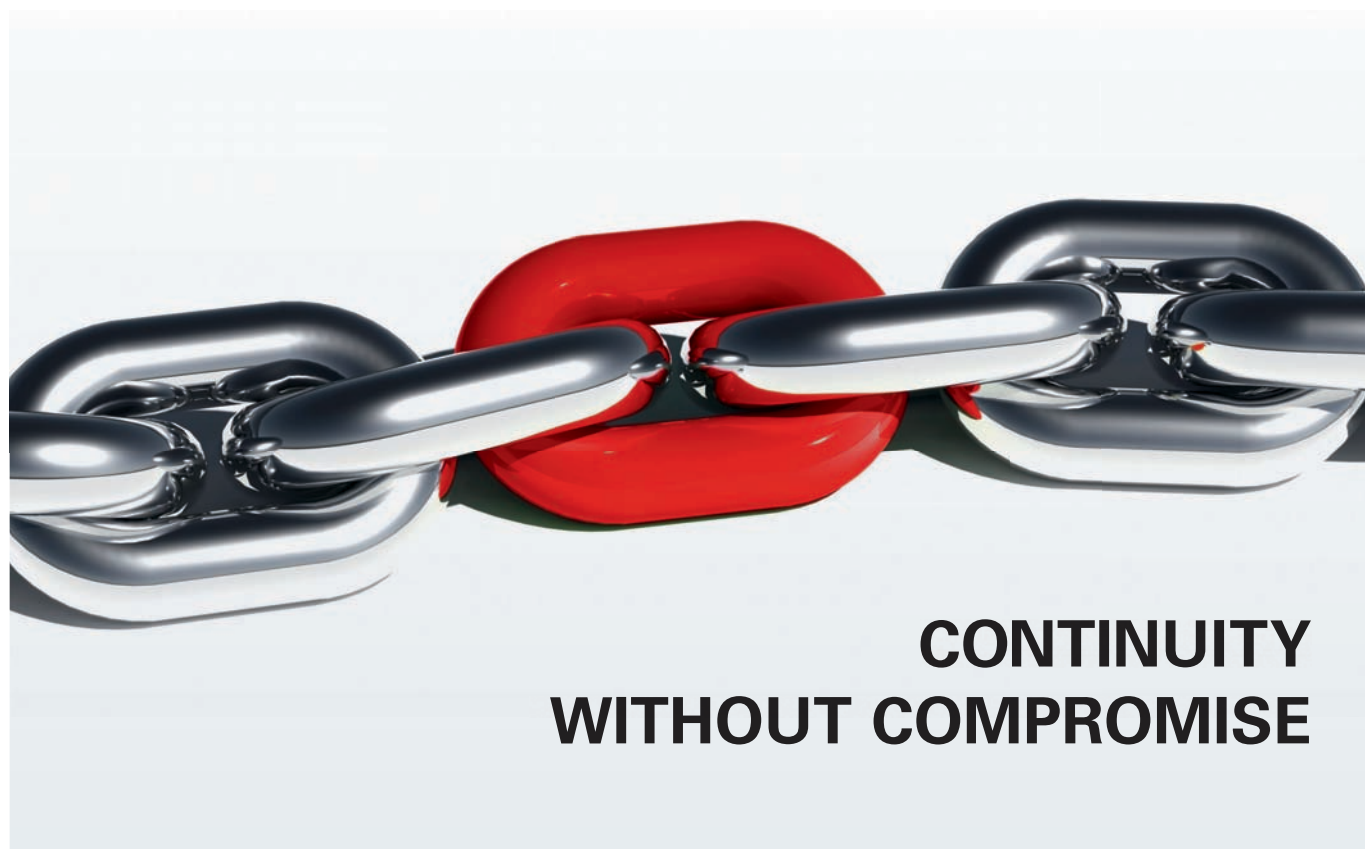# ONE

ORACLE NEWS FOR MIDSIZE ORGANISATIONS

CONTINUITY
WITHOUT COMPROMISE

INSIDE ONE

High Availability

Protection from data loss and downtime is crucial to avoid disruption – and it can boost your efficiency too!

Talking Point

An Oracle executive tells us more about business continuity and what you should look out for.

Product Spotlight

Your product overview and guide to keeping your business up and running with Oracle.

ORACLE®

WELCOME TO ORACLE ONE – NEWS FOR MIDSIZE ORGANISATIONS

In this issue, we'll be looking at business continuity – how to ensure that your information systems are secure and stable enough to protect all your information assets. Have you tried living through a system crash when you're rushing to complete a customer project? The consequences for any company can be – and often are – really disruptive.

