

For Midsize Organisations

# Oracle Business Brief

Controlling costs with flexible processes

# BUSINESS AGILITY FOR MIDSIZE ORGANISATIONS

You know as much as anyone about the challenges faced by midsize companies. There are always competitors with deeper pockets, customers demanding more for less, and suppliers giving preferential terms to larger organisations.

However, your company's size does give you one key advantage – business agility. You can respond more quickly to changing market and economic conditions, but only if that agility is founded on valuable data, meaningful information and adaptable processes.

**Data.** Data is an organisation's smallest unit of value. Almost every business decision is based on data – market intelligence, customer data, or process

traceability. The performance, collaboration and governance of an organisation can improve immediately if its data is secure, and its operations are consolidated and based on an open information infrastructure.

**Information.** A world-class management team can only fulfil its potential with a complete and reliable view of information from a variety of sources. This holds true irrespective of business function. In addition, an organisation's IT infrastructure should enable it to extract more value from its data by simplifying access and reporting. This supports insight generated by enabling the management and compilation of data from multiple sources, and its

presentation as clearly understandable and actionable information.

**Processes.** Industry-leading sales tactics are important, but reacting first to emerging opportunities depends on the efficiency of an organisation's underlying data and processes. For example, channel or supplier network diversification, and expansion into new segments or other countries can only be accelerated by flexible business and IT processes that can be adapted whenever necessary.

## WHY ORACLE?

How can you sharpen your competitive edge? By forming a strategic relationship with an information management provider that knows how to create organisational flexibility that enables you to establish competitive advantage and facilitate growth.

Oracle and its network of partners have been working with midsize companies for over 30 years, providing powerful and integrated business solutions that are easy to use and inexpensive to maintain. Together, we provide industry knowledge and local expertise in information management, to help you achieve stronger performance and greater profitability.

Now the power of Oracle is within your grasp.

1. Oracle offers easy-to-use, highly available, secure technology and applications that allow you to store, manage, and share your information at a low cost.
2. Oracle enables you to be competitive, your company needs solutions that are quick to implement, easy to use, and inexpensive to maintain. Oracle's prepackaged solutions for midsize organisations deliver value by providing functionality that improves business operations while reducing your IT costs.
3. Oracle builds its open, industry-standard technology and applications to encourage choice: Choice of hardware, choice of development tools and choice of operating system – Windows, Mac OS, Linux and UNIX.

Oracle's reliable and proven information technology can give you the agility you need to stay competitive and grow.

For further information visit [www.oracle.com/solutions/mid](http://www.oracle.com/solutions/mid).

# HELPING MIDSIZE ORGANISATIONS LOWER COSTS BY ENABLING PROCESS FLEXIBILITY

## How to win from change

Change just keeps accelerating, whether it's caused by the launch of disruptive products, customers' changing tastes, tougher economic conditions or rapidly evolving regulation. In this environment, reacting to change faster than your competitors could give you a significant advantage. That's why it's vital to have a flexible IT infrastructure, which supports the development of flexible business processes that can also be simultaneously optimised to lower costs. The result is a real competitive edge. By working with Oracle to help you achieve it, you can either use our best-in-class business and IT processes, or optimise your own with our solutions – the choice is yours.

## More effective, more efficient, more engaged

Streamlining and automating your business and IT processes reduces complexity and improves the productivity of all employees. For example, more efficient business processes can help improve customer satisfaction without additional direct customer service expenditure – essential for cost-effective customer retention. In addition, integrating internal processes with those of suppliers to share information is another area that can create powerful incremental efficiencies.

Oracle provides applications, middleware and database software tailored to the needs of midsize organisations. This Oracle Business Brief explains how these solutions improve business and IT process flexibility and reduce costs through open standards and ease of integration with your existing infrastructure.

Keep your costs under control and stay flexible – with Oracle solutions for midsize organisations.

## HOW CUSTOMERS HAVE BENEFITED FROM A FLEXIBLE INFORMATION INFRASTRUCTURE THAT REDUCES COSTS



“With the new Oracle Data Warehouse cluster architecture, we were able to scale our system to suit current and future requirements – thereby saving both money and time.”

– Holger Haun, Managing Director, IDS GmbH, Analysis and Reporting Services, Germany

“The new Oracle-based architecture allowed us to double the performance of our technological platforms, while cutting operating costs by 40%.”

– Angelo Tosti, Systems and Organisation Manager, IntessaTRADE, Italy

# HOW MIDSIZE ORGANISATIONS CAN IMPROVE PROCESS FLEXIBILITY WHILE CUTTING COSTS

Midsized businesses are well positioned to be more flexible than larger competitors thanks to their size. This flexibility, however, must be enabled within the context of their relatively limited resources, skills and budgets.

