

ORACLE®

Mission-Critical Oracle B2B Customer Implementations

Session 7965 – Tuesday October 27, 2015 – Park Central – Metropolitan I

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October 25–29, 2015
San Francisco

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Program Agenda

- 1 ➤ What is Oracle B2B
- 2 ➤ What's New in Oracle B2B
- 3 ➤ Customer Case Studies
- 4 ➤ Q&A

Program Agenda with Highlight

- 1 ➤ What is Oracle B2B
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B2B Integration

The Need for Every Enterprise



Purchase Orders
Suppliers



Product Specifications
Manufacturing Design Partners



B2B Integration

Inter-enterprise
exchange of
information

Across all
Verticals



Medical Records
Hospitals



Tax Records
Government
Agencies

Electronic exchange of business documents such as EDI purchase orders over standards such as AS2

Secure exchange outside the enterprise with business partners in all verticals

B2B solutions automate exchanges, reduce costs and adhere to compliance requirements

B2B Market Business Trends

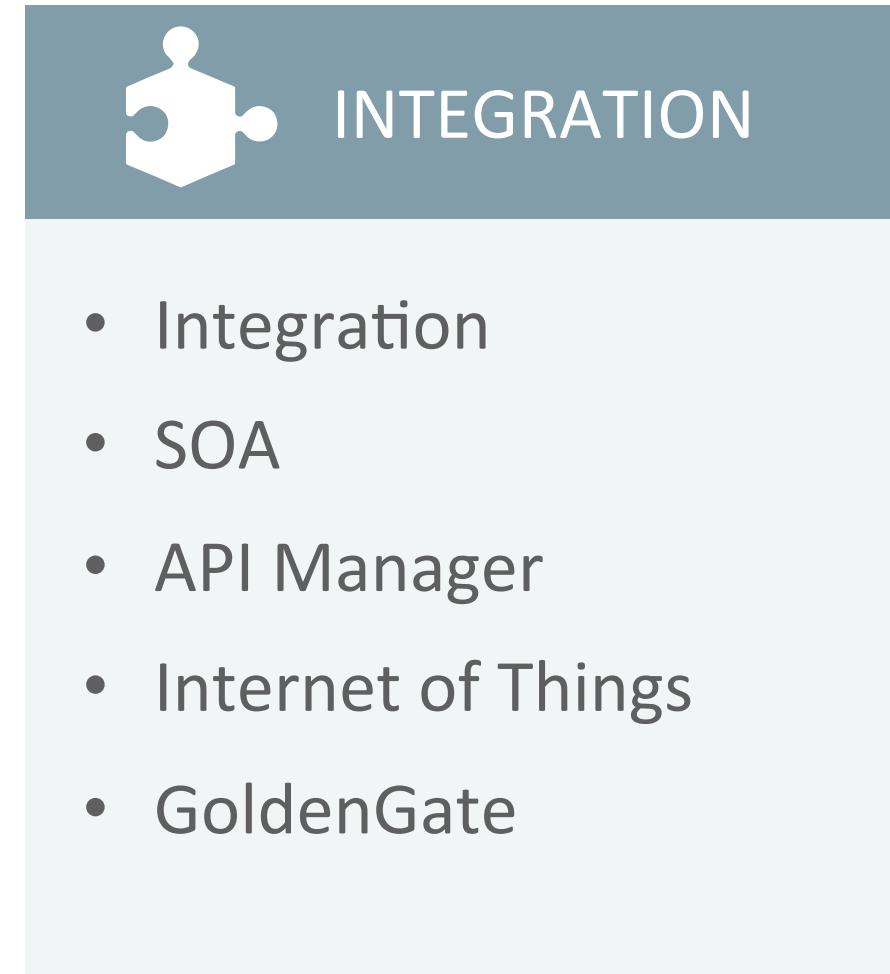


- **Increased adoption of B2B solutions**
 - Reduce IT costs, enhance monitoring and management, improve trading partner on-boarding and relationships
- **Increased compliance requirements**
 - Health Insurance Portability and Accountability & Sarbanes Oxley Acts
 - eInvoicing regulations in Europe and South America
- **Emergence of New B2B Models**
 - Hosted and managed B2B
 - Enterprises looking for newer standards – XML, Web Services, AS4
 - API based B2B integration using REST/SOAP
 - Co-existence of traditional and modern B2B

Oracle Cloud Platform



Oracle Cloud Platform: Integration Services



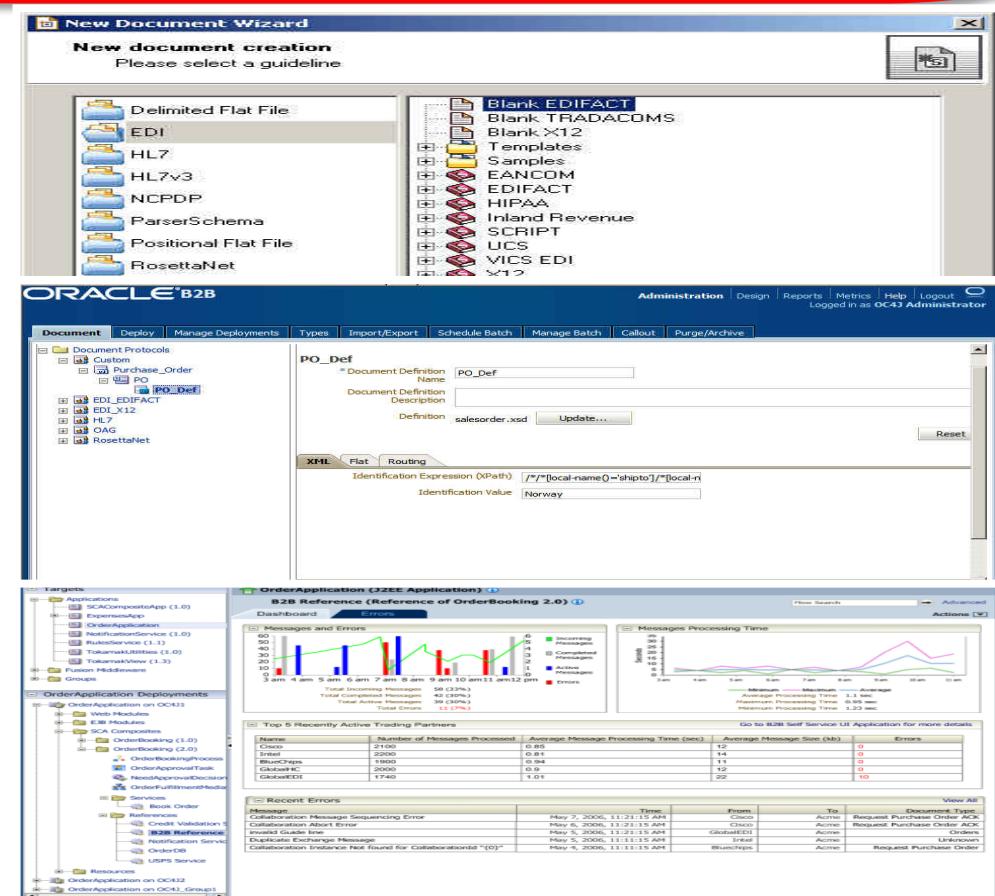
Oracle B2B 12c



One B2B Platform
for all B2B Integration needs
Standards Based, Consolidated with SOA Suite

Main Features

- **Trading Partner Management** including creation of partner profiles, agreements and on-boarding
- **Document Management and Translation** for B2B documents such as EDI, RosettaNet, XML and 30,000+ more
- **Transport and Exchange Management** support for ebMS, AS2, Web Services, JMS, File/FTP, VAN, HL7 and more
- Built-in **security** for encryption/digital signatures/non-repudiation
- **End-to-end visibility**, easier integration with backend apps
- Seamless Administration, Management and Provisioning
- High Availability, Scalability and Performance



The Oracle Advantage for B2B



- **Rich Feature Support**
 - Thousands of prebuilt, customizable EDI documents
 - Multiple communication options such as AS2, FTP, File
 - Value added features such as EDI Batching, Trading Partner Downtime and Self Service
- **Modern, Integrated, Scalable Solution**
 - Tightly integrated with other SOA components
 - End to end visibility with integrated reporting
 - Highly scalable for most demanding SLAs
- **Easy to Use**
 - UI based configuration with command line tools for automation, message recovery and resubmission

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What's New in Oracle B2B

On Premises and Oracle Public Cloud

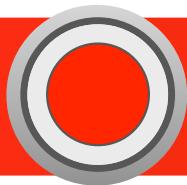


- B2B onPrem (12.1.3 current release, 12.2.1 End CY 15)
 - 12.1.3: Large document streaming support; Integration with MFT; Enhanced end to end monitoring; Local Policy Attachment
 - 12.2.1: Alta skin, PGP Support, Endpoint cloning, Performance & Resiliency improvements
- B2B Cloud Service (End CY 15)
 - Hosted, Managed B2B Cloud Service
- **AS4 protocol is now available and Drummond certified!**
 - Patch on top of 12.1.3
 - Simplifies adoption of Web Services for organizations

Roadmap Items Subject to Change

SOA Suite Cloud Service/B2B – Roadmap

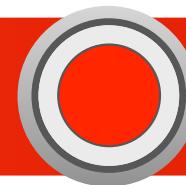
Oracle B2B Cloud Service



CY15 -1

SOA Suite Cloud Service (GA)

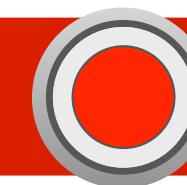
- GA with 4 Domain types:
 - SOA Infra
 - Service Bus
 - SOA Infra + Service Bus
 - API Manager
- Automated provisioning
- Cloud Tooling for Patching/ Backup-Recovery / Scale-Out
- Integration with DBCS and Storage Service
- Cloud Adapters
 - **RightNow**
 - **SalesForce**



