e-Business for Any Business
...Even Space

Joe Duffy
Group Vice President
Oracle Service Industries
GSAW 2000
## Oracle Customers

### 10 of TOP 10 Bus-to-Consumer Sites
- 1800 Flowers
- Amazon
- CDNOW
- Schwab
- Cisco
- Dell
- E-Trade
- NECX
- OnSale
- REI

### 9 of TOP 10 Bus-to-Business Sites
- Marshall
- Cisco Systems
- Bay Networks
- Dell
- Compaq
- Federal Express
- IBM
- W.W. Grainger
- 3 COM
- First Union

70% of the Fortune 500

Source: Giga Group 1998, NetMarketing
The Internet Changes Everything

- Not just a new technology
- A new way of doing business
The Networked Society

- Social
- Cultural
- Political
- Environmental
- Economical
- Technological

- Commerce
- Community
- Classroom
The Digital Economy

by Don Tapscott
Internet Changes Everything

By Peter Cochrane

Ubiquitous
Anonymous
Low Cost

Secure
Global
Fast

Chaos
Technology Penetration

**Time to 10 million users**

<table>
<thead>
<tr>
<th>Technology</th>
<th>Time</th>
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<tbody>
<tr>
<td>Pager</td>
<td>41</td>
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<tr>
<td>Telephone</td>
<td>38</td>
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<td>Fax</td>
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<td>9</td>
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<td>7</td>
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<td>CD-ROM</td>
<td>6</td>
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<tr>
<td>Web</td>
<td>3</td>
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USA passed 100 million users
To succeed ... you must fundamentally change how you do business

Expand market opportunities
Improve business process efficiencies
Increase satisfaction, retain customers
Expand Markets

The Challenge ...

- Competitors
- Channels
- Customers
- Implementations

Globalization

- Traditional boundaries dissolving

Market Convergence

- Customer-centric
- Unassisted selling
- Unified channels
- Cross-selling
- Portals

New Business Models
Improve Efficiencies

The Challenge ...

Lower Entry Barriers
- Increased competition
- Margin pressure

Efficient Markets
- Dynamic trade
- Disintermediation
- Transparent prices

New Business Process Models
- Self-service
- Buying communities
- Outsourcing
- Competency mgmt
- Rapid time to benefit
Retain Customers

The Challenge...

- Low switching barriers

Fleeting customer loyalty

- Complete customer information
- Increase satisfaction
- Lifetime profitability

Direct, Lifetime Customer Relationship

- Personalization
- Global, 24x7
- Knowledge exchange

Differentiated Offering and Service
With all these changes ... How do you Compete?
From Traditional to e-business

New ways of running your business ...

Administrative Processes → Self-Service
Internal → External Focus
Transactions → Business Intelligence
Local, Regional → Global

... on the Internet

ORACLE
The e-business

CUSTOMERS

- Customer Service
- Direct Sales
- E-Store
- Portal

EMPLOYEES

- Self Service Applications
- ERP Applications
- Business Intelligence Systems
- Service Providers

Suppliers & Partners
Why e-Business?

Airline tickets: $8.00 \rightarrow $1.00
Banking: $1.08 \rightarrow $0.13
Bill Payment: $2.22 \rightarrow $0.65
Software Dist: $15.00 \rightarrow $0.20
Sales Call: $500.00 \rightarrow $1.00

(source: OECD)
Phases of e-Business

Phase 1

Broadcast
Interact
Transact
Integrate

Phase 4
e-Business for Space

Requires complete internet computing solutions for enterprise operations

- Agile platform to build e-business applications
- Applications to run e-businesses
- Services to implement & run the applications
Increased Challenges

Service

Value

Access

Privatization

Accountability

Quality

Productivity

Space Demands
e-Business Solutions for Space
Platform

Buy Side

Sell Side

In Side

Platform
Internet Computing

PC Browser
Multimedia UI

App Server
Low Cost Server Hardware

Data Server

Centralized Complexity
Consolidated Data in the Network
Low Cost Development, Deployment & Maintenance
Sell/Service Side

Buy Side

Sell Side

In Side

Platform
Sell/Service Side: CRM

How do I market my products and services? Who are my customers?

How reliable is my service? Are my customers satisfied?

How can I be more responsive to sales demands and customers?

Internet Commerce, On-line Selling, Customer Service, Marketing, Sales
Buy Side

Platform

Buy Side

Sell Side

In Side
Buy Side: Internet Procurement

Refocus purchasing on strategic sourcing
Empower employees at the desktop
Provide contract visibility and compliance
Automate the entire Space procurement process
Production and Non-Production Products
Extends process efficiencies across the supply chain

Source all materials at best value
Buy Side: e-Business Space Supply Chain

Increased Benefit to Complex Operations
Just In Time
Increased Quality
Key to Integration Phase of e-Business

Internet Applications Architecture

Demand Management (Marketing)
Order Configuration & Capture
Product Engineering (Satellites, Launch Vehicles)
Planning & Scheduling
Internet Procurement (Parts & Services)
Manufacturing
Supply Chain Logistics
Service (Ground Stations, Customer Care)
Space Knowledge Management

Enterprise Portal

- Access Information
- Empower Employees
- Share Information
- Quicker, Better Decisions

Productivity services (eg. mail)

Directory Server (eg. people finder)

Customer Information Systems

Business Intelligence Systems

ERP Applications

Personalized news, Corporate Intranet, Internet access...
ERP: Back Office Space Applications

- Accounts Receivable
- Accounts Payable
- Fixed Assets
- Human Resources/Payroll
- Project/Cost Accounting
- Purchasing
- Budgeting
- Order Management
- General Ledger
- Business Intelligence
e-Business Equals...

- Self-service
- One Face to Customer
- 24x7 access
- Employee Knowledge
- Increased Revenues
- Improved Quality
- Productivity

Better Business Results
What Phase is Your Organization?

Broadcast
Interact
Transact
Integrate

E-Business or Out of Business