Oracle BPEL Process Manager, supporting up to 100,000 auction-related transactions per day

- Enabled 20 users in five departments to maintain more than 10,000 customer records

- Ensured customers are well informed by updating sales and marketing data on the Website immediately by using Oracle WebCenter Content, instead of taking 12 hours to upload overnight

- Improved marketing staff productivity by enabling easily updating 300 pages of auction data, rather than relying on the IT department

- Enhanced relationships with suppliers and third-party vendors by using standards-based integration to ensure stock and product data is always accurate

- Protected revenue and enhanced market competitiveness by improving the Website's reliability, availability, and stability

- Reduced the number of customer complaints by ensuring easy registration and product and price information access before each auction

- Gained flexibility and agility to adapt to business changes, such as by integrating with new systems or new vendors

- Improved system availability, reliability, stability, and performance by migrating Oracle WebLogic Suite into a clustered environment, which will also support anticipated business growth in the future

- Managed customer information more efficiently by replacing manual CRM processes with a consolidated online system

**Why Oracle**

Pickles Auctions considered products from several IT vendors, but chose Oracle Fusion Middleware because its best practice, open standards better met the company's long-term needs.

"We wanted a robust, highly available infrastructure to improve system reliability, stability, and performance," said McKenzie. "We could see that by significantly improving the integration between our legacy auction system and the main Website, the Oracle middleware products would fully support our requirements."

**Implementation Process**

Pickles Auctions began upgrading its main Website in early 2010. The company implemented Oracle BPEL Process Manager and Oracle WebCenter Content deployed on Oracle WebLogic Suite, as part of the Website upgrade. The new Website went live in August 2011.

In February 2013, Pickles Auctions upgraded Oracle WebLogic Suite to run in a highly available clustered environment to improve the availability and reliability of Oracle BPEL Process Manager.

**Partner**

Pickles Auctions engaged Oracle Specialized Partner Intelligent Pathways to help with the Oracle WebLogic Suite clustering. The company also worked with Oracle Specialized Partner Rubicon Red to address a specific integration requirement using Oracle BPEL Process Manager.

 "Both partners were very good," said McKenzie. "They met all our needs and were always responsive and helpful."

**Oracle Customer:**

**John Lewis Partnership**
London, United Kingdom
www.johnlewispartnership.co.uk

**Industry:**
Retail

**Annual Revenue:**
Over $5 Billion

**Employees:**
85,000

**Oracle Products & Services:**

- Oracle WebCenter Portal
- Oracle WebCenter Content
- Oracle E-Business Suite Release 12.1.3
- Oracle Self Service Human Resources
- Oracle Payroll
- Oracle Business Intelligence Suite, Enterprise Edition
- Oracle User Productivity Kit Standard

**Oracle Partner:**

**Hitachi Consulting**
www.hitachiconsulting.com

# John Lewis Partnership Transforms Personnel Services for 85,000 Employees by Using a Self-Service Portal

"With Oracle WebCenter Portal, our partners have secure, straightforward, and instant access to a wide range of human resources services from any location. We also laid a strong foundation for future developments and growth within the organization."
— **Stephen Oliphant**, Technical Application Architect, Oracle Business Service Center, John Lewis Partnership

John Lewis Partnership, one of the United Kingdom's leading retailers, owns and operates 30 John Lewis department stores, 10 John Lewis at-home stores and 302 Waitrose supermarkets. The organization also runs a substantial online business through johnlewis.com and waitrose.com, in addition to business-to-business contracts in the UK and abroad.

John Lewis Partnership is the UK's largest example of worker co-ownership where all 85,000 employees are partners in the business. Partners are dedicated to delivering excellent customer service and share in the benefits and profits of the business. John Lewis was named "Retailer of the Year 2013" at the Oracle Retail Week Awards 2013.

