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## **Application Integration Architecture**

**Charles McGuinness**  
Director, Oracle Development

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# Agenda

- AIA Introduction
- Proof of Concept Demonstration
- PIP Business Processes
- Q&A

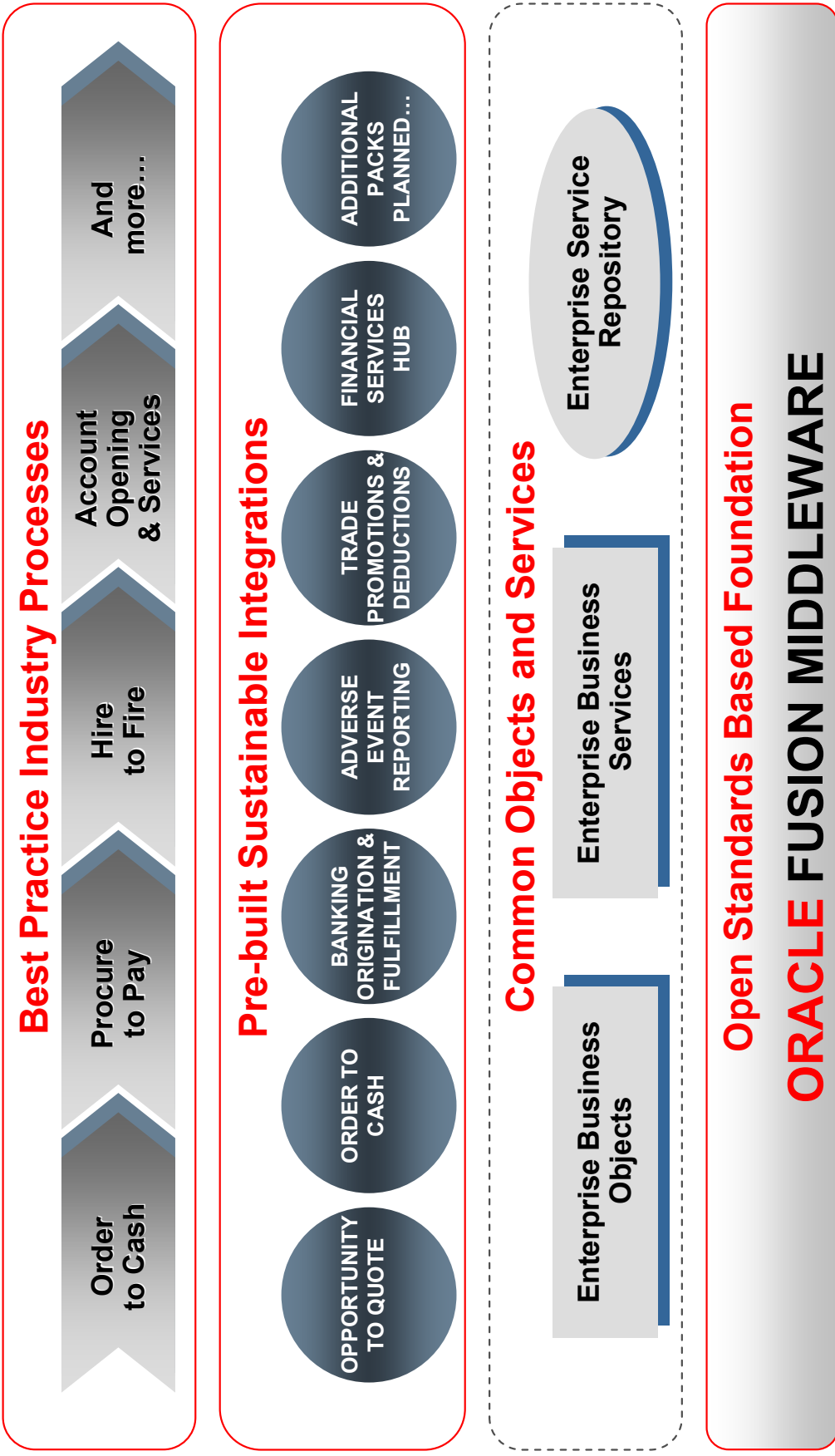
# Terminology and Acronyms

- Application Integration Architecture (**AIA**)
- Process Integrated Pack (**PIP**)
- Service-Oriented Architecture (**SOA**)
- Oracle Applications
  - ▲ Siebel CRM On Demand (**OD**)
  - ▲ Oracle E-Business Suite (**EBS**)
  - ▲ Siebel CRM On Premise (**OP**)
  - ▲ JDEdwards Enterprise1 (**E1**)



# Oracle Application Integration Architecture (AIA)

AIA is an open standards based platform that unites the world's best applications through **composite business processes**.



