



Oracle Powers Innovation

## Harnessing RFID for Document Management

By Alison Weiss



Thanks to digital technology, it's easy to download electronic forms—everything from employee benefits documents to government tax forms. However, many documents, particularly those with legal value, must still be kept in paper format. The pressing issue for organizations is figuring out how to track and manage important paper documents—to keep them secure from unauthorized eyes, allow for searching and requesting, and keep files from vanishing. Oracle Certified Partner Insirio won an Oracle Innovation Award in 2006 for its WhereDoc RFID-based document management application. Since then the company has continued to target cutting-edge document management technology with its WhereX framework for developing applications addressing large-scale identification, sensing, and localization issues.

Based on Oracle Application Server 3, Oracle Database 10g, and Oracle Sensor Edge Server, WhereX is also available embedded in a hardware appliance called the WhereBox, which includes the Oracle Unbreakable Linux support program. The WhereBox manages as many as 1,000 sensing devices, including RFID readers, wireless sensors, and geographic information systems. The company has also introduced several applications for the WhereBox: an updated WhereDoc; WhereObj, for asset management; WhereArt, an RFID-based application for tracking artwork in cultural venues; and WhereSec, for monitoring security conditions in work environments.

In response to customer demand, Insirio completely reengineered WhereDoc in 2008 to offer both a “lite” and an enterprise version. The application makes it easier to search for documents and enables users to constantly monitor a document's location and movement in an

office. There is also a log for tracking activities, so it is clear what decisions are made regarding a document and who is responsible. Demand has been strong among lawyers and government institutions.

According to Angelo Zaia, CEO of Inquadro-Insirio Innovations, the branch of Insirio focused on the development of wireless and RFID solutions, the RFID market in 2009 has matured and has not been particularly affected by the economic crisis. RFID document management is applied in areas where documents are of great economic, cultural, or legal value. The cost of RFID devices and tags is continually decreasing, and organizations are universally finding that tracking large quantities of documents saves money.

Zaia says that a valid document management system requires two components: application software that is powerful, intuitive, and flexible, and hardware components that are as low-cost as possible to reduce installation costs. “The installation of RFID solutions in a large enterprise environment requires a lot of effort,” he adds. “Oracle solutions such as Oracle SOA Suite, Oracle Business Process Management, and Oracle Service Bus enable us to efficiently implement RFID-based applications.”

Insirio plans to introduce a WhereX-based internet portal by the end of this year, so that users can keep track of objects and link them to online content. The framework and associated applications are also being migrated to Oracle Database 11g. Zaia says, “Insirio constantly pursues product innovation. Oracle helps us achieve that, renewing and improving its software solutions on a regular basis, based on all the critical technological trends.”

For more information, visit [www.insirio.it](http://www.insirio.it).

## Putting the Art into Electronic Gaming

By Karen J. Bannan



Electronic Arts' Madden NFL 10

*This profile is part of the Oracle OpenWorld Show Daily's Celebration of Innovation series, highlighting individuals and companies in the region contributing to our changing world.*

Consumer software, like enterprise software, is starting to follow more of a service model.

Ten years ago, if you wanted to buy a video game, you drove to a store, plunked down payment, and walked out holding a cartridge. Today social media and the internet are transforming the way people consume video games, mimicking that of other entertainment offerings such as music, television, books, and movies. People want to download games, and they want to customize them with extras, which is why the retail store, while still relevant, is giving up market share.

You might think this would make the executives at Electronic Arts—a company that derives 90 percent of its revenue from packaged retail goods—sweat. Not so. As Dennis D. Self, the company's SVP and CIO, says, he and the other executives see it as an opportunity.

“There is definitely a massive technology disruption. We're seeing people using PDAs. We're seeing the shift to online. Microsoft, iTunes, Google, and Facebook are changing online retailing. This means we need to open our minds about how we define innovation,” he explains. “We're not turning our back on our current partners, but we're keeping our options open.”

This willingness to look ahead and embrace new technologies is just one of the reasons EA counts itself as one of the most innovative companies in the San Francisco Bay Area. As the industry churns, the company is charging ahead. In fact, it is already offering consumers online components, whether they've downloaded a game or purchased it at the local Best Buy. Case in point: *Tiger Woods PGA Tour 10*. Gamers can download new courses to play, participate in daily live tournaments, and have the online game's weather reflect what's happening right outside their own windows. “Theoretically, there are so many creative ways to monetize gaming and give consumers more of what they are asking for,” says Self. “You can add features such as a new set of golf clubs or new apparel.”

