

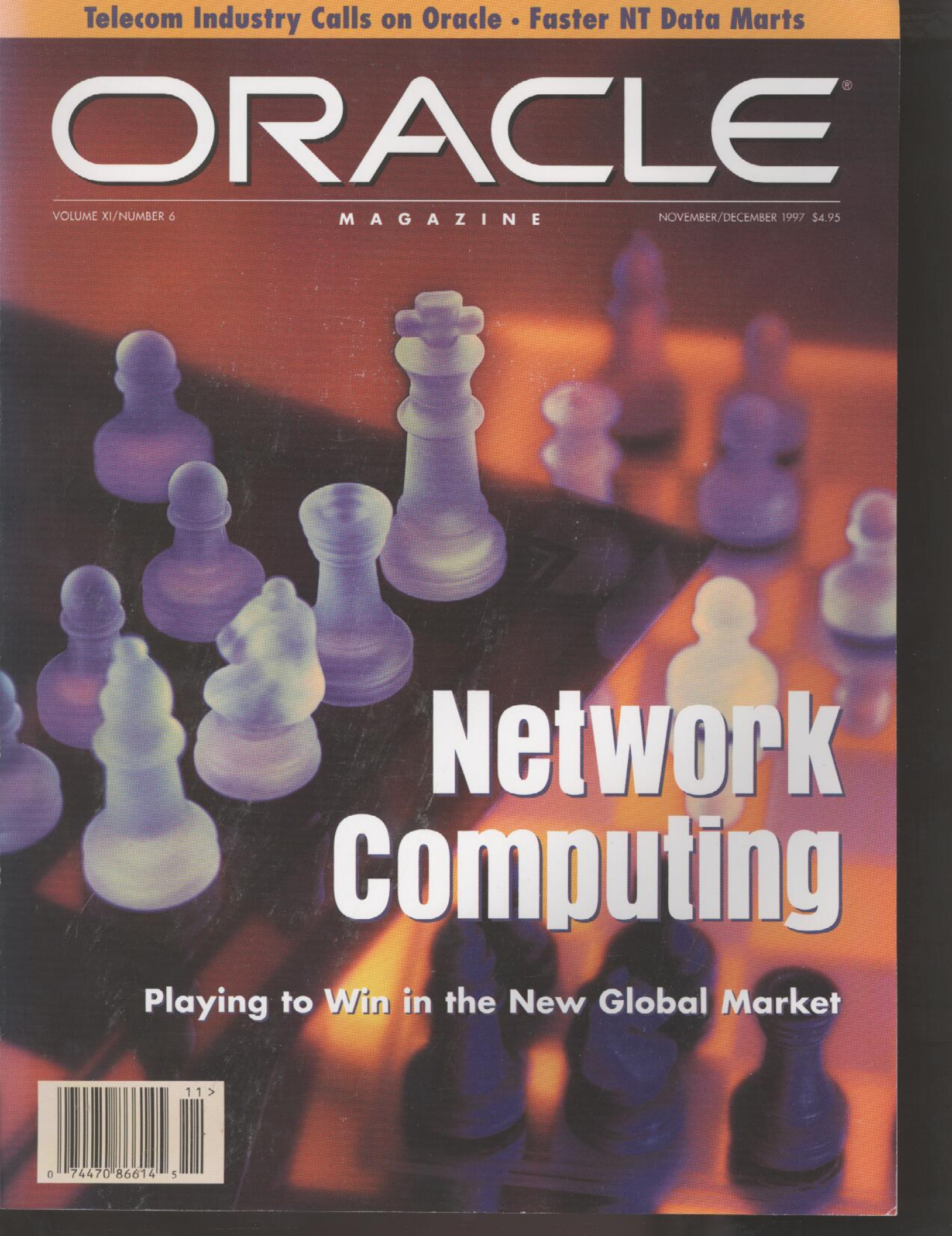
Telecom Industry Calls on Oracle • Faster NT Data Marts

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Network Computing

Playing to Win in the New Global Market



Features

COVER STORY

41 The Network Computing Rule Book: Playing to Win

By Philip J. Gill. There's a new game in the high-stakes world of information management, and it's called network computing. The game board is the entire universe of information. The pieces are a wealth of new and existing technologies that can move and interact in a variety of ways. Oracle Publishing Contributing Editor Philip Gill tells you how to position yourself for a winning game.

43 E-Commerce: The Fourth Channel

Because using the Web is simple and cheap, a Web-based commerce system can give your company the competitive edge.

44 A 21st-Century View of Education

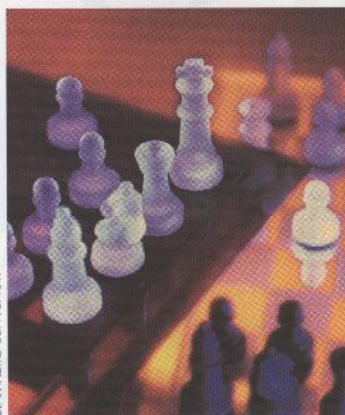
New York Institute of Technology's network computing project takes education into the next century.

46 Network Computing Architecture

Oracle's framework for developing network computing applications relies on open standards and published application programming interfaces.

48 www.nc.oracle.com

Oracle launches a new Web site to provide in-depth, up-to-date information about network computing.



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Thomson/RCA and NetChannel merge the Internet and TV, bringing the world of network computing to the mass market of consumers.

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Oracle subsidiary Network Computer Inc. is creating the building blocks for the age of network computing.

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Network computing presents developers with new challenges, such as delivering the expected functionality and supporting existing client/server systems as companies migrate to the new technology or adopt it piecemeal. Oracle provides a toolbox for moving successfully to network computing environments and global deployment.

58 Oracle Applications on the Move

With Oracle's Developer/2000 Web Cartridge, Oracle Applications customers can now migrate from a client/server environment to a network computing environment.

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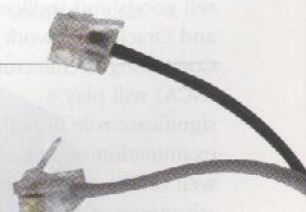
61 Wired for [More Than] Sound

By David Baum. In the telecommunications industry, the forces of deregulation, convergence, and globalization are shaping a new commercial environment that is making it harder than ever for companies to get a fix on the future. New technology is driving tremendous change and upheaval as the boundaries among wireline, wireless, and a variety of emerging technologies become blurred.

In this fast-moving industry, identifying business trends and speeding products to market are essential to success. Telecom companies New Brunswick Telephone, Northern Telecom, Sprint PCS, GTE, and Ameritech, among others, are using Oracle products to become more nimble, shift their strategies, and learn to sell a wide variety of value-added services in a convenient, economical way.



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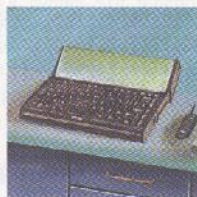
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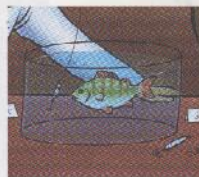
Use Oracle8's new object types to create nested tables and complete object schemas. Part 2 of an excerpt from Steve Bobrowski's new book shows you how.

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