# Oracle Application Integration Architecture

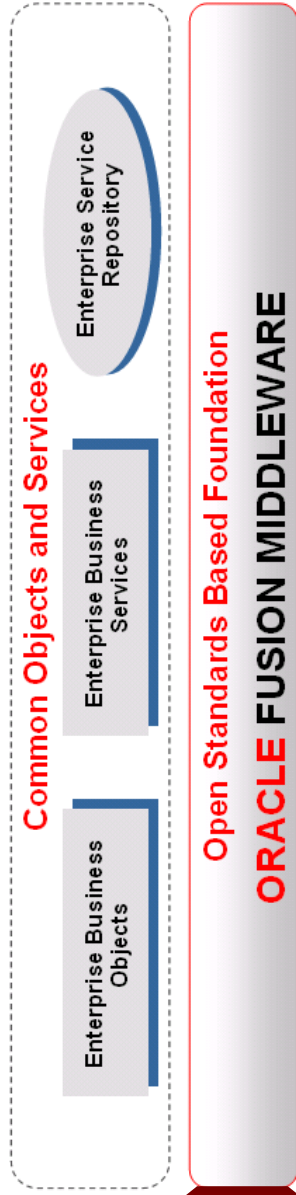
**Best Practice Industry Processes**  
Optimize business performance by using documented industry best practices processes



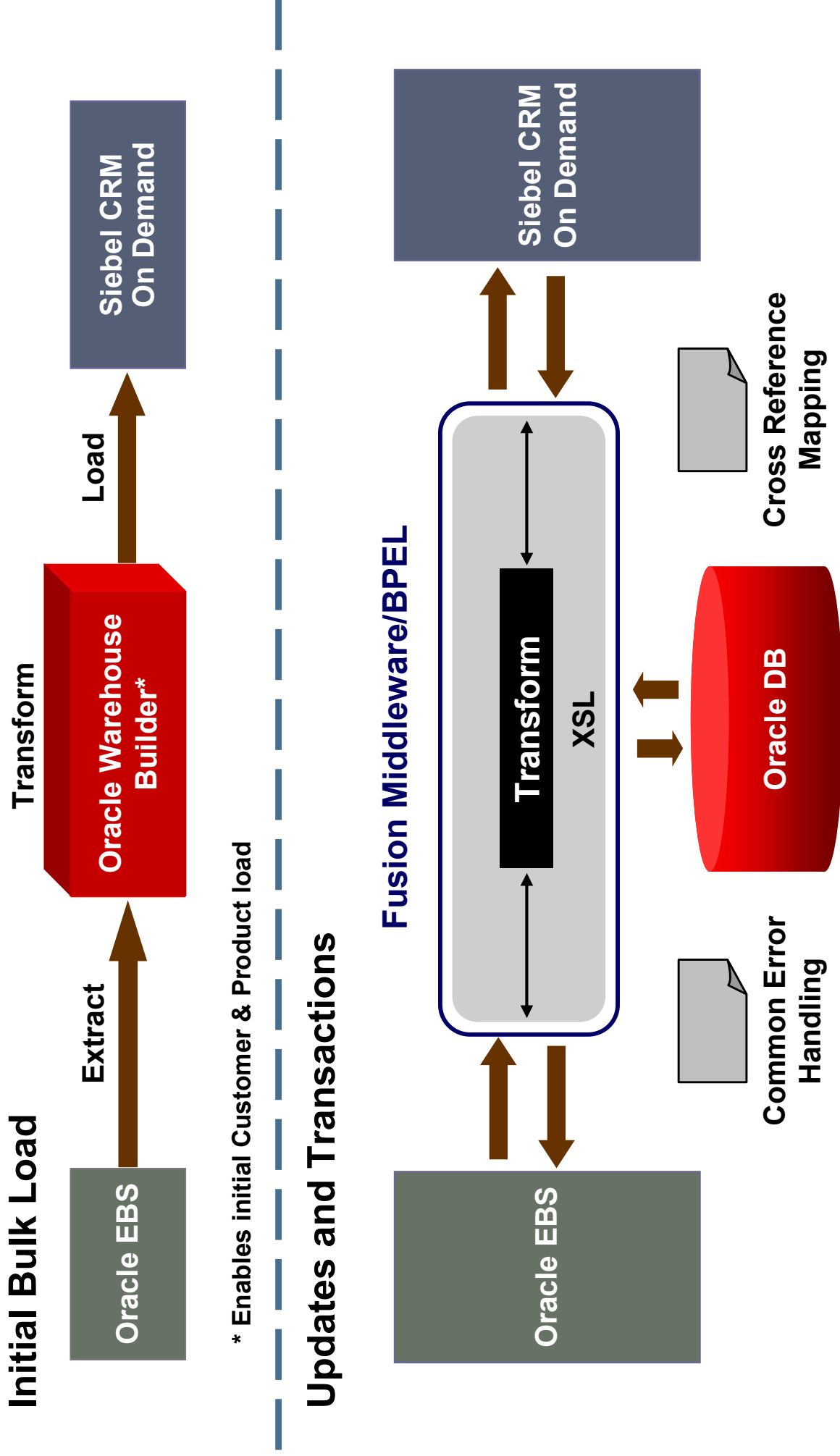
**Pre-built, Sustainable Integrations**  
Quickly integrate Oracle Applications to create the business processes you need, without the risk



