IBM

The choice is clear: IBM and Oracle Applications

Today, staying ahead is all about responsiveness: the ability to respond rapidly and flexibly to constantly shifting market conditions and customer demands. And that requires seamless connectivity, collaboration and productive information flow.

IBM, through its close partnership with Oracle, is at the forefront, providing end-to-end, integrated enterprise solutions based on Oracle Applications that can help quickly and easily connect customers, suppliers, partners and employees to business processes in real time. Everything you need – the applications, the infrastructure, the real-world skill and experience – is available to build a truly collaborative operation.

Oracle offers a full suite of best-of-class, integrated enterprise application software, giving you the flexibility to pick and choose the business processes that meet your specific needs. IBM provides leading hardware and middleware, giving you a robust, benchmark-setting infrastructure. IBM pulls it all together with world-class services, including IBM Consulting, Business Transformation Outsourcing, Application Management, Applications on Demand and financing.

What can this mean to your organization? Better business decisions. Increased efficiency. Improved customer satisfaction. And faster return on investment. By pursuing endless innovation in hardware, software and services, IBM leads the way to maximized performance and lower costs for companies like yours.

IBM and Oracle have been working together to solve complex customer business problems since 1986. The two companies have helped more than 17,000 organizations of all types and sizes change the way they do business by combining Oracle Applications expertise with IBM's comprehensive portfolio of services, and optimized hardware and middleware for designing, building and running Oracle Applications. This joint effort helps customers reduce the total cost of ownership and mitigate risk while building a solid base for business growth.

To mitigate risk, IBM:

- *Provides end-to-end solutions with a single point of contact and accountability for your Oracle implementation.*
- *Offers superior Oracle skills, with more than 9,000 IBM consultants who are knowledgeable about and able to work with Oracle solutions, as well as 5,000 dedicated Oracle-specialist consultants at the IBM Oracle Consulting Practice who have completed over 4,900 Oracle projects. These consultants average over seven years of product experience and more than 10 years of industry experience.*
- *Draws on over 20 years of experience with Oracle Applications and technologies, which means quicker, more efficient application implementation.*

- *Has engineers on-site at Oracle to test and optimize Oracle products on IBM servers and IBM middleware.*
- *Maintains an IBM Oracle International Competency Center (IOICC) with locations in San Mateo and Pleasanton, California; Denver, Colorado; Montpellier, France; and Tokyo, Japan. The IOICC executes exhaustive tests to size and scale Oracle Applications on all IBM server platforms.*
- *Supports Oracle Applications with market-leading middleware that is field-proven in deployments with the world's leading businesses. IBM middleware future-proofs Oracle Applications infrastructures with open standards support and a broad range of integration capabilities that can unify data and business processes across an extensive range of packaged and home-grown business applications.*
- *Draws on its experience as an Oracle customer. IBM's Siebel implementation is the largest Siebel 7 integrated implementation across sales, service, call centers and Business Partner relationships. It is integrated with other IBM strategic applications and the deployment touches 80,000 users, 100,000 Business Partners and millions of customers via the Web. The solution is deployed in more than 36 languages and 40 countries.*

"The number one success factor in this project was IBM's approach to partnering. There was never any 'us' or 'them.' We always did the right things for the right reasons in terms of the success of the project. IBM provided us with what we needed, when we needed it, whether it was key technical leadership or augmenting our development staff."

– Jackie Alonso, Director of Application Development for CRM, Horizon BCBSNJ

Total Cost of Ownership is enhanced by...

- *Delivering superior performance: IBM Systems are ranked at the top of all standard Oracle Application benchmarks.*
- *Optimizing IT resource use. IBM's virtualization capabilities allow Oracle customers to share infrastructure resources for development, test and production, dramatically improving IBM's price/performance advantage.*
- *Offering efficiency in implementation and services, based on more than 20 years of Oracle implementation experience.*
- *Reducing integration, development and software support costs. IBM's mature, integrated middleware and tools platform offers superior integration technology, a more robust platform, tooling to enhance developer productivity and IBM's legendary support.*

IBM and Oracle continually enhance their partnership to ensure they are helping small and mid-sized companies respond rapidly to constantly shifting market conditions and customer demands. In addition to large-scale engagements, we deliver jointly developed, industry-specific hardware and software solutions, and make specific solution bundles available to the small- and mid-sized market.

