

# Oracle9i Application Server

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## INTRODUCTION

In today's competitive business environment, companies need to be responsive to their customers while paying attention to the bottom line. For Web sites and Web portals, the nearest competitor is only a mouse click away. Web sites that incorporate compelling, personalized content can be key to obtaining and retaining customers. But how do you support ever increasing numbers of customers with rich, dynamic content without breaking the bank? And how can you keep ahead of your competitors by offering unique services in response to your customer's interests?

The first to market of the Oracle9i family of products, Oracle9i Application Server (Oracle9iAS) offers the industry's most innovative and comprehensive set of middle-tier services. From self-service enterprise portals and high-traffic e-stores to supplier exchanges, Oracle9i Application Server is the best application server for your database-driven Web sites.

**From self-service enterprise portals, high-traffic e-stores or supplier exchanges, Oracle9i Application Server delivers a complete set of middle-tier services to meet the needs of today's e-businesses.**

Oracle9i Application Server:

- provides an integrated platform to deploy all your e-business Web sites and Internet applications;
- allows you to aggregate all your disparate Web sites into personalized, secure portal pages for all your users;
- turbo-charges your Web site, portal or e-business application so you can support more users, with richer, personalized content;
- allows you to make your Web sites and applications accessible to traditional browsers and wireless devices;
- enables you to extract Web site business intelligence and deliver it to the widest audience of decision-makers;
- allows you to manage and secure your entire Web infrastructure within a single, comprehensive management framework;
- provides productive tools to integrate your business processes, applications and data;
- enables you to more effectively collaborate with your stakeholders, whether employees, suppliers, partners, or even applications such as business-to-business exchanges.

## **RUN ALL YOUR WEB SITES AND INTERNET APPLICATIONS**

Oracle9i Application Server delivers the scalability and performance to deploy all your Web applications. You can build your Web sites with languages familiar to your development teams, including Java, Perl, PL/SQL, or XML. Oracle Internet Developer Suite tools, such as JDeveloper or Forms Developer, offer rapid development and deployment tightly integrated with Oracle9i Application Server. With a single, integrated middle-tier platform from Oracle, you can implement your Web sites more quickly, and at lower cost.

**With Oracle9i Application Server, you can implement Web sites more quickly and at lower cost, using a variety of common languages and tools.**

Oracle9i Application Server offers full support for the latest industry-standard application development technologies, including J2EE (Servlets, Java Server Pages, and Enterprise JavaBeans), CORBA, and database stored procedures. And the Oracle XML Developer's Kit enables development of XML-enabled applications using pure Java APIs.

Oracle9i Application Server is tightly integrated with the Oracle database and provides unique functionality that allows all database developers to become productive Web developers. Oracle developers can quickly leverage their PL/SQL knowledge to build dynamic database applications with PL/SQL Server Pages, Oracle Java Server Pages, or Oracle Business Components for Java, which provides a robust framework for deploying Java components and applications in the middle tier.

Whether you are developing simple, Intranet Web sites, or complex Internet portals supporting tens of thousands of concurrent users, Oracle9i Application Server supports a range of development languages and tools to enable you to quickly develop and deploy your Web sites. Only Oracle delivers the same Java implementation in the database and application server, providing you with maximum flexibility to deploy n-tier solutions for performance, cost or reliability.

## **CREATE PERSONALIZED PORTALS**

Today, most companies have too many Web sites, each created and maintained by different teams or departments for specific information distribution purposes. A typical employee may access multiple Web sites in the course of a day, inside the corporate firewall or on the Internet. Much time is wasted navigating through Web sites to locate a specific document, and logging in to multiple Web sites for access to applications and data.

**They typical employee accesses many Web sites in a single day. Aggregating Web sites into a portal that offers single sign-on increases productivity.**

Oracle9i Application Server includes Oracle9iAS Portal for rapidly developing and deploying personalized portals, all with single sign-on and security. With its easy-to-use Web interface, Oracle9iAS Portal offers an organized, personalized view of the business information, Web content, and applications needed by each user. Self-service publishing features eliminate webmaster bottlenecks by allowing end users to post and share any kind of document or Web content with other users anywhere in the world.

