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ACCELERATE

YOUR BUSINESS

Oracle Accelerate
Brings Enterprise Tools
To Mid-Sized Companies

A photograph of a modern glass building facade with the word 'ORACLE' in large, silver, 3D letters mounted on it.

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Accelerate Your Business

Oracle Accelerate Delivers The Tools
& Experience Mid-sized Companies Need

by Rod Scher

As someone charged with running or helping to run a small to mid-sized business, you already know that it's a rough-and-tumble world out there. You're competing with large enterprises with the clout and resources to leverage immense distribution networks, sophisticated manufacturing capabilities, and long overseas supply chains that can deliver cheap labor and materials. Those companies, many of them multinationals, are seeking expanded sales avenues, and they're using their clout to reach into smaller and smaller niche markets—ones that used to be yours alone.

While you were once able to compete by being local and by knowing your customers better than anyone else, now you have to fight it out with large companies that can offer very good products and excellent service—perhaps as good as what you can offer, and often for less money. That means that you have to be more creative in how you offer new services and better and cheaper products so that you can compete with the large companies that are infiltrating your markets.

Sophisticated Tools For Complex Tasks

In order to compete, you need to avail yourself of the same tools the

huge multinationals use to run their businesses and to collect, manage, and mine information. But some of those tools are complicated and expensive. Oracle, for example, now offers thousands of products, many of them complex and potentially intimidating. If you were to look at the company's many product offerings, you'd hardly know where to start, and you'd surely wonder if you could afford such tools. Yet, those may be exactly the tools you need to compete with the larger companies.

Now Oracle Accelerate gives you a way to acquire those enterprise-class tools—and the expertise needed to implement and use them. It's a mechanism that helps an SMB level the playing field without paying an enterprise-class price to do so.

"The key is that smaller and smaller companies are needing bigger and bigger footprint software," says Oracle Accelerate VP Mark Johnson. "You need to use the tools that give you the same advantages that the big boys have."

"What we're finding," notes Johnson, "is that even companies that are \$10 million in revenue are buying and using full-footprint software; not just the financials and the accounting side of it, but also bigger, more complex distribution networks. So they're crossing international boundaries, multiple states, multiple different types of channels, multiple layers in the supply chain, and supply chains reaching back into Asia, Europe, and Latin America."

"What we've done—based on our experience and our partners' experience, is say, 'Here are the leading practices for your industry, here's the software that's needed to run those, and let's do it in such a way that you're not painting yourself in a corner.'"

—Mark Johnson
Oracle Accelerate VP



Doing that—and you have to do it in order to compete—creates complexity, and then you discover that you need a way to manage that complexity. That’s where Oracle Accelerate comes in.

Oracle Accelerate is not a single product, but a program of over 300 packaged solutions that leverage the company’s experienced partners (Oracle refers to it as a “partner ecosystem”) with tools that deliver the same full-featured Oracle products that the bigger companies use—but with resources and pricing designed for the SMB. Essentially, it’s a way of making accessible to the SMB those Oracle products that you might have thought were beyond your means and possibly too complex for your smaller company to handle, and partnering you with people who can help you acquire, configure, implement, and use those tools.

No Stripped-Down Software Here

While many providers stratify the market, providing “light” versions of software for various tiers of the market, the tools provided by Oracle Accelerate are the full version. Says Johnson, “Instead of making stripped-down versions of software, we’ve taken the Henry Ford approach: How do we take this great concept and continuously make it more affordable and more digestible so that we can allow these increasingly smaller companies to take advantage of this software? Oracle Accelerate combines that application technology with very, very rigorous implementation tools, techniques, and wizards.”

There’s a good argument for using full-footprint enterprise-class software from the beginning: If you use tier-three or tier-two versions (i.e., “light” or stripped down versions) of an application—or of several applications—then when it’s time to upgrade, when you “scale out” of those versions, you discover that you need to migrate to a completely new piece of software. And any custom code you may have written in the meantime will now need to be rewritten and reintegrated. Eventually you’ll find yourself in the unenviable position of having to rewrite and reintegrate multiple systems at the same time. “That model runs out of juice and scale very, very quickly,” notes Johnson.

Oracle software, on the other hand, is integrated at the factory, and what Oracle has done is partner with experts in specific areas—mining, for example, or manufacturing or shipping—who are experienced with these full-footprint Oracle tools; those partners become part of the Oracle Accelerate solution, and they can help you select and implement the appropriate tools. And the tools will scale with you as your business grows, so you can avoid

having to rewrite and reintegrate critical business systems on-the-fly.

Does Everyone Need Oracle Accelerate?

Johnson is the first to admit that Oracle Accelerate solutions are not for everyone. “If you’re operating a manufacturing facility, a small family-owned business that manufactures a widget that’s



a subcomponent for a different vendor, and if that’s where your business is and that’s where you want to stay and you’re doing fine, you probably don’t need Oracle applications. You’ve figured out how to operate your business.”

Not all businesses can afford to be that stable, though, and not many want to be. After all, growth—however measured and well thought out—is part of most companies’ business plan. It often has to be, because you have competition, after all, and the competition is not sitting on its laurels.

