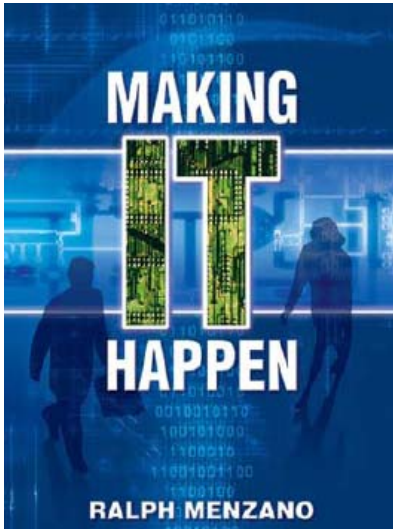
"The Future of Asset History is Available in the Present"

Ralph Menzano, Oracle USA

- North America Director, Transportation
- Former CIO/VP of Technology at:
  - SEPTA – Philadelphia's Transit Agency
  - Chase Bank, GM, St. Gobain
  - Chairman APTA IT Committee
  - AASHTO, AAMVA, AAPA, ACI Member
- Adjunct Professor at University of Penn
- Board Member, Villanova University
- Author: "Making IT Happen"



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Oracle Travel & Transportation Industry Definition From IBU Industry Board

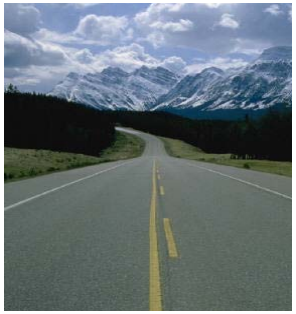
Aviation

- Airports
- Airlines
- Air Cargo

Maritime

- Seaports
- Ships
- Shipyards
- Cruise Lines

Roadways



- DOTs
- DMVs
- Tollways
- Buses
- Postal Svc.
- Motor Freight
- Couriers Car Rental
- LSPs
- Parking

Railways

- Passenger Railways
- Light Rail / Underground
- Railroads

Tourism

- Bureaus of Tourism
- MPOs
- Bureaus of Economic Development
- Travel Agencies
- Hotels

Underlined Entities Are Public Sector Customers !

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Oracle's Commitment to Public Transportation

- ✓ ***Federal DOT (FHWA, FAA, FTA, FRA, FMC)***
- ✓ ***23 of the 50 U.S. State Highway Departments run Oracle Applications***

- ✓ ***26 of top 40 U.S. Transits run Oracle Applications***

- ✓ ***49 of top 100 U.S. Airports run Oracle Applications***

- ✓ ***11 of top 20 U.S. Seaports run Oracle Applications***

- ✓ ***8 of the top 20 U.S. Toll Roads run Oracle Applications***

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Highway Solution Chart

Financial Management		Core Financials	Cash & Treasury Management	Project Costing	Compliance, Reporting, & Analytics	Grant Management
Work / Asset Management		Work Order Processing	PM, Campaigns, Forecasts	Linear Assets	Facilities & Leased Property	Fleet Assets
Supply Chain Management		Forecast	Procurement	Inventory / Warehouse Mgmt	Accounts Payable	Manage Relationships
Customer Management		Customer Master File	Web Portal for Customers	Call Center Access	Analytics & Trends	Case Management
Human Capital Management		Self Service	Applicant & Certification Tracking	Manage Payroll and Benefits	Timekeeping	HR Communications
Engineering & Operations		Plan / Forecast	Project Management	Operate / Monitor / Control	Settlement with Grantors	Integration with Core Financials

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"The Future of Asset History is Available in the Present“

… not a contradiction in terms

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Quotes with contradictions in terms
by Yogi Berra

- **“It’s not over until it’s over.”**
- **“It’s like déjà vu all over again.“**
- **“A dime ain’t worth a nickel anymore.”**
- **“That restaurant was good before the parking lot got crowded.”**

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Quotes with contradictions in terms
by Defense Secretary Donald Rumsfeld

- **"I believe what I said yesterday. I don't know what I said, but I know what I think, and, well, I assume it's what I said."**

- **"… the absence of evidence is not the evidence of absence. It is basically saying the same thing in a different way. Simply because you do not have evidence that something does exist does not mean that you have evidence that it doesn't exist."**

- **"Reports that say that something hasn't happened are always interesting to me, because as we know, there are known knowns; there are things we know we know. We also know there are known unknowns; that is to say we know there are some things we do not know. But there are also unknown unknowns -- the ones we don't know we don't know."**

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Quotes with contradictions in terms Regarding the Future

- **By Defense Secretary Donald Rumsfeld:**
  - **"I would not say that the future is necessarily less predictable than the past. I think the past was not predictable when it started."**
- **By Yogi Berra:**
  - **"The future doesn't look as good as it use to."**

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"The Future of Asset History is Available in the Present"

Session Abstract -- While the title may seem like a contradiction in terms, the session will demonstrate how Enterprise Content Management, represents a new way to manage highway, vehicle, and facilty asset records involving a variety of data types (engineering records, letters, contracts, spreadsheets, images, workorders, emails, video clips, blogs, wikis, etc) all archivable and retreivable under one indexing scheme.

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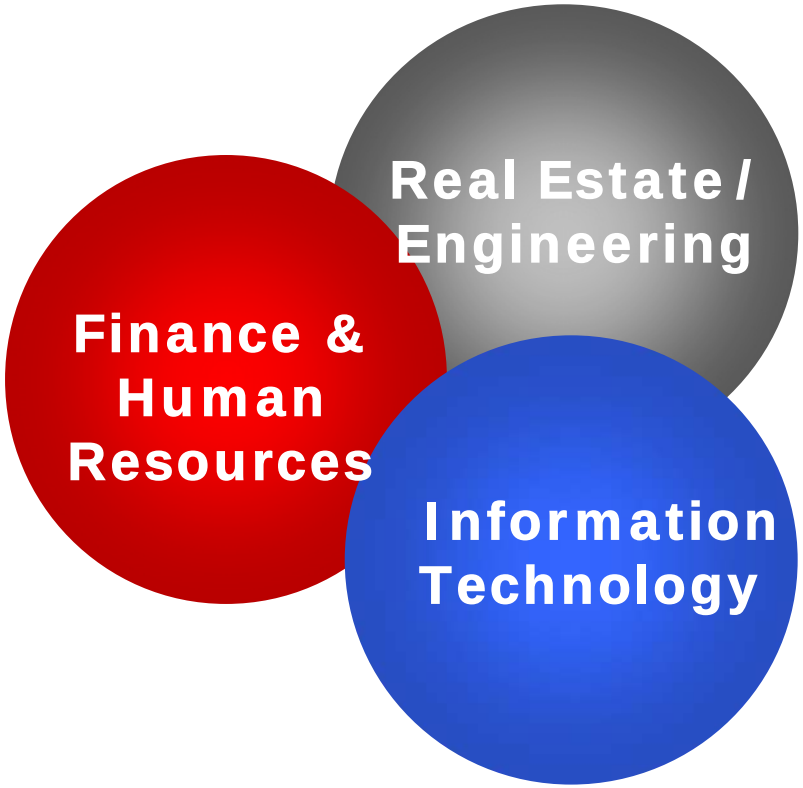
What Is An Integrated Asset History?



