

# Fusion Update

Marketing Hype for Tomorrow or Reality for Today

Debra Lilley UKOUG



# Fusion Update

25 years of serving the Oracle Community

## Marketing Hype for Tomorrow or Reality for Today?

Debra Lilley

[www.ukoug.org](http://www.ukoug.org)



# Debra Lilley



- Principal Consultant Fujitsu Services EMEA
  - Oracle ACE
  - Oracle OCP Applications
  - Oracle Master
  - 12 years experience with applications since 9.4.2 !
- Deputy Chair of UKOUG Board of Directors
  - Chartered Director
  - Chair of the Product Development Committee IOUC

# Fusion Update



- Whistle Stop Evolution of Fusion
- Roadmap Wizard
- Where to get more Information

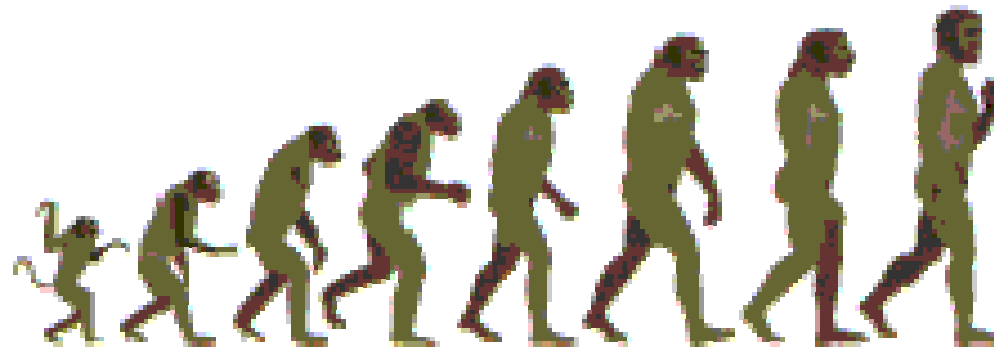
# The Fusion Message



- Fusion is mentioned all the time
- But does everyone get the right message?



# The Evolution of Fusion



# The Story So far



- Project Fusion
- Lifetime Support
- Applications Unlimited
- Fusion Applications
- Fusion Middleware
- Fusion of Best Practice
- OOW Announcements



# Project Fusion



Soon after acquiring PeopleSoft, Oracle announced Project Fusion, the journey to the next generation of Oracle Applications and Architecture.

The application will evolve from the existing Oracle eBusiness suite, PeopleSoft Enterprise, JD Edwards EnterpriseOne and JD Edwards World products, taking the best from each and then enhancing it.

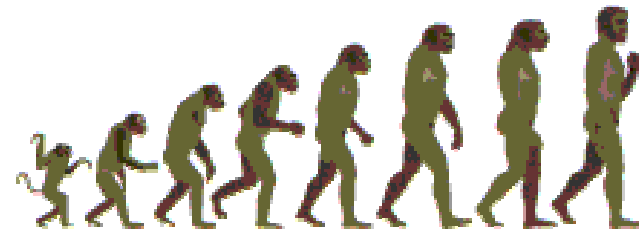




# Lifetime Support



- Some users said we don't want to go to Fusion we want to stay where we are
- So Oracle announced Lifetime Support
  - You don't have to upgrade ever again!
  - Yes there are rules and starting points but no more simple upgrades based on Desupport matrix
  - There is also a cost in Oracle Support



# Lifetime Support 11i



| Release       | GA Date  | Premier Support Until... | Extended Support Until... | Sustaining Support Until... |
|---------------|----------|--------------------------|---------------------------|-----------------------------|
| <b>11.0.3</b> | May 1999 | <b>Feb 2007</b>          | <b>Not Offered</b>        | <b>Jan 2009</b>             |
| <b>1111</b>   | May 2000 | <b>Jul 2006</b>          | <b>Not Offered</b>        | <b>Jul 2007</b>             |
| <b>1112</b>   | Oct 2000 | <b>Jul 2006</b>          | <b>Not Offered</b>        | <b>Jul 2007</b>             |
| <b>1113</b>   | Jan 2001 | <b>Jul 2006</b>          | <b>Not Offered</b>        | <b>Jul 2007</b>             |
| <b>1114</b>   | Jun 2001 | <b>Jul 2006</b>          | <b>Not Offered</b>        | <b>Jul 2007</b>             |
| <b>1115</b>   | Sep 2001 | <b>Jul 2006</b>          | <b>Not Offered</b>        | <b>Jul 2007</b>             |
| <b>1116</b>   | Jan 2002 | <b>Jul 2006</b>          | <b>Not Offered</b>        | <b>Jul 2007</b>             |
| <b>1117</b>   | May 2002 | <b>May 2007</b>          | <b>Not Offered</b>        | Indefinite                  |
| <b>1118</b>   | Nov 2002 | <b>Nov 2007</b>          | <b>Not Offered</b>        | Indefinite                  |
| <b>1119</b>   | Jun 2003 | <b>Jun 2008</b>          | <b>Not Offered</b>        | Indefinite                  |
| 11110         | Nov 2004 | Nov 2009                 | Nov 2012                  | Indefinite                  |
| 12            | Jan 2007 | Jan 2012                 | Jan 2015                  | Indefinite                  |

