

Why Extend Your Oracle Footprint?

In today's corporate world, clients are faced with ever-changing challenges that are critical to address in order to minimize the risk of potentially losing a competitive edge:

- Continuing to harvest differentiators in the marketplace
- Significant industry and workforce trends
- Aggressive business objectives

In order to remain competitive in many industries, it's important for organizations to present themselves as being technology enabled—for more effective and efficient customer facing services, and/or for internally focused services that are critical to attracting and retaining the workforce. A true advantage of being an Oracle client is that they continue to invest heavily in the R&D of applications and technology to harness their lead in the marketplace. The strategic HCM applications enable users to put the right people in the right jobs, develop and reward the top performers, retain key talent, and increase efficiency throughout an organization. On the FMS (Financial Management Systems) side, the strategic modules help users gain insight into critical financial information, govern best practices, and standardize key business processes.

Oracle has launched an outstanding new training tool aptly named the "User Productivity Kit" (UPK). UPK offers undeniable value to clients by enhancing user adoption and acceptance, providing initial and ongoing user proficiency, alleviating the issue of knowledge attrition, reducing time to develop testing, procedural, and training documentation, and removing varied styles and formats of training and documentation. This new application is fastly becoming a "must have" for Oracle users.

A true advantage of having E-Business and/or PeopleSoft as part of the larger Oracle stack is that your ERP vendor sets the bar for their competition with ongoing technology advancements. For example, Oracle's latest releases include enhancements that will help clients leverage technologies such as BI Publisher, Web services, Business Process Execution Language (BPEL), and data hubs to extend the value of current technology investments. Extending one's applications can strategically align an organization on the path to Fusion in the realm of Fusion Middleware. Oracle is providing not only a direct upgrade path to Fusion from E-Business and PeopleSoft, but also commits to continuing to enhance and support the existing product line until you are ready to move to the Service Oriented Architecture offered by Fusion.



The big question corporations are asking themselves is, "Why extend my Oracle applications today, knowing that Fusion is coming?"

The answer to the question completely depends upon the following factors:

- Your real business needs
 - What real business objectives must you achieve short term or mid-term?
 - What industry or workforce trends to you need to address to maintain a competitive advantage?
- Your timeframes to achieve your objectives
 - What is a realistic ROI and when is the payback?
 - How is your market segment position and technology adoption strategy affecting your Oracle Application(s) and next generation timeline?