In addition to its core portal development and management features, Oracle9iAS Portal provides an extensible framework for aggregating applications and business information into portals. A portal provides a single point of access to information, and is the new e-business desktop.

The Oracle9iAS Portal framework is based on Oracle's unique portlet technology. Portlets are reusable interface components that provide access to Web-based resources. Companies can create their own portlets and can select additional portlets from the growing catalog of third-party portlet providers.

Any Web page, application, business intelligence report, syndicated content feed, hosted software service, or other resource can be accessed through a portlet, allowing it to be personalized and managed as a service of Oracle9iAS Portal, all with single sign-on and security.

By creating personalized employee portals, supplier portals, customer portals, and so on, you can increase the productivity of your employees, provide relevant information to your suppliers, and tailor product information to different customer groups, all while increasing efficiency and reducing costs.

## WIRELESS-ENABLE PORTALS

Today, portals are accessed not only from traditional Web browsers, but also from a range of mobile and wireless devices. With the Oracle9i Application Server, you can make your portal available to any wireless device, transparently. Oracle9i Application Server makes supporting specific devices, standards, markup languages, networks and protocols dramatically easier.

Extending the reach of your portal to wireless devices has a number of benefits.

- *Increased Sales Effectiveness and Customer Satisfaction.* Sales or field service employees can be more productive when they can track leads, obtain order status and manage field service requests using wireless devices.
- *Increased Operational Efficiencies.* Employees rely on corporate Internet applications to do their jobs effectively and efficiently. Employees will need Internet applications delivered to them on wireless devices to improve on those efficiencies. Suppliers will have similar expectations in their ability to take advantage of the procurement and supply chain benefits extended to wireless devices.
- *New Revenue Opportunities.* Offering wireless services can attract new customers and help keep current ones. Wireless offers truly differentiated customer service, reducing customer churn.

In today's rapidly changing wireless environment, Oracle9i Application Server provides a powerful, integrated, complete infrastructure with the scalability, reliability, and security to support the requirements of the wireless Internet - independently of device, network, or gateway.

Extending your portal to wireless devices has never been easier. With the Oracle9i Application Server, you can make your portal available to any wireless device, without worrying about supporting specific markup languages, networks and protocols.

## ACCELERATE WEB SITE PERFORMANCE WITH CACHING

Oracle9i Application Server offers innovative and patent-pending caching technologies to turbo-charge your Web sites and e-business portals. Oracle9i Application Server enables you to serve more users, more quickly and without costly hardware or software infrastructure upgrades. Or, differentiate your Web site with richer, more personalized content without worrying about performance.

**Serve more users, more quickly and without costly hardware or software infrastructure upgrades. Oracle9i Application Server, with Web and database caching, will turbo-charge your Web sites and e-business portals.**

Oracle9i Application Server's Web and database caches turbo-charge Web sites in two complementary ways. Oracle9iAS Web Cache sits in front of the Web server and caches static and dynamic information so requests from Web users are served faster and with less load on the back-end application servers and database. The Web cache also provides load-balancing and patent-pending surge-protection to ensure rock-solid performance of busy Web sites.

In contrast, Oracle9iAS Database Cache moves critical information out of the database into the application server's relational cache. This way, if the Web cache does not have the information locally, it can quickly access the information via the database cache, all without contacting the origin database.

A typical Web server can serve between 10 and 100 requests per second, forcing many e-businesses to purchase tens or even hundreds of servers to support high traffic loads. With Oracle9i Cache as part of your infrastructure, the cache is the delivery vehicle for content. This frees up Web servers and databases to process updates and generate new content, and ultimately allows you to support more users. You get the most out of your existing Web infrastructure, while dramatically reducing the overall cost of running your Web site.

Web site performance hits your company's bottom line in countless ways, including over-investment in costly Web infrastructure, unhappy customers, lost sales or inaccessible information. Oracle9i Application Server, with built-in Web and database caching, delivers the performance your growing site demands.

