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Mathias Kaldenhoff
Director Sales Germany –

ORACLE® Fusion MiddleWare

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From Information To Web-Services



AGENDA

Introduction

Driver

Referencemodel

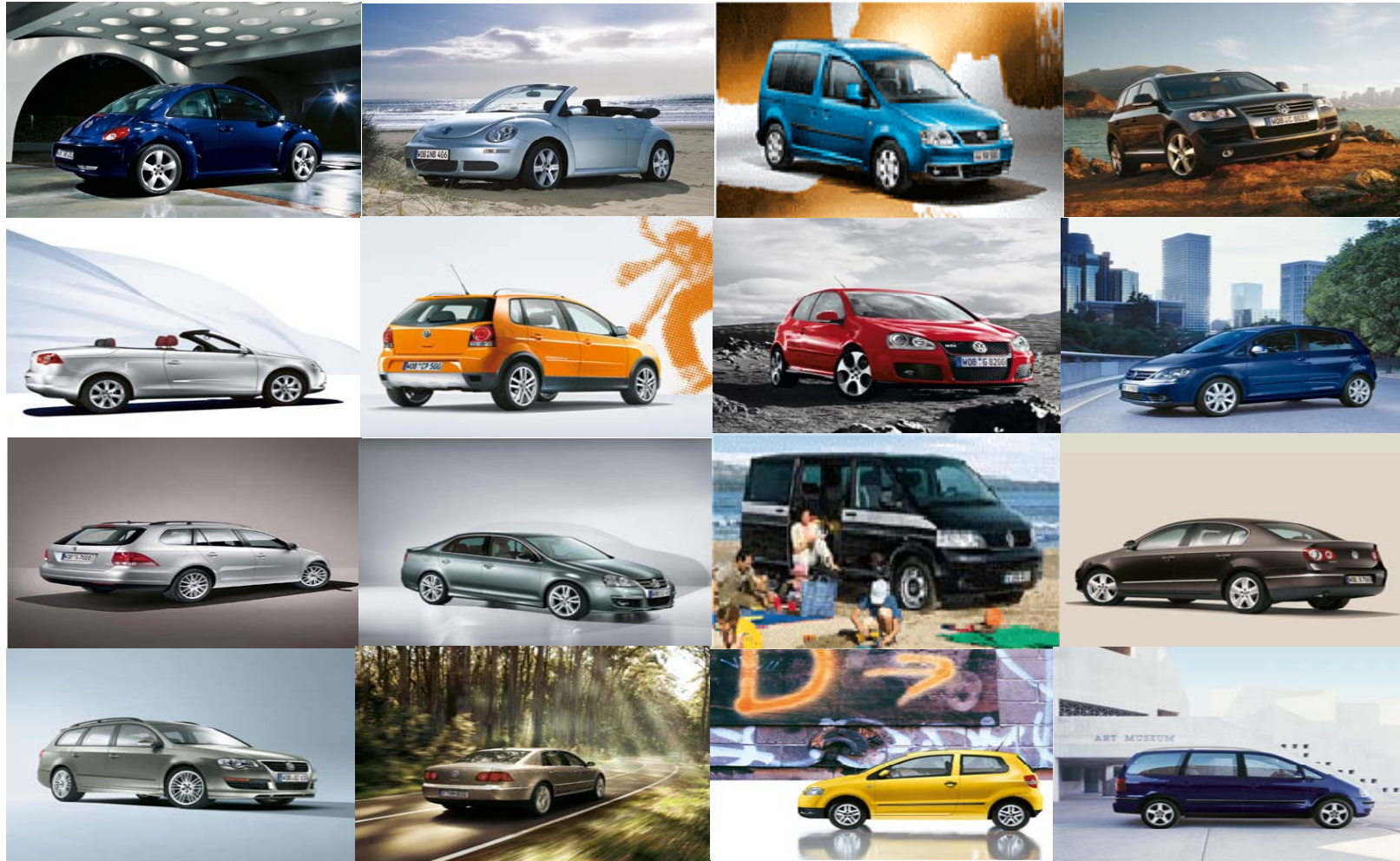
Summary

The **monolithic** - market

If it was 1960 and you would say, you drive a Volkswagen, everybody knows, it is a Beetle - the only car Volkswagen constructed these days.



The patchwork - market



Aus Liebe zum Automobil

SIMPLY CLEVER



 **SEAT** auto emoción

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Web-Services Driver



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Summary



User

Expansion

External Acquisition Of Requests



Front
Effizienter Vertrieb
Value Chain

Service

Federal Computing

Process- and Service View, Cost Sharing, Billing



Horizontal
Packaging
Control
Standard
Value chain

Consolidation/Harmonization

Automation, Internal Acquisition Of Requests, Integration, Standardization, Cost Consolidation

