ORACLE

Ralph Menzano

Executive Director

Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decision. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

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Oracle in the Transportation Industry

Ralph Menzano

Executive Director, Transportation

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ralph.menzano@oracle.com

- ✓ Former SEPTA CIO/VP of Technology
- ✓ Former CIO/VP of Technology, JP Morgan Chase Bank, GM, St. Gobain
- ✓ BA, MBA Villanova
- ✓ Gartner cover story
- ✓ Chair APTA IT Committee
- ✓ Adjunct Professor at Univ. of Penn.
- ✓ Board Member, Villanova University

Memberships:

AASHTO The Voice of Transportation

AAMVA

AAPA American Association of Port Authorities

IBTTA International Bridge, Tunnel and Turnpike Association

ACI North America Airports Council International

KCP

Certified Computing Professional

Author of "Making IT Happen"

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Oracle Travel and Transportation Industry Definition

Aviation

- Airlines
- Airports
- Air Cargo

Ports & Shipping

- Ocean Carriers
- **Seaports**
- Shipyards

Roadways

- Buses
- 3PLs
- Postal
- Trucking
- Intermodal
- Distribution
- DOTs/DMVs
- Toll Roads

Rail

- Freight
- Railroads
- Inter-City Passenger
- Railways
- Mass Transit
- Light Rail

Hospitality

- Travel Agencies
- Tourism
- Hotels
- Casinos
- GDS/CRS
- Car Rentals
- Cruise Lines

Mission: Establish Oracle as the leading provider of enterprise business and infrastructure software and hardware to the Travel and Transportation Industry.

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Oracle in Public Sector Transportation Market Pervasiveness