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Fulvio Sansone

Business Development Director
Oracle EMEA-IASG

Geneva, 5-7 March 2008

ISO IEC ITU International Telecommunication Union

Agenda

- Introduction to SOA
- Oracle Telematics Foundation
- The Oracle eCall Demonstrator
- Interoperability with Telematics Services

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What is SOA?

A Technical Perspective

A Service Oriented Architecture is a collection of self-contained services (system functions) that can communicate with each other.

A Business Perspective

A service-oriented architecture is a style of multitier computing that helps organizations share logic and data among multiple applications and usage modes.

The SOA Promise

Defining services at a “business level” enables rapid composition of end-to-end business processes, delivering on the promise of greater IT flexibility and agility.

Lower Technology Costs, Smaller Business IT Gap

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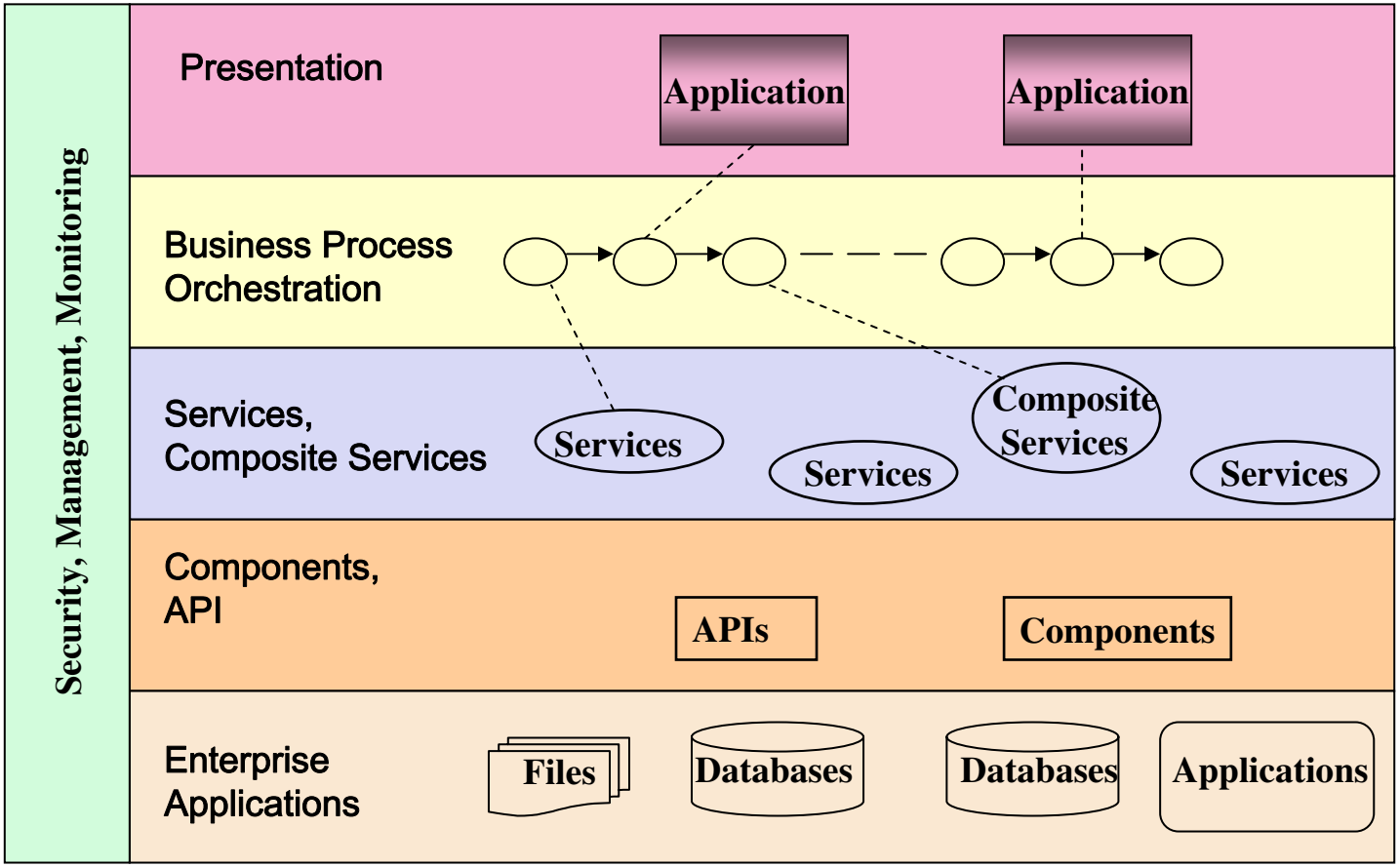
SOA: Flexible, Visible, Manageable



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SOA: Key Terms

Service	A unit of business functionality that can be invoked over the network
Web service	A service that is called in a standard way, so anyone can use it without knowing its internals
"Loosely coupled"	When services are self-contained, and can be easily combined and disassembled, they are called loosely coupled.
Service-Oriented Architecture	A standards-based platform that lets you model, develop, find, and combine services into flexible business processes
Orchestration	Combining and assembling services into a coherent business process – also known as *business process management*

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SOA: What Products are needed?

Services	Preferably one service to one business function
Registry	A place to store them so you can find them easily
Process manager	An orchestration tool so you can plug them together
Message bus	A way for them to communicate with each other
Security	Secure SOA, via WS Security & IDM
Monitoring	**Bonus.* Real-time Activity Monitoring & Optimization

