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Oracle Business Process Analysis Suite: Overview & Product Strategy

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Agenda

1 Need for Business Process Management

2 BPA Suite Definition and Value Proposition

3 Key Features and Benefits

4 Product Strategy and Roadmap

5 Product Demonstration

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1 Need for Business Process Management

2 Oracle BPA Suite Definition and Value Proposition

3 Key Features and Benefits

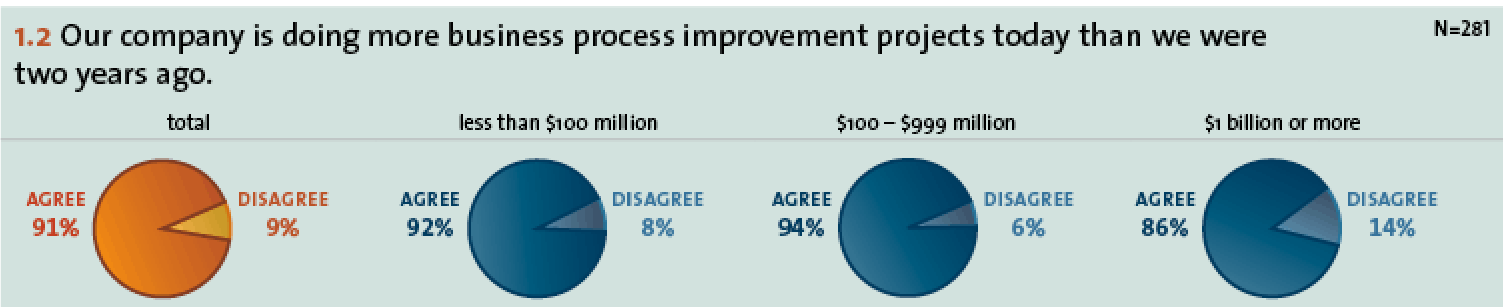
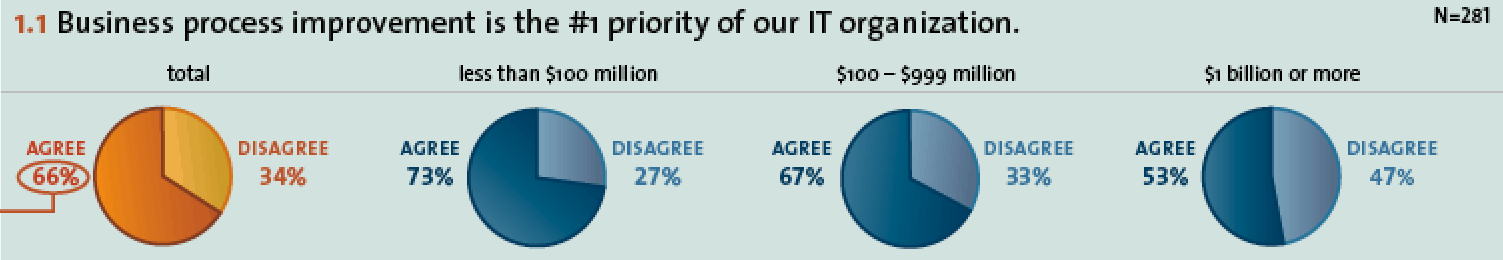
4 Product Strategy and Roadmap

5 Product Demonstration

1 Priority for IT

Business Process Improvement

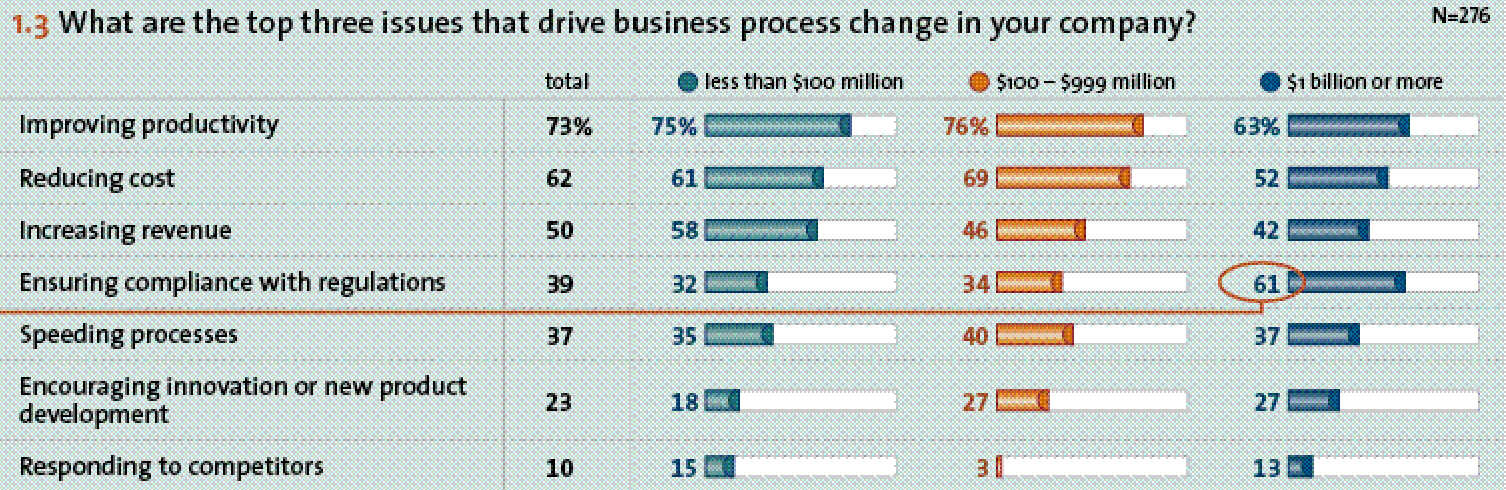
In our April CIO Role survey, improving business processes was the #2 business priority for 2006.



Source: CIO Insight survey, October 2006

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Top Issues Driving Business Process Change

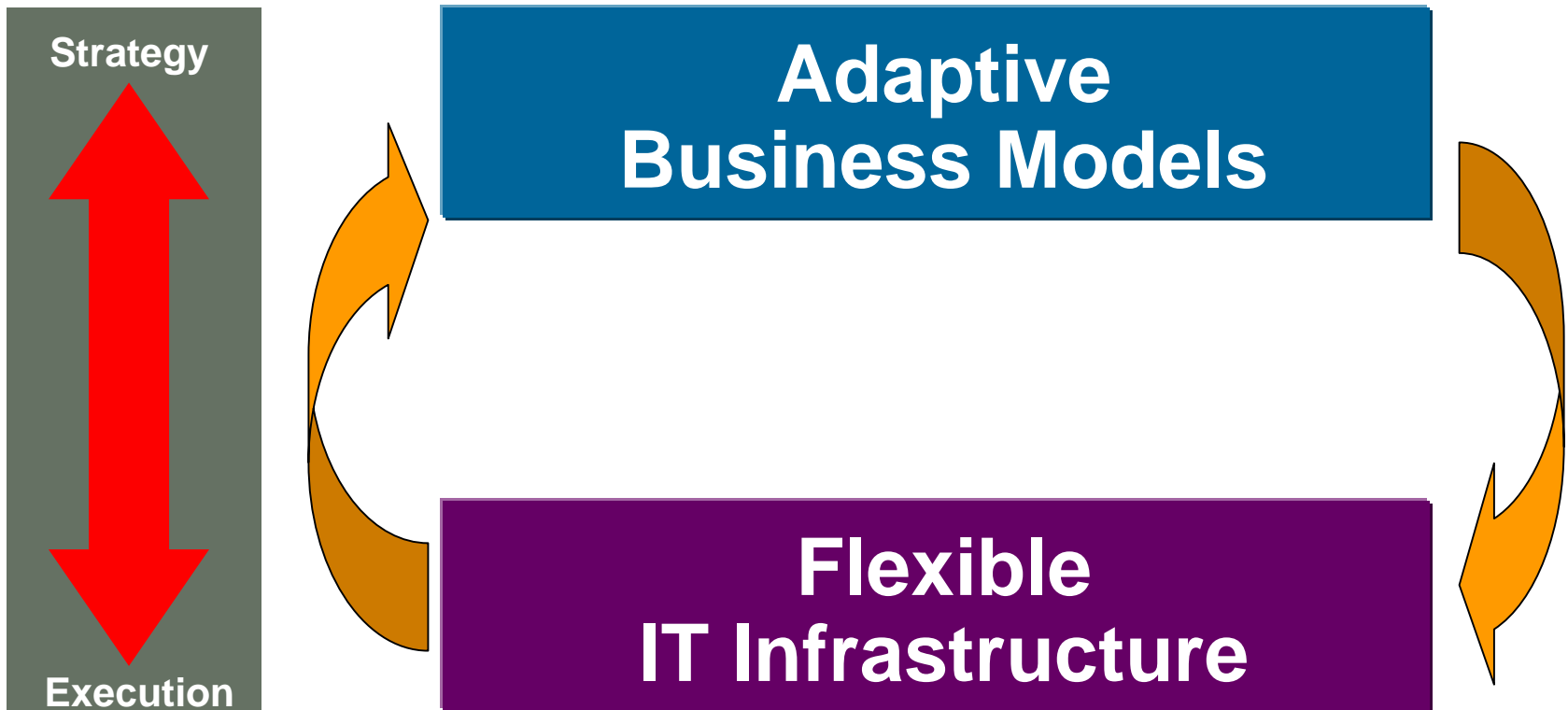


Regulatory compliance is a much more important BPI driver and priority at large companies.

