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Next Generation SOA Platform
@NoCOUG Conference

Kevin Clugage
Sr. Principal Product Manager, Oracle Integration
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The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

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Oracle Fusion Middleware
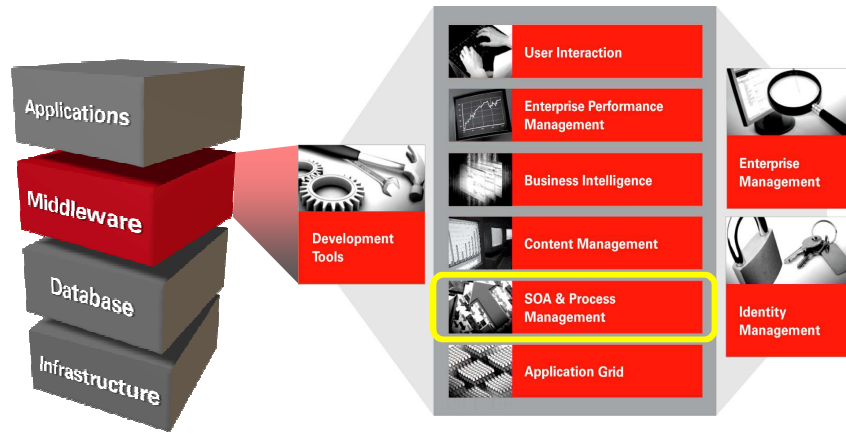
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Oracle SOA Suite

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Why SOA?

- **Process optimization and automation**
- **Exploit new market opportunities faster**
- **React quickly to regulatory changes**

Agility

INNOVATION

- **Real-time business insight, KPIs**
- **Fast, accurate reporting**
- **Interactive all-in-1 user portals**

Visibility

PACE OF BUSINESS

- **Cost savings**
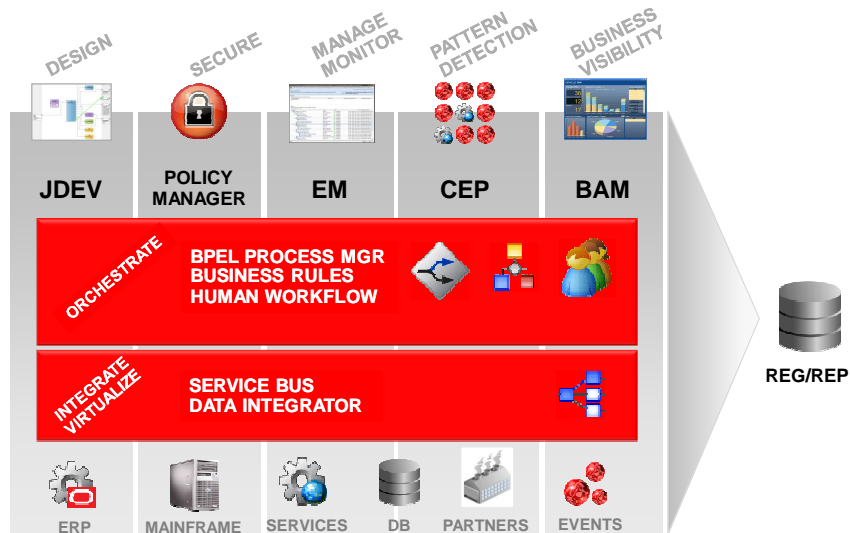- **Reduction of redundancies, manual task**
- **Gain compliance**