Based on open standards, Oracle's software, including its database, middleware and applications products, meets that need with affordable, easy-to-use solutions that integrate easily with existing infrastructures. They also help control costs in a number of ways, including:

**Delivering efficiency-driven cost savings**  
Overly complex business processes generate unnecessary costs. Consider the manual tasks involved in bridging the gaps between incompatible systems, or searching for inventory. Streamlining and automating business processes using IT solutions that integrate seamlessly with one another is key to generating savings. This is best achieved by selecting IT software that is designed around industry-leading best practices with open standards.

**Enhancing customer satisfaction without increased customer service costs**  
Acquiring new customers is expensive. It is far less costly to focus on customer

satisfaction and customer retention. By introducing flexible and efficient business processes you are able to improve customer service and increase satisfaction levels without generating additional costs.

**Enabling greater adaptability that cuts the cost base**  
Reacting quickly to changes in customer needs, tastes or wider market developments can offer midsized businesses a key competitive advantage over larger organisations. Streamlined, automated business processes running over an infrastructure based on open standards can support this adaptability and simultaneously lower the overall cost base of your business.

**Generating supplier integration efficiencies**  
Leading business processes based on open standards are easier to integrate not just internally but also with external partners such as suppliers. The ability to share information more closely creates opportunities for further cost savings, such as being able to replenish stock exactly when it is needed, rather than storing it for days or weeks.

**Cutting IT Total Cost of Ownership (TCO) by extending the life of existing infrastructure**  
There really is no need to 'rip and replace' IT infrastructure as your business grows. It's possible to create efficient, flexible and best in class business processes from the systems and applications your organisation already uses. How? By implementing only the Oracle products that are needed. As your organisation grows, you can easily scale current products or introduce additional Oracle products that will be supported by the investments you have already made. Oracle offers midsized organisations the same solutions used by larger enterprises – not watered down or 'midsized only' version. This lengthens the replacement cycle and helps lower future expenditures.



# HOW TO USE PROCESS FLEXIBILITY TO CONTROL COSTS ACROSS THE ORGANISATION

Many organisations' IT and business processes are hampered by incompatible and/or dispersed systems that require manual intervention to produce a reliable supply of meaningful information. This lowers productivity, increases costs and puts pressure on already scarce IT and business resources, however the cost of having to replace significant parts of the infrastructure often prevents midsize organisations from addressing the issue.

Oracle solutions are different. They're designed to work with your existing infrastructure to connect disparate systems together using open standards. They are also priced to match the budgetary and resource constraints of midsize organisations, without hampering the opportunity for scalable future growth. Oracle's applications, database and middleware technologies help you transform your IT and business processes, making them simpler, more efficient and easier to manage. This

enables you to better control costs across your organisation. Oracle's applications, database and middleware help to:

## Maintain operational efficiency

Operational efficiency and continuity are essential to business success. This is particularly the case for midsize organisations that may be working through a business transition driven by growth, technology needs or market developments. Oracle solutions allow you to take advantage of the opportunities these business transitions provide by supporting efficiency through best-in-class business processes.

## Automate manual administration

Building automation into routine business processes or systems administration significantly and permanently reduces the cost drain of manual administration on your business and IT budget. Automation also improves the performance of your

organisation, increasing productivity and maximising the return on your existing investments.