**Challenges**

- Centralize personnel services by forming a new shared-service center to streamline services, improve efficiency, and offer all employees self-service functionality from the office, home, or geographically dispersed retail stores

- Save time and costs by replacing manual, time-intensive human resources processes with an easy-to-use, self-service platform that enables employees to be more self-sufficient in managing their human-resources queries

- Enable the John Lewis Partnership to better manage growth in the quickly changing, customer-centric retail industry by building a strong and flexible infrastructure to improve management of core back-office processes, including personnel management

**Solutions**

- Centralized and transformed personnel services by implementing user-friendly Oracle WebCenter Portal and offering 85,000 employees self-service access to human resources information, such as payroll, holiday and maternity entitlements, and performance review details

- Integrated Oracle WebCenter Portal with Oracle WebCenter Content, Oracle E-Business Suite, and Oracle Business Intelligence Enterprise Edition (OBIEE) to provide straightforward access for all employees and line managers to human resources information via an easy-to-navigate portal with a single login

- Eliminated inefficient manual processes to request holidays, administer leave requests, and check payroll details by encouraging employees to use self-service for 60% of all transactions—reducing the time and costs associated with requesting information by telephone, e-mail, or in person

- Enabled employees to access the portal, 24/7, while at work in the head office or branch offices, via terminals in all retail stores, or at home using secure identity management, providing the most convenient way to review personnel information, ask questions, and make requests

- Provided automated updates and notifications via e-mail to work, home, or SMS-text message to advise line managers and employees when they must complete personnel tasks, such as providing feedback for performance reviews

- Improved efficiency of leave-request reviews and approvals by providing employees and line managers with all relevant information up-front, such as who else is on holiday at a particular time, by integrating the online portal with Oracle Business Intelligence Enterprise Edition

- Delivered graphical representation of managers' hierarchy through the portal to help managers navigate the system in a user-friendly way

- Built manager pages within Oracle Business Intelligence Enterprise Edition to highlight upcoming activities, helping managers plan their schedules in relation to personnel administration duties

- Trained 85,000 staff members using Oracle User Productivity Kit Standard to ensure rapid adoption of Oracle WebCenter Portal for personnel queries

- Established an Oracle WebCenter platform to deliver the flexibility required for additional functionality; further integrations with multiple applications, including Oracle Learning Management; and to deliver additional services throughout John Lewis Partnership in the future

**Why Oracle**

"Oracle is our strategic partner of choice, and by working with a single vendor, we benefit from consistency across technology, service, and support," said Stephen Oliphant, technical application architect, Oracle business service center, John Lewis Partnership.

"The scalability of the Oracle solution is very important. One of the key drivers for this transformation project was to support the rate of change and growth within John Lewis Partnership. By partnering with Oracle, we can deploy the right technology to provide a good service to the business and to scale as our organization grows," said Oliphant.

**Partner**

John Lewis Partnership chose Oracle Diamond Partner Hitachi Consulting as the lead systems integrator to provide expertise and resources for its organizationwide HR transformation program. Hitachi led a team of partners and worked with John Lewis Partnership from the requirements-gathering phase, through initial design workshops and conference-room pilot sessions, to the final build and testing.

Hitachi deployed a large, onsite team and was responsible for functional, technical, and project management, testing, as well as governance.

As part of this extensive program, Hitachi upgraded John Lewis Partnership's Oracle E-Business Suite implementation to Release 12 before designing and implementing the Oracle WebCenter solution. It was important that the look and feel of Oracle E-Business Suite was familiar to users, so Hitachi designed the Oracle WebCenter interface to resemble the John Lewis Partnership intranet.

 "Hitachi provided excellent resources throughout this project. The team was more than willing to spend time with us transferring knowledge, helping to ensure that we get the best value from our Oracle implementations into the future," said Stephen Oliphant, technical application architect, Oracle Business Service Center, John Lewis Partnership.

# Serhs Improves Processing for Over 4,000 Employment Files and 350,000 Invoices per Year Through Optimal Digitalization

"We chose Oracle WebCenter Content for the flexibility it gives us to define our processes and modify them as needed. It also met our requirement for a robust platform that can handle the amount of files we store each year."
— **Anna Verdura**, Head of Corporate Social Responsibility, Serhs

Serhs is a leading Spanish hospitality group made up of 59 smaller firms, which it has acquired in the last 40 years. It operates hotels in addition to food and cleaning-supply distribution services, travel services, restaurant and hotel equipment, and food and beverage services. The group serves more than 40,000 clients each year, employs 2,500 people, and has 1,500 shareholders.

