

ACHIEVING LEADERSHIP THROUGH BUSINESS INTEGRATION

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BEA WebLogic Integration

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HP World 2003



AGENDA

- Business Considerations
- The Integration Challenge
- BEA's Integration Solution
- Summary

WHICH LEADING COMPANIES DEPEND ON BUSINESS INTEGRATION

Integrated Order
Management



Single View of Customer and
Customer Self-Service



Customer Experience
Management



Integrated Supply and
Demand Chains

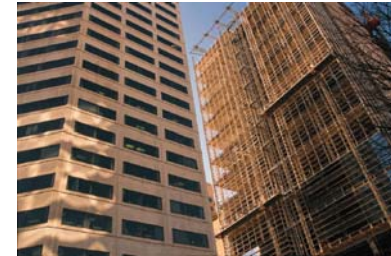


Exec Dashboards and
Employee Self-Service



TODAY'S BUSINESS CHALLENGES

- Increased operational efficiency
 - Improve productivity from existing systems
 - Streamline and optimize business procedures
- Responsiveness to stakeholders
 - Create end-to-end visibility into the business
 - Make the information accessible and actionable
- Adaptability to change
 - Built-in re-use and adaptation, no 'starting over'
 - Turn IT into a competitive business asset
- While ...
 - Achieving faster time to value ...
 - With no increase in budget or resources ...



BUSINESS COMPLEXITY IS INCREASING

Today's Business Realities

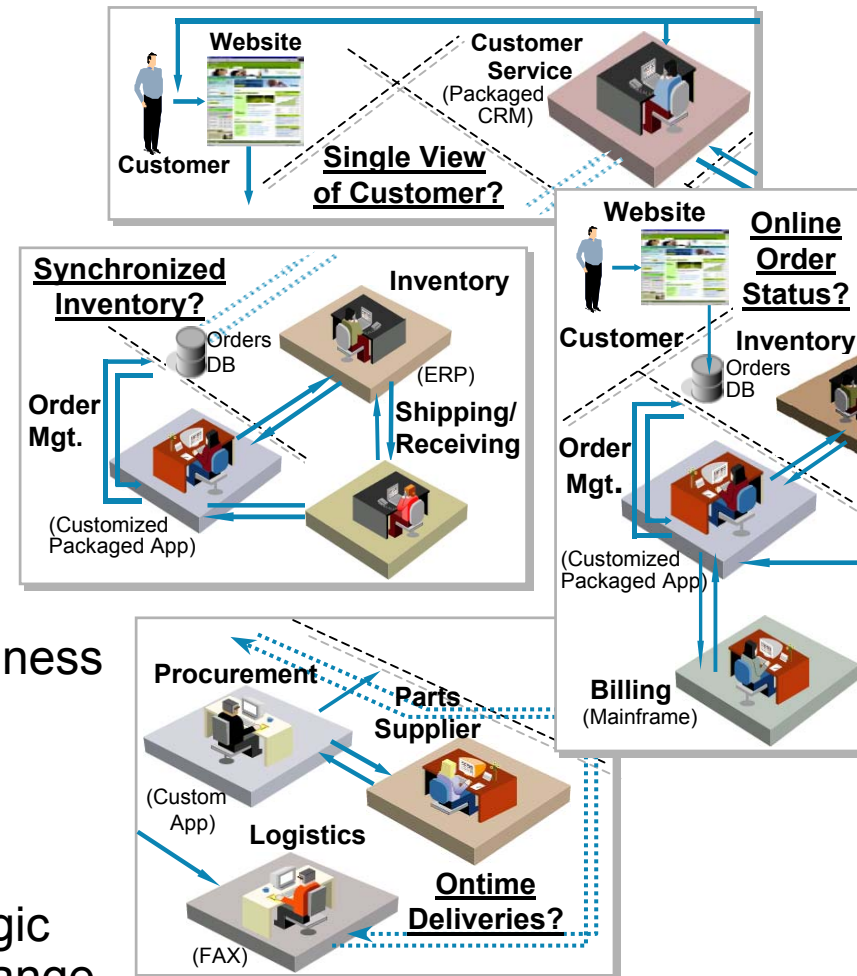
- Increased customer expectations
- Multi-channels ordering, fulfillment
- Increased outsourcing, partnering
- Extended supply, demand chains
- Greater accountability, SLA's
- Mergers, acquisitions, divestitures



I.T. INFRASTRUCTURE HASN'T KEPT PACE

Today's IT Realities

- Difficulty in automating business processes
 - Multiple overlapping systems
 - Error prone manual procedures
 - No or partial process automation
 - Unrealized benefits from CRM, ERP and SCM investments
- Complexity in accessing different systems
 - No consolidated views into the business
 - Little data standardization
- Rigid, difficult to change IT infrastructure
 - Proprietary connections, custom logic
 - Limited skillset re-use, fragile to change



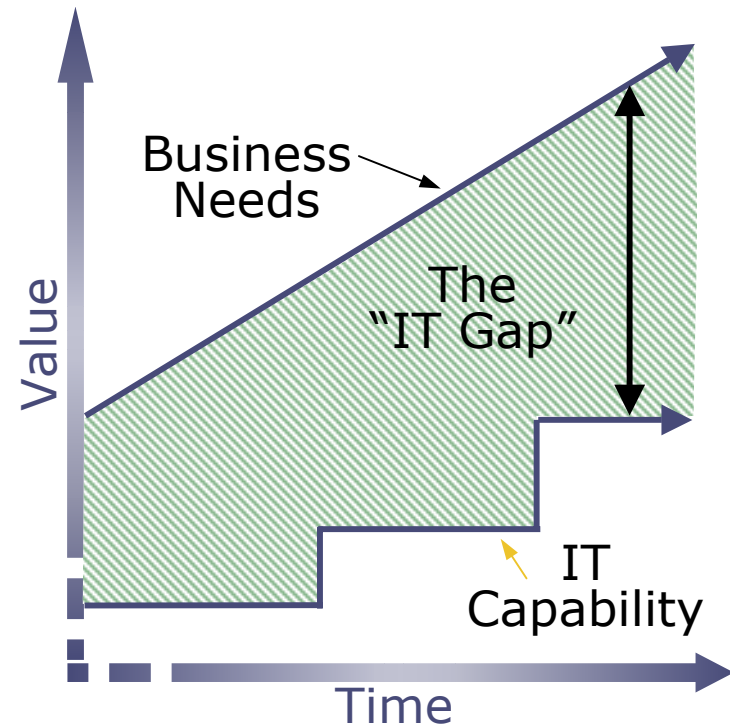
THE RESULTS—THE IT GAP

■ Low IT Capability

- One off, isolated projects
- Minimal leverage, re-use
- Heavy inertia to change
- Costly specialist skills
- Low ROI and value

■ Business Impact

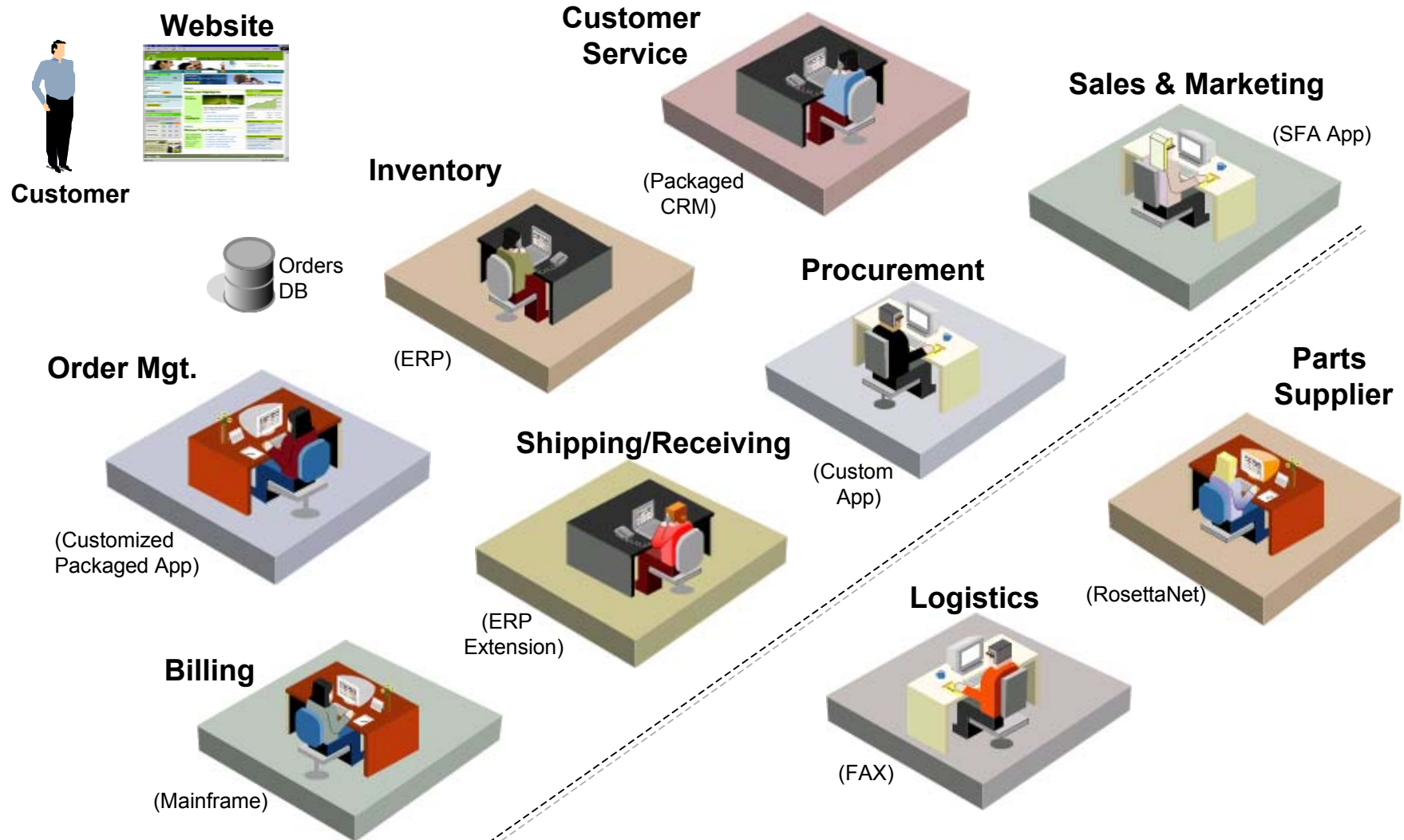
- Lost sales opportunities
- Low customer loyalty
- High operational costs
- Inefficient asset usage
- Inability to adapt to LOB needs