Source: CIO Insight survey, October 2006

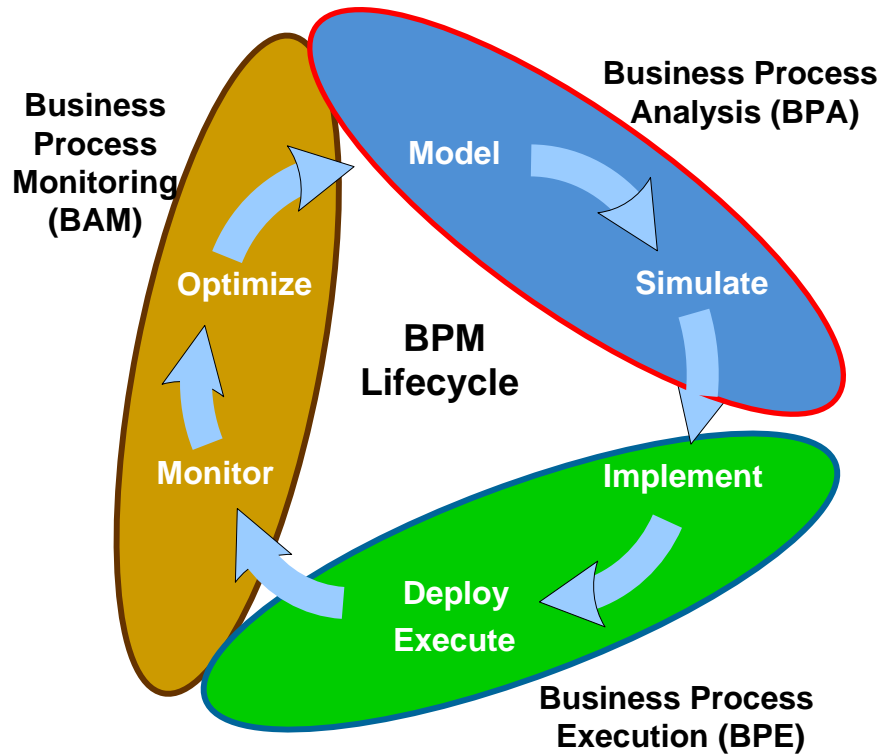
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Need for Business Process Management

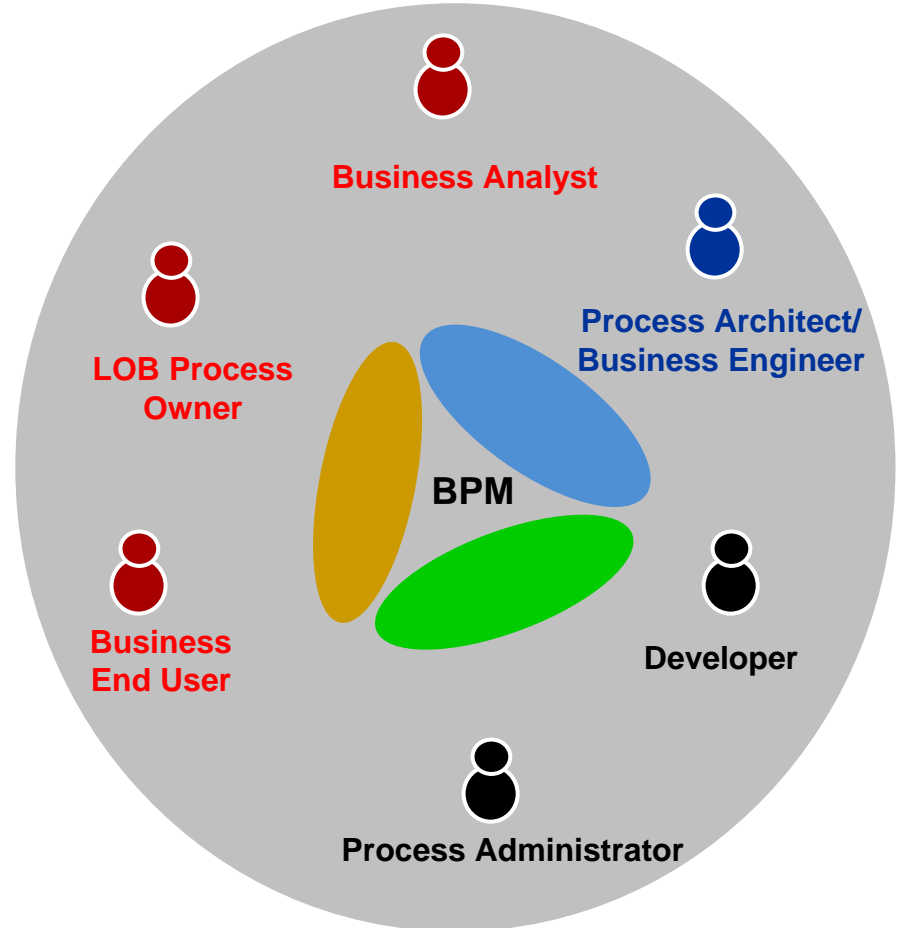


Typical BPM Lifecycle

Various Phases



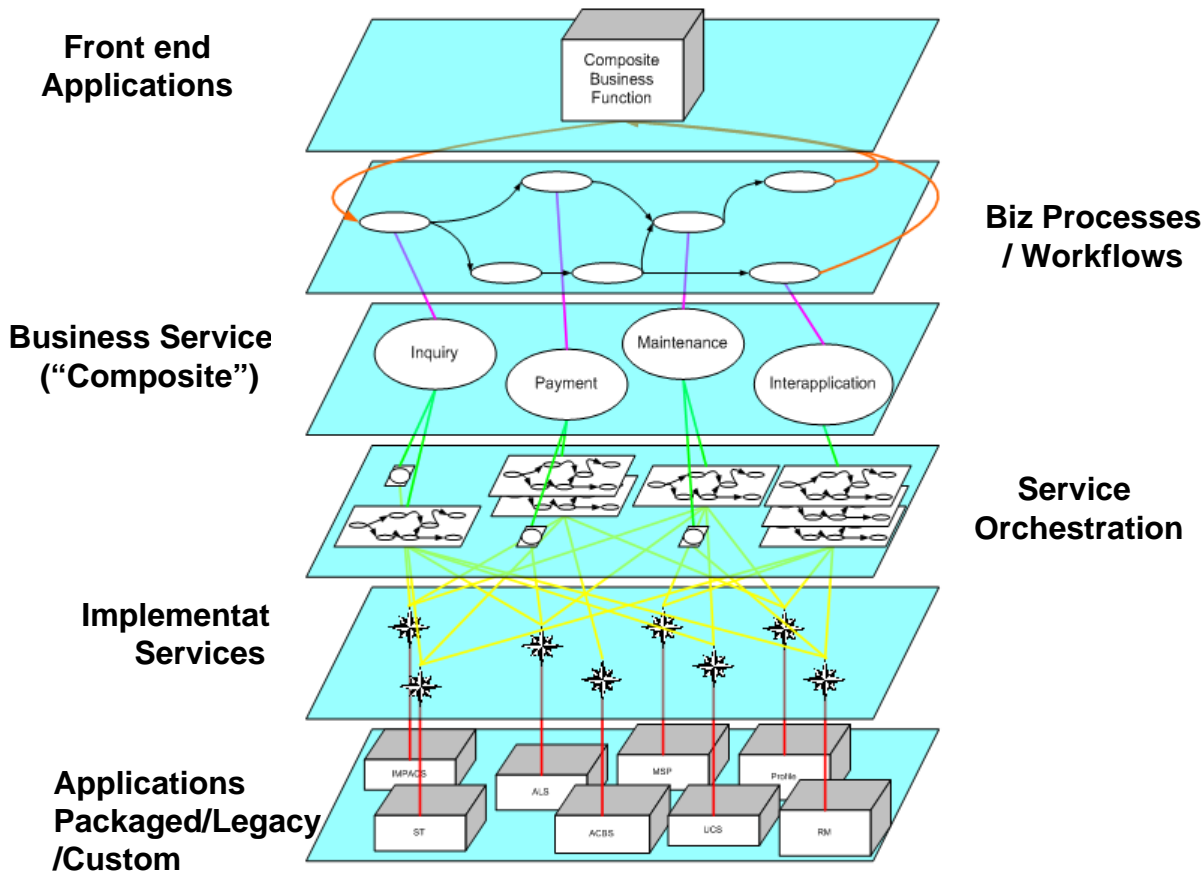
Various Stakeholders



SOA Drives the Need for BPM

- Opportunity to move SOA from a technical to a business discussion
- Opportunity to align the business requirements to the IT capability and solutions
- Opportunity to get the Business and IT to use same set of tools to enhance collaboration
- Opportunity to manage the change lifecycle effectively

SOA as BPM Enabler



- ✓ BPM provides a great abstraction for building business systems
- ✓ SOA provides the platform that bridges the business processes and operational resources
- ✓ BPM optimizes the use of SOA across core business processes that impact business objectives

