



COLLABORATE 13

TECHNOLOGY AND APPLICATIONS FORUM
FOR THE ORACLE COMMUNITY

**We are presenting at
OAUG Collaborate 2013**

Wednesday April 10, 2013 1:00PM - 2:00 PM
Denver, Colorado

Using Application Development framework(ADF) user experience On existing Oracle e-business suite

Presented by:

Milind Gokarn, Karthik Rajan, Savinder Juneja
Selectiva

Business users (finance, operation and sales team) would like to have better usability of the user experience in High-tech and whole sale distribution industry so that they would focus more on their customers and value added reseller (VAR) satisfaction, better incentive programs and pricing deals so to broaden the opportunity on their existing product line businesses. IT managers would like to use their existing infrastructure, manage their existing heterogeneous system and leverage the investment done.

Objective 1: Better usability and user experience by using fusion middleware component technology ADF

Objective 2: ROI for existing IT infrastructure Oracle ebusiness suite and fusion middleware

Objective 3: Seamless integration of Oracle e-business suite and fusion middleware component technology ADF

Objective 4: Role and Responsibility model of oracle ebusiness suite intact and leveraged on ADF component

Objective 5: Benefit for business users (finance, operation and sales team).



Selectiva Systems, Inc.
2051 Junction Ave
Suite 225/215
San Jose, CA 95131

Tel - (408) 627.6464
Fax - (408) 627.6464
Email - info-sjc@selectiva.com