

tips and techniques

April 2002

Keynote Speeches:

Mark Jarvis, SVP and Chief Marketing Officer, started the conference by announcing there were more than 9800 registered attendees. There was no breakout of numbers by major classification (customers, Oracle employees, exhibitors, free passes to the exhibit hall, consultants looking for work, Wall Street Analysts, and so forth). Mr. Jarvis said the message this year is the same as last year and it is still "e-business or out of business." This year, it isn't the dot-coms but general business that are leading the e-business movement. The e-business transformation to the new business world is lead by a CEO (not IT); implemented by a management team (not a single executive sponsor); designed to simplify processes (not customize software); based on complete business process flows (not departmental automation); and intended to produce information out (not just transaction processing).

Jarvis continued by presenting the concept of the single global database to support integrated operations for business functions such as marketing, sales, services, contracts, order management, financials, HR, and supply chain. The global database architecture was compared favorably to the SAP version where six databases and lots of integration are required.

Complete automation of all business processes was the next topic of discussion. Jarvis showed a typical marketing to order management process where MS-Excel and MS-Word were used to generate quotations and contracts. In this example, when a business uses the PC products and doesn't implement the Oracle quotation and contracts applications, the business loses sight of marketing leads until they become orders. The business can't easily determine how many leads have been quoted or the value and status of quoted orders. Oracle wants to provide fully automated business flows to eliminate the gaps in the process.

The next theme that Jarvis proposed to the audience was the concept of the Daily Business Close. The DBC isn't a financial closing but a new application that is all about getting information out of the database. The DBC is still under development but will use portal and BIS technology to create a scorecard of key business metrics.

Jarvis advised the audience that the e-business suite is not finished, but we won't be seeing many more distinct products. Instead, we can look forward to lots more functions and features in later releases. Jarvis cited companies that are driven by return on investment to produce company transformations through business process re-engineering, future business models, process simplification, and uncustomized systems.

In round numbers, Jarvis said Oracle has 12,000 Applications customers. Of that amount 10% have implemented or upgraded to R11i. 35% of customers are running on R11.0x. Finally, 55% of customers are still on R10.7 which Jarvis characterized as 1996 technology. Jarvis made it plain that it was time to upgrade and he was pleased that 300 of the 9800 conference attendees when to the upgrade forum.

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Toronto OAUG Conference, May 19-22

For more information and to submit your registration, visit www.oaug.org. Book hotels early to get a convenient location.

ATLOAUG Next Meeting Friday, June 14th at 8:30 AM

Hosted by Answerthink
Location: to be announced

Reservations: Lynn Morrow, 330-656-5854, lmorrow@answerthink.com

Agenda

(check www.atloaug.org for final agenda)

Volunteers are needed as speakers and to facilitate future breakout sessions. Please send an email to bcarlton@sprynet.com and volunteer in your area of expertise.

Editor's Comments

From: Jim Crum
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AppsWorld Edition

I didn't see many members of ATLOAUG at AppsWorld in San Diego two weeks ago. Therefore, will try to share my observations and comments in this edition of the newsletter.

I went to AppsWorld looking for "the next big thing" for the Oracle Applications. I attended lots of keynote presentations, partner meetings, and a couple of white paper presentations. Here are some observations.

Mark Jarvis, Oracle SVP, opened the conference with a keynote speech and set the tone of the conference. Oracle's message is that it is time to upgrade and the fully integrated suite (in a single global database) is the only way to go. See the companion article on this page about keynote speeches.

Carly Fiorina, CEO of HP, made her first public speech since the merger vote. I thought there might be some interesting insights to the industry. I was wrong. Just like last year, when the conference sponsor pays big fees, the CEO wants to use the keynote to commercialize his/her company. That is not what the audience wants to hear.

Larry Ellison made some nice remarks and hosted a Q&A session for the audience. Judging from the national press, the most significant comment that Ellison made was that he can't predict the future of technology spending by his customers. Stock down 2.

Traffic in the exhibit hall seemed light by all accounts. Oracle announced attendance of 9800, but I thought there were fewer visitors to this venue than at a recent OAUG conference. Oracle made a major blunder on the first night of the conference by not providing a keynote speaker to open the conference. They just opened the exhibit hall on Sunday and provided some snacks, beer, and wine. Smart attendees went to a fine San Diego restaurant instead.

The Hands on Demo Area was huge. Even if you haven't been buying those Applications, Oracle has been developing like crazy, and they have lots of new and useful things to show you.