…coordinate and optimize:

- ✓ People
- ✓ Processes
- ✓ Technology

…to manage the lifecycles of:

- ✓ Corporate asset portfolios
- ✓ Projects
- ✓ Space
- ✓ Physical & Logical Assets
- ✓ Maintenance

…to comply with mandates for:

- ✓ Records Management
- ✓ FRCP

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Key Trends in Asset Management

- Primary Market Drivers include*:
  - **Revenue Pressures**
    - Increase return on assets (ROA) in terms of rental income, property sales
  - **Cost Pressures**
    - Increase efficiencies to reduce occupancy cost per employee (Costs can range from 15k-30k per year*)
  - **Globalization**,
    - Requires a worldwide view of workplace assets
  - **Legislative Mandates**
    - **Federal Rules of civil Procedures (FRCP)**
    - **Governance, Risk & Compliance (GRC)** for increased financial transparency and auditable data, particularly related to lease transactions
    - **Greater energy efficiency** for operations and maintenance
  - **Life Cycle Management**
    - Facilities and real estate (Acquire to Retire)

*Michael Bell and Jack Heine, Gartner

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Asset Histories
What CONTENT should be included?

Obvious archiving requirements

- Work Orders
  - Planned & unplanned
    - Maintenance details answering who-what-when-where

Somewhat obvious archiving requirements

- Original/Modified Designs
  - Engineering Drawings/Specifications
- Procurement Records
  - Contractor selection factors; scoring
  - Primes & subs
  - Certifications

Less than obvious archiving requirements

- Emails, blogs, wikis
- Video clips
- Incidents, claims involving the asset

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Benefits of Full Asset Management Histories

Central repository of information provides a single source of truth to rationalize conflicting asset data in multiple systems & warehouses	Optimize Capital Asset Portfolio
Highly automated execution of site selection, construction, Public Works, maintenance, & common services improves efficiency and may promote revenue potential	Streamline and Optimize Operations
Key performance metrics with intelligence regarding finance, projects, claims, & incidents optimizing decision-making	Reduce Total Cost of Ownership

Enterprise Content Management

… is the Future of Asset Histories Available in the Present

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What are some of the business challenges?

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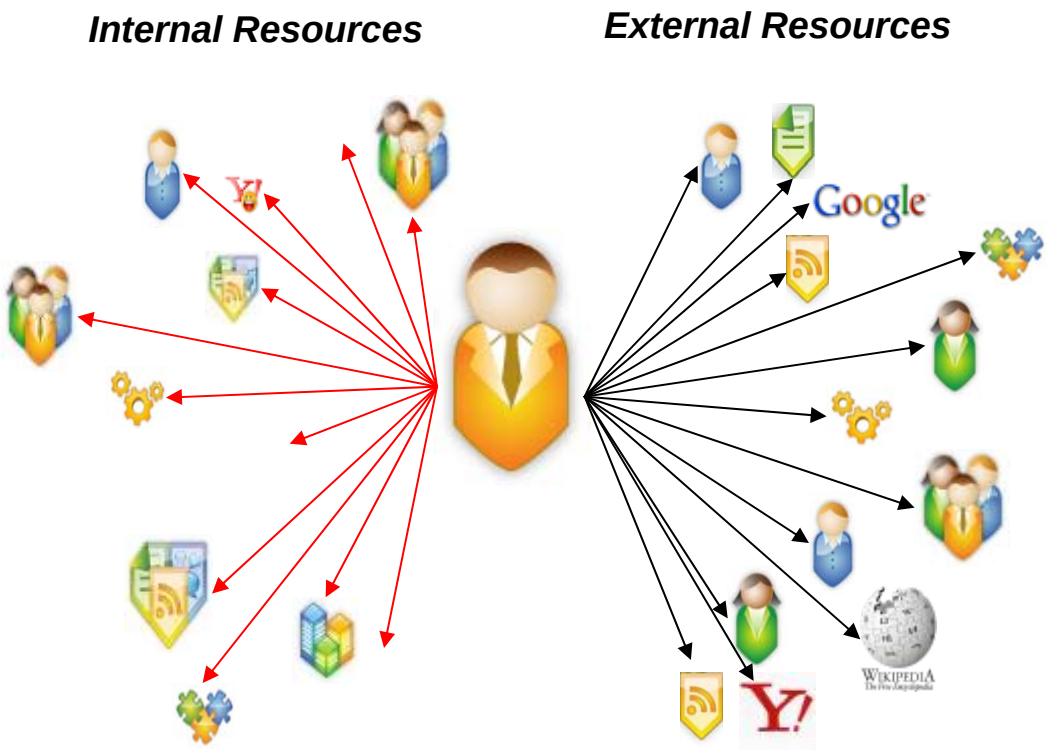
Business Challenges

Provide Highly Relevant Information to Users



- 35% growth in email and data annually
- 30% of people's time is spent searching for information
- 80% of an organization's content is unmanaged
- Over 50% of enterprises deploying self-service access for employees/customers

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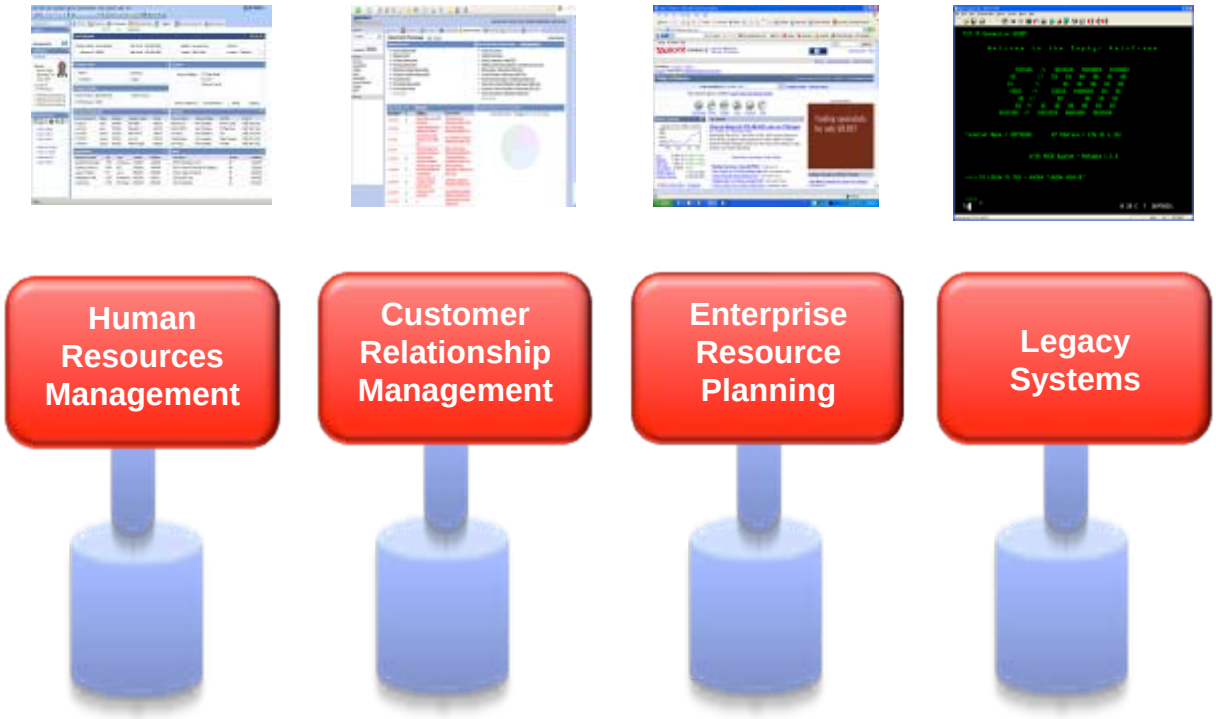
Business Challenges

Bridge Information and Data Silos



- 40% of IT budgets are spent on integration
- 30% of large enterprises run 5 or more packaged applications
- Significant user frustration with silos and manual processes
- Lack of re-use creates redundant infrastructure

FORRESTER®

According to a Forrester survey of IT executives," "improving integration between applications" is likely to be the most critical software initiative over the next 12 months.