**Open Standards Architecture**  
Accelerate time to value through a pre-built SOA using Oracle Fusion Middleware



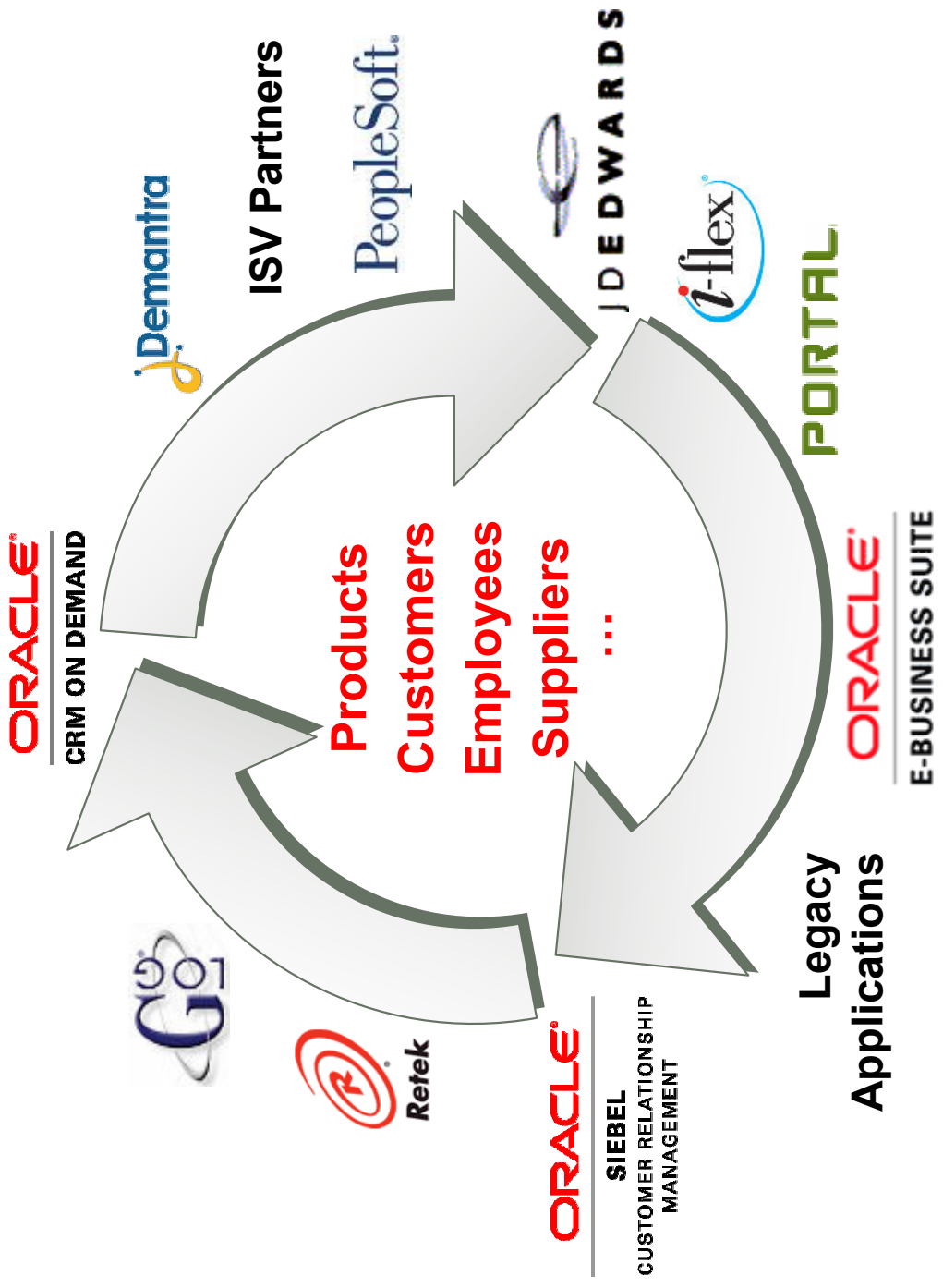
# Oracle Application Integration Architecture