Vertical
Development
Leverage
Context
Value Chain

Data

Person



Financial Operations



Data Management



Enterprise Management

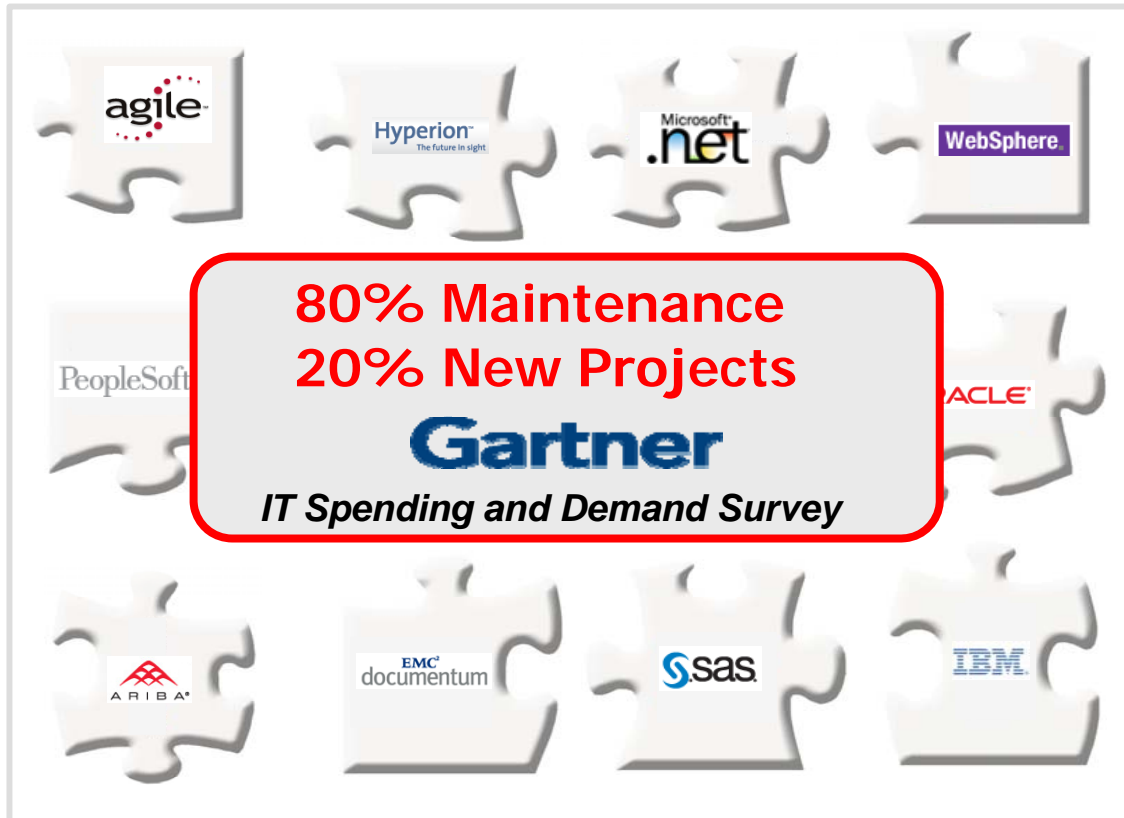


Islands of data

Acquisition Cost Driver, Acquisition Differences, Gap Analysis, Competencies Profile