## Support greater agility

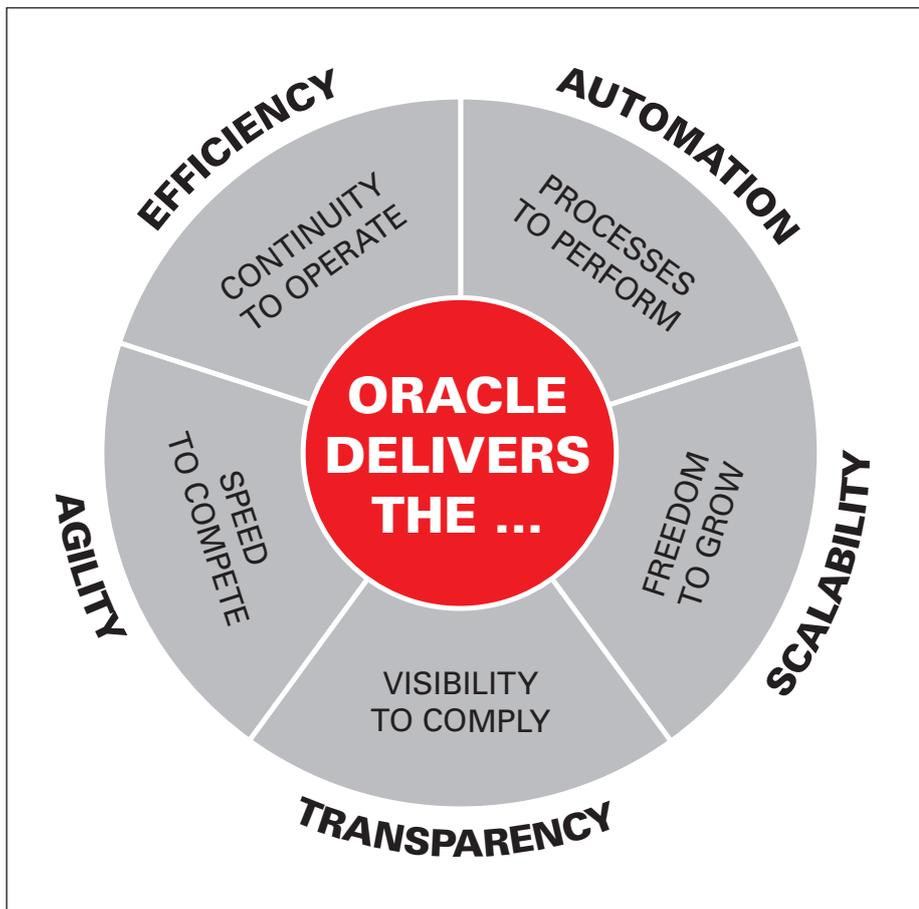
The openness of Oracle solutions supports the creation of flexible, transparent processes. They allow you to respond to change more quickly than your competitors. The result is an information infrastructure that makes business process adaptation faster and easier than before.

## Ensure scalability

The ability to scale without needing to continually reinvest in IT infrastructure is vital for the ongoing success of midsize businesses. Oracle solutions excel in this area. The open standards on which they are based help you get more from your existing infrastructure, and grow with your organisation, without having to rip and replace your infrastructure as your business grows. These solutions are also packaged to support scalability, retaining familiar interfaces and features as your requirements grow, allowing new applications to be integrated and giving you the same powerful functionality that larger enterprises have enjoyed for years.

## Increase transparency

Business process and information transparency is essential to help you meet compliance requirements for all the latest data security, retention and privacy legislation, as well as your own corporate governance standards. Streamlined business processes enhance traceability within your organisations infrastructure and help deliver the accountability demanded by regulatory controls.



# KEEP YOUR COSTS UNDER CONTROL: ENABLED BY ORACLE

Oracle has over 30 years of experience in building a wide range of secure and stable information management solutions that are:

- Easy to install and deploy
- Flexible in terms of both open standards and scalability
- Priced affordably and realistically
- Designed to control costs and maximise the return on your existing investments
- Shipped with powerful automated task management for improved infrastructure performance and reduced maintenance costs.

Put simply, they help you deliver the best possible value for your IT budget. Not just today, but for years to come.

## Oracle Database 11g Standard Edition & Standard Edition One

The foundation is the Oracle Database 11g Standard Edition One solution. Based on open standards, it provides a solid base for streamlining, synchronising and automating business processes, thereby increasing their flexibility. Built-in scalability means your organisation can move up seamlessly through the product family from Standard Edition One and Standard Edition to the Enterprise Edition. This offers you additional functionality and maximum return on your existing investments.

Oracle Database 11g is an affordable, full-featured and easy-to-manage database server providing all the core benefits of data consolidation, security and reliability. Simple scalability protects initial investments.

### Benefits:

- Outstanding performance on Windows and other operating systems for flexible platform selection
- Enterprise class performance, security, availability and scalability
- Centralisation and automation reduces management and administration costs
- Open standards ensure easy integration with existing infrastructure, maximising the value of prior investments
- Scalability and interface continuity minimise the cost of future expansion and training

For further information visit [www.oracle.com/solutions/mid](http://www.oracle.com/solutions/mid).

## Oracle WebLogic Server 10g Standard Edition One

A proven, highly reliable enterprise-class application server for building and running applications and services, featuring full implementation of the latest Java EE standards and a choice in development frameworks and integral tooling. Comprehensive and straight-forward management is enabled by an easy-to-use graphical console and/or automation.