Industry-leading hardware, software and middleware are critical, but without the skills and knowledge to properly implement them, a successful solution can be difficult to achieve. That's where IBM shows clear leadership – our depth and breadth of expertise are unparalleled, with extensive Oracle-specific resources. Our proven, collaborative planning and implementation approach helps ensure a successful outcome.

IBM offers superior consulting services through IBM Global Business Services. The IBM Oracle Consulting Practice is the largest and most skilled Oracle practice in the world. It is made up of more than 9,000 consultants skilled at installing Oracle solutions, averaging more than seven years of Oracle implementation experience. IBM Global Business Services has been an Oracle Certified Advantage Partner since 1986 and can boast of a proven track record of more than 4,900 Oracle engagements.

The IBM Oracle Consulting Practice has received high ratings from IT analysts: Gartner positioned IBM in the Leader Quadrant in each of its 2006 Magic Quadrants for North American ERP Service Providers, North American CRM Services, and North American Business Intelligence Services.

Oracle, too, has recognized the value of IBM's dedicated consultants. IBM was awarded Oracle's North America 2006 Applications Momentum Award. The IBM Oracle Practice was Oracle's North American Global Systems Integrator Partner of the Year for 2005-2006; Oracle's 2006 Asia Pacific Applications Partner of the Year; E-Business Suite Partner of the Year for Japan in 2004-2005; and Oracle's 2004 North American Applications Partner of the Year.

"Knowing our company's long-term strategy, we chose the System i for its uptime and availability. From a development stand-point, we can now get people back on projects and away from managing Intel servers."

– Keith O'Brien, director of application architecture, PennEngineering

Work with top-shelf solution designers

Before a successful project can be implemented, it has to be mapped out. IBM will work with you to identify operational issues up front and explore how to address them in a way that supports your business and strategic objectives, helping you devise the right plan for your company.

IBM consultants provide skill and experience in industry-specific strategy, business processes and IT systems integration. Their extensive knowledge spans many industries, including the distribution, education, financial services, industrial, retail, pharmaceutical and life sciences, consumer products, telecommunications and government sectors in enterprises large and small.

IBM works side-by-side with Oracle and you to design your solution. We'll show you how to best combine IBM and Oracle technologies to enhance organizational performance and lower costs. And once you choose your solution components, we won't ask you to jump in head-first: you can see your solution in action at IBM Oracle Solution Centers in Vancouver, Chicago and London. IBM also has Oracle solution development centers around the globe – from multiple locations in India to strategically centered locations in Canada, South America, Europe, and throughout Asia Pacific.

The IBM Oracle International Competency Center is located at Oracle development locations in California and Colorado in the U.S., as well as France and Japan. Each is staffed by technical professionals cross-trained on IBM and Oracle technologies who provide guidelines that help you size and specify a solution appropriate for your needs, as well as optimize performance of IBM infrastructure with Oracle products. It's just another way IBM delivers superior value.

Insist on best-of-class applications

With Oracle software, customers can enter and track their own orders, procurement can spot savings opportunities immediately and employees can view benefit information – all customized to their roles and accessible from any device with a standard browser.

Leveraging Oracle's best-of-breed CRM applications allows companies to transform their sales, service and marketing functions to enhance the customer experience.

Oracle business intelligence software lets a company capture and use real-time data for reporting and analysis, so you can track things like financial performance or customer behavior. Your firm can make critical business decisions faster and with more accuracy.

The Oracle suite of offerings includes Customer Relationship Management, Supply Chain Management, Enterprise Performance Management, Project Management, Service Automation, Financial Management, Human Capital Management, Supplier Relationship Management, Manufacturing Management and Business Intelligence.

Oracle's Applications Unlimited announcement

Oracle plans to develop and enhance their Applications product lines beyond the delivery of Oracle Fusion Applications in 2008. They will continue to define, enhance and refine additional releases of JD Edwards EnterpriseOne and World, PeopleSoft Enterprise, Siebel, and Oracle E-Business Suite.

With Applications Unlimited, Oracle is now committed to supporting customer investments in technology platforms for their applications and will continue to support all of the existing infrastructure products (hardware, operating systems, databases and middleware) currently supported by Oracle Applications. There is no longer a forced migration to Fusion Applications and Middleware, which means customers will be supported on their existing IBM middleware, IBM DB2® Universal Database™ and hardware indefinitely.

