Reply
Oracle AIA Center of Excellence
Reply at a glance

- Founded in 1996 to achieve excellence within the internet consulting market, by a group of Italian IT Executives, **Reply** is today a leading **IT Services Company** with a distinctive set of specialized services that covers the areas of: **Consulting, System Integration, Service Management** (Application & Operation), **Business Process Outsourcing**

- **Reply** offering is based on **new communication channels and digital media**

- Impressive track record: from **€18.6m** in 1999 to **€277m** sales in 2007, with a CAGR of **40.1%**

- Constant **two digit Ebit** margin

- More than **2,270** employees distributed on a network of specialized companies focused on specific lines of offer

- **Large customers**, with a very high customer retention

- **Operations in Italy** and **Germany**

1. Except for 2003  
2. As of 31 December 2007

Reply aims at building an European network of high specialized “boutiques” in the ICT services market

Source: Company Data
Some Milestones

- Customer Satisfaction Awards for eBusiness Suite
- Largest Competence Center on Oracle Application in Italy
- Certified Advantage Partner for eBS
- OFM11g Beta Site
- AIA Center of Excellence
- Siebel Partner
- Lodestar Partner
- Portal Partner
- Siebel Partner
- Oracle Certified Partner (Technology)
- Certified Advantage Partner (Technology)
- OPN Innovation Award
- Customer Excellence Partnering
- OTM
- SPL
- First Beta Site (Oracle8) then 8i, 9, 10g and OAS Beta Server (Bpel, Esb)
- Startup

Why Oracle AIA is so important to us

- It’s the future of Application Integration
- It’s process driven and enables customers to build process oriented architectures
- It’s at the heart of Oracle’s Application offering
- It’s in our path of international expansion
- It’s in our DNA: being innovative!
In May 2008 Reply capitalized the co-development experience made at Oracle in Redwood Shores setting up an AIA demoground to give customers access to the latest Oracle technologies available.

Order 2 Cash

AIA for CMU

Process Design
Integration Point:

- **Customer**: synchronize new, update, merged and inactivated customer between Siebel CRM and Oracle eBS
- **Products**: synchronize simple and complex (BOM) products from Oracle eBS to Siebel CRM
- **Price List**: synchronize active price list data from Oracle eBS into Siebel CRM
- **Asset**: synchronize new/updated customer owned item instances from eBS into a CRM Asset.
- **Order**: order and quotes synchronization from Siebel Order Capture, and the application creates and fulfills orders in Oracle Order Management.
**Process Integration Pack: O2C Version II**

- **eBusiness Suite 11.5.10 – (then 12.1)**

- **AIA 2.1 on Oracle Fusion Middleware 10.1.3.4**

- **Siebel 8.0.0.2 SIA (then 8.1 SIA)**

**O2C version 2 new features:**

- **Port O2C to ABS Architecture**: O2C2 will use a set of common object architecture.
- **Change Orders**: O2C2 will provide the ability for Siebel to check order level and line level statuses from eBS to determine if any changes (including cancellations) are allowed.
- **Price List Synch**: eBS Advanced Pricing has been integrated into Siebel Order Capture
- **Support for B2C Ordering**: Order booking completed through the web store will be captured within Siebel and fulfilled through Oracle EBS
- **Support for Siebel Quotes**: Users will be provided with the ability to submit an order (to be created within eBS) from within the Siebel Quoting application. In addition, users will be able to do a credit check, estimate shipping charges, ATP check from within the Siebel Quoting application.
Siebel for Communication 7.8.2.6  
(Windows 2003)

AIA 2.0 for communications on Oracle Fusion Middleware 10.1.3.3  
(Linux x86)

Oracle BRM 7.3.1  
(Solaris 10)

Process Integration Pack (PIP):
  - **Order to Bill**: synchronize billing products and discounts, customer data, automates order processing
  - **Agent Assisted Billing Care**: enables Customer Service Representatives (CSR) to retrieve account balances, invoices and unbilled usage data. Enables CSR to adjust and pay for invoices
  - **Revenue Accounting**: moves general ledger data, enables customers to use Oracle General Ledger as an accounting engine on top of the BRM application
Thank you for your attention

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