



F5

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NEWS

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news bites...

- Murray Barton joins Fusion5 in Auckland to lead our Envisage team. Murray was previously at Savio, a local Pivotal CRM partner as well as Theta Systems and Oracle.
- Rakesh Kapoor joins TEAMFusion5 from Fujitsu where he led the Enterprise Content Management group. Rakesh will help grow TEAMFusion5's capability around Oracle's UCM and IPM solutions.
- ApprovalPlus, our .Net version of the successful AP-EAS (Accounts Payable workflow) solution is now available, with Ravensdown ready to implement in March this year.
- Fusion5 has won its first Peoplesoft engagement at a large government organisation.

Welcome to Fusion5's first newsletter for 2009. We hope the Christmas and New Year break was a good one, and that 2009 is shaping up well for you.

Fusion5 has gone into 2009 with a healthy workload. The last six months of 2008 were very busy for both Fusion5 Australia and New Zealand, and at times we were challenged to provide all the resource that was required. We expect 2009 to be a little quieter and we will be using this opportunity to focus on quality and re-organising ourselves in readiness for the next wave of projects.

Even though the economic conditions are challenging, customers are still keen to look at solutions that have an immediate payback for the business. Many of the business applications we promote can provide high levels of value for an affordable investment. Examples include:

- Rostima Workforce Management, enabling better rostering and allocation of labour to meet actual demand.
- ApprovalPlus, which provides significant Accounts Payable and Purchase Order process efficiencies.
- RFGGen for greater automation and reduced errors in data collection in warehouses.
- Self Service applications such as ERP2Web, a B2B / B2C e-commerce solution that can significantly reduce the costs of doing business.
- UPK, Oracle's User Productivity Kit which enhances the ability to train new staff in business applications thus ensuring people have the knowledge they need to perform their jobs effectively.

In addition to these niche business applications, we are also seeing a very high level of interest from customers in implementing Service Oriented Architecture (SOA) standards into their organisation; we provide more discussion on SOA on page 3 of this newsletter.

2009 has begun well for Fusion5; we have signed a large SOA implementation in Australia, commenced the second phase of a major implementation at PGG Wrightson, performed a scoping study for a large Australia based organisation, sold iQ4Bis Business Intelligence to Envirowaste and have been engaged to upgrade another JD Edwards customer in Australia to Release 8.12. We have also secured our first PeopleSoft engagement with a review of the existing PeopleSoft implementation at a large government organisation; a great start for our new PeopleSoft practice.

TEAMFusion5 our sister company which specialises in the delivery of Oracle's Enterprise Content Management solutions has also had an excellent start to the year with a number of new engagements as well as new hires into the team. ECM is proving to be a very exciting space to be involved with.

We hope you find something of interest in the February newsletter and we look forward to working with you in 2009.

Fusion5's BlackBerry Mobile Solutions

Fusion5 in conjunction with Vodafone and Research in Motion (RIM) have created an opportunity for businesses to utilise their BlackBerry as a true mobile, cost effective technology.

Over the last 10 years many businesses have wanted to mobilise their workforce with real-time on line tools. Mobile e-mail has come of age and now the technology to provide options for businesses to replace forms and PCs with simple and real-time BlackBerry functionality has finally arrived. The ability to provide information and requests to field staff to create jobs, reacquisition equipment or parts, look up and update customer records, key timesheets, receive and update job status is now all available using this new technology.

The exciting news for today's users is that third party developers, such as Fusion5, can write application software for the BlackBerry to suit a user's particular requirements. This can result in huge savings by improving both verbal and written communication between the office or control room and staff in the field.

In May 2008, Fusion5 acquired Envisage software from Envisage Systems Limited, a company specialising in the provision of call centre, helpdesk and complaint management software. The provision of these solutions now complements Fusion5's BlackBerry applications facilitating order taking and processing, status notification and work-carried-out processes. Other applications available to the BlackBerry platform include the listing of chargeable,

time reporting, client status reviews, analysis of unresolved issues, and integration with Enterprise Resource Planning systems.

All this enables field staff such as security officers, alarm responders and service technicians using the BlackBerry to better communicate with their bases, respond to emergency calls and provide detailed status reports in real time far more efficiently, wherever they might be. All traffic between the BlackBerry handheld and its server is encrypted and if ever a unit is lost or stolen, it can be remotely 'killed' to preserve the integrity of its stored information. If a user is ever without cell phone coverage, the BlackBerry automatically updates as soon as coverage is restored.

One of many instances in which the BlackBerry and Fusion5's Envisage software has boosted the service, sales and efficiency of an operation is in the case of a firm that services Automatic Teller Machines. The business originally equipped its technicians with laptops but soon found that start-up time, battery life, and laptop security was a challenge impeding on their ability to provide optimum service.