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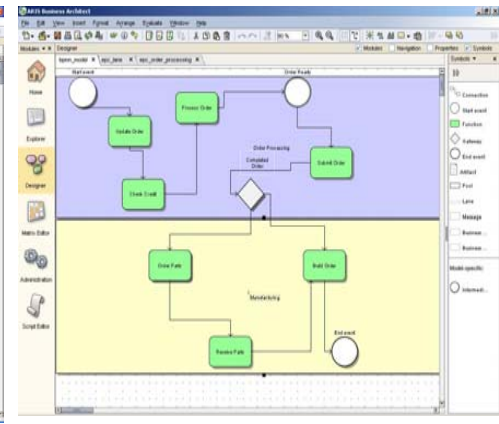
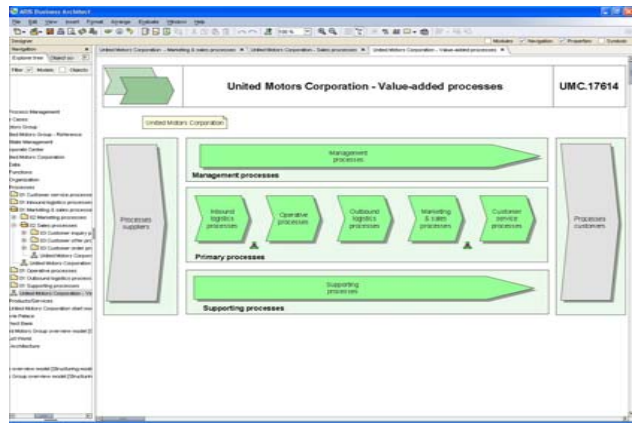
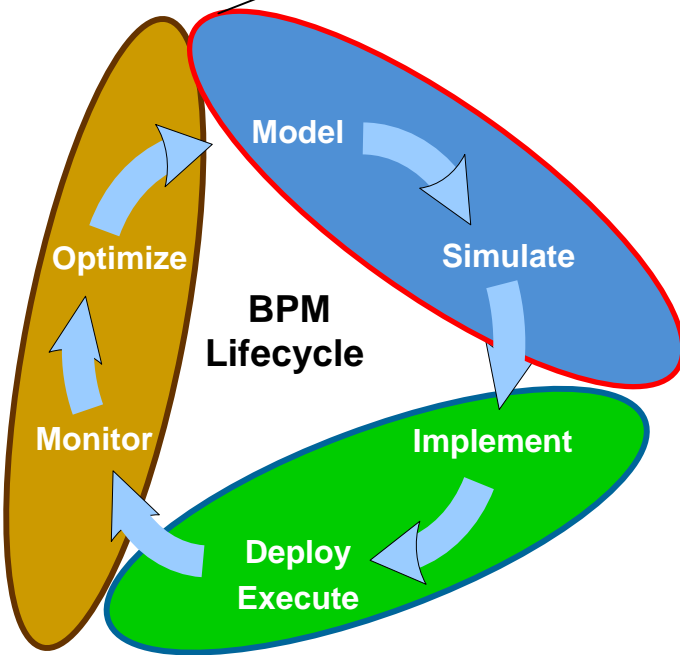
3 Key Features and Benefits

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Business Process Analysis Defined

- ✓ Comprises Modeling , Simulation and Publishing of Processes
- ✓ Integral part of a Process redesign and improvement effort within Organizations, resulting in IT implementation
- ✓ Increasingly important in the SOA based packaged application lifecycle

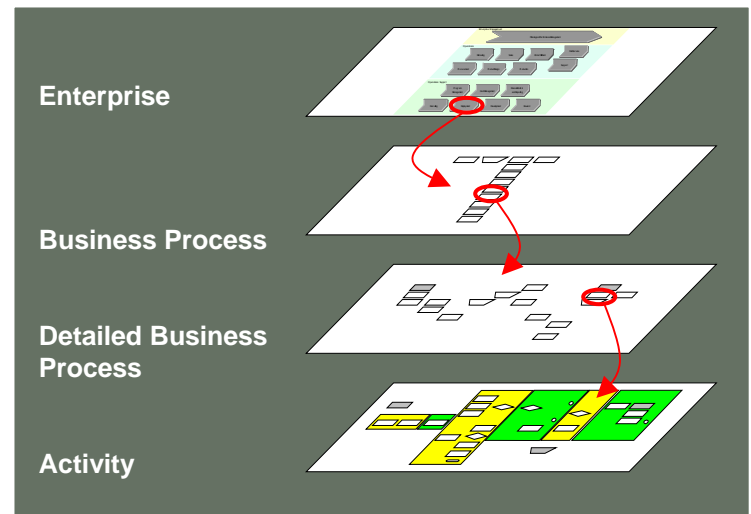
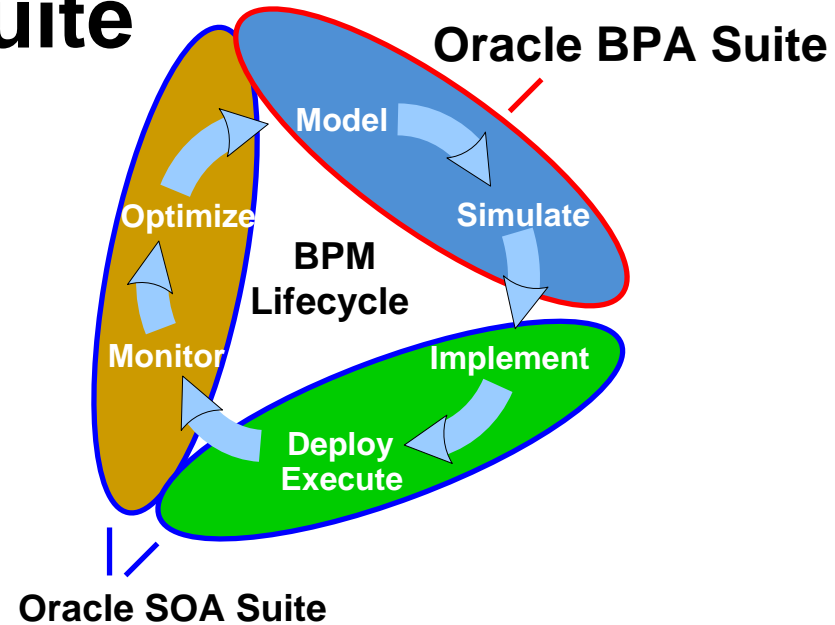


Based on Industry Leader IDS Scheer!

- OEM Agreement for ARIS Design Platform from IDS Scheer
- Offered as Oracle Business Process Analysis Suite and now a component of Oracle Fusion Middleware
 - Provides modeling, simulation and publishing of business process models
 - Supports process execution, monitoring and optimization through Oracle BPEL Process Manager and Oracle BAM
- Strategic leverage by Oracle Application Teams to Model Reference Business Processes for Fusion Applications

Strategic Fit of BPA Suite

- Fusion Middleware
 - Add Business Process Analysis capability
 - Address Customers and Partners Demand
 - Access to LOB people
- Fusion Applications
 - Reference Process Models
 - Collaborative Design
 - Process-oriented Configuration & Implementation



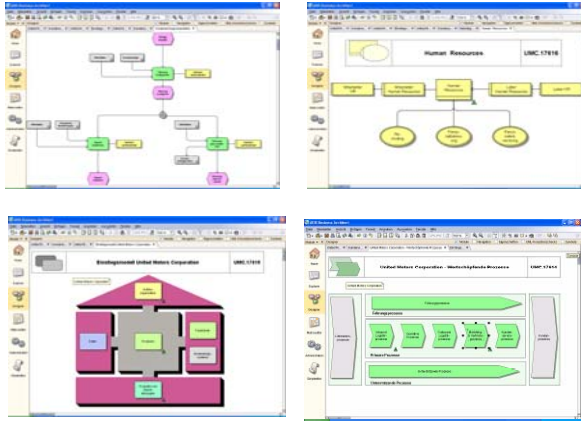
Oracle Business Process Analysis Suite

COMPONENTS

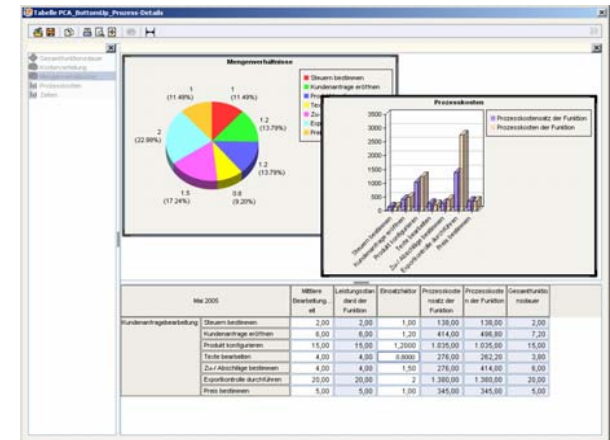
- **Business Process Architect**—Standards-based tool for process modeling. Uses various standards-based notations and templates such as BPMN, EPC, etc.
- **Business Process Repository Server**—Server component for sharing the process repository across multiple users in a collaborative environment
- **Business Process Simulator**—Tool for simulating the process models based on a set of discrete events to do "what if" analysis
- **Business Process Publisher**—Publishes process models to a large audience outside of the core team designing the process models
- **Oracle Extensions for SOA** – Allows bi-directional integration with Oracle SOA Suite *(Available in next release)*

