

*E-Business Suite*

Automating Professional Services  
Organizations

**General Overview**

*Any Business That Hopes to Survive, and Thrive,  
Must Become an E-Business*

**A new model for business is here—*e-business*—and it's built on the largest communications network on the planet—the internet. E-businesses adopt internet business practices that fundamentally change the way they do business. The *Oracle E-Business Suite* of applications harnesses the internet to truly unify all of your organization's business processes. Imagine seamless communication and collaboration among your customers, your partners, your suppliers, and your internal operations—because they're all connected online. In today's marketplace, where speed provides a competitive advantage and your choice is *e-business* or *out of business*, Oracle E-Business Suite is the simple and complete solution that gets you moving at internet speed.**

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## Professional Tools for Business Professionals

**To take maximum advantage of rapidly expanding global e-business opportunities, professional services organizations face an imperative to foster global collaborative communities; assemble, compensate, and retain the right mix of people and resources; and identify the most-profitable business opportunities and customers to pursue.**

Businesses today face the choice of *e-business* or *out of business*. A significant number of companies now look to professional services organizations to provide cost-effective project execution, technical expertise, and long-term support.

To take maximum advantage of rapidly expanding global e-business opportunities, professional services organizations are compelled to efficiently deploy human capital—employees, suppliers, and subcontractors—globally. They must foster a collaborative community to streamline communication and execution; assemble, compensate, and retain the right people and resources; and identify the most-profitable business opportunities and customers to pursue to maintain competitive advantage.

Oracle Professional Services Automation, part of the complete Oracle E-Business Suite, is the only integrated, internet-enabled global enterprise system that can connect and manage the customers, people, finances, and complex processes of service organizations. They're professional tools for business professionals, designed to help you increase profitability; improve customer and employee loyalty; and deliver high-quality, continuously improved solutions that magnify your appeal in an increasingly competitive marketplace. The offering delivers unsurpassed integration and long-term value that cannot be realized with disparate systems, yet it can be implemented in a phased approach to provide benefits rapidly and help service organizations:

- Collaborate for strategic advantage
- Leverage human and intellectual capital to optimize delivery
- Maximize profitability across the extended service chain
- Streamline global operations

## **Collaborate for Strategic Advantage**

*Establish Seamless Internet-based Communication for the Greatest Efficiency*

***To command competitive advantage in a global internet economy, service organizations must be able to communicate swiftly and seamlessly across function, company affiliation, and location. Internet-based collaborative technologies offer a new and strategically important opportunity to give interested parties appropriate, secure, real-time access to information that is crucial for effective project planning and execution.***

Oracle Professional Services Automation extends communication and collaboration capabilities to customers, partners, and suppliers by using global, internet-based technology, communities of practice, and adaptable self-service efficiencies.

### **Build An Extended Team**

Today's customers demand fast, accurate execution of their projects. To meet those expectations, service organizations must include contractors, partners, and employees in various organizations, as well as key executing members, in core project teams. Oracle Professional Services Automation helps you establish extended teams by enabling transparent sharing of information, such as plans, delivery schedules, invoice, payment, and performance in real time over the internet, regardless of function, company affiliation, or location. You improve your ability to capture the best business opportunities and gain informa-

tion that can help you develop strategic new offerings that will strengthen your top line growth.

### **Connect Teams Using Global, Internet-Enabled Technology**

Oracle Professional Services Automation's integrated, global technology enables you to connect dispersed project team members, customers, and partners. Features such as online self-service help you establish better communication to enhance collaboration. And you can fine-tune execution using sophisticated, automated workflow features that eliminate administrative bottlenecks. The faster, more efficiently you deliver, the more competitive you are and the sooner your resources are freed to help you win other profitable opportunities.