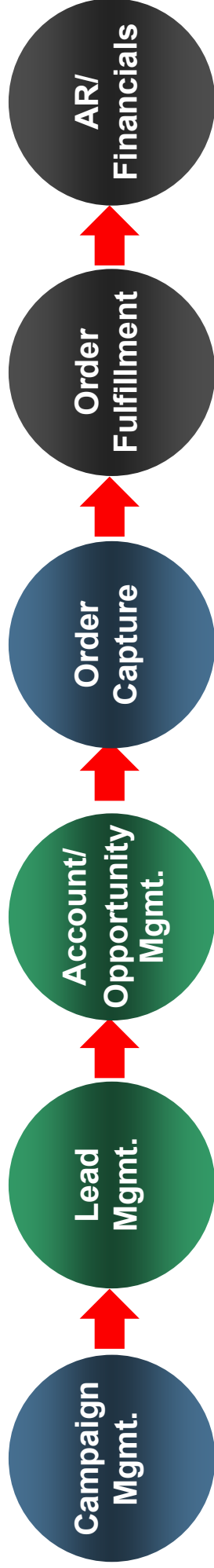
# Process Integration Packs

**PIPs** leverage AIA's common object model to accelerate and enable pre-built integrations between Oracle and third-party apps.



# Example: Campaign to Cash

## End-to-End Customer Centricity



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CRM ON DEMAND

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**Oracle Application Integration Architecture (AIA)**

