**3rd Issue**

**ORACLE®**

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**Oracle Fusion Middleware**

# The **Platform**

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*Oracle Fusion Middleware News & Events In The Ohio Valley  •  Volume 1 •  Issue 3 •  September 2005*

## 20,000+ Customers Get Road Maps To Future Profits

*September 2005 Oracle OpenWorld Bigger & Better Than Ever!  170 Demonstrations!  Top Speakers!  20 SIGs!*

**T**he buzz is already in the air for this year's Oracle OpenWorld, as it promises to be bigger and better than ever!

OpenWorld 2005 is the first conference to include **PeopleSoft Connect**, **JD Edwards World**, **Retek World** and **Oracle OpenWorld** in a single event. This information packed event offers a great opportunity to hear from industry analysts, customers and Oracle Executives.

Want to better understand Oracle's market leading strategy?  Better yet, want to find out why Oracle's technology

### Ideas Inside

- **What is BAM?  Why do I care?**
- Application Server Momentum
- Ideas You Can Use
- Ohio Java Users Group
- Meet Ronald Torres
- Oracle XML Publisher is New!
- SOA & Web Services Resources
- Pharmacy Case Study w/BIAS!
- **October Memphis Technology Day**

**Theme:  Look for the *Quick Win* at the end of most articles.**

can improve your organization's bottom line?  Then join us at Oracle OpenWorld.  You'll be treated to all the latest on Oracle Database -- and Oracle's family of middleware products will be highlighted as well, including: Java application development, industry-leading J2EE performance, award-winning business integration and portal solutions, insightful business intelligence offerings, and comprehensive strategies for infrastructure and identity management.

Is your organization investigating service-oriented architectures (SOAs) and the benefits of an event-driven enterprise?

You will hear all about how to complement your existing investments in Oracle Database, PeopleSoft, JD Edwards and Oracle E-Business Suite to improve business results today.  Built into Application Server is powerful and comprehensive identity management, provisioning and single sign-on capabilities.

What are your business goals today?  What would you want to do if you had Application Server on site next week?

***Opportunity:***  Can't get to Oracle OpenWorld?  Why not have a mini-Oracle OpenWorld for your own team?  Call your Oracle champion today to find out how!

### Dr. Phil Says "It's Good To Know Who You Are"

#### *But Has Not Yet Endorsed Oracle Identity Management*

**I**t may be a little hokey to headline an article on identity management with a supposed quote from Dr. Phil.  But there's nothing "hokey" about the importance of identity management in today's world!

Does your organization have multiple user enrollment points?  Or, have internal and external user populations that are scattered across multiple disparate identity repositories?

A typical IT environment is comprised of numerous applications, database and services where end-users need to be provisioned, managed and de-provisioned across these heterogeneous environments.

Oracle recently acquired **Oblix**, a leading "pure play" identity management vendor. The addition of the Oblix products to the existing Oracle product set greatly expands the potential opportunities for the combined set of products.

Oracle's current provisioning offering – **COREid Provisioning** – combines rich delegated administration, self-service and workflow capabilities of COREid Access and Identity, with the synchronization and identity provisions ➡

capabilities of Oracle's Directory Integration and Provisioning (DIP) platform, working with Oracle Internet Directory (OID), to allow automated provisioning and de-provisioning of user identities in applications, databases, identity repositories and other systems.

To learn more, please see visit the URL for Oracle Identity Management: "End-to-end Lifecycle Management of Users and Access".

*Quick Win: Set up a pilot identity management project with the objective of testing the following claim: "Oracle Identity Management tools will help me solve tough problems and save money at the same time."*

## Oracle OpenWorld Customized For You?

**Oracle OpenWorld Main URL:**

www.oracle.com/openworld/index.html

**Dates:** Saturday, September 17-Thursday, September 22, 2005

**Location**: San Francisco, CA

**Keynotes**: Larry Ellison, Charles Phillips, Mark Hurd, Scott McNealy, Thomas Mendoza, Paul Otellini

On the website, you'll see the huge line-up of exciting events that you can enjoy. But why not call your rep and "customize" Oracle OpenWorld around your own special interest? Your rep may be able to schedule time with Product Management or technology specialists.

## Nashville Happening: 100 Explore Compliance Techniques & Tools

The recent August 18th Nashville Oracle Technology Day was a huge success with over 100 attendees and great feedback. The consensus was that compliance is tough – but "you have to do it and I'm beginning to think we'll actually end up ahead", which was how one person put it.