Efficiencies
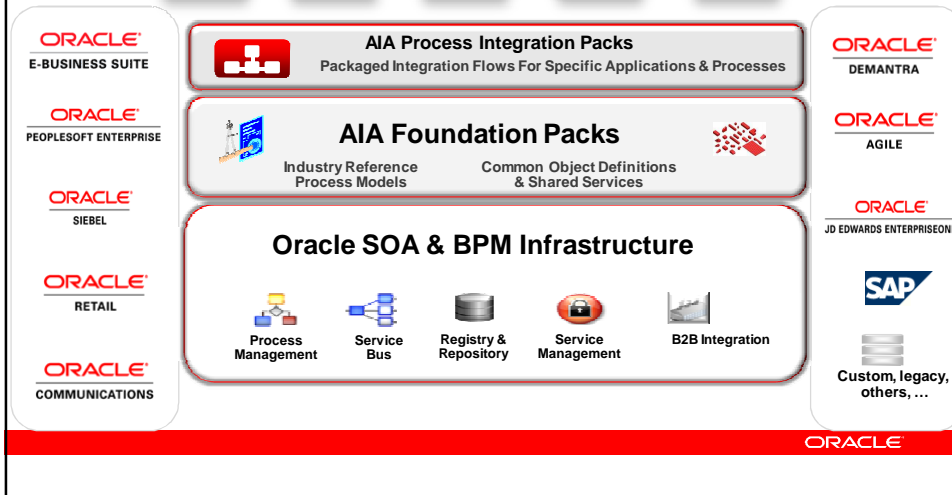
GLOBALIZATION

REDUCE COSTS

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Oracle SOA Platform

DESIGN   SECURE   MANAGE MONITOR   PATTERN DETECTION   BUSINESS VISIBILITY

| JDEV | POLICY MANAGER | EM | CEP | BAM |

ORCHESTRATE

BPEL PROCESS MGR
BUSINESS RULES
HUMAN WORKFLOW

INTEGRATE VIRTUALIZE

SERVICE BUS
DATA INTEGRATOR

REG/REP

ERP   MAINFRAME   SERVICES   DB   PARTNERS   EVENTS

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Business Process Integration
Infrastructure, Industry Content and Solutions

ORACLE E-BUSINESS SUITE

ORACLE PEOPLESOFT ENTERPRISE

ORACLE SIEBEL

ORACLE RETAIL

ORACLE COMMUNICATIONS

AIA Process Integration Packs
Packaged Integration Flows For Specific Applications & Processes

AIA Foundation Packs

Industry Reference Process Models

Common Object Definitions & Shared Services

Oracle SOA & BPM Infrastructure

Process Management | Service Bus | Registry & Repository | Service Management | B2B Integration

ORACLE DEMANTRA

ORACLE AGILE

ORACLE JD EDWARDS ENTERPRISEONE

SAP

Custom, legacy, others, …

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Oracle SOA Suite
Key Takeaways

Complete	Integrated	Open	Best of Breed
Comprehensive SOA Offering	Designed to Work Together	Standards-Based Architecture	#1 Industry Leader
Broad & Deep Offering Lower Cost, Lower Risk	Less Effort More Value	More Choice Maximizes Existing Investments	Robust, Proven Industry leading Software
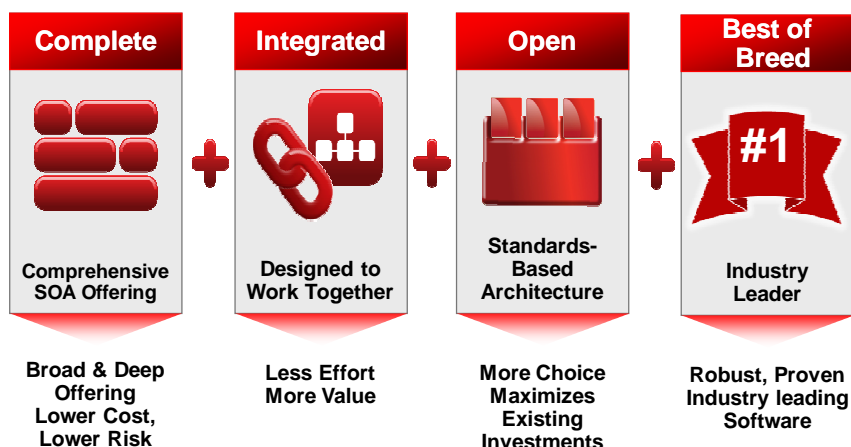
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Oracle SOA Suite 11g
Next Generation Platform

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D E M O N S T R A T I O N

4 key themes

| Simplified & Productive Development | Unified Platform for Services, Events & Processes | Unified Management & Monitoring | Extreme Performance & Scalability |

Simplified & Productive Development
SOA Composite Editor

- **Problem: Many standards and tools, Metadata fragmentation Version, test, manage composite applications**
- **Business Requirement: Increase Developer Productivity**
- **SOA 11g Feature: SOA Composite Editor**
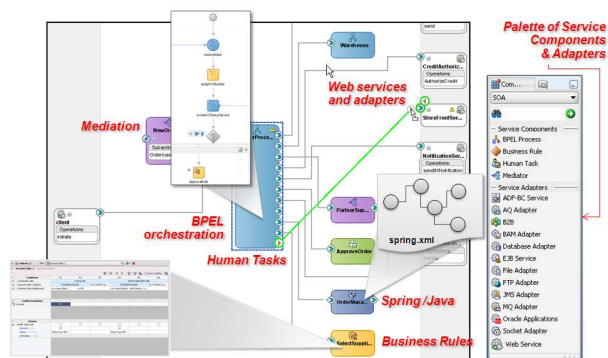
- *Drag & Drop*
- *Visual*
- *Single Unit of Deployment*
- *Easy versioning*
- *Based on SCA standard*

