



enabling the  
real-time enterprise







## **what would you do with real-time information?**

**react more immediately to customers' needs?**

**detect and stop fraud as it happens?**

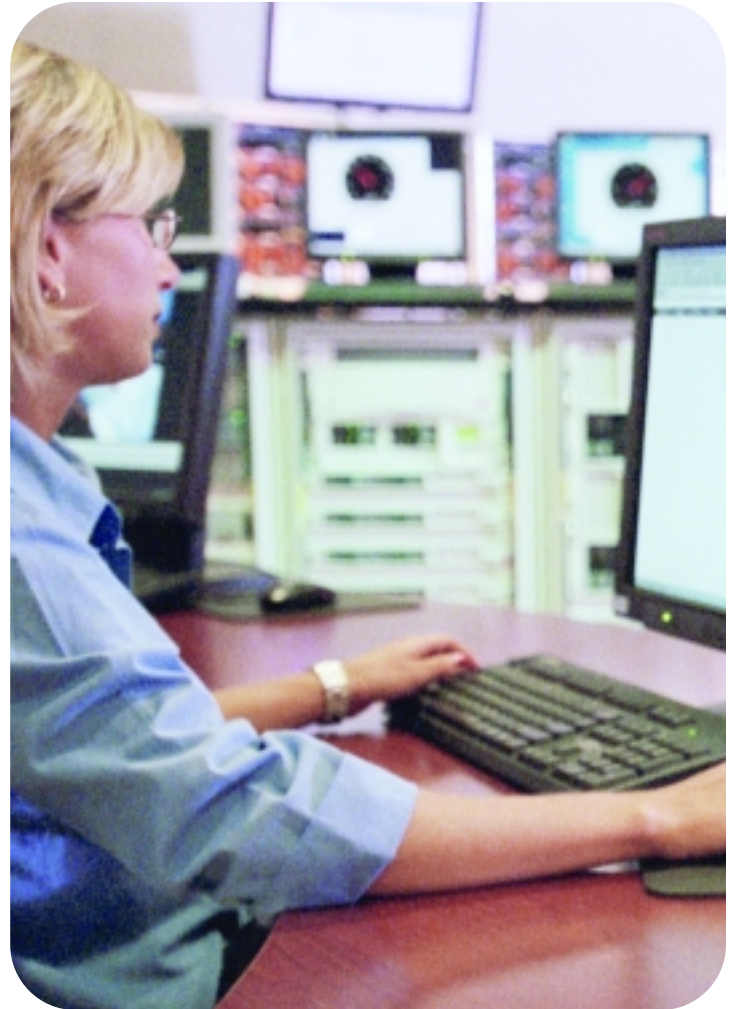
**be the first to identify an emerging market?**

**improve customer experiences?**

**be in better control of your business?**

The real-time solutions for Oracle9i Real Application Clusters (RAC) is an architectural framework and a set of components designed to enable the rapid deployment of high value real-time enterprise-wide applications focused on solving key business issues such as customer retention, fraud, improved customer satisfaction and supply chain optimization.