The nice thing about Oracle security and reporting products is how they all work together to give you that desired "seamless view of the enterprise". Of course it's up to you to do all the "heavy lifting" in terms of semantics and mappings and practices, but at least you'll have the best infrastructure going and your job will be as easy as it is possible to be!

*Watch for the Memphis Technology Day coming in October!*

## SOA: The Right Kind Of Glue

Complexity is the wrong kind of glue – the kind of glue that gums up the works and kills the vision of simple, effective IT solutions.
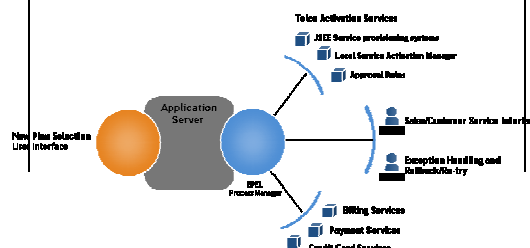
So, what's the "right kind of glue"? You have a vision for IT and you want to deliver rich applications services to your organization. And you know that the only way to do that is to break up software into bite-sized chunks. In the 70's it was called "structured programming"; in the 80's it become "object-oriented programming", and now we have "web services". Same goal, and the technology is getting better.

Of course, you still have to stick the "bite-sized chunks" together. Which brings us to Services Oriented Architecture. SOA is the "right kind of glue", comprising the standards, technologies, products and best practices that will enable you to finally realize your vision.

Dream big! Oracle tools are in production now helping customers such as yourself become successful. Visit

www.oracle.com/technology/tech/webservices/index.html

*Quick Win: Call your Oracle partner today to talk about an SOA or Web services pilot!*

## The Combo Play: Portal & BI

One of the most popular combinations of Oracle Application Server tools is that of Business Intelligence and Portal. It's a whole lifecycle of acquisition, staging, analysis and delivery. And unbelievably, you can see a demo with your own data in just a day or two!

www.oracle.com/technology/products/discoverer/index.html

www.oracle.com/technology/products/bi/index.html

www.oracle.com/technology/products/ias/portal/index.html

## Oracle's New "XML Publisher" : Powerful Reporting & Delivery

Oracle XML Publisher is a new Java-based product available within the technology stack of the E-Business suite. Utilizing a set of familiar desktop tools such as **Adobe Acrobat** and **Microsoft Word** users can create and maintain their own report formats based on XML data extracts. XML Publisher will then convert these documents to the XSL-FO format. Users can also obtain 3rd party provided PDF forms e.g. government tax forms and merge XML data generated from the E-Business Suite to fill the forms with the required data.

www.oracle.com/technology/products/applications/publishing/index.html

## What's the buzz about COJUG?

What ever you want to know about Java-based development, you're likely to find out at COJUG, the **Central Ohio Java Users Group**.

You can learn more by visiting www.cojug.org. The group meets at the OCLC Online Computer Library Center in the Kilgour building, in Dublin, OH.

Oracle's very own Rafael Torres and Fred Louis will be visiting the group at November's lunch meeting to talk about BPEL, the open standard for business process definitions.

Two COJUG meetings are held on the second Tuesday of each month: (i) a midday meeting from 11:30 am to 1:00 pm and (ii) an evening meeting starting at 6:30 pm.

Why not drop by? You'll have a terrific opportunity to learn and you'll be making new Java connections.

Fred and Rafael are outstanding software architects and strategists; you'll certainly enjoy their insights on technology trends and best practices.

## What's that BAM BAM BAM sound coming from the line?

Of all the acronyms coined over the past few years in the IT business, at least BAM has the distinction of being easy to pronounce!

BAM stands for "**B**usiness **A**ctivity **M**onitoring", and if you wanted to, you could actually use Oracle BAM to monitor physical events on your production line.

But BAM is not just limited to physical events. Almost any activity that you are interested in can be monitored!

Is your organization looking for better insight and visibility into real-time business processes? Or ways to allow users to filter, correlate and analyze information to understand its impact on operational metrics that the user has defined?

Then you'll want to learn more about Oracle's *BAM* technology, a key technology component of Oracle Fusion Middleware and Service-Oriented Architecture.

