

Enabling the Real Time Enterprise with Liquid Data for WebLogic

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Learning Objectives

- As a result of this presentation, you will be able to:
 - **Define** the Real Time Enterprise in real world terms for your enterprise
 - **Identify** opportunities to real-time enable aspects of your business
 - **Speak** to business processes that BEA software can real-time enable
 - **Illustrate** the Value On Investment (VOI) opportunity and challenges of real-time enabling processes

Speaker's Qualifications

- **Jerry Wager** is a Director of the Strategic Enterprise Solutions Group at BEA Systems, Inc.
- In the past two years, Jerry has worked with nearly 300 BEA customers applying BEA technology to business problems
- Jerry speaks frequently on leveraging BEA software in solutions that address common “business problems” organizations face

Presentation Agenda

- What does it mean to be a Real Time Enterprise (RTE)?
- Why is it important?
- Where are the opportunities in my organization?
- Show me!
- BEA technology enables the real time enterprise...

If we had *all* the right information available...

- “If my analysts could see all the data for a subject area at once, we could be more responsive and accurate in our reports.”
- “If we could see all of the data related to a request, we could deliver targeted online reports rather than stacks of paper.”
- “If we could access and integrate all the information for a customer, we could deliver it more efficiently, securely, and reliably using a self-service site.”
- “If we could integrate GO50 flying hours, DO43 parts catalog information, DO41 failure and pipeline data, and First Article data, the process of ordering parts would be faster, more simple, and less prone to error.”



What Does RTE Mean?

“Creating a definition clarifies the thinking. Sharing the definition with others gives them a head start to reaching their own understanding.”

- Gartner Group

What Does RTE Mean?

“The Real Time Enterprise monitors its operations and its environment constantly, taking action as soon as the need is identified.”

- Gartner Group

What Does RTE Mean?

“The RTE is an enterprise that competes by using up-to-date information to progressively remove delays to the management and execution of its critical business issues.”

- Gartner Group

What Does RTE Mean?

“...the RTE is the real time monitoring of and reaction to changes and events associated with critical business processes – that is, BAM (business activity monitoring).”

- Gartner Group

What Does It REALLY Mean to Me?



- *The real deal...*

- Enable incredible 'Information Visibility' so that the enterprise can make better decisions and take more effective action

