

[ORACLE FUSION MIDDLEWARE AT iFACTORY]

Oracle's Fusion Middleware stack of technology allows Oracle applications customers to extend the value beyond the software.

Oracle has followed an aggressive acquisition strategy which allows them to offer a complete, open and integrated platform that is ranked leading in all Gartner Magic Quadrants for middleware.

Oracle Fusion Middleware provides increased capacity for growth and change through its native service-oriented design, open standards and adaptable business processes. The service-oriented Architecture (SOA) and Business Process Management (BPM) suites allow you to design adaptable and scalable service based processes or use Oracle's Application Integration Architecture (AIA) to rapidly lay down pre-defined, best practice integrations.

Use Oracle's OBIEE Business Intelligence suite to turn data into actionable intelligence and keep an eye on the heartbeat of your organisation. The dynamic and interactive dashboards provide a business focused and user friendly interface for interrogating the data locked inside your applications. BI publisher ensures pixel perfect transactional reports whilst the Hyperion products provide industry leading financial reporting and analysis tools.

Oracle's Enterprise Content Management suite ensures streamlined processes, increased productivity and compliance on a unified infrastructure whilst tools such as Enterprise Manager, Identity Manager and application clustering allow for lower cost of ownership.

Finally, the JDeveloper Integrated Development Environment (IDE) can be used along with Oracle's Application Development Framework (ADF) and the SOA suite to abstract customisations outside of the application leaving the core application standard, thus reducing the cost and complexity of upgrades.