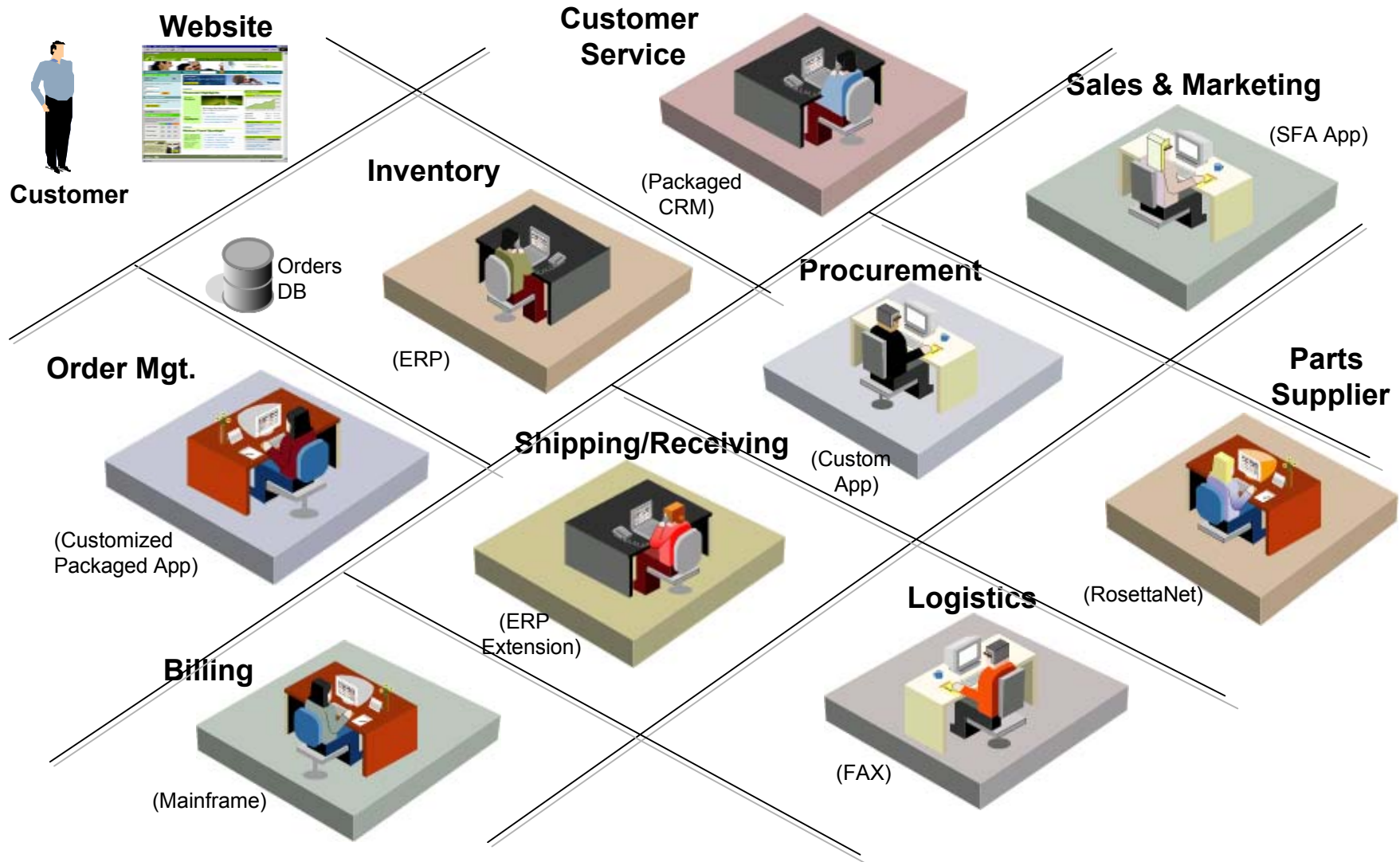
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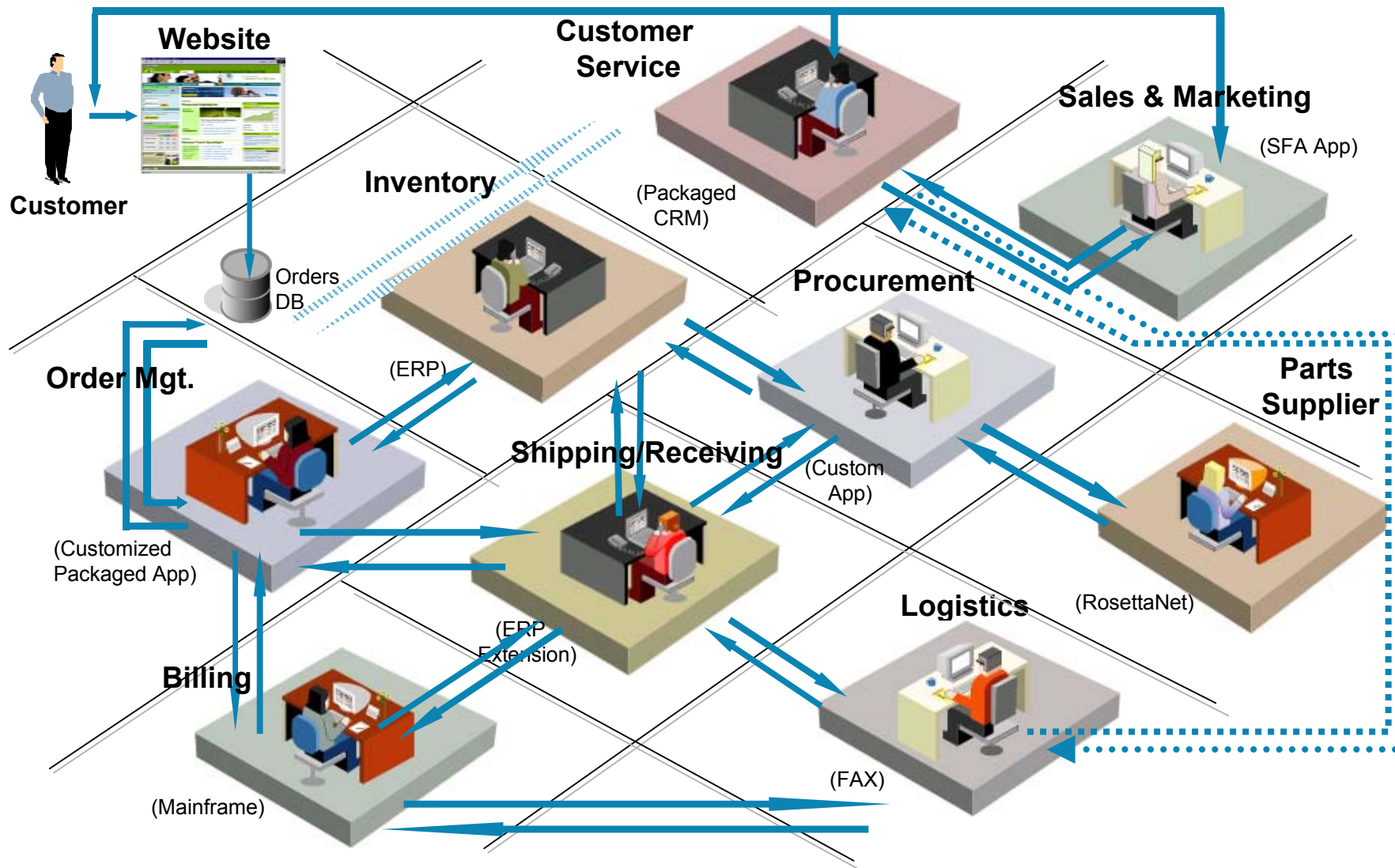
WHAT ARE THE CAUSES ?