It's good to know that business continuity isn't just about protecting you against downtime and data losses – it will benefit your productivity and operational efficiency, too.

Find out more about how Oracle can help you ensure business continuity in this issue. If there's a subject you'd like to see covered in ONE or if you want to send us feedback or suggestions – just give us a call on **+357 22 694 701** or send us an email at **oracle-tsmb_cy@oracle.com**. **ONE**

CONTENTS AND QUICK ACCESS TO RELEVANT INFORMATION SOURCES

MORE ONE

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HIGH-AVAILABILITY BUSINESS

Good data management, with protection from data loss and downtime, is key to keeping your business running in the event of an outage. But it can improve your productivity too – and increase your competitive advantage.

Recent headlines about lost data and careless information management in government departments and businesses only tell part of the story. As consumers, these incidents worry us all – but the companies concerned can face hefty costs too. A recent retail study by research company Gartner found that 21 of the 50 companies surveyed had suffered a data breach. Examples included phishing attacks, lost or stolen laptops, and attacks by hackers and insiders. Most, however, hadn't told their customers for fear of losing business. And most were either fined or threatened with fines by credit card companies for non-compliance with industry regulations.

DOWNTIME – A MAJOR BUSINESS RISK

The costs of data loss and downtime are a burden for any organisation. Companies are all competing for market share, mindshare and customers. Because of their heightened agility, midsize firms can often react faster to customer demands than their large competitors. However, a period of unavailability may result in customers going elsewhere. Yet losing a customer is just one part of the cost. A quick search on the web reveals dozens of ways of calculating the cost of downtime. Depending on the business, losses can range from $1,000 per hour to $100,000 or more. Added to that are the hidden elements like lost productivity and customer confidence, penalty payments, and hiring equipment and staff to deal with the crisis. From these facts it's clear to see that preventing an incident like this is vital to midsize organisations.

PREVENTION IS BETTER THAN CURE

You might have disaster recovery plans in place – and that's clearly essential. So why should you think about a business continuity strategy as well? Because where recovery is focused on one event, business continuity looks at preventing it and limiting the damage if it does happen. Continuity is also more involved with the life of your business and its efficiency on a day-to-day level. It certainly helps avoid losses if, for example, a server goes down. But business continuity also contributes directly to efficiency and productivity by providing secure, accessible information for everyone. Helping your staff to work efficiently and enabling your processes to keep running smoothly during an outage does more than just reduce business risk. It gives you a huge competitive advantage too.

HOW ORACLE CAN HELP

The Oracle Database 11g Standard Edition is not only well-known for its stability and reliability. It's attractively priced as well – and specially packaged for midsize organisations. It comes with multiple data protection and encryption features that can be automated to help you minimise the risk of data loss and maximise your efficiency. And there are options available to ensure your business keeps running, even if a server goes down. It offers you a highly sophisticated level of protection as well as great performance and scalability – so the solution will grow with you over the years. And one of the best bits is that you'll be able to reduce hardware, administration and maintenance costs while keeping your systems and applications up and running and your staff working productively. It's this unique combination of benefits that gives you a huge advantage over your competitors. **ONE**

"Helping your staff to work efficiently and enabling your processes to keep running smoothly gives you a huge competitive advantage"

ORACLE PARTNER NETWORK: FIND YOUR IDEAL PARTNER AND SOLUTION

SD SOFTWARE'S
DATA MANAGEMENT SYSTEM (DMS)

SD Software's Data Management System (DMS) is among the best management applications available in the market. DMS, a set of software components, can help an organisation reach its goals and keep things aligned. It includes:

- A database to manage all customers' vital information, like contact details, codes, statistics, quotations and quotations codes, locations, associates' percentages, etc.
- Projected and actual time sheet for monitoring task listing, number of days expected to work or actually worked, etc.
- A general schedule section for each employee
- An advanced reporting system
- A project management system.

An associates section is also available in the DMS, including contact information and status, and training, which is one of the most important components, tracking information about different aspects of the organisation's offered or attended training. As travelling is rather crucial these days it also needs monitoring by the DMS.

The core of the DMS can be found in the administration section in which different settings can be managed, including employees, customer and project status and types, hourly and travel rates, locations, task codes, transaction types, etc. Last but not least, DMS includes a section with all the financial information, where the user can enter, or retrieve financial information associated with employees, projects, cash flow, payments, statements and revenues.