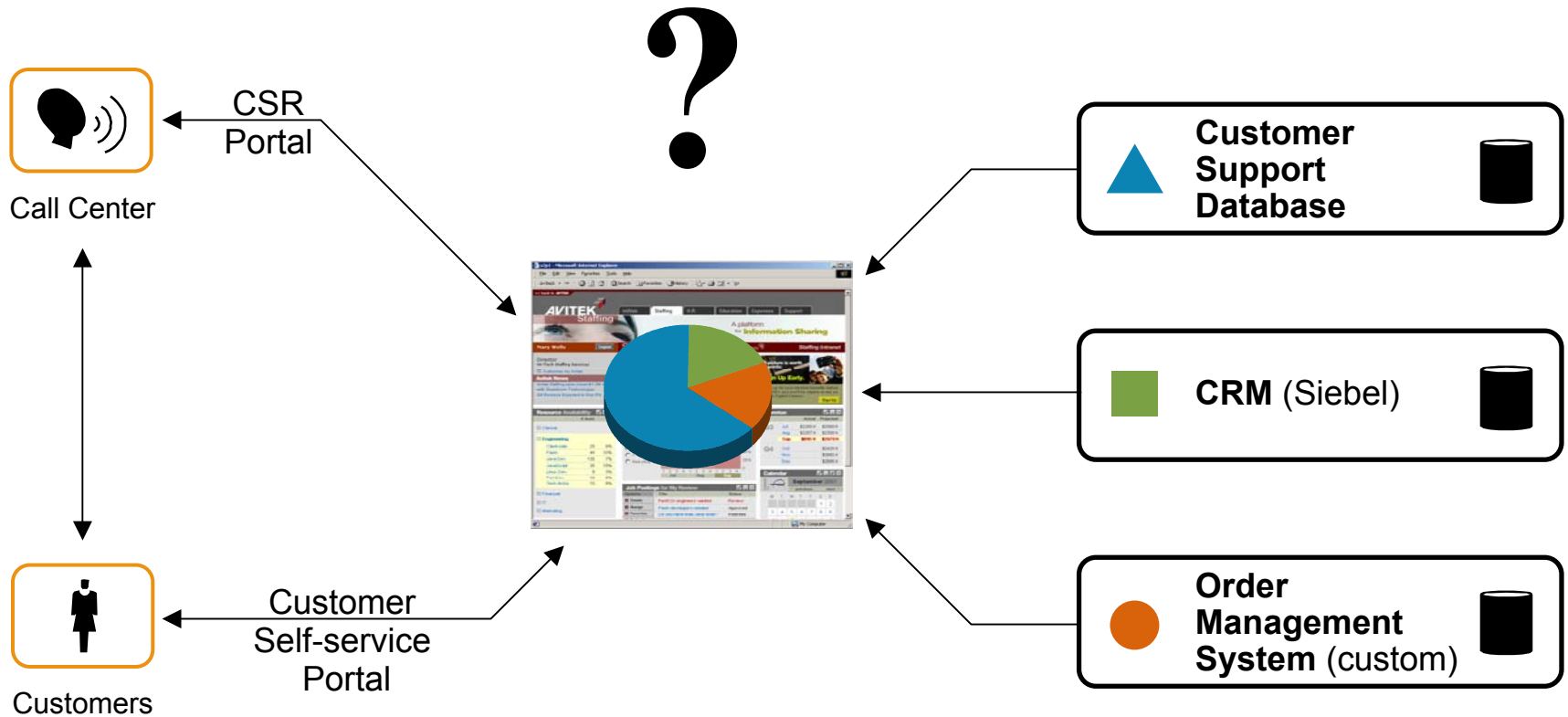
Enterprise information visibility, enables smarter enterprises.

What Does It REALLY Mean to Me?

- **Information Visibility** is the key enabler to obtaining RTE benefits
- The value on investment is derived from the **convergence** of sound processes, flexible infrastructure and clear goals

The RTE is a concept, not an end point or technology.

Information Visibility Needed

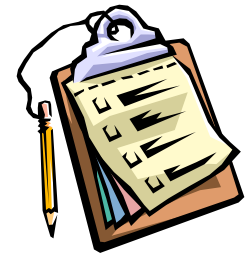
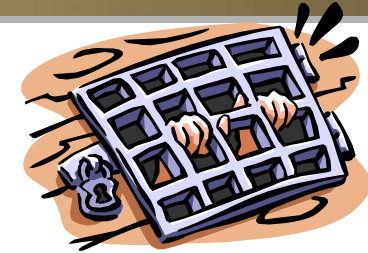


The Challenge

- Business information is distributed
 - Data is imprisoned in operational silos
 - Multiple “systems of record” exist

- Every new application re-addresses data access
 - Knowledge of past integration activities isn’t available
 - A source inventory is necessary to find key data
 - Business logic must be re-gathered and re-coded, causing transformation and integration rules to be trapped in code

- Existing technologies don’t provide the whole answer
 - EAI is great at providing business processes and connectivity, but still require programmatic integration of data sources
 - Data warehouses can be expensive, take a long time to implement, and don’t easily provide real-time data



Enterprise Data Visibility

- Access to a full, **current view** of **combined** business information, based on a **standard** logical model created from **several sources**, and **reused** across many applications and business units
- “Enterprise join”
- Benefits
 - Maximizes the quality and timeliness of decisions
 - Reduces time to production
 - Makes IT more responsive to the organization

Why Is It Important?

- You do this to drive:
 - Revenue
 - Operational Performance
 - Shareholder Value
 - Customer Value

Why Is It Important?

- Furthermore...

- Analysts say it is important and require it
- Your management team is measured on it
- Most initiatives are driven by a compelling event or a response to a market condition
- With the right goals, success is measurable and attainable
- Close out the ROI on past investments

Why Is It Important?