### **Create Collaborative Communities**

Even the best-laid project plans can be derailed if partners and suppliers fail to col-

laborate to deliver the necessary resources on time. Oracle Professional Services Automation lets you leverage the power of automation to extend process efficiencies across the entire service chain. Features such as self-service, workflow notifications, and performance alerts let you give partners and suppliers the information and flexibility they need while you ensure timely adherence to your business processes. For example, Oracle Professional Services Automation combined with OracleExchange.com—Oracle's comprehensive online business-to-business marketplace—and Oracle Supplier Network, encourages collaborative action, providing time-saving, strategic features such as the Oracle Supplier Management Portal. Via the portal's intuitive user interface, which offers internet access to key execution benchmarks, such as delivery schedules, delivery performance, payment, and request for quote (RFQ) status, your vendors can easily process their own transactions.

Such interactive online communication enhances supplier and partner efficiency and performance and frees your core project team members from administrative tasks that can delay execution and increase expenses. You release your solutions to market faster, lower costs, and dramatically increase profits and customer satisfaction. In the world of e-business, time is money, and neither you nor your customers can afford unnecessary costs or delays.

***The faster, more efficiently you deliver, the more competitive you are and the sooner your resources are freed to help you win other profitable opportunities. Interactive online communication enhances supplier and partner efficiency and performance and frees your core project team members from administrative tasks that can delay execution and increase expenses.***

## Leverage Human and Intellectual Capital

*Place the Right Person on the Right Project at the Right Time for the Right Rate*

***Success in e-business mandates that organizations constantly monitor and respond quickly to market fluctuations. However, achieving rapid response leaves customers and service providers frequently frustrated by the time and dollar expenses of inconstant project requirements. Using systems that have built-in intelligence and are globally connected, you can make the best use of skilled resources with automated, intelligent staffing of projects based on multiple factors, such as availability, skill profiles, and finances.***

Oracle Professional Services Automation maximizes your decision making capabilities with built-in intelligence that lets you closely review project requirements and workforce capacity. You can more easily identify gaps between resource capabilities and engagement requirements, and then take action to adjust workforce composition or arrange to train the correct candidates to gain the skills needed for the project. You'll more frequently place the right person on the right project at the right time for the right rate, positively impacting top line growth and bottom line return.

### **Make the Best Use of Resources for Competitive Advantage**

By delivering project teams with skills that precisely match resource requirements, you gain a significant competitive advantage in

terms of customer satisfaction; employee loyalty; and cost-effective, profitable use of resources. The resource management capabilities of Oracle Professional Services Automation can help you maintain a global repository of skills and experience, plus give you the ability to automate the tracking of project assignments, dates, and utilization rates. As you define engagement requirements, you can use multiple criteria to quickly locate qualified and available people throughout your operations. Built-in intelligence lets you search for the skills you need across all resources, assigned as well as unassigned. Then analyze the information to decide the best course of action for delivering customer satisfaction and profitable results. You can also identify any additional training and hiring necessary in order to fully staff project teams.

### **Capture Intellectual Capital**

Typically, services organizations have a difficult, if not impossible, time accessing the wealth of intellectual capital that lies dispersed throughout disconnected systems worldwide. Oracle Professional Services Automation gives you the ability to leverage project documents and deliverables, enterprise best practices, templates, and more. You can store and reuse information to fine-tune the creation of new products and services. Project team members become more efficient, productive, and satisfied when they can apply working knowledge to current engagement planning and resourcing. Best of all, customer satisfaction is heightened by your ability to rapidly and accurately bid on projects, staff teams, and execute to deliver results consistent with project plans.

### **Save Money and Increase Employee Satisfaction with Professional Tools**

Traditionally stuck with reams of information buried in spreadsheets and workgroup tools that have inadequate functionality, it's rare that project stakeholders can actually gain significant benefit from your organization's ongoing or prior work. That leaves your talented, solution-oriented achievers frustrated with the hours of time they must spend on project bidding, planning, resourcing, and delivery administration.

Oracle Professional Services Automation enables self-service systems that give engagement team members the ability to manage their own transactions in a paperless environment while taking advantage of automatic workflow capabilities that encourage and automatically maintain collaborative activity. Delivering self-service over the internet helps establish a global repository for the ongoing capture of intellectual capital and working knowledge that can be reused to improve your efficiency. Furthermore, your critical project team members no longer squander time on redundant administrative activities. Instead, they're empowered with tools that keep the time they

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spend on record keeping to a minimum, so that they can deliver at internet speed the expertise your clients expect.

