New *Compaq AlphaServer* GS Series

Oracle Server Consolidation

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Enterprise Business Consolidation with Oracle E-Business Suite and *Compaq AlphaServer* GS Series and *Compaq Tru64 UNIX*

Compaq and Oracle have significantly boosted their global consolidation capabilities with the introduction of the Oracle Comprehensive E-Business Suite and the new *Compaq AlphaServer*™ GS Series coupled with *Tru64*™ *UNIX 5.0* and *TruCluster*™ *Server 5.0*.

This document describes the business and operational advantages a global consolidation strategy offers when implemented with the Oracle E-Business Suite and *Compaq AlphaServer* GS Series with *Tru64 UNIX*.

The Emergence of Enterprise Business Consolidation

As the largest communications network on the planet, the Internet has defined new rules for business and led the trend for enterprise business consolidation. E-Business today uses a combination of Web sites and enterprise application servers to drive and track consumer sales. The e-Business of tomorrow will take on a much larger role by integrating the back and front office as well as tying together isolated databases and applications. All departments in an e-Business environment will need to integrate into a single intelligent system.

To implement this vision, organizations must move to an integrated infrastructure and a single central database or small number of databases. When corporate data is tied together, an organization can be extraordinarily responsive to the marketplace and competition. When business intelligence systems are added, a company can immediately target the global market, making their data available on the Web and immediately accessible to those who need it no matter where they are.

The effective deployment of IT resources is a dilemma that many corporations face today. Is it possible to grow, stay responsive to competitive shifts and develop the operational efficiency required to be profitable? Is it possible to provide the computing resources necessary to support a company's e-Business objectives while at the same time improving the efficiency of the IT operation? The answer to all of these questions is yes—through enterprise business consolidation. In fact, enterprise business consolidation has become an essential strategy within IT organizations.

The Benefits of Enterprise Business Consolidation

With the increased market reach created by the Internet and the elimination of trading borders represented by the Euro, businesses with the vision to thrive must operate anywhere in the world without restriction. This vision requires the endorsement and support of all operational functions within a corporation. As an example, the finance organization must understand and be flexible enough to support a myriad of worldwide regulations and statutory requirements. Visionaries in e-Business will leverage the Internet to consolidate internal operations, creating shared service centers while they opportunistically implement innovative business practices on a worldwide basis.

Benefits of enterprise business consolidation include:

- Implementation of one global Internet-enabled solution that meets local, regional and global requirements
- Leveraged economies of scale, reduced complexity and enforcement of consistent business practices
- Global reviews of project performance while project management operates under regional and local conditions
- Integration of treasury operations and enterprise financial systems, while currency exposures and positions are managed worldwide
- Global consolidation of accounts, currencies and calendars

The Global Solution

Twenty-four by seven availability takes on an entirely new meaning in a global e-Business environment. If the system goes down, the entire business is impacted. In order to reap the benefits of a global approach to data and operational consolidation, data integrity and application availability cannot be compromised. The solution provider selected must have a technological heritage of complex computing demands, as well as the application features to support a sophisticated, global set of requirements. The platform selected must have extremely high reliability and availability features built in, as well as robust technology to support failures and ensure constant application availability and data integrity.

An approach based on Oracle's comprehensive E-Business Suite and the *Compaq AlphaServer* GS Series with *Tru64 UNIX* meets these requirements.

Oracle's E-Business Suite was designed to provide a robust, adaptive solution to businesses seeking to reap the benefits of globalization. The new *Compaq AlphaServer* GS Series, when combined with *Tru64 UNIX*, provides the building blocks for high-intensity computing and the basis for a 99.99% uptime guarantee in a growth-oriented, easy-to-manage environment.