## real-time information. immediate business advantage.

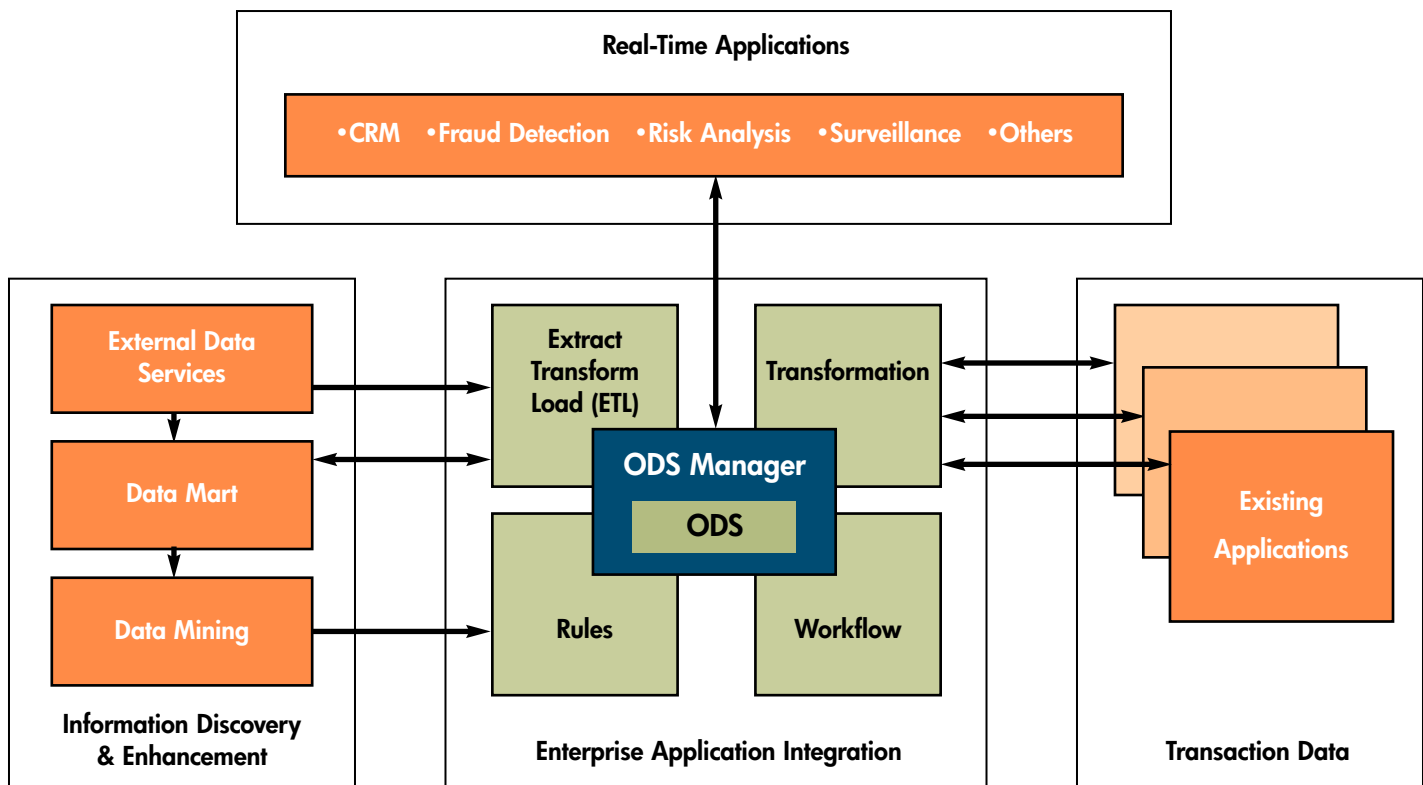


Now your business can have access to all of its information, all of the time, in real-time—so it's always ready to take profitable action—with HP Real-Time Solutions for Oracle9i RAC. At the heart of your real-time solution is a customized Operational Data Store (ODS) which bridges the information gap between your operational systems and your data warehouse. Your ODS brings all of your relevant data together—integrating applications and information in real-time to provide your business with critical knowledge as it's generated.

- Synchronizing information across your operational systems
- Delivering a real-time integrated view of your business
- Improving information quality and availability for more intelligent decision making
- Driving action and applying business policy to respond to events and opportunities intelligently, quickly and flexibly

HP patent-pending software allows both decision support and business critical systems to directly access the ODS because your real-time ODS supports 1000s of inserts and updates and 100s of queries per second simultaneously. The result? A sustained level of service that ensure critical business data is always captured in real-time.

Not only does HP real-time technology accelerate your company's access to information—it helps enable it to use time for competitive advantage.



The foundation of every real-time solution is a highly scalable Operational Data Store that's coupled with both enterprise applications and business intelligence tools. Updates to application data are immediately available to both analytic and operational systems as needed, enabling real-time response to events, customer inquiries, or changes in business conditions.