Homogen
Context
Convergence
Value Chain

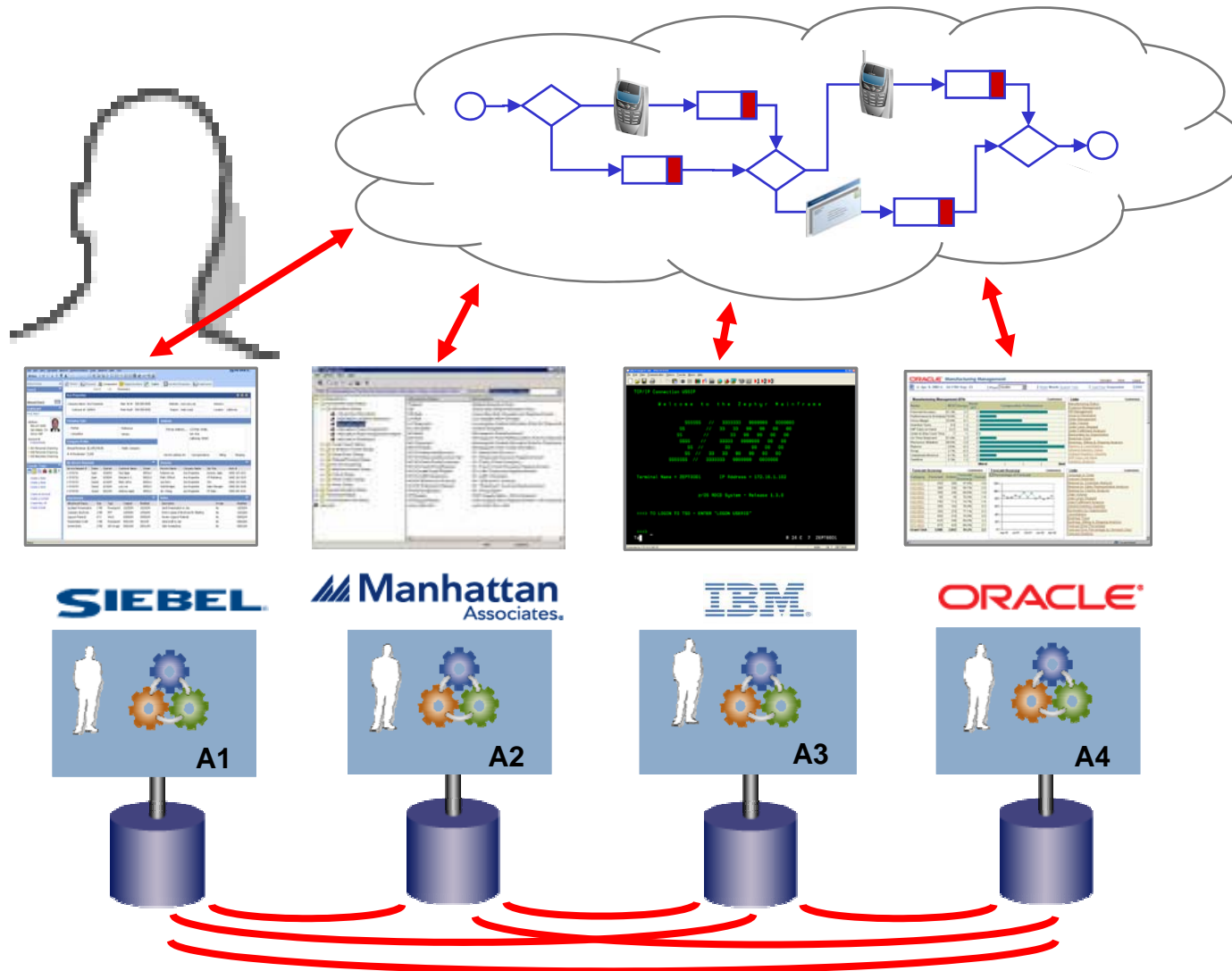
The Challenge



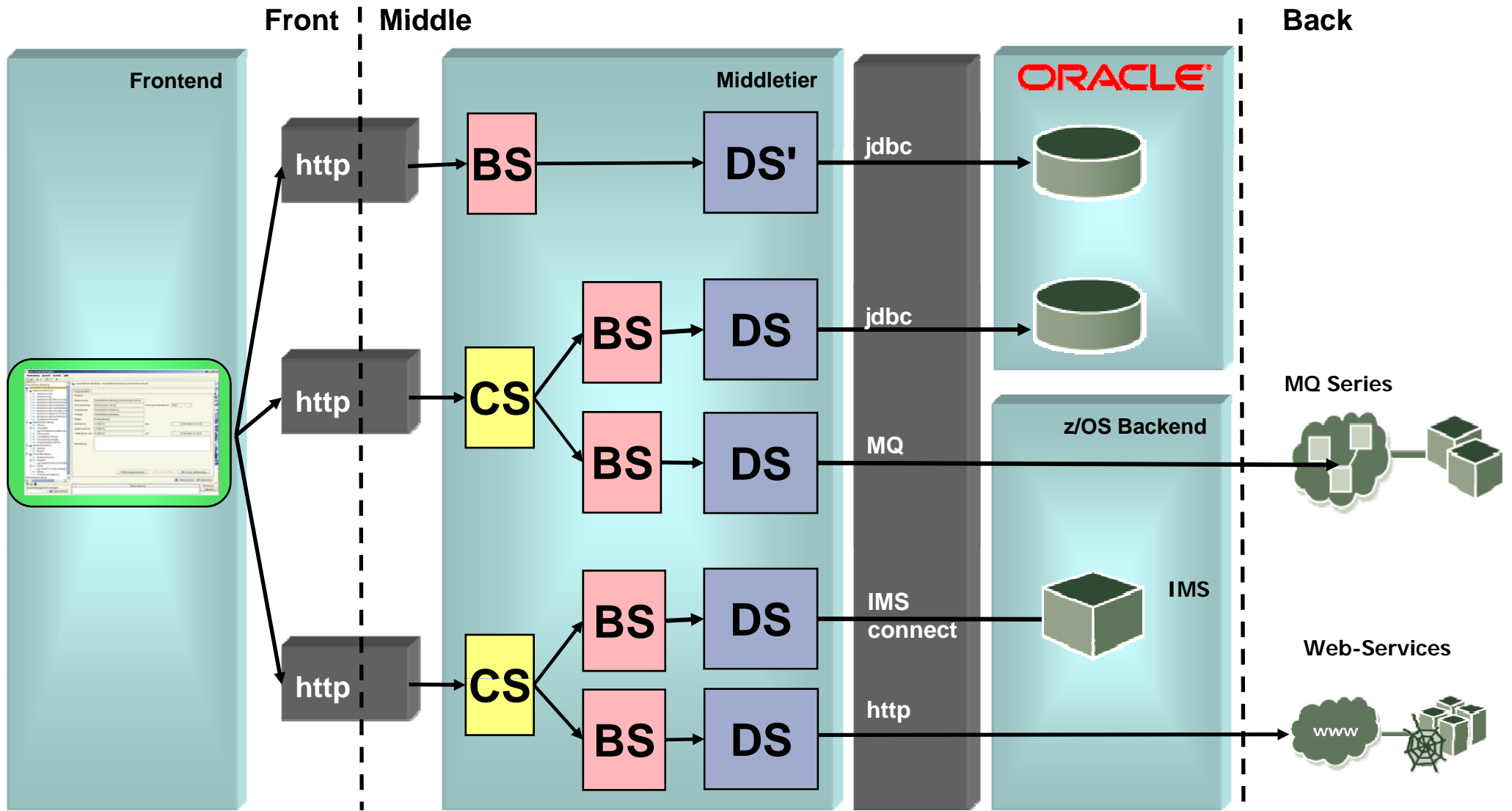
How to....

- ...automate processes between applications...
- ...easy modify processes ...
- ...access processes between applications ...