Since Fusion5 provided an application for use with the BlackBerry, the ATM servicing firm's efficiency in dealing with callouts has improved enormously. A call from a bank about a fault is now emailed directly to a technician who can respond and report back in detail and in real time. Another example of where Fusion5 BlackBerry solutions have resulted in time-saving efficiency is to do with graffiti busting. Civic

Contractors has a contract with the Auckland City Council to quickly remove graffiti once a complaint has been received.

In the past, Civic Contractors' employees called at their offices daily to receive hard copy job sheets and file reports of jobs completed. All that cost in time and travel is now saved since those employees have been equipped with the BlackBerry using Fusion5's Envisage Support Centre Management software.

Once a complaint is received by the Auckland City Council's call centre staff, the graffiti complaint is logged into Envisage and transmitted to the BlackBerry carried by the Civic Contractors' employee closest to the area concerned. Not only is the response time faster but the administration formerly done at the office is now effortlessly completed in the field by means of the BlackBerry. Staff can open a new job as soon as received and report on work carried out in real time. Before and after photos of the job can also be taken with the BlackBerry and transmitted to the database immediately accessible to Council staff and the police.

As well as this real time interface with centralised databases, the convergence of so many technologies into a reliable, portable unit makes the BlackBerry one of the most advanced pieces of communication equipment now available.

If you would like to know more about Fusion5's BlackBerry solutions, please send us an email or contact your Account Manager.

PayGlobal Update

With the business environment becoming more challenging in the short term, organisations need to use technology to streamline processes to save money. For businesses with waged labour especially, having good controls and understanding core people costs is paramount in the coming years.



As businesses have grown, tools around Recruitment, Performance Management and Staff Training have been in high demand but with many businesses now under cost pressure, understanding core wage costs and the direct cost people have on the bottom line is very important to making the right decisions for the future.

PayGlobal offers all organisations a solution with the ability to manage and plan people costs. As wage costs can include much more than an hourly rate, using the PayGlobal rules engine to build specific business rules to allow the business to track and manage 100% exact costs versus forecast or a planned schedule can be the difference in tougher trading times. PayGlobal can provide managers with the data they need to plan business activities and manage their costs

to tight budgets; both of which can be provided in real time.

PayGlobal has 400 customers in New Zealand and Australia, and many use this functionality to manage their business every day. The investment required for a solution of this nature varies customer by customer, however Fusion5 is extremely confident the solution can provide a 1:1 ratio return within a twelve month period.

Chris Radley, our new Sales Manager for HCM and CRM, has considerable experience in delivery these solutions to customers across Australia and New Zealand, including Compass Group, Ports of Auckland, Foodstuffs Auckland and Wellington City Transport. If you would like to speak with Chris to understand how PayGlobal can assist your organisation then please contact Chris Radley at chris.radley@fusion5.co.nz

InSync09



Many of our JD Edwards customers will know about the Quest User Group meetings that have been operating across Australia and New Zealand for the past few years.

The Australia / New Zealand Quest event is now part of the combined QUEST and AUSOUG / OAUG events, and is called InSync.

InSync is for PeopleSoft, J.D. Edwards, E-Business, Hyperion, Siebel and other Oracle Applications users, and will provide an excellent opportunity for customers to network and find out more about the capabilities of Oracle applications.

This year the InSync user conference will be held at Hilton Hotel in Sydney, Australia from 20 - 21 April 2009. We hope to see you there.

Oracle's Service Oriented Architecture

Increasingly, Fusion5 has seen our customer base engaging with us on the hot topic of "Service Oriented Architecture" (SOA). With last years acquisition by Oracle of BEA Systems, we have seen a stark increase in discussion and adoption of techniques that promise to simplify and reduce integration headaches of the traditional enterprise whilst decreasing on going support costs of integration. But for those of us somewhat in the dark, what exactly is SOA?

It is important to note that SOA is not a product as such, it is more a philosophy and strategy to use open standards and web services based integration. This promises less reliance on traditional IT methods of "lock in" integration techniques such as "point to point" and more emphasis on the business controlling and adopting best practice processes surrounding integration.

Businesses have realised that there is no single application that will be the nirvana to all business requirements. For further evidence of this you only have to look to Oracle's best of breed application acquisition strategy from ERP to CRM to BI etc. Customers often have more than one of these solutions implemented and significant investments in each. However the business challenge comes in integrating these otherwise silo solutions to ensure that the decision makers in the organisation are looking at one version of the truth – in as close to real time as possible. This is where SOA tools from Oracle come in.