### **Establish Best Practices**

Global, accessible intellectual capital can be explored for information that will help you establish guidelines and best practices for optimal delivery of your organization's services. Using the built-in functionality of Oracle Professional Services Automation, you can analyze information to identify the

characteristics of high-performance groups and individuals in your organization. You can see the critical success factors for each project and utilize that information to create best-practice templates and processes. You gain the advantage of consistent, high-quality execution and better control of activities across your enterprise.

## Maximize Profitability Across the Service Chain

*Capture the Most-Profitable Opportunities*

***To profitably meet client expectations, professional services organizations need to become as streamlined and efficient as the new breed of e-business customers they serve. However, typical service operations and business processes don't support new performance demands. Using the internet and applications that have integrated business intelligence systems, you can identify your most-profitable projects, customers, and offerings; optimally manage your client and project portfolio; and streamline internal operations to maximize profitable growth.***

Oracle Professional Services Automation enables you to identify the best customer markets for your business. You can proactively manage your pipeline of forecasted opportunities to win the most-profitable engagements. Furthermore, you can significantly reduce your cost of operations with self-service capabilities and flexible, real-time methods of optimizing cash flow.

### **Define Your Best Customer Markets**

As more and more companies seek help managing their projects, the competitive nature of the professional services market has increased. Like all other businesses in today's economy, services organizations must concentrate their efforts to maximize expansion and profitability while minimiz-

ing resource expenditure. Oracle Professional Services Automation utilizes a dedicated marketing datamart and predictive models that can help you better understand your customers and their behavior. You can define and segment potential markets for your services, and then leverage what you know about your customers to fine-tune your business functions across the board. Not only that, you'll be able to target the most-profitable opportunities to strategically build the top line with the greatest impact on margin.

### **Identify and Win the Most-Profitable Business Opportunities**

Today's businesses can't afford to waste time and resources on projects that don't offer the best opportunity for profitability.

Oracle Professional Services Automation gives you the tools you need to paint a true picture of your profits by linking costs and revenues directly to the activities from which they are generated. You can track every type of activity in your organization, from internal research to capital development to ongoing bread-and-butter contract projects. You can use that intelligence to manage your client and project portfolio for profitable growth by picking the best, most-profitable projects, customers, business units, and offerings.

**Dramatically Reduce Operating Costs With Self-Service and Workflow**

For services organizations, streamlining operations means delivering new efficiencies through every process from expense reporting to skill-profile updates. Internet-based self-service technology is the instrument that can help you accomplish this and more. Self-service empowers users both inside and outside your business. It accelerates processes and assists in effectively implementing and monitoring corporate-purchasing and resource-deployment policies.

By implementing self-service and workflow technology, you can automate repetitive administrative tasks, such as expense reporting, travel management, purchasing, project staffing requests, skill-profile updates, invoice reviews, and human resources administration. You can also streamline the management of contractor performance and payment as well as project resource administration and inter-company accounting. Employees gain more time for strategic activities that can impact your top-line growth and deliver a competitive advantage. You profit from dramatic cost savings and increases in productivity and transaction processing without a corresponding growth in headcount.

***To meet expectations and function profitably, professional services organizations need to become as streamlined and efficient as the new breed of e-business customers they serve. They must have tools that allow them to identify the most-profitable engagements, customers, and offerings; optimally manage client and project portfolios; and streamline internal operations.***

**Reduce Days Sales Outstanding and Improve Cash Flow**

After minimizing your costs with self-service, you can concentrate on reducing days sales outstanding and gain greater control of cash flow. Generate the right billings at exactly the right time, based on the terms and conditions negotiated for each engagement. Billing controls ensure that only the right charges are included on customer invoices, because you can't always bill for every cost incurred on a job. Billing events automate invoicing associated with specific contract milestones or time frames. The unsurpassed integration of Oracle appli-

cations allows you to produce government-certifiable progress billings based on percent complete and earned value, automating and streamlining a formerly complex manual process. Flexible capabilities allow you to recognize revenue differently for each project. Online billing review and adjustment simplify and shorten the invoicing cycle, improving all-important cash flow.