Of course, delivery methods aside, it's the game play that sells games in the end, and that's something EA has always excelled at. EA owns some of the top franchises in the industry and releases new versions yearly. However, relying on such franchises wasn't enough for the company, so executives have committed to expanding beyond its current offerings. This year alone, EA expects to release more than 60 titles, including a Wii Fit offering and *The Beatles: Rock Band*.

## A Q&A with Oracle Innovator Claire Bagley

By The Oracle OpenWorld Show Daily Staff



Claire Bagley

Claire Bagley is director of Advanced Constraint Technology Research and Development for Oracle. Oracle Fusion's advanced constraint technology (ACT) is an Oracle Fusion Applications common component for modeling and solving complex combinatorial problems using constraint-based algorithms. Currently, the ACT engine is utilized by Oracle Configurator 12.1.

**Staff:** Why is ACT innovative?

**Bagley:** While constraint technology is a well-established and diverse area of research, many of the existing systems and techniques are tailored for solving moderate-sized and static problems. The types of problems that need to be addressed by Oracle Applications customers require a system specialized for large-scale, dynamic, and interactive solutions. Our team has spent considerable time investigating various areas of constraint research, combining and expanding upon the ideas presented, and scaling the performance to meet the demands of real-world business applications. This has led to the submission of more than 20 patents on core constraint technology and on interactive, dynamic, constraints-based techniques and applications.

Applications that leverage ACT are developed more quickly, thus decreasing the time-to-market and ultimately allowing end users to make informed decisions that provide greater control over their business. Wide adoption of an internally developed constraint-technology solution with a strong foundation in constraint programming eliminates the amount of coding and testing that needs to be done, reduces risk such as solution errors, and ultimately eliminates dependence on third-party solutions that may be discontinued.

**Staff:** How is it unique?

**Bagley:** The ACT group's constraint solution currently used in Oracle Configurator helped place

Oracle Configurator in a leading position. In 2007, Gartner published a MarketScope for Sales Configuration [3Q07, G00150194] naming Oracle Configurator as a market leader—the only strong-positive among all competitors. The technology promoted and developed by the group was instrumental to this success, as it allowed Oracle Configurator to position itself in the space. The Oracle Fusion Configurator engine is in 100 percent Java and tightly integrated into Oracle Fusion technology to provide enhanced memory management for improved performance. It also enables partial configurations to be completed automatically and improved search heuristics.

**Staff:** What's the most innovative project or product you've worked on?

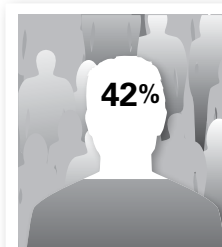
**Bagley:** Developing the ACT components has been a dynamic process that has resulted in an innovative product. Our team explored many fields of research, openly challenged ideas, integrated differing technologies, and collaborated to develop a robust and powerful product. We actively identified process improvements and employed tools and techniques to ensure a timely and efficient development schedule. We strive to create a supportive environment that is globally beneficial for all team members.

**Staff:** What would you call the enemy of innovation?

**Bagley:** Poor process. Innovation requires time and resources for dedicated focus, which must be found amongst many priorities. Poor process implies bugs, delays, and frustration, leaving little time, energy, or even motivation to consider the new. Innovation relies on a bedrock of process that efficiently ensures quality and delivery.

**Staff:** What do you think sets apart innovative people?

**Bagley:** Being generous and open with ideas. Clearly disseminating one's ideas invites feedback that improves and accelerates their evolution. But beyond this, being generous implies putting ideas in the hands of colleagues, allowing them to participate and even take ownership. Consider the parallels to providing software platforms for others to develop on. The benefits to the team, and organization, multiply.



### Going Social

When it comes to finding a new job, they say it's all about who you know. With the rise of social networks, that has never been truer. 42 percent of adults in the U.S. maintain a profile on a social network, up from 20 percent in 2007, according to Forrester Research.

Source: Social Networking Watch, Forrester