CY15 -2

SOA Suite Cloud Service (GA):

- New Domain Types
 - **B2B**
 - MFT
 - ESS
- Integration with EM Cloud Service for Performance Monitoring
- Integration with Developer Cloud Service
- Cloud Adapters
 - Sales Cloud, HCM, Eloqua, Patches for: RightNow, Salesforce



CY16

SOA Suite Cloud Service :

- New Domain Types
 - BAM
 - Stream Explorer
 - MFT 12.2.1
- Adapters
 - Fusion ERP
 - Oracle Messaging Cloud Service
- Elastic Scale Out / Scale in

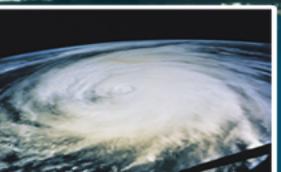
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CenterPoint[®]
Energy

Houston's Smart Grid: Transforming the Future of Electric Distribution & Energy Consumption



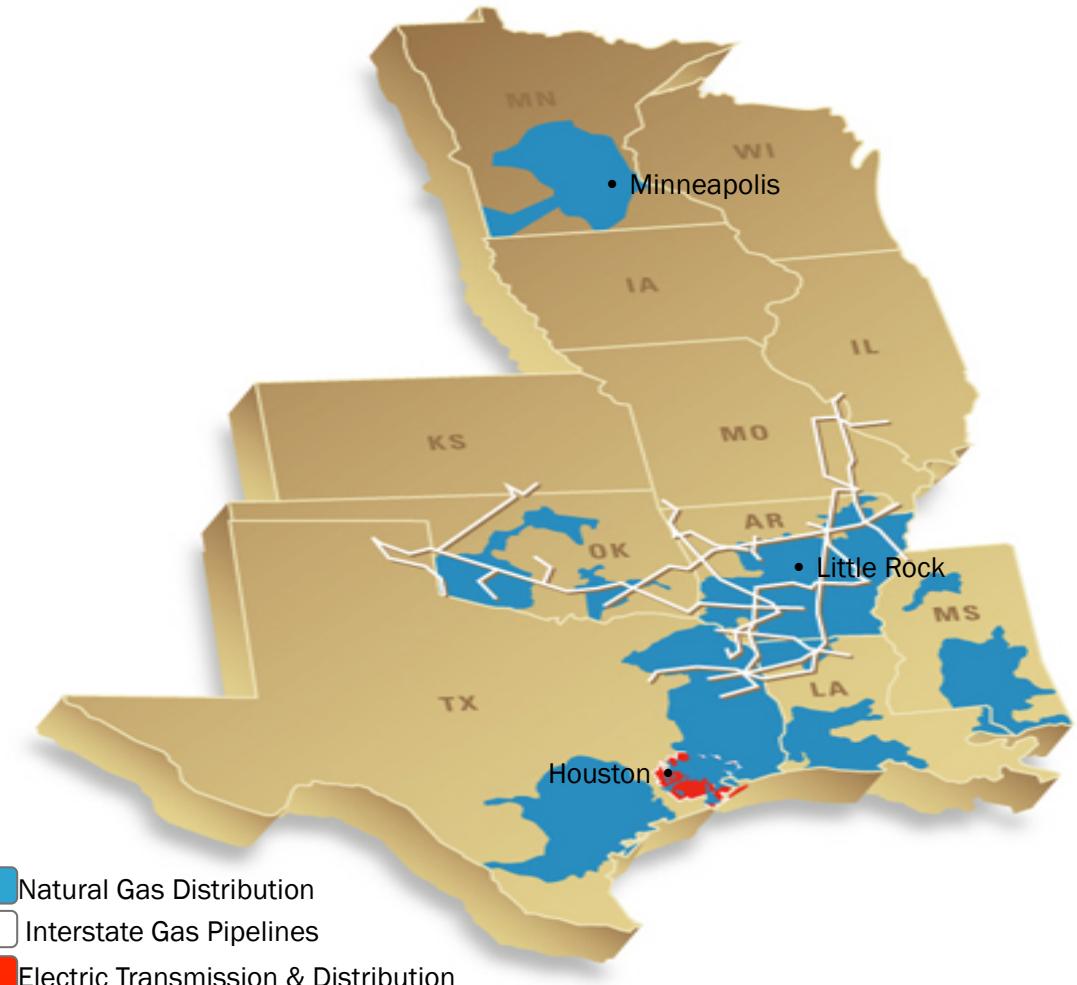
WHO IS CENTERPOINT ENERGY?

- Public company traded on the New York Stock Exchange (CNP)
- Headquartered in Houston, TX
- Operating 6 business segments in six states
 - Electric transmission and distribution
 - Natural gas distribution
 - Interstate pipelines and natural gas gathering
- Serving 5.4 million electric & gas customers
- \$22 billion in assets
- \$8.5 billion in revenue
- 7427 employees
- Over 130 years of service to our communities

Vision

“To be recognized as America’s Leading Energy Delivery Company... and more”

ORACLE®



Who is CenterPoint Energy – Electric?



Houston Electric Division (CEHE)

Houston (4th largest city in the US)

Houston Metro Area (6th largest in US)

- 5,000 square mile service area
- Approximately 2.5 million electric meters
 - Houston Electric
- Delivers 77 Gigawatt hours yearly for about 300 certified Retail Electric Providers
- Transmission and Distribution System
 - ◆ 3,742 miles of transmission lines
 - ◆ 48,733 miles of distribution lines
 - ◆ 232 substations



Electric Challenge:

Effectively monitor and control millions of meters, line devices and miles of delivery wire which, if laid end to end, almost circle the earth twice around the equator

Intelligent Grid Statistics

SMART GRID STATISTICS

AS OF
08.01.2015

SMART METER STATS

- + Interval read rate **99.6%**
- + Remote service orders **12,508,815**
- + Service order rate **98.7%**

CUSTOMER COMMUNICATION

- + In-Home Displays **5,222**
- + Power Alert enrollees **412,526**



ENVIRONMENTAL IMPACT

- + Fuel saved **1,250,882 gallons**
- + CO₂ Emissions avoided **11,269 tons**



INFRASTRUCTURE DEPLOYED

- + Advanced Meters **2,366,699**
- + IG Switching Devices **823**
- + Cell Relays **6,014**
- + Take-Out Points **158**
- + Substations automated **31**

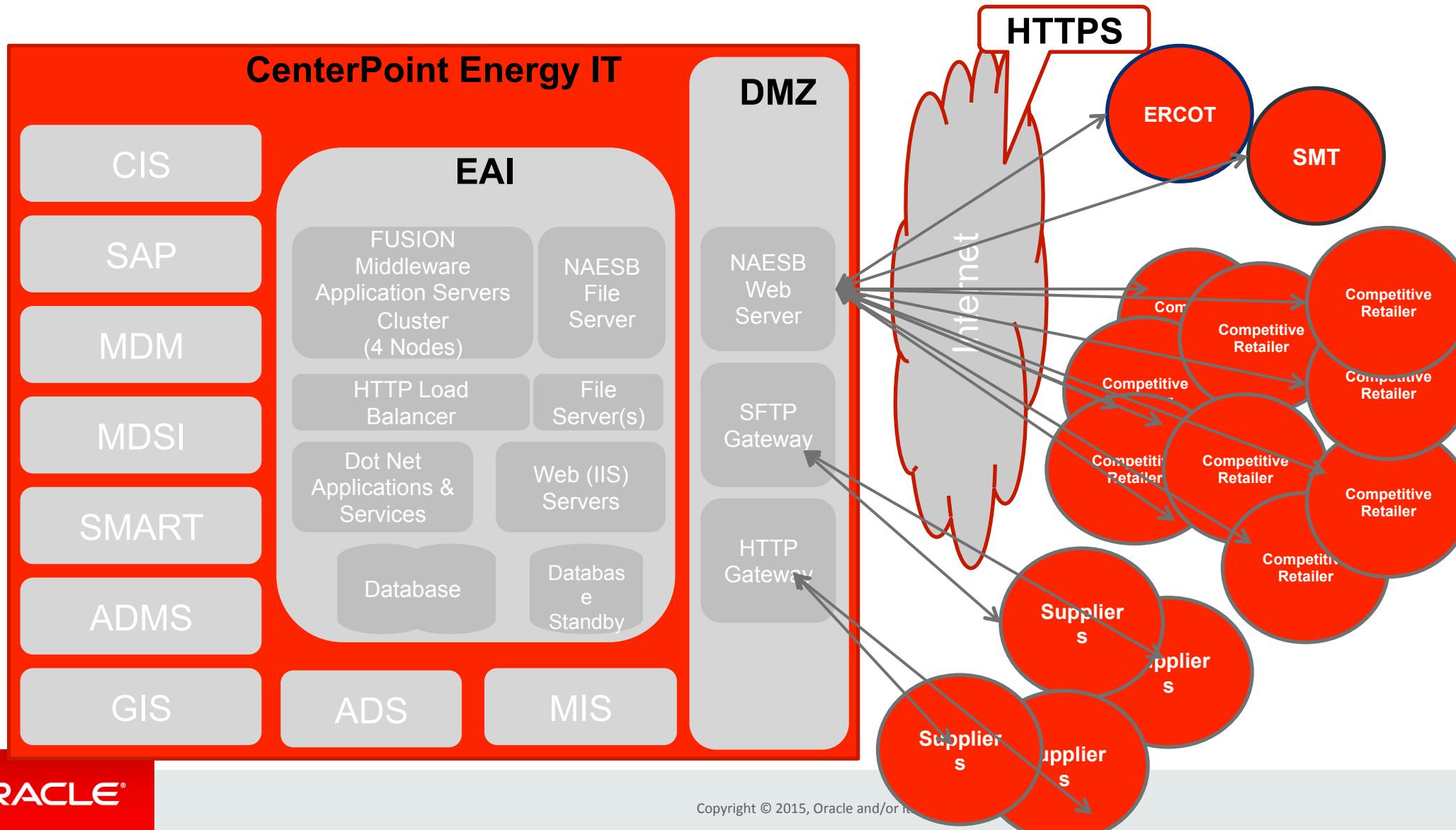
RELIABILITY IMPACT

- + Customers restored without phone call **1,187,814**
- + Outage minutes saved **128.39 million**
- + YTD Reliability improvement **21 %**