Oracle BAM satisfies a growing need to enable business executives, and more specifically operations managers, to improve their decision-making processes. BAM makes it possible to "telescope" organizational reaction time. With BAM you can take advantage of opportunities sooner – and avoid pain faster!

www.oracle.com/appserver/business-activity-monitoring.html

*Pilot Opportunity:* Imagine a BAM pilot to monitor that pain point in your process! Would your life improve if you had a real time view of a critical point? What would you do when you were alerted?

## Go with the flow! Oracle builds Application Server momentum

Beyond revenue growth, Oracle Application Server continues to demonstrate its technology leadership by receiving strong reviews from independent analysts firms, technology and developer publications; and product evaluations conducted by technology publications.

Since the delivery of the 10GR2 release, the product suite has won over **25 independent awards** and evaluations in a 6 month period. Oracle Application Server has also been awarded an **additional 73 patents** since the release of 10GR2. Oracle Application Server is in all the Gartner middleware Magic Quadrants and it is in more middleware Magic Quadrants than any of the competition.

www.oracle.com/technology/products/ias/index.html

## Blogs R Us

Have you visited orablogs.com? What a treat! Developed by several Oracle product managers, you can get great insights into trends and directions. August 10th for instance, you can read insights into which **Rich Internet Client** protocol is likely to prevail.

## Oracle's Ronald Torres

Ronald Torres is a Senior Solution Architect for Oracle Corporation.

Ronald earned a BSA in Computer Science at Vanderbilt University. He recently joined Oracle from BEA Systems where he also worked in a pre-sales technical position. Prior to BEA he spent 9 years with IBM where he assisted customers with mainframe connectivity. Ronald also served in the U.S. Army stationed in Germany for 2 years.

Ronald has spent the last 15 years helping customers in the Ohio Valley implement applications and information-based solutions in their organizations.

Oracle's focus is to enable customers to operate successful information-driven enterprises and Ronald's efforts are key to this focus.

Ronald lives with his wife and 3 children in Louisville, Kentucky.

## More Feedback:  A Reader Writes

Our second issue of the Ohio Valley Platform garnered event more comments from customers.  Here is one I liked the best:

*"Please keep me on your list. It told me things I didn't know." – S., Architect*

Do you have a comment?  Please write the editor at: john.morris@oracle.com.

## JDeveloper Is Now Free!

Customers are building powerful applications in record time with JDeveloper.  And ADF (Oracle's framework) makes it easy to get there faster, and more robustly.

So, it's exciting to announce that JDeveloper is now **free** for any kind of use!  See the website for a plethora of wonderful resources, including on EJB 3.0 and JSF:

www.oracle.com/technology/products/jdev/index.html

## Which Oracle Website To Visit?

Some many riches and so little time! www.oracle.com is the main Oracle corporate website, and a gateway to resources on the world's largest business software company.

www.oracle.com/technology/index.html is the Oracle Technology Network (OTN) and gets you to technical information faster.

Both sites are updated very very frequently; you'll benefit from and enjoy checking even weekly.

### *Late Breaking News!*
### Oracle Collaboration Suite 10g!

### *Monday August 29$^{th}$, 2005*

Better than ever, Oracle Collaboration Suite 10g provides advanced content services, instant messaging and presence, workspaces, workflow and more.

Built on a relational database foundation, Oracle Collaboration Suite 10g delivers the best possible ROI and TCO comparisons while giving you the business advantages you need to support your team.

www.oracle.com/collabsuite/index.html

www.oracle.com/technology/products/cs/index.html

## Memphis Oracle Technology Day *Coming In October!*

If Memphis is your metropolitan area, you'll be pleased to know that **Technology Day** will be coming your way in October!

## The Ohio Valley *Platform*

Your Ohio Valley Fusion Middleware team presents this newsletter as a service to Oracle customers and friends.  Our goal is to be local, personal, short, action-oriented and targeted to individuals with an interest in both technology and business.  Your feedback is welcome and desired.

Opinions and views expressed in the *Platform* are those of individual contributors and not necessarily endorsed by Oracle.

Please write the Editor: john.morris@oracle.com.

***The Team:*** *Tom Donnelly, Kanwaljit Virdi, Chris Harris, John Morris*

## What Should You Do Right Now?

While that good idea is still in your mind, why not call your Oracle champion right now!  Your really can put Oracle Fusion Middleware to work right now!  Let's explore a match between Oracle products and your vision.  We'll ask you what your business challenge is and then we can get down to work together.  Your Ohio Valley Application Server sales team looks forward to the privilege of serving you!

**ORACLE APPLICATION SERVER 10$^g$**