Oracle BPA Suite – Powered by ARIS

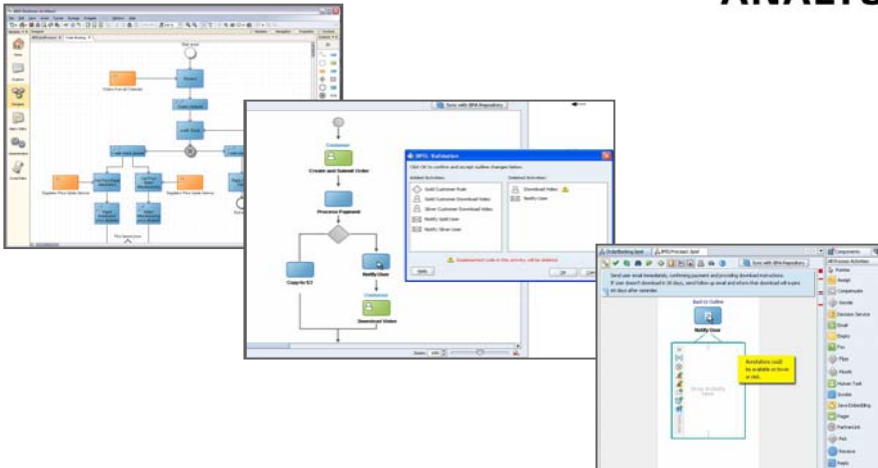
Business Process Architect



Business Process Simulator

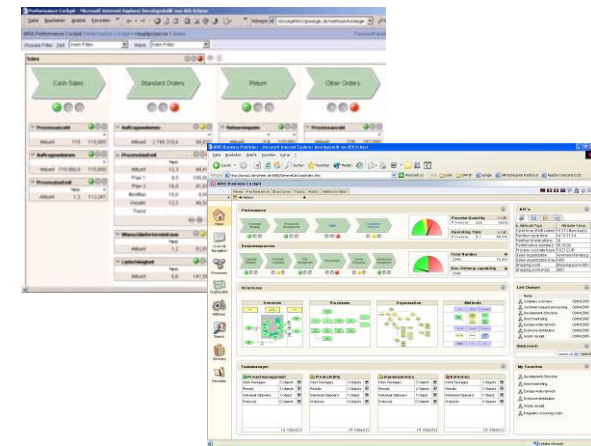


Oracle SOA Extensions



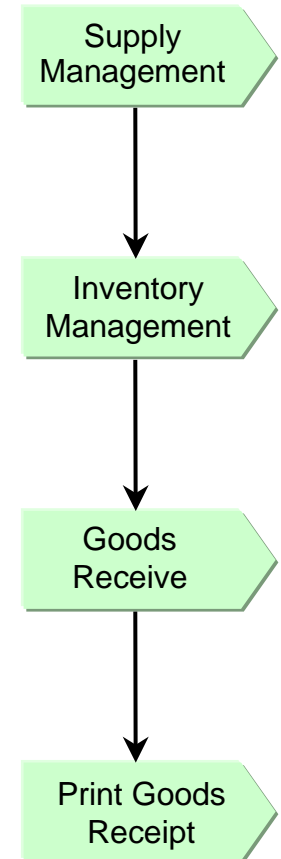
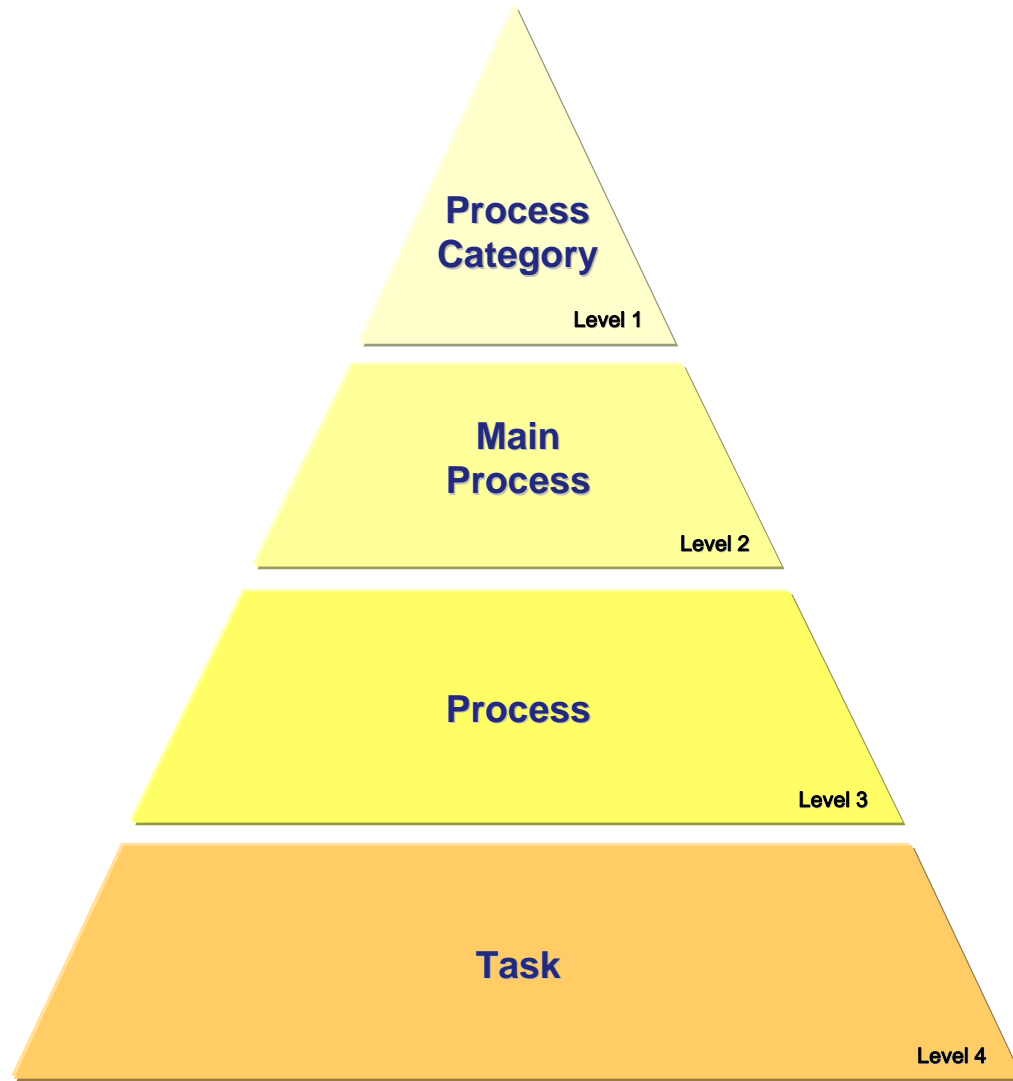
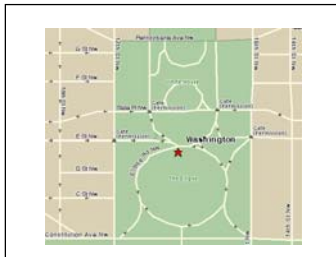
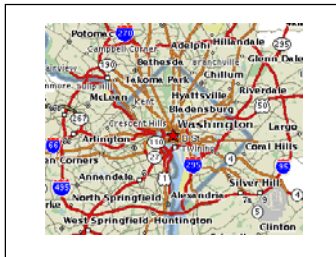
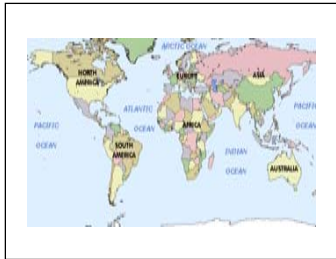
ORACLE® BUSINESS PROCESS ANALYSIS SUITE

Business Process Publisher



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Defining the Enterprise Process Architecture – The Entry Point



Typical BPA Usage Scenarios

Scenario 1

Use by Business Users and Analysts of an Organization:



✓To Analyze, Model & Document the “As-Is” and “To-Be” business processes

✓To use these models as a basis for process integration/automation, compliance and quality management etc.

They may use process notations (e.g. BPMN) and reference model frameworks

Scenario 2

Use by Domain Experts and Process Engineers of a packaged apps vendor:



✓To enable process centric design & configuration of packaged applications

✓To create a reference process model library

✓To retrofit process models for applications that are already built using conventional methods

Scenario 3

Use by Consultants of an SI company:

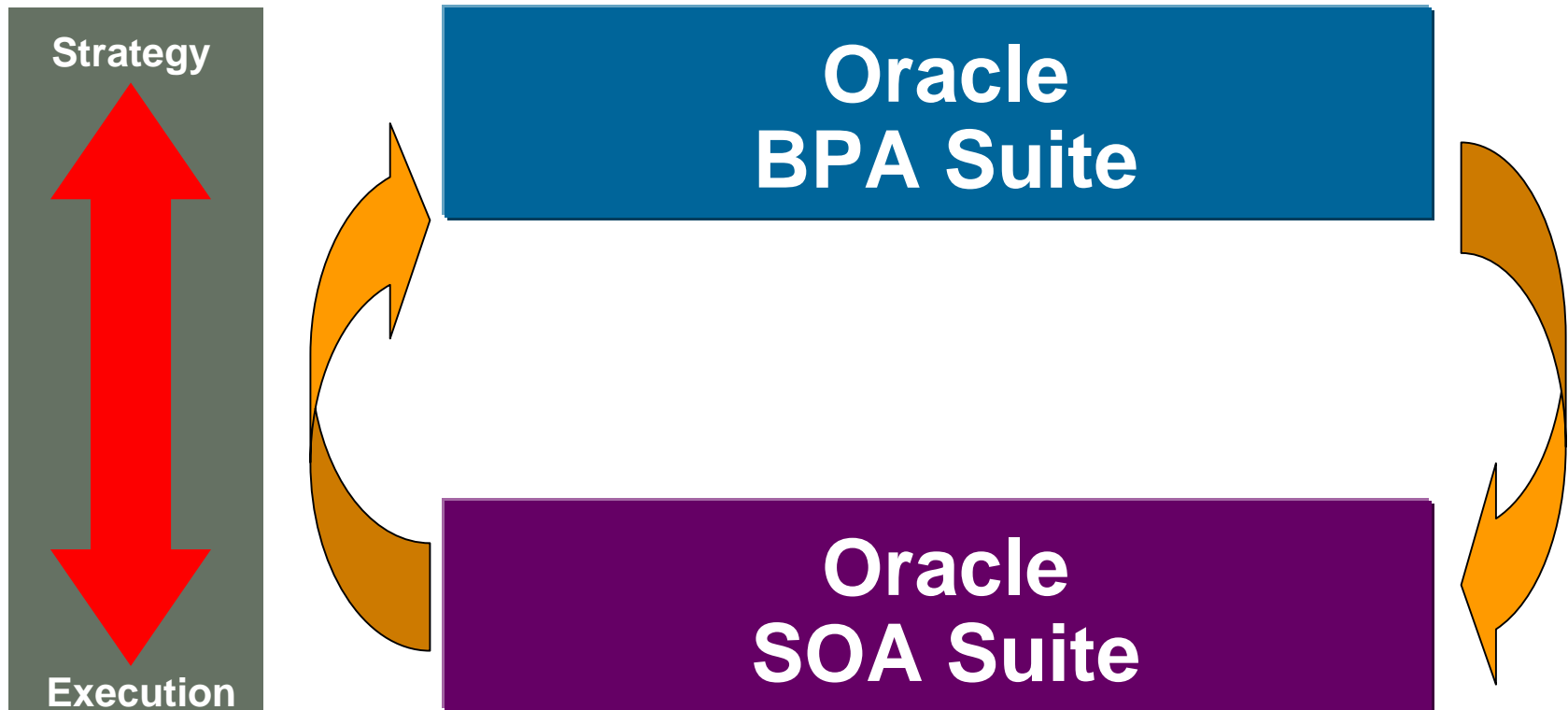


✓To capture and model best practice reference business models

✓To create business solution oriented process frameworks & templates

✓To configure and implement packaged apps for their end customers

Oracle's Business Process Management Offerings



Oracle BPA Suite Value Statement

For many companies, optimizing key business processes can produce a competitive edge that directly drives increased revenue. However, the difficulty of modeling those business processes and running them across inflexible IT systems is often an impediment to achieving this goal.

