



Program Overview

The Business Breakthrough Program

Build Business With BPEL & SOA



Date: April 2007
Location: Toronto, Ontario

Program Components

1. Presentation & Discussion – Is the Program right for you?
2. Program Sign-Up
3. **One Day Workshop No. 1: The Business / Technology Interface** – *For Executives & Architects* – Strategy & Preparation – multiple customers.
4. **Two Day Workshop No. 2: SOA & BPEL Technology** – *For Architects & Developers* – SOA & BPEL Best Practices – multiple customers.
5. **One or Two Day Workshop No. 3: Plan Your Pilot** – Explore and plan your Pilot – Your team only.
6. Tools for the Job – Oracle software proposal – your go/no-go decision.
7. **Two Day Workshop No. 4: Post Production** – Post implementation tuning and health check.

What Are Your Benefits?

1. **RAPID RAMP TO REAL VALUE** – Based around a real project, the Oracle Business Breakthrough Program ensures you'll be on the way to a successful SOA / BPEL ramp-up, and at the same time delivering real business software functionality!
2. **REAL SKILL ACQUISITION** – From strategy and best practices to practical tips on implementation, program participants maximize the value of their investment in time, skills and software

Why Would I Be Interested?

Are you looking for the right kick-start for your SOA and BPEL initiatives? Two or three years from now, it's a good bet you'll be up and running your business on these platforms. When you're ready, this Program is intended to give you a great kickstart on the future of profitable IT.

Who Is Eligible?

Program eligibility is self-determined. If you are willing to invest your staff and executive time in participation, and in the possibility of acquiring Oracle Software in support of your Pilot, then you are eligible.

What Is Oracle Committing?

Oracle will deliver senior architectural and consulting staff with experience in both SOA and BPEL strategy and in specific implementations.

What Do Participants Commit?

Your Oracle account team wants you to be successful. Your success with this Program will be maximized if you commit a minimum of two architects or other senior staff for each of the four workshops. In addition, your most senior IT executive should participate in the introductory sessions. *Beyond these commitments, there are otherwise no charges.*