The company's Services and New Technologies branch supports Serhs's overall strategy by optimizing processes through IT solutions.

**Challenges**

• Improve efficiency and reduce environmental impact by optimizing business processes and information transmission between the group's 59 branches, which operate hotels, food and cleaning-supply distribution services, travel services, restaurant and hotel equipment, and food and beverage services

• Improve human resources (HR) processes, such as onboarding new hires and addressing employee complaints, which due to inefficiency had resulted in excessive duplicate files, unreliable monitoring of information exchanged between branches, lost HR documents, and disorganized filing, making searches time-consuming

**Solutions**

• Digitized processing more than 350,000 inbound and outbound invoices per year across the group's 59 branches with Oracle WebCenter Content—saving more than US$372,500 in printing and postage for invoices sent to more than 40,000 clients across the world

• Authorized 25% more users to approve invoices, accelerating the process and enabling users to file information in 15 minutes or less, compared to days or weeks, previously

• Reduced labor hours for managing HR files—such as those involving new hires and ongoing HR processes—that were misplaced or incorrectly completed, especially during the summer high season when staff doubles to meet the hospitality sector's increased demand

• Optimized processes for handling and filing more than 4,000 individual employee HR records and more than 100,000 associated files, such as contracts, extensions, and agreements, providing access to secure files stored online and available to all 59 branches and each employee and ready for efficient digital transmission from the central HR department

• Implemented paperless processes for generating and approving invoices and HR files as part of the group's wider, eco-friendly commitment to its customers

**Why Oracle**

Serhs selected Oracle WebCenter Content because it provided the flexibility and capacity to handle current and future data loads.

"We chose Oracle WebCenter Content because we needed a robust solution that also gives us the flexibility to develop solutions that fit our needs. Using Oracle WebCenter Content, we have significantly increased our efficiency," said Anna Verdura, head of corporate social responsibility, Serhs.

# Bangalore International Airport Ltd. Delivers Highly-Available Public Portal, Enhances Customer Experience, and Maximizes IT Investment

"We chose Oracle WebCenter Portal 11*g* because it offers a reliable platform that is easy to deploy and manage, enabling us to extend the value of the existing portal and maximize our IT investment. Thanks to Oracle, we enhanced customer service and supported our vision of providing a seamless travel experience for visitors."
— **Francis Rajan**, Vice President, ICT, Bangalore International Airport Ltd.

Bangalore International Airport Ltd. (BIAL) opened Kempegowda International Airport Bengaluru on May 24, 2008. It was the first greenfield airport to be built based on a public-private model in India, constructed under a government initiative to promote public-private partnership in the aviation industry. The country's third-busiest airport for domestic traffic, it was named "India's Best Airport" in 2011 at the Skytrax World Airport Awards in Copenhagen.

In a bid to promote Bangalore as a gateway to South India, BIAL designed the airport as an aerotropolis, with retail outlets, hotels, office space, and other commercial developments, all in a landscaped setting. With passenger volume expected to reach up to 20 million in 2015, the airport expanded its terminal capacity to ensure a seamless travel experience for visitors and to maintain its leading position in the industry.

**Challenges**

• Upgrade the legacy airport public portal to ensure high performance and high availability and provide passengers with real-time flight schedules and airport information to increase customer satisfaction

• Simplify and reduce IT administration tasks to enhance the user experience and increase staff productivity

• Accelerate applications development, such as mobile apps for flight and travel information, and create a foundation for services expansion, including social media, to maximize the existing IT investment

• Enable more effective collaboration with business partners, such as retail outlets and transportation companies, to roll out new travel services, including hotel booking and taxi services, and ensure a seamless travel experience for passengers

**Solutions**

• Improved customer service and enhanced the brand image by deploying a high-performing and highly available public portal and providing 3,000 daily visitors with anytime, anywhere access to flight schedules and airport information, such as connecting flights and ground transportation