Oracle enterprise applications and technologies are optimized with IBM infrastructure to help you minimize risk, accelerate deployment and realize a fast return on investment. Here are just a few ways the two companies have combined their technologies:

- *Oracle Applications are performance-optimized on the IBM System x,™ IBM System i,™ IBM System p,™ IBM System z,™ and IBM System Storage.™ IBM Systems deliver leading performance in Oracle Applications standard benchmarks.*

- *JD Edwards EnterpriseOne Technology Foundation includes the IBM WebSphere® Application Server, IBM WebSphere Portal Server, and IBM DB2.*

- *Clients who select IBM platforms can be confident of ongoing delivery and support for their Oracle Applications and technologies. IBM and Oracle work together to ensure that Oracle Applications and technology products are delivered, optimized and available based on customer priorities.*

- *Oracle and IBM reached agreement on an initiative to enable IBM's WebSphere products to be an additional run time environment for Fusion Applications, the next generation of Oracle Applications.*

- *IBM Tivoli® Access Manager for On Demand Business is integrated with and certified on PeopleSoft Enterprise, enabling centralized IT system management and security.*

Build on an infrastructure with uncompromising uptime

Businesses today need an infrastructure built to handle the requirements of a changing environment – delivering reliability, scalability, availability and security, and backed by people with both business and industry expertise. IBM infrastructure for Oracle Applications provides all this and more. It delivers:

- *Self-managing servers that can scale on-the-fly*
- *Open standards-based, multiplatform middleware*
- *Network-attached storage solutions that can manage massive amounts of data*
- *An extensive, worldwide network of services and Business Partners*

Add to this list IBM integration capabilities, technology leadership and benchmark performance for Oracle Applications. IBM infrastructure not only can help drive productivity and reduce costs by enabling your business to execute its operations in real time, but also can help keep your data safe, grow with your business and enable a low total cost of ownership.

Oracle and IBM are committed to providing customers a choice of industry-leading platforms and operating systems for Oracle solutions. Regardless of the platform they choose, customers make no compromise in product quality or level of support they receive. Customers who choose IBM Systems or System Storage can be confident of Oracle's current and ongoing support of their platform choice.

IBM Systems and Technology Group invests with Oracle in the development and support of Oracle products on IBM platforms. As a result, Oracle delivers products that are well engineered, optimized and tested on IBM Systems and will meet customers' expected level of quality and performance. Oracle products are delivered on all IBM Systems and System Storage and support all of IBM's operating system offerings – AIX 5L,™ i5/OS,® z/OS,® Linux,® and Windows.® Oracle and IBM provide customers with the widest choice in the industry.

Oracle for IBM System p
Oracle views IBM System p as a key strategic platform for Oracle products. Oracle E-Business Suite, PeopleSoft Enterprise, JD Edwards EnterpriseOne and Siebel on AIX 5L are developed concurrently with Oracle's base development environments. Additionally, Oracle development uses System p servers for stress testing of current and future releases of Real Application Clusters.

Oracle for IBM System i
JD Edwards EnterpriseOne and JD Edwards World are both available for IBM System i and i5/OS. With IBM's POWER5™ processor technology, Oracle products supporting i5/OS, Linux on POWER™ and AIX 5L can all run natively on System i. In addition, with an Integrated xSeries® Server installed, System i is certified to run Windows 2000/2003 and Linux x86 as well. The entire Oracle product family is available for one or more of these operating systems and can therefore be run on a System i.

"IBM has designed the System x from the ground up to support multiple operating systems – not just Windows. This is why they run extremely well on Linux. It's also the reason we're standardizing on IBM System x for our Oracle Applications in the future."

– Bill Elliott, Senior Vice President IT, Priority Healthcare

Oracle for IBM System x

IBM System x runs either Windows or Linux in both Intel®-
and AMD-processor-based environments. The entire Oracle
product stack, including PeopleSoft Enterprise, JD Edwards
EnterpriseOne, Siebel and E-Business Suites is available
for System x. Currently all of Oracle's technology products
including Oracle Database and Application Server are also
available on System x.

Oracle for IBM System z

Oracle offers products that run on both z/OS and Linux on
System z. Oracle product suites (E-Business Suite, Siebel and
PeopleSoft Enterprise) are supported in split configurations.
That is, these suites can run on a server such as System p
against the Oracle Database on Linux on System z. PeopleSoft
Enterprise and Siebel are also available on z/OS.