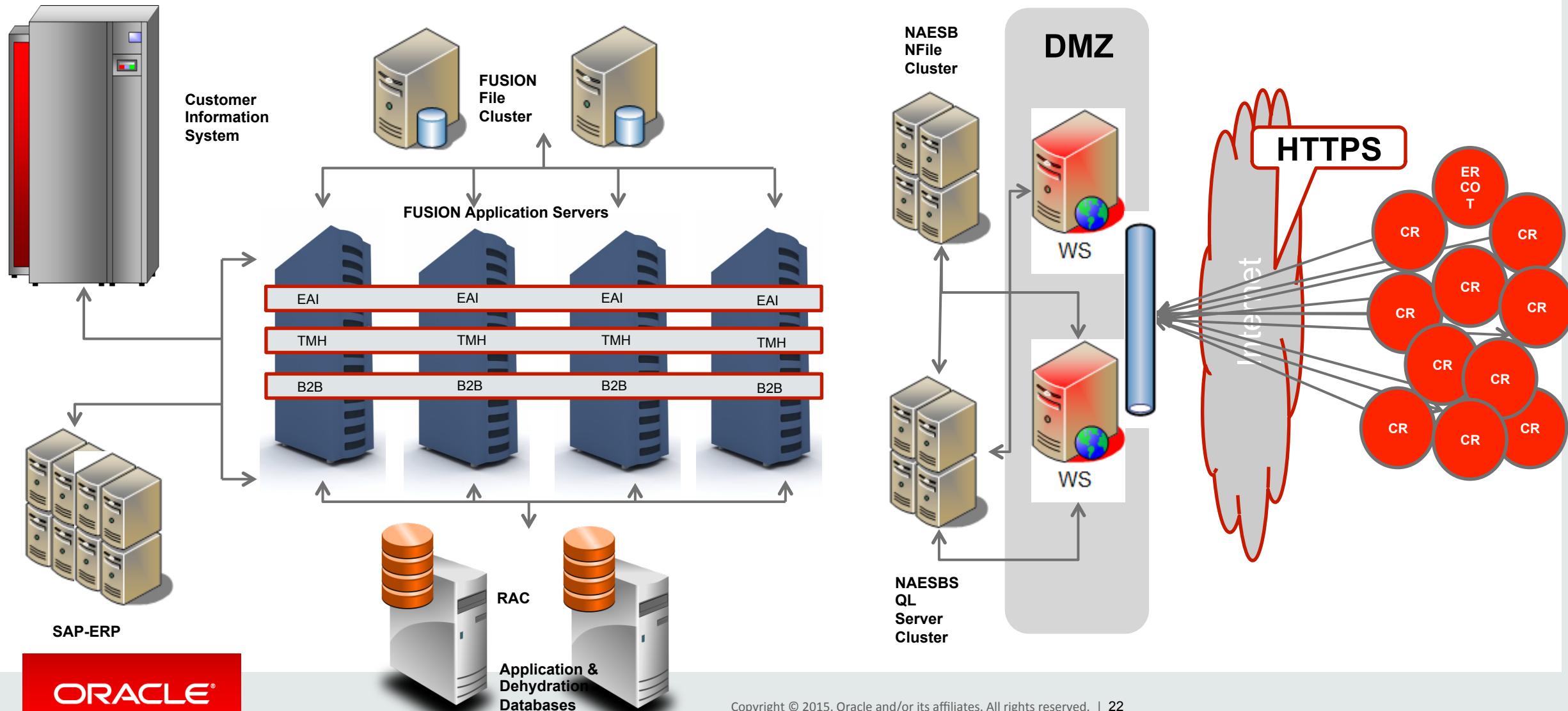


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CenterPoint Energy B2B



CenterPoint Energy B2B for Texas Electric Market Transactions



CenterPoint Energy B2B for Texas Electric Market Transactions

- Maximum utilization of Out of Box B2B configuration
- About 287 Trading Partners, 30 document types, 8610 interface definitions are configured in the system
- Flexible and efficient outbound document type batching
 - ✓ Instant batching
 - ✓ Controlled batching
 - ❖ By time,
 - ❖ By number of records and
 - ❖ By size
- Extensive use of B2B APIs
 - ❖ Native EDI (x12) to EDIFECS (xml),
 - ❖ EDIFECS (xml) to Native EDI (x12)
 - ❖ Trading Partner Configuration Automation

CenterPoint Energy B2B for Texas Electric Market Transactions

- Electric Market Transactions document types used are
 - ❖ 814 (Enrollments)
 - ❖ 650 (Service Orders)
 - ❖ 867 (Billing)
 - ❖ 810 (Invoice)
 - ❖ 820 (Payment Advise)
 - ❖ 824 (Reject for Billing and Invoice)
 - ❖ 997 (Acknowledgement)

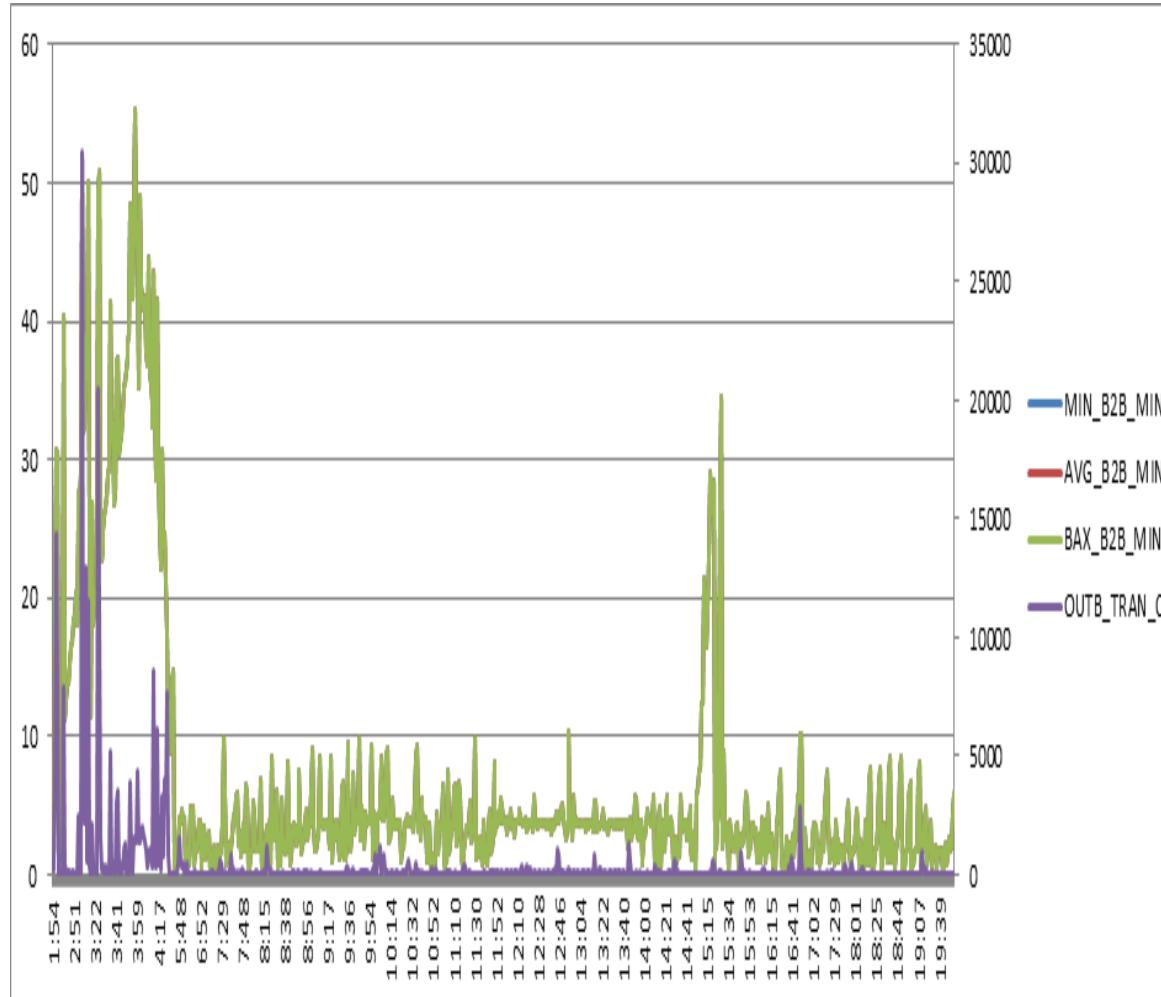
- Financial and Purchase Orders document types used are
 - ❖ 820 (Payment Advice)
 - ❖ 855 (Purchase Order Acknowledgement)
 - ❖ 856 (Notice of Shipments)
 - ❖ 997 (Acknowledgement)

