

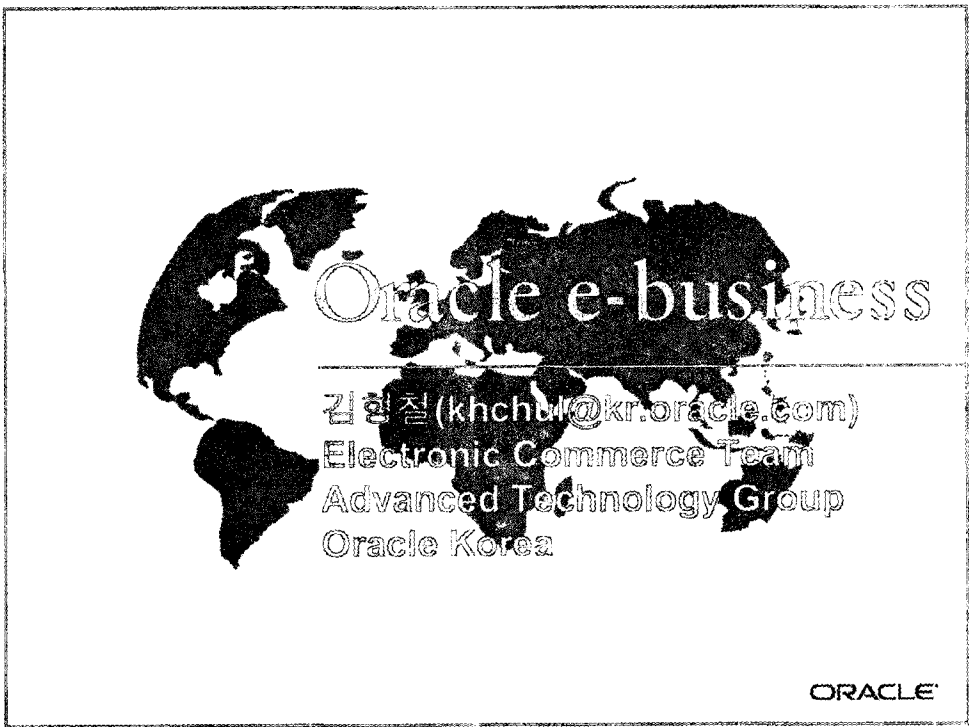
Tutorial 2

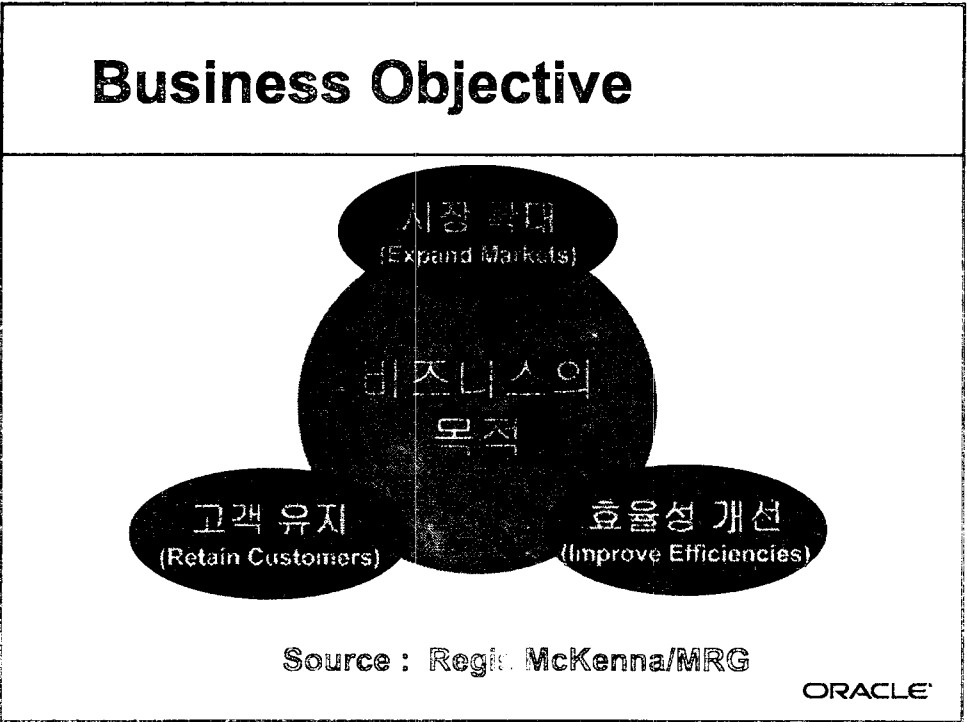
Oracle e-business

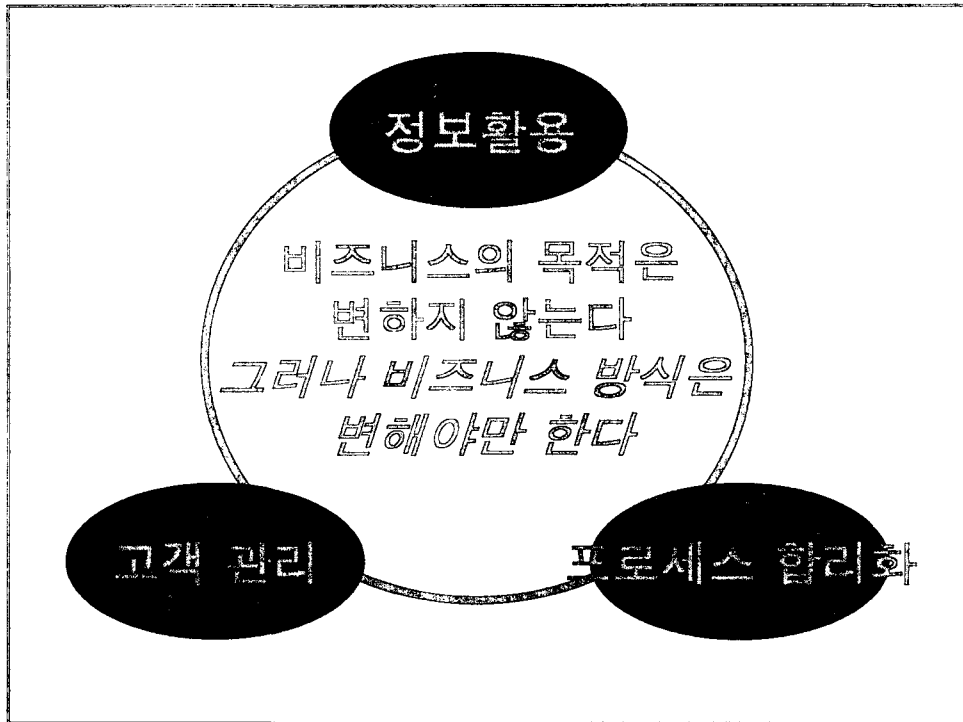
김형철

Electronic Commerce Team

Advanced Technology Group Oracle Korea



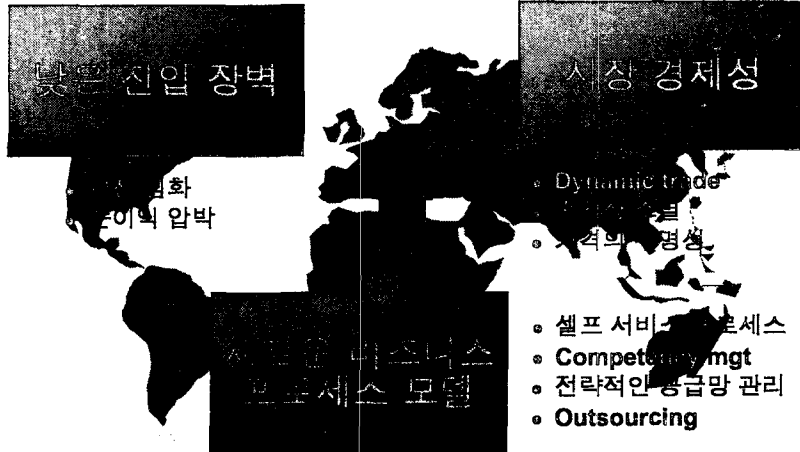




Challenge 1: 시장 기회의 확대

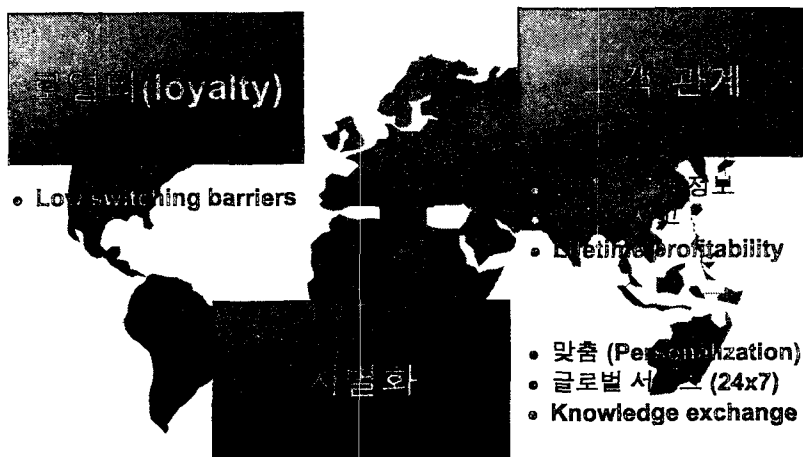


Challenge 2: 비즈니스 프로세스 효율성 개선



ORACLE

Challenge 3: 만족도 제고를 통한 고객 이탈 방지



ORACLE

Oracle strategy is
to provide a *comprehensive
e-business solution*

Applications to run your e-business