## Streamline Global Operations

*Use One Global Product to Provide Insight to Stakeholders Worldwide*

***The internet has endowed companies with unprecedented global reach. Service organizations must move now to capitalize on the opportunities presented by global market accessibility. Systems designed from a global perspective can give service organizations a critical advantage over their competitors by helping them attract work and deploy employees whenever and wherever the best business opportunities arise.***

Designed from the ground up as a global product, Oracle Professional Services Automation reflects not only the legislative requirements of various countries but also common human resources processes, varied methods of entering and using data, and cultural differences. Oracle's internet-enabled applications allow service organizations to deploy policies and operating structures that span countries, currencies, and organizations. Oracle Professional Services Automation supports local requirements within a single, global software foundation.

### **Effectively Manage Global Engagements**

Businesses today are taking full advantage of the global reach and exposure to foreign markets enabled by the internet. If a professional services organization uses systems that ineffectively support global operations, it will quickly suffer the fragmentation of knowledge; inefficiency; and

the inability to deliver on the biggest, most-profitable project opportunities. Oracle Professional Services Automation enables effective management of global engagements with features such as resource repositories, resource searching and identification, project assignment approvals, single point of entry for time and expense reporting, and automated cross charge or inter-company accounting. You can deliver global project solutions efficiently and profitably.

### **Easily Deploy a Seamlessly Integrated Global Internet Solution**

All too often, services organizations find themselves struggling to make do with cobbled-together functionality from systems developed specifically for finance, human resources, and customer service. Oracle Professional Services Automation bridges customer relationship management, human resources, project manage-

ment and accounting, and finance, bringing functionality together under one umbrella with the project-centric focus and the enterprise-wide view necessary for complete, effective professional services execution.

### **Support Global Operations with Multinational Functionality**

Global delivery of professional services requires external as well as internal bridge building to achieve effective support for languages, currencies, character sets, taxes and regulations, and localizations. Oracle Professional Services Automation offers the best of both worlds in the same installation. It offers a foundation consisting of non-legislative information common across all countries, plus fully localized information specific to each country—such as legislative data, reports, business rules, processes, forms, and online help in the appropriate languages. The Oracle solution provides adaptable policy structures, making it easy to establish and modify diverse organizational policies.

### **Provide Insight to Project Stakeholders Worldwide**

Project staff may be scattered throughout the world, progressing on different parts of a project at different rates, using different procedures and best practices, making it difficult for project participants and executives to assess engagement status. Oracle Professional Services Automation delivers powerful, role-based portals of information for enterprise, customer, and project information. What's more, key project decision makers can manage by exception, establishing key performance indicators (KPIs) and workflow-driven notifications to keep dispersed teams on track for delivery.

***If a professional services organization uses systems that ineffectively support global operations, it will quickly suffer the fragmentation of knowledge; inefficiency; and the inability to deliver on the biggest, most-profitable project opportunities. Oracle Professional Services Automation delivers capabilities that span countries, currencies, and organizations.***

## **The Internet Transforms Your Business Operations**

*The internet not only improves the management of your workforce and global projects but also fundamentally changes the way you run your entire business. To succeed in today's competitive environment, you need to transform your business into an e-business, harnessing the internet to pave the way.*

### **Manage Operations with Global Business Practices**

Oracle E-Business Suite combines the global reach of the internet with fully globalized products that enable you to consolidate your business operations. You can achieve this consolidation by moving to shared service centers that allow organizations to exploit economies of scale and enforce consistent business practices. With consolidated information, you can have global sales forecasts, perform global supply-chain management, and run your entire business globally. Only Oracle offers truly global products—allowing you to operate without borders by providing systems that meet local as well as regional requirements and let you manage your business on a global basis.

### **Improve Customer Relationships with Internet Business Practices**

Yesterday's best business practices are obsolete because they are based on the limitations of client/server computing. Oracle E-Business Suite is changing the way companies compete by enabling new e-business practices that encourage collaboration with customers and expedite information sharing.