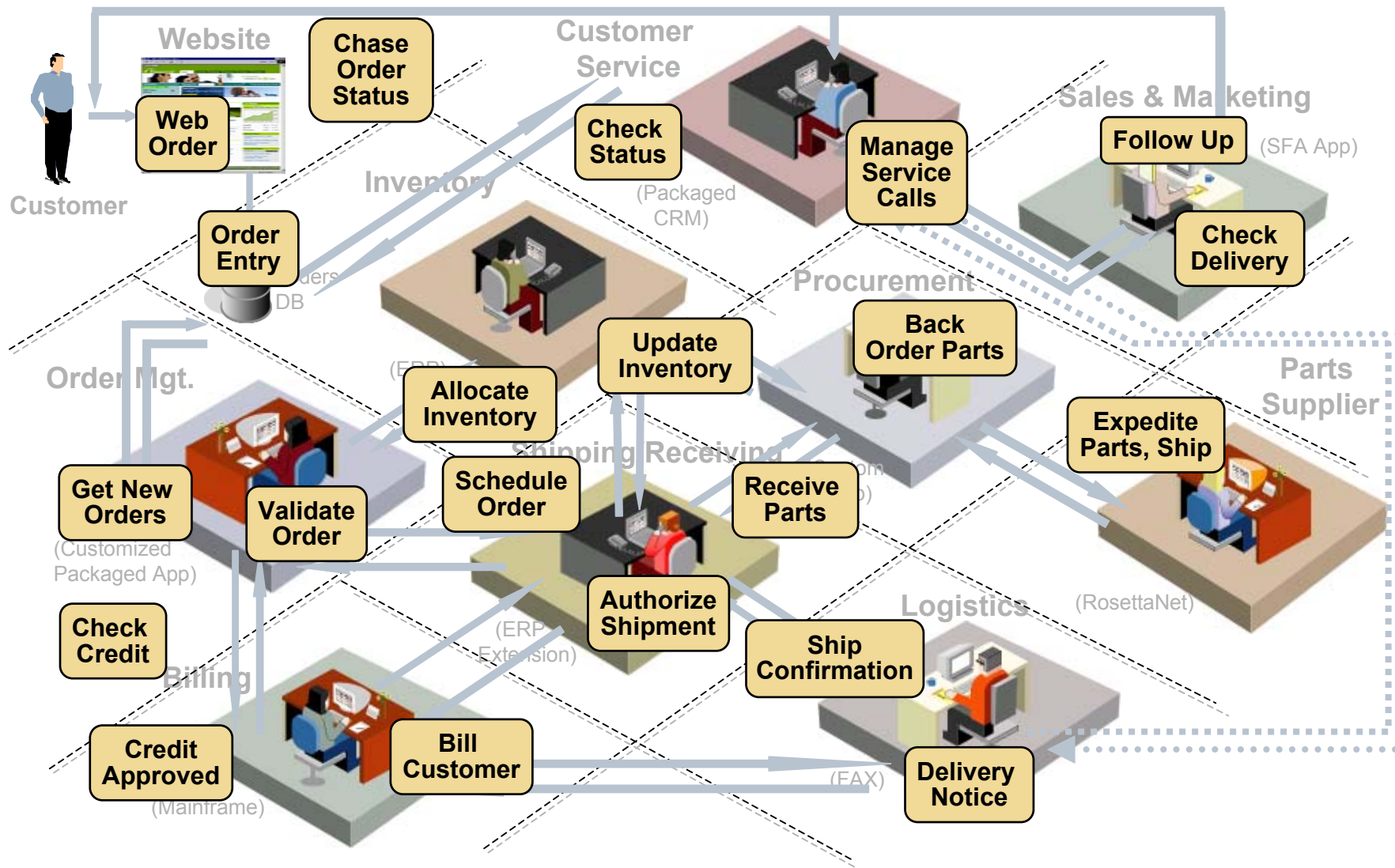
... ORGANIZATIONAL SILOS



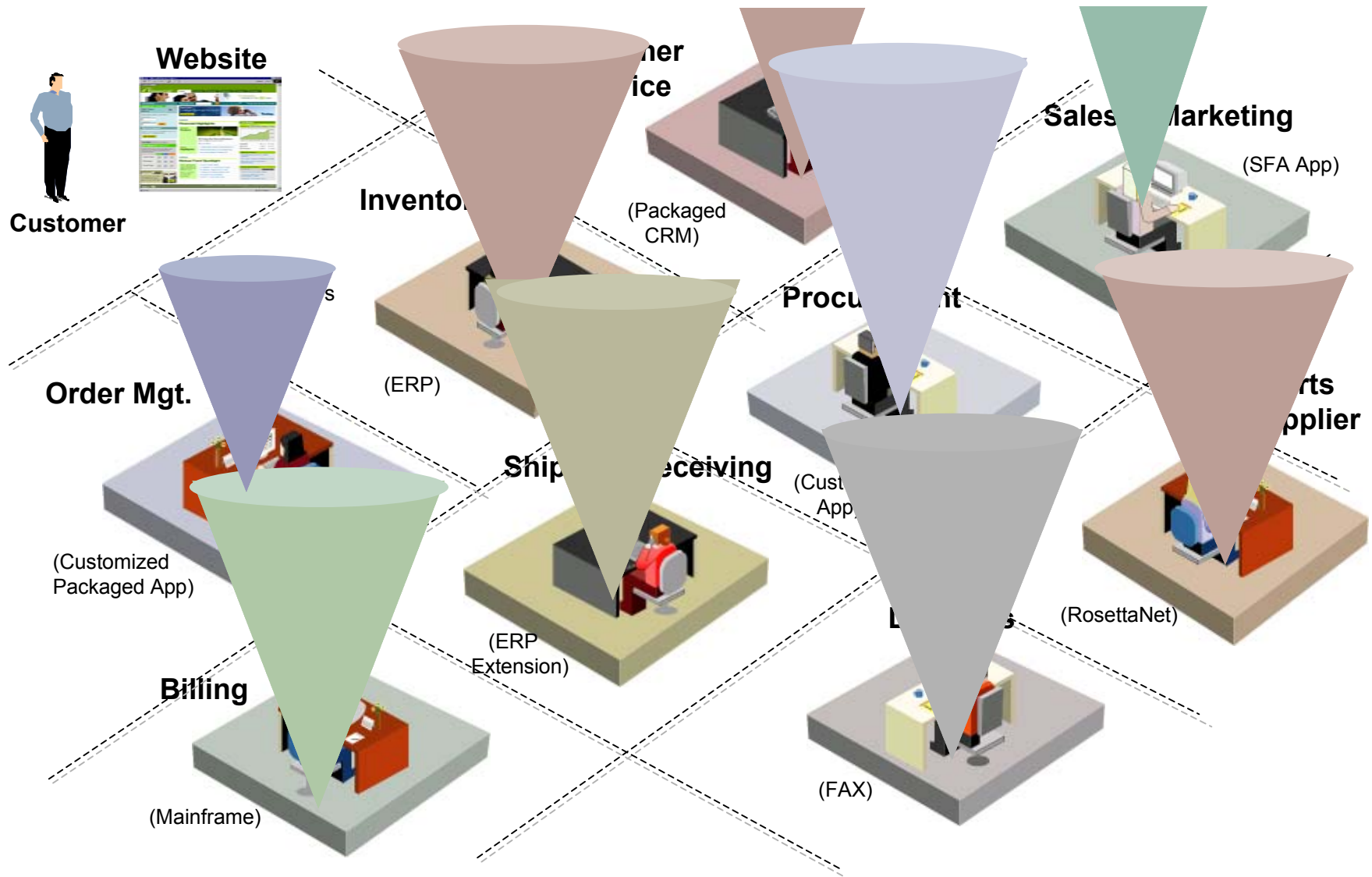
...MULTIPLE POINT CONNECTIONS



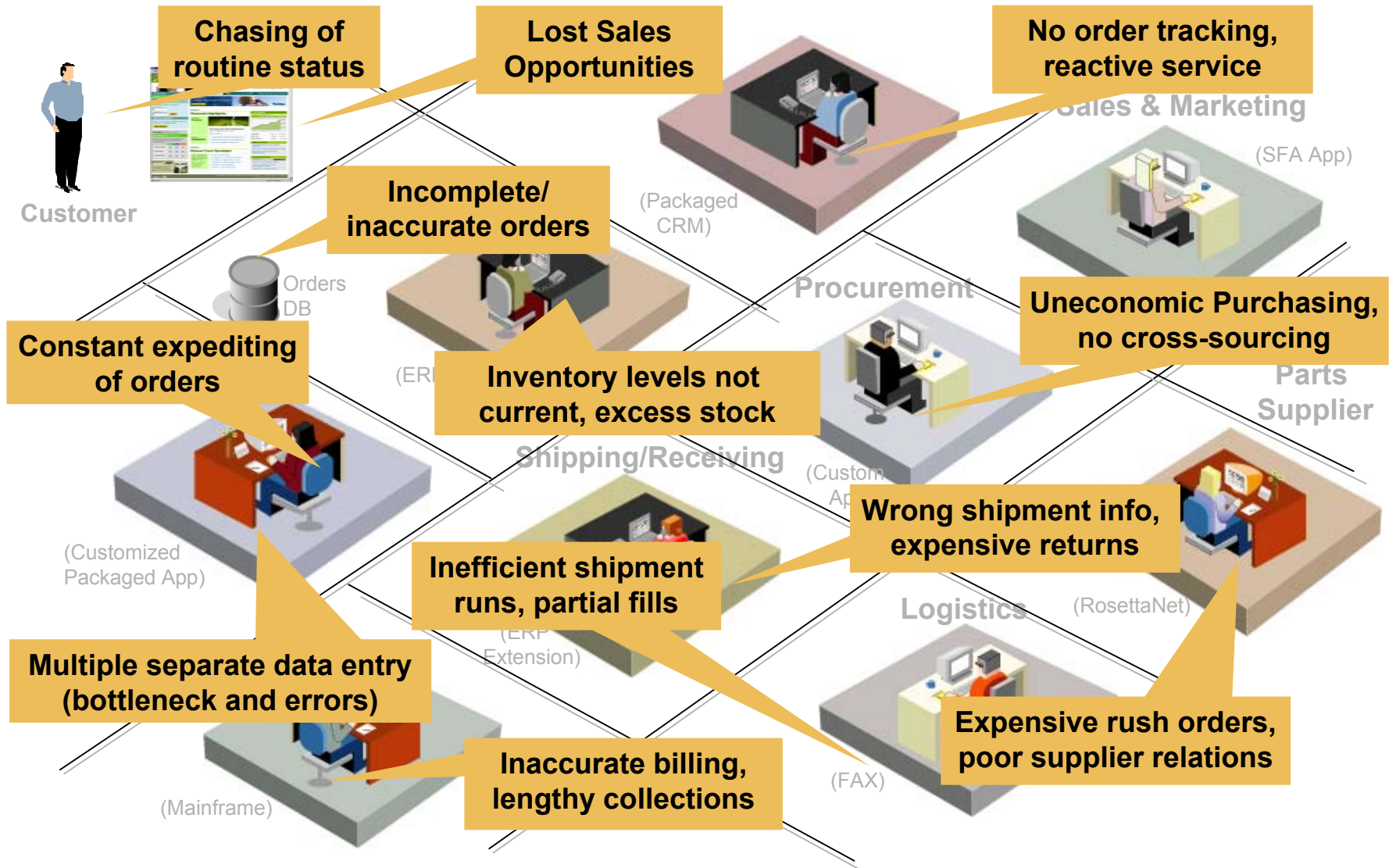
... FRAGMENTED PROCESSES



... LACK OF CROSS-BUSINESS VISIBILITY



LEAD TO MAJOR BUSINESS ISSUES



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- The Integration Challenge
- **The Ideal Integration Solution**
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WHAT IF YOU COULD DESIGN THE IDEAL INTEGRATION SOLUTION?