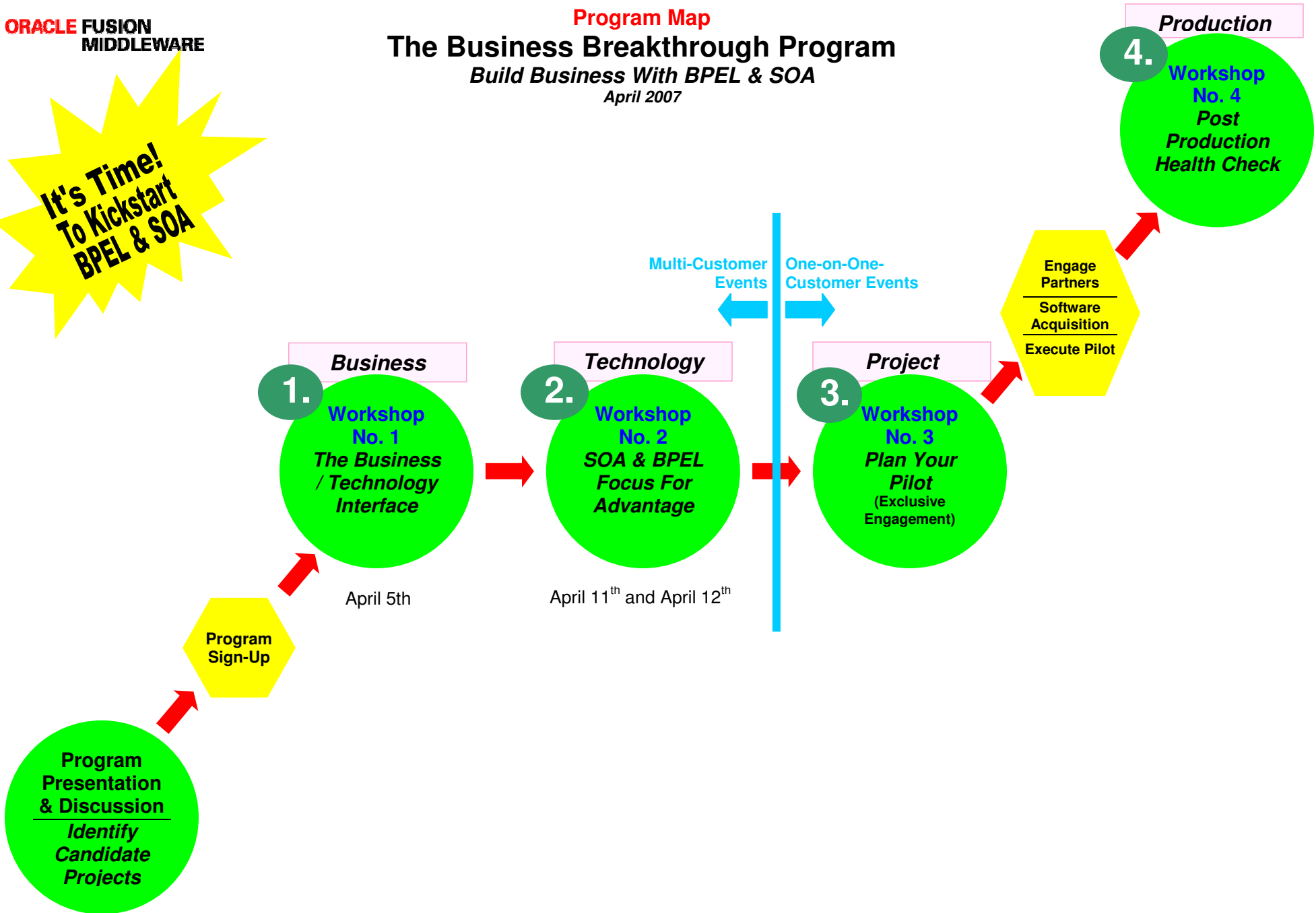
How Do I Get More Information

Please see the separate brochures for each of Workshops 1 and 2. And call your Fusion Middleware Representative.

What Topics Will You Cover?

Everything from Workflow and Process Automation, to Application Integration and Application Design – all in the context of building an information infrastructure for profitable business! Your selection of a Pilot is up to you!

Program Map
The Business Breakthrough Program
Build Business With BPEL & SOA
April 2007





Workshop No. 1 Flyer
The Business Breakthrough Program
Build Business With BPEL & SOA



Workshop No. 1
The Business / Technology Interface

Date: Thursday, April 5th, 2007
Location: Toronto, Ontario

An Agenda Packed With Insights You Can Use

1. SOA Concepts & Review
2. Assessment
 - a. *SOA Maturity Model*
 - b. *Business value patterns for project selection*
3. Building Your Justification
 - a. *Example LOB Benefits*
 - b. *Business value patterns for project selection*
4. The Helpful ROI Calculator
5. Enterprise Level Tasks Impacting Projects
 - a. *Governance policies*
 - b. *Service portfolio planning*
6. Concrete Goal Settings & Requirements Discovery
7. Service Discovery and Design For Business
8. Operational Requirements
9. Logical Design For Business Advantage
10. Physical Design Makes It Real

**Why This Workshop Is Important When
You Want To Kickstart Your SOA Pilot**

Imagine bringing together the LOB sponsor for a possible SOA pilot – and your senior IT strategists. And add to the mix top Oracle consultants and solution architects!

Then give everyone a structured intensive agenda which systematically allows you to identify and prioritize real business opportunities.

Your Oracle mentors have all had many experiences helping customers ramp up on first SOA projects. You'll be able to take advantage of that experience to sort through your options – and to help pick a great starting point.

Your workshop is just a beginning. A key objective for all program participants is knowledge transfer – knowledge you can put to work for your Pilot Project and as you drive a new generation profit-making IT infrastructure.