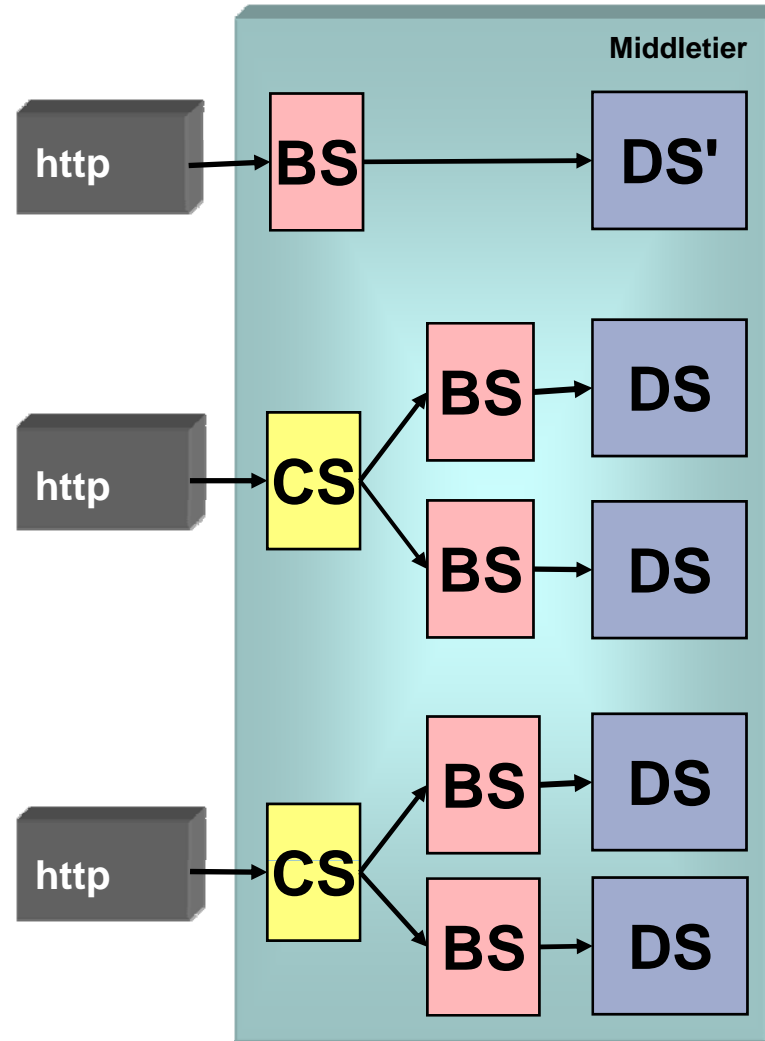
Growth & Change: Typical Scenario



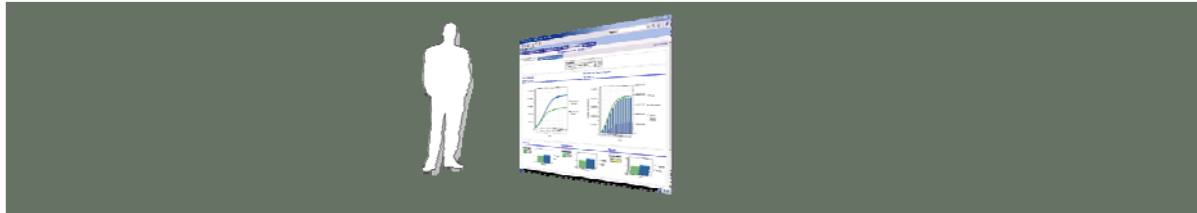
Where is the action?



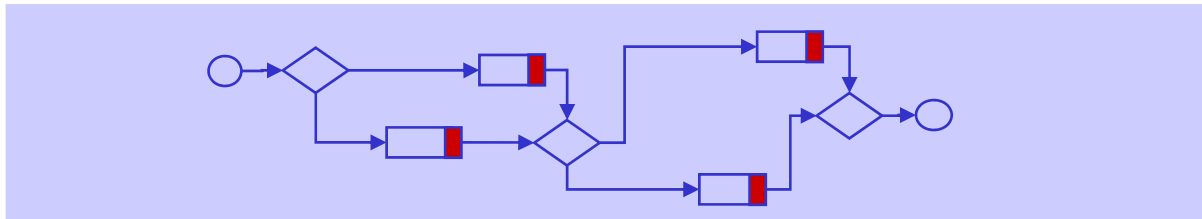
Right here!