That could...

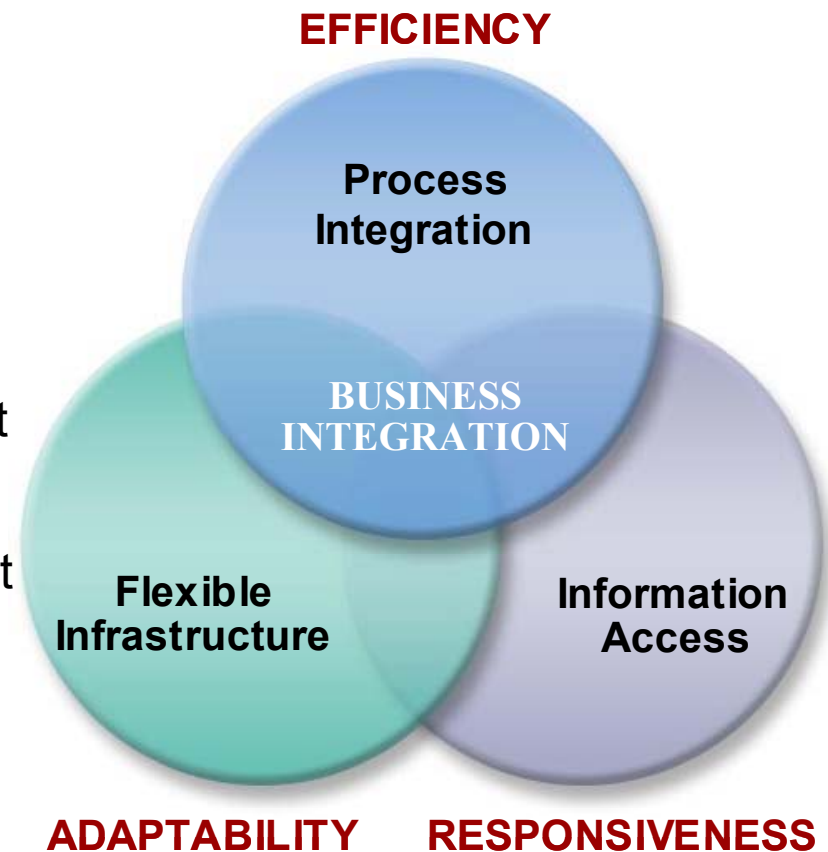
...improve your business's
operational **efficiency**

...make your business more
responsive to stakeholders

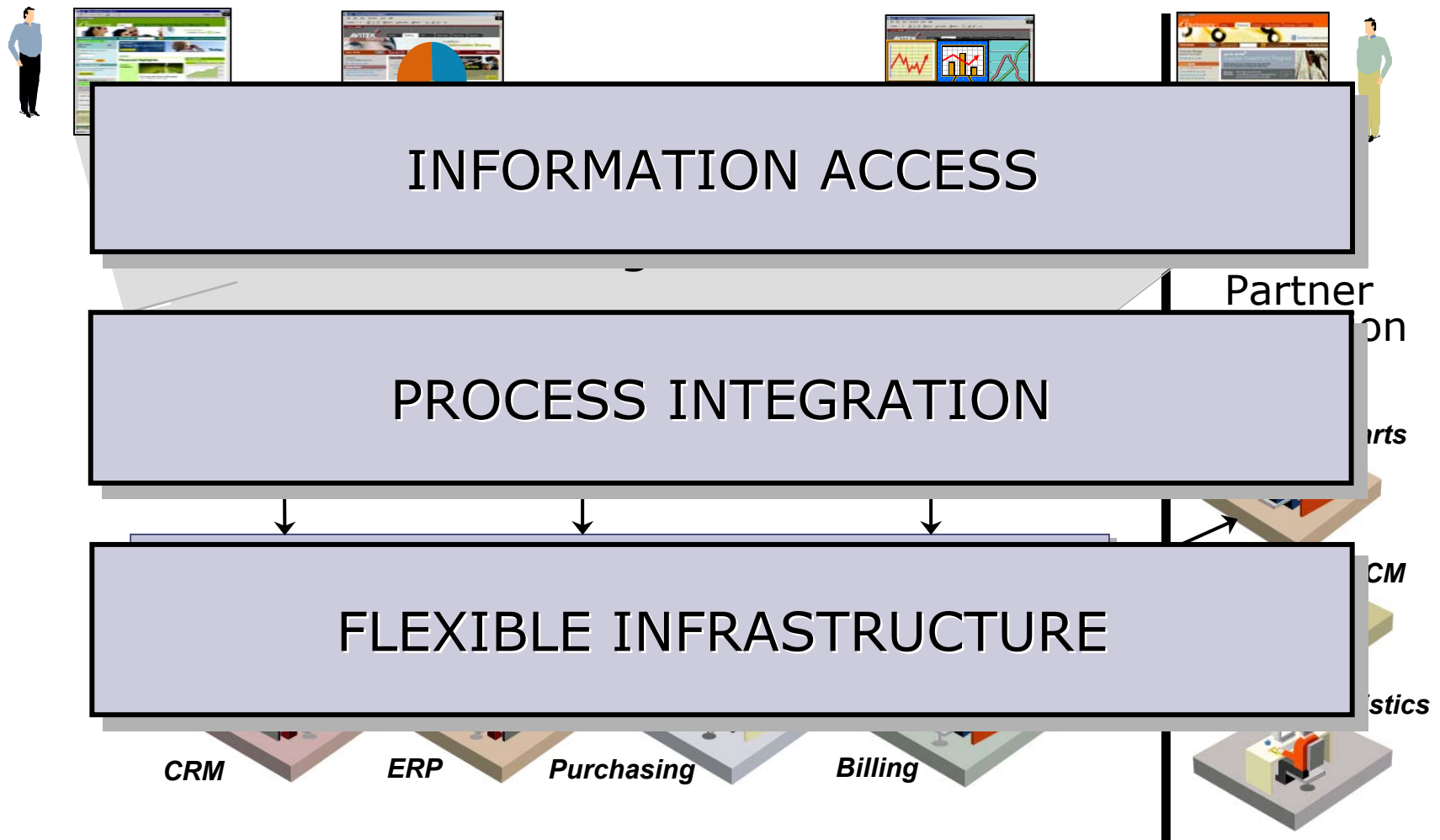
...allow you to rapidly
adapt to business changes

