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

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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!
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
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
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.”
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."
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.”
"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 facility asset records involving a variety of data types (engineering records, letters, contracts, spreadsheets, images, workorders, emails, video clips, blogs, wikis, etc) all archivable and retrievable under one indexing scheme.
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
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
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
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

Highly automated execution of site selection, construction, Public Works, maintenance, & common services improves efficiency and may promote revenue potential

Key performance metrics with intelligence regarding finance, projects, claims, & incidents optimizing decision-making

**Optimize Capital Asset Portfolio**

**Streamline and Optimize Operations**

**Reduce Total Cost of Ownership**
Enterprise Content Management

... is the Future of Asset Histories Available in the Present
What are some of the business challenges?
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
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

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.
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
Content Management
Types of Content

• Active
• Transactional
• Historical
• Confidential
Active Content
Universal Content Management

• Capabilities required
  • office documents
  • scanned images
  • Web sites
  • CAD drawings
  • document retention and archiving policies
  • partner/supplier sites
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
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
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.)
Enterprise 2.0
Convergence of Content, Web Presence, Composites, & Social Computing

Content Management

Internet / Intranet Web Presence

Community/Social Collab

Composite Applications

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Oracle’s ECM Strategy

- **Active Content**
  - Universal Content Management (UCM)
  - Universal Online Archive (UOA)

- **Transactional Content**
  - Document Capture
  - Imaging & Process Management (I/PM)

- **Historical Content**
  - BPM
  - E-Mail Archive

**Oracle Federated ECM Services**

- Universal Records Management (URM)
- Information Rights Management (IRM)
- Secure Enterprise Search (SES)
AutoVue Enterprise Visualization
Digital record of annotations and change approvals

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
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 point):  Go

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
Mapview
- points with content are highlighted...

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

- Hovering over a point can show meta data stored in UCM
Statewide Motorcycle Accidents
Year Over Year Analysis

Select County In Map To See List Of Accidents

Accident Year: 2007

<table>
<thead>
<tr>
<th>Accident Date</th>
<th>Rt Type</th>
<th>Road Name</th>
<th>Reference Road Name</th>
<th>Fatalities</th>
</tr>
</thead>
<tbody>
<tr>
<td>31-Mar-07</td>
<td>CO</td>
<td>WINNIFIELD DR</td>
<td>SUNBRIGHT L A</td>
<td>0</td>
</tr>
<tr>
<td>22-Mar-07</td>
<td>NM</td>
<td>PARKLAND DR</td>
<td>KALMIA ST</td>
<td>0</td>
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<tr>
<td>02-Mar-07</td>
<td>NM</td>
<td>VEBRS MILL RD</td>
<td>GEORGIA AVE</td>
<td>0</td>
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<td>10-Mar-07</td>
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<td>DEAN RD</td>
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<td>14-Mar-07</td>
<td>NM</td>
<td>WOODFIELD RD</td>
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<td>GEORGEA AVE</td>
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<td>26-Mar-07</td>
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<td>WISCONSIN AVE</td>
<td>GATEWAY CENTER DR</td>
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<tr>
<td>27-Mar-07</td>
<td>NM</td>
<td>ASHTON RD</td>
<td>NEW HAMPSHIRE AVE</td>
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<tr>
<td>08-Mar-07</td>
<td>CO</td>
<td>ROCK SPRING DR</td>
<td>FERMOOUD RD</td>
<td>0</td>
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</table>

Accident Year: 2006

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<th>Accident Date</th>
<th>Rt Type</th>
<th>Road Name</th>
<th>Reference Road Name</th>
<th>Fatalities</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-Mar-06</td>
<td>NM</td>
<td>GEORGEA AVE</td>
<td>CORWIN DR</td>
<td>0</td>
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<td>10-Mar-06</td>
<td>CO</td>
<td>WHITEST FERRY RD</td>
<td>RIVER RD</td>
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<tr>
<td>29-Mar-06</td>
<td>CO</td>
<td>EDORR RD</td>
<td>CLEAR CREEK DR</td>
<td>0</td>
</tr>
<tr>
<td>09-Mar-06</td>
<td>MJ</td>
<td>MAPLE AVE</td>
<td>READING AVE</td>
<td>0</td>
</tr>
</tbody>
</table>
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
Content Management Customer Examples

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

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

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

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
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
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.
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
PEACE OF MIND
NEXT 3 EXITS
Questions..
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