Oracle Sensor-Based Services provide companies looking to adopt RFID technology with a comprehensive set of capabilities to capture, manage, analyze, access, and respond to data from sensors such as RFID, location, and temperature. Based on Oracle’s mature, proven technology – including Oracle Database, Oracle Fusion Middleware, and Oracle E-Business Suite – Oracle Sensor-Based Services enable companies to quickly and easily integrate sensor-based information into their enterprise systems to gain near-perfect supply chain visibility and leverage this insight to optimize business processes.

Improve Business Insight and Optimize Business Processes
Turning the massive potential promised by sensor-based solutions like RFID into a sustainable competitive advantage depends on how effectively RFID data can be turned into operational intelligence and subsequently leveraged to optimize your business processes. Oracle Sensor-Based Services build on more than 25 years of development in data management, event processing, and enterprise resource planning to support all the critical processes involved with RFID transactions:

**Capture Information:** Oracle Application Server 10g enables out-of-the-box integration and device management for all RFID readers. Data from the “edge” are captured and filtered appropriately before being passed to a common data store where it is analyzed and made available to all business applications.

**Manage Information:** Oracle Database 10g ensures that the vast amounts of new RFID-related data are effectively stored and managed in context. Its advanced event management capabilities allow users to transform, distribute, query, and audit specific events occurring in the system.

**Analyze Information:** Oracle Business Intelligence delivers real-time operations and management reports. Oracle’s embedded location (Spatial), network and trend modeling, and analysis tools provide organizations with powerful route optimization and predictive capabilities.

**Access Information:** Oracle Application Server Portal and Wireless provide decision makers with comprehensive, up-to-the-minute business intelligence from online and from mobile devices. Employees, partners, and customers can collaborate in real time in a unified workplace.

**Respond to Information:** Manage by exception, respond to events and collaborate in real time to reduce risk and maximize opportunities. Oracle Application Server 10g integrates systems together to streamline and automate business processes and provides model-based, event tools for business process management and activity monitoring.

**Consulting**
Oracle Consulting builds creative solutions for modern businesses. Drawing on industry best practices and specialized software expertise, Oracle consultants can help you create an enterprise computing strategy and deploy the software required to keep your enterprise one step ahead of the competition.

**Partners**
Oracle’s Sensor-Based Services Partner Initiative brings together an extensive partner network across the entire RFID value chain to ensure that we provide customers with the most comprehensive and cost effective solution offering. Oracle’s RFID partners include Accenture, Alien, BearingPoint, CSC, Capgemini, Cisco, Deloitte, Environmax, Intel, Intermec, Lofware, Printronix, SAMsys, Savi, Symbol, Tata Consulting Services, Tyco, Verisign, Zebra and many others.

“RFID and data management are two topics that cannot be separated, as anyone with experience of RFID implementations will be quick to point out – the collective experience and thought leadership of CGEY, Oracle and Intel in this arena creates a powerful means to deliver transformational RFID and sensor based business solutions that will impact almost every industry.”

— Gregory C. Cudahy, Global VP, Supply Chain Management, Capgemini
Enabling All Phases of RFID Adoption
Oracle offers enterprises looking to adopt RFID and other sensor-based technologies flexible options depending on where they are in the adoption cycle.

- **Comply with Mandates**
  To comply with recent mandates from Wal-Mart, Department of Defense, Metro, Target, and others, Oracle offers an RFID and EPC compliance enabler as part of the Fusion Middleware. Oracle offers a solution that easy to install and enables customers to meet the mandates in a quick and cost effective manner.

- **Integrate RFID into Existing Applications**
  The first step towards operational intelligence is integrating RFID and sensor data into your existing applications. Oracle offers the leading database for managing your RFID and sensor data as well as integration capabilities within Fusion Middleware for connecting the information from the physical world with the Oracle E-Business Suite, PeopleSoft, JD Edwards, Retek applications or other packaged and legacy systems.

- **Define and Develop New RFID-Enabled Business Processes**
  Long term operational efficiencies are dependent upon a continuous flow of timely and accurate operational insight, which in turn drives the required business process optimizations needed to stay ahead of the competition. Oracle Fusion Middleware provides the industry’s most comprehensive and integrated development platform for delivering new RFID-enabled business processes.

Maximize Your Return on RFID Investment with Oracle
RFID and sensor-based technologies offer great potential for a variety of industries, including manufacturing, retail, government, and healthcare. No matter what your industry, Oracle offers a solution that allows you to take advantage of the opportunity, while maximizing your return on investment.

- **Architect to Reduce Risk**
  The key ingredient to greater returns on RFID expenditures is building upon the right information architecture. Oracle delivers RFID-enabled applications, Fusion Middleware (a standards-based, service oriented platform) and the world’s most scalable database to help you get up and running more quickly and cost-effectively – today. Oracle Sensor-Based Services exploit the powerful data and application integration capabilities of Oracle’s Information Architecture.

- **Leverage Your Existing Investments**
  Oracle Sensor-Based Services allows customers to adopt RFID at their own pace and grow their solution as needed. Leveraging Oracle’s grid computing platform, Oracle Sensor-Based Services enables RFID solutions at a low integration, implementation and maintenance cost.

- **Automate and Optimize Business Processes**
  Oracle Sensor Based Services ensure that operational intelligence gained through analysis is applied to continuously refine business processes to secure optimum and sustained competitive advantage. Real-time intelligence features include embedded analytics – allowing enterprises to identify, model, and apply statistical inference to trends within their operational environment, enabling them to anticipate and plan for environmental or business practice changes. Time stamping and version control capabilities allow managers to analyze operational history for more informed decision-making. Fusion Middleware’s extensive integration, process modeling and monitoring capabilities, and event-driven architecture ensure that enterprises quickly respond to changing business dynamics.

Oracle provides the most comprehensive, secure, long-term data management solution. When you think about an RFID and sensor-based technology solution, turn to the company that has been managing data for more than 25 years.

For more information, visit www.oracle.com