Customers can buy products through electronic storefronts where targeted marketing and service campaigns personalize their experience. E-businesses put their entire supply-and-demand chains online, for business operations that are more profitable and more efficient.

### **Eliminate Administrative Tasks with Self-Service**

Powered by the internet, self-service changes the way companies conduct transactions and distribute information. By controlling their own transactions and using rules-based workflow, employees can spend less time on administrative tasks. Self-service eliminates intermediaries and delays and produces more-accurate information. It also streamlines internal processes by driving out non-value-added activities, enabling more time for strategic analysis.

### **Make Faster, More-Informed Decisions with Integrated Intelligence**

Oracle is the only company that offers a simple, complete, integrated E-Business Suite of applications for customer operations, supply chains, and internal operations. Oracle E-Business Suite provides integrated enterprise information, so you get a full 360-degree view of your customers and your business. With Oracle software's integrated business intelligence, everyone in your organization receives complete and timely information critical to their success—all from a configurable home page. By automatically comparing activity with key indicators, you can monitor performance and make more-informed business decisions.

## **The Internet Transforms Your IT Infrastructure**

*In addition to transforming your business operations, the internet allows you to streamline your IT organization. By requiring only a standard browser on the desktop, Oracle E-Business Suite allows you to centralize complexity on professionally managed servers and exploit the internet to reach more users, significantly reducing your IT cost infrastructure.*

### **Remove Complexity and Increase Access Via a Standard Browser**

Simplify support requirements by eliminating desktop complexity. You need only a standard internet browser to securely access Oracle E-Business Suite—anytime, anywhere. Workers in smaller offices, mobile personnel, international executives—these users need access regardless of location. To further extend your worldwide reach, Oracle has incorporated efficient networking characteristics that enable excellent performance over existing networks as well as global wide-area networks. The internet-enabled Oracle E-Business Suite of applications makes universal access a reality.

### **Simplify IT Infrastructure with Centralized Management**

By adopting internet computing, you move complexity from the desktop to centrally managed servers, meaning that you require fewer IT professionals for deploying and maintaining applications. All data, programs, and systems are located in one place, enabling you to leverage scarce IT resources. Software distribution on the desktop is eliminated, and users always have access to the latest release, enabling rapid deployment of new software and updates—even to the largest user populations.

### **Manage Operations with Global Business Systems**

Typically, companies have local systems with multiple data centers, resulting in costly maintenance and fragmented data. Because Oracle E-Business Suite is accessible via a global network, you can have a global system with a single global data center—resulting in reduced IT costs and improved, consolidated information. By consolidating servers, you can maintain your systems efficiently with fewer IT professionals. And you can more easily safeguard mission-critical data. As you eliminate the abundance of servers deployed regionally or globally, you also eliminate the duplication of effort required for maintaining them. Furthermore, system reliability and scalability improve.

## About Oracle E-Business Suite

### The Complete Solution

Transform the way you conduct business, with the 100-percent-internet Oracle E-Business Suite of applications. Put your customer management, supply chain, and internal operations online with Oracle's simple, complete, fully integrated solution. Combine the wide reach of the internet with Oracle's fully globalized products to run your business consistently and accurately worldwide. Reduce costs and complexity by running on corporate internets or the World Wide Web. It's no wonder that so many customers rely on Oracle E-Business Suite!

#### ORACLE E-BUSINESS SUITE

Balanced Scorecard	Planning and Scheduling	Professional Services Automation
Marketing	Internet Procurement	Project Management
Sales	Discrete Manufacturing	Treasury
Service	Process Manufacturing	Travel Management
Interaction Center	Accounting	Human Resources
E-Commerce	Budgeting and Planning	Payroll
Order Management	Activity Based Management	Business Intelligence

### The Next Step

For more information on becoming an e-business with Oracle E-Business Suite, visit our Web site, <http://www.oracle.com/applications>. You can also call your local Oracle sales representative or visit the Oracle Store, at <http://oraclestore.oracle.com>.