# Applications Unlimited



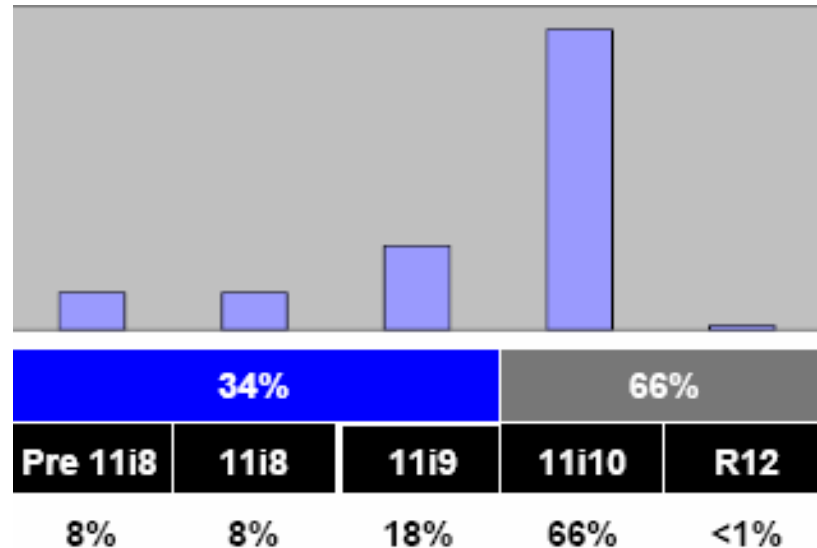
- Others said - Actually we really want to stay where we are but we need to keep up with legislation, technology and a few enhancements
- So there is no all apps merge into
  - Well not yet
- Users will have a choice
  - Next version your application
  - Fusion - upgrade path available
- Underpinned by
  - General Managers & Strategy Executives



# EBS Customer Population by Release ' Jan 08



## R12 Statistics



- **3,300 customers** downloaded/ordered software

- **900+ customers** actively engaging with Support

- **200+ early adopters** working closely with Development

- **50+ Live as at Jan**

# Fusion Applications



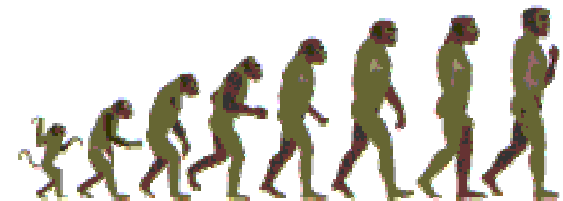
- No longer a product first release promised this year
- Responsible for Fusion Content
  - Jesper Andersen
- Responsible for Fusion Development
  - Steve Miranda
- How to get there?
  - New Appointment Cliff Godwin
    - Migration
    - Education
    - Documentation



# Fusion Middleware



- Fusion Applications needs to be written in best technology
  - On any open standard database (works best on Oracle)
- This is Oracle 11g Application Server
  - SOA
  - BPEL
  - Identity Management
  - BI Publisher
  - OBIEE
  - AIA
  - Etc, etc



# Fusion of Best Practice



- The Acquisitions have taught Oracle things
  - What goes into application – Strategy
  - Test BEFORE release
  - Managed Release Program
  - Partner Readiness Programs
  - Fusion Champion Program
  - Listen
  - Educate



# Fusion - Infusion



- Latest Stage of Evolution
- Fusion Technology & functionality made available to current applications
  - XML publisher
  - OBIA
  - AIA