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Content Management

Operational Issues

- 80% of information is unstructured
- 42% of transactions are still paper-based
- 25% of companies have 15 or more repositories
- 40% of IT budgets are spent on integration
- 30% of people's time is spent searching for information
- 54% of information is not legally required to be retained, it is obsolete or is maintained out of habit

For every $100 an organization spends maintaining their structured content it only spends $5 dealing with the unstructured content
- Meta Group

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Content Management

Types of Content

- Active
- Transactional
- Historical
- Confidential

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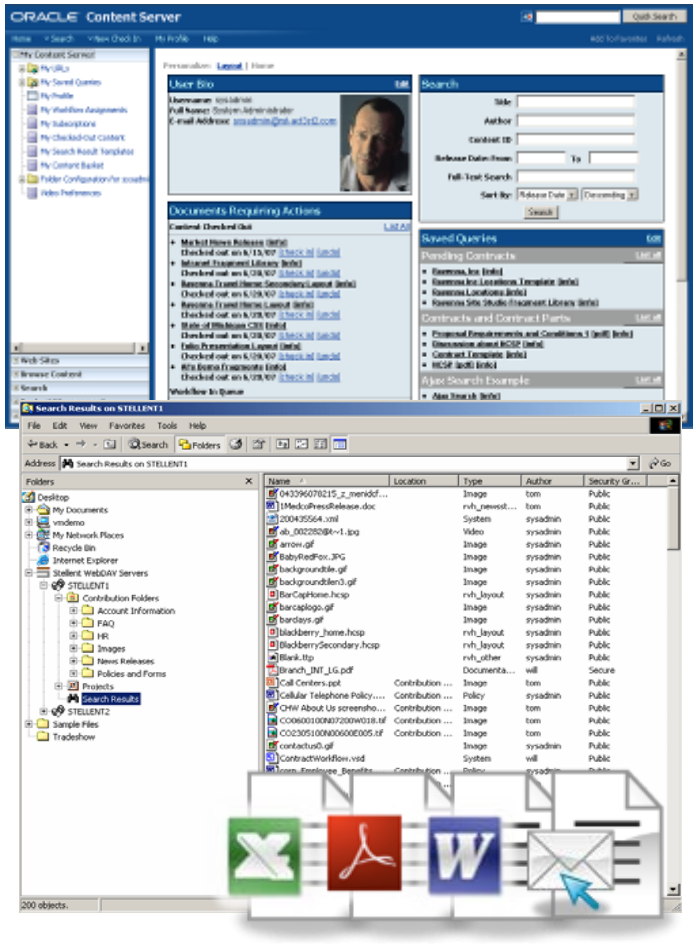
Active Content

Universal Content Management

- **Capabilities required**
  - office documents
  - scanned images
  - Web sites
  - CAD drawings
  - document retention and archiving policies
  - partner/supplier sites



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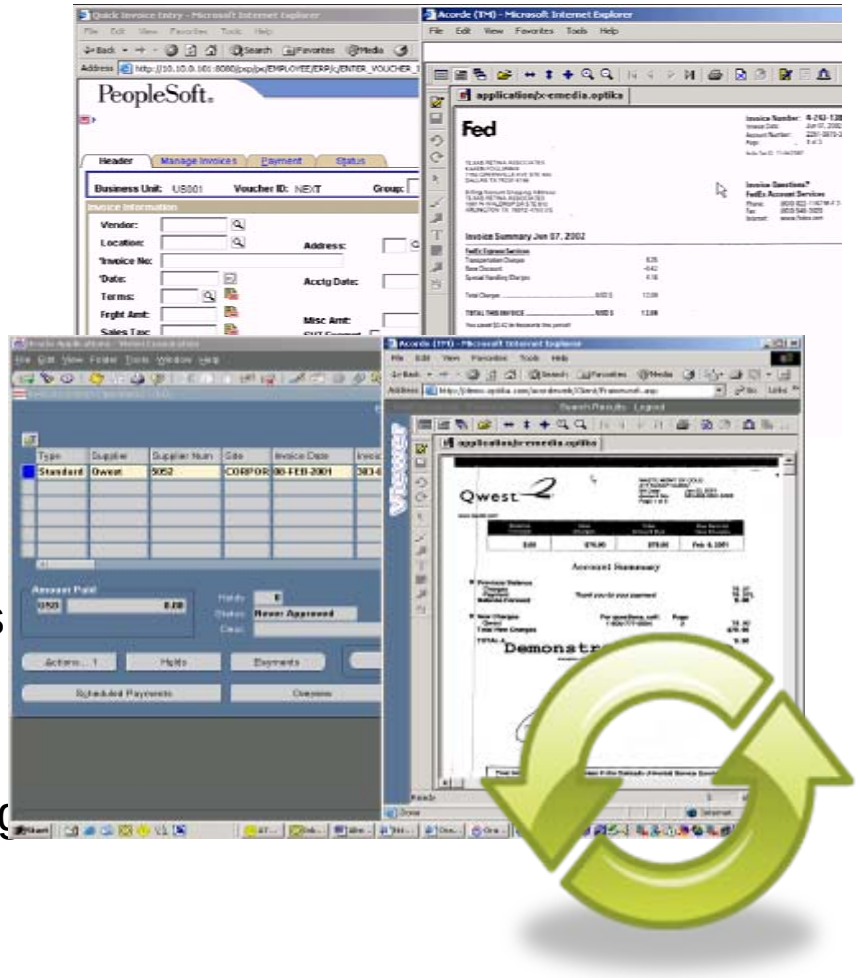
Transactional Content

Imaging and Process Management

- **Capabilities required**
  - Platform for building imaging applications
  - Complete solution: capture, imaging, viewer, BPM, enterprise report mgmt
  - Productized application integrations: Oracle, SAP, and other systems
  - Integration with ERP transactions like those from A/P & A/R & F/A
  - Contract management
  - Claims and application processing