• Enhanced the user experience by improving the portal's page-load time from 22 seconds to 12 seconds and supporting 200 concurrent users during peak times, enabling employees, customers, and business partners to rapidly access content faster

• Improved the ability to collaborate with business partners for new joint-travel services, including hotels, retail, and leisure activities, providing a complete travel experience for passengers with world-class airport services

- Increased IT staff productivity and ensured high system availability by enabling a single sign-on to the system management console for monitoring the health status of multiple applications instead of having to log into each application individually

- Gained the ability to introduce new applications 3x faster—from up to 20 minutes to 8 minutes—by enabling IT staff to easily manage and deploy new applications through a browser-based environment

- Extended the value of the existing portal by using Oracle WebCenter Portal's enterprise-ready social collaboration services to support future integration with social media, maximizing IT investment

### Why Oracle

BIAL chose Oracle WebCenter Portal 11*g* because of its existing relationship with Oracle's senior management team and the ability to deploy the solution in a reasonably shorter turnaround time and at a competitive price.

 "We were already using Oracle Database and Oracle Application Server, so it made sense to leverage our existing Oracle investment and reliable support from Oracle, giving us confidence to meet our business requirements and support future growth," said Francis Rajan, vice president, information and communications technology, Bangalore International Airport Ltd.

### Implementation Process

BIAL upgraded its legacy airport portal in two stages. The first stage launched a reliable platform with real-time flight schedules and airport information for passengers. In stage two, the company plans to maximize the benefits and features of Oracle WebCenter Portal 11*g*, including expansion to social media capabilities, analytics, and payment services. With product expertise and reliable support from Oracle Consulting, BIAL completed the upgrade in just four months.

# Directorate General of Civil Aviation (DGAC)
## Streamlines Key Aviation Applications Access, Improves Productivity and Reduces Maintenance Costs

"The Directorate General of Civil Aviation is taking advantage of Oracle Exalogic's consistent platform to provide a consolidated view of our applications and support our overall modernization strategy. Thanks to Oracle, we have saved roughly one million Euros on maintenance costs for the old applications."
— **Jean Pierre Desbenoit**, Director of Information Systems and Modernization, Directorate General of Civil Aviation

A part of the French Ministry of Ecology, Energy, Sustainable Development, and Urban Planning (MEEDDAT), the Directorate General of Civil Aviation (DGAC), is the state agency guaranteeing air traffic security and safety. As a service provider for airlines, DGAC manages air traffic for more than 3 million flights per year, supporting 125 million passengers across 500 airports. The organization selected Oracle to ensure structured and efficient Web access to information, consolidate business applications on a single platform, and reduce the complexity and cost of managing its existing information system.

**Challenges**

• Foster collaborative practices, build collective intelligence, improve knowledge sharing, and increase paperless processes to improve air traffic control agents' productivity

• Accelerate the integration of DGAC business applications as financial, human resources, technical data management, into the new virtual office infrastructure

• Consolidate and standardize key aviation applications on a comprehensive and scalable platform, to reduce management costs and ensure high-availability

• Provide airlines and airports with structured and high performing access to the portal

• Position the information system department -as a vector of transformation and of modernization for the organization

**Solutions**

• Deployed the virtual office infrastructure on Oracle WebCenter Portal, improving communication, collaborative processes and Web applications access for 12,000 employees

• Reduced the size of attachments in the e-mail system by 30% with a collaborative workspace portal that can offer agents the information they need and enhance security management and storage space

• Saved US$260,000 on annual newspaper subscription costs by allowing every agent to access rich site summary (RSS) flows on the Oracle Portal

• Optimized employee reclassifications and retraining, thanks to training processes accessible to the administrative agent and the financial manager in the virtual office infrastructure provided by Oracle Portal

• Improved technical information traceability and the ability to produce new educational materials and training for agents with Oracle User Productivity Kit

- Enabled structured extranet access to airline companies and airports, allowing them to access airline traffic resources by deploying Oracle WebCenter Portal on Oracle Exalogic