BUSINESS INTEGRATION REQUIREMENTS

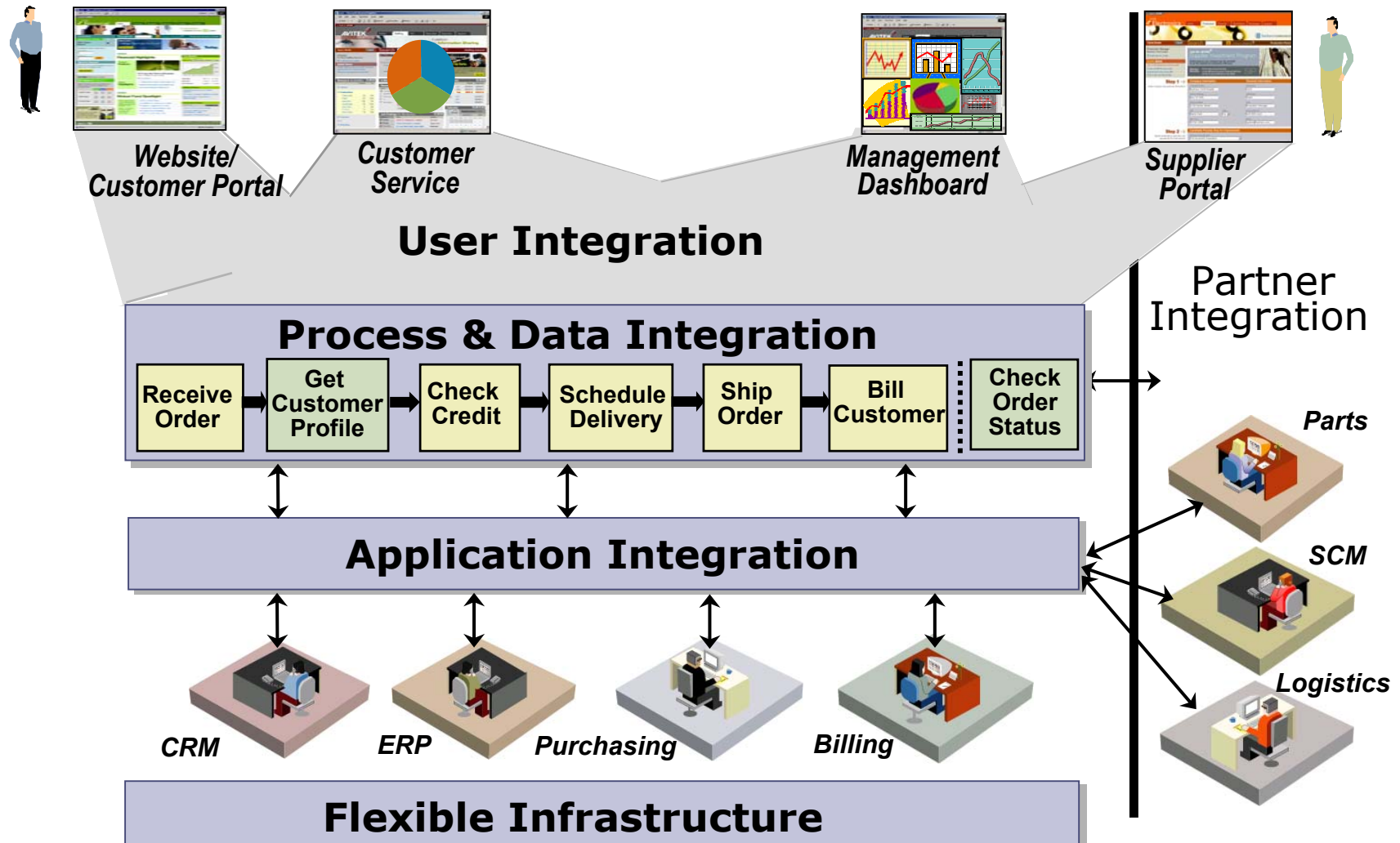
- Business Process Integration
 - Streamlined business processes across systems, data, people, partners
 - Automated control and error handling
- Real-time Information Access
 - Data integration across all different sources for current, aggregated views
 - Tailored user experience in context of their role, needs
- Flexible IT Infrastructure
 - Greater project-to-project re-use, ROI
 - Leverage of skillsets, existing systems
 - Service Oriented Architecture, Standards