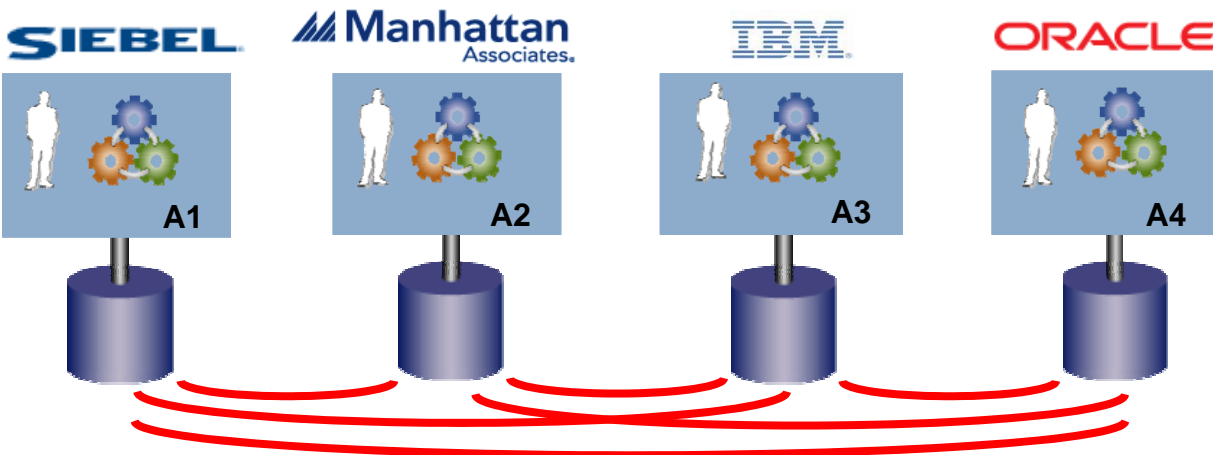
Oracle's Advice



**Integrated, dynamic
User Interface**



Business Process Automation



**Application Services /
Data Services**

Services

Reference Models



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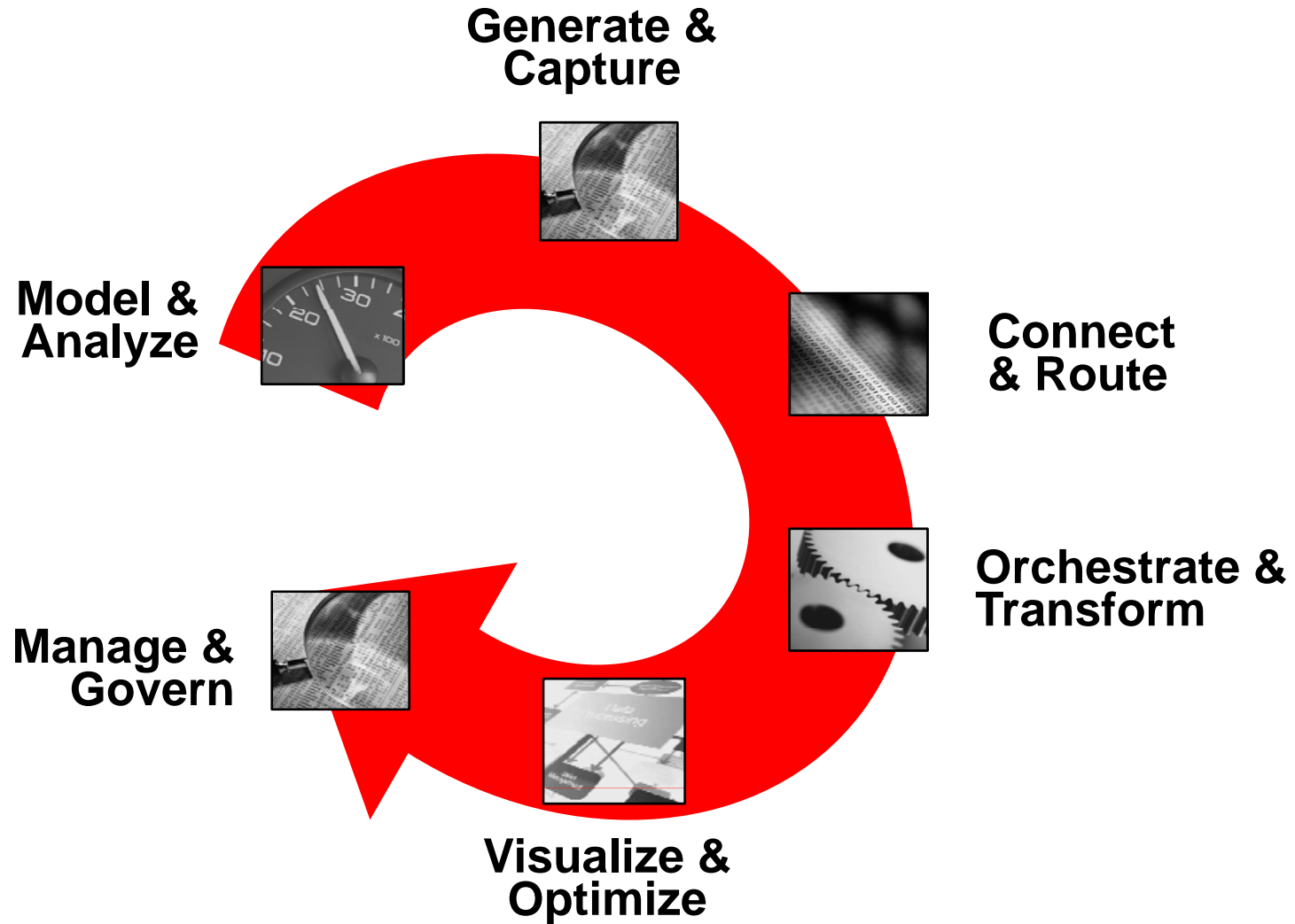
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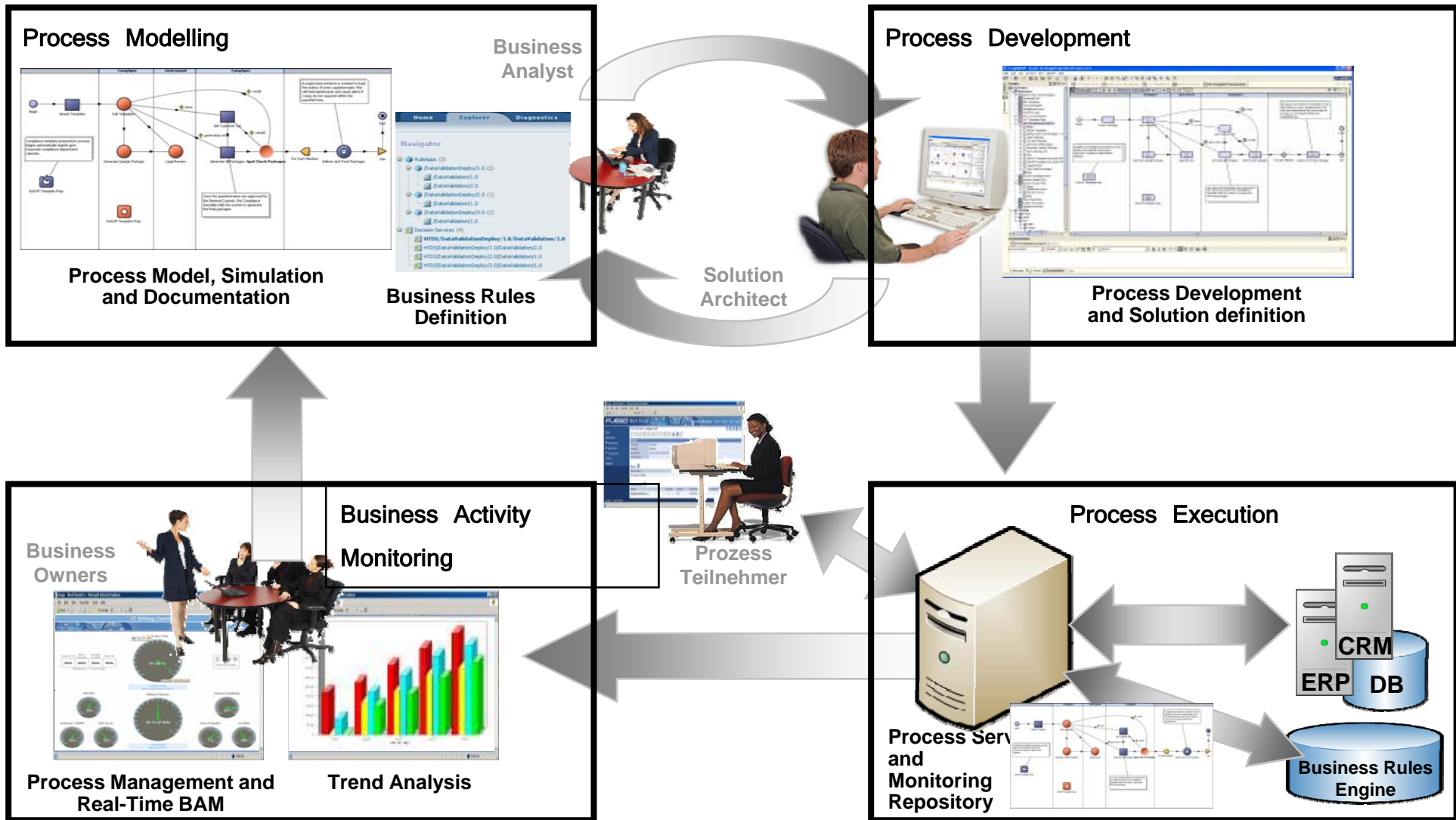
Referencemodel