*"Knightsbridge is ready to deliver real-time integration projects based on the work HP has done to support high volume mixed workloads on Oracle databases. This unique capability provides the underpinning to build high value real-time applications targeted at key business problems such as customer loyalty, revenue maximization, fraud detection and elimination and real-time risk evaluation"*

— Faisal Shah, Chief Technology Officer, Knightsbridge Solutions LLC

### real-time fraud detection

To prevent loss from fraud, telecommunications service providers need the ability to detect fraud as it's happening—not hours or days later. A real-time ODS solution continuously compares each customer's profile with their calling activity. So if a suspicious deviation occurs, the system can automatically notify a human agent to follow-up with that customer—increasing profitability and improving customer service.



## the right architecture for real-time action.



The HP real-time solution platform combines HP's proven, high-performance operating systems and hardware with Oracle's powerful database and other software tools.

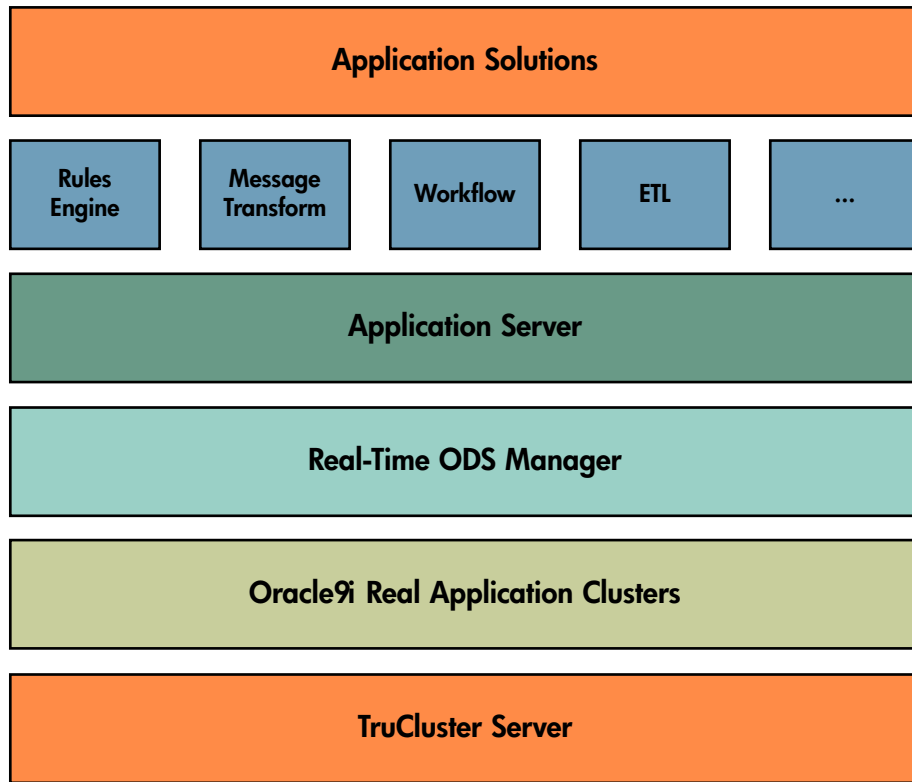
Your customized ODS is built on HP Tru64 UNIX®-based AlphaServer systems\* utilizing HP's advanced cluster technologies and innovative ODS designs. HP's patent-pending Real-Time ODS Manager software provides the transaction management, database management and application interfaces required to achieve a sustained level of service for a high performance Operational Data Store on TruCluster servers. The HP Real-Time ODS Manager works with both the Oracle9i database (including Oracle9i Real Application Clusters) as well as Oracle8i databases (including Oracle Parallel Server).

The solution platform has been architected to ensure that, as the scope and utilization of your ODS grows, both scalability and management cost requirements are met. The unique dynamic extensibility feature of the HP implementation of Oracle9i RAC allows you to start small and smoothly scale as transaction and query volumes increase. HP's TruCluster server software enables you to manage multiple systems as easily as one—increasing productivity and reducing operation costs.

Additionally, HP and Oracle provide complete lifecycle consulting services and support, with a single point of contact. And our certified configurations, built to your specific requirements, are pre-installed, pre-tuned and fully stress-tested at the factory.