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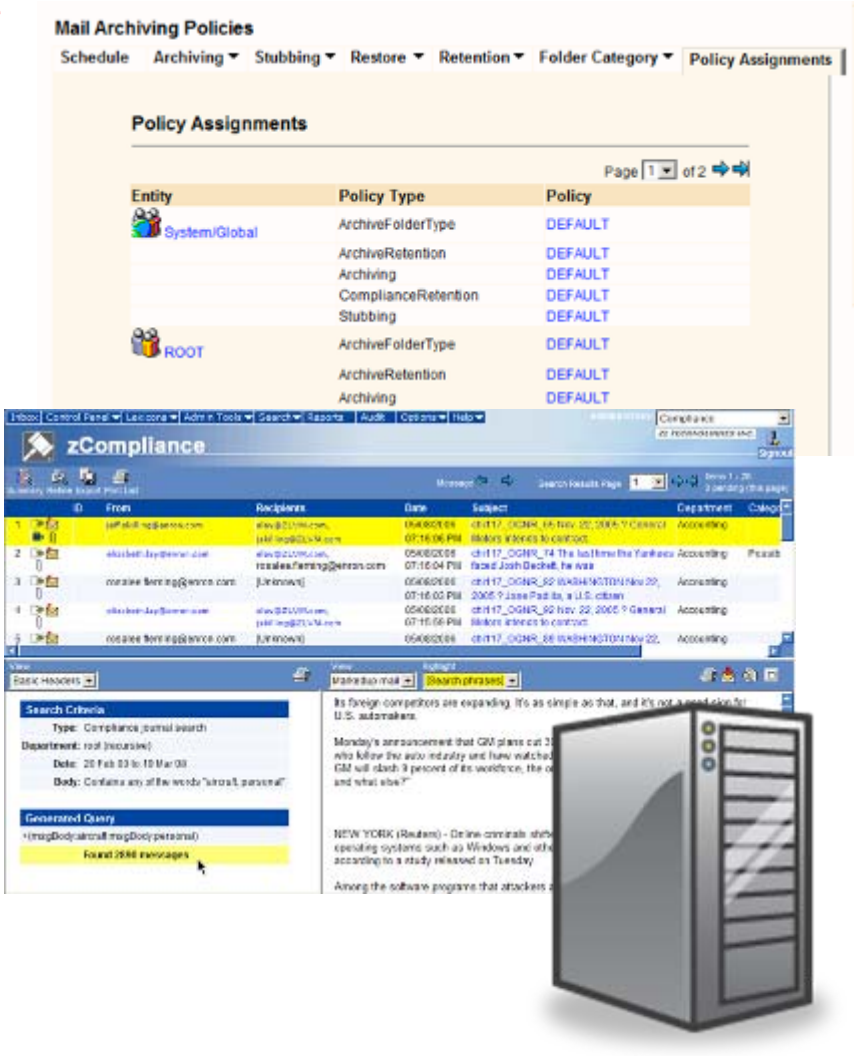
Historical Content

Universal Online Archive

- **Capabilities required**
  - Repository scalability to billions
  - High ingestion rate support (millions per day)
  - Archive any content types
  - Fast, easy content access
  - Transparent to users
  - Email archiving
  - eDiscovery
  - Regulatory compliance (e.g. FOIA, HIPAA, Sarbanes Oxley, etc.)
  - Storage management



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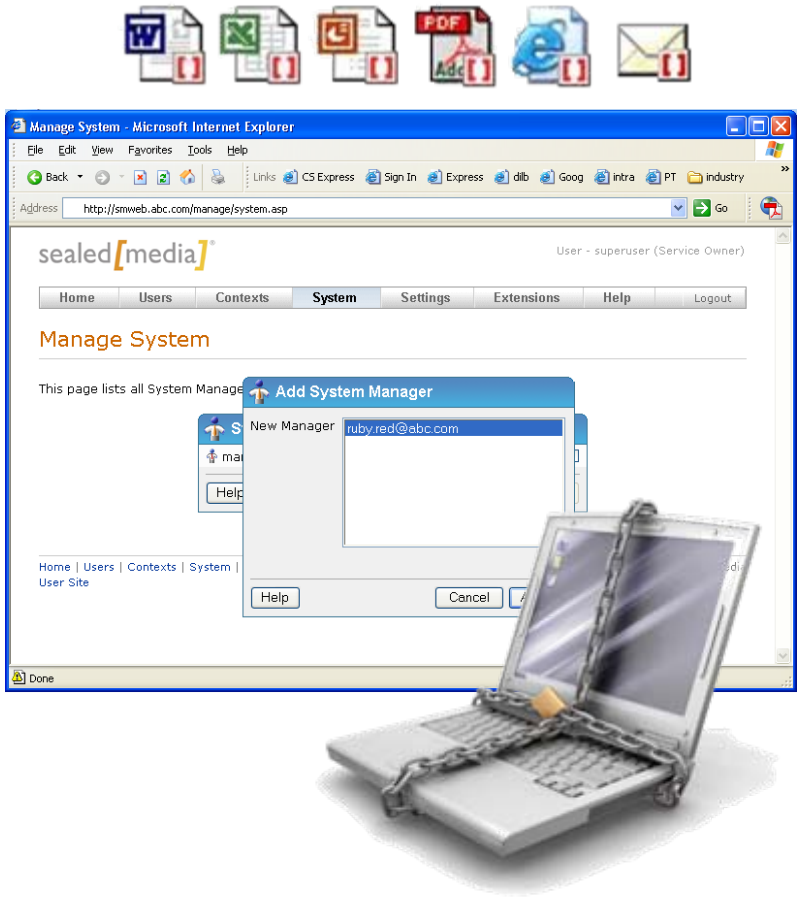
Content Protection

Information Rights Management

- **Capabilities required**
  - Secure and encrypt documents and emails
  - Secure and encrypt emails
  - Inside and outside the firewall
  - Audit and revoke access
  - Control print, copy, screen grab
  - No change to existing workflows
  - Secure intellectual property
  - Secure confidential vendor, customer, partner and employee information
  - Protect communications (M&A, Board of Directors, etc.)



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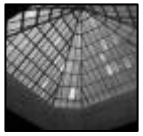
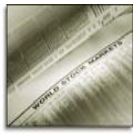
Enterprise 2.0

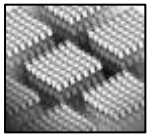
Convergence of Content, Web Presence, Composites, & Social Computing


