6. Web Services management and security solution to enforce authentication and authorization policies on services and to monitor services and processes for compliance to SLAs

7. A Business Activity Monitoring (BAM) solution to gain real-time visibility into business entities and their interactions, and enable services to be optimized

8. An Enterprise Portal for employees, customers and partners to access content, access relevance performance metrics, collaborate and take actions via interaction with business processes.

This paper outlines the types of operational analytics and real-time visibility challenges that organizations face and ways in which Oracle's Business Activity Monitoring product helps address these challenges and optimize business processes.

BUSINESS CHALLENGES

Improve Your Ability to Predict and Respond to Change

Most enterprise applications provide some form of application data level alerting and monitoring features to make users get proactively aware of problems so they can respond in a timely manner. While individual application level alerting features work well for certain basic alerting needs, they fall short of the alerting needs of operations users who monitor enterprise business processes and their impact on business KPIs. Such users need smarter alerts that can get context from related data or events that could emanate from other related enterprise applications. For example, users demand smarter alerts from applications that can detect an order being placed by a customer who has just been sent a delinquent payment notice. Customers expect discounts that are in effect after their order being placed to be applied to their in-flight orders. Business users also need to monitor their business processes to be able to analyze and predict trends that could lead to SLA violations.

Enhance Organizational Productivity

The need for getting real-time business information as it effects business KPIs just gets greater every day in a fast paced global economy. Analyzing information thus obtained can tremendously help enhance organizational productivity. For example, organizations that run distributed global supply chain operations with Just-in-Time inventory practices have the need to continually monitor their inventory levels and to correlate them to the bill of materials and replenishment requests they have sent to their suppliers and logistics partner to continually ensure that they have a balanced flow of parts and inventory throughout their entire supply chain. Similarly, telecommunications companies who are provisioning new services and new customers want to continually monitor their provisioning processes that touch

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"Business activity monitoring (BAM) is a key combination of technology and process that must be deployed by enterprises seeking to operate their businesses as real-time enterprises (RTEs)."

—Bill Gassman, Analyst Gartner Group