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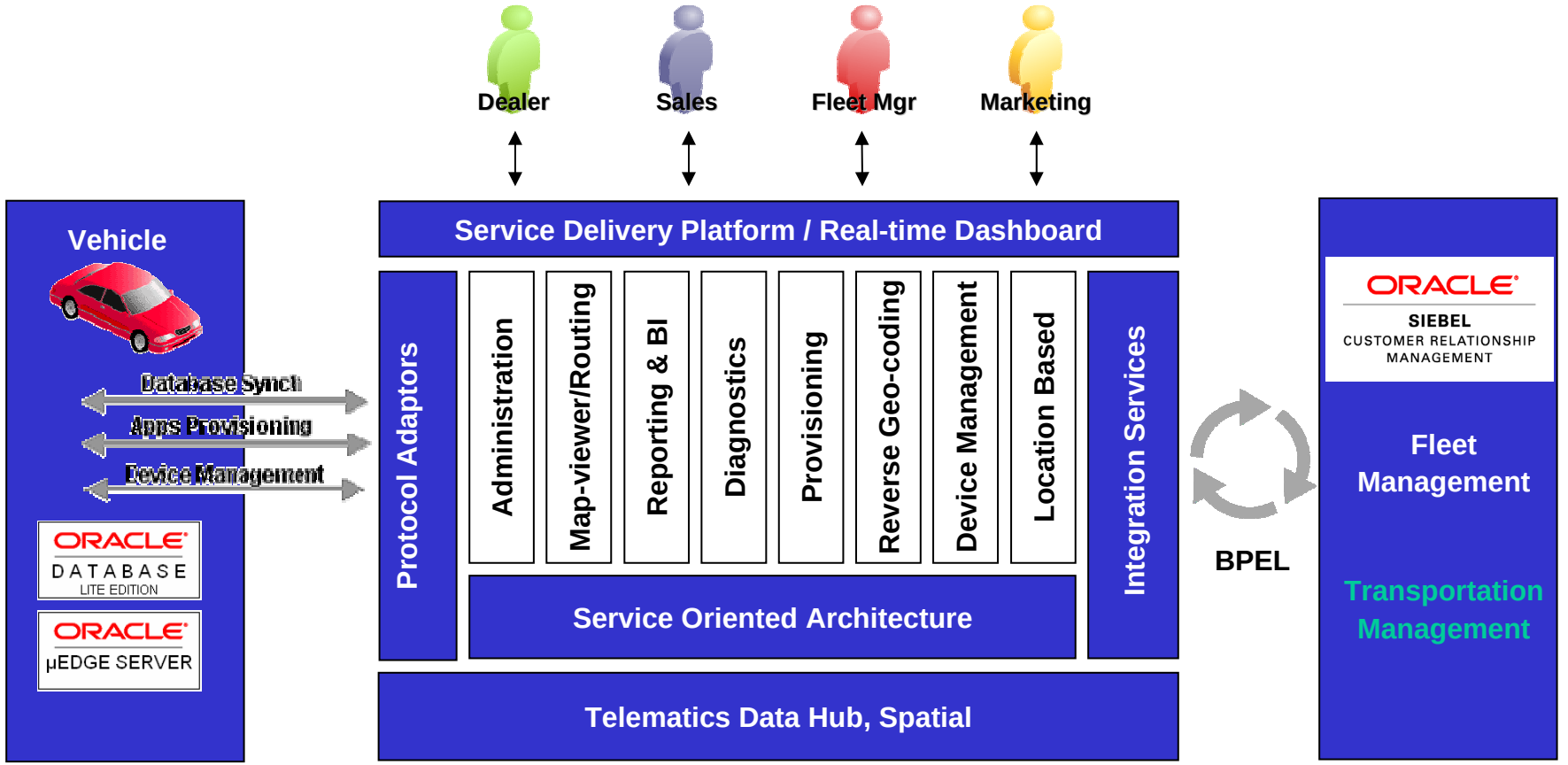
Oracle Telematics Foundation
Backend based IT-Solutions

open telematics foundation



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Oracle Telematics Foundation
Vehicle based IT-Solutions

open embedded platform

, GPRS, HSDPA

Database Synch
Apps Provisioning
Device Management

ORACLE DATABASE LITE EDITION

VPN
ROAMING

ORACLE µEDGE SERVER

MOST, FLEXRAY, CAN, LIN
Reliable, >10yr Lifetime

CONSUMER ELECTRONICS
Secure, <2yr Lifetime

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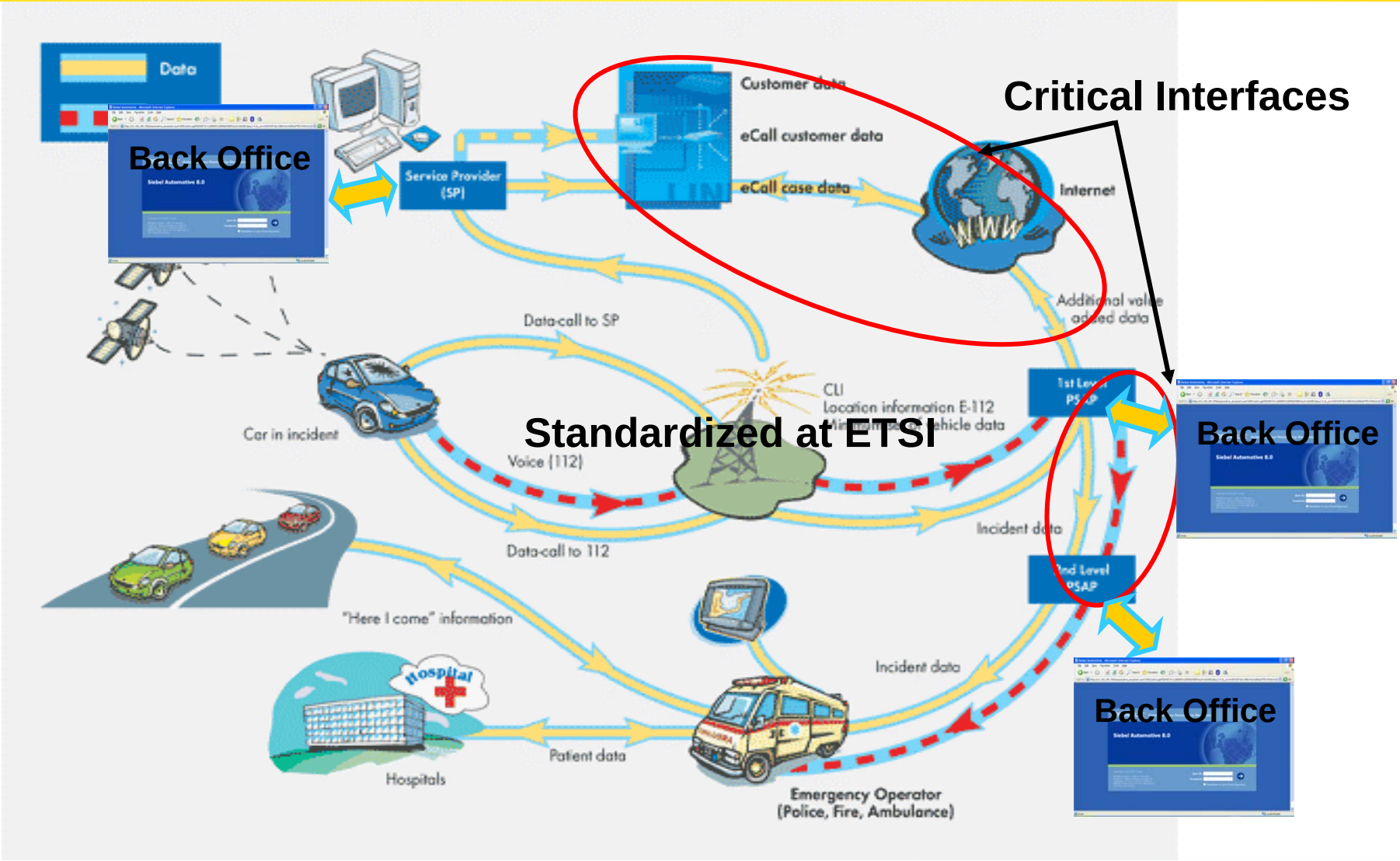
eCall Service Set-up



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Why SOA-based eCall

- Interfaces based on open standards => interoperability
- Use of standard Service Level Agreement between parties
- Implementation independent from underlying communications system
- Seamless integration within legacy back-office systems like CRM, billing, etc.
- Integration with value-added services

Flexibility of standards-based integration and orchestration of business processes