Oracle's tools that enable the SOA framework are bundled together to form a suite of applications, commonly referred to as "SOA Suite". For the purposes of this article, we are going to focus on the Oracle Service Bus (OSB) component of a SOA strategy, as this is the backbone and the potential "central nervous system" of future integration strategies of many companies. In future newsletters we will discuss other elements of the SOA Suite.

So how do you benefit from tools such as OSB? We have highlighted three key benefits below.

Decoupling of applications – this a key strategy of SOA enabled by a Service Bus. OSB has the ability to support "loose coupling" of applications. Because most applications speak their own language, the Service Bus enables the translation of these languages without the necessity to hard code the translation rules in the integration code (the traditional method). This is important as should one of the loosely coupled applications change or be upgraded, there is no necessity to re code the whole integration, just reconfigure the Bus to translate the "new" language as necessary. This technique somewhat reduces the reliance on developers and hard coding and places more control in the hands of the business and less complex, flexible

configuration based methods. Put simply, all the messaging is enterprise specific (one size fits all) rather than application specific (complex coded translation).

Mediation – Because OSB acts as an intermediary between an application providing a service (perhaps a distributors inventory application owning stock on hand data) and an application consuming a service (perhaps a number of customer facing reseller web site applications requesting stock on hand) it can mediate the transfer of data between the two sides of the Bus while routing the data to the correct consuming application (web site) depending on the content of the data being transferred. In this example, value is added to the integration architecture by configuration within the Bus without making code changes to applications either side of the Bus.

Integration Integrity and Error Handling – a typical use of the OSB might be to facilitate the integration of a point warehouse management solution to your core ERP. In this example of a real time integration, it is imperative that all transactions reach their target in order to keep the two applications in sync. Should a transaction fail for any reason, the OSB needs to recognise this and either re-try or with continued failure alert the business of the failure. OSB ably handles this scenario with built in performance monitoring and alerts on error conditions. To achieve this level of assurance with traditional point to point methods requires extensive additional coding to ensure integrity is maintained.

SOA is often described as a journey. Several of our JD Edwards customers have now engaged us to support them on this journey towards an open standards based integration philosophy within their enterprise.

For more information on how SOA can benefit your organisation or to receive a white paper detailing SOA benefits, please contact Craig Hampson at craig.hampson@fusion5.com.au or Lisa Nicks at lisa.nicks@fusion5.co.nz

CRM On Demand Release 16

ORACLE®
CRM ON DEMAND

Fusion5 is a great fan and key user of Oracle's CRM On Demand solution. This CRM solution is ideal for small and large companies and provides immediate value with a low entry point and fast implementation. Better still, the system is hosted by Oracle meaning no server maintenance or upgrades to contend with.

Oracle recently announced Oracle CRM On Demand Release 16. The newest release of Oracle's Software-as-a-Service CRM solution includes deeper core CRM capabilities, increased industry-specific functionality, enhanced customisation and extensibility, new ease-of-use features and additional language support. Highlights of this new release include:

Improve User Adoption and Productivity
Release 16 builds on the widely acclaimed usability and Web 2.0 features of Oracle CRM On Demand to provide a new record preview feature, enhanced search configuration capabilities, and new inline editing on related lists. As a result, users are able to rapidly access and edit critical information with fewer clicks.

Increase Business Productivity and ROI
Oracle CRM On Demand now includes more pre-built custom objects as well as unlimited custom objects. As a result, organisations can more easily and rapidly configure, customise, and extend their CRM application to meet specific business requirements. Whether achieved through implementing custom business processes or integrating with other business applications, Oracle CRM On Demand operates as a core platform for sales, marketing and service success.

Increase Partner Loyalty and Revenue
With Oracle Partner Relationship Management On Demand, an optional module for Oracle CRM On Demand, organisations can share and extend the benefits of Oracle's SaaS CRM solution to its network of partners. Oracle Partner Relationship Management On Demand features support for:

- Partner program management
- Partner content management
- Lead and opportunity management
- Deal registration
- Marketing development funds

If you are considering CRM for your organisation, then we highly recommend you shortlist CRM On Demand. For more information, please visit www.crmondemand.oracle.com or contact your Fusion5 Account Manager.

ERP2Web eCommerce Storefront

There are close to 1.6 billion internet users globally- 23% of the world's total population. Online business has grown at a staggering 336% since 2000. With the internet reaching the main stream over the past few years, there is an expectation on all companies to have an online eCommerce presence. Over the past few years, Fusion5 has seen a sharp increase in companies moving from B2B and B2C pilots, to full eCommerce implementations.



In early 2008 Fusion5 identified this rising demand for web enablement, particularly among our JD Edwards customers. Working closely with CDI Consulting (www.cdiconsulting.com) a highly regarded US based company specialising in B2B and B2C e-commerce solutions, Fusion5 has been promoting their solutions locally. We aim to present this solution at the Oracle JD Edwards user conference (now called InSync) in Sydney in April.