Document Management


Content Publishing

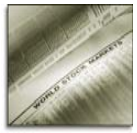
Collaborative Content Dreation

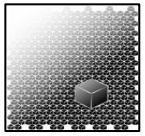
Content Approvals


Security, Auditing, and Compliance

Information Lifecycle Management

Content Management

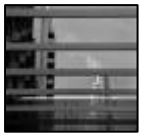

Website Creation


Portlet Creation & Orchestration

Single Sign-On to all Corporate Resources

Multi-Channel Delivery

In-Context Content Editing

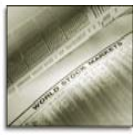

Secure, Integrated Search

Internet / Intranet Web Presence

Enterprise 2.0

Community/Social Collab

Team & Individual Expertise


Project Efficiencies

Enterprise Mashups

Team Collaboration

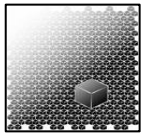
Web 2.0 Services

Desktop Tools Integration

Composite Applications

SOA Processes

Integrated Development


Component Assembly & Orchestration

Process Portals

Custom & Enterprise Applications

Alerts & Worklist

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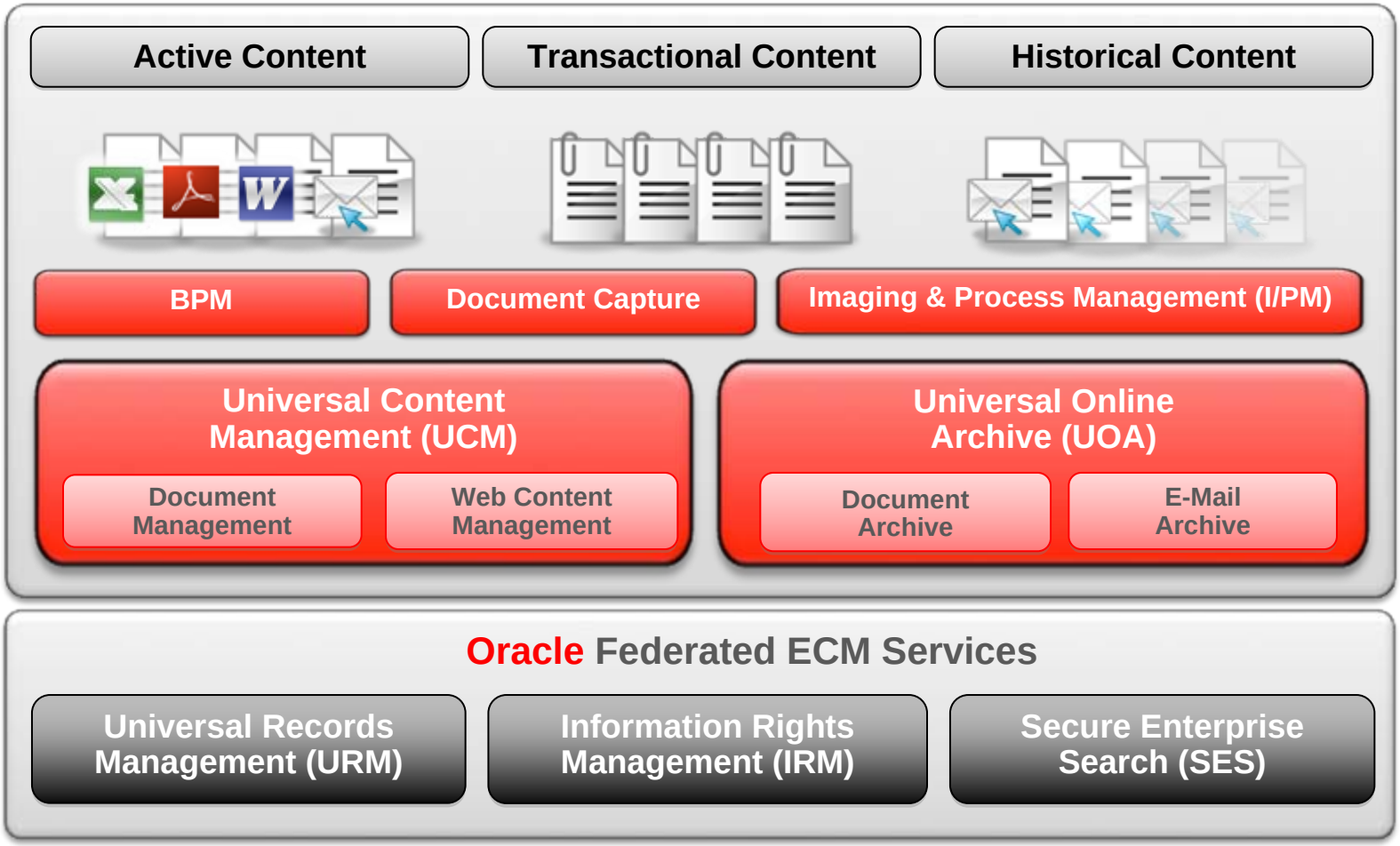
Oracle's ECM Strategy



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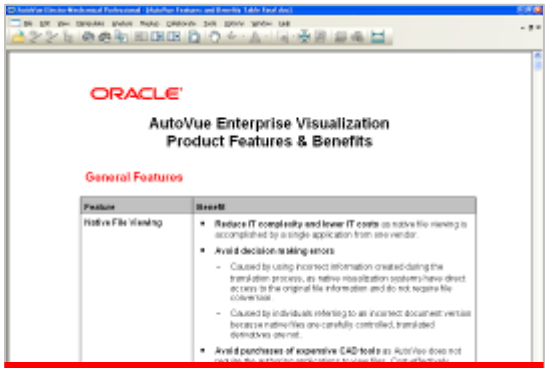
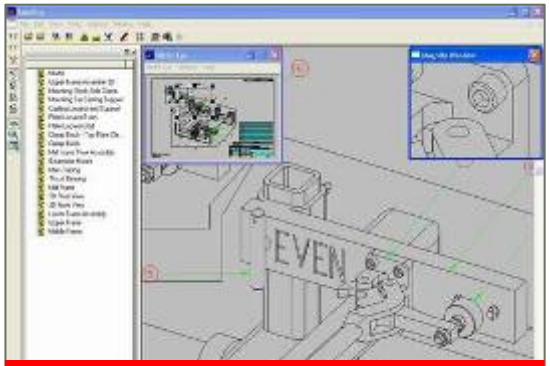
AutoVue Enterprise Visualization

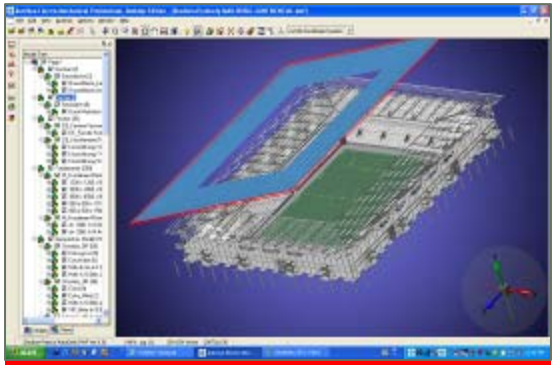
Digital record of annotations and change approvals



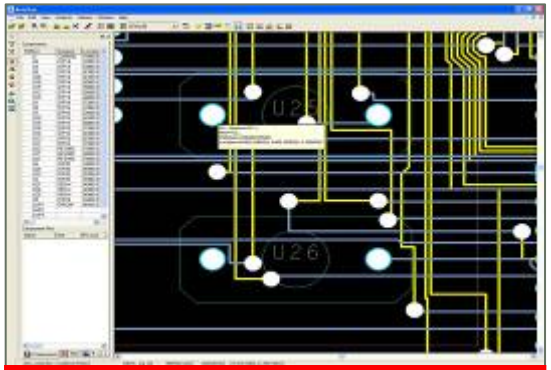
Office, PDF, Graphics



2D CAD



3D CAD



Electronics

Capabilities

- 100's of document types
- Digital annotations
- Real-time collaboration
- System integration
- Web-based solution
- Capture audit trail of design changes
- Minimize use of paper

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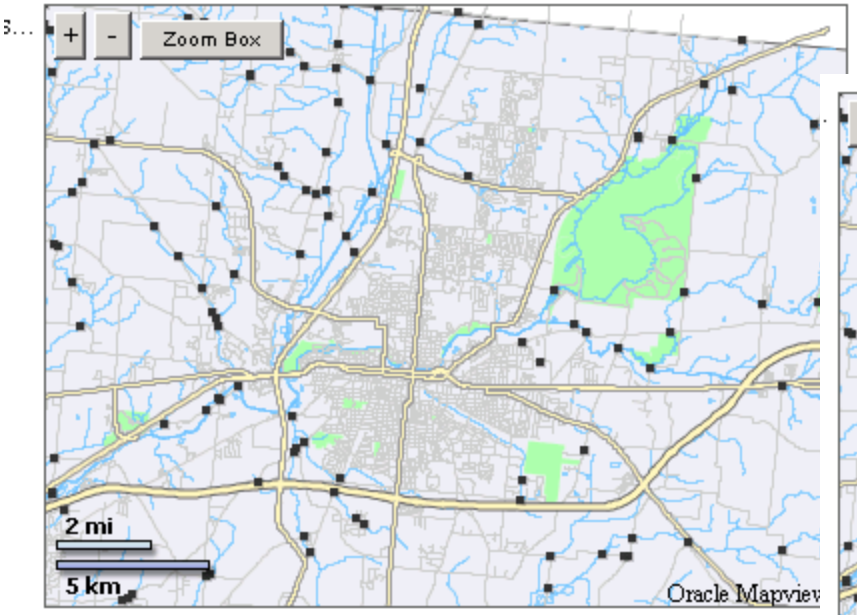
Mapview

- selecting content by selecting an area on a map..