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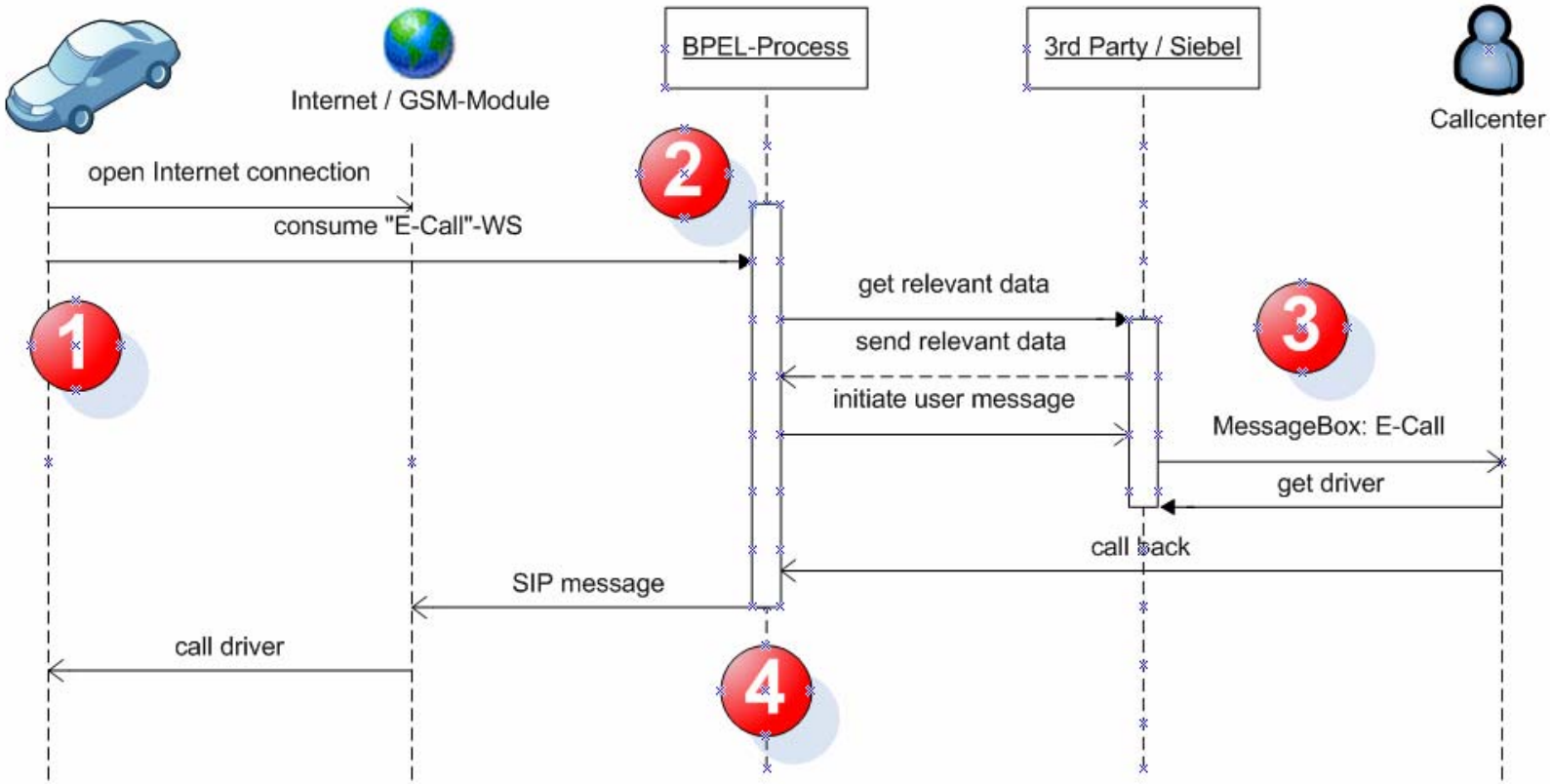
Oracle Telematics Foundation
BPEL based eCall Process



SLA / Business Activity Monitoring

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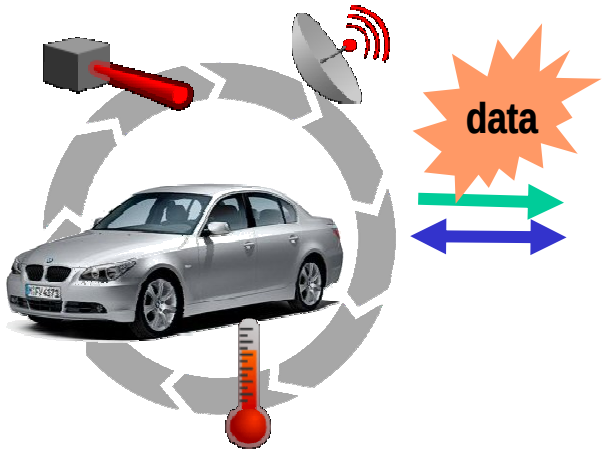
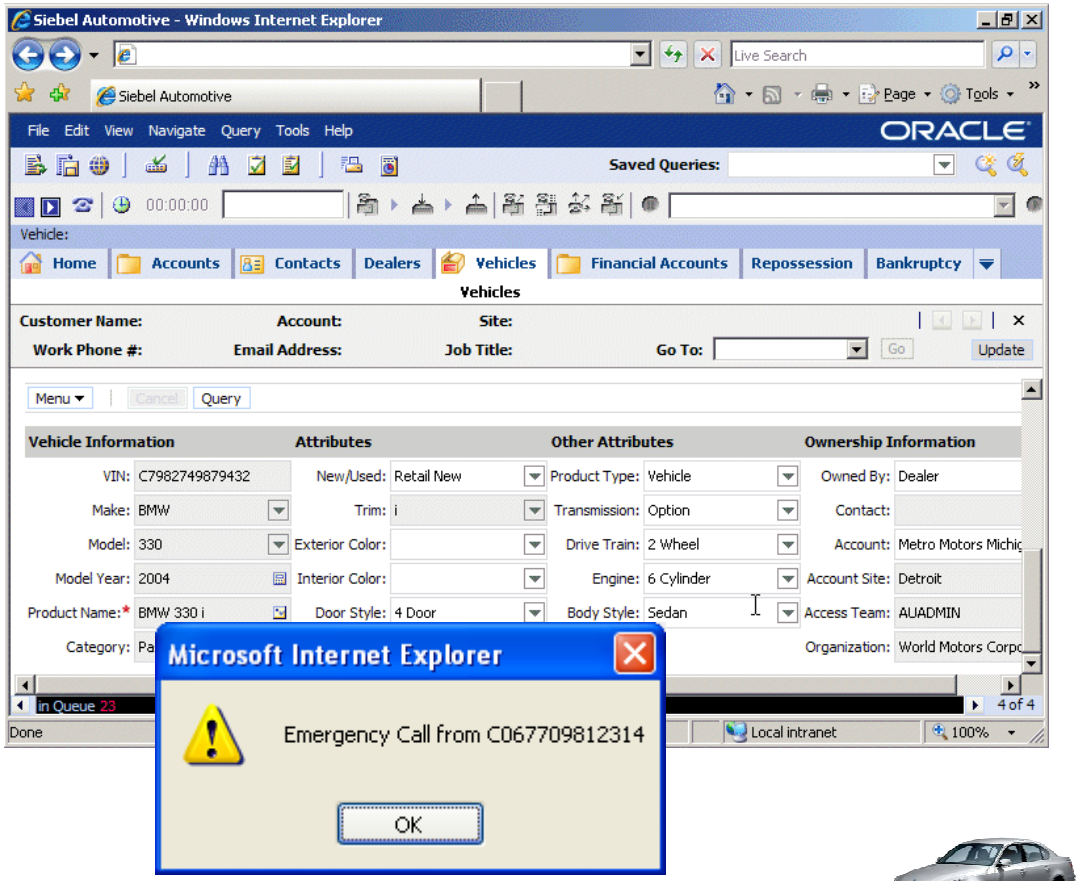
Telematics eCall