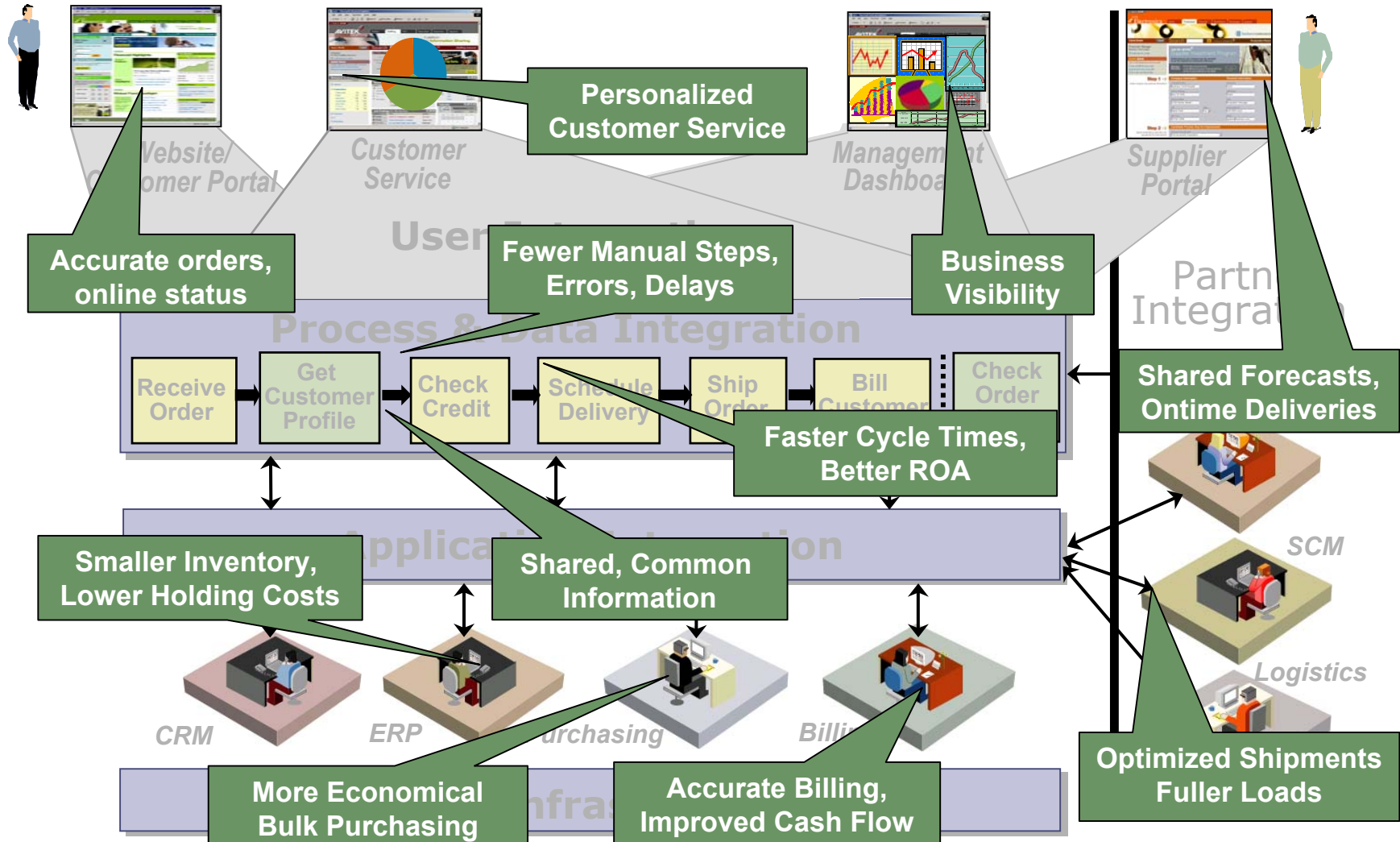
APPLYING THE REQUIREMENTS: THE BUSINESS INTEGRATION SOLUTION



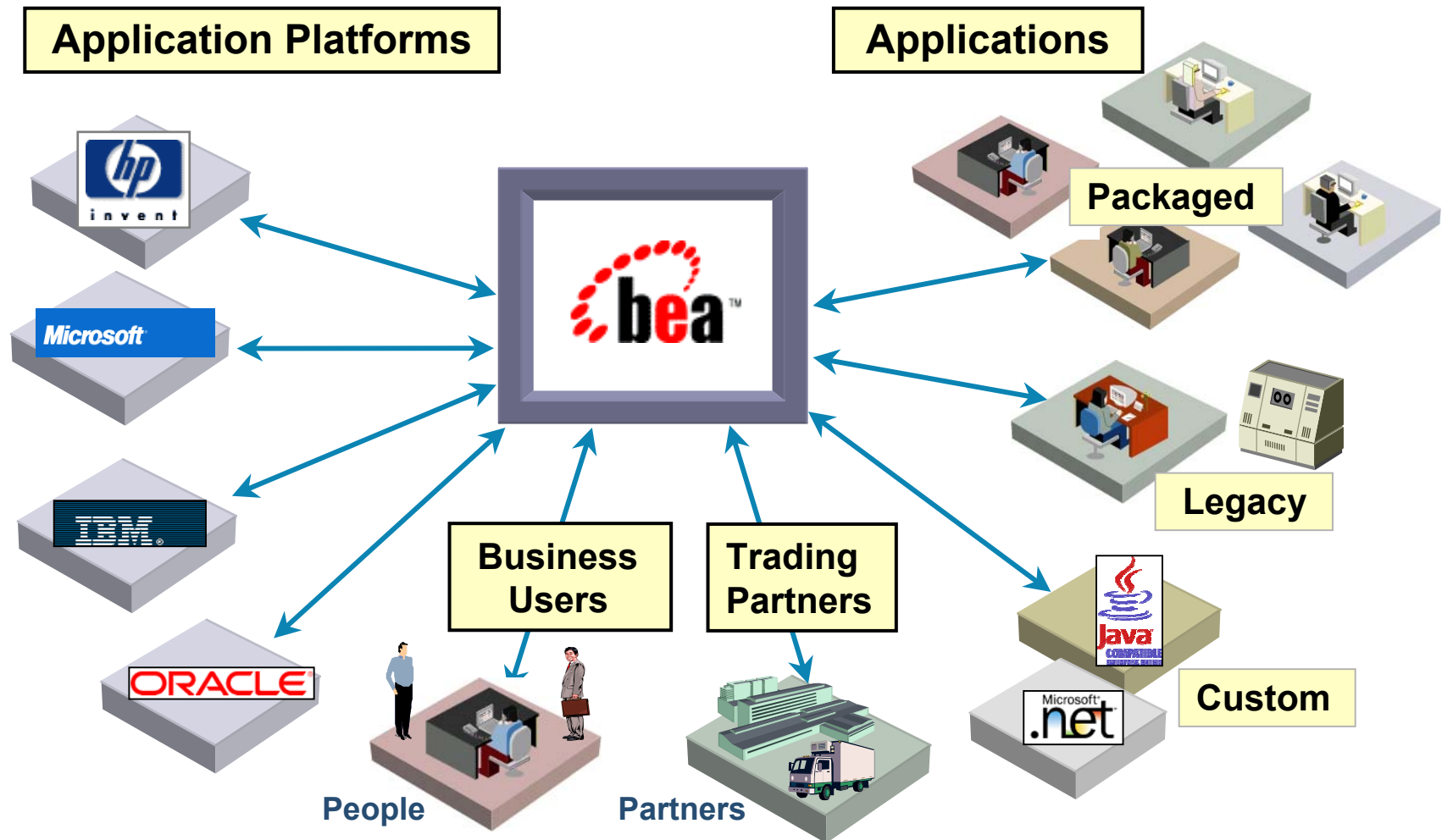
APPLYING THE REQUIREMENTS: THE BUSINESS INTEGRATION SOLUTION



SOLVING THE BUSINESS ISSUES



INTEGRATING EXISTING ENVIRONMENTS



STANDARDS-BASED INTEGRATION

Integration Standards

Process Orchestration

- BPEL/WSCI, ebXML, RosettaNet

Business Logic

- PD4J, Java/J2EE, Net UI, Portlets

Message Brokering & Transformation

- XSLT, XML Query, EDI

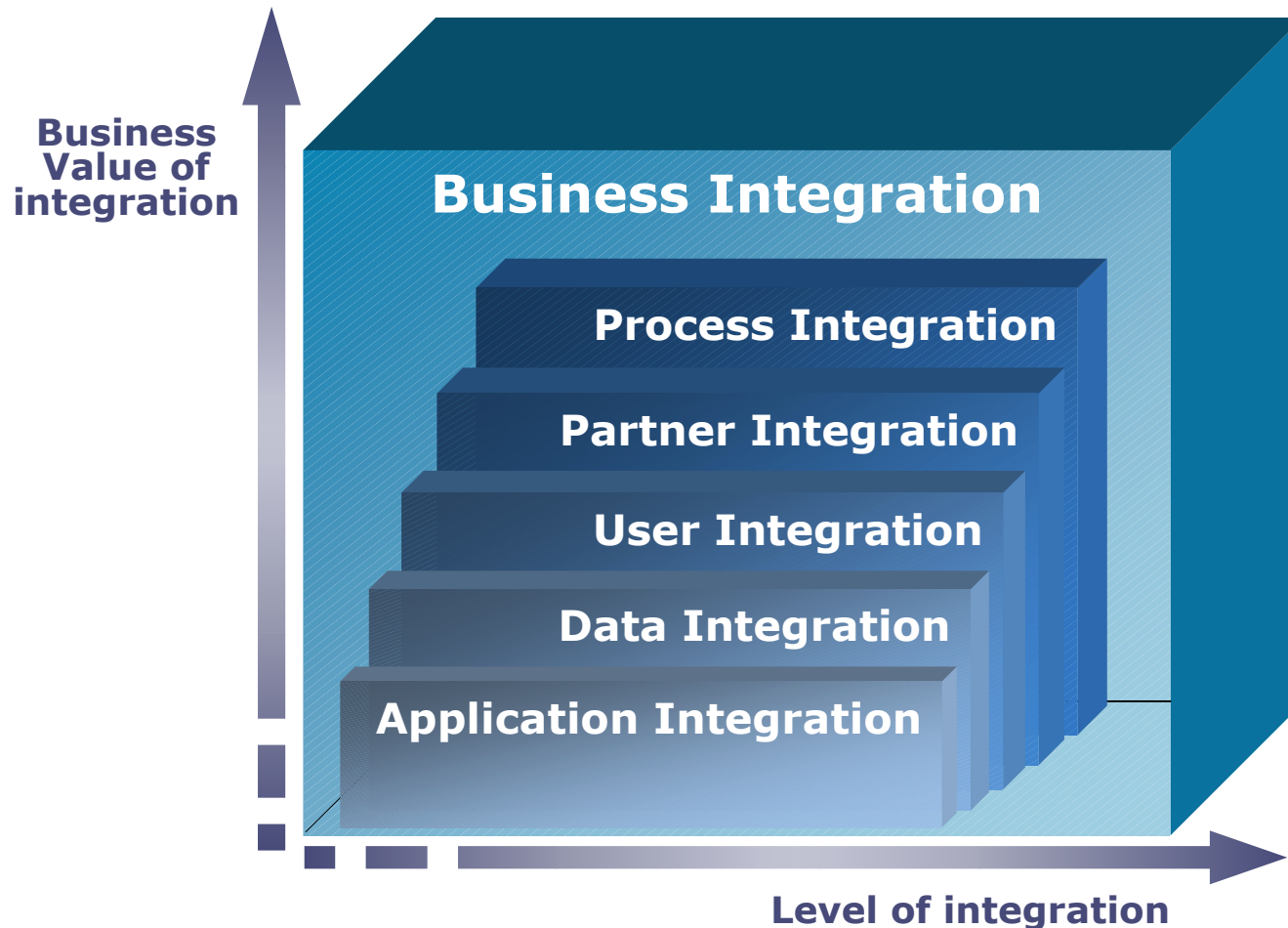
Application Connectivity

- JCA, WSDL, UDDI, EJB/JDBC, XML Schema

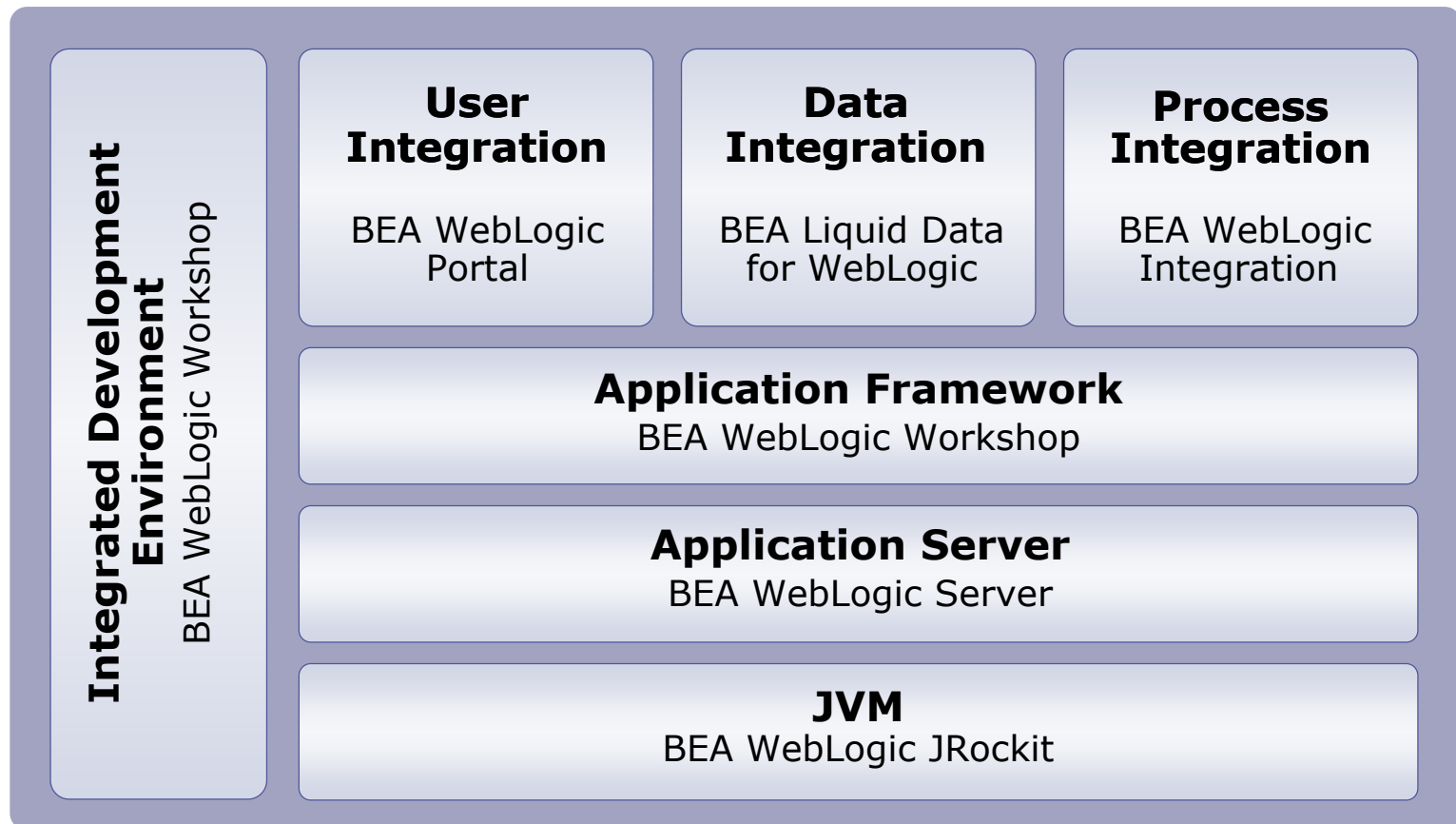
Middleware Infrastructure

- J2EE, JMS, JTA, SOAP, HTTP, SSL, XML, WS-Reliable Messaging, WS-Security

PLATFORM APPROACH PROVIDES INCREMENTAL VALUE



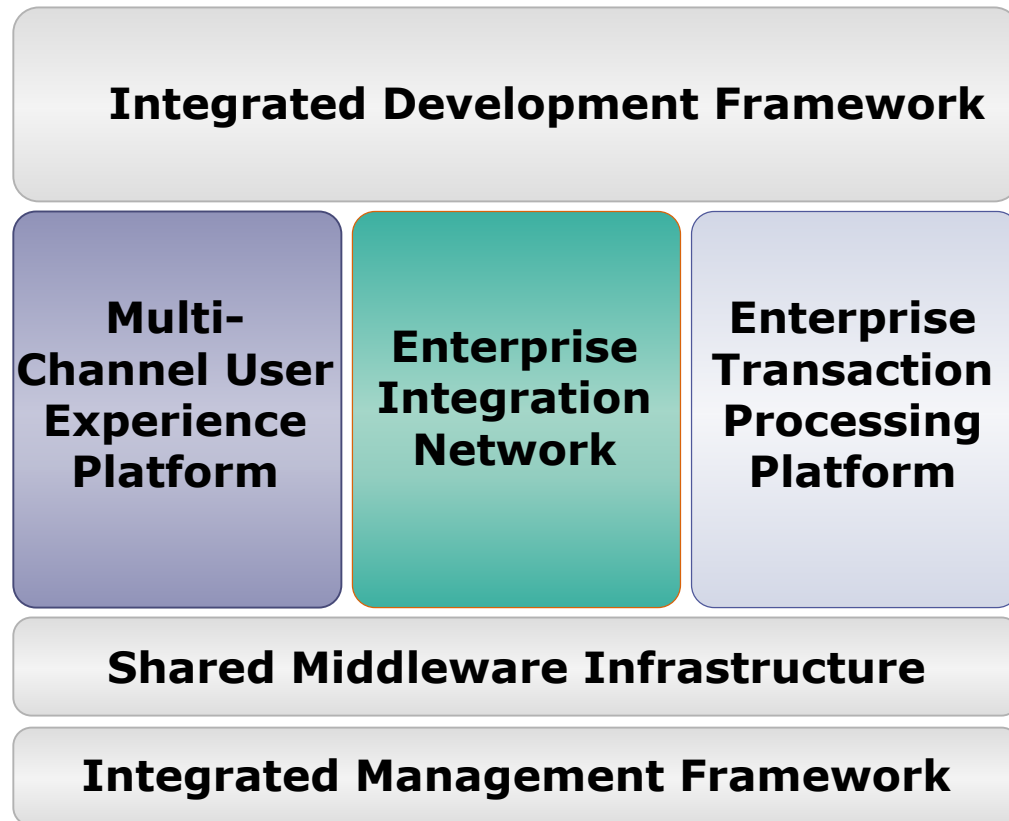
BEA WEBLOGIC ENTERPRISE PLATFORM



A proven foundation to build, integrate and extend business critical applications while experiencing significant improvements in productivity and quality.

ANALYSTS SUPPORT THE PLATFORM APPROACH ...

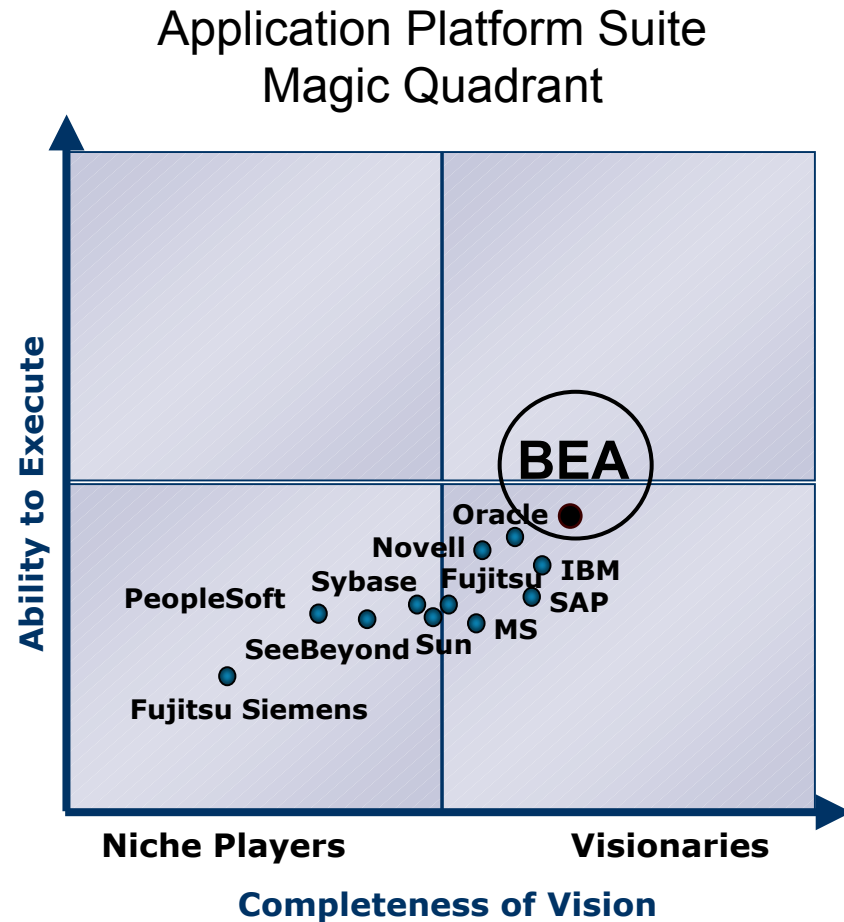
“... larger, mainstream companies will find application software foundations or platforms increasingly attractive ...”



APS PLATFORM VENDORS

"By 2007, more than 75% of all application software infrastructure licenses will be sold by application platform suite vendors"

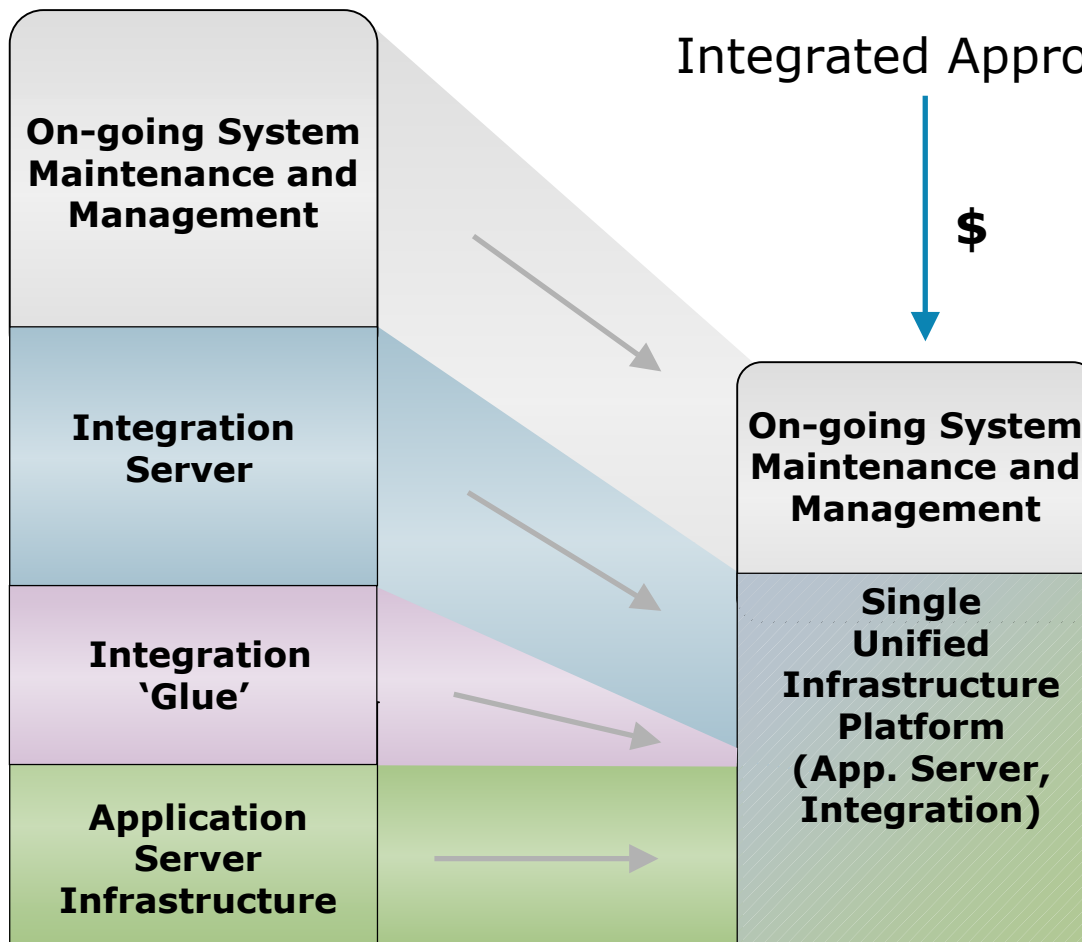
(0.8 probability)



Source: Gartner Research report 5/3/2003

... AT A LOWER TCO

Multi-server Approach



- Simpler Administration
- No need for separate specialist staff
- Lower combined license cost
- No integration 'glue code' required
- Leverages existing servers, resources