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Built-in Governance

- **Problem: How do you discover existing services to re-use? How do you manage the lifecycle of SOA assets? How do you identify dependencies?**
- **Business Requirement: Manage and re-use assets to increase ROI**
- **SOA 11g Feature: Oracle SOA Governance, including Oracle Enterprise Repository**
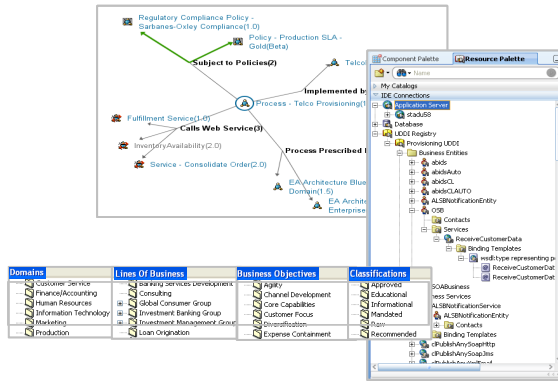
- *Automated artifact harvesting to Enterprise Repository*
- *Relationship management for impact analysis*
- *Controlled advancement of assets through the lifecycle -- Repository to Registry*
- *Discovery and consumption of services from JDev*
- *Service re-use*
- *SOA portfolio management analytics*
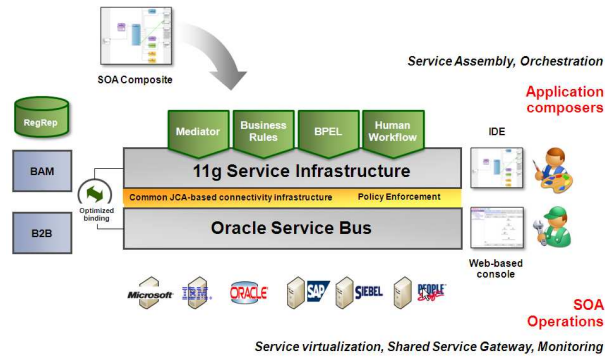
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4 key themes

| Simplified & Productive Development | Unified Platform for Services, Events & Processes | Unified Management & Monitoring | Extreme Performance & Scalability |

Unified Platform for Services, Events & Processes:
The Service Infrastructure

SOA Composite

Service Assembly, Orchestration

Application composers

RegRep

Mediator | Business Rules | BPEL | Human Workflow

IDE

BAM

11g Service Infrastructure

Common JCA-based connectivity infrastructure | Policy Enforcement

Optimized binding

B2B

Oracle Service Bus

Web-based console

Microsoft | IBM | ORACLE | SAP | SIEBEL | PEOPLE soft

SOA Operations

Service virtualization, Shared Service Gateway, Monitoring

- *One infrastructure to:*
  - *Install*
  - *Cluster*
  - *Configure*
  - *Monitor*
- *Radically simplified administration task*

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4 key themes

| Simplified & Productive Development | Unified Platform for Services, Events & Processes | **Unified Management & Monitoring** | Extreme Performance & Scalability |

Unified Management & monitoring
End-to-End Instance Tracking

- **Problem: How can I get complete end-to-end visibility and increase my auditing capabilities in such a distributed environment?**
- **Business Requirement: end-to-end visibility & auditing**
- **SOA 11g Feature: End-to-End Instance Tracking**

- *All-in-one management console*
- *End-to-end (process) instance tracking*
- *Unified error handling*
- *Events: it's loose-coupling, not "lose" coupling !*

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**4 key themes**

| Simplified & Productive Development | Unified Platform for Services, Events & Processes | Unified Management & Monitoring | **Extreme Performance & Scalability** |