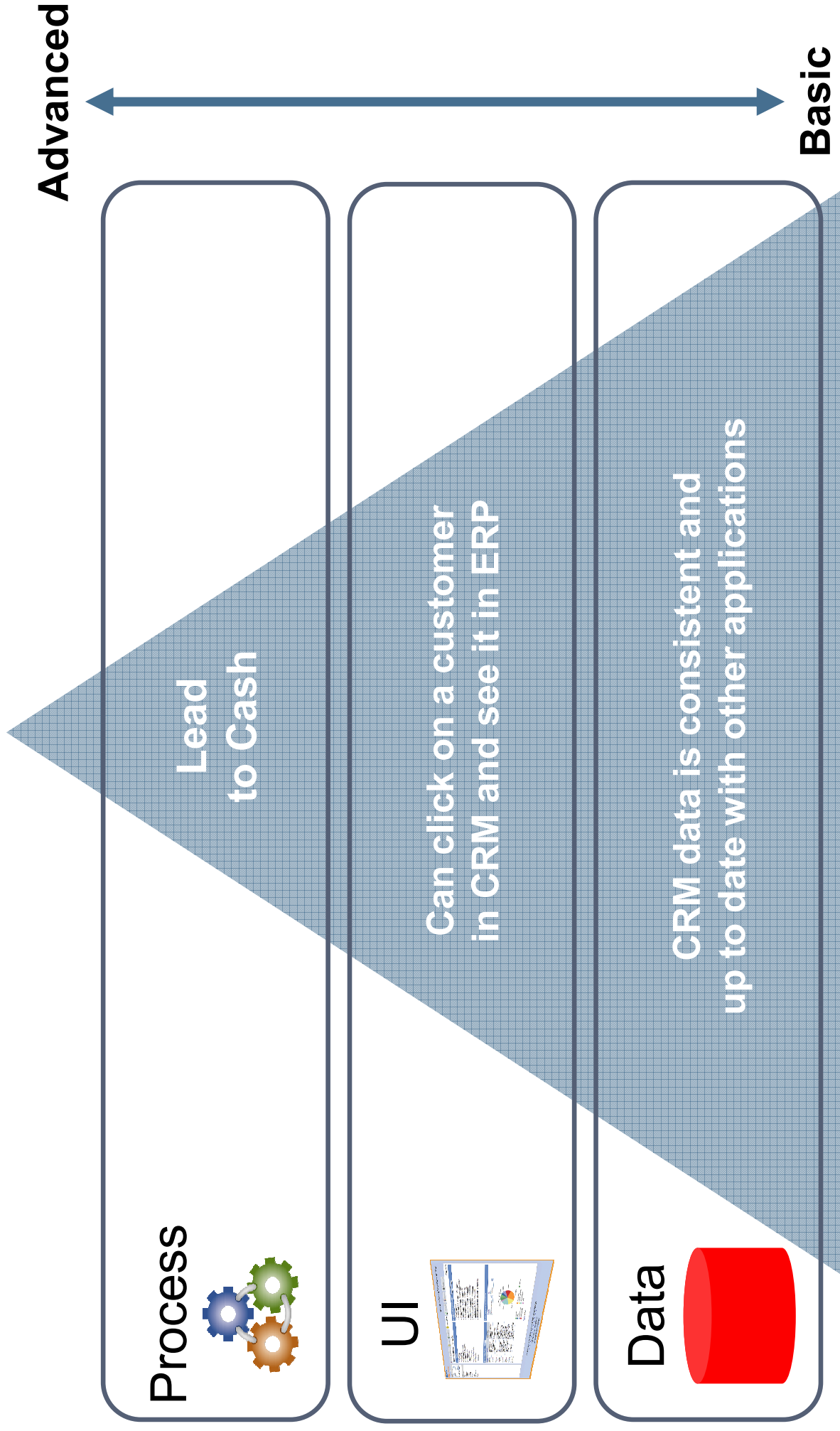
**ORACLE FUSION MIDDLEWARE**

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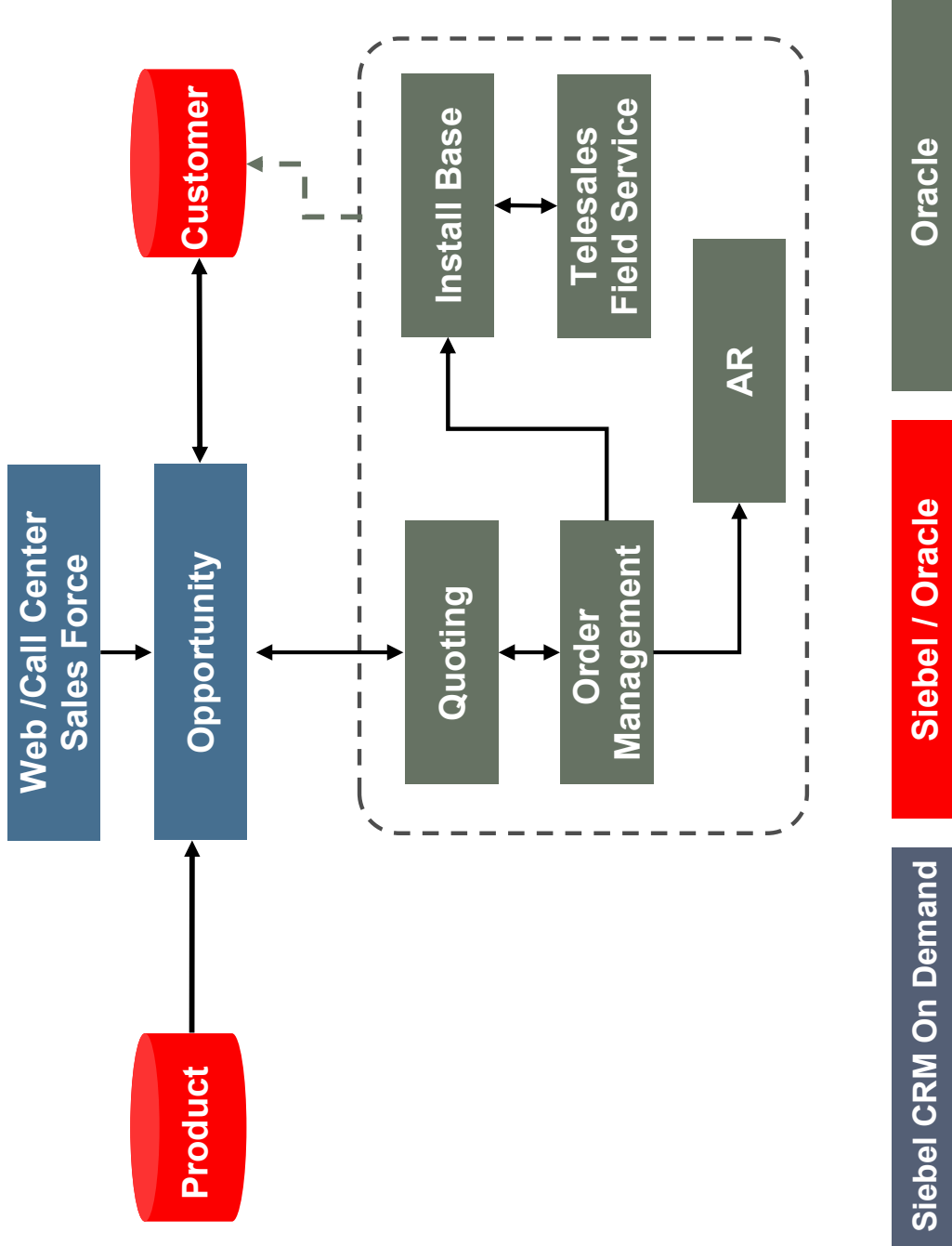
**DEMONSTRATION**

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# Value of Pre-Built Integration



# Siebel CRM On Demand PIP for Oracle EBS



## Customer & Product Integration

- Customer data load from EBS to OD
- Integrate customer creation flow from OD to EBS
- EBS Customer Data Quality Management (DQM) tools available within OD
- Bi-directional sync of customer, contact
- Product Master maintained in EBS and synced to OD

## Opportunity to Quote

- Convert OD opportunity to EBS quote
- Customer, product context are passed from OD opportunity to EBS quote
- Quote status presented back in OD

