

FUSION 2010 – WHERE ARE YOU?

Given the number of Oracle products named “Fusion”, there are no prizes for guessing the person in charge of Oracle product branding’s favourite word. From Fusion Applications and Fusion Architecture to Fusion Middleware and Fusion Intelligence, it’s not surprising these products have earned the nickname “ConFusion”. Before I continue, here’s a quick overview of the three main uses of the word.

Fusion Applications is the culmination of several years of development combining the best of breed functionality from its acquisition products (including J.D. Edwards, Peoplesoft, Retek) and Oracle’s own eBusiness Suite. The application suite has been completely re-architected from the ground up to be entirely service-oriented with embedded business intelligence, collaboration and adaptable process management.

The term Fusion Architecture originates from a white paper published by Oracle indicating how companies can build their own applications using the Fusion Middleware stack of technologies to align with Oracle’s Fusion Applications architecture. Essentially Fusion Architecture provides the blueprint upon which Fusion Middleware and Applications are built. So why would Oracle bet a large part of its revenue stream on a single suite of products when it currently has a number of loyal customers across its acquisition products?

The sales answer to this question is that they wanted to combine the best of breed functionality from all of their different systems to create a market leading offering. From a practicality perspective, they are replacing a legacy infrastructure with one that is enabled with the latest technologies and trends. They are also looking to gain synergies by consolidating multiple development, support and sales teams across all of their product lines into single product focused teams.

With the launch of Fusion Applications and new releases of Fusion Middleware, Oracle OpenWorld is sure not to disappoint this year. If you’re lucky enough to attend OpenWorld, keep an eye out for the Fusion Applications sessions which will provide more detail in the specific functionality. For those not attending, keep an eye out on the web by watching Oracle’s website and Fusion Applications Blogs.

Fusion Middleware is the collection of products, tools and suites that covers areas such as service-oriented integration, security, content management, business intelligence, business process management, application server and Java based developer tools. These tools provide the platform upon which Fusion Applications is built.

More

Getting back to Fusion Applications, Version One, will be generally available first quarter of 2011. It will be relatively light in both depth and breadth of coverage providing functionality for Financial Management, Human Capital Management, Customer Relationship Management, Supply Chain Management, Project Portfolio Management, Procurement and Governance, Risk and Compliance. We expect a second version with significantly more depth and breadth of functionality to be released roughly eighteen months following the initial release.

Version One will also accommodate limited localisations and translations based on the strategic importance or interest shown by the relevant regions. Some additional functionality, localisations and bug fixes will be launched post general availability via patching.