Demo

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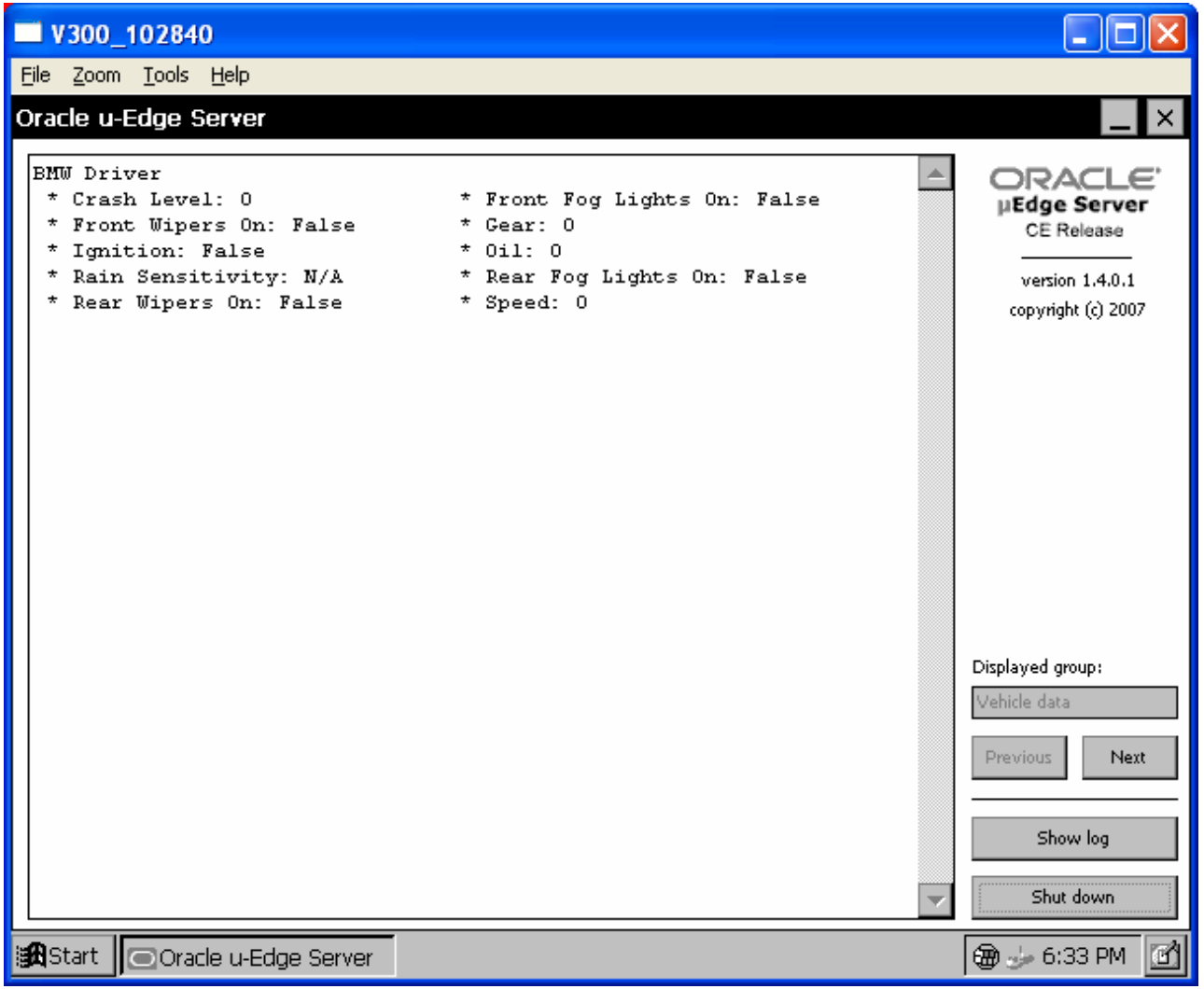
MicroEgde Server
Connection to Vehicle Networks



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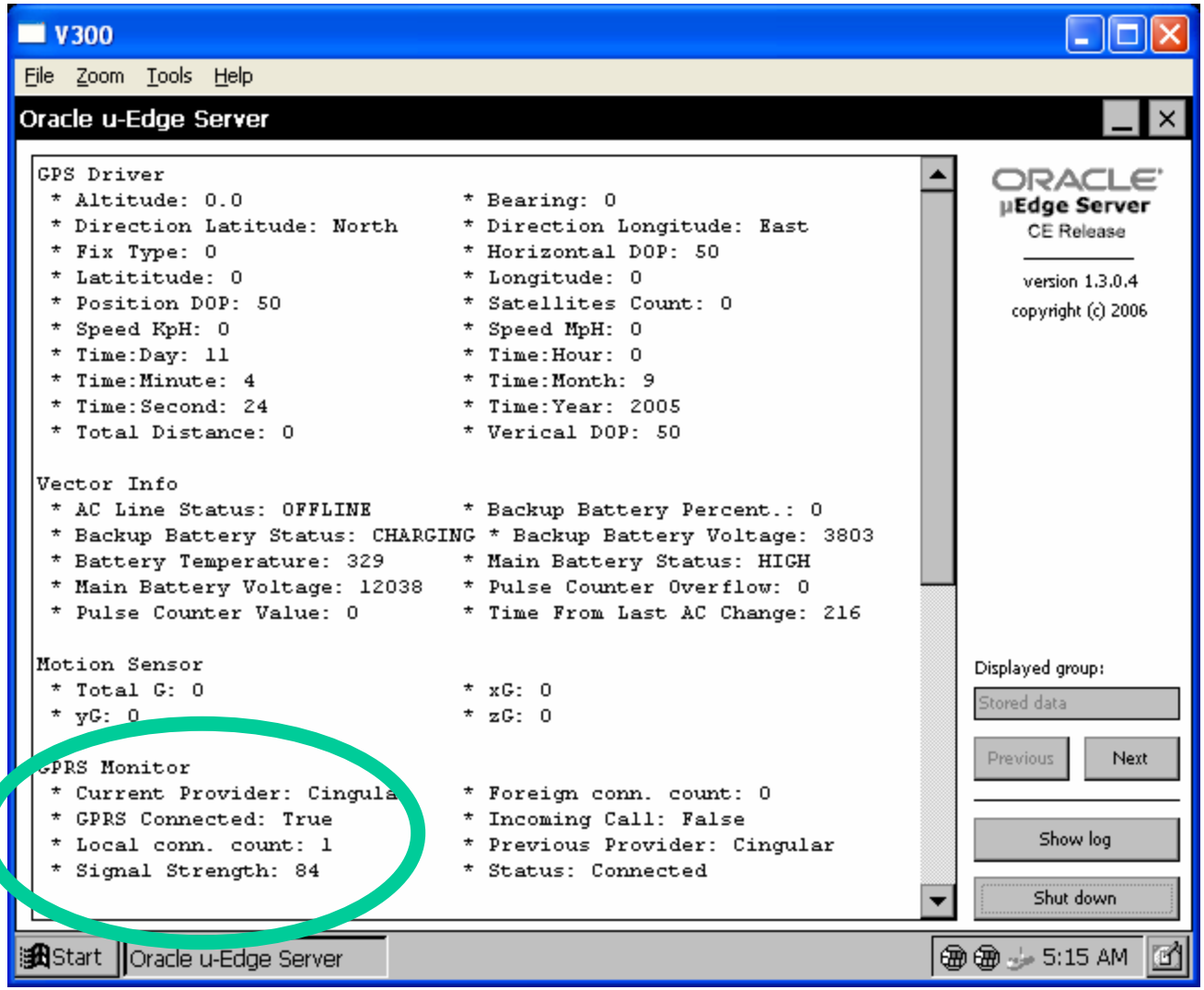
Embedding Oracle Lite Data Synchronization