CenterPoint Energy B2B for Texas Electric Market Transactions

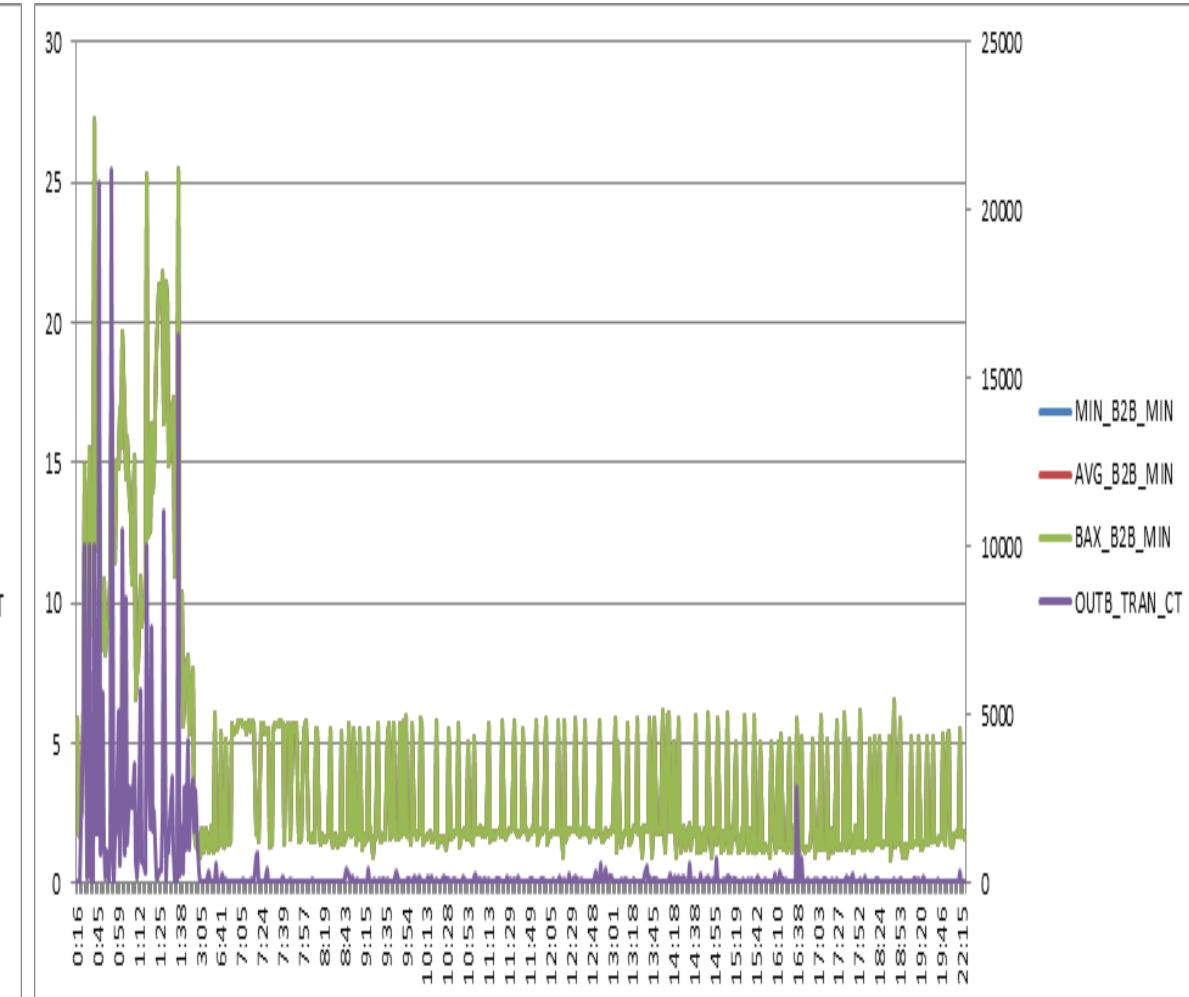
- Impressive performance improvement with 4 node cluster independent B2B SOA domain
- Processing time reduced to an hour from 5 hours for processing 300K Billing and Invoices documents (Documents size varies from 4Kb to 40Mg)
- Implemented B2B solutions as Enterprise B2B bus for multiple business process including Texas Electric Market transactions and financial transactions such as Payment Advices, Purchase Orders, Notice of Shipments etc.
- Everyday ~1 million transactions are getting processed through the B2B

CenterPoint Energy B2B for Texas Electric Market Transactions

Performance before Oracle B2B (Sun SRE)



Performance after Oracle B2B



CenterPoint Energy B2B for Texas Electric Market Transactions

Q & A



Architecting Oracle B2B

Challenges and Perspective from Enterprise Architecture

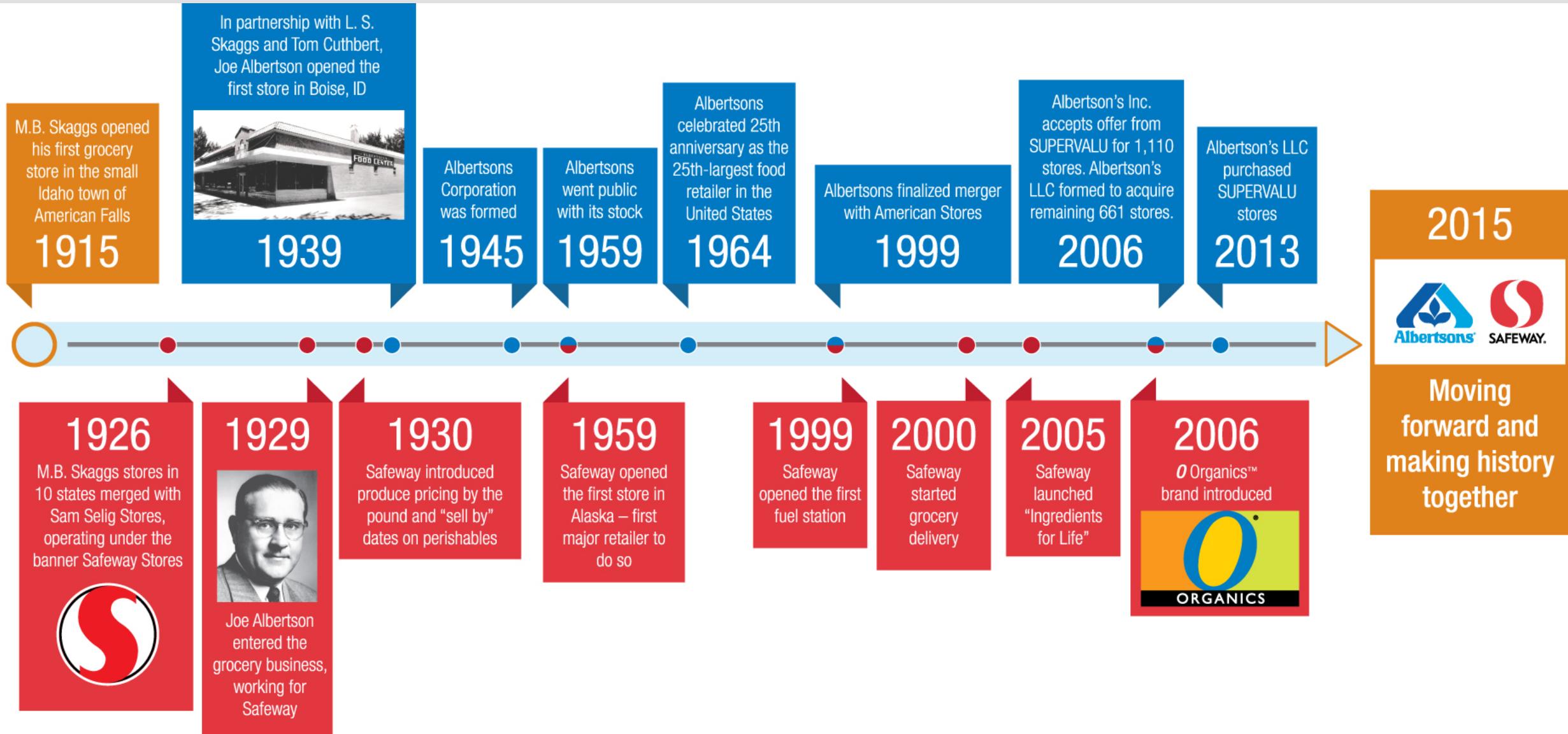
Albertsons Companies

- Albertsons is one of the largest food and drug retailers in the United States, with both a strong local presence and national scale. We operate 2,200+ across 33 states and the District of Columbia under 18 well-known banners including [Albertsons](#), [Safeway](#), [Vons](#), [Jewel-Osco](#), [Shaw's](#), [ACME Markets](#), [Tom Thumb](#), [Randalls](#), [United Supermarkets](#), [Pavilions](#) and [Star Market](#) and [Carrs](#).
- “We want to run really great stores and provide great customer ser

Working together to be the *favorite local supermarket*™

Acme • Amigos • Randalls • Vons • Star Market • Albertsons • Safeway • Tom Thumb • United Supermarkets • Pak 'n Save
Jewel-Osco • Carrs • Super Saver • Albertsons Market • Shaw's • Market Street • United Express • Lucky • Eagle • Pavilions