- To be successful, you need to:
 - Be cognizant of “Real Time vs. Right Time” (Timing is everything)
 - Weigh speed vs. quality (performance)
 - Recognize and React (business process)

Why Is It Important?

- To fail, do this:
 - Make it a never ending task
 - Enable broken processes
 - Have unclear expectations
 - Lack appropriate analysis

Why Is It Important?

- RTE initiatives are the key linkage between business and technology value
- When selling RTE initiatives focus on Value On Investment (VOI)
- VOI is business speak rather than 'IT Speak' or 'Finance Speak'

Notice no mention of technology yet...it is the enabler, not the solution.

Where Are the Opportunities in My Organization?

Do you have these people in your organization?



“Miss I Don’t Know”



“Mr. Swivel Chair”

Where Are the Opportunities in My Organization?



■ **Workforce
Productivity
Projects**



■ **Customer
experience
management**



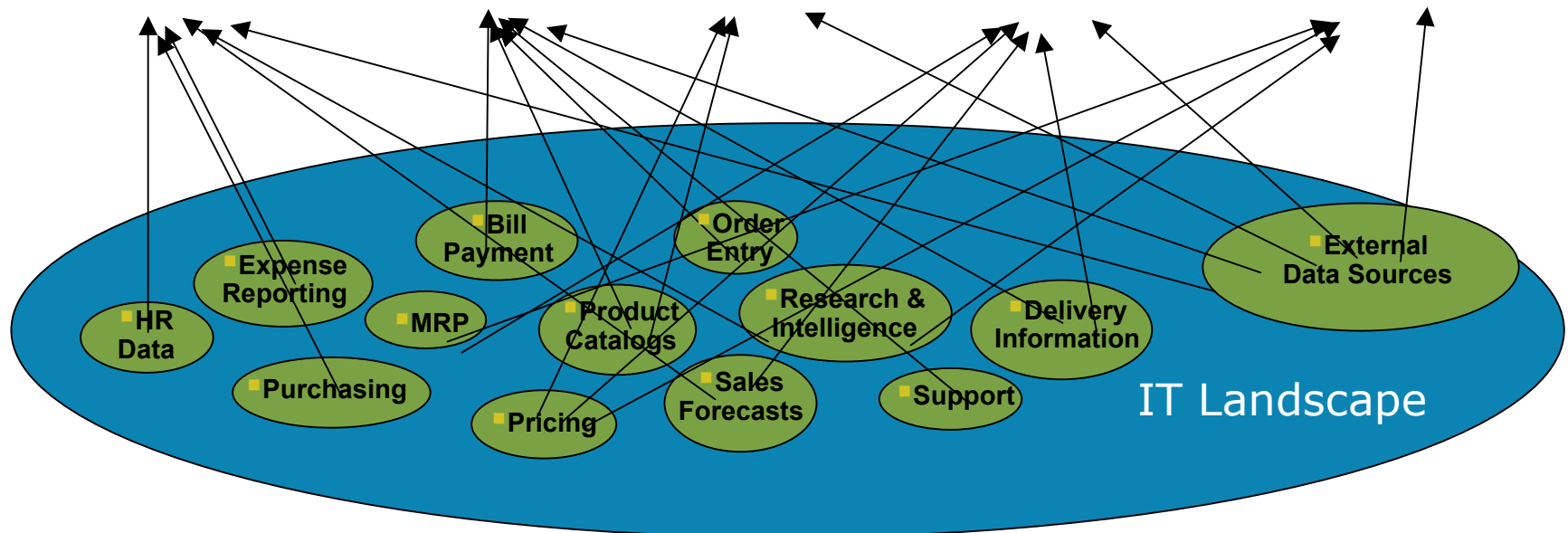
■ **IT
infrastructure
improvement**



■ **Partners**




■ **Suppliers**




“ For some applications, the complexity of integrating multiple disparate data sources is still far too great within many of today’s market-leading environments.”
-- Mike Gilpin, Giga Information Group

Common Example – Integrated View of Customer

Customer Profile Customer Satisfaction: 8

 **Pacific Camera**
Pacific Camera is one of the largest specialty camera chains in the world. With over 25 years of experience in photography wholesaling and retail, Pacific Camera has become recognized as a leader in providing affordable consumer photography equipment and supplies.





