- *Business Process Optimization* – Oracle SOA Suite provides you with visibility to business events across your enterprise and allows you to optimize your business processes to respond to events.

- *Unified Workplace* – Oracle SOA Suite improves employee productivity with an enterprise portal that provides unified access to organizational information, to services and to business processes, and to business intelligence, allowing employees to find information rapidly and to collaborate effortlessly with one other.

Oracle BAM enhances organization productivity and enables business processes to be optimized in the following key ways:

Provide accurate and timely Decisions

Front-line managers need information to make decisions on the fly, but traditionally do not have access to relevant information without the help of IT, decreasing data timeliness and increasing the IT backlog. With Oracle BAM based operational dashboards, business managers can easily define and modify their own dashboard pages to monitor key business activities with real-time operational insight across multiple business applications. From a standard Web browser, they can access and monitor business performance using rich data visualizations, drill-down on performance metrics for transactional details and leverage seamless, real-time integration into business applications to turn analysis into action.

Reduce cost of ownership with proven architecture

Using Oracle BAM business users can reduce cost of ownership with a proven architecture that supports enterprise-level users with superior usability, performance and scalability - critical elements that business managers need to make more informed, faster and effective operational decisions. The Oracle BAM platform provides a rich, dynamic and completely thin-client interface for viewing, defining and managing real-time operational dashboards. Unlike traditional query-based analytic applications, the event-driven architecture of Oracle BAM enables dashboard deployments to thousands of users with more efficient utilization of the hardware investment and ensures dashboard users view real-time operational information.

The power of getting information in real-time

- *Timeliness . . . Information that is Always Current* – In order to take effective action and enhance business performance, decision makers require information in real-time, right at the point of decision. Oracle BAM provides real-time alerts and access to live data that is based upon up-to-the-second information—enabling decision makers to be proactive rather than reactive. The streaming data delivery also ensures that real-time reports automatically and continually update themselves as changes occur in the underlying data.

- *Reach . . . All the Right Decision Makers* – Unlike traditional query-based solutions, Oracle BAM combines information from multidimensional and

20