Oracle's Business Process Analysis Suite not only provides the most optimal tools for modeling your business but also helps bridge the gap between business process design and implementation, resulting in IT systems that are more responsive to changing business needs.

Value Proposition – Overall Oracle BPM

Value Prop	Customer Benefits
One Stop Shop for a Complete BPM Solution	<ul style="list-style-type: none">✓ Deal only with one vendor✓ 24*7 Worldwide Support
Best of Breed Process Modeling, Execution, and Monitoring	<ul style="list-style-type: none">✓ Mature, production-proven, integrated products at all levels<ul style="list-style-type: none">✓ Rich business process modeling, analysis and simulation capability✓ Robust process engine✓ Real-time BAM dashboards
Standards Driven Innovation	<ul style="list-style-type: none">✓ Better Business and IT Collaboration through shared meta data approach✓ BPM and SOA alignment✓ Standards support e.g. BPMN, BPEL, WS*

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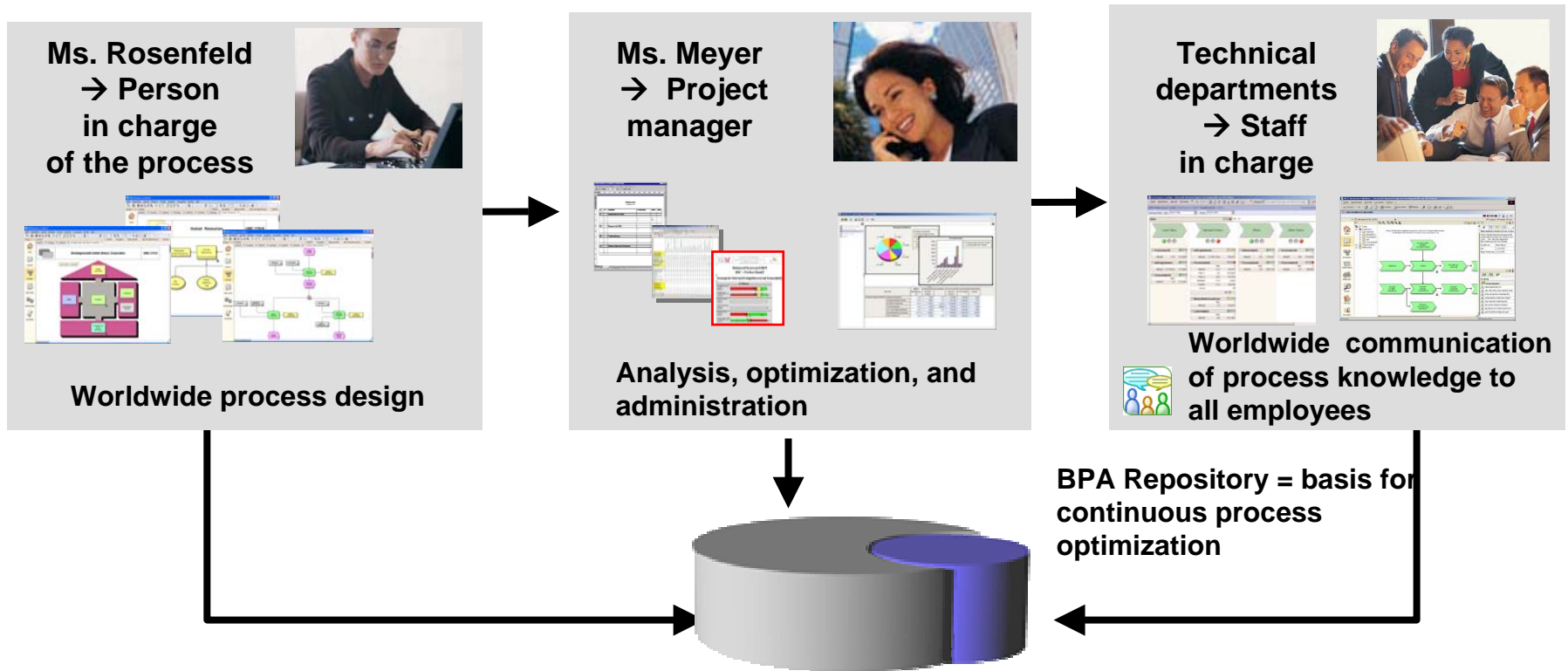
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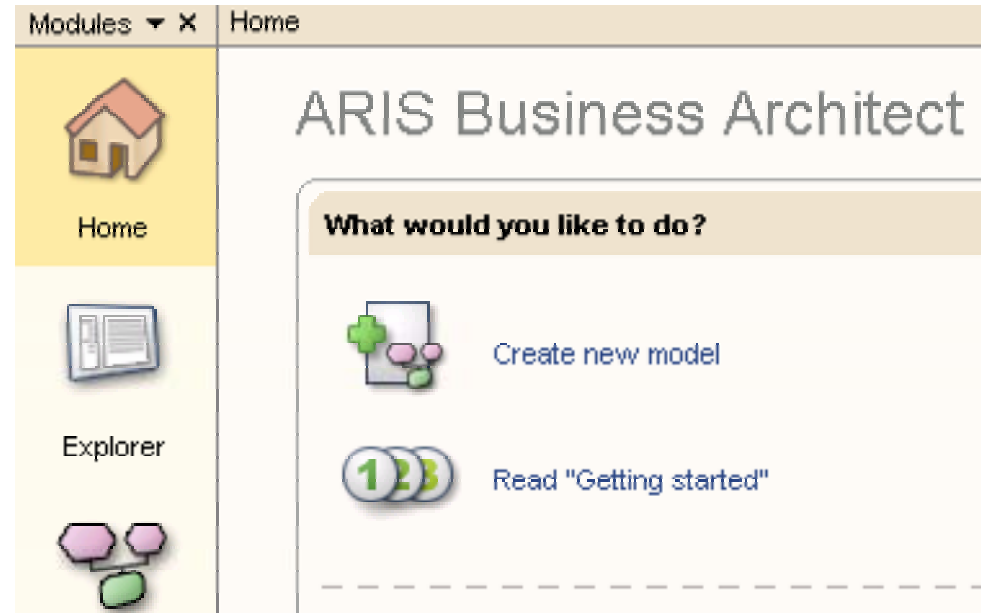
5 Product Demonstration

Oracle BPA Suite – Model, Simulate and Publish Process Models



Oracle Business Process Architect

- Company-wide, distributed design of business processes and IT architectures
- Varied analysis and evaluation options with predefined and customized reports
- High productivity and reusability thanks to the central Process Repository



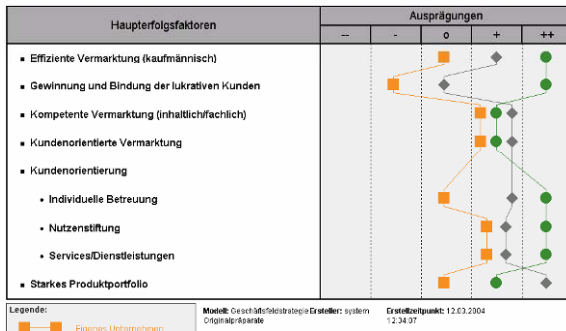
➔ *The Web-Based Tool for Business Process Modeling and SOA Alignment*

Analyze Corporate Knowledge With a Simple Mouse Click...

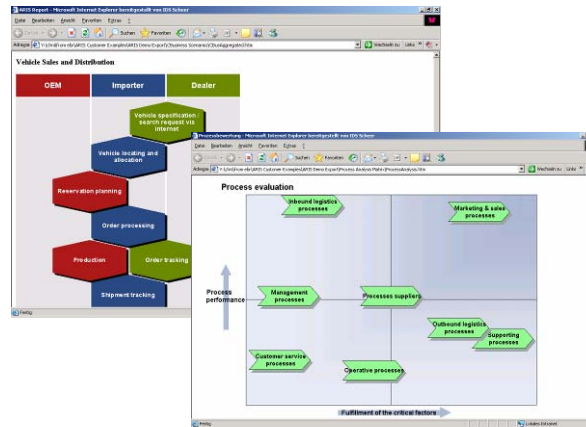
... using pre-defined reports and analyses.