- Making clustered database platforms surprisingly easy to acquire, deploy, manage and expand
- Offering the lowest total cost of ownership
- Providing a high-performance level of availability with 99.999% uptime.
- Delivering all the scalability, availability, manageability and performance your enterprise demands in today's "always-on" world

\*Port to HP-UX available by December, 2002



HP builds your real-time solution on an open integration platform that enables enterprise application integration (EAI) with your ODS—to deliver all of the power and performance you need in a real-time business environment.

## rule-based actions

A banker's window of opportunity for responding to customer interactions has never been smaller. But real-time solutions allow you to instantly identify and respond to transactions with the characteristics you specify. If a customer with a fixed-term certificate visits the disbursement instructions page of your site before their certificate has reached maturity, they can receive an offer to roll that deposit at competitive rates. Or if an extremely profitable customer makes a credit card transaction that's over their limit but under a specified amount, the transaction can be accepted to avoid embarrassing the customer.

**the partnerships  
to revolutionize  
your process.**



To ensure you get the most effective real-time solution for your specific business needs, HP works in partnership with industry-leading system integrators and major software companies. Our ISV partners create the applications and tools that allow you to best leverage the power of real-time systems—from rules management and message transformation, to ETL and workflow. Our ISV partners are market leaders—some of whom you may already utilize, enabling you to lower implementation costs and speed time to solution.

HP Services provides consulting on HP products, and also teams with leading consultants who can re-engineer your business processes as necessary to develop and implement your strategic real-time information management system. We also work with leading system integration partners that specialize in real-time software frameworks for UNIX systems.

HP has the technology, the partnerships and the services in place to support your most demanding real-time business environment. And we'd like to show you how HP real-time solutions can close your information gap and bring real-time insight and action to your business. To find out more, talk to your HP sales representative, or visit:

[www.compaq.com/solutions/showroom/realtime-oracle.html](http://www.compaq.com/solutions/showroom/realtime-oracle.html).



**Rules Management:** HNC Software Inc.

**Message Transformation Service:** Mercator Software, Inc.

**Workflow Service:** IONA Technologies,  
SeeBeyond, webMethods

**Persistent Router:** Talarian

**High Performance ETL:** Ascential Software,  
Informatica Corp.

**Application Integration Adapters:** Actional

**Application Server:** BEA, IONA Technologies, Oracle

**Data Mining:** SAS Institute

**Data Cleansing, De-duplication:** Ascential Software,  
Acxiom Corporation,  
Trillium Software

**OLAP, Query, Broadcast:** MicroStrategy

**Campaign Management:** Protagonia Worldwide, Unica

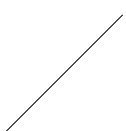
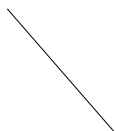
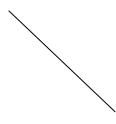
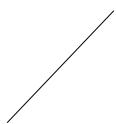
**Customer Data Integration Services:** Acxiom Corporation

**HP works hand-in-hand with independent software partners  
who deliver best-of-breed applications that give you  
a real-time business advantage.**

## personalized customer offers

In the real-time retail world, campaigns can be targeted to a precisely tailored offer that is both relevant and timely to a particular customer. Suppose a customer recently purchased a flat screen television on the Web. The system can track the customer's activity and add it, along with data from any previous visits, to their profile. The next time the customer interacts with the retailer on the Web, at the call center, or in the brick-and-mortar store, the sales representative (or application) can be prompted in real-time, based on the profile information, to take the most appropriate action. For example, they could offer items to expand and enhance the customer's television viewing experience—a DVD player, a home theater package, and so on. Whether it's cross-sell, up-sell, extending credit or any number of other customer benefits, real-time retail can improve customer service and profitability.

To find out more about the power of real-time solutions,  
talk to your HP sales representative, or visit:  
[www.compaq.com/solutions/showroom/realtime-oracle.html](http://www.compaq.com/solutions/showroom/realtime-oracle.html)



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solutions/showroom/  
realtime-oracle.html](http://www.compaq.com/solutions/showroom/realtime-oracle.html)

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