- Reusable, extensible
- Standards-based

WHERE CAN BEA'S APPROACH TO BUSINESS INTEGRATION HELP?

- Improve customer service
 - Strengthen revenue and customer loyalty
 - Decrease “cost to serve”
- Improve workforce productivity
 - Boost efficiency, value add per employee ...
 - Decrease “Cost of Operations”
- Improve trading partner collaboration
 - Drive efficiencies into supply and demand chains
 - Decrease “cost to fulfill”
- While...doing more with less
 - Leverage existing investments to fit the business
 - Increase “return on IT assets” employed



BEA'S PROVEN APPROACH

Application Integration

Integrated over 10 financial systems to reduce the time to close their books by 25%



Data and User Integration

Delivered a real-time, consolidated view of customers fund holdings to increase productivity and cross-selling



Trading Partner Integration

Automated auto loans processing with thousands of dealers to increase the number of loans processed fourfold



Process Integration

Streamlined order management processes to increase the STP order rate to 95% (1.4 million/month)



BEA IN FINANCIAL SERVICES

Improving Customer Share

Doubled corporate user-base in 2 years, offering 30 **corporate banking** services, dramatically increasing cross-sell rate



Creating New Services

Built an award winning **Wealth Management** portal, driving innovation and unparalleled customer service, accelerating delivery by 50%



Renewing Operational Efficiency

Built new **Branch Banking Solution** that generates incremental C\$12 million in annual revenues, raised employee satisfaction to 94%



... 100% of the top 25 global banks run on BEA
100% of the top 10 securities firms run on BEA ...