Services to implement and run them

ORACLE

Oracle Differentiators



100% Internet



Global



Internet Business Practices



Enterprise Integration

ORACLE

Oracle E-Business Solution

- 3rd generation Internet release
- Only offer Internet enabled applications
- Available today!

ORACLE

Oracle E-Business Products Footprint

Business Intelligence System

Customer
Relationship
Management

Supply
Chain
Management

Corporate
Management

Partner
Solutions

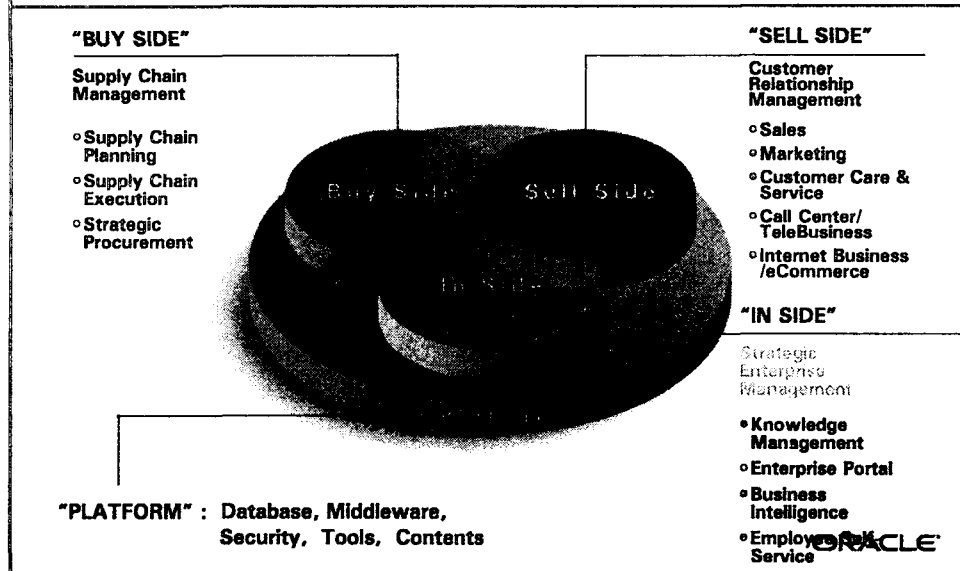