Most companies are getting squeezed. They constantly need to innovate their processes and grow their business, sometimes quite rapidly. “Often a company starts with a very deep, tight focus,” says Johnson, “and delivers excellence around that focus. But then you reach a point where others are saying, ‘Hey, we can do that too!’ And then you start seeing competition and you need to figure out how to create more value for your customer base; it’s when you reach that point that Oracle Accelerate makes sense.”

Innovation & Growth Create Complexity

In a sense then, whether you need enterprise-class tools depends on how aspirational your company is. If your niche is secure, you’re comfortable, and you don’t aspire to anything further, you probably don’t need Oracle Accelerate—or any other enterprise-class tools. But if you’re being squeezed, need to grow, and are being forced to innovate, enterprise-class tools are required to manage the complexity that arises from that growth and that innovation. ▲

Oracle Accelerate customers include small and medium-sized businesses, as well as governmental entities from around the globe.

Oracle Accelerate In Action

One Company's Path To Oracle CRM On Demand

by Nathan Lake

For many companies, Oracle's applications are the backbone of today's business tasks, including business intelligence, finance, CRM, and supply chain management.

Contrary to the perception that such offerings are complex or beyond reach, selecting the right options for your business is not a difficult task. We'll examine how Jameco Electronics, a self-proclaimed catalog

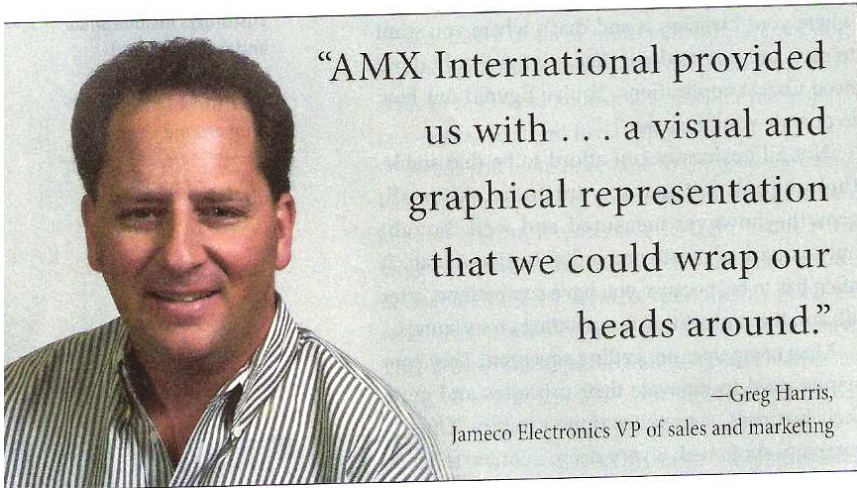
was still running a CRM that they hadn't used in three or four years. Harris says that "they had taken quite a bit of effort to make it work, and after a year of trying, they gave up." That's where AMX International comes in. AMX helps Oracle customers plan and execute their future Oracle Fusion Applications upgrades, and the company also offers services to protect, extend, and evolve the technology investments.

Ideal Environment For Oracle Accelerate

Darin Stoddard, vice president of business development at AMX International, says that "while any company could benefit from Oracle Accelerate, there are a few ideal environments. These include companies that often have significant resource and budget constraints, as well as businesses that want minimal disruptions to the sales force or sales processes." Jameco Electronics meets both criteria, and they were particularly attracted to AMX International because they already had processes for integrating the data from Jameco's existing technology into Oracle's CRM On Demand.

Stoddard explains, "Just to convert the old data from the existing system takes a long time in a traditional implementation, and starting from scratch would be a long process. The utilization of Oracle's Web services and adapters allows us to quickly transfer content from various data sources to the new system." In the case of Jameco, AMX International had out-of-the-box CRM to ERP (enterprise resource planning) integration, which was important to link the front office to the back office. AMX International was able to integrate items from lead capture to the order-booking process.

In some cases, a company won't have a standard, repeatable process for sales—many simply



"AMX International provided us with . . . a visual and graphical representation that we could wrap our heads around."

—Greg Harris,
Jameco Electronics VP of sales and marketing

company, worked with AMX International, an Oracle Platinum Partner, to evolve the business beyond its pre-Windows, green-screen ordering system.

In Search Of A Good CRM Solution

"Jameco Electronics has been around since 1974," says Greg Harris, vice president of sales and marketing for Jameco Electronics, "and for much of that time, our business came from a catalog that was sent out around four times a year. After that, we've modernized our demand generation." But until very recently, Jameco Electronics' inside sales team had almost no ability to keep track of customer interactions, and the existing ordering system was antiquated.

That said, it's not as if Jameco hadn't previously tried a CRM solution. In fact, there was a CRM server hidden away in the computer room, and it

run on spreadsheets—so there are some new territories to deal with. Rather than start from scratch, AMX International shows companies some sales processes that almost every company already has, as well as some that are pertinent to a company's industry. From that point, AMX International helps tailor the flows and controls for what the company needs. "I certainly thought I knew what I wanted," says Harris, "and AMX International helped provide me with the industry best practices, and in some cases, I said 'Okay, let's do it,' and [in] others I said, 'No.'"