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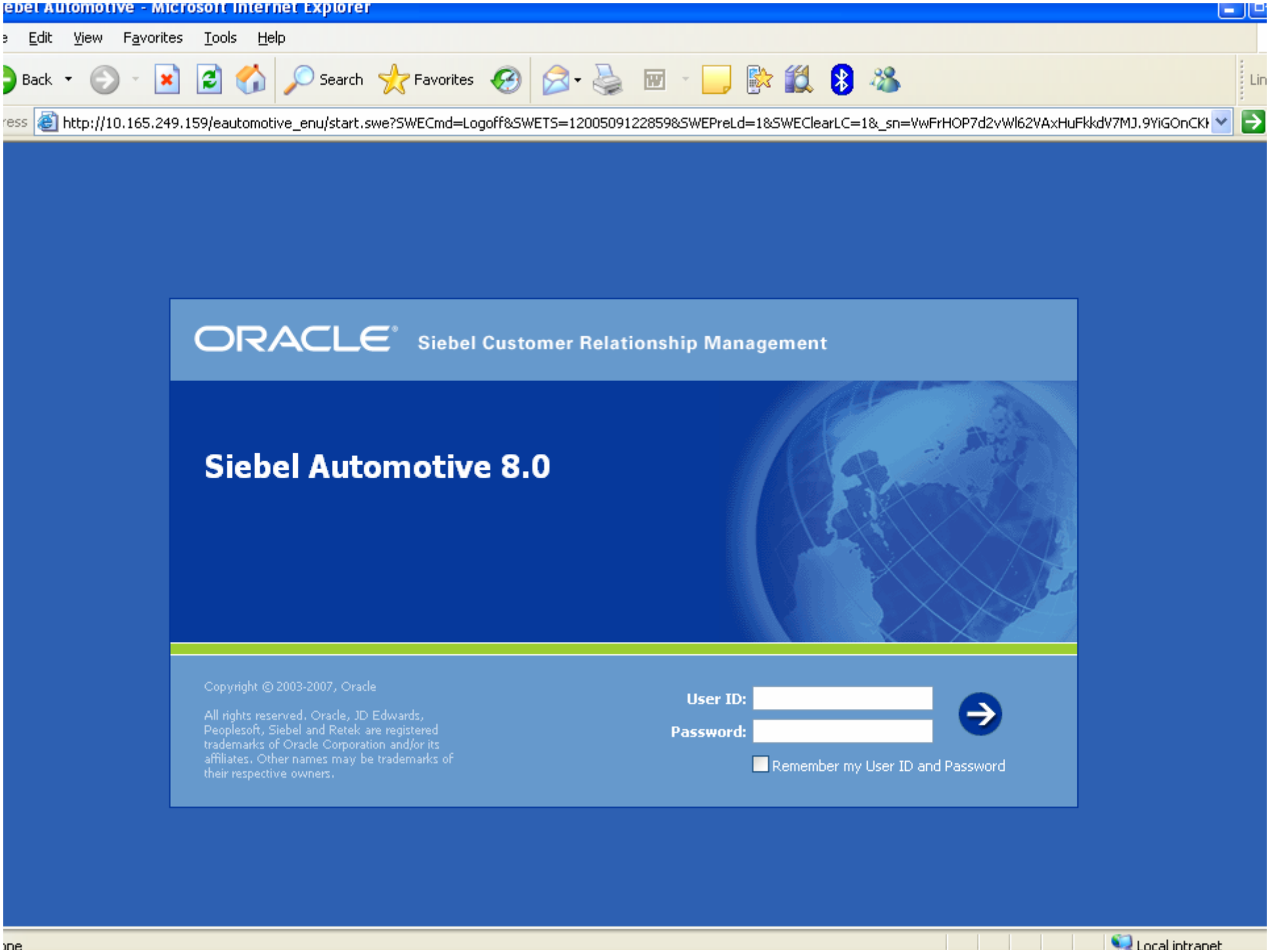
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Siebel Customer Relationship Management
Siebel Automotive 8.0
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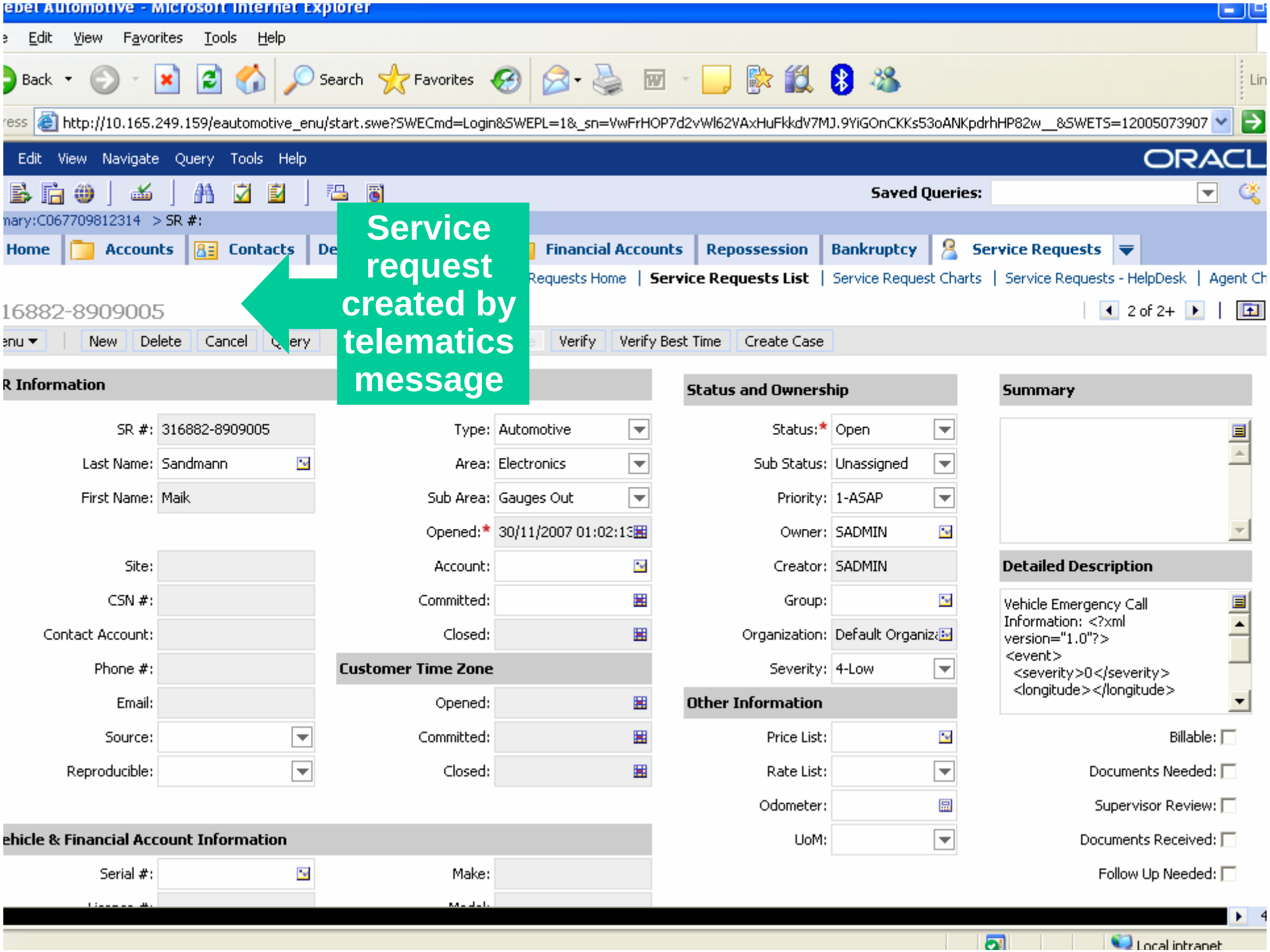
User ID:
Password:
Remember my User ID and Password
Local intranet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Edit View Navigate Query Tools Help
ORACL
Saved Queries:
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Home Accounts Contacts Financial Accounts Repossession Bankruptcy Service Requests
Requests Home | Service Requests List | Service Request Charts | Service Requests - HelpDesk | Agent Ch
16882-8909005
2 of 2+
New Delete Cancel Verify Verify Best Time Create Case
R Information
SR #: 316882-8909005
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First Name: Maik
Site:
CSN #:
Contact Account:
Phone #:
Email:
Source:
Reproducible:
Type: Automotive
Area: Electronics
Sub Area: Gauges Out
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Committed:
Closed:
Customer Time Zone
Opened:
Committed:
Closed:
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Sub Status: Unassigned
Priority: 1-ASAP
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Creator: SADMIN
Group:
Organization: Default Organiz
Severity: 4-Low
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Rate List:
Odometer:
UoM:
Summary
Detailed Description
Vehicle Emergency Call
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<longitude></longitude>
Billable:
Documents Needed:
Supervisor Review:
Documents Received:
Follow Up Needed:
ehicle & Financial Account Information
Serial #:
Make:
Local intranet