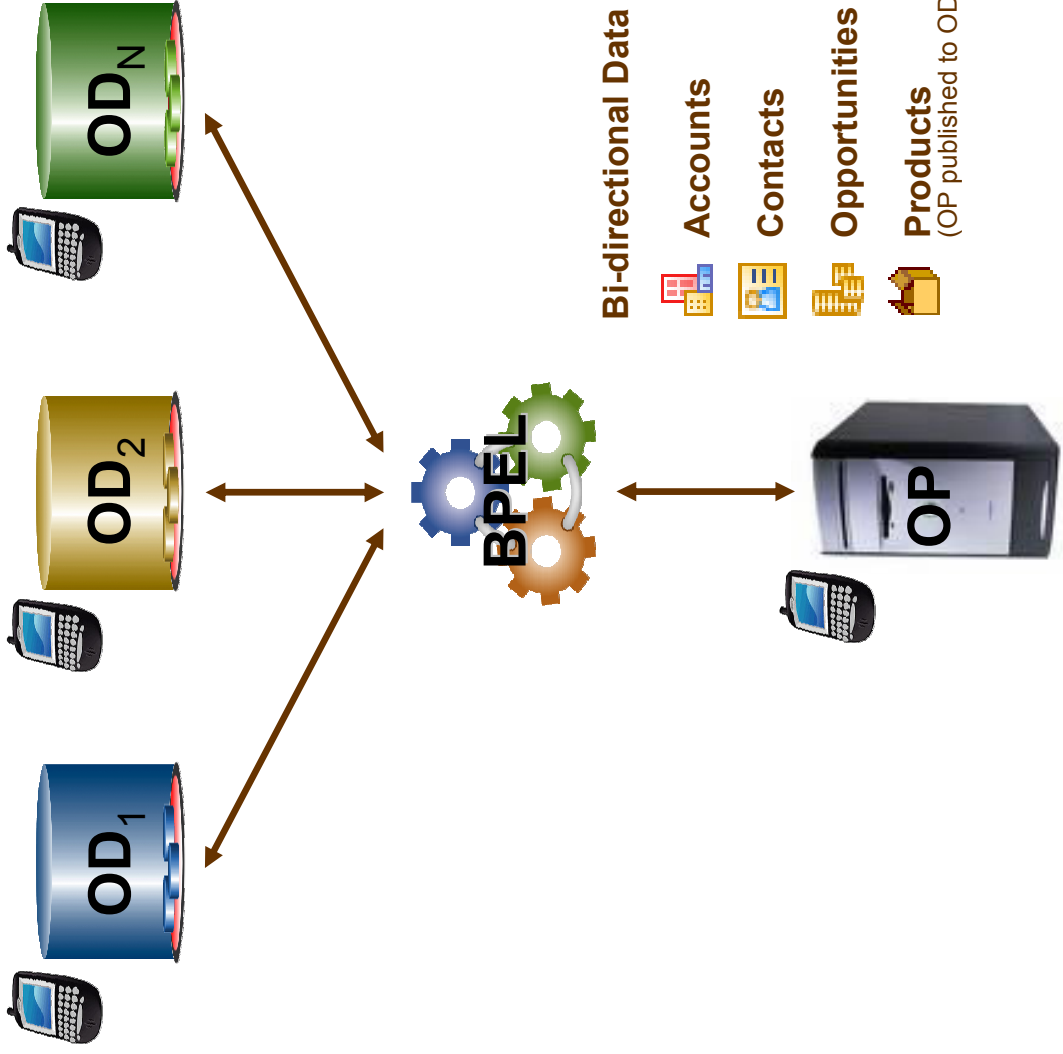
## 360 Degree Customer View

- Quotes, orders, install base, service requests from EBS are presented within OD