## EXTRACT BUSINESS INTELLIGENCE

In today's business climate, the success of an e-business depends on how well a Web site meets customer needs and business objectives. Oracle9i Application Server includes business intelligence features that e-businesses need to ensure that their Web sites are optimized to acquire customers, foster loyalty, and generate profit.

From reporting to what-if analyses and ad-hoc queries, you can now leverage the Oracle9i Application Server's middle-tier engine to extend these capabilities to decision makers at all levels of the organization — efficiently and cost-effectively. Oracle9i Application Server business intelligence features include the following.

**Do you know what your customers are doing on your e-business portal? Why is your competitor's Web site generating such good business? Gain the upper hand. Get the Oracle9i Application Server with built-in business intelligence so you can optimize your Web site to acquire customers, foster loyalty and generate profit.**

- Oracle9iAS Reports executes, distributes, and publishes colorful, clear, easy-to-read end-user reports providing summary and detailed information.
- Oracle9iAS Discoverer allows users to view and navigate through pre-defined query reports with any standard Web browser.
- Oracle9iAS Clickstream Intelligence, available in an up-coming release, enables you to improve Web site effectiveness through the analysis of visitor traffic and activity patterns.

Oracle9iAS business intelligence features can draw from all data repositories and support the full range of platforms, data sources, and analytical requirements.

### **MANAGE AND SECURE YOUR WEB INFRASTRUCTURE**

Most successful e-business ventures experience common nagging worries: “How well are my systems performing? Are they continuing to provide 24x7 availability? Can users easily log in to the right applications? How difficult is it add new users to my applications?” Oracle9i Application Server includes robust, proven system management and directory products to help ensure the continue success of your e-business.

Oracle Enterprise Manager for Oracle9i Application Server allows you to manage data, applications, and access from a single comprehensive framework. Oracle Enterprise Manager also reduces administration and training costs. With centralized control, administration requires less time and fewer staff members because Oracle servers, even if distributed geographically, can be managed from a single location.

Oracle Advanced Security for Oracle9i Application Server provides a comprehensive suite of security services, including network encryption and authentication.

Oracle Internet Directory helps define which user has access to which application, at what time, or under which conditions. This information is available for LDAP-enabled applications in a single, centralized repository, simplifying management of the e-business where employees, customers, suppliers, or partners can interact at any time of the day.

### **INTEGRATE YOUR BUSINESS**

Web applications increasingly need to integrate with business processes, existing applications, and even business partners and exchanges. Oracle9i Application Server offers a comprehensive set of tools to address the integration challenges faced by your e-business.

- Oracle Applications InterConnect includes a graphical design tool for defining application interactions and data transformations, together with a powerful runtime environment for connecting heterogeneous applications within and between enterprises.

**It's difficult enough to find good IT professionals. Make it as easy as possible to manage your complete Oracle infrastructure with the Oracle Enterprise Manager.**

**By integrating all your applications, your organization can realize true efficiencies and react more quickly to changing market dynamics.**

- Oracle Workflow enables modeling, automation and continuous improvement of business processes, routing information of any type according to user-defined business rules.

### **COLLABORATE WITH YOUR STAKEHOLDERS**

Oracle9i Application Server enables you to effectively collaborate with your stakeholders, whether employees, suppliers, partners, or even applications such as business-to-business exchanges. Oracle9i Application Server incorporates the technology to message-enable mission-critical e-business applications as part of the core application server. By consolidating Oracle's messaging infrastructure within the middle-tier application server, you can reduce costs, increase reliability and enhance productivity.

### **CONCLUSION**

Oracle9i Application Server offers the industry's most innovative and comprehensive set of middle-tier capabilities. From self-service enterprise portals and high-traffic e-stores to supplier exchanges, the Oracle9i Application Server is the best application server for your database-driven Web sites.

Oracle9i Application Server provides the components needed to run all elements of your e-business, allowing you to focus on business operations and decision-making. With Oracle9i Application Server, you can:

- run all your Web sites and Internet applications;
- create personalized portals;
- wireless-enable portals;
- accelerate Web site performance with caching;
- extract business intelligence;
- manage and secure your Web infrastructure;
- integrate your business;
- effectively collaborate with your stakeholders.



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