Oracle BI Interactive Dashboards - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites

Address http://10.165.249.164/analytics/saw.dll?Dashboard

Telematics Dashboard

My Dashboard Telematics

My Dashboard

Welcome, Administrator! Dashboards - Answers - More Products - Settings - Log Out

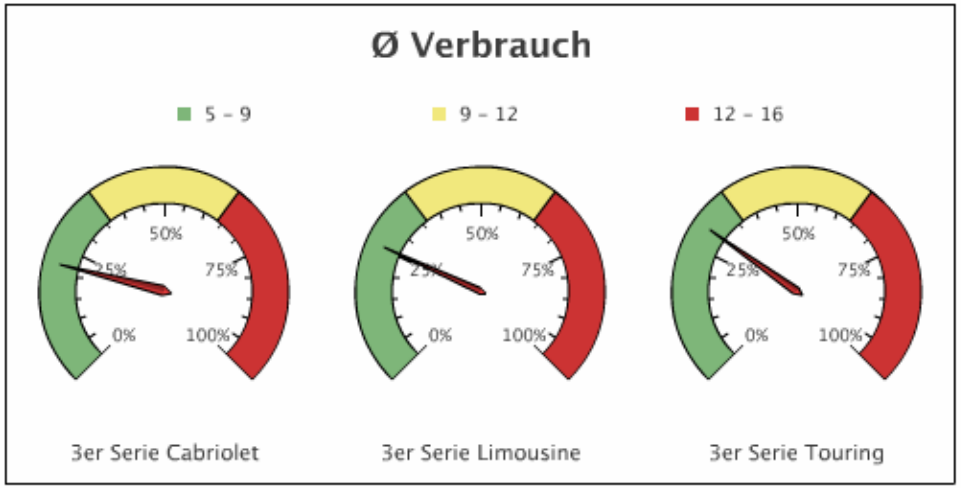
Verbrauch und CO2 | Fahrtenbuch | Service-Analysen | Flottenmanagement | Mapviewer | Pay-per-Use

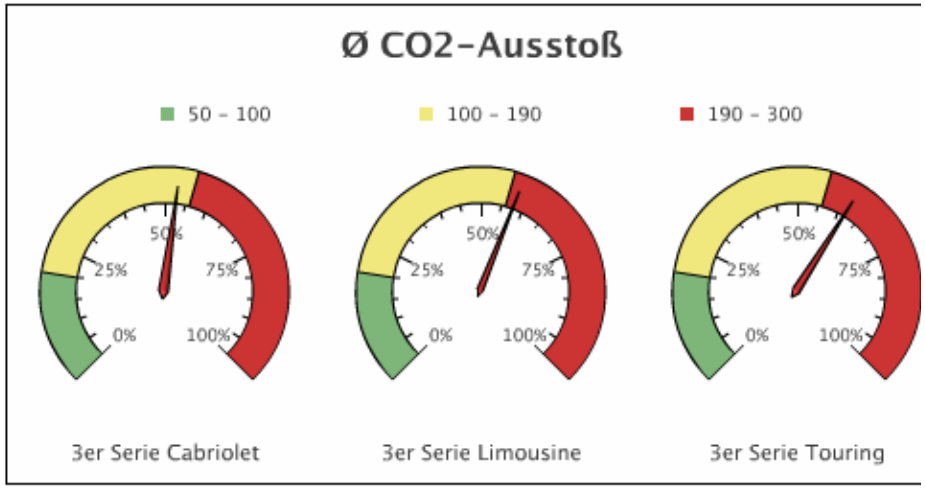
Page Options

Ökologische Kennzahlen der Modelle

Detaillieren auf Modelle je Kennzahl

Marke	Serie	Modell	Ø km/h	Ø Verbrauch	Ø CO2-Ausstoß
BMW	3er Serie	3er Serie Cabriolet	69,21	7,45	181,94
		3er Serie Limousine	68,78	7,84	193,83
		3er Serie Touring	68,89	8,28	204,37