Analyses

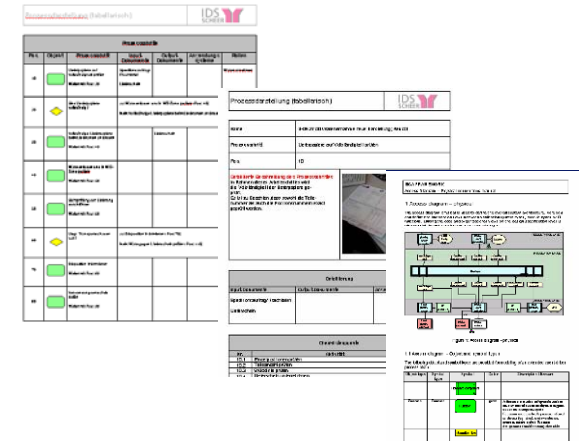
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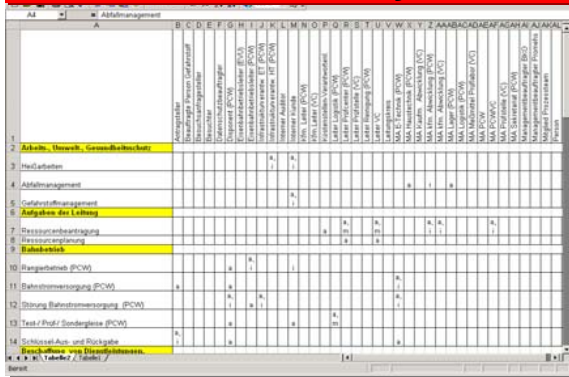
Reports



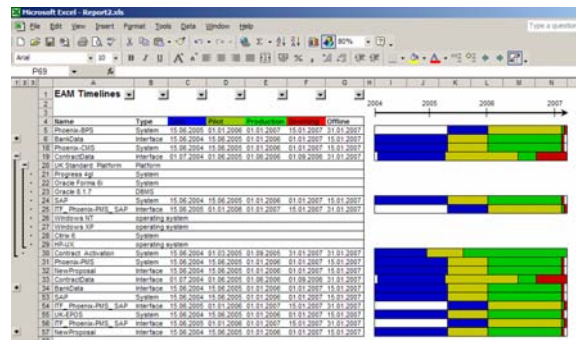
Process Representations



Business Analyses



IT Analyses

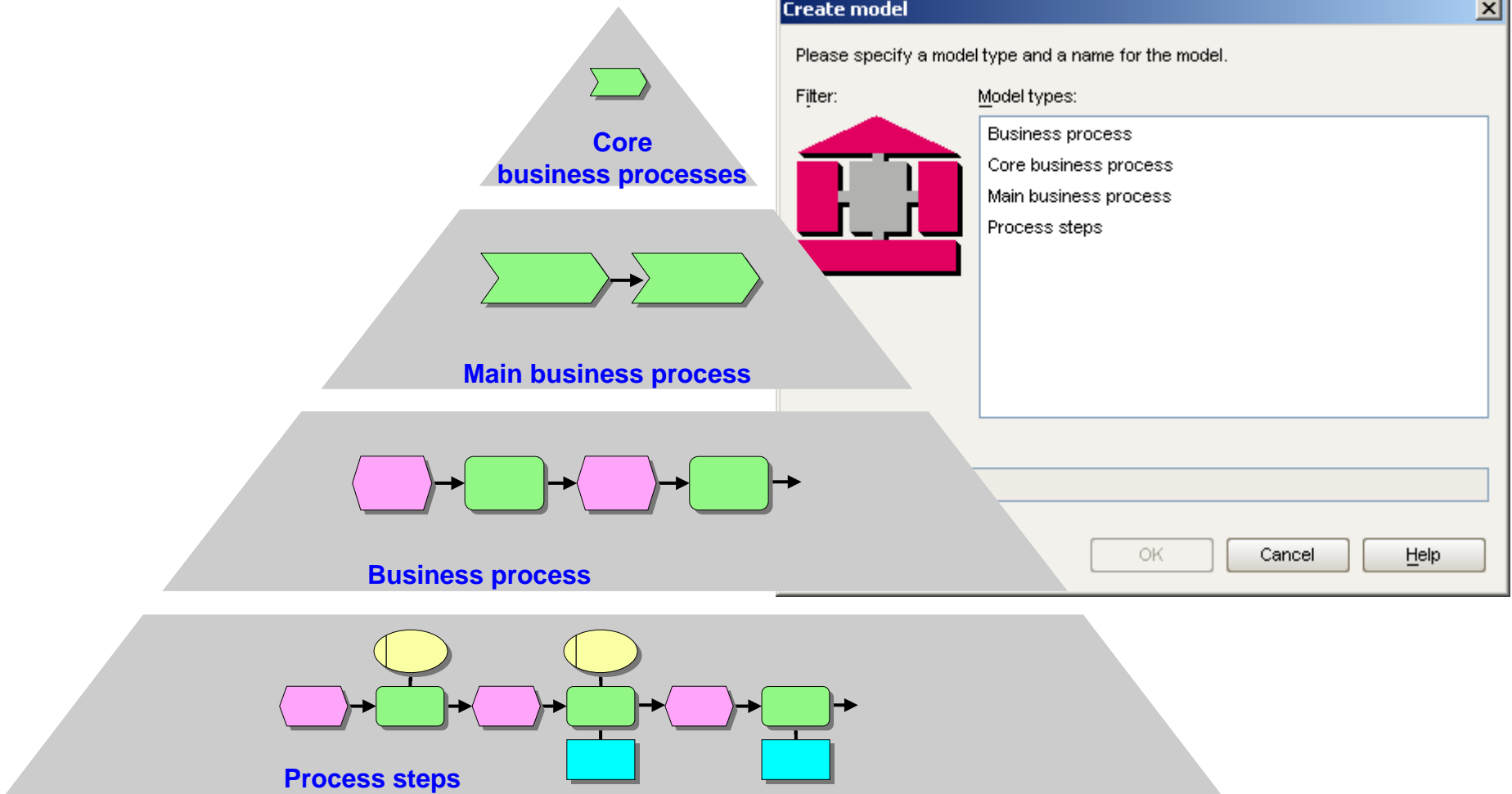


Statistics

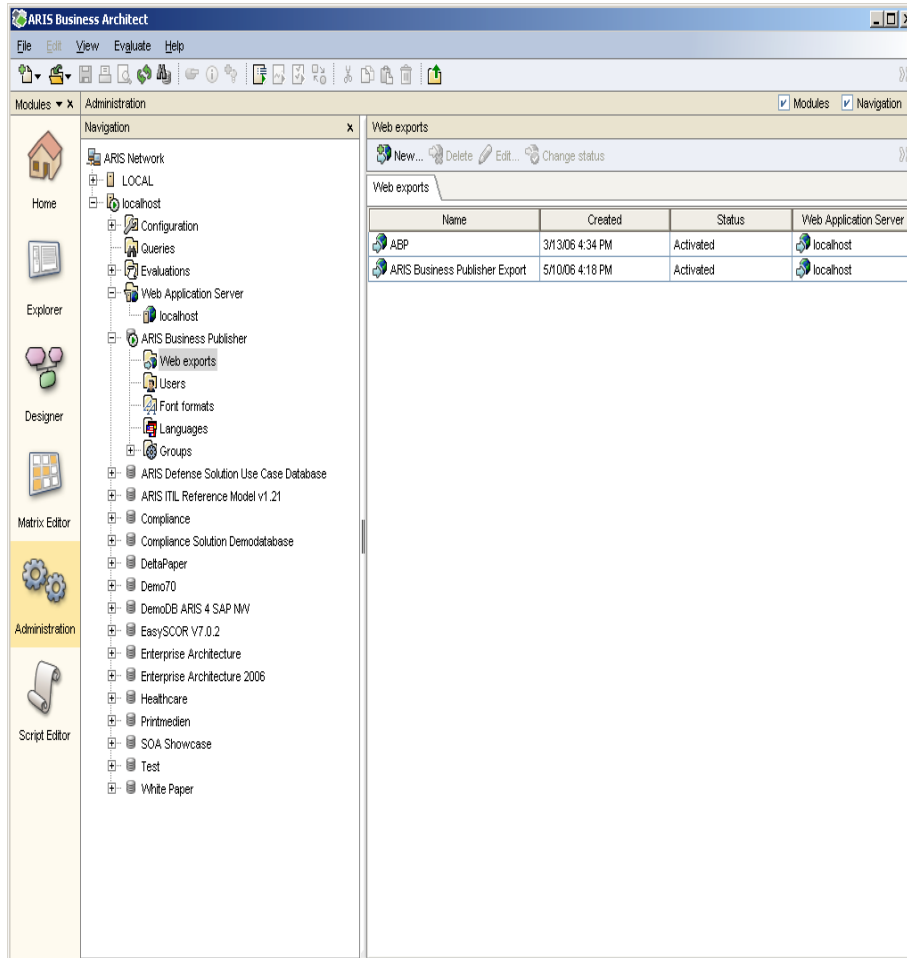


Adapt Business Process Architect to Your Needs...

... by creating your own model types and methods.



Oracle Business Process Publisher – Export Administration



- Integration in Business Process Architect
- Administration of the Web application servers
- Copying memory-intensive files to the Web server not necessary
- Wizard-assisted export management
 - Create, delete, edit, activate, deactivate
 - Export multiple export languages at the same time

Outstanding Flexibility in Presentation / Configuration

The screenshot displays the ARIS Business Publisher interface. The main window shows a process chain diagram with steps: Marketing, Sales, Production planning, Final assembly, Customer contact development, Customer inquiry processing, Customer order processing, and Customer order processing. A sidebar on the left contains navigation icons for Home, Overview, Processes, Organisation, and Methods. A text box at the bottom of the screenshot reads: **Pure HTML and JavaScript No Plug-ins, No Java**

The screenshot shows the ARIS Business Publisher search interface. The search criteria are set to 'Hauptgruppe' and 'Modellen'. The search results table is empty, displaying 'Keine Resultate vorhanden.' A text box at the bottom of the screenshot reads: **Powerful Search features, Forms and Table output**

The screenshot shows a detailed process view for 'Test responsible'. The process flow includes steps: Initialize project, Initialize sub project, Test director, Test objects, Excit, and Rework. A text box at the bottom of the screenshot reads: **Creation of target group oriented views**

➤ Presentation of contents is completely adaptable to the company's corporate design and the requirements of the target group.

