

relational data sources, web services, enterprise application data, and presents it in an intuitive browser-based user-interface to any device, driving enterprise-wide availability of real-time information.

- *Relevance . . . Information Delivered the Way People Work* – To be useful, real-time information need to work the way people work. With Oracle BAM, information is personalized so each user gets the information they need in the exact format at the exact time they prefer. Oracle BAM real-time reports also support real-time pen-based group collaboration and closed-loop decision-making, allowing for immediate problem discussion and resolution.
- *Usability . . . Effective, Efficient and Easy-to-use* – Oracle BAM is built to work smoothly with existing information infrastructures and supports just about every messaging system. Oracle BAM is affordable and can be fully customized and personalized to the roles, responsibilities, and skills of each user. Both power users and business users find that reports are as easy to design, share and view as PowerPoint slides.

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Eliminate Middleware Complexity

Oracle SOA Suite can reduce your costs and middleware complexity better than any solution available from any other vendor. It is the industry's only SOA Suite technically engineered to be a single product. Oracle SOA Suite differs from other market solutions in four key areas:

- *Single Development Framework* – Oracle SOA Suite is the only SOA suite that provides a single integrated design time environment to develop enterprise applications, to compose Web services, to create enterprise portals, and to orchestrate business processes. You learn one tool to target the entire platform.
- *Single Deployment Architecture* – Oracle SOA Suite is the only SOA suite that provides a common architecture for scalability, availability, workload distribution, resource management, security, and metadata management. You spend less time integrating your middleware infrastructure.
- *Single Management Architecture* – Oracle SOA Suite is the only SOA suite that has a common identity management and systems management architecture. You monitor and manage users and systems centrally, lowering cost and improving security.
- *Single Metadata Management System* – Oracle SOA Suite is the only SOA suite that leverages a common metadata management system across all components, speeding up application development and leading to more maintainable applications.
- *Easy to Adopt* – All of the SOA Suite components are built upon and support industry standards, to ensure that they can be incrementally adopted and easily integrated into an organization's existing information