Oracle Application Server, Oracle Parallel Server, Oracle Messaging Gateways, WebDB, Oracle Enterprise Manager, Oracle Internet Directory, Oracle Advanced Security, Oracle Enterprise Portals, Oracle Video Server

JDeveloper, Developer/2000, Designer/2000

Oracle 8i, Oracle Lite

ORACLE

Oracle e-business Strategy

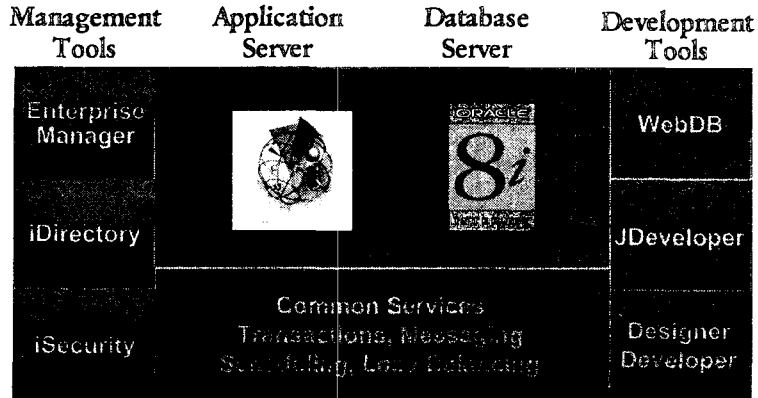


Oracle's Internet Platform is industry's *e-business engine*

Simplifies how you manage them
Simplifies how you develop Internet Applications
Simplifies how you deploy them