### Benefits:

- Provides developers with a flexible choice of reliable programming models and frameworks, as well as integral tooling, to match skill sets and project needs for SOA, Web 2.0/RIA, and messaging
- Proven Quality of Service (QoS) in demanding enterprise-grade environments, delivering outstanding reliability, availability, scalability, and performance
- Ease of management through GUI tools or automated scripts, providing effective management and monitoring of production applications and services

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# KEEP YOUR COSTS UNDER CONTROL: ENABLED BY ORACLE

## Oracle BPM Suite

A comprehensive and integrated suite of Oracle's Business Process Management technologies, including tools for: creating, executing and optimising business processes; integrating applications and Web services into business processes; building dashboards for process monitoring, data analysis, alert distribution and report production; defining and changing business logic without programming; and integrating portals into business processes.

## Benefits:

- Automates processes to reduce overhead and management costs and improve productivity
- Increases flexibility by improving process efficiency and quality via enhanced utilisation and throughput
- Enhances performance visibility through streamlined processes that remove the boundaries and accelerate the interaction between applications, systems and people
- Immediate ROI and faster time-to-market

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## TOP 5 WAYS TO LOWER COSTS WITH ORACLE SOLUTIONS

**1) Automate manual tasks** – Use the automation built-in to Oracle solutions to reduce the time and money spent on the manual operation, management and maintenance of IT and business processes. This is especially useful for core parts of your infrastructure, such as Oracle database, for which diagnostics, tuning, failover, monitoring, disaster recovery and backup can all be automated. It's like adding an additional administrator to your team at no extra cost.

**2) Use your existing infrastructure** – Increase the return on your existing infrastructure investments by extending the performance and functionality of your existing infrastructure with Oracle solutions based on open standards. For example, Oracle's Data Guard disaster recovery technology allows you to leverage an existing commodity server for disaster recovery to relieve the primary server of responsibility, thereby extending the life of both.

**3) Built-in scalability** – Choose Oracle solutions that let you buy only what you need right now and upgrade easily as needed. Interfaces stay familiar, so new technology and retraining costs are reduced, while performance and functionality evolve as required. For example, maintain interface continuity with an upgrade from Oracle Database 11g Standard Edition One to Standard Edition, instead of over-purchasing on an expensive proprietary enterprise solution.

**4) Increase reliability** – Avoid the costs and risks associated with downtime by choosing Oracle solutions that are renowned for their stability and reliability. This also helps ensure your processes are not interrupted when they are required to adapt to new demands. For example, choose Oracle Database 11g, the industry's most reliable and secure database.

**5) Remove complexity** – Use Oracle solutions to streamline processes by removing task duplication, eliminating manual infrastructure management and maintenance, simplifying fault detection and resolution, and facilitating the straightforward reporting of actionable data drawn from multiple sources. Also simplify the management of key infrastructure elements such as your database with Oracle Grid Control, enabling you to manage, monitor and tune your implementation through an intuitive interface.

# WHY CHOOSE ORACLE?

Oracle solutions are tailored to the requirements and goals of midsize businesses. They are designed to be:

- **Affordable**, for companies with restricted budgets
- **Easy to use**, manage and maintain to allow for scarce IT resources
- **Reliable and stable**, to minimise the costs and risks of downtime
- **Open**, to integrate with existing infrastructures
- **Secure**, to ensure that data assets are always protected

- **Flexible**, to accommodate growth and changing market requirements

## Technology that grows with your business

Finally, Oracle solutions for midsize organisations are based on enterprise-class technology. That means they provide a straightforward, low-cost migration path for your business. You receive the same technology larger enterprises have been using for years – not a watered down or ‘midsize only’

technology. There’s no need to replace certain elements or engage in complex, time-consuming and expensive redevelopment work as you grow. This ensures your investments are protected and deliver long-term value – today and in the future.

## ADDITIONAL ORACLE PRODUCTS FOR MIDSIZE ORGANISATIONS

- **Oracle SOA Suite** – an integrated suite of products that helps simplify and lower the cost of building, deploying and managing SOA environments
- **Oracle Support** – accelerated support request and resolution for reduced administration costs and enhanced productivity

For further information please visit [www.oracle.com/solutions/mid](http://www.oracle.com/solutions/mid).

## LEARN MORE, OR CONTACT US TODAY

Visit [www.oracle.com/solutions/mid](http://www.oracle.com/solutions/mid) now to learn more about Oracle solutions and discover the business value and power of flexible processes that help you control costs. Alternatively, contact us now on 2131 7487 or e-mail us at [michael.balzan@oracle.com](mailto:michael.balzan@oracle.com) for a no-obligation discussion of your requirements.

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