Oracle for IBM System Storage

IBM System Storage hardware and software are supported
by the entire Oracle product stack. IBM System Storage
products are installed at Oracle and are used in product
development and testing, performance analysis, and bench-
marking activities. As IBM rolls out new storage subsystem
offerings, IBM partners with Oracle to ensure interoperability.

In a world of competing systems and platforms, there's always
a certain degree of complexity – not to mention frustration and
cost – associated with solution implementation. Wouldn't it
be nice if solutions came virtually ready to go? With the IBM
and Oracle alliance, they do. We've been working together
for years to address system complexity so you don't have to.
Tested, optimized and certified for maximum performance at
the IBM Oracle International Competency Center, our solutions
are pre-integrated and backed by an extensive network of
highly skilled consultants:

- *The IBM Oracle practice provides implementation services
  worldwide and draws on additional IBM Information Technology
  Services skills and experience, Integrated Technology Services,
  Strategic Outsourcing, Applications on Demand and IBM Global
  Financing, to provide end-to-end, customized solutions.*
- *The IBM Global Small and Medium Business team has partnered
  with Oracle to bundle and implement solutions for the small and
  medium business market.*

The alliance combines Oracle application acumen with
IBM industry knowledge to help you minimize operational
disruptions, speed time to productivity and reduce training
costs – ultimately accelerating your return on investment.

IBM infrastructure products currently supported by Oracle Applications

Oracle Applications and IBM						
	Oracle technology	Siebel	Oracle E-Business Suite	JD Edwards World	JD Edwards EnterpriseOne	PeopleSoft Enterprise
AIX 5L	■	■	■		■	■
i5/OS – System i				■	■	
Windows – System x	■	■	■		■	■
Linux – System x	■	■	■		■	■
Linux on POWER	■	Split Configuration	▨ (Under consideration)			Split Configuration
Linux on System z	■	Split Configuration	▨ (Under consideration)			Split Configuration
zOS – System z	■	Split Configuration				Split Configuration Batch Payroll
WebSphere App Server	With Oracle Database			■	■	■
WebSphere Portal		■	JSR168 Portlets	■	■	■
WebSphere Process Server		■	■	■	■	■
DB2 UDB	■	■		■	■	■
Tivoli	■	■	■		▨ (Under consideration)	■
Rational®	■	■	■	■	■	■

■ Current or committed support   ▨ Under consideration

"With the added stability and efficiency of this new solution from IBM and Oracle Retail, we have improved our daily operations and our customer service, as well as our ability to develop systems and grow our company."

– John Mitchell, CIO, Pep Boys

Count on the support you need

Once your solution is implemented, you need absolute confidence that whatever support you need will be available. With IBM, you have access to a wide variety of complete hosting, outsourcing, management, education and training services that can help you maintain your competitive edge.

IBM Application Management Services for Oracle can provide the skills, expertise, processes and methodologies necessary for ongoing maintenance and support of your applications. We can help you build a stable application environment and implement processes with defined service levels that are designed to better predict the costs associated with your applications. Our services can optimize return on investment through cost reduction and redeployment of scarce resources to mission-critical functions.

IBM's industry-leading Applications on Demand services provide access to critical skills for the hosting of Oracle Applications, and are priced to deliver significant savings with a variable cost structure that can enable the reallocation of resources you can deploy to support the growth of your business. IBM gives you the option of a hosted full-service or hosted onsite approach to manage your applications while you maintain visibility and control.

The choice is clear

IBM is a leading technology and implementation partner for Oracle-based solutions, but there's more to it than that. The close working relationship between IBM and Oracle, IBM's dedicated Oracle consultants and Oracle expertise, and the collaboration between the two companies in solution development means even greater value for you. Choosing IBM and Oracle together brings you all the unique benefits that derive from the alliance.

IBM and Oracle are highly qualified to help you become a real-time collaborative enterprise. And there's no time like the present. Don't wait until it's too late to learn that your organization's reflexes and staying power are not what they should be.

For more information
To learn more about how the IBM and Oracle alliance can help your organization become more competitive, please contact an IBM sales representative, or visit us at:

ibm.com/solutions/oracle

ibm.com/bcs/oracle

Or, in Canada or the U.S., call 1 866 426-9989.

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