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It's Information that matters

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Information Architecture
to All-Size Businesses

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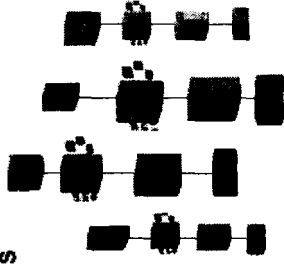
“Three out of five business opportunities are lost because of software infrastructure issues”

-- Meta Group

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Information Quality Challenge

- Incomplete business process automation
- Islands of data
- Escalating costs
- No planned information architecture



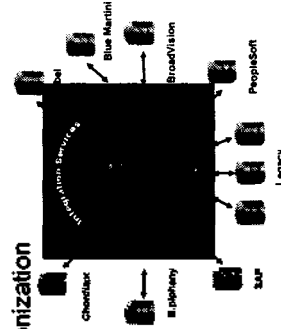
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Imagine
All Your Customer
Information
In One
Place

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Oracle Customer Data Hub

- Single view of customer definition
- Built with E-Business Suite data model and data quality services
- Near real time data synchronization
- Data cleansing
- Key customer interactions
 - Orders
 - Contracts
 - Service history
- 360-degree view of customer with pre-built analytics



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**What Does This
Mean To
You?**

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Customers

Board → **CEO** ← **Stock Market**

Shareholders

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CEO → **CIO** ← **CFO**

COO → **SEC**

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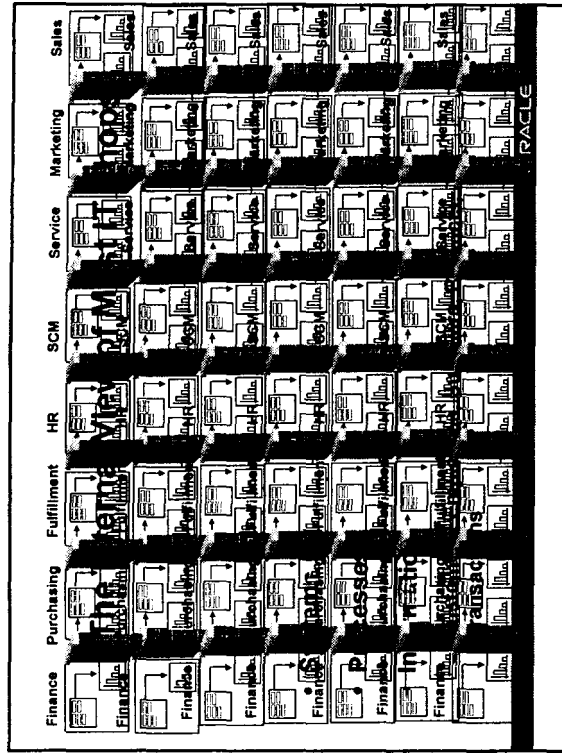
What It Means to You

Better Information means better Decisions to

- Reduce my Operating Costs
- Increase my Profit Margin
- Grow and Expand my Business
- Happy Efficient and Dedicated Employees

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**All-Size Businesses
Different Size Problem
But All have
Same Problem**



You Have today..
3 Paths
to higher quality information

The Paths to Better Information

A B C

Full E-Business Suite right away.

E-Business Suite with integration to legacy apps.

Data Hub.

Best information. Lowest cost.

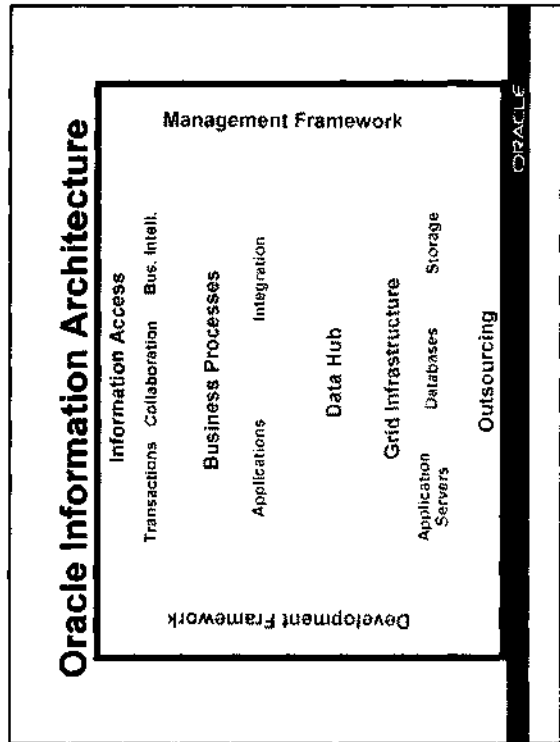
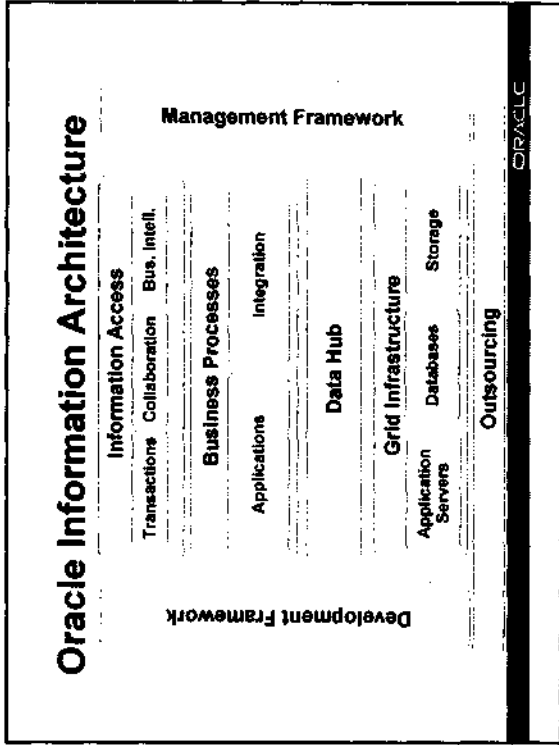
More graceful on-ramp to E-Business Suite.

Retain legacy apps; benefit from single data model.

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Think of Information with an Architecture

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Information Architecture

Why is it Important to Management?

Information reduces risk

Strategies without metrics...
are only wishes

Increasing pressure for
transparency

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**Integration is more important
than functionality**

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**Integration Helps Simplify Business
Business Benefits from Simplification**

- Streamlined Business Processes
- Connected to Customers, Partners and Suppliers
- Single Source for Business Information
- Integrated, Secure Applications
- Scalable Platform to Support Growth

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What Makes Oracle Unique?

- Innovation
- Convergence
 - applications, integration, data management, application services and tools engineered to a single, consistent but open architecture
- Shared infrastructure
- Common management
- Information in one place
- On the Grid

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Thank You

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