➤ Configuration of process portals, (e.g. company-wide project management portal).



Example of a Process Portal using Business Process Publisher

The screenshot displays the ARIS Business Publisher interface in a Microsoft Internet Explorer browser window. The main area shows a star schema diagram with a central fact table and several dimension tables. The interface includes a navigation pane on the left, a top menu bar, and several information panels on the right.

Model information

Star scheme	
Creator	system
Time of generation	Jun 29, 2005 10:34:25 AM
Last change	Jul 7, 2005 4:56:18 PM

Object information

Facts	
Attributes	
Name	Facts
Identifier	UMC.19224
Author	IDS Scheer AG
Type	Cluster/Data model
Time of generation	Jun 29, 2005 10:34:25 AM
Creator	system
Last change	Jun 29, 2005 10:36:07 AM
Last user	system

Oracle Business Process Simulator Overview

Helps you evaluate

- process feasibility (e.g. endless loops)
- process performance (e.g. lead times)
- process cost
- resource utilization

Thereby enables you to

- improve and optimize process quality and performance
- reduce process cost
- discover weak points and bottlenecks
- do benchmarks with other organizations

Simulation User Interface

ARIS Business Architect

File Edit View Insert Format Arrange Evaluate Window Help

70 %

Modules Designer

Navigation EPC x BPMN x

Charts Chart 1 x Chart 2 x

Statistics Table 1 x Table 2 x

Properties Attributes Assignments Relationships Occurrences

Simulation

Warehouse

Quality acceptable

Quality unacceptable

Add goods to material system

Send goods back to supply

Throughput time Dynamic wait time sum Processing

	Throughput time	Dynamic wait time sum	Processing
Process number 1	360,00	180,00	300,00
Process number 2	420,00	300,00	300,00
Process number 3	660,00	720,00	300,00
Process number 4	900,00	1080,00	300,00
Process number 5	1080,00	1440,00	300,00
Process number 6	1140,00	1500,00	300,00

Attribute name Add goods to material system (Englisch)

Processing time (0000:00:01:00) Constant

Number carried out 18

More attributes...

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KPI's and Scenarios

- Transparent correlation of process dynamics
- Semantic correctness of process modeling before implementation
- Throughput times of processes with given resources
- Wait times
- Location of resource bottlenecks and weak points
- Percentage of resource utilization
- Number of completed processes within a determined period of time
- Other cost, time and quality KPI's
- As-is Process KPI analysis

- Capacity planning
- Annual human requirements planning
- Production planning
- Cost reduction projects
- Make or buy decisions
- Optimization of resource utilization
- Optimize business KPI's
 - Cost
 - Time
 - Throughput
 - Cycle time
- Removal of bottlenecks at best costs
- Evaluation of process variants
- Optimization Use Cases

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Oracle BPA Strategy

Past

- Interoperate with a wide range of BPA tools
 - Popkin
 - IDS Scheer
 - IT Pearls
 - Proforma
 - Proactivity
- All these have the ability to export BPEL, to which further details can be added in the Oracle BPEL Designer



Now

- Offer Business Process Analysis Suite – powered by ARIS
- Provide deep integration of BPA with Oracle SOA Platform to provide a **complete BPM** solution
- Continue to partner/integrate with other BPA tools to provide choice to customers
- Use the same tool internally within Applications Division for process modeling in Fusion

Oracle BPM Solution

A Comprehensive Platform



Oracle BPA Suite
(Biz Analyst Tools & Frameworks)

Jdeveloper
(Web Center & ADF)

Business User Interface

Business Activity Monitoring Portal & Collaboration

Process Business Rules Human Workflow Alerts/Notifications

Oracle BPEL Process Manager

System Monitoring

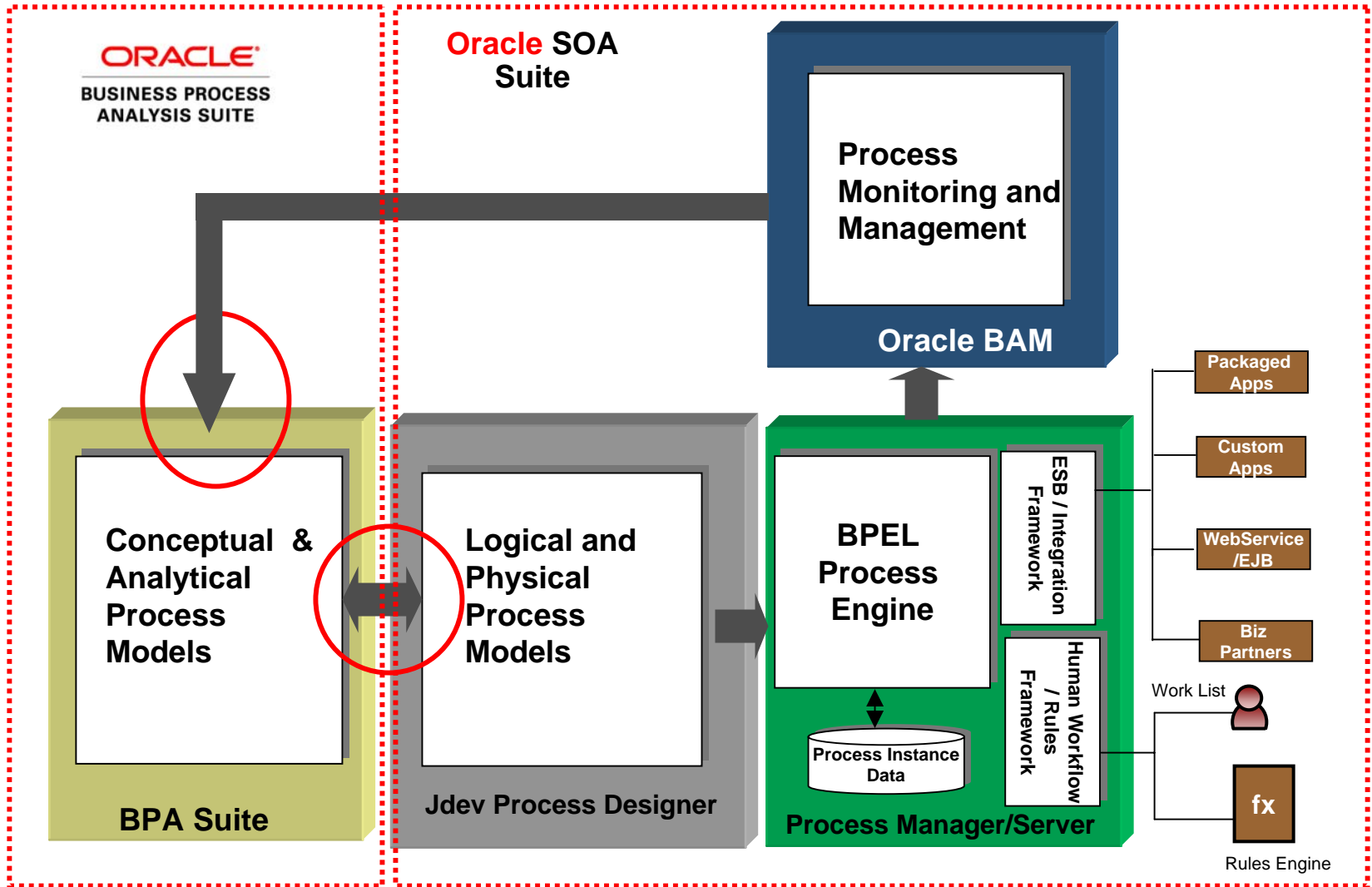
Security

Service Registry

Modular and Extensible Enterprise Service Bus

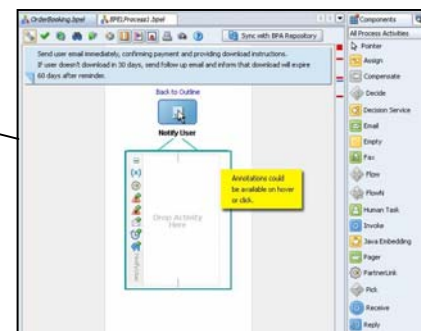
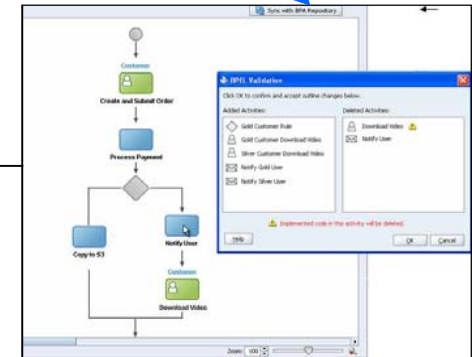
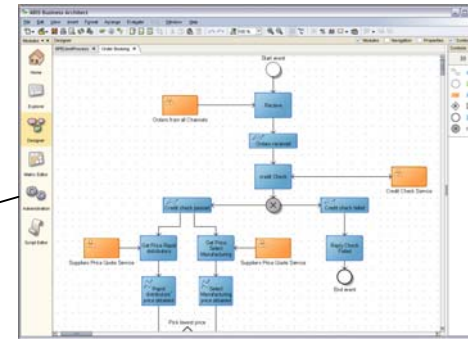
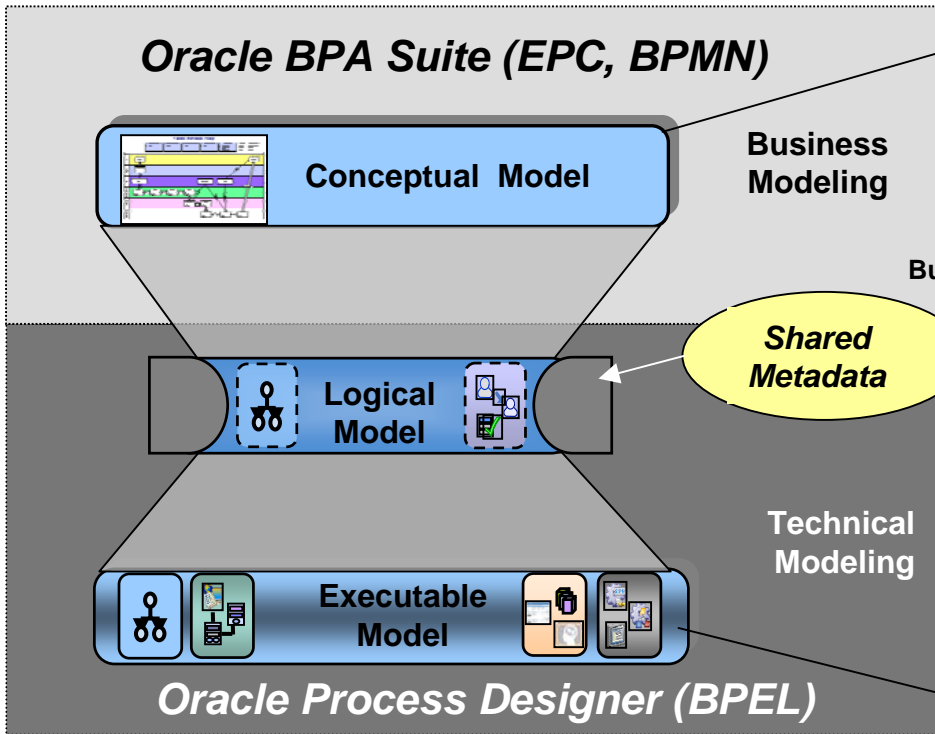
- 300+ Application Adapters
- B2B
- Java
- .NET
- Web Services
- Data Hubs