Summary

Business Process Management



Process (Blueprint)



SOA Maturity Model

LEVEL 5 SOA

STRATEGIC GOALS

SOA Industrialized - Able to Support Business Initiatives in a Timely and Cost-Effective Manner

SOA Quantitatively Managed
Monitoring Business Processes for Business
Process Optimization

SOA Focused on Business Process Automation
and Improvement

SOA Applied to Existing Projects Portfolio

SOA Focused on Simple Quick Win Projects

TACTICAL PLANS

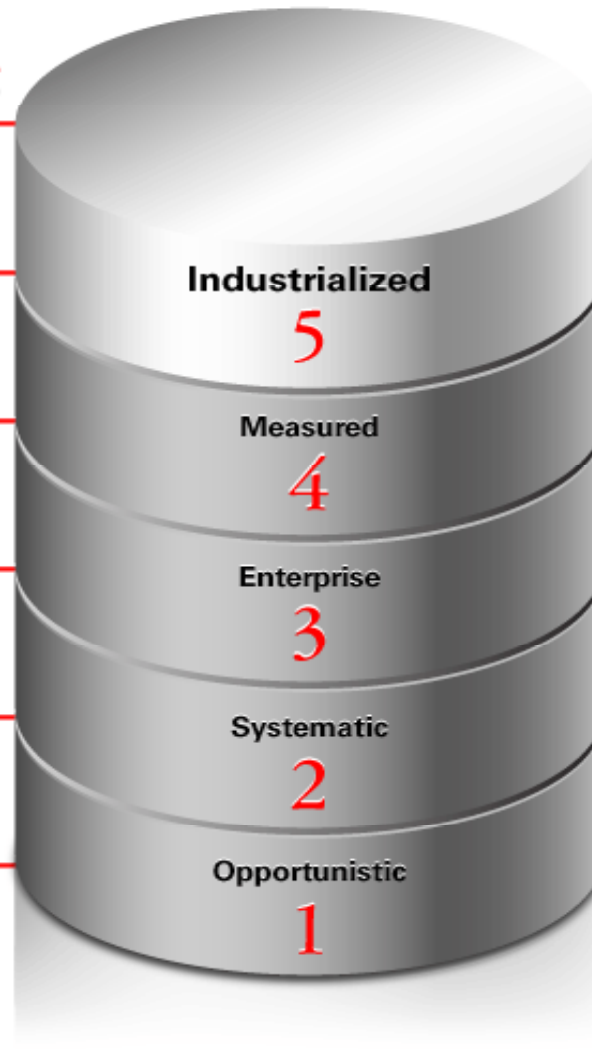
- Deploy Event-Driven Technologies, such as CEP, to Enable Automated Self-Optimizing Applications

- Deploy BAM, BPEL and BPM to Baseline, Improve, Measure and Report on Processes
- Process Owners Driving Business Process Optimization
- Measure and Improve Service Reuse

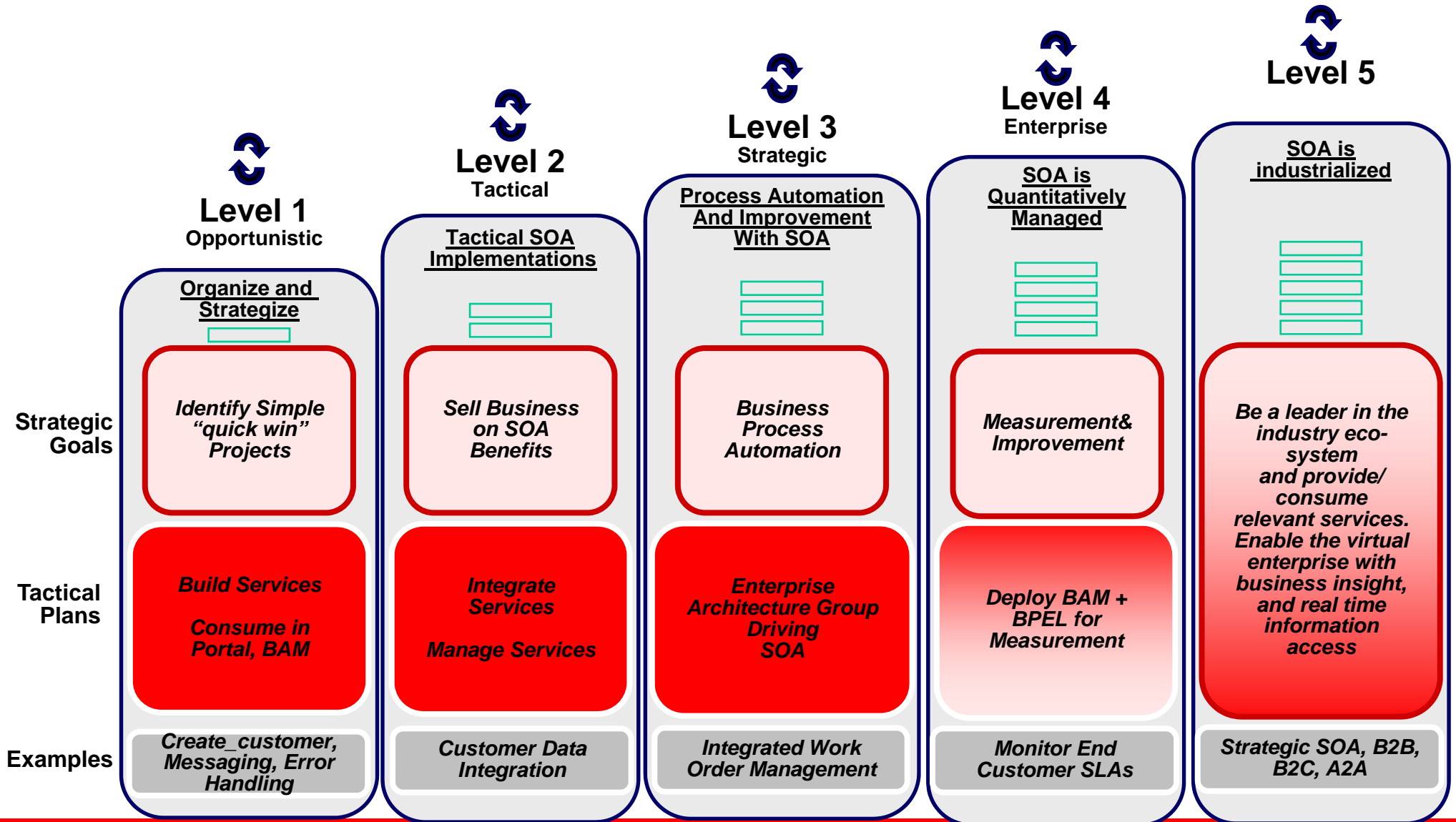
- Layer Orchestration and BPM onto Services
- Enterprise Architecture Group Starts Driving Enterprise SOA Adoption