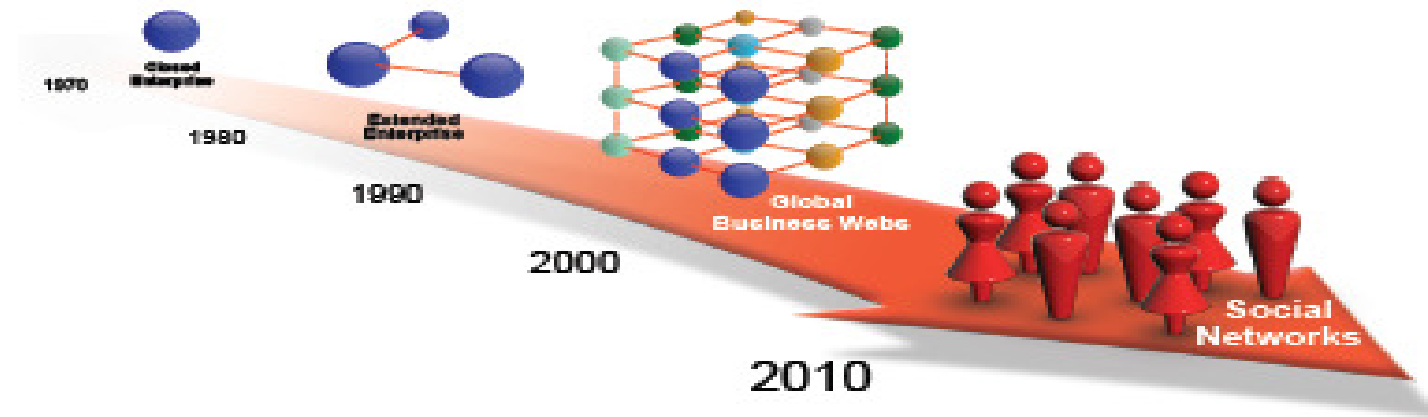




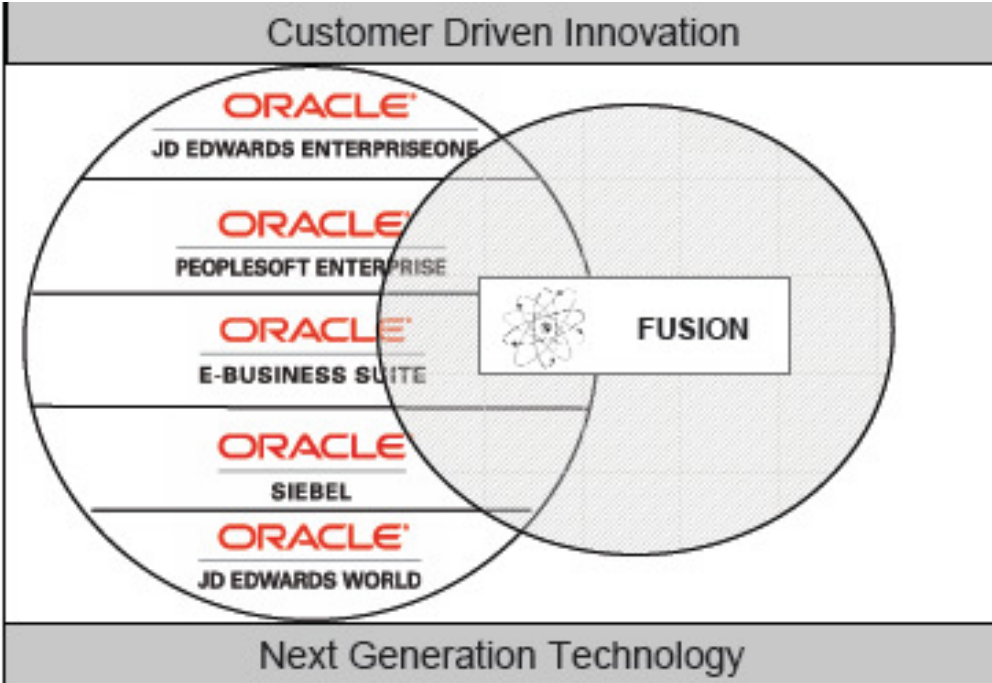
# Messages from Oracle Open World



## Evolution of the Enterprise



# Unique, customer focused strategy



# More Information

[www.oracle.com/fusion](http://www.oracle.com/fusion)



The screenshot shows a Microsoft Internet Explorer browser window displaying the Oracle Fusion Applications website. The browser's address bar shows the URL <http://www.oracle.com/applications/fusion.html>. The website header includes the Oracle logo, a search bar, and navigation links for "PRODUCTS AND SERVICES", "INDUSTRIES", "SUPPORT", "PARTNERS", "COMMUNITIES", and "ABOUT".