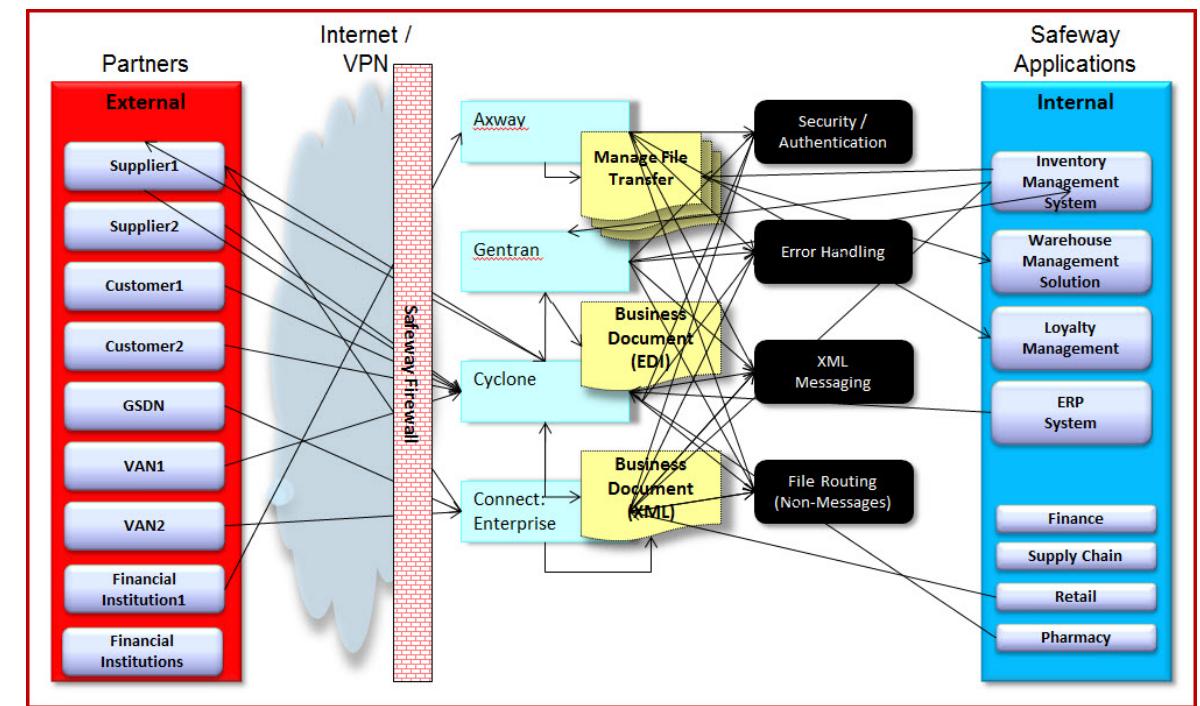
Our rich history ...



Business Case

- Vision was to have a single platform for exchanging electronic documents with vendors, partners and customers.
- System should provide complete visibility of the b2b transaction from business perspective
- Support multiple standards/transport
- Agility in adapting business transformation especially with merger and new markets/ requirements

A long time ago....

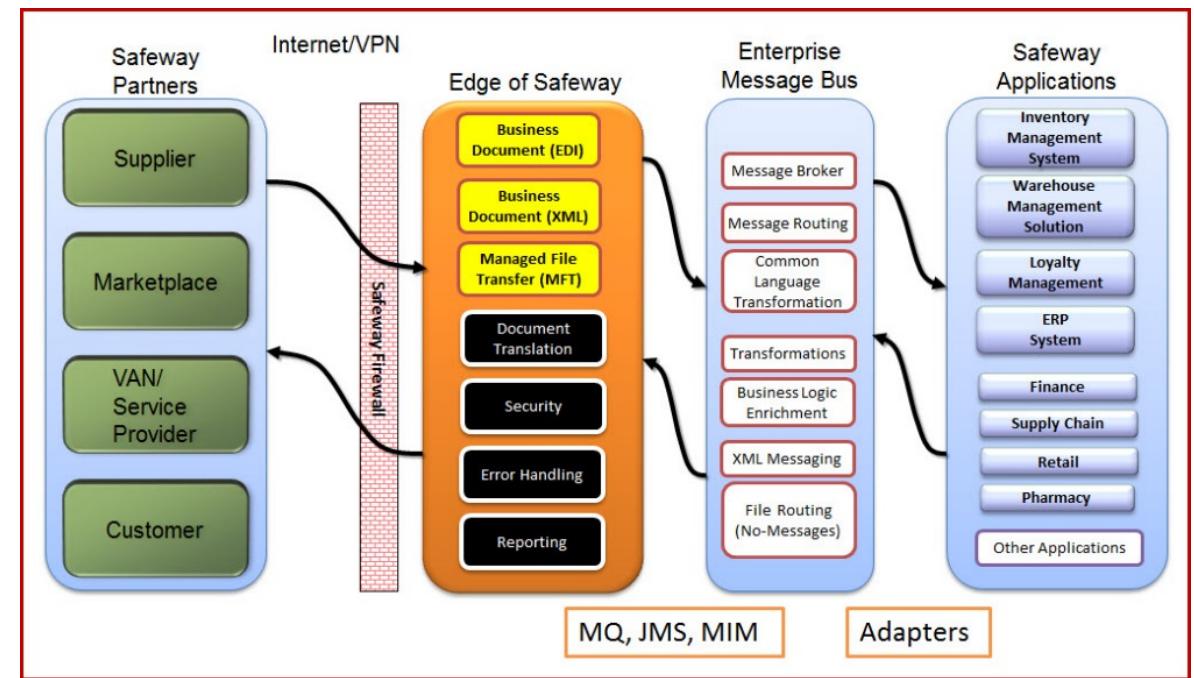


Architectural Challenges

- Architecture is capability driven rather than simply enabling a product.
- B2B Integration Gateway capability was enabled by multiple products within Safeway
- Managed File Transfer was part of the Capability
 - Oracle MFT product was not available at the start of our initiative
- Enterprise Service Bus capability within Safeway was not mature
 - Only Certain functionality was available
- Enterprise Service Bus was enabled by WMB
 - We could not use OSB

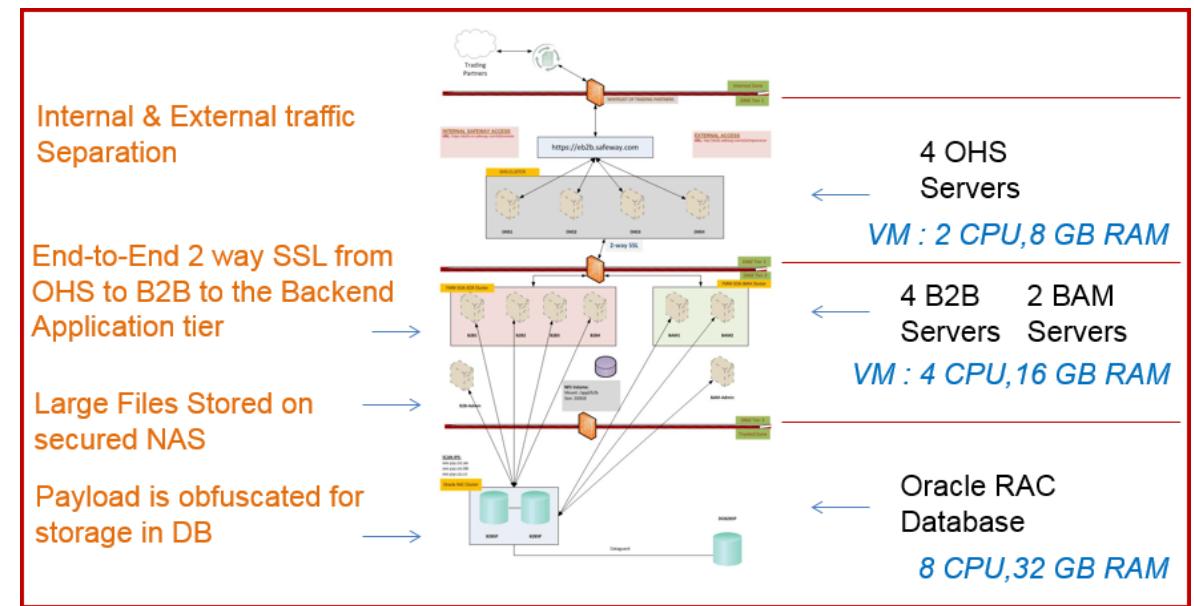
Target Architecture

- Architecture direction
 - Separation of Concern
 - Clear responsibilities for every component and at each tier
 - Loose Coupling
 - Reusability
- Solve the technology problem of
 - Heterogeneity: Middleware, Protocol, Synchrony
 - Diversity: Formats, Interfaces



Oracle B2B implementation

- Safeway went live with Oracle 11g in 2013 with 2 document types (861 & 856)
- System was designed for
 - 10K transactions per hour
 - Capacity growth with zero downtime
 - High concurrency
 - Highly available
 - Optimized for Oracle BAM reports
 - Secure end-to-end
- Currently migration of vendor to new platform. (32 document types, 3000+ vendors)



Our Roadmap forward

- Mature Service Bus Capability (Enable true Enterprise Service Bus) considering
 - Oracle Service Bus
 - IBM WMB
- We are planning a lifecycle upgrade in 2016-2017 in a phased hybrid
 - Oracle 12c SOA
 - Oracle 12c BAM
 - Oracle 12c B2B
- We also want to add the MFT piece to the integration gateway
 - Oracle 12c MFT
- We want to add new business verticals to the integration gateway (Segregated Transactions)
 - Pharmacy, HR,

Final Words...

- Key Learnings
 - Have a very solid project SOA Suite delivery model
 - Use the Service Bus for plain integration work, service virtualization (stateless)
 - Use the SOA Suite (BPEL, Mediator) for stateful, process-like integration, Service engines (Human Workflow)
 - Use the Mediator to modularize your SOA Suite composites.
- Cost Savings for IT:
 - Enabling a loosely coupled architecture enables us to integrate new applications
 - Enables sunset legacy mainframe applications
 - SOA platform delivers us the platform to infinitely expand our integration gateway capability.
- Cost Savings for Business:
 - Single platform for B2B enables the business team in efficiency.
 - BAM platform enables the business to gather intelligence on the B2B Transactions.