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Jarvis mentioned the Oracle e-business suite outsourcing service. This service was started two years ago when Larry Ellison announced that within five years about half of Oracle's revenue would come from outsourcing. Jarvis announced that they have 200 customers in the outsourcing program and these customers achieve a 60% reduction in operational issues and log 50% fewer service requests/week over traditional customers.

Finally, Jarvis yielded the microphone to Tom Wyatt, president of OAUG. This might be significant because Jarvis has been hostile to OAUG for several years. Sharing the podium might be a sign of renewed cooperation between the two organizations. Wyatt advised the audience that OAUG helped select the white papers for the AppsWorld conference, helped extend support for R10.7 users, and was optimistic about improving relations with Oracle. In addition, Wyatt said the latest release of 11i has positive reviews from users, and Wyatt invited the audience to become OAUG members.

The next keynote speaker was Carly Fiorina, CEO of HP in her first speech since the merger vote. Fiorina said "It's more than a killer app and a hot box" to describe the current state of computing. Right now, user companies are driving the technology agenda and that is a huge shift from the past. Customers want end to end solutions and the emergence of commodity hardware and standard enterprise software is compelling for HP and Compaq to merge. The rest of the speech was about product lines for large computer manufacturing companies, and I won't bore you with those details.

Ron Wohl, Oracle EVP of Product Development, was the next keynote speaker. I was unlucky enough to hear this speech twice because he gave it to the general session and then two hours later repeated 90% of it for the partners. If you heard this speech last year, please know that Wohl's message is consistent (read unchanged).

Finally, Larry Ellison to begin his keynote speech said in a distinct southern drawl "Y'all have bought too many databases". Ellison believes "information fragmentation is a HUGE problem for the industry to solve." There are two problems with fragmentation because you can't find information and then you have to pay extra not to know the information when you integrate.

Ellison modified his comments from last year on customization when he advocated that customers accept an 80% applications fit to their business and modify the business before modifying Oracle software. This year Ellison allows customers to extend the Applications and even suggests that extensions should be easy. The new mantra is easy to extend; unnecessary to change Oracle code.

Oracle Support via Sales Consultants

The local Oracle Sales Consultants have formed a support team that will help answer questions and provide insight to future product development. As Oracle employees, the support team has access to documentation, presentations, and resources that are not published on any web site. Oracle will share this information with us – all we have to do is ask!! Craig Mikus, a local sales consultant, is heading up this initiative. If you have any questions or comments, please contact Craig via email at craig.mikus@oracle.com or 770-551-3343. Also, Craig is interested in your feedback concerning product information and education. What modules or product families do you want to learn about most? Based on your responses, we will work with Craig for future presentations.

Meeting Minutes

Friday, March 15, 2001

Presentation

Presentation:
Member spotlight – Huber Engineered Materials
- Marci Moss

Presentation:
TeleSales & Sales Online – Chris Backer,
Oracle

Find presentations at
www.atloaug.org/presentations/2002index.html

Breakout Sessions

Technical – Performance Tuning Overview –
Carol Francum, TT Partners

TeleSales, Sales Online, & Incentive
Compensation – Chris Backer, Oracle

Decision Support – Andy Berland, DecisionPoint
Software

Integrating Legacy Systems with Oracle Apps –
Julian Kozicki

Other

Oracle Sales Consulting Support – Craig Mikus,
Oracle

Vendor Spotlight – Protégé – 'Billings, Bookings,
& Backlog'

General Business – Brenda Carlton, e.Solutions
Consulting

List Server - OAUGNET

OAUGnet offers you a list server with constant monitoring, prompt communication of any list server problems, an easy-to-use web interface, and an archive updated daily.

To subscribe to OAUGnet, send a blank email to: subscribe-oaugnet@lists.ksinet.com
If you have questions about this new service, please visit OAUG's Web site for full details: www.oaug.org/public/oaugnet/oaugnet.html

To SUBSCRIBE to the Atlanta OAUG List Server, please go to our web site and follow the instructions at ATLOAUG.org. Tell your friends and co-workers too.

Volunteers Needed

Volunteers are needed to present a topic, facilitate a breakout session, serve on a panel or present their company as the Member Spotlight Company. Send an email to bcarlton@spyrnet.com

Liaison Contacts

One liaison is needed from each company to forward Atl-OAUG notifications and newsletters to the other Oracle users/consultants within your company. Consultants are encouraged to invite their clients to Atl-OAUG.

Thanks!

Thanks to Colibri Ltd for providing us with the conference space, refreshments and audiovisual equipment. Thanks also go to OAUG, Huber, Nancy Hill, and Colibri for providing door prizes.

Attendance

60 attendees were present representing 28 companies.

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Volunteers (How about You?)