The main content area is titled "Oracle Fusion Applications: Next-Generation Enterprise Applications". Below the title, there is a paragraph of introductory text and a section of application integration benefits. A list of featured content items is provided, each with a title, date, and duration:

- How Oracle Applications Customers Can Benefit from Oracle Fusion Middleware Today** (14 min.)  
July 26, 2007 — Live with Cliff  
Thomas Kurian, Senior Vice President of Development for Oracle Fusion Middleware, speaks with Cliff Godwin about Oracle's Fusion Middleware technology and its benefits to E-Business Suite, Siebel, PeopleSoft Enterprise, JD Edwards EnterpriseOne customers.
- The Latest Updates to Oracle's Applications Strategy** (11 min.)  
June 7, 2007 — Live with Cliff  
John Wookey, Senior Vice President of Oracle's Applications Product Strategy and Development, speaks with Cliff about new releases across all product lines, the path to Fusion, and what he is hearing from customers around the world.
- How Customers Can Prepare for Fusion Today** (13 min.)  
November 7, 2006 — Live with Cliff  
Cliff speaks with Nadia Bendjedou, Product Strategy Director for Oracle's Application Technology organization, about ways customers can prepare their current Oracle investment for Fusion by leveraging Fusion Technology and components that are available today for our entire applications portfolio.
- AppCast: Oracle Fusion Update** (17 min.)  
October 10, 2006 — Live with Fred  
Fred talks to Jesper Andersen, Senior Vice President, Applications Strategy, for an update on Fusion Applications, the benefits of moving to current releases, and what do customers need to do today to prepare for Fusion.
- FAQ: Applications Unlimited (PDF)**

On the right side of the page, there are three sidebar sections: "CONTACT" with the Oracle phone number 1.800.633.0737 and links to "Have Oracle call you" and "Global contacts"; "FEATURED WEBCAST" with a link to "Applications Unlimited Webcast Series: The Business Value of Upgrading" and a note to "Register today"; and "WEBINAR" with links to "10 things you can do to get to Fusion Applications:", "Introduction", "Best practices and common sense", and "Enterprise Assets".

# Fusion – The Best of the Best



- The BEST is not always what they have
  - So they buy it (40+ acquisitions in 4 years)
  - Or they develop it
- The BEST is defined by the customer
  - YOU may be best placed to stay where they are

# Fusion Roadmap Recap



|                    |                                  |   |
|--------------------|----------------------------------|---|
| TECHNOLOGY DRIVERS | <b>Corporate Culture</b>         | Historically have you made early investments in technology - suite or best of breed?          |
|                    | <b>Application Functionality</b> | Does your current application portfolio meet your functional needs today and in the future?   |
|                    | <b>Information Management</b>    | Are integration, reporting, or data consolidation high on your list of challenges?            |
|                    | <b>Software Footprint</b>        | Are your releases out of date, highly customized? Do you have shelf-ware? Niche Vendors?      |
|                    | <b>Support Requirements</b>      | Are support windows concerning from a platform or application perspective?                    |
|                    | <b>IT Initiatives</b>            | Several initiatives are driven from IT such as business continuity, reducing complexity, etc? |