Dependent on the size of the business and the consolidation undertaken, the following benefits may apply:

- Save up to one billion dollars for large corporations that implement Oracle E-Business Suite and consolidation methodologies
- Achieve a 7:1 cost saving in people management (IDC)
- Dramatically improve utilization of hardware resources, by up to 80 percent
- Optimize system utilization and improve ROI
- Reallocate freed resources to needed applications for better service delivery

The *AlphaServer* GS Series is the world's most powerful server for enterprise business consolidation

UNIX Enterprise Business Consolidation Opportunities

Oracle's E-Business Suite combined with the *Compaq AlphaServer Tru64 UNIX* platform and *Compaq StorageWorks*™ is ideal for streamlining business processes through the consolidation of databases, servers and storage. Benefits include the reduction of systems running multiple application environments such as Oracle Applications 11i, business intelligence applications with Oracle 8i, file and print resources, Internet/intranet servers, mail and messaging, and custom applications.

The *Compaq AlphaServer* GS Series offers a unique hardware platform advantage—hardware partitioning. Hardware partitioning provides firewall protection within partitions in the server while providing a high level of flexibility to run multiple instances of Oracle E-Business Suite programs or multiple functions on a single server. For example, production applications can operate in one partition while development, testing, quality assurance and batch processing can be performed in other partitions.

The net benefits to deploying a server consolidation strategy include reduced system administration efforts, higher performance, better operational flexibility and lower cost of ownership.

Oracle's E-Business Suite and the Internet

The Oracle E-Business Suite transforms businesses into global e-Businesses by putting the entire demand chain, supply chain and internal operations online with a comprehensive and fully integrated solution. The Oracle E-Business Suite combines with the wide reach of the Internet to run a business consistently and accurately worldwide while reducing costs and complexity.

Benefits include:

100% Pure Internet
Internet computing has replaced client/server computing because it is simpler, more cost effective and provides better access to information. Oracle has the only e-Business suite that runs on corporate intranets and the Web. By requiring only a standard browser on a desktop, the Oracle E-Business Suite allows corporations to centralize complexity onto professionally managed servers and exploit the Internet to reach more users—significantly reducing IT infrastructure costs.

Comprehensive and Integrated
Oracle is the only company to offer a fully integrated e-Business suite for enterprise-wide manufacturing, supply chain management, financial, human resource management, marketing, sales and service processes. This integrated enterprise information helps organizations with a full 360-degree view of their customers and business. Offering complete information from the initial contact to post-sale service and support enables corporations to align strategic and tactical goals across the entire organization. As providers of e-Business applications, tools, database technology, global consulting, education, support and partner services, Compaq and Oracle offer the most complete, available, scalable and manageable e-Business solution.

Global Reach
The Oracle E-Business Suite combines the global reach of the Internet with a fully global product, enabling organizations to run their businesses consistently and accurately worldwide. The Oracle E-Business Suite achieves this scale through consolidation of IT and business operations. Typically, companies have local systems with multiple data centers, resulting in costly maintenance and fragmented data. Oracle's Internet applications are accessible via a global network, enabling a single system to exist within a single data center, resulting in reduced IT costs and improved information.

Internet Business Practices
Oracle E-Business Suite harnesses the power of the Internet to enable the next generation of business practices. With the Oracle E-Business Suite, e-Businesses can put their entire demand and supply chain online. On the demand side, e-Businesses can connect to their customers through personalized electronic storefronts with targeted marketing and service campaigns. On the supply side, e-Businesses can connect with their trading partners through open marketplace exchanges. For example, buyers can post component specifications on the exchange, allowing suppliers to participate in electronic auctions.

What Components of the Oracle E-Business Suite Support an e-Business?

Oracle's E-Business Suite is 100 percent Internet-enabled with support for critical baseline e-Business functions, including:

- Marketing and sales applications that manage the processes from creating and managing campaigns to following up leads and closing deals across the Web, call center and mobile channels
- Service applications that help retain customers by providing the right services using the right resources across the right channel
- Supply chain, Internet procurement and manufacturing applications that allow the delivery of products and services to customers in the shortest possible time
- Financial, project and human resource management applications to manage a business globally
- Self-service applications for customers, suppliers and employees to automate corporate business processes and to reduce costs, improve efficiencies and increase customer satisfaction
- Business Intelligence applications to provide easily accessible, enterprise-wide views of transactional information that can be measured against key targets to help decide the best course of action and strategic enterprise management

The Unstoppable *AlphaServer* GS Series

The *Compaq AlphaServer* GS Series with *Tru64 UNIX* provides the highest levels of performance, availability and flexibility of any RISC/UNIX server in the industry. The unique modular system architecture enables users to start with a system that will meet their immediate needs and scale—without needless disruption—into fully loaded systems as their requirements change. The *AlphaServer* GS Series servers transform high-intensity computing. With their unstoppable availability, they are at the heart of the most demanding *Compaq NonStop* e-Business solutions running Oracle's E-Business Suite.