 **Company Information**

Customer Type:
Premium Channel Partner

Avitek Customer Since:
04/12/98

Address:
222 Sutter Street, 6th Floor
San Francisco, CA 94108

Company's Order History:

Date	Order No.	Status
10/25/02	AV-12401	 In Production
10/21/02	AV-12321	 Shipped
3/16/02	AV-1234	 Received
2/16/02	AV-12111	 Received

Buyer Information Current Status: Logged in

Chief Contact:
Pedro Delgado
Senior Purchasing Manager
415-555-1212
pdelgado@pacificcamera.com

Most Recent Login:
10 minutes ago




Minutes per week spent on Web site:
45 minutes

Most Purchased Product:
[AviPix 1000 Digital Camera](#)

Most Visited Web page:
[AviPix 1000 detail page](#)

Most Successful Promotions:
[10% off 100 AviPix 3000](#)
[AviFlex Bundle Promo](#)

Customer's Quicklinks:

-  [AviPix 1000 Digital Camera](#)
-  [AviFlex Flash](#)
-  [AviFlex Fisheye Lens](#)

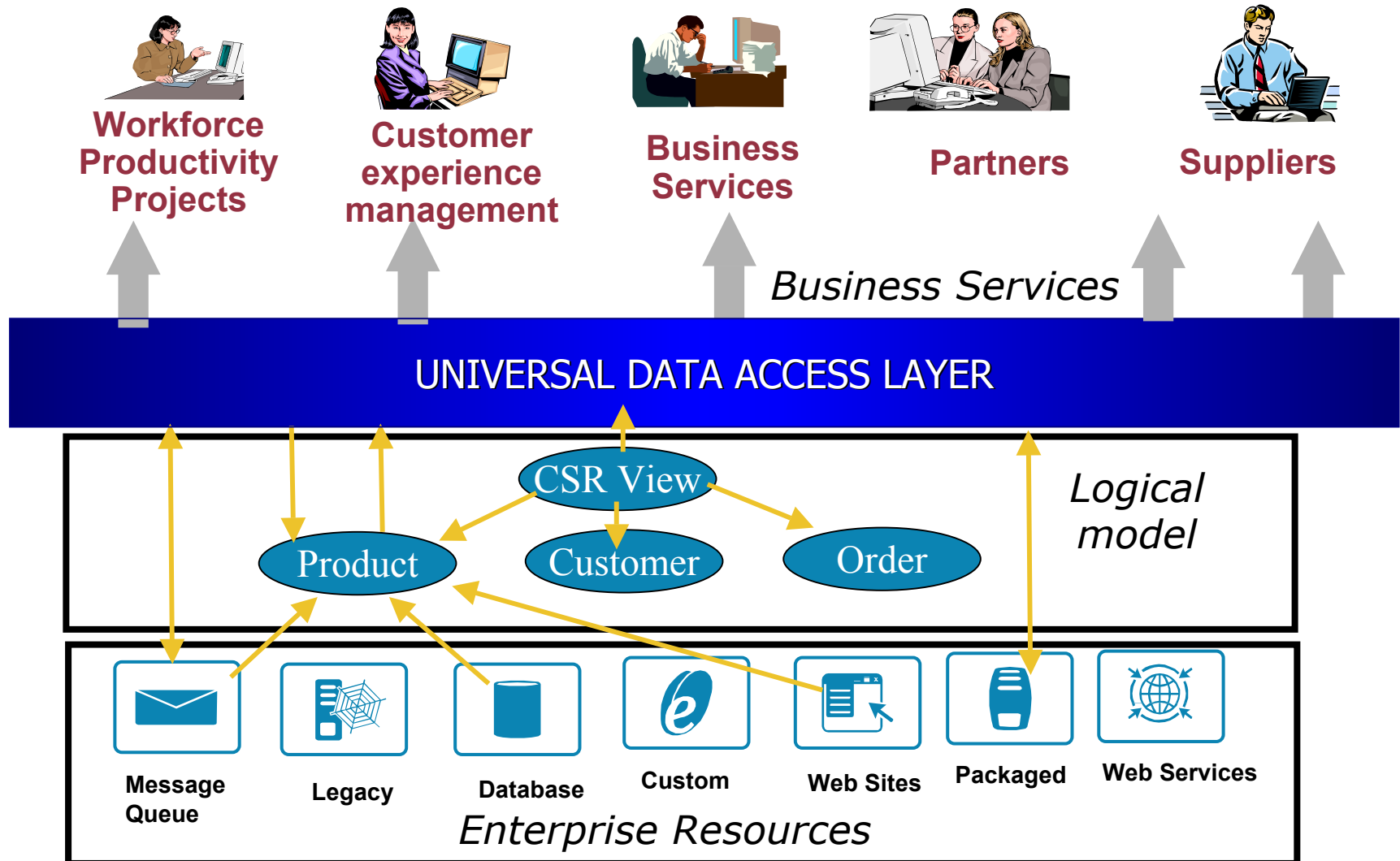
Customer Satisfaction Score

Order History

Contact Info

Web Activity

Enterprise Information Integration



Where Are the Opportunities in My Organization?

- **Technology Initiatives that have RTE opportunities:**
 - **Customer/Order data integration**
 - CRM enablement, Self-Service and CSR applications
 - **Business Information Services**
 - Virtual Data Access Layer / Common Logical Entities
 - Web services-based data services
 - **Portal Support**
 - Employee portal
 - Customer portal
 - Partner portal
 - Dashboard(s)
 - **Supply Chain Management data integration**

Where Are the Opportunities in My Organization?

- Indicators:
 - Data spread out all over the enterprise
 - Separate organizations own and manage the information
 - Many technologies support each environment... “best of breed”
 - Multiple step processes
 - Etc.

There is opportunity in the complexity... leverage the BEA Platform.