- Consolidated key business applications using Oracle SOA Suite and Oracle Exalogic, to save more than 1,000 worker days annually to maintain applications, and approximately US$1 million for technical outsourcing,

- Gained the ability to improve reliability and availability of the intranet and extranet by implementing two fully redundant Oracle Exalogic platforms to achieve business continuity

### Why Oracle

"We selected Oracle because, from a functional point of view, its solutions meet our users' expectations. On a technical level, its solutions integrate seamlessly with our existing infrastructure. Oracle also meets our cost and strategy needs in the short, medium, and long term—enabling us to overcome existing information system issues as well as prepare to meet future challenges," said Jean Pierre Desbenoit, director of information systems and modernization, Directorate General of Civil Aviation.

### Implementation Process

With the support of Klee Group, DGAC implemented virtual office architecture on Oracle WebCenter Portal. The platinum partner Easyteam helped the organization to consolidate its key business applications on an Exalogic platform, using Oracle SOA Suite.

### Partner

Oracle Platinum Partner Easyteam and Klee Group provided consulting and expertise services to implement a reliable and standardized platform, consistent with the DGAC modernization strategy.

# Yarra Valley Water Delivers Projects on Schedule, Maximizes Resource Capacity, and Generates Reports up to 3x Faster

"We chose Oracle's Primavera because it offers flexibility, ease of use, and anytime, anywhere access to project data. It also enabled us to deliver quality project schedules, improve staff productivity, and maximize resource capacity. We've renewed our focus on keeping project information up to date and earned the confidence of management."
— **Adam Smith**, Primavera Project Officer, Yarra Valley Water

Yarra Valley Water (YVW) is the largest of three water corporations in Melbourne, Australia. It provides water supplies and sewerage services to more than 1.76 million people and 52,000 businesses in Melbourne's northern and eastern suburbs. The company owns and maintains more than 9,000 kilometers of water mains and 9,000 kilometers of sewer mains over approximately 4,000 square kilometers.

In 2008, YVW implemented Oracle's Primavera P6 Enterprise Project Portfolio Management to manage, control, and forecast procurement lifecycles for its capital works program across six divisions. The program was part of the largest capital expenditure budget for water and sewerage projects at YVW. With more than 60 key documents linked to each project, YVW needed to further improve project data visibility and ease of use, so that users could easily update project information. This enabled project managers to provide accurate forecasts for project costs, improve resource management, minimize project risks, and increase project management efficiency. In July 2013, YVW upgraded to Primavera P6 Enterprise Project Portfolio Management 8.2, running on Oracle Exadata and Oracle Exalogic and integrated with Oracle Unified Business Process Management Suite and Oracle WebCenter Content.

Taking advantage of new functionality in Primavera, YVW achieved greater data transparency across six divisions through simplified workflow processes. It increased ease of use and allowed users to access data anytime, anywhere to increase staff productivity. The company also improved risk management and helped to achieve regulatory compliance. Finally, it ensured high availability and high system performance, and generated project reports up to 3x faster to support decision-making.

**Gains Anytime, Anywhere Access to Project Data and Increases Ease of Use**

Using a web-based Primavera application, YVW's project team can access real-time project information anytime, anywhere, rather than installing software on individual staff members' computers or laptops. With Primavera's flexible user interface and business-process automation capabilities, project managers can easily and quickly update project data and status through interactive dashboard or web applications.

 "With anytime, anywhere access and ease-of-use capability, we've improved communication and collaboration between teams and project managers. Our senior management also has the confidence that the data is up to date and our reports are accurate. It's a huge benefit for us," said Adam Smith, Primavera project officer, Yarra Valley Water.

### Generates Project Reports up to 3x Faster with Engineered Systems

With Primavera running on Oracle Exadata and Oracle Exalogic, YVW achieved high levels of availability and system performance. It also saved significant licensing costs by integrating multiple applications, such as Primavera, an in-house financial system, and other customized applications on a single platform. The company can now generate reports much faster, thanks to the extreme performance of Oracle engineered systems.