AlphaServer GS servers are available in entry-level configurations with up to eight CPUs and two system partitions and expand to 32 CPUs and eight system partitions. Compared to other UNIX systems, they offer unprecedented benefits including:

- The lowest total cost of ownership with reduced system management costs and cost-effective use of system resources
- High availability and reliability with unstoppable computing delivered through single-server and clustering availability and reliability, including future hot-swap capabilities of all system components and subsystems
- Business flexibility for enterprise business consolidation by offering the system, storage and configuration flexibility to support mixed operating system environments through partitioning
- Scalability over time to meet the growing needs of enterprise business consolidation
- Higher performance than any other system

Tru64 UNIX—the World's Best UNIX for Enterprise Business Consolidation

The *Compaq Tru64 UNIX OS V5.0* delivers a higher degree of performance, scalability and availability than any other UNIX operating system on the market, while simplifying system management and operation.

Compaq Tru64 UNIX is the world's first choice for demanding enterprise and Internet/intranet applications and is the highest rated UNIX OS by industry analysts and users. A recent Datapro user study determined the *AlphaServer* system running the *Tru64 UNIX* OS as the "outright winner" on overall customer satisfaction.

Seamless Integration with Windows NT
Enterprise solutions need to take advantage of the cost benefits of Windows NT while gaining the performance and reliability of UNIX. When it comes to melding Windows NT with your current environment or providing file and print services for mixed UNIX and Windows NT environments, Compaq delivers the solutions that will improve usage and simplify management.

Clustering for Near Single-System Manageability, High Availability and Scalability
With *Compaq TruCluster Server V5.0* software, the cluster is the system and is managed as a single entity rather than as multiple systems. With a cluster ranging from two to eight nodes, *TruCluster* Server presents them as a single system to reduce administrative workload. No single point of failure configurations and log-on load balancing can provide optimum service levels and system utilization. Compaq and Oracle are jointly focusing on high-availability e-Business applications with *TruCluster*-enabled versions of Oracle 8i, Oracle OPS, and Oracle Applications 11i.

Partitioning for Flexibility and Efficient Resource Allocation
Hardware partitioning or application resource management allows users to quickly allocate system resources as needed to meet business requirements. Hardware partitioning can run up to eight copies of the same or different operating systems in the same *AlphaServer* GS Series server. For example, run versions 4.0G and 5.1 of the *Tru64 UNIX* OS at the same time, operating production applications on one instance and development and/or testing on the other. Alternatively, run both *Tru64 UNIX* and *Compaq OpenVMS*™ operating systems concurrently. Additionally, application resource management allows resources such as CPUs to be allocated to specific applications within a single hardware partition.

Compaq and Oracle Services—Do it Right the First Time

Compaq Solution Centers and *Compaq ActiveAnswers*™
Compaq's investment in resources, expertise and knowledge-sharing enables the staff at its Solutions Centers to transform IT challenges into demonstrated designs for long-range success on Compaq platforms running the Oracle E-Business Suite. Compaq has established a series of solution centers that provide services such as Oracle application sizing, integration methodology, performance testing and benchmarking. Compaq and Oracle have developed a training program for customers who require over a terabyte of storage—a *Compaq NonStop*™ e-Business Continuity Seminar Series—to address high-availability systems design. The series includes Web seminars on designing, installing and deploying high availability solutions.
Compaq ActiveAnswers is an online knowledge repository and virtual solutions community that contains innovative tools for implementing and operating Compaq and Oracle solutions. By taking advantage of the free tools and guidance found on *ActiveAnswers*, deploying an Oracle solution on Compaq platforms will be easier and quicker. *ActiveAnswers* provides technical information, install guides, training material and configuration tools in areas such as Oracle Applications and Oracle BI for *Tru64 UNIX*.