Extreme Performance & Scalability

- **Problem: SOA applications are becoming more critical every day and require high availability and extreme performance**
- **Business Requirement: high availability and extreme performance**
- **SOA 11g Feature: Unified Service Platform**
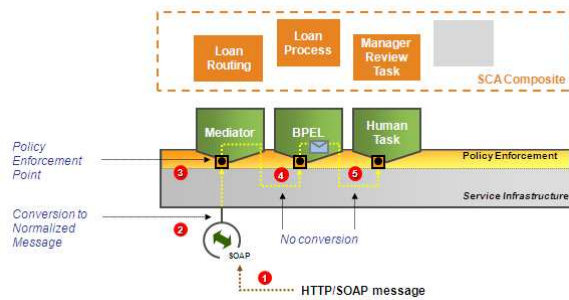
- *Optimized SOA runtime*
- *Running on Application Grid*
- *Coherence*
- *WLS*
- *JRockit*

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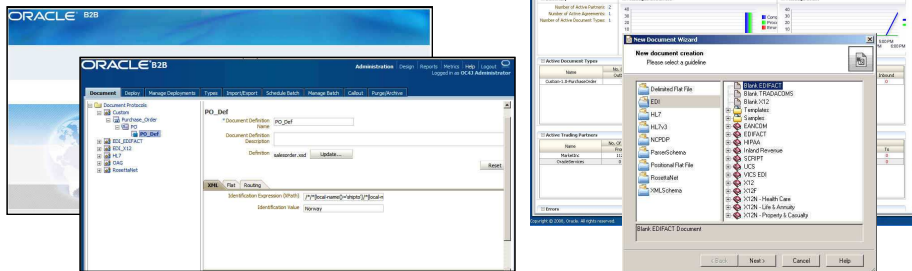# Product Highlights

B2B
out-of-the-box

BAM
100% java

Rules
Native

Oracle B2B

Oracle B2B enables the secure and reliable exchange of messages between an enterprise and its trading partners:

- Document Management
- Transport & Exchange Management
- Trading Partner Management
- Reports and Monitoring
- System Management

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# Oracle Business Activity Monitoring

- **MONITOR**
  ... business processes & services in real-time
  - Key Performance Indicators (KPIs)
  - Service-Level Agreements (SLAs)

- **ANALYZE**
  ... events as they occur
  - Correlate events & KPIs
  - Identify trends as they emerge
  - Alert users to bottlenecks & solutions

- **ACT**
  ... on current conditions
  - Event-driven alerts
  - Real-time dashboards
  - BPEL processes & web services integration
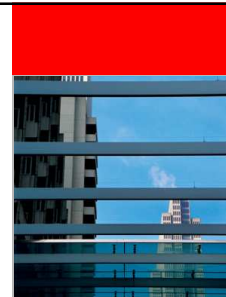

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Oracle Business Rules 11g

- Tight integration with SOA Suite
- Rules component in JDeveloper
- Decision Tables
- Conflict and Gap Analysis
- Point and Click Editor
- Rule Activation and Effective Dates
- Dictionary Links
- Decision Point API
- Web-based editor
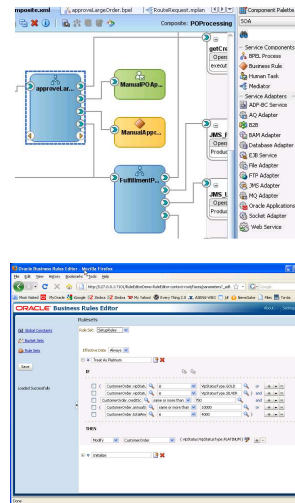
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Conclusion

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Leader in Middleware

150+ Industry Awards

SearchSecurity.com Excellence in Directory Services & Single Sign-On

Oracle SOA Suite VAR Tech Innovator 2007

SD Times 100 Development Platforms & Integration Middleware

2007 Finalist Best Identity Management Solution

Oracle won 15 of 20 awards in 2007

Buyer's Choice Information Integration

Criteria	Score	Weight
Management	8	30%
Integration	9	25%
Configuration	7	20%
Cohesion	8	15%
Value	7	10%