U.S. Government Problem

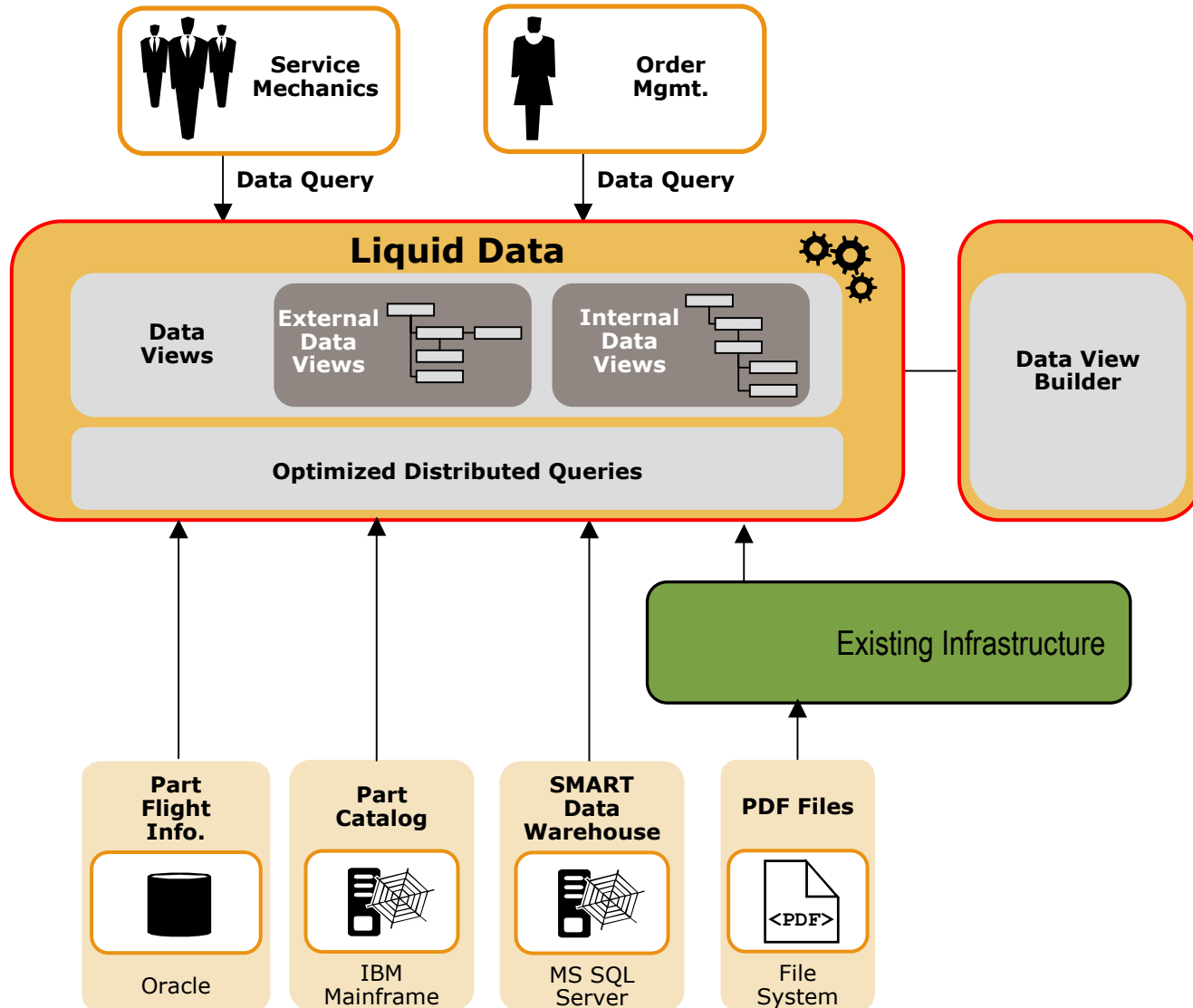
■ Problem that we addressed

- Provide real-time, flexible, consolidated view of parts, servicing, and inventory data across applications, documents, data stores, and agencies to allow increased mechanic productivity, decreased part failure and increased machine up time