"Project managers can now run a project summary report—including the most current data for the projects they managed—in 10 minutes instead of 30 minutes. This helped project managers to respond quickly to potential project risks and issues. Having more timely data made decision-making easier," Smith said.

With integrated data from Primavera and YVW's in-house finance system, YVW embedded the procurement process into Primavera and allowed users to raise a purchase order directly in Primavera rather than using multiple systems.

"The simplified procurement process enabled us to track costs against forecasted budget, which wasn't possible before. By integrating applications on Oracle Exadata and Oracle Exalogic, we've greatly increased process efficiency," Smith said.

### Provides Greater Transparency and Analytics Support, Improves Resource Management

With Primavera, users can filter a portfolio by up to 20 attributes rather than just 3, giving managers a detailed and wider view of resource management across different projects and improving their ability to avoid delays. In addition, the progress-reporter feature in Primavera enabled managers to get a snapshot of the true labor requirements for a new treatment plant or pumping station through timesheets, activities, and the resources assigned to each project.

"With greater visibility and a consistent view of resource requirements, a team manager can see what projects might come through to their staff and ensure that resources are not overextended. Managers can also better match the right people with projects," Smith said.

Primavera Contract Management, Business Intelligence Publisher Edition provides a role-based dashboard for managers to customize the view for key performance indicators across multiple projects. It greatly improved transparency and enabled managers to easily track project status, budgets, and cost variances. YVW plans to provide a monthly snapshot to managers for rapid identification of potential problems and a better understanding of their impact on project schedules and budgets, preventing minor issues from becoming major problems.

### Enables Targeted Planning, Supports Five-Year Water Plan

YVW needed to prepare a five-year water plan with the forecasted capital expenditure for water and sewerage programs, and also incorporate the budget for capital expenditure into the annual business plan.

YVW then submitted the five-year water plan to Victoria's Essential Services Commission for approval.

Using Primavera's user-defined field, managers can compare the water plan and business plan for particular projects over the next five years. Managers can drill down into actual spending for the water plan to identify cost variances against the business plan. The upgraded version also allows managers to easily export the cost variance values to Excel for calculation, before updating the budget amount in Primavera. As such, it provides YVW with greater flexibility and accuracy in planning and forecasting its five-year water plan and ensures that the strategy is synchronized with Essential Services Commission requirements.

"For example, the Essential Services Commission may want us to bring a project forward because it's in a high-growth area and is critical to guarantee a certain amount of water for the area over a short period of time. On the other hand, we may need to scale down water requirements in some areas where it's not as essential. With Primavera, we can plan ahead and clearly understand our roles and expectations, enabling us to make more informed decisions," Smith said.

**Improves Risk Management and Ensures Regulatory Compliance**

As a government corporation, YVW is bound by compliance and governance requirements in the utilities industry. The company needs to ensure that risk assessments, such as occupational health and safety assessments, are completed for all contracts. For example, project managers are required to ensure that insurance policies are in place and up to date with all contractors.

With Primavera, YVW gained the ability to make these risk assessments mandatory and part of the standard workflow process. Project managers can only obtain a contract number after they have completed the occupational health and safety risk assessment by entering a risk score for each activity in the project plan into Primavera. This workflow requirement minimizes mistakes and means that the project can safely progress to the next staff member.

**Simplifies Workflow and Improves Staff Productivity**

Before the upgrade, YVW stored project and contract documents on network drives and copied and entered the drive locations into Primavera. When users moved or changed the files, the link to the project file was broken and no longer available in Primavera. It was also time-consuming and complex for users to access documents previously stored in Primavera's iManage workflow. Users had to find the workflow first, locate the actual file, and save their own copy.

By integrating Primavera P6 Enterprise Project Portfolio Management 8.2 with Oracle WebCenter Content, YVW created a centralized repository for all project documents, which users can quickly access via the link to Oracle WebCenter Content in Primavera. YVW's staff can now easily and quickly locate project and contract documents using only the project name, eliminating the need to have expertise and knowledge about the document.