BEA IN TELECOMMUNICATIONS



Managing Rapid Change

Responded to deregulation by radically simplifying order mgt, billing and supply chain processes, reduced cycle time and COGS



Creating New Business

Launched a new pay-as-you-go, self-service cellular business in under 7 months, integrating 26 applications, targeted at the under-30's



Faster Time to Value

Delivered self-service provisioning to 15,000 dealers and 22 million customers within 6 months, reducing activation time to minutes



... 100% of the top 50 Telco companies run on BEA
95% of all wireless bills in the US are created on BEA ...

BEA IN MANUFACTURING

Faster Time to Value

Improve time to market from design to launch by integrating engineering, supplier and dealer systems for change management, workflow



Streamline Operations

Integrated ERP, Supply Chain, Web and Mobile applications for 7,000 users in Electronics Division, covering call center, inventory, service



Trading Partner Collaboration

Provided complete visibility of inventory through the supply chain to enhance customer service and enable new revenue opportunities



... 100% of the Fortune 500 office eqpmt. manufacturers run on BEA
Majority of Fortune 500 manufacturing companies run on BEA ...

BEA IN GOVERNMENT

Managing Information Access

US Government's official web portal, links all federal, state and local agencies, 51 million web pages, allows users to interact within 3 clicks



Streamlining Processes

Offer electronic filing of returns, substantially reducing paperwork, manual steps, cost of processing and providing 24x7 service



Improved Command and Control

Provides realtime, secure information to Operation Commanders from thousands of sources with low cost and high effectiveness



... 100% of US Federal Cabinet posts are BEA customers ...
All the US military branches have deployed on BEA ...

BEA'S 'WHOLE PRODUCT' APPROACH

Products

⋮

Comprehensive suite of products providing a complete software foundation

Partners

⋮

Broad ecosystem of more than 2,100 partners

Deep relationships with top ISVs and hardware vendors

Services

⋮

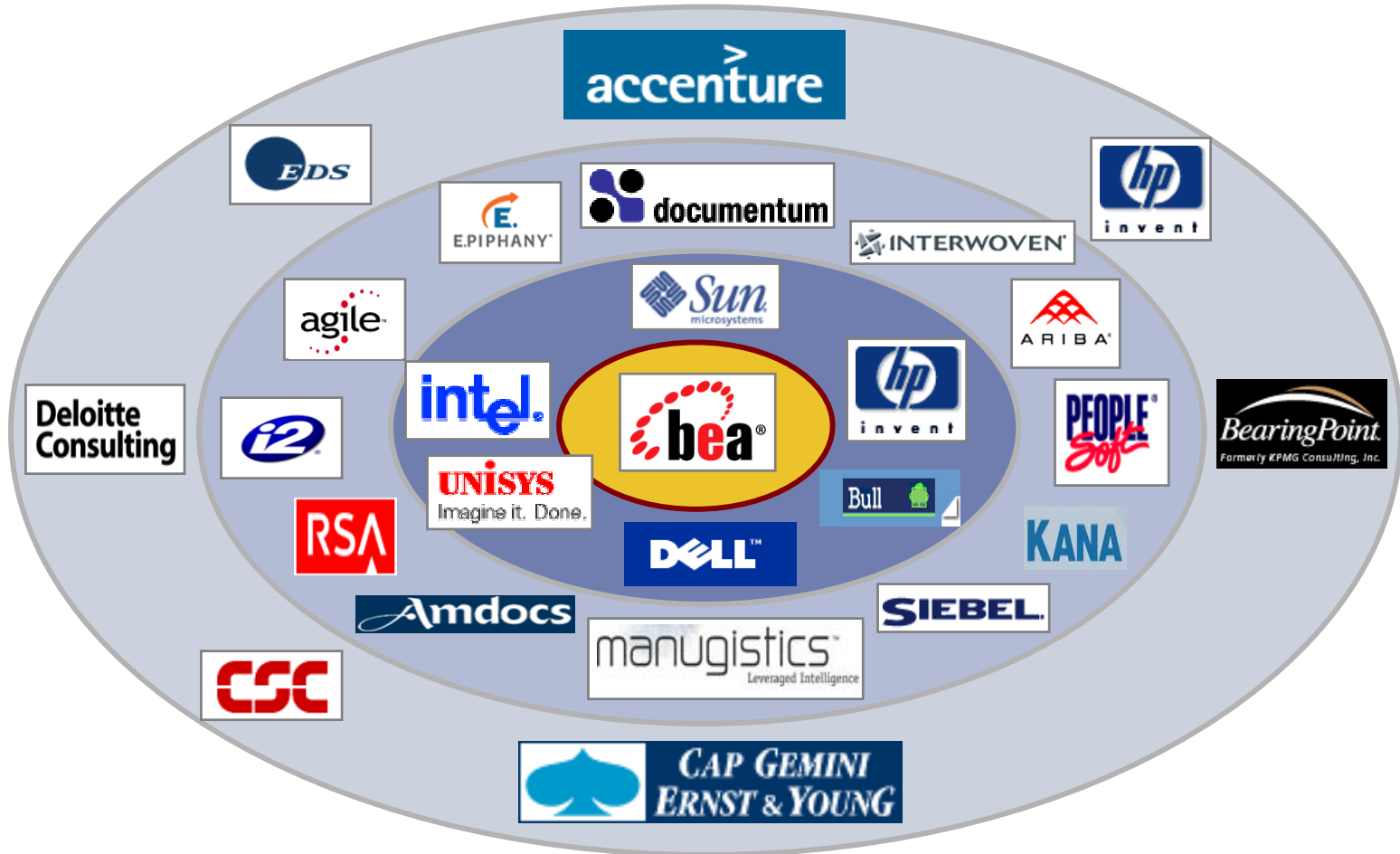
24x7 mission critical support worldwide

Expert software/business process architects

Global education network

LEVERAGES LARGE PARTNER ECOSYSTEM

More Than 2,100 Partners

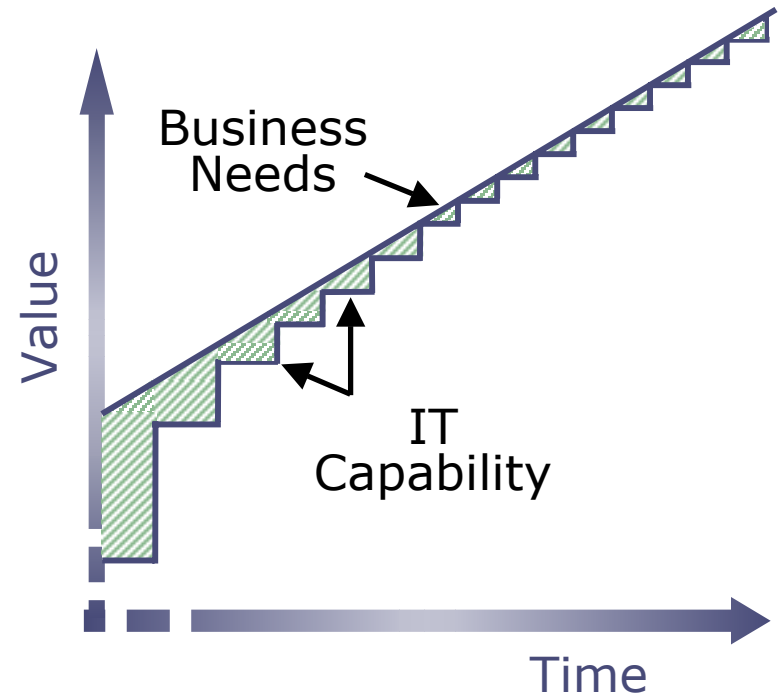


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THE RESULT: 'IT THAT FITS THE BUSINESS'

- Strategic IT capability
 - Shared infrastructure
 - High, cumulative leverage
 - Highly responsive to change
 - Shared skillsets, productivity
 - High ROI, strategic value
- Business impact
 - New sales opportunities
 - Faster Time to Value
 - Loyal satisfied customers
 - Lower operational costs
 - Higher enterprise ROI/ROA
 - Adaptable to the business needs



SUMMARY: RAPID BUSINESS INTEGRATION

Rapid Open Integration

Choose an open, best-of-breed integration solution, within a proven application infrastructure


Faster Time...

Enable accelerated project cycle times with a simplified and unified design and deployment environment

...to Value

Only BEA integrates the integration, eliminating unnecessary complexity barriers so that projects generate increasing value to the business

BEA CORPORATE OVERVIEW

- 
- **Leading Application Infrastructure Company**
 - One of ten largest software companies in the world
 - Over 13,500 blue-chip customers worldwide
 - Majority of Fortune Global 500 companies rely on BEA
 - **Demonstrated Strength and Stability**
 - \$1B in Sales, >\$1.3B in cash
 - 22 consecutive quarters of positive cash flow
 - **Global presence**
 - 81 offices in 34 countries
 - Over 3,000 employees
 - **Strategic Industry Influence**
 - More than 2,100 systems integrators, independent software vendors, and application service providers
 - Driving innovation into standards—J2EE, XML, Web Services

www.bea.com