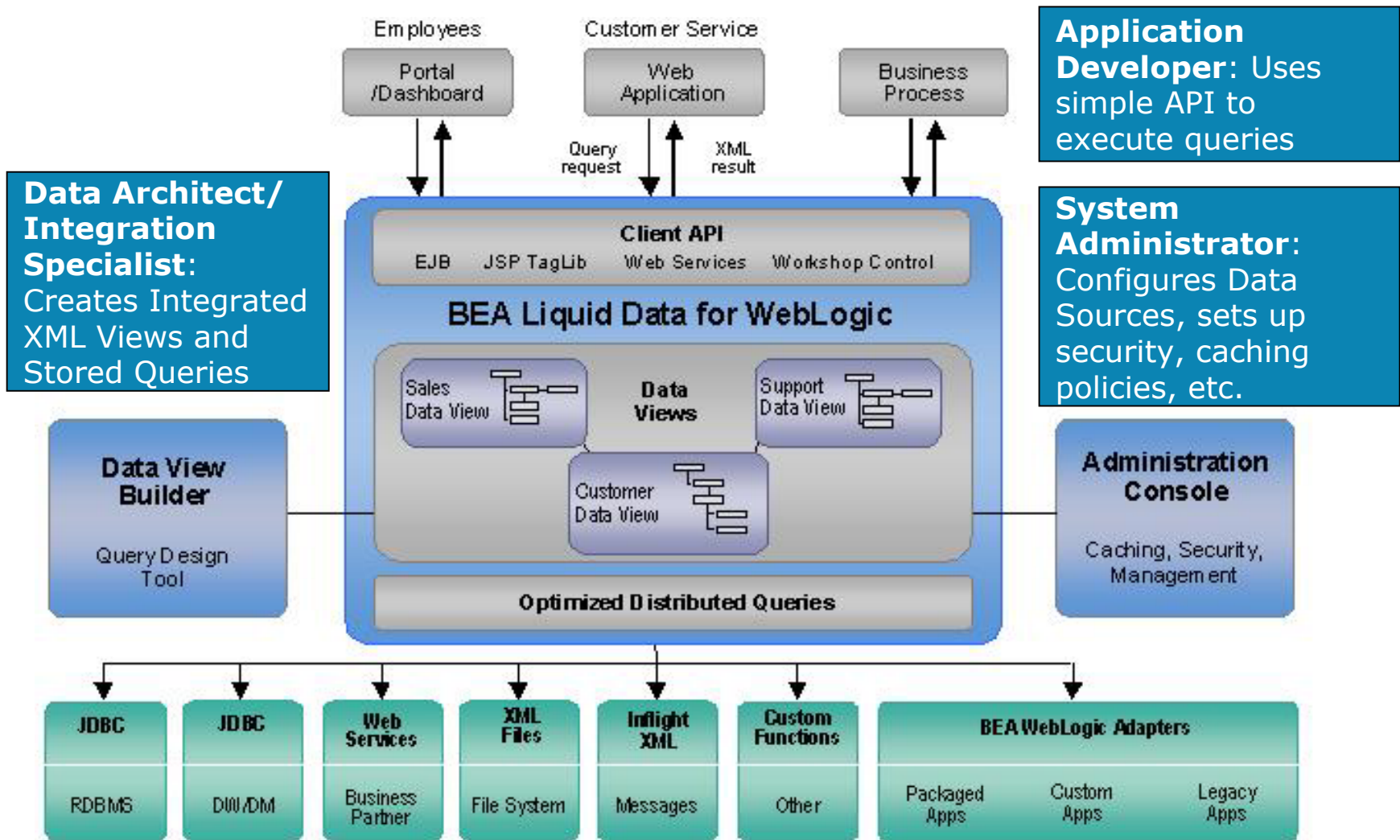
■ Address multiple needs:

- Removal of paper/PDF processes
- Ease of use by service mechanics on the shop floor
- Correlate part information to increase system productivity (i.e. relate flight hours and failure numbers)

Solution Architecture



Liquid Data For WebLogic CONCEPTUAL OVERVIEW



Results

- **Data in the enterprise:**
 - Flying Hours, Failure numbers (Oracle DB)
 - Product Catalog (IBM Mainframe)
 - SMART Data warehouse (Microsoft SQL Server)
 - First Article Database (Oracle DB)
 - Misc. Less Structured Data (PDF files)

- **Total Programming Time 5 Days**
 - Two BEA Engineers (10 person days)
 - One Gov't Programmer (5 person days)

Value on Investment (VOI)

- **Liquid Data Represents**
 - Rapid Application Deployment Tool
 - Unlimited Connectivity Capabilities
 - Quick Return On Investment (weeks not years)
- **Data Shared in enterprise as Web service**
 - Other commands connect at no cost
 - Use in their system
- **U.S. Gov't standards Compliant**
- **Interfaces with Gov't Portal**
 - Provides Infrastructure for Data Connectivity
 - Extensible
 - Valuable contribution to many applications

A Common Theme: Service-Oriented Architecture (SOA)



- Gartner says...
 - SOA is a philosophy to design for application integration by “exposing” data and functionality as services
 - Web Services and integration technologies are key
 - May be planned or opportunistic
 - Benefits
 - Increases agility
 - Reduces time to market
 - May reduce integration costs by 30% or more
 - Promotes building composite applications
 - Emphasis on services, rather than applications
 - Rapidly developed
 - Supports portal development well
- Candidate data integration components of SOA
 - Information Services Layer
 - Virtual Data Access Layer
 - Common Logical Entities

Presentation Summary

- So... what is my own definition of the RTE?
- Where are the opportunities in my organization?
- What processes are best suited for RTE enablement?
- How do I articulate the value?

Enable visibility into enterprise data, empower smart business...



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