Knowledge is power after all. SD's DMS makes all this information available to you through web, making business and data information management an easy task, helping the organisation to make the right decisions and taking the business to the next level. **ONE**

DYNAMIC WORKS'
EASYCONSOLE *e*CRM

Dynamic Works' EasyConsole *e*CRM is a fully customisable, browser-based Customer Relationship Management (CRM) system driven by the Oracle Database.
This base of power, arms the EasyConsole *e*CRM system with the most advanced software framework required to develop and deliver customised solutions to meet any business functionality and security requirement.

EasyConsole *e*CRM can be fully integrated with EasyConsole CMS, Dynamic Works' comprehensive, user-friendly Content Management System. This is an extremely useful benefit when it comes to accepting information from web users as well as running web campaigns where the generation, management and preservation of leads is critical to business growth.

Another powerful Dynamic Works feature set is EasyConsole *e*HelpDesk which is used by organisations to detect, track, report and resolve customer service problems or queries that a user may be experiencing, by email or web-based ticket submission.

Witness the sheer power of EasyConsole *e*HelpDesk when fully integrated with EasyConsole *e*CRM and the Computer Telephony Integration tool, EasyConsole CTI. All relevant past and present customer interactions are brought together to form a consequential yielding workflow, whole in both standard office and call-centre environments.

The Dynamic Works EasyConsole product portfolio is conveniently licensed according to the level of expertise, need and scalability. Be it standalone, business/ enterprise or government nationalised in size, this progressive packaging of solutions offers the ability to impact decision-making and operations at all levels of business. **ONE**

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TALKING POINT: KEEPING YOUR BUSINESS RUNNING

Taking precautions against data loss and downtime make great business sense for midsize organisations. **Eftychia Frangeskou** tells us what they should look out for.

Q: HOW WIDESPREAD IS DATA LOSS AND DOWNTIME AT MIDSIZE ORGANISATIONS?

A: It often goes unreported, so it's hard to quantify. But a 2007 study by the research group IDC showed that 92 per cent of European midsize companies had experienced laptop theft in 2007 and 54 per cent in the previous six months. They also said 58 per cent of the cost of data loss isn't hardware-related. The consequence is that the users concerned are less productive – it can take days to replace a laptop. And the loss of sensitive information, resulting in decreased customer confidence, can be devastating. These figures are bad, even without losses from other causes, such as a system crash.

Q: DOES THAT MEAN COMPANIES SHOULD BE SPENDING MORE ON SECURITY?

A: That should certainly be a priority. But it's not just about security. Why? Because companies with limited IT budgets will get a better return on investment with better data management and business continuity strategies. That way, they can address these security issues while minimising downtime and ensuring quick recovery if systems do crash. They can adopt a data management approach that incorporates both security and business continuity. This helps them benefit from an increase in internal efficiency and cut IT costs. It makes good business sense.

Q: ISN'T IT COMPLEX TO IMPLEMENT BUSINESS CONTINUITY?

A: It doesn't have to be! Oracle Database 11*g* forms the basis of efficient data management and comes with multiple security features as standard. Then we offer other options for business continuity.

The first of these is Oracle Real Application Clusters (RAC). This spreads your database and applications across a cluster of servers rather than just one. If one server goes down, its operations are immediately switched to one of the others, keeping your business running as normal. Then there's Oracle Active Data Guard. This creates a standby database that constantly synchronises with the production one. Along with up-to-the-minute backup, resource-intensive operations can be diverted to the standby. And that ensures better performance from the main database.

Q: WHAT INVESTMENTS ARE WE TALKING ABOUT HERE?

A: Oracle has revised its pricing to be more accessible to midsize companies. But business continuity isn't just a cost item. It brings tangible benefits to your business and can save you money. For example, Oracle RAC lets you buy low-cost servers – you don't need special hardware because all the power is in the software. Then you get a significant increase in efficiency and productivity as well as reduced maintenance costs.

Q: WHAT IF MY COMPANY RUNS WINDOWS?

A: No problem. Oracle solutions adapt to Windows, Linux, UNIX or a combination of environments. Along with the pricing, we've also adapted the products so that midsize organisations will find them easier to run. Oracle protects the integrity of all your data, whichever application it resides in, and your business processes. A consolidated, protected information base saves you money, enhances productivity and boosts customer confidence. And that's what business continuity is all about, right? **ONE**

MORE ONE

Interested in finding out more? Here's how to contact us:
oracle-tsmb_cy@oracle.com
+357 22 694 701.