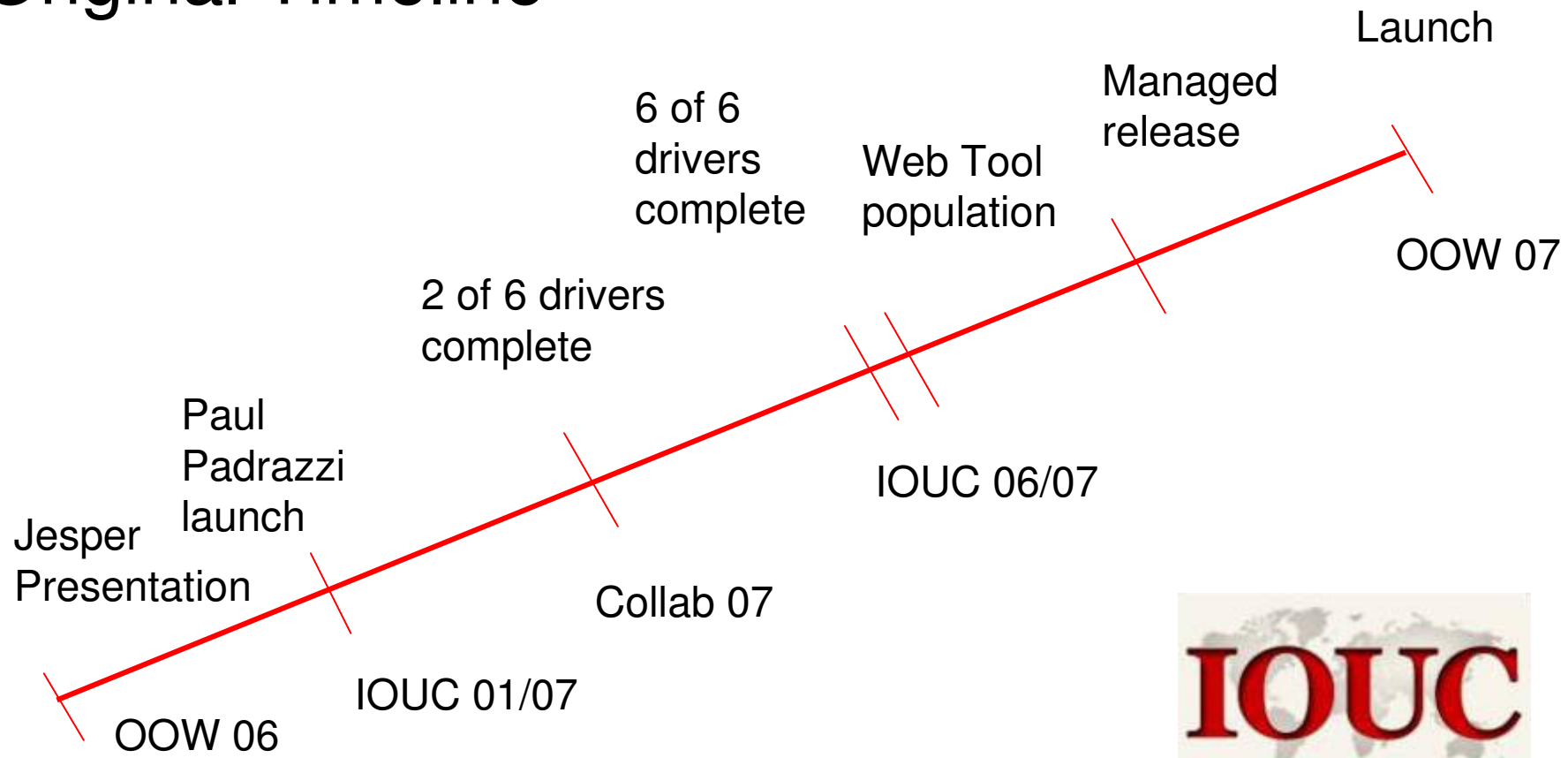
# Main Concepts



- Available to ALL
- Think about your company
- Educates about products & offerings
- Assists in Roadmap Planning
- Opportunity for Oracle assistance at end
- PDF report (emails NOT SHARED even internally)
- Valuable data on responses (NOT WHO) for Oracle



# Fusion Roadmapping Original Timeline



# Questions

## IT Initiatives

### Applications Remote Access

How many of your core business processes are remotely accessible?



- Very few
- A substantial number
- All of them
- None

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# Summary



## IT Initiatives

### Summary

Total Score: **90**

You have completed the survey portion of the Oracle Roadmap Wizard – IT Initiatives.

Based upon your score you are in the Manageable category for preparation for Fusion Applications. You are in a very good position to take advantage of Fusion Applications when they become available. Oracle recommends that you review the following collateral in preparation for Fusion Applications:

- Review the [Oracle Fusion Architecture](#)
- Understanding what you can do today to prepare for [Fusion Applications](#)
- Understanding the role of that an [Oracle Insight](#) in preparing for Fusion Applications

***Explanation of Scoring***

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Results Page 1 of 2

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# Next Steps



- Try out the tool.
  - <http://www.oracle.com/applications/oracle-roadmap-wizard.html>
- Share it with others in your organization.
- Provide feedback.
  - Join the roadmap wizard group in <https://mix.oracle.com>

# Announcements from OOW



## **Fusion 2G Sales Force Automation Demo**

- **Sales Prospector**
  - Integrated with ERP for Customer Purchase Data
  - Integrated with 1G SFA for Opportunity Management
  
- **Sales References**
  - Integrated with ERP for Customer Data
  - Integrated with 1G SFA for Sales Campaigns
  
- **Sales Tools**
  - Presentation Library maintained via Social Network

# Oracle's FUSION Strategy is about Choice



- You need to understand what your business needs
- You need to understand the choices available
- Make decisions that are right for you

OUG can help you understand part of the equation



Questions?

[www.ukoug.org](http://www.ukoug.org)

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