ORACLE

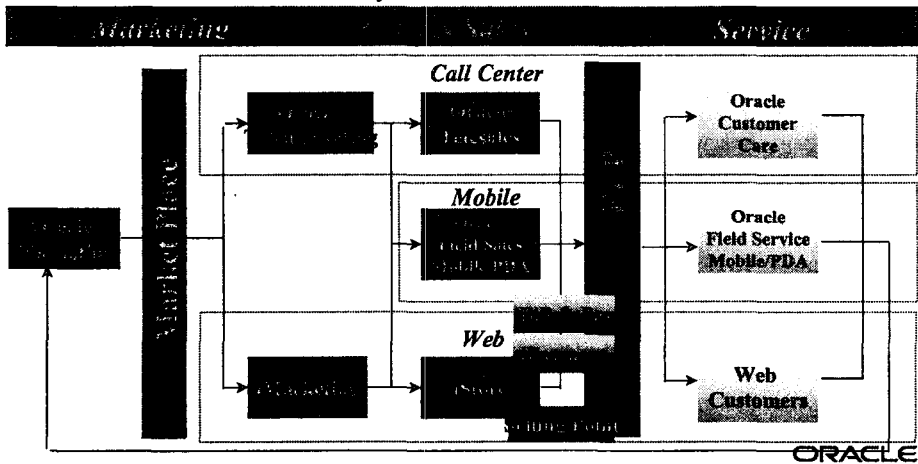
Oracle Internet Platform



ORACLE

Sell Side Products Footprint

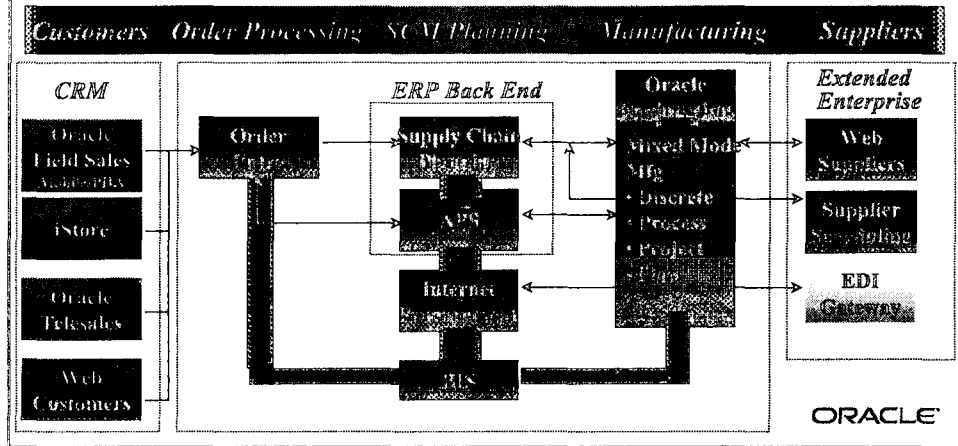
Oracle integrates marketing, sales and service functions across all channels: call center, web, field sales and distributors.



ORACLE

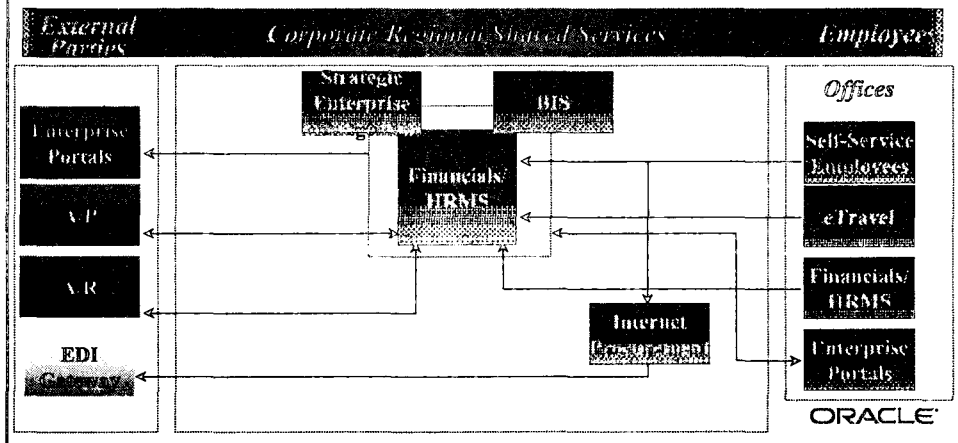
Buy Side Products Footprint

Oracle integrates supply chain and manufacturing functions across virtual enterprise: manufacturing plants, warehouses, logistic partners, suppliers and subcontractors.