PRODUCT SPOTLIGHT: CONTINUITY WITHOUT COMPROMISE

Oracle Database 11*g* Standard Edition One offers midsize organisations unprecedented ease-of-use, power and value for money. This is the cornerstone of great data management that adapts to your existing environment (including Windows, Linux and UNIX) so you'll be up and running quickly. It's surprisingly affordable too! It also features multi-level protection from accidental data loss, theft, unauthorised access and other threats – out of the box. As your company grows, you can simply scale up to the next database edition and protect your initial investment.

Oracle Application Server 11*g* Standard Edition One is a key component of Oracle Fusion Middleware. It's a proven, secure and affordable solution that enables you to share information quickly and securely with customers, staff and partners. No upfront development is needed to create simple portals, so you can improve process flexibility with automated, flexible processes. For example, you could streamline customer-facing processes by creating your own customer self-service portal or accelerate staff data access with an employee portal.

Oracle Business Intelligence Standard Edition One is a complete, integrated and attractively priced BI solution for midsize organisations. Quick to install and easy to manage, it enables you to consolidate all your information assets for a fast, complete view of your business. Oracle Business Intelligence Standard Edition One offers you a range of advanced BI features including interactive dashboards, data analysis and multiple reporting formats. The result?

Optimised information insight that delivers real competitive advantage by helping you react faster to emerging opportunities.

Solutions from Oracle for added business continuity

Here's a selection of additional Oracle products to help your organisation ensure nonstop availability and business continuity – whatever happens.

Oracle Real Application Clusters is included at no extra cost with Oracle Database 11*g* Standard Edition and is an option with Enterprise Edition. It provides reliable downtime protection and scalability. This distributes your database and applications across a cluster of servers, rather than just one. If one fails, its operations and transactions are immediately switched over to a different server. The result? Almost no downtime – plus fast recovery of the failed server. It supports the business continuity of all your mission-critical processes and applications.

Oracle Active Data Guard acts as a standby database that's constantly replicated with your main production database. It gives you enhanced database performance, disaster protection and high availability – all in one cost-effective package.

Oracle Data Integrator integrates large volumes of data across applications. It improves performance and reduces data integration costs, even if you have a mix of different systems. It's an efficient way to consolidate your information assets for better performance and higher user productivity. **ONE**

MORE ONE

For the latest pricing go to
http://oraclestore.oracle.com.
Or give us a call on
+357 22 694 701
and email us at
oracle-tsmb_cy@oracle.com.
Terms, conditions and restrictions apply.

RELIABLE SOLUTIONS WITH IMMEDIATE BENEFITS

Oracle offers a range of services to assist fast growing companies acquire and implement their IT infrastructure and also help manage, share, use and protect the information that is critical to business success.

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Oracle University is the premier provider of training for Oracle, PeopleSoft, JD Edwards, Siebel, Hyperion, Portal and other Oracle Solutions. We offer in-class, on-site, Web-based, and CD-ROM courses.

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- Personalised, customised training options
- Job-role training from administrator to end user

Oracle University delivers comprehensive training courses for Oracle Database 10g, Database 11g, Developer 10g, Application Server 10g, Hyperion solutions and Oracle Applications. In addition, we can deliver training on request for any of our 1400+ globally available courses.

We also offer Celebrity Seminars, delivered by Oracle Gurus from all over the world. These unique and informative seminars are designed to provide students with expert insight into their area of interest – Database, Developer and Applications. Check out our website **www.oracle.com/uk/education/seminars** for more details.

Oracle University Training can be booked online at **www.oracle.com/gr/education**. Call **210 6789281** to speak with an Education Sales Consultant or email us at **magda.mariza@oracle.com**. ONE

ORACLE EXPERT SERVICES

Managing information technology systems can be challenging and sometimes an extra pair of hands would be useful. Oracle Expert Services offer high-impact technical and advisory services to help you get real value from your Oracle investment.

From tactical projects such as Oracle product installations or application upgrades, to strategic initiatives such as a large-scale Oracle systems consolidation, our expert consultants can support and advise you on recommended approaches.

We help you to:
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- Control software management costs
- Increase performance and availability
- Lower integration costs
- Protect your Oracle investment
- Minimise risk by using Oracle experts

For information about Oracle Expert Services for midsize organisations call **+357 22 694 701** or visit **www.oracle.com/goto/emeaexperts**. ONE

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