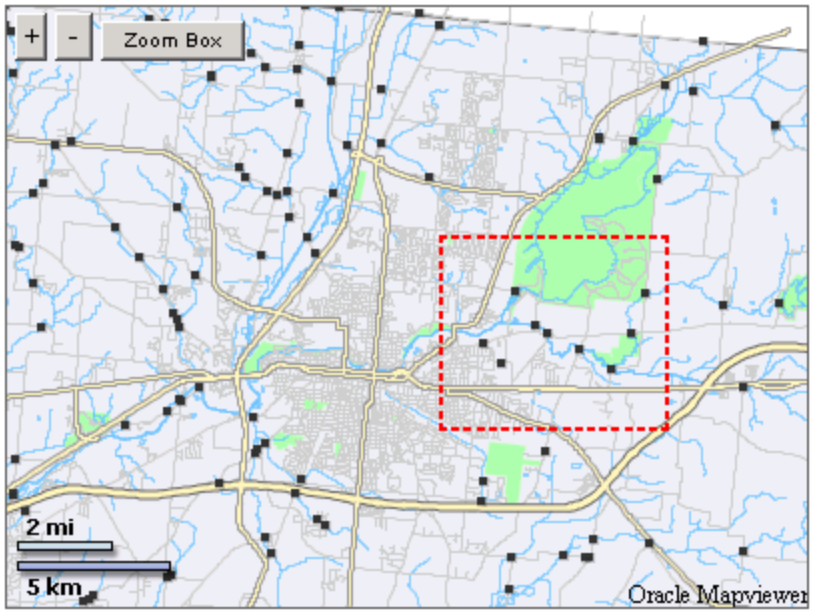


Route SR-4 (0-10mi) Milepoint Start: End:

Select bridges by rectangle (drag mouse): Go

Select bridges by polygon (click points, close by clicking 1st poi

Clear



Route SR-4 (0-10mi) Milepoint Start: End: Go

Select bridges by rectangle (drag mouse): Go

Select bridges by polygon (click points, close by clicking 1st point): Go

Clear

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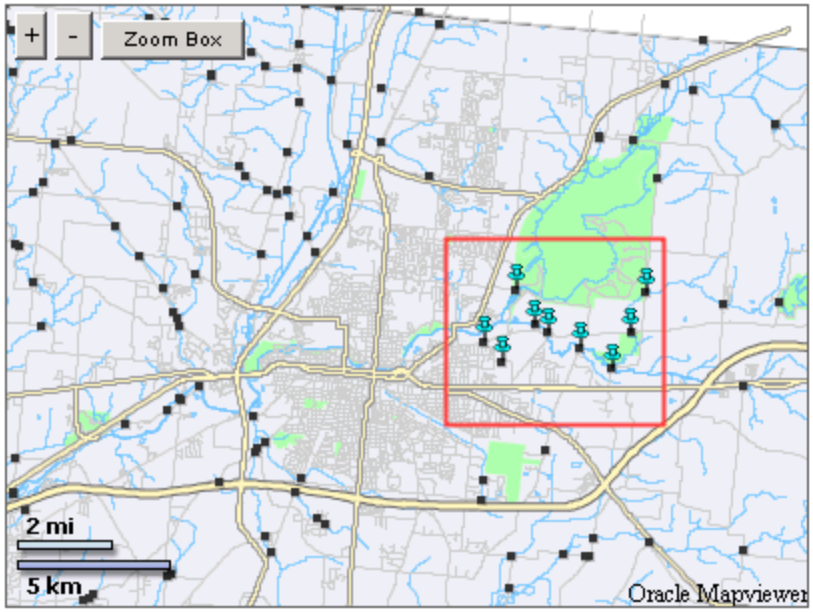
Mapview

- points with content are highlighted ..



Route SR-4 (0-10mi) Milepoint Start: End: Go

Select bridges by rectangle (drag mouse): Go

Select bridges by polygon (click points, close by clicking 1st point): Go

Clear

clicking on an icon will bring up content list on a map..

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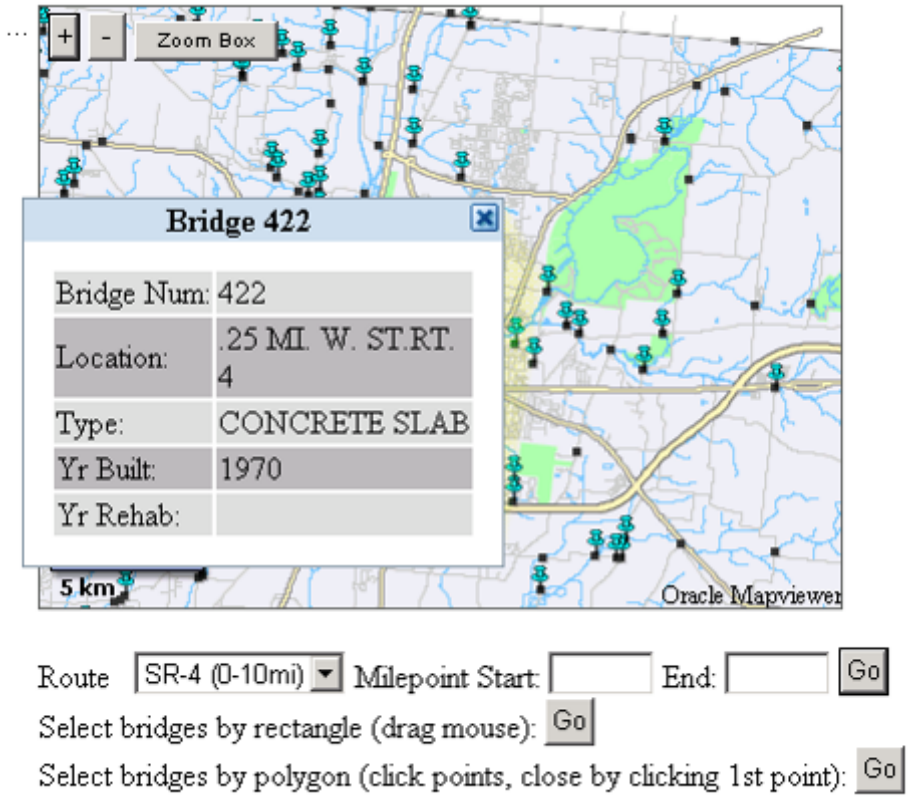
Mapview