Modify - Refresh - Print - Download - Copy

Done

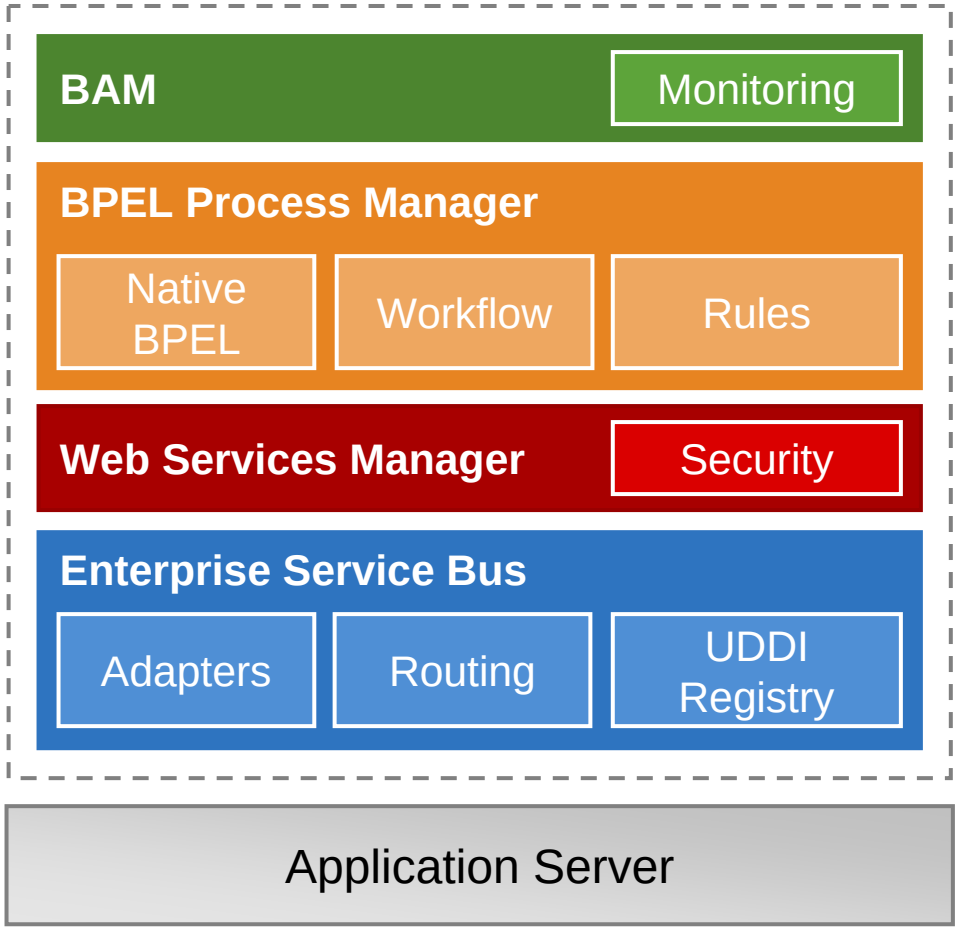
Local intranet

Thank You

Back up Slides

Oracle SOA Suite

- ✓Services
- ✓Registry
- ✓Process Manager
- ✓Message Bus
- ✓Security
- ✓Monitoring



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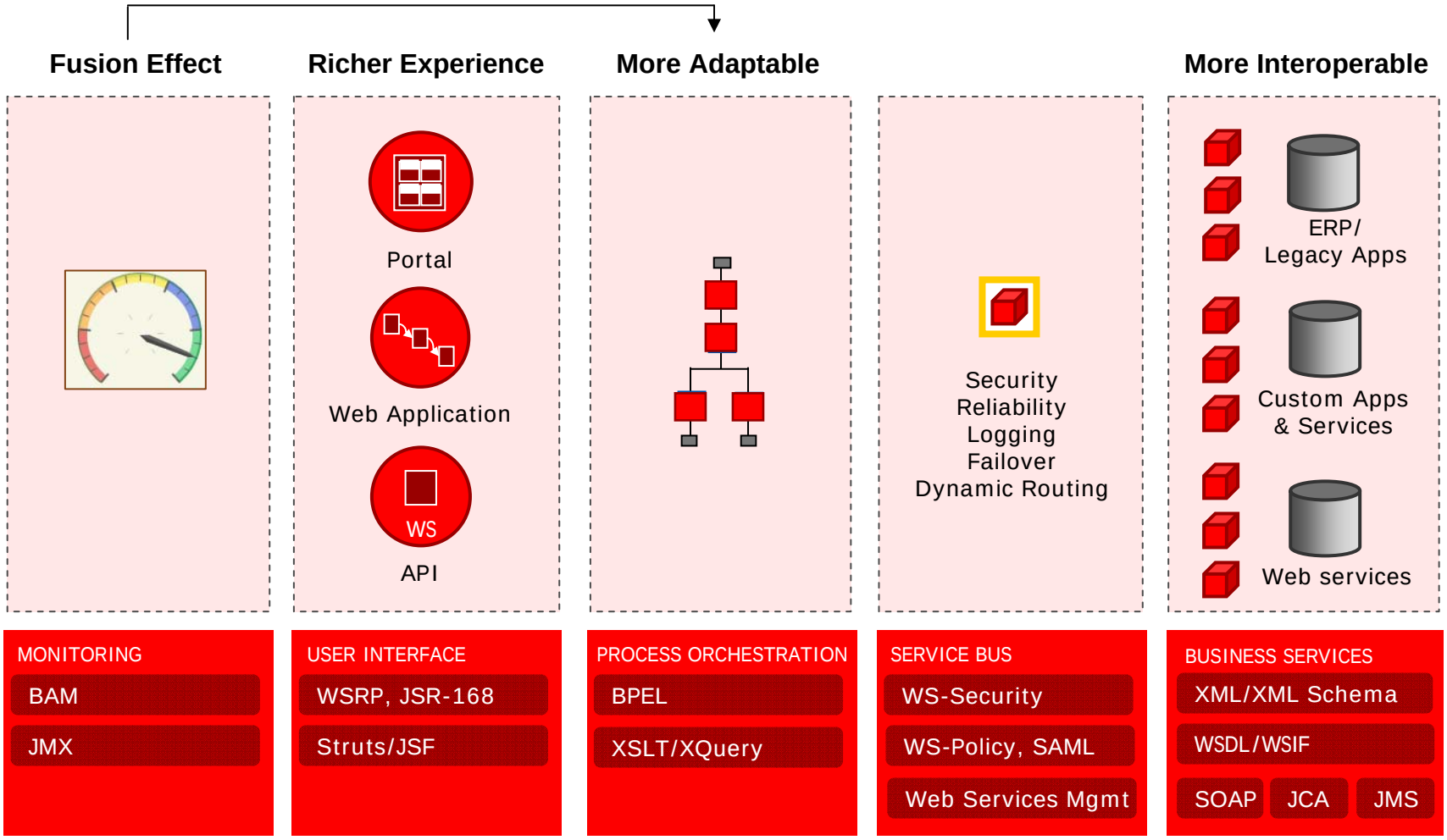
Key SOA Standards



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Analyst Quotations

“This is the first end-to-end vehicle ICT offering by a major IT provider.” – Gartner (December 2007)

Gartner

“Oracle's new Telematics offering is a comprehensive solution for the automotive and vehicle information and communication technology (ICT) industries, and it will raise the bar for competing offerings”

“Vehicle manufacturers: Consider Oracle's solution approach for your vehicle ICT strategy.”

“Auto suppliers, device manufacturers, service providers, and content providers: Identify how your offering will complement Oracle's Telematics solution, and seek joint marketing or distribution opportunities that build on Oracle's product.”