THANK YOU



Cognizant Corporate Overview

Founded in 1994
(CTSH, Nasdaq)

Global Headquarters
Teaneck, NJ

100+ Global
Delivery
Centers

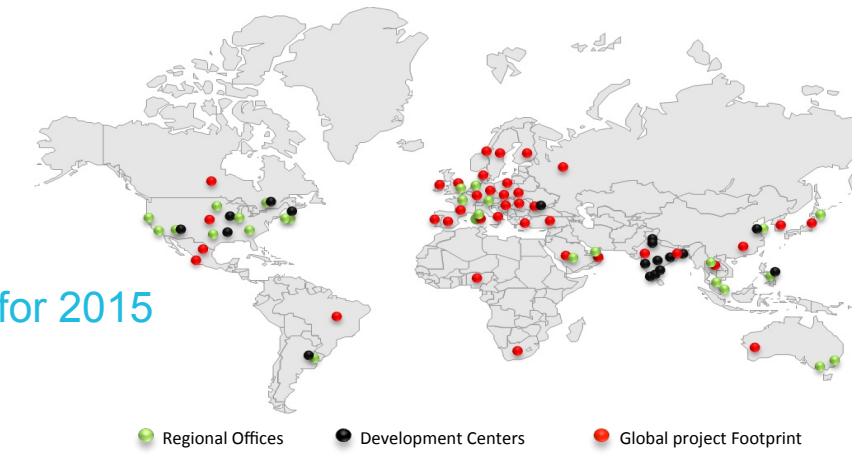
217,700+
employees (Mar 2015)



Revenue
\$10.26b in 2014
(+16% YOY)
\$12.24b guidance for 2015

20,000+ Projects in
40 countries

30+ Regional
sales offices



Forbes
Global 1000 company

FORTUNE
WORLD'S MOST
ADMIRE COMPANIES
2012

FORTUNE
500

2014 FINTECH
RANKINGS
IDC Financial Insights

The Customer

Leader in Logistics and transportation services with \$4 B revenue

Headquarter in US and have presence in APAC

Grown substantially - serves more than two-thirds of the FORTUNE 500 companies

The Challenges

Disparate systems, siloes of information, diverse set of applications running on a variety of technology stacks (hardware, operating systems, and middleware)

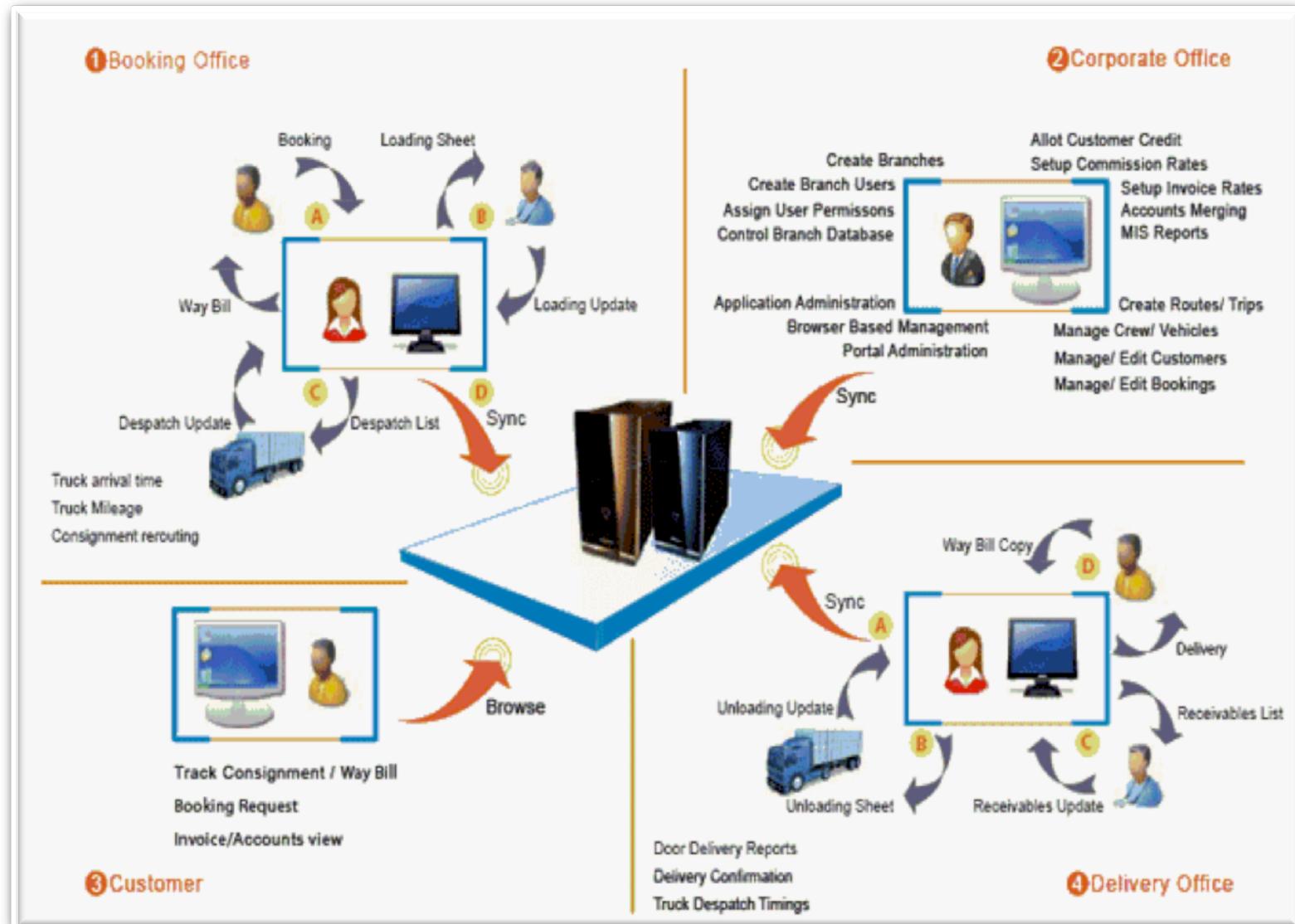
Aging Integration Infrastructure - Maintaining and evolving the applications and the application to application integrations was expensive and time-consuming

Partner on-boarding takes too much time; several important business processes remained labor intensive

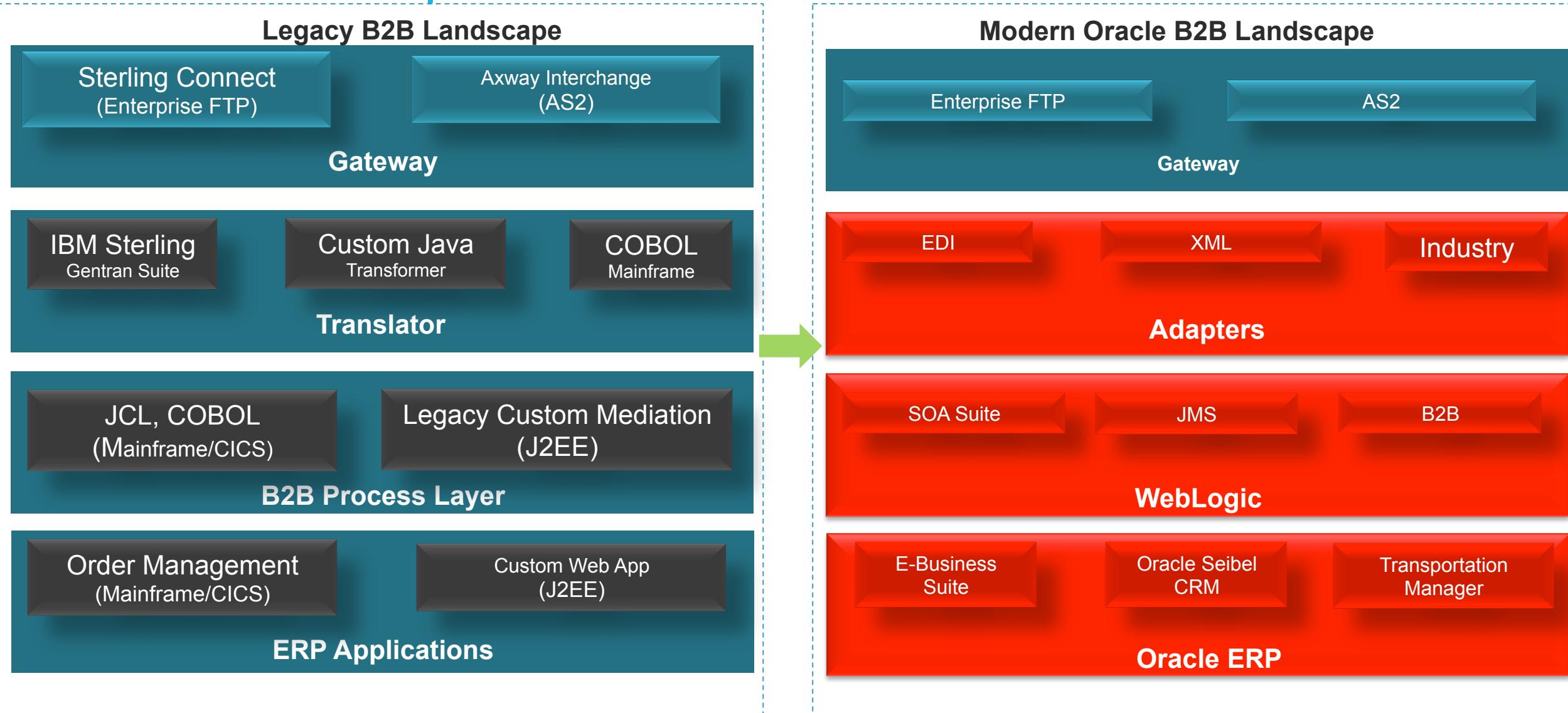
Faster time to market

B2B Modernization – Key Business Drivers

- ❖ Create a next-generation IT platform to efficiently and consistently manage the **Quote-To-Cash** process across the company's various business units
- ❖ Faster partner integration
- ❖ Improve ability to provide drivers, customers, and business partners with convenient access to the information and services they need.
- ❖ Improve back-office processes to support greater operational efficiency and profitability
- ❖ Global visibility of business process and improve user experiences