- Apply SOA to Simple Integration Projects
- Deploy Service Management
- Focus on Standards
- Initial SOA Planning

- Get Experience Building, Deploying and Consuming Service



The Path to Level 5 SOA



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*Source: Accenture + Oracle

Services Summary



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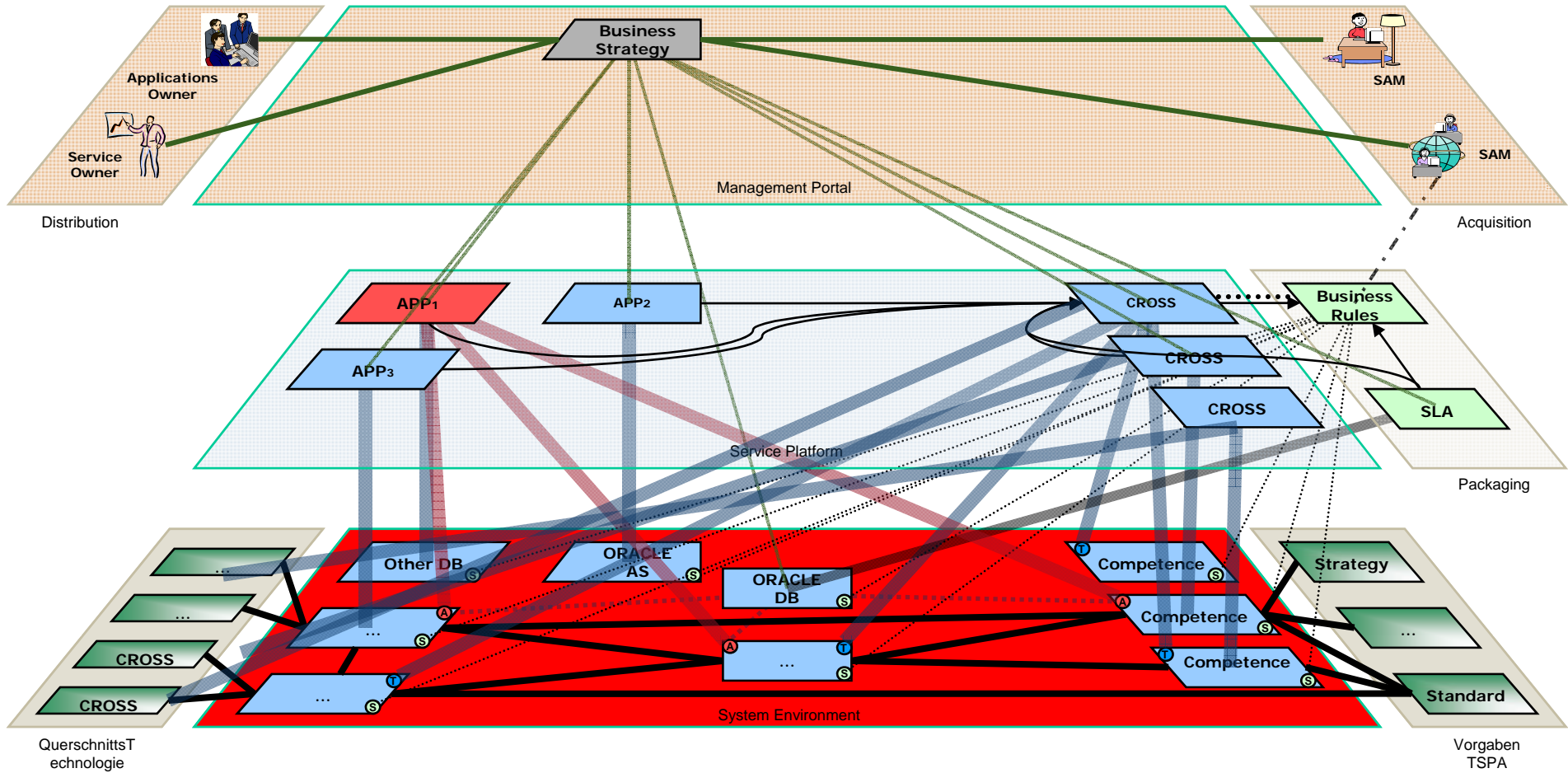
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Referencemodel