What Are The Objectives Of This Workshop?

1. Learn about industry best practices and success patterns for new technology.
2. Identify common SOA Project business wins.
3. Rank projects using success criteria.
4. Explore how SOA facilitates easier alignment between technology and business.
5. Explore the whole SOA Pilot Project lifecycle for business advantage.
6. Explore and avoid pitfalls for SOA Pilots.
7. Build your business case.
8. Explore successful Business/IT relationships and roles.

How Does This Workshop Relate To The Overall Program?

This workshop is the kickoff workshop for the whole Program – and because it is focused more on business than technology, it's the right place to start!

What Have Customers Said About SOA & BPEL Kickstarts?

"The business insight we developed together with your solutions architects was what we needed" – Manager, Infrastructure

"It's amazing how business people can get at least some appreciation of BPEL – it helped us launch our program in the right direction." – Senior Architect

"The business worksheets and exercises have proved to provide on-going insights. It helped us select a winning project together with business." – CIO

"IT is an essential part of our competitive environment; your workshop helped us understand how to get the most out of our investment – and get a jump on the competition" – VP Customer Service

For More Information

Please see **Program Overview**, the **Program Map** and the **Workshop No. 2** flyer (on BPEL and SOA).



Workshop No. 2 Flyer
The Business Breakthrough Program
Build Business With BPEL & SOA



Workshop No. 2
SOA & BPEL Focus For Advantage

Date: Two Days, Wednesday & Thursday, April 11th and 12th
Location: Toronto, Ontario

An Agenda Packed With Insights You Can Use

- 1. SOA Concepts & Patterns Best Practices**
- 2. Introduction to Oracle SOA Suite**
 - a. Overview of BPEL PM, ESB and other SOA tools
 - b. SOA Best Practices with Oracle SOA Suite
- 3. Do a working end-to-end SOA build on your laptop.**
 - a. Message routing and connection point virtualization with Oracle ESB
 - b. Process orchestration with BPEL PM
 - c. Human workflow deep dive
 - d. Business rules externalization with Oracle Rules
- 4. Secure SOA**
 - a. Web services security and policy management
- 5. SOA day-to-day**
 - a. SOA Suite management
 - b. Highly-available SOA
- 6. KPIs & SLAs – Realtime Business Activity Monitoring**

If you're ready to go to work, we're ready to kickstart your Pilot!

Imagine having at your finger tips the industry leading set of SOA tools. And add to that top Oracle consultants and solution architects!

Then give everyone a structured, two-day intensive workshop, a systematic kickstart which ultimately will lead you to full end-to-end platform implementation.

Your Oracle mentors all have extensive experience helping customers ramp up on first SOA projects. You'll be able to take advantage of that experience to sort through your options – and to help pick a great starting point.

Your workshop is just a beginning. A key objective for all program participants is knowledge transfer – knowledge you can put to work for your Pilot Project and as you drive a new generation profit-making IT infrastructure!

What Are The Objectives Of This Workshop?

1. Learn about industry best practices and success patterns for new technology.
2. Gain hands-on experience using Oracle SOA Suite.
3. Have expert help on hand to assist you during the workshop.
4. Explore how the Oracle SOA Suite supports SOA best practices.
5. Have a working copy of Oracle SOA Suite, including BPEL and ESB on your personal laptop that you will learn about, play with, and take home!
6. Build a complete end-to-end solution.
7. Learn how to support and manage SOA environment.

How Does This Workshop Relate To The Overall Program?

This workshop is the natural continuation from the first program workshop, which focused on business issues. By comparison, this workshop takes the story forward with a focus on implementation and best practices for SOA projects delivery.

What Have Customers Said About SOA & BPEL Kickstarts?

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For More Information

Please see **Program Overview**, the **Program Map** and the **Workshop No. 1** flyer (on business).

Workshop No. 3 Map
 The Business Breakthrough Program
 Pilot Selection, Readiness, Planning, Execution