Compaq High-Availability Services
Across industry and technology solutions, High-Availability Services consistently deliver the uptime that customers demand and need to run their businesses. Globally, High-Availability Services utilize industry-leading technology and tools in conjunction with partners such as Oracle. Starting with the Availability Review service, Compaq conducts an in-depth assessment of the customer's environment to identify risk areas. The Availability Partnership service helps customers maintain their target level of availability over time and forms the basis for a 99.99% uptime guarantee.

High-Availability Gold Service provides proactive hardware and software support, including:

- Single point of contact (assigned Technical Account Manager)
- Integrated hardware and software support
- 24 by 7 coverage
- 30-minute response time
- Continuous effort to resolution
- Proactive service delivery, tools and technologies
- Dedicated direct access hotline
- Upgrade planning

***Compaq CustomSystems*™ and**
Solutions Value-Added Implementation Services (VIS)
When planning to install complex, multinode, multiterabyte Oracle 8i-based systems that need to be in production in a very short time, consider VIS. Let CustomSystems and Solutions' VIS eliminate the challenges of complexity, risk and time. CustomSystems and Solutions have designed several important services for the *AlphaServer* GS Series ranging from standard, fixed-price integration and testing to optional custom configuration documentation, project management, software installation, custom hardware installation, on-site delivery and installation by the factory team.

Compaq Professional Services
The key to successful enterprise server consolidation is experience. With Compaq, organizations can leverage global experience that ensures the server consolidation effort is a success from day one. Compaq provides an architectural approach together with proven mechanisms for analyzing the current IT environment and changing that environment to meet your particular enterprise server consolidation objectives.

Services include:
- A seminar that describes the value of server consolidation, explores do's and don'ts, and explains Compaq Server Consolidation Services
- An assessment to explore business drivers/interests and the IT environment. Potential server consolidation scenarios are identified and alternatives are considered
- Design and architectural services, including the creation of a business requirements document, a pilot and transition plans
- Implementation services including test and validation plans and an implementation designed specifically for the business. This phase may include migration, upgrade, physical consolidation and backup and recovery
- Management services that provide complete ongoing operations management of the new consolidated environment, including systems and network management, storage management, global help desk/technical support and business continuity services

Compaq Professional Services has an established and recognized portfolio of services in planning, designing, configuring and managing business-critical platform environments. With the *AlphaServer* GS Series, a series of services ranging from an awareness seminar, quick-start services and migration assessment to complement analysis, design, planning, implementation and operations management services.

Oracle E-Business Services
Oracle helps transform traditional business into an e-Business and makes it happen at Internet speed. Oracle consulting provides end-to-end e-Business solutions that include:

- Trained e-Business consultants to provide expert help in formulating an e-Business strategy, identifying e-Business opportunities, quantifying the business benefits and implementing the solution that best meets the customers needs
- Oracle e-Valuator, an interactive Web-based tool that enables executive management to define high-level e-Business needs
- The Solution Value Assessment process includes the following deliverables:
  1. Rapid assessment of business issues and strategic opportunities
  2. Definition of key Oracle e-Business solution components
  3. Comprehensive business solution with a practical roadmap
  4. Quantified return on investment and/or total cost of ownership
  5. Benchmarking against comparative industry data and best practices
- E-Business Integration Services, an enterprise application integration solution that delivers near-real-time, cross-application integration of supply chain management and customer management applications with ERP systems.

Learn More
To learn more about enterprise business consolidation through *Tru64 UNIX* on *AlphaServer* GS Series systems, visit **www.compaq.com** or contact your local Compaq Sales Office, Authorized Reseller or call Compaq toll-free at 1-800-282-6672.

For more details on the Oracle products and services described in this document, visit **www.oracle.com** or call 1-888-Oracle to speak with an Oracle sales representative.

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