# Siebel CRM On Demand Process Integration Pack for Siebel CRM – Initial Release

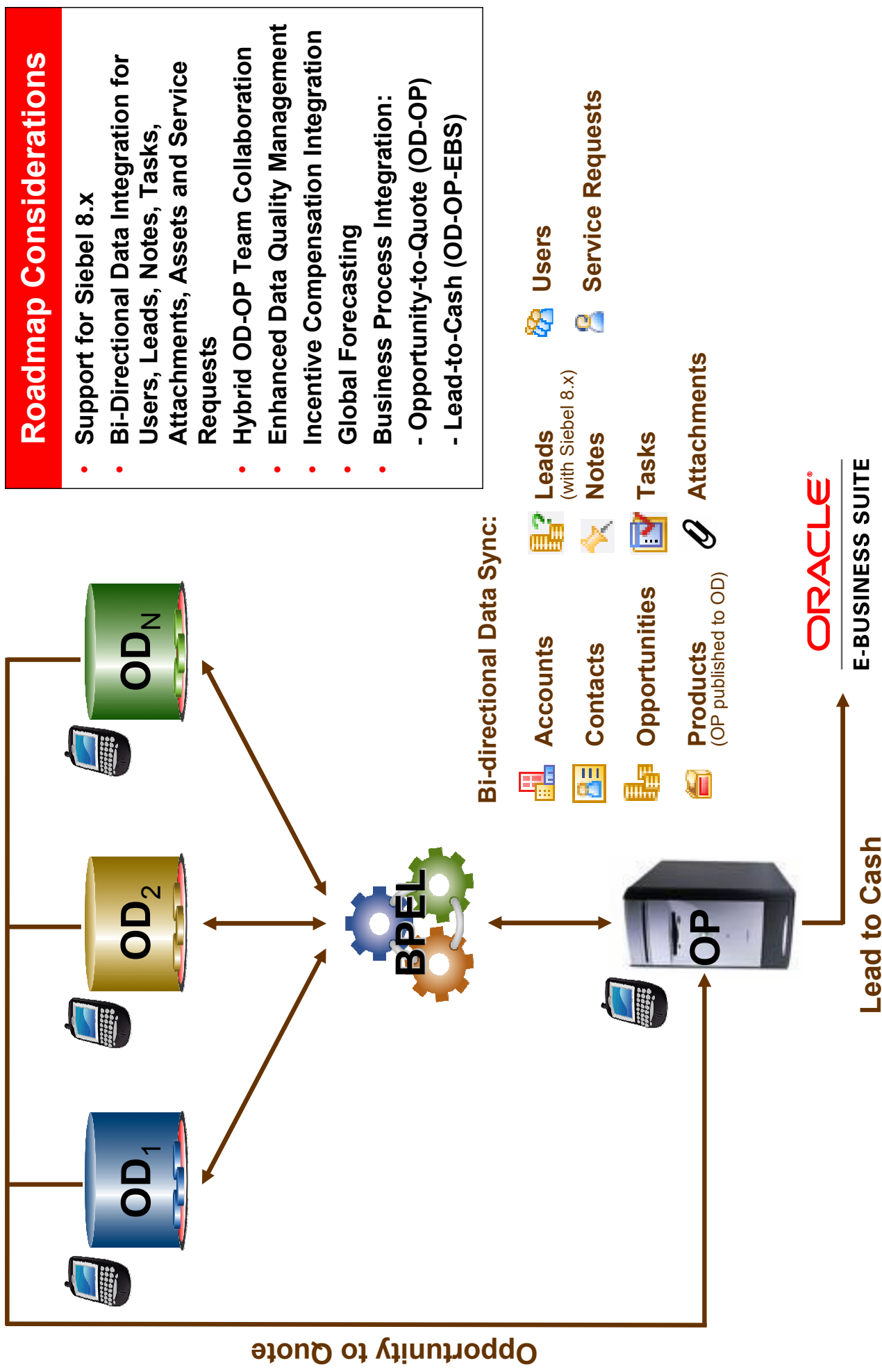
## Initial Release

- Based on Siebel 7.8 & Siebel CRM On Demand R15
- Bi-Directional Data Integration:
  - Account
  - Contact
  - Opportunity
- One-Way Product Data Integration (OP-to-OD)
- 1:Many OP-to-OD Instance Integration



# Siebel CRM On Demand Process Integration

## Pack for Siebel CRM – Roadmap



# Siebel CRM On Demand PIP Roadmap

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E-BUSINESS SUITE

CRM / ERP Integration

– EBS 11.5.10CU2 **available now!**

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SIEBEL  
CUSTOMER RELATIONSHIP  
MANAGEMENT

Fully Integrated CRM – Siebel 7.8

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JD EDWARDS ENTERPRISEONE

CRM / ERP Integration – E1 v8.12

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CRM / ERP Integration

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# Summary: AIA Process Integration Packs

## ➔ Accelerate business impact and value

- ▲ Support your business requirements
- ▲ Allow all of your applications work together

## ➔ Reduce integration cost and risk

- ▲ Eliminate the need to custom build integrations for every new application and release
- ▲ Enable you to focus on core competencies, not integration

## ➔ Empower business process agility

- ▲ Leverage industry leading application foundation
- ▲ Adapt to rapid change with minimal disruption



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