The centralized repository also improved file version control issues and eliminated potential human errors.

"We've seen a big improvement in ease of use and access to project information. Our staff can start working productively without backtracking. They are more accountable for ensuring their project data is up to date. Everyone, from top to bottom, is more confident that all the information is actually entered and the data is accurate. It's a game changer for us," Smith said.

By moving from Primavera iManage workflow to Oracle Unified Business Process Management Suite, users can view project workflows on a single page, including attached documents and comments. It also allows users to redirect, escalate, or reassign workflow by automating the workflow approval hierarchy instead of the previous manual process. Team managers can more effectively manage projects, particularly when there is a priority change or staff absence.

"Thanks to Oracle Fusion Middleware, our users are certainly enjoying the simplified workflow processes and the reliability of the project documents, not only in the workflow, but also in Oracle WebCenter Content and Primavera. It has saved us time and costs," Smith said.

**Challenges**

- Increase project management efficiency for capital works program across six divisions through simplified workflow and high system availability

- Improve staff accountability for project data accuracy and increase management confidence in the quality of reports

- Enhance data visibility to improve forecasting accuracy and ensure that water and sewerage projects are on schedule and within budget

- Provide better insight and analytic support for a five-year water plan and ensure the strategy is in compliance with Essential Services Commission requirements

**Solutions**

- Generated reports up to 3x faster by running Primavera on Oracle Exadata and Oracle Exalogic, enabling faster response to potential project risks and issues

- Ensured high availability and high performance for Primavera and saved licensing costs by integrating multiple applications into a single engineered system

- Improved procurement process efficiency by integrating Primavera with the finance system, enabling managers to raise purchase orders from a single system rather than multiple systems and to track project costs against forecasted budget

- Improved staff productivity with anytime, anywhere access to project data

- Increased management's confidence by improving communication and collaboration between project teams

- Gained greater transparency into resource requirements across water plan projects by enabling managers to customize reports and filter a portfolio by up to 20 attributes, preventing potential delays and unforeseen resource limitations

- Ensured projects are on schedule and not over budget by allowing managers to easily track project status, budgets, and cost variances

- Provided analytic support for the five-year water plan by enabling managers to better plan and forecast actual spending against the business plan, ensuring the strategy complies with Essential Services Commission requirements

- Simplified workflow, saved time, and cut project management costs by enabling users to view project workflows on a single page, including attached documents and comments, and automating approval hierarchy

- Improved risk management by creating a mandatory occupational health and safety risk assessment in the workflow process and ensuring compliance with utilities industry regulations

**Why Oracle**

YVW did not consider any other applications because the company had used Primavera for several years—the key objectives were to take advantage of improved functionality in the Primavera suite and to seamlessly integrate the solution with Oracle Unified Business Process Management Suite and Oracle WebCenter Content to improve workflow efficiency.

"With the new ease of use and anytime, anywhere access to project information in Primavera, we've renewed the focus on users, keeping project information up to date, and we've engaged them to use the system more effectively," Smith said.

**Implementation Process**

In its upgrade to Primavera P6 Enterprise Project Portfolio Management 8.2, YVW's IT team worked with Oracle partner inSynchro to install and configure all required applications, including Primavera and an in-house finance system, databases, and Oracle Fusion Middleware products, two weeks prior to the production cutover. YVW then completed data migration and production verification testing before the new system went live, approximately one year after the upgrade project began.

**Partner**

YVW engaged inSynchro for the Primavera upgrade, as the partner was also involved in the first installation in 2008. InSynchro configured the Primavera product suite, determined the data migration strategy, and ensured that all components were integrated successfully to meet YVW's business requirements.

As YVW was the first company to run Primavera on Oracle engineered systems and integrated with Oracle Fusion Middleware products, the partner provided assistance to YVW to ensure a smooth implementation process.

 "We're very impressed with inSynchro's customer service, particularly the group's ability to resolve issues. The team's knowledge of Oracle Fusion Middleware products and expertise in developing a new integration layer were critical to the success of our project and enabled us to realize the benefits of our Oracle investment," Smith said.