Tackling CRM Complexities

A CRM installation can be particularly challenging because it can potentially do so many things that it's easy to create added complexity in the blink of an eye. Through their teamwork, Jameco and AMX International were able to keep the project targeted on a few key business aspects. "Staying narrowly focused made it successful because we were able to get CRM On Demand both delivered and implemented on time—and on budget," says Harris.

AMX generally holds a series of workshops up front, which deal with the culture and people process issues. Harris explains, "Early on, AMX International provided us with a spreadsheet version of what the Oracle interface would look like, and even though it isn't exactly the interface Oracle uses, it was a visual and graphical representation that we could wrap our heads around."

The workshops are designed to facilitate user adoption, make sure employees are heard, and provide a way to get their hands on the system right away. "In terms of a successful project," says Stoddard, "we look to user adoption as a big factor. Because if the users don't adopt the system, it doesn't matter how great the technology is, the result will be failure." To aid the adoption effort for Jameco's salespeople, AMX International included information in the CRM system that, historically, the salespeople did not have easy access to. "For example," says Harris, "AMX added buttons [to indicate] what the customer had done year-to-date and the last product the customer purchased, which would have taken them seven or eight clicks to access previously."

AMX was also able to eliminate an important data management problem for Jameco. Previously, every time a purchase order was sent, the sales representative would be responsible for holding on to that order, filing it, and saving it. In effect, the purchase order was Jameco's contract. But sales representatives had their own individual systems, so

The screenshot shows the AMX International website. At the top, there is a navigation bar with the AMX logo and links for Home, JD Edwards, Oracle, Oracle CRM, BI Publisher, UFK, AMX PolicyPro, AMX Utiligy360, and Customer Stories. A secondary navigation bar includes Contact Us, Events, and Careers. The main header features the text "Complete Enterprise Solutions That Fit" with a sub-headline "Your Budget, Size, Industry, Customer, Infrastructure - Your needs today and tomorrow!" and a photo of a man. Below the header, the website is organized into three columns of services:

- Complete Enterprise Solutions:**
 - AMX JD Edwards: Complete EnterpriseOne and World sales implementation, application and technical consulting, CMC migration, upgrades, training, and support.
 - ORACLE: Complete Oracle Fusion Middleware and technology start sales implementation, application and technical consulting, upgrades, training, and support.
 - ORACLE CRM: Easy-to-use subscription-based CRM for sales, service, marketing, and contact-center operations.
 - ORACLE BI Publisher: An enterprise reporting solution to author, manage, and deliver all types of highly formatted documents eliminating the need for costly print solutions.
 - ORACLE User Productivity Kit: UPK is a collaborative content development platform that allows enterprises to drive user productivity, and mitigate risk throughout all phases of the software ownership lifecycle.
- AMX Software Solutions:**
 - AMX PolicyPro: Collaborative Web-based Policy and Procedure Management.
 - AMX Utiligy360: Complete Web-based Utility Billing, CIS and Customer Care.
 - AMX Industry Expertise:**
 - Life Sciences & Pharmaceuticals
 - Manufacturing & Distribution
 - High Tech - Electronics - Medical Devices
 - Utilities & Energy
 - Consumer Products & Services
 - Professional Services
 - Public Services
- AMX Services:**
 - AMX QDS: On-Shore custom design and programming, report writing, documentation, DBA and other technical services.
 - AMX Polaris: Proven methodology using AMX Polaris to ensure successful on-time and on-budget IT project completion.
 - AMX Path Forward: Path Forward Strategic Planning, Business process improvement and systems optimization.
 - AMX Systems Integration: Making systems work together.

At the bottom right, there is a "System Health Checks" graphic and an "Upcoming Events" box with a calendar icon and the text "Check out the latest Webinars and Trade Shows!"

Jameco had to rely solely on a given representative's system if an issue were to arise. "We were able to automate the process," says Harris, "and now it's filed within CRM under the account in question, so there's no doubt about the contract. Additionally, all the sales rep needs to do is scan it and link it into the CRM."

Success Means Increased Sales

After three months of use, Jameco has already found success. Harris says that "since the moment that the CRM had been in place, sales have gone up, and I think it's clear that there's both a cause and effect. And because we didn't integrate the CRM into everything we do, it became a super-low-cost investment for the company." Another side effect was that it has become clearer to Jameco what the sales force contributes to the company. "In some cases, the assumption was that the sales person was simply taking the order, and now, the sales force's results make it clear what [they were] contributing," says Harris.

After a project is finished, AMX encourages users to take ownership of the system, which helps them avoid ongoing service costs. However, AMX does offer an on-going support contract for items such as advanced report configuration and system tailoring. Initially, Jameco had planned to manage CRM On Demand themselves because it comes with support from Oracle's team. "But AMX's team was so good that it was cheaper for us to have them manage, customize, and develop reports than it was to do it ourselves," says Harris. "And they know our environment, our business; and frankly, there were excellent." ▲

AMX helps Oracle customers plan and execute their future upgrades, and the company also offers services to protect, extend, and evolve the technology investments.