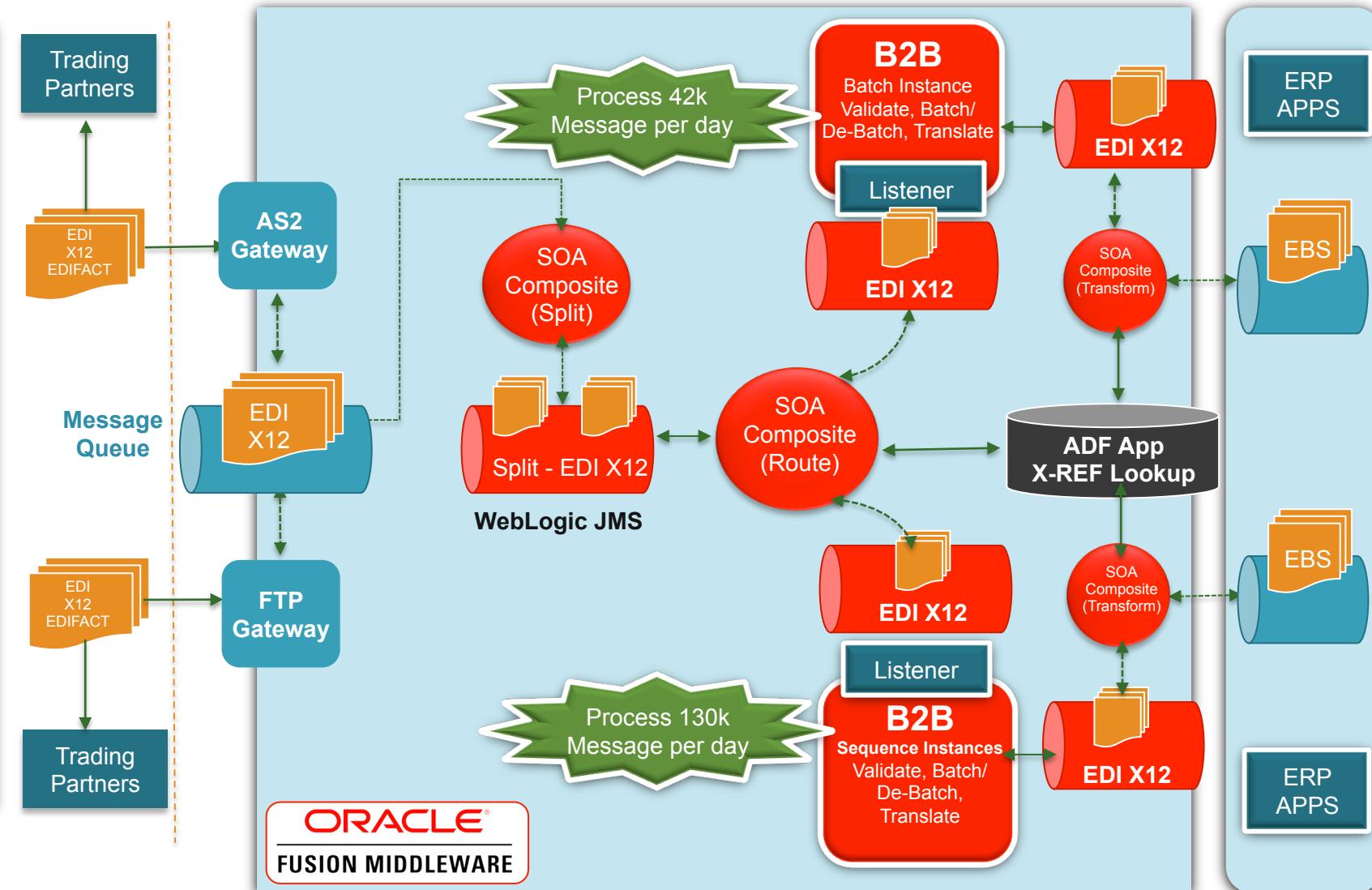


Solution Landscape

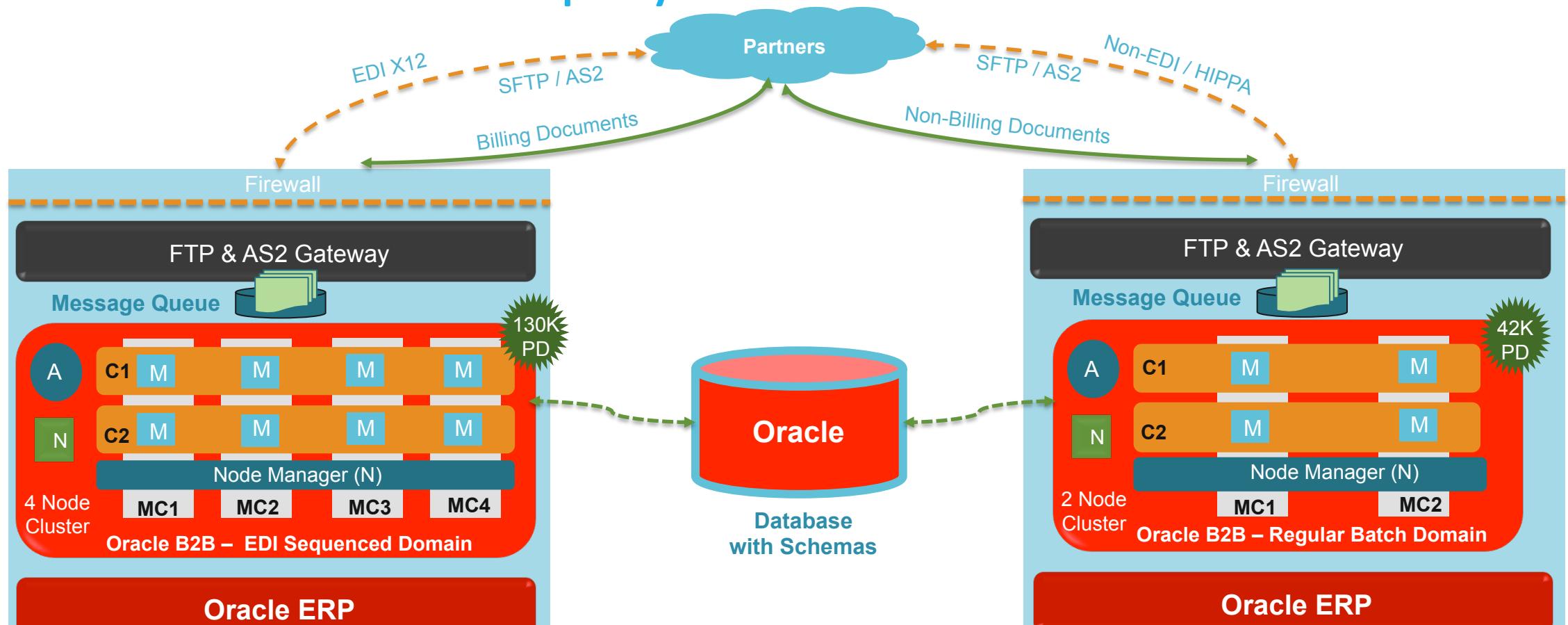


Oracle B2B Solution Design

- Two Oracle B2B Domain for EDI
- Batch Domain
 - 700 Trading Partners
 - 100 types of document
 - 42K msg / day
- Sequence Domain
 - 225 Trading partners
 - 30 types of document
 - 130K msg / day



B2B Modernization – Deployment Architecture



Legend:

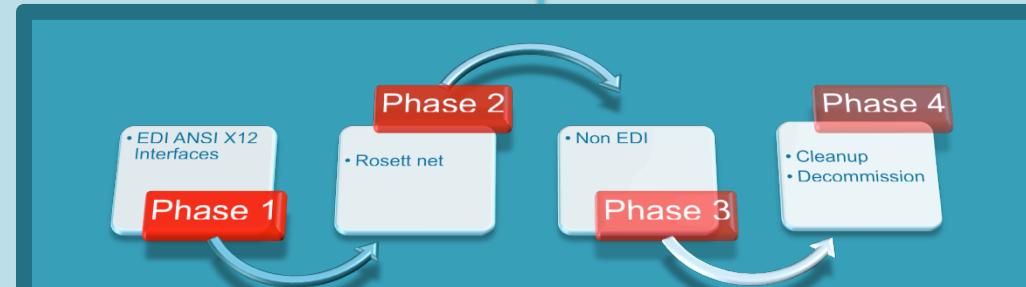
- A** Admin Server
- M** Managed Server
- N** Node Manager
- C** Cluster
- MC** Machine

Cognizant Accelerators

- ❖ Deployment Scripts to automate the migration of B2B configurations from one B2B environment to another
- ❖ Reusable Configurations template & Setup for effective purge of B2B messages from the database
- ❖ Foundation Data Publisher to make messages visible to the business on an ADF based application with key business information displayed in a format the business teams like.
- ❖ Custom MFT Agent to track End to End B2B File Transfer

Legacy Platform – Mainframe & Custom J2EE

Assessment & Transition Plan



Oracle Fusion Middleware – SOA & B2B

Lessons Learned

- ❖ The Critical Assessment Factors ⇔ Right Transition Plan
- ❖ Know your Trading Partners Dependencies ⇔ Smooth Migration
- ❖ Uniform B2B Trading Partner Gateway ⇔ Key strategy to avoid Risks and migration downtime

Customer's benefit

- ❖ Improved and Efficient Integration through Oracle B2B
- ❖ Improved Throughput, Performance and Transformation Capability
- ❖ Enhanced Business Transaction Monitoring
- ❖ Reduced Consolidated Infrastructure saved cost

In Summary

The Solution

- 1+ year in Production
- 1000 + Trading partners /vendors integrated
- Web based Partner onboarding
- 48 M Tx/year (2014)

Key Results

- Scalable , reliable and extensible infrastructure
- Faster access to data
- Reduced TCO by 30%
- 50% reduction in Time to market
- 75% reduction in Time for rolling out patches to production



B2B

Nishi Deokule

GetResource Inc.



GetResource Inc.

