



Oracle OpenWorld: Ellison on Fusion Applications Launch in 2010

What are Fusion Apps and what does this mean for JD Edwards?

Oracle OpenWorld wrapped up the show on Wednesday October 14th with CEO Larry Ellison discussing the firm's next-generation Fusion applications. Oracle plans to launch its much anticipated Fusion Applications in 2010, and they will be deployable both on-premises and as SaaS (software as a service), CEO Larry Ellison said Wednesday during a keynote address at the OpenWorld conference in San Francisco.

What are Fusion Apps?

Oracle Fusion Apps are a next-generation suite of business applications, built with a rich client user interface, configuration flexibility that can be managed by business users rather than IT, collaboration within the application, embedded business intelligence, and standards-based integration.

The functionality spans Financial Management, CRM, Human Capital Management, Project Portfolio Management, Sales and Marketing Management, Government, Risk, and Compliance (GRC), Supply Chain Management, and Procurement. Modular components within the suite can co-exist alongside existing ERP applications. Ellison stated manufacturing would not be addressed by Fusion applications, at least initially.

The Fusion applications are the result of a four-year project to develop a next-generation suite of software that will act as a unified upgrade for users of Siebel, PeopleSoft, JD Edwards and the other applications firms that Oracle has acquired, as well as its home-grown eBusiness Suite. Fusion Applications, which Oracle first announced several years ago, will combine the best elements of Oracle's various business software product lines into a next-generation suite. Oracle has placed special emphasis on improving the user experience with Fusion, as well as embedded BI (business intelligence) throughout the applications, Ellison said.

"It is a big project and we have been working on it for a long time," said Ellison. "Fusion applications are brand new. They are completely architected around a service oriented architecture. Fusion is the only suite of applications built on standards-based middleware. Siebel wasn't, eBusiness Suite wasn't, SAP isn't."

Ellison's keynote contained probably the most specific information the company has provided about Fusion Applications since first announcing the project several years ago, though some attendees anticipated more Fusion specific information. He told a packed room of Siebel, JD Edwards and E-Business Suite users that Oracle has no plans to abandon the product lines any-time soon.

"Oracle will continue to enhance those applications for the next decade and beyond. We're absolutely committed to do that," he said to applause. "We can afford to not only maintain the software you're running today, but also build the software you may want to move to tomorrow."

"Oracle has worked "very, very closely" with customers to design and test Fusion Applications, work that has resulted in a superior user interface, Ellison said. "We recognize that our customers have an enormous investment in and commitment to technologies like Siebel and PeopleSoft and JD Edwards. "We spend \$3bn a year on R&D. Embedded BI is another major focus of the suite. "You can't use the system without using business intelligence," Ellison said.

Ellison did not provide details regarding licensing and pricing models, including whether Oracle will sell the new applications via subscription, as is the norm with SaaS.

Fusion Applications are based on a SOA (service oriented architecture) provided by Oracle's Fusion Middleware stack, Ellison said.

This gives Oracle "a huge advantage" because the SOA model will allow users easily to tie together "the Fusion generation and all the stuff you have deployed today," Ellison said.



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Oracle OpenWorld: Ellison on Fusion Applications Launch in 2010 (cont.)

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"We don't think all customers are going to replace what they have today with Fusion," he added. "We think they will augment what they have with some Fusion. Fusion is designed to be delivered that way. ... We have replacement applications and then we have net-new applications."

During a demo presentation of the new applications at the OpenWorld conference Ellison declared them to be "code complete", however there was no word on a general release date other than a vague statement; "next year". But Oracle is ensuring the products are ready for SaaS, including by developing monitoring tools that will track their performance, Ellison said.

Stay tuned for further updates.

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