ERP2Web allows organisations to create significant value empowering staff, customers and partners through Self Service and gaining a strong competitive advantage in the process. ERP2Web provides JD Edwards World and EnterpriseOne companies a tightly integrated B2B and B2C eCommerce Storefront. Feature highlights include:

- Familiar, Easy to Use, Shopping Cart and Checkout Functionality
- eCatalogs Personalised for Customers and easy to Maintain
- Real-Time Customer Item Pricing (including JD Edwards Advanced Pricing)
- Real-Time Inventory Availability
- Customer Self-Service Order Status / Order History
- Real-Time Account (Credit and Accounts Receivable) Information
- Automated eMail Sales Order Creation and Ship Notifications
- Credit Card Automation
- Advanced Promotions, Coupons and Free Shipping
- Selecting Item to Shopping Cart; eCatalog, Quick SKU, Search, Favorites List, Upload from Excel, Past Order
- Item Cross-Selling and Up-Selling Functionality
- Sales Order (SO) and Sales Quote (SQ) Functionality
- View and Pay (with Credit Card) Invoice Functionality
- Carrier / Order Link Tracking Capabilities

- Live Chat & Google Analytics Enabled
- Optional "Mobile" (PocketPC/BlackBerry) PDA Suite

ERP2Web allows complete customer self-service, 24 X 7 from any web browser. Customers can check on orders, browse through eCatalogs, enter orders, check product availability and inquire about credit status directly over the Internet. ERP2Web improves customer satisfaction, provides integrated supply chain visibility and increased productivity whilst lowering operational and transaction costs.

Among ERP2Web's impressive list of customers include Yokohama Tire, Mizuno Sporting Goods, Bergstrom Inc Climate Systems and Hunter Douglas. Yokohama uses ERP2Web predominantly for real time checking of their stock (customer pricing and availability) and for ordering. Owing to a superior online system to competitors such as Michelin and Bridgestone, Yokohama are capturing competitive market share. The system is easy to use, highly functional and reduces customer order inquiry phone calls and sales transaction costs making it a compelling ROI.

Mizuno is an equally satisfied customer. As Keith Nealy, VP Mizuno Sporting Goods, says: "Having a tightly integrated JDE ERP eCommerce solution is a priority at Mizuno. ERP2Web is our 3rd generation solution and it has achieved all of our expectations and more. This is proven by month after month of significant increases in percentage of web orders. Our ERP2Web web order creation channel is now easily over 25% of all orders! This translates to huge savings and increased customer satisfaction."

Hunter Douglas, a Sydney based organisation that offers the industry's largest collection of window fashions, will be going live with ERP2Web later this year. Hunter Douglas will be providing a full storefront for their customers to manage their accounts, check stock availability, place and manage orders, and perform credit card purchasing online. The system will handle all automated emailing

internally within Hunter Douglas, in order to ensure responsiveness. Added to this is the system's ease of handling complex configured items and advanced pricing within ERP2Web- directly into JD Edwards in real time!

Fusion5 is very excited about ERP2Web, its functionality, ease of use and complete integration with JD Edwards World and EnterpriseOne. If you would like more information on ERP2Web then please contact your account manager otherwise we look forwards to discussing this solution with you at InSync in April.

Welcome to Chris Radley

In Fusion5's December 2008 Newsletter we announced Chris Radley joining Fusion5 as our HCM / CRM Sales Manager.

Chris has significant sales, business development and leadership experience and Fusion5 is delighted that Chris has chosen to join us to further develop and grow our business.

Following several years in the retail and music industries Chris joined PayGlobal as a shareholder in 1999. Since then Chris worked as part of the core team that grew the PayGlobal brand and business to where it is today. In addition to his primary responsibility in the early days for managing sales, he had strong input into many areas of the business. Under Chris's leadership, the Company's NZ market share has grown from 10% to 35%, and in Australia from 1% to 5%.

In June 2007, Chris took over as CEO of PayGlobal and has continued to lead the business along with the management team to build a strong product strategy for the future and placed PayGlobal into a strong financial position.

"I am very impressed with Fusion5's achievements. The business has huge potential; excellent solutions, clients and knowledgeable, dedicated people. Fusion5 provides many benefits and services for clients, providing great opportunities for everyone".

Chris brings a wealth of experience, enthusiasm and hands on management to Fusion5. We look forward to introducing Chris to you in the near future.

CONTACT US

Australia - www.fusion5.com.au
craig.hampson@fusion5.com.au or +61 2 9878 5511

New Zealand - www.fusion5.co.nz
rebecca.tohill@fusion5.co.nz or +64 4 473 4552

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