In Side Products Footprint

Oracle integrates corporate management and performance measurement functions across enterprise: financial management, human resources, performance management and employee administration.



Oracle Services

- 고도로 훈련된 서비스 전문 조직 보유

- Oracle Consulting
- Oracle Education
- Oracle Support

e-business Solutions Centers

Program Management

e-business Consulting

Internet Services

Applications

Business Intelligence Services

Platform Consulting

System Performance

Advanced Architecture

Value-Added Partnerships

Oracle Partners

- 가장 폭넓은 협력사 보유

원격한 e-business 솔루션

- "best-of-breed" 제품과 서비스

Outsourcing/Hosting

Implementation Services

Applications software

Platform software

Hardware manufacturers

Network

Oracle Korea EC Biz History

- 97년 9월 Front Solution인 ICS 1.0 Launch
- 국내 비즈니스 룰에 맞는 framework 개발
- '97년 정통부 주관 한국형 전자상거래 시범사업에 대충기획과 함께 참여
- 정통부 주관 Cyber Shopping Expo'98
 - 전자상거래를 위한 IMF극복
 - 국내 대표적 40여개 몰 참여
- eCommerce의 다양한 사례 구축
 - 국내 eCommerce 성공사례(삼성인터넷쇼핑몰)
 - 국내 최초 구매카드를 이용한 B2B 구현(LG캐피탈)
 - 국내 최초 Legacy연동을 통한 e-Integration(LG나라)
- B2C분야는 물론 DBM,SCM,ERP를 포함한 전체 e-business solution공급

ORACLE

Oracle Korea EC Biz History

- 98년부터 EC협력사 양성을 위한 Bootcamp실시
 - 40여개 협력사 양성
- 분야별 주변사업자와 통합작업
 - 인터넷PG(이니시스,메타랜드), 배송(통인,한진, 현대물류)
- 국내 개발 솔루션 적용
 - i Mas (1:1 마케팅), Indi Soft(맞춤형 브라우저/광고서버), iSoft (커뮤니티) 외

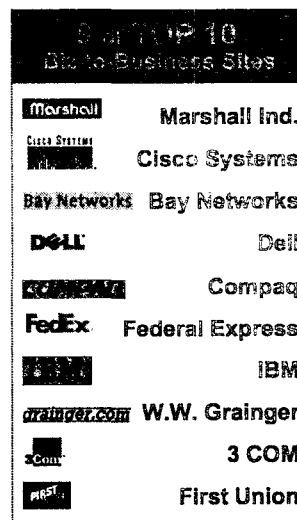
ORACLE

Oracle Korea EC Biz 대표적 사례

- 삼성인터넷쇼핑몰 (국내 부동의 매출 1위 사이트)
- 대구백화점(지방유통업체 최초의 커머스 사이트)
- SK유통(B2B 포함)
- SK Corp Cyber LMC (진정한 의미의 EC Portal)
- 나래이동통신(Cyber 판매만 전담 - Dell과 유사)
- 보물찾기의 My Music
- 구미무역(B2B 포함)
- 철도청
- 다이너스카드
- 익산시청
- LG캐피탈/한미은행(국내최초의 인터넷 구매 시스템)
- KT EC Hosting
- MK Mall (EC Hosting)
- 백화점연합몰 ecwel.com 외

ORACLE

Oracle #1 in e-business

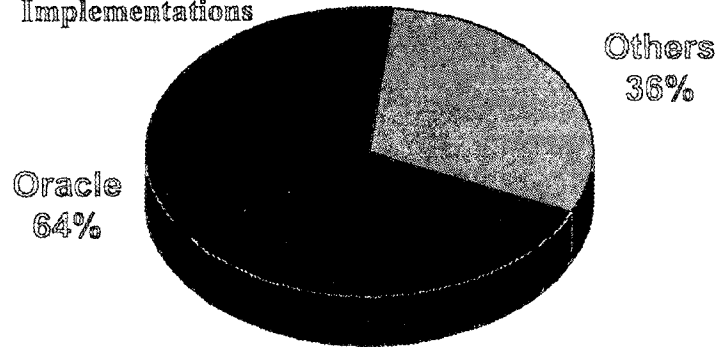


Source: Giga Group

ORACLE

Oracle #1 in e-business

Fortune 100 e-business
Implementations



Source: Collaborative Research 1999

ORACLE



ORACLE