Agenda

- Introduction
- Pain Points
- How B2B is being used for solving the problem
- Email/Fax Order Automation - Technical Architecture
- Performance stats
- Business benefits

Introduction



- Name : Nishi Deokule – nishi@getresourceinc.com
- Company – GetResource Inc. - <http://www.getresourceinc.com>
- Role – Founder member & Chief Enterprise Architect
- Total 21+ years of industry experience
 - Worked as SOA Architect/Product Manager/Product Marketing at Seebeyond/Sun/Oracle, BEA and Vitria
 - Add linked in and twitter



GetResource Inc.

GetResource Inc.

GetResource Inc. is an enterprise IT and business solutions company that specializes in Oracle Fusion Middleware implementation.

GetResource Inc. is also Bootcamp/Training delivery partner with Oracle Partner Network team and Oracle University. We have trained nearly 7000+ consultants.

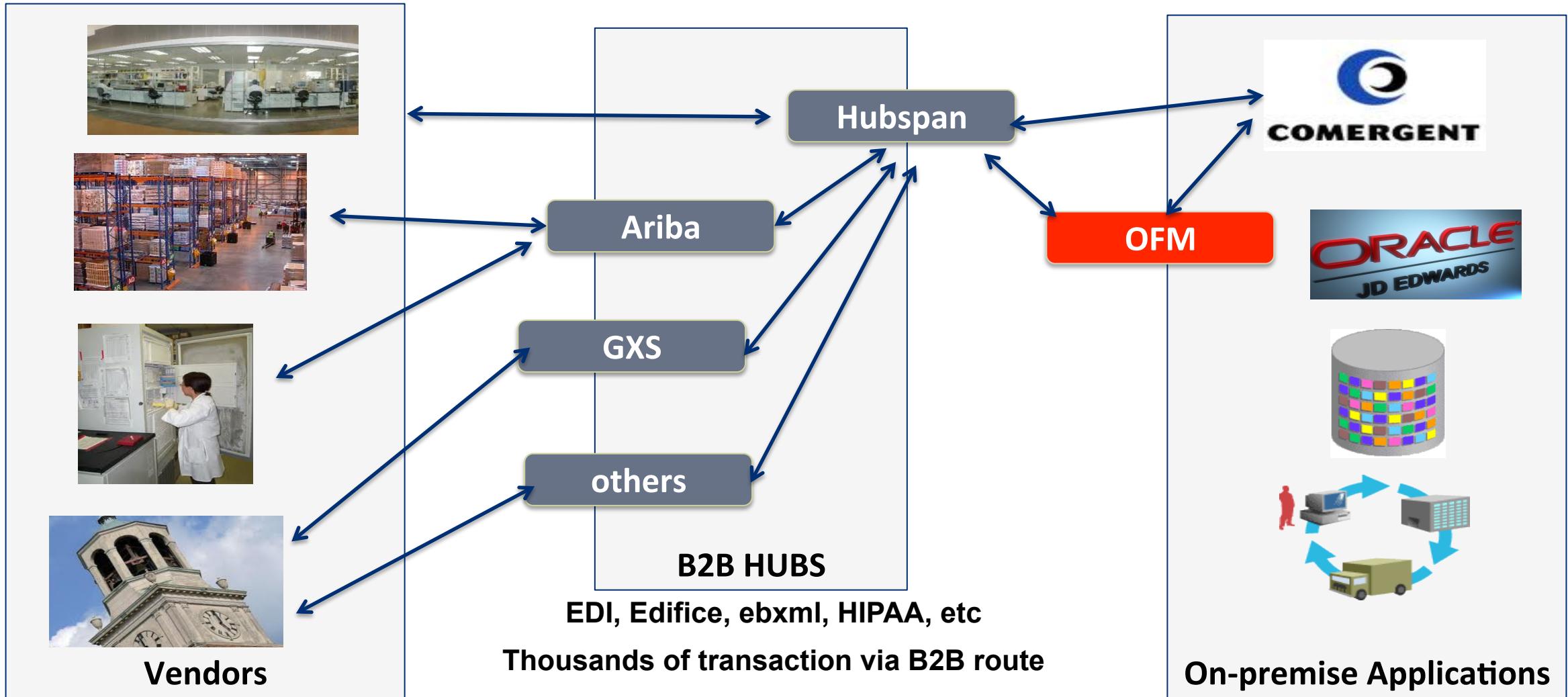
ORACLE SERVICES OFFERING

- Oracle SOA/Healthcare implementation
- Cloud migration and integration
- SOA Governance
- Business-to-Business enabler
- Legacy Modernization (EAI/Web Services)
- Oracle Character recognition implementation
- IOT – Internet of Things implementation



GetResource Inc.

Customers existing B2B/eCommerce Solution



Existing B2B implementation Limitation

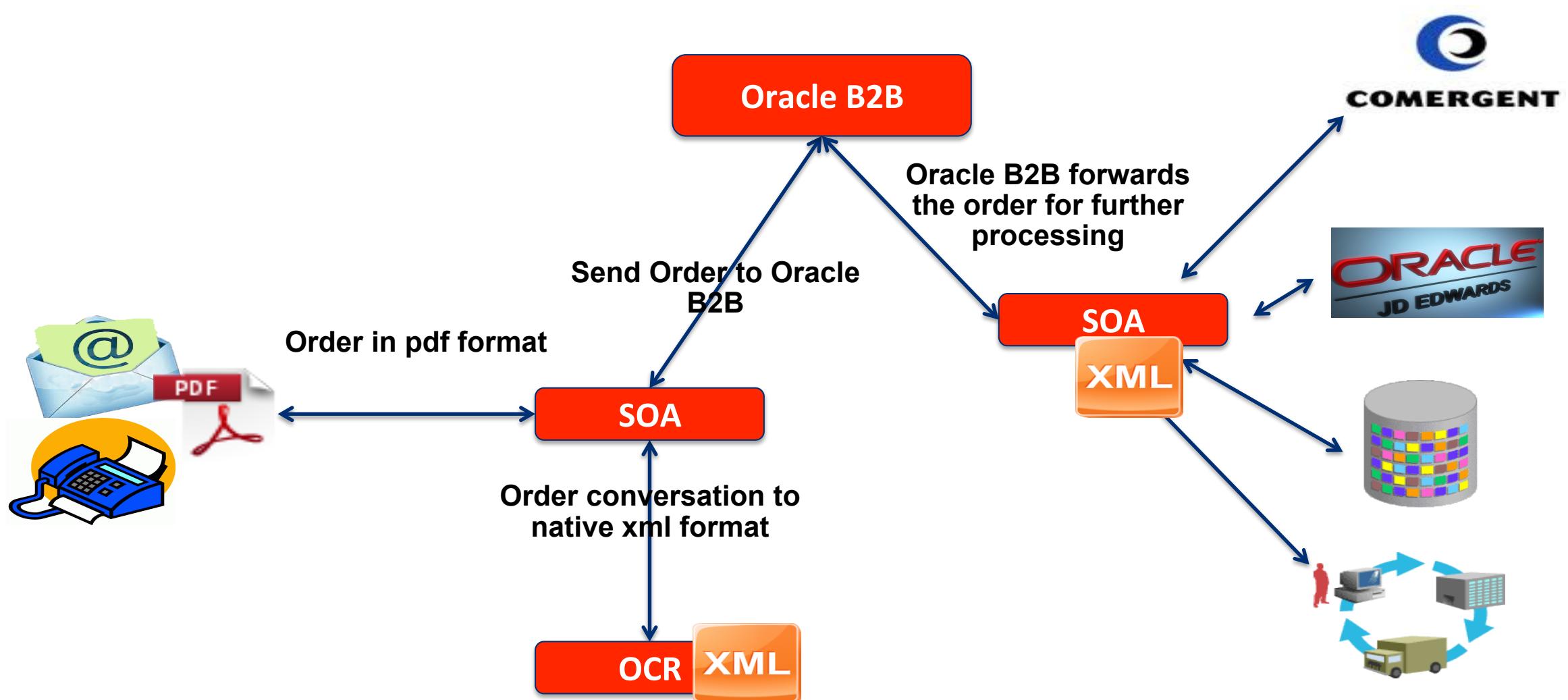
- Pain Points :
 - Lack of visibility across transaction
 - Orders coming via email/fax
 - Orders coming via external HUB
 - Communication strategy dependent on Hub Vendors
 - External dependency
 - Business critical transaction – Multiple failure points
 - Lack of reusability
 - High Maintenance cost
 - Lack of Process and Service Governance
 - Longer time for Trading Partner on-boarding
 - Tight coupling between Internal application and external HUB
 - Limitation on many to many communication

Email/Fax Order Automation – Technical Implementation

Initial B2B project implemented - Email/Fax Order Automation

- Receive orders through fax/email in pdf format
- Send the Orders to OCR software
- Perform transformation of OCR generated order to native order format
- Send the Order to B2B
- B2B will send the order for further processing.
- B2B will maintain Trading Partner Profile
- B2B will track number of Orders per trading partner

Email/Fax Order Automation – Technical Implementation



eCommerce – Performance Email/Fax Order Automation

- 5000 number of email/fax orders are processed per day via Oracle B2B daily
- Message size = 6KB
- Hardware details –
 - 2 Unix Servers
 - 128GB Ram in each
 - 16 core
- 4 node active/active WLS cluster

Email/Fax Order Automation – Business Benefit

- Cost Reduction – Saved nearly \$15K per month
 - By pass data entry - Drastically reduced human errors
 - No dependency on external HUB
- Customer satisfaction - Reduced Order processing time
- Provide end to end visibility for orders received via email and fax
- Solution is reusable in other regions of organization
- Oracle B2B provides daily reports on total number of orders received via email/fax per day
- Oracle B2B provides daily reports on total number of orders per customer received via email/fax per day

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Integrated Cloud Applications & Platform Services

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Applications

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Session Surveys

Help us help you!!

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- Please be sure to add your feedback for your attended sessions by using the Mobile Survey or in Schedule Builder.

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