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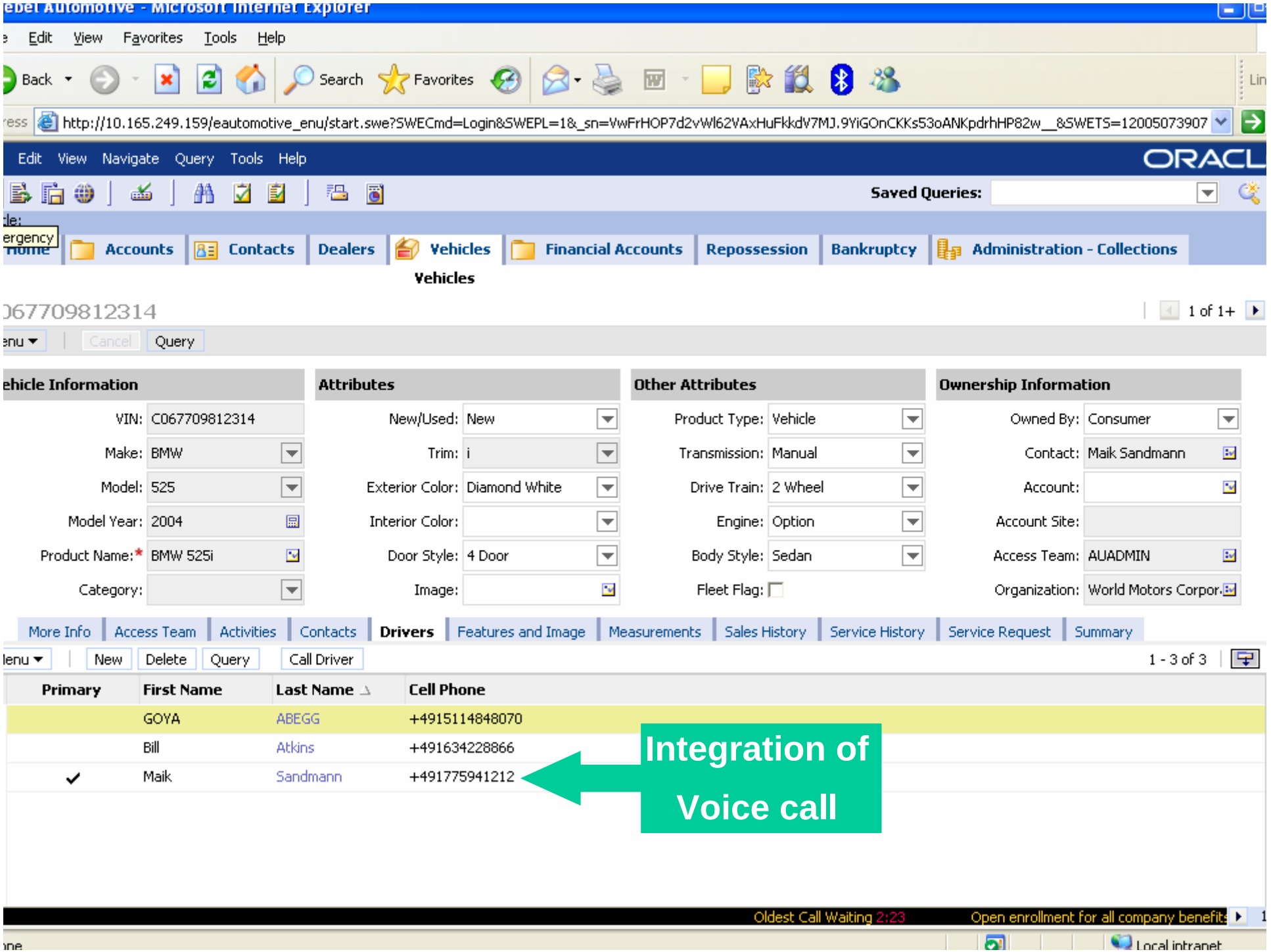
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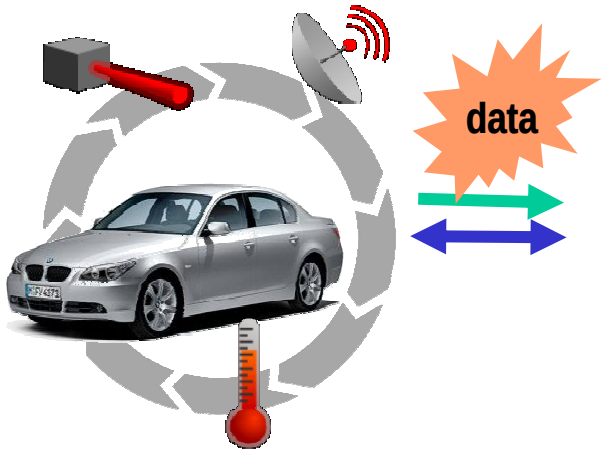
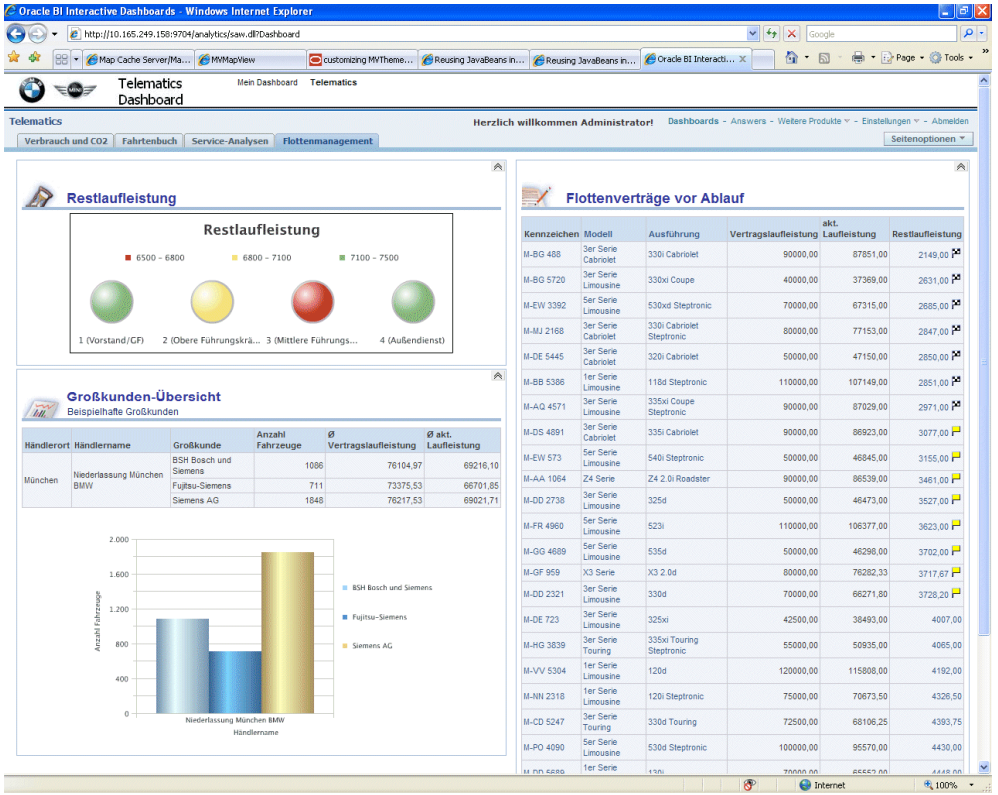
Make: BMW
Model: 525
Model Year: 2004
Product Name: BMW 525i
Category:
Attributes
New/Used: New
Trim: i
Exterior Color: Diamond White
Interior Color:
Door Style: 4 Door
Image:
Other Attributes
Product Type: Vehicle
Transmission: Manual
Drive Train: 2 Wheel
Engine: Option
Body Style: Sedan
Fleet Flag:
Ownership Information
Owned By: Consumer
Contact: Maik Sandmann
Account:
Account Site:
Access Team: AUADMIN
Organization: World Motors Corpor
More Info Access Team Activities Contacts Drivers Features and Image Measurements Sales History Service History Service Request Summary
New Delete Query Call Driver
1 - 3 of 3
Primary First Name Last Name Cell Phone
GOYA ABEGG +4915114848070
Bill Atkins +491634228866
Maik Sandmann +491775941212
Integration of Voice call
Oldest Call Waiting 2:23
Open enrollment for all company benefits
Local intranet

Telematics Analytics





Demo

Demo

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