Summary



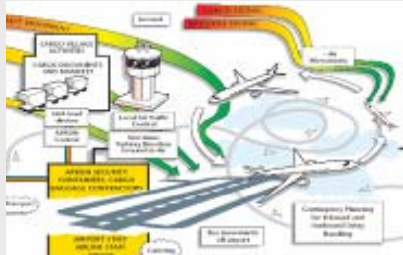
Levels of Optimization



Path to MCP

Business Context

Business Requirements

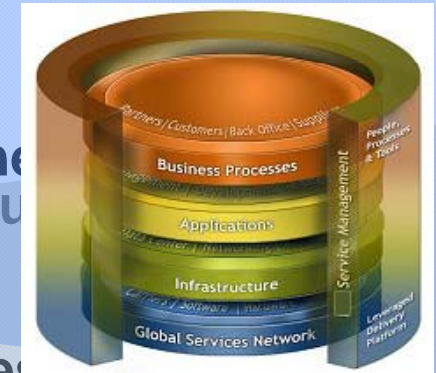
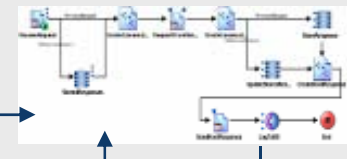


Analyze

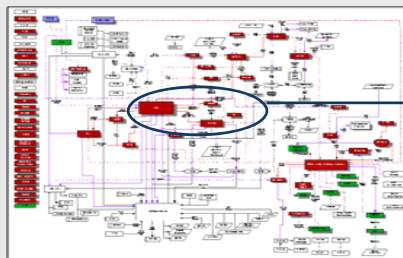
Specification
Processes, Standard-Services



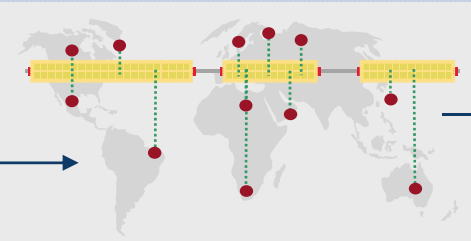
Implementation,
Configuration Processes,
Services



Technology Context



Silo
Data and Applications

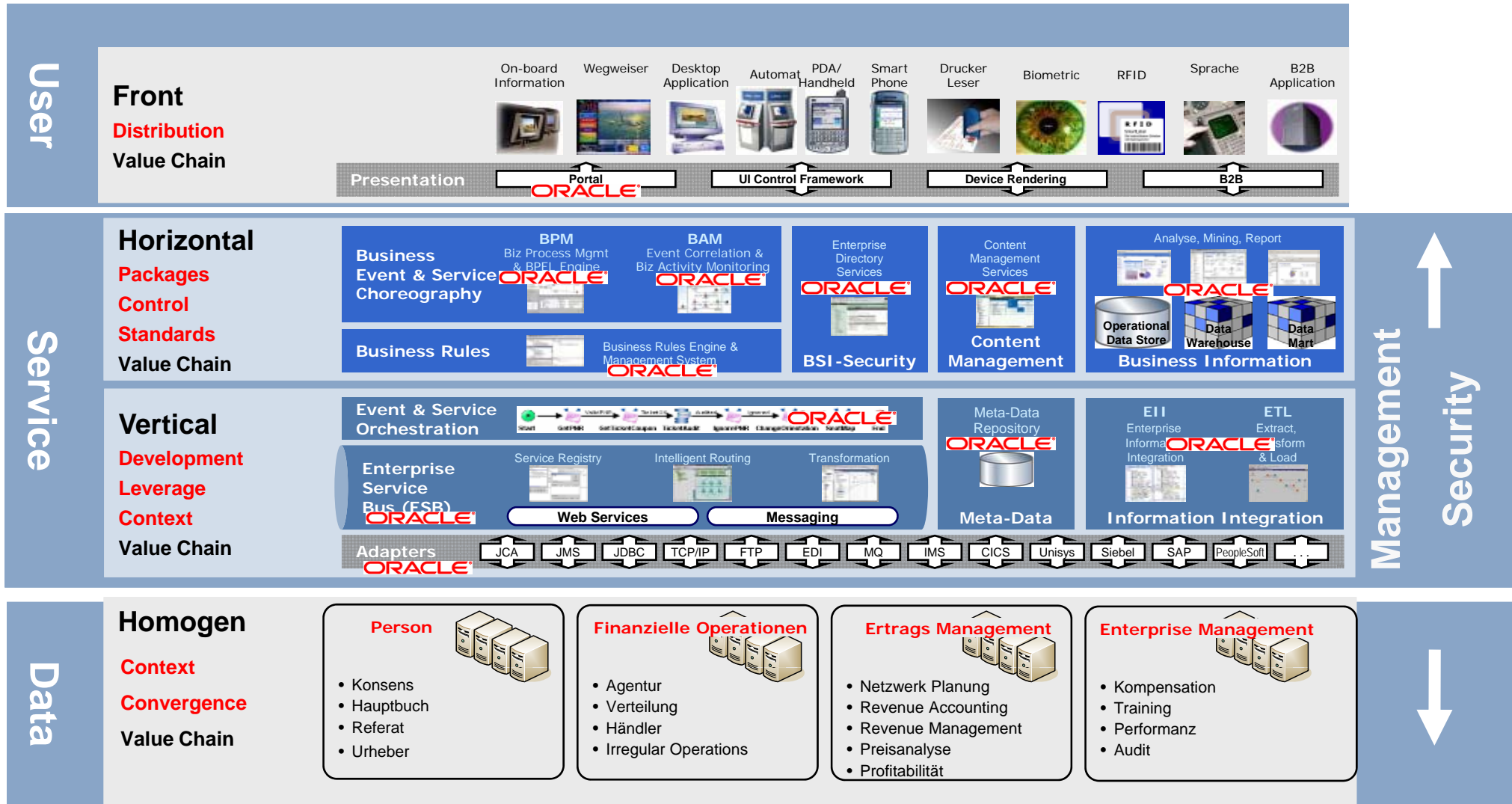


Global services bus
&
Optimize

Orchestrate &
Transform



Agile Applications Architecture





Questions



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