Integration Philosophy for Closed Loop BPM

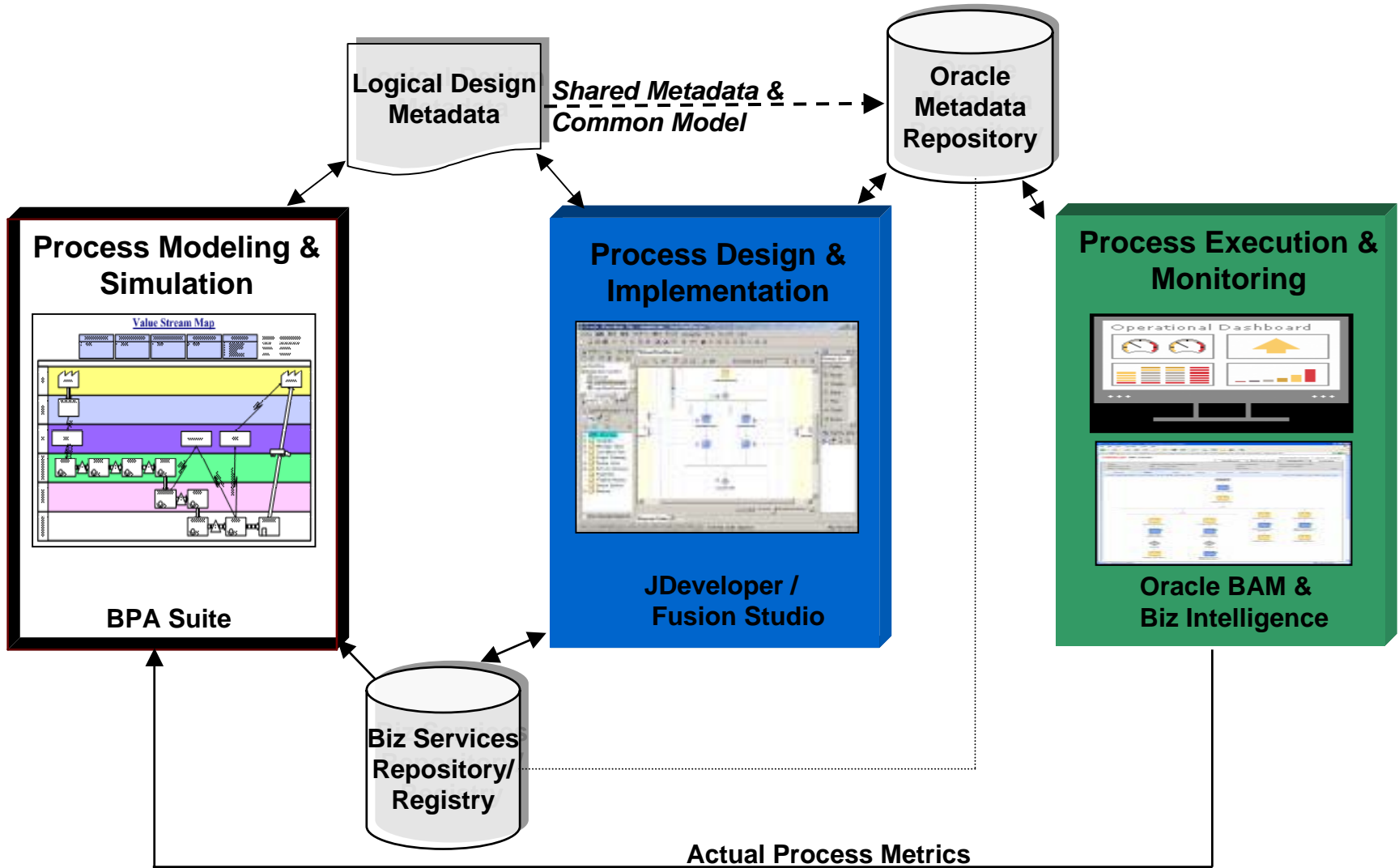


Unique Integration Approach

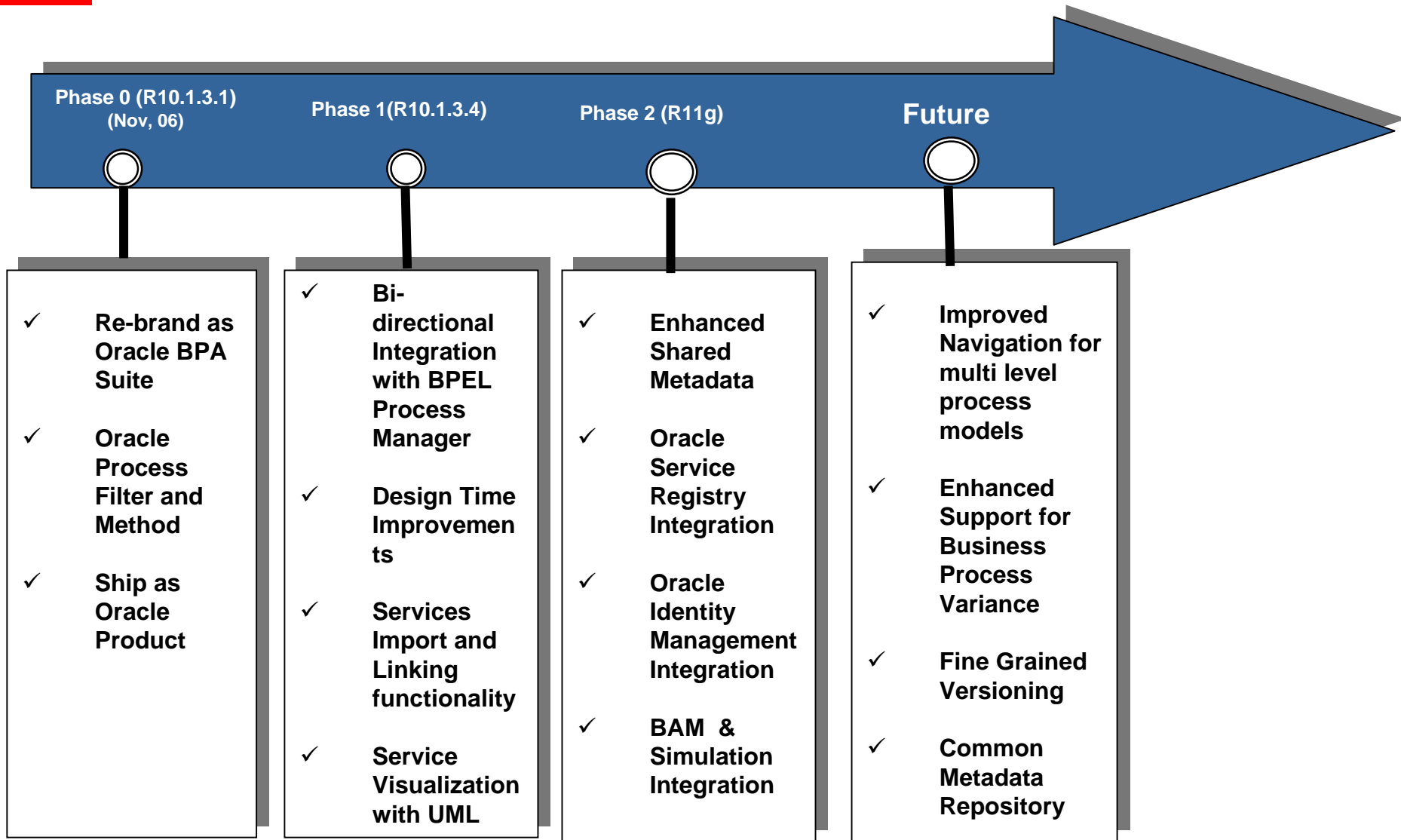
Business and Technical Modeling Alignment



High Level Technical Architecture



Product Roadmap



**All dates are subject to change*

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Demo Scenarios

- Showcase Modeling & Simulation Functionality using the Script available at BPA.US
- Showcase the BPA and BPEL Integration using the viewlet on BPA.US