Highest Rated SOA Product

Oracle Universal Records Management Trend-Setting Product

2007 Technology of the Year Information Rights Management

Progressive Manufacturing Award for Web Content Management Implementation

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BPEL / SOA Suite Customers

Over 4,000 SOA and 450 BPA customers

Select Customer List

Finance/ Banking	Public Sector	Manu. / Logistics	Telecom	High Tech
CREDIT SUISSE	Homeland Security / DFW	GM NUCOR	BT kpn	CISCO SYSTEMS NetApp
THE HARTFORD	Federal Aviation Administration	Washington Group International	TELECOM vodafone	EMC² LG
Cattles Rabobank	CITY OF LAS VEGAS NEVADA SJGov.org	DB SCHENKER	TURKCELL	Agilent Technologies
charles SCHWAB		SCHNEIDER NATIONAL	ERICSSON oi	QUALCOMM
THOMSON REUTERS	AQA SFGOV	ARROW	Kabel Deutschland	ViewSonic Logitech
ING LEASE citigroup	San Francisco Municipal Railway	SUBARU	HELIO SHAW	monster.com

Healthcare	Retail/ CPG	Other		
GE Healthcare	METRO Group ROSS	Deutsche Post XEROX TIMEX XM HELENA		
Pfizer	Abercrombie & Fitch TimeWarner GLOBAL MEDIA GROUP SPS commerce EDS an HP company IKON Office Solutions			
Wyeth AmeriPath	TESCO ALTICOR BAE SYSTEMS mexicana			
DELTA DENTAL	CLOROX GIANT EAGLE VION	ThyssenKrupp hp invent USi BRITISH AIRWAYS Lufthansa Flight Training AT&T Company GPI GODFREY PHILLIPS INDIA LIMITED PEARSON		

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SOA Adoption within Oracle

APPLICATIONS

Peoplesoft
- CRM 9 release uses BPEL PM and BAM internally (see next slide)
- 8.48 Peopletools certified with BPEL PM 10gR2 to orchestrate services. 8.51 now being certified with 10gR3.

iFlex
- BPA Suite to model fin. services processes and BPEL PM to execute them

Application Integration Architecture (AIA)
- Predefined integration processes between apps implemented with Oracle ESB and BPEL PM

Retek
- BPEL for synchronizing Retek sales data with Oracle Financials
- Oracle JMS and ESB to replace SeeBeyond

Siebel
- Distributed Order Orchestration

JD Edwards
- Oracle BPEL and ESB to replace Web Methods

Fusion Applications
- SOA Suite 11g as the foundation for the next generation of Applications

MIDDLEWARE

Oracle Content Services
- BPEL PM for document workflows
- BPEL PM for invoice processing solutions

WebCenter
- Worklist portlet
- Exchange synchronization

Identity Management
- BPEL PM for identity provisioning workflows

Business Intelligence
- ODI as the new ETL tool in BI EE, Hyperion and BAM

OPERATIONS

Internal Global IT
- BPEL PM for Oracle Alerts workflows
- BPEL PM to sync customer data and quotes between the Oracle EBS Global Single Instance and Siebel

OnDemand
- Oracle SOA Suite for Integration as a Service
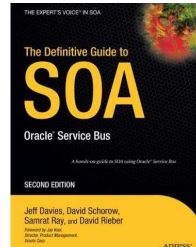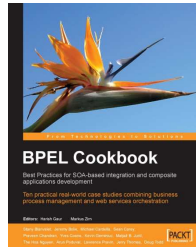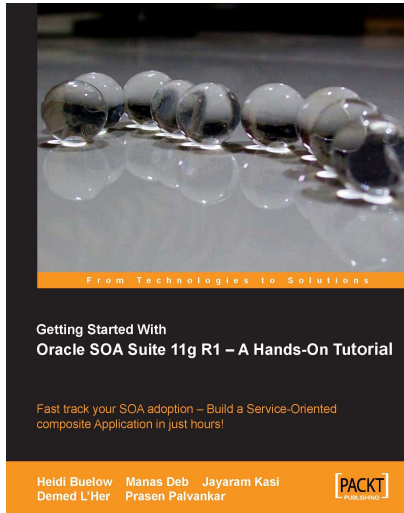
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For More Information

ORACLE 11g
FUSION MIDDLEWARE

Get Started

- Downloads, Docs & Technical :
  http://www.oracle.com/technology/products/soa/soasuite/index.html
- SOA Resource Center:
  http://www.oracle.com/technologies/soa/center.html
- Datasheet:
  http://www.oracle.com/technologies/soa/docs/oracle-soa-suite-datasheet.pdf
- SOA Product Management blogs:
  http://blogs.oracle.com/soa
  http://blogs.oracle.com/soabpm

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Oracle SOA Suite – Some Related Books

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Questions

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