- Hovering over a point can show meta data stored in UCM



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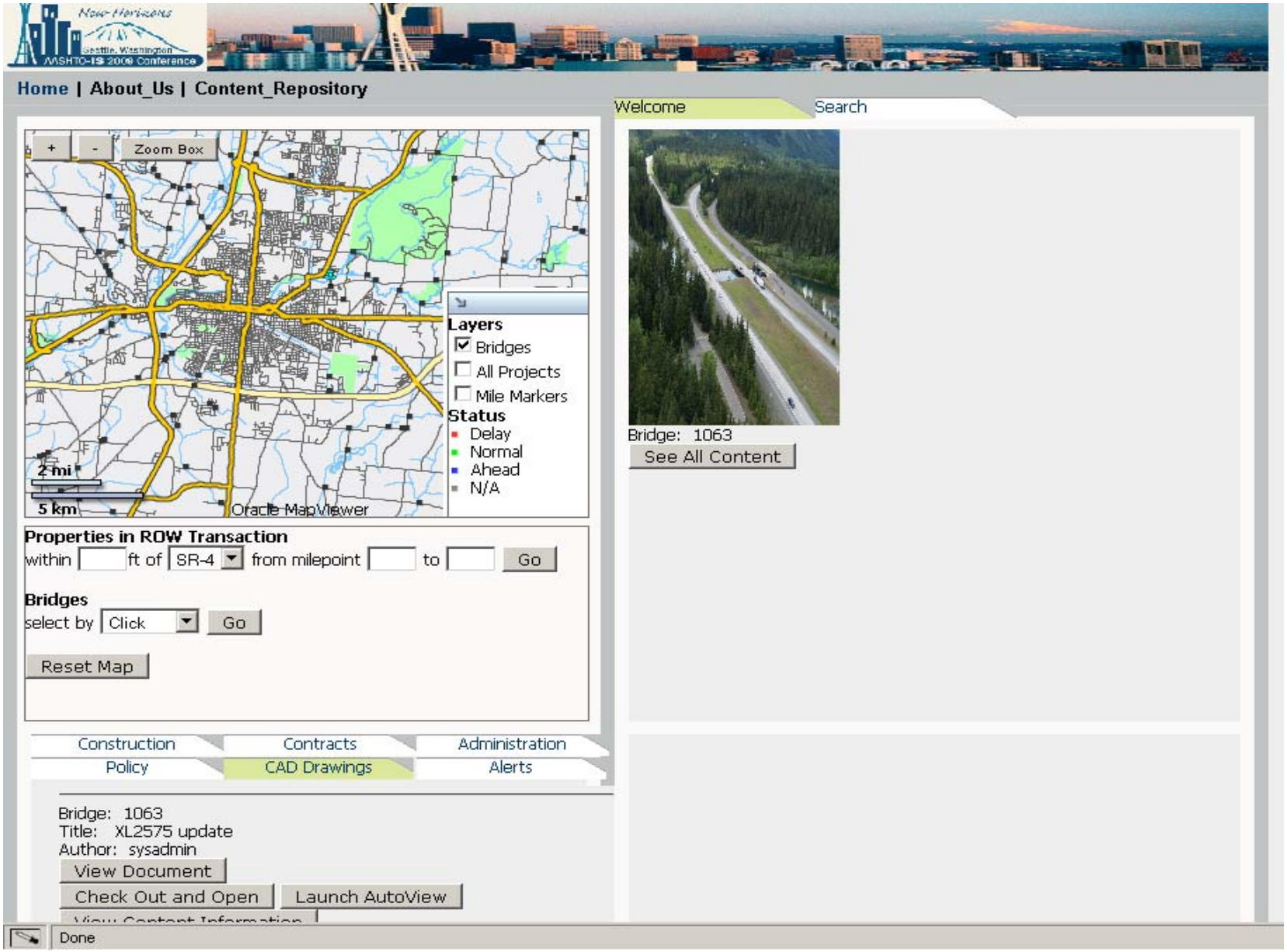

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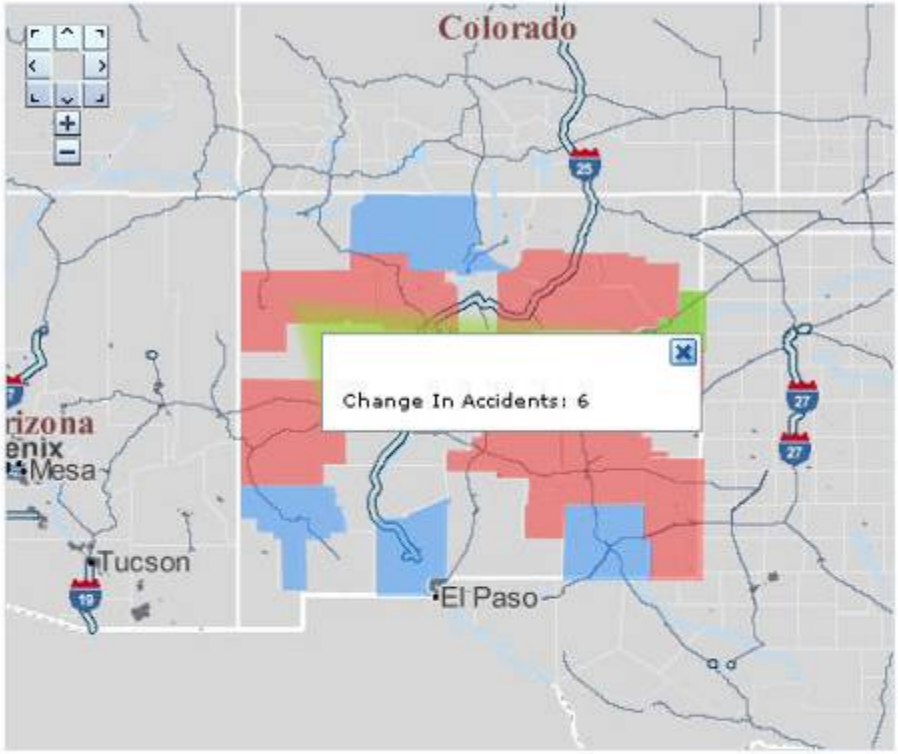
Statewide Motorcycle Accidents

Year Over Year Analysis

Select Year: 2007 Select Month: March Go

Decrease > 1 | Change +/- 1 | Increase > 1 | No Data



Select County In Map To See List Of Accidents

Accident Year: 2007

Accident Date	Rt Type	Road Name	Reference Road Name	Fatalities
31-Mar-07	CO	WYNNFIELD DR	SUNBRIGHT LA	0
		PARKLAND DR	KALMIA ST	0
22-Mar-07	NM	VEIRS MILL RD	GEORGIA AVE	0
02-Mar-07	NM	CONNECTICUT AVE	DEAN RD	1
10-Mar-07	NM	WOODFIELD RD	LINDBERGH DR	0
14-Mar-07	NM	GEORGIA AVE	PRICHARD RD	0
	OP	SHAWNEE LA	GATEWAY CENTER DR	0
11-Mar-07	NM	NEW HAMPSHIRE AVE	BONIFANT RD	0
26-Mar-07	NM	UNIVERSITY BLVD E	CAPITAL BELTWAY	0
27-Mar-07	NM	ASHTON RD	NEW HAMPSHIRE AVE	0
08-Mar-07	CO	ROCK SPRING DR	FERNWOOD RD	0

Accident Year: 2006

Accident Date	Rt Type	Road Name	Reference Road Name	Fatalities
12-Mar-06	NM	GEORGIA AVE	CORWIN DR	0
		WISCONSIN AVE	LANGDRUM LA	0
10-Mar-06	CO	WHITES FERRY RD	RIVER RD	0
29-Mar-06	CO	EDNOR RD	CLEAR CREEK DR	0
09-Mar-06	MU	MAPLE AVE	READING AVE	0

Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Print Preview Print

http://dot0dta1asorabi/analytics/saw.dll?Dashboard

Go

MaineDOT DASHBOARD

My Dashboard GIS **Money** Oracle BI Help Paint Dashboard People Productivity

Welcome, Cindy Owings! Dashboards – Answers – More Products – Settings – Log Out

sh Balances | Suspense Information | State Funds Expenditure Budget | Federal Highway Funds | Expenditure vs Revenue | Bond Status Report | Page Options

urrent Highway Fund Cash Balance

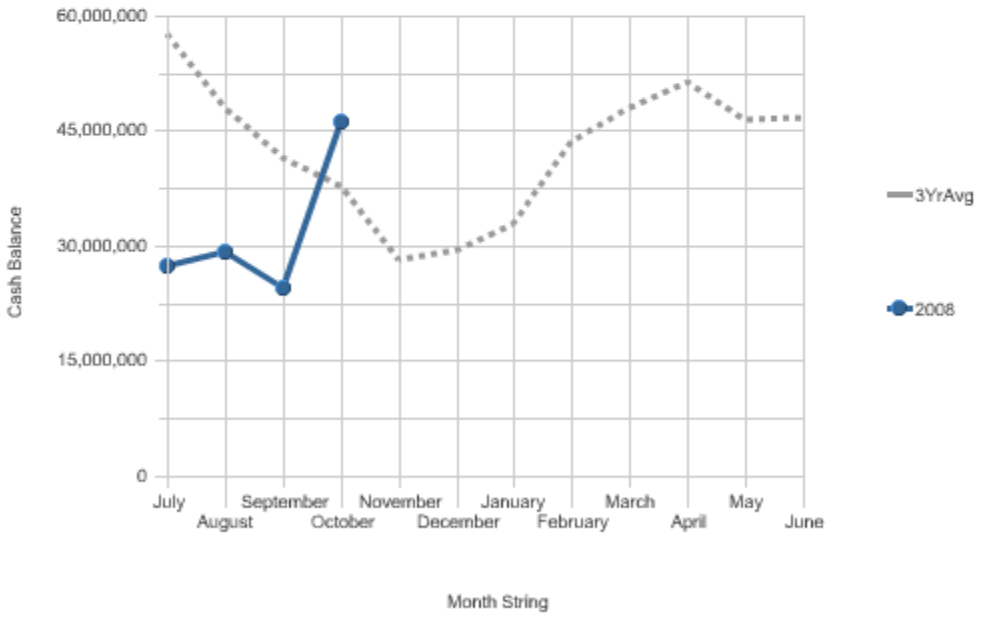
Latest Date	Latest Fund Balance Amount
10/9/2007	$40,732,885.83

Highway Fund (012)

Less than $15 Million	$15 to $35 Million	$35 Million and Greater

Highway Fund Cash Balance Trend - Month Average

Help



urrent Facilities Fund Cash Balance

Content Management

Value Proposition

- Low Cost of Ownership
  - Unified ECM
- High Return on Value
  - Leveraging Fastest Growing Middleware Stack
- Effective Standardization
  - Content Infrastructure
- Improved Business Responsiveness
  - Content Management for Enterprise Applications
- Risk Mitigation
  - Federated Records Management
  - Information Rights Management
  - e-Mail Management

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Content Management Customer Examples

SanDisk
STORE YOUR WORLD IN OURS®

Oracle helps Flash Memory Makers – SanDisk to secure Highly sensitive patent information

monster

Oracle helps Monster the world's leading Web site for recruiters and job seekers to manage multiple sites

Users loved the ease of use of the product and saw immediate efficiencies that could be gained

"We needed an integrated platform that allowed us to combine content, brochure-ware, and application functionality in one system."

Land O'Lakes, Inc.

Oracle helps Land O'Lakes to speed up the processing with vendors

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Bechtel

Engineering & Construction

COMPANY OVERVIEW

- One of the world's premier engineering, construction, and project management companies
- $ 20.5 billion in revenue in 2006
- 41,000 employees worldwide

CHALLENGES/OPPORTUNITIES

- Collaborate with globally dispersed multi-disciplinary teams
- Enhance communication and document reviews to complete projects on time and within budget
- Reduce dependency on paper

SOLUTIONS

- Oracle's AutoVue Enterprise Visualization

CUSTOMER PERSPECTIVE

"AutoVue is used by our engineering, procurement, startup and construction groups across the corporation. Even our legal people use it to look at drawings when they are investigating cases. AutoVue has become a mission-critical piece of software that we rely upon on a daily basis."

***Joe Skebe,* Manager of Computer Aided Engineering**

RESULTS

- **Instant access to project information**
- **Improved collaboration with extended teams and partners**
- **Streamlined document reviews**
- **Reduced paper and shipping costs**
- **Automated printing process**

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Hazardous Materials Incident Tracking at the U.S. Department of Transportation (DOT)

The DOT Pipeline and Hazardous Materials Safety Administration works to reduce the risk of harm to people due to transportation of hazardous materials by pipelines and other modes.

BEFORE

- Need to prioritize deployment of limited inspector resources:
- More than 300,000 companies ship more than 1 million estimated **daily** shipments of hazardous materials. Only 663 Federal/State hazmat inspectors who can only complete a little over 26,000 inspections a year.
- Critical data collected by multiple agencies and jurisdictions.
- Difficult to synthesize data to support risk-based priority setting

AFTER

- Oracle Incident Management & Case Management Analytics provides foundation to integrate data from multiple agencies and jurisdictions.
- DOT leverages a unified risk-based data-driven approach to drive essential business decisions to enable DOT to identify and target high risk/consequence companies.
- Will improve safety through risk-based enforcement and maximize limited resources by prioritizing inspection activities.
- **Used by US Coast Guard**

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Dallas-Fort Worth International Airport (DFW)

Dallas-Fort Worth International Airport (DFW) is the USA's fourth-busiest airport (with over 60 million passengers). DFW is operated on a self-supporting basis and has approximately 2,000 employees.

CHALLENGES/OPPORTUNITIES

- To manage all commercial operations in the airport
- To more efficiently manage all revenue-generating business activities within a single, flexible, scalable application – 65% of revenues are non-aviation related.
- To be more profitable

SOLUTIONS

- Oracle EBS Financials - G/L, A/R, A/P
- Oracle EBS Purchasing
- Oracle EBS Alert Modules
- PeopleSoft HCM
- Oracle Database, Spatial, & Middleware

CUSTOMER PERSPECTIVE

"DFW has used Oracle applications and technology since 1991 (17 years) – the longest-running customer of EBS in Oracle's non-federal Public Sector. The fact that it is has been part of our growth for all these years is a testimonial unto itself."
– CIO William Flowers

RESULTS

- **A flexible financial solution capable of interfacing with the airport's third-party systems, including: parking, property management, point-of-sale, and aeronautical billing systems.**

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Summary

Enterprise Content Management (ECM)

… is the Future of Asset Histories
… and it is Available in the Present

… requiring the following industrial-strength bill of materials:

- ✓***Records management system***
- ✓***Spatial overlay***
- ✓***Work order management system with ERP integration***
- ✓***Viewer with annotation capabilities for drawings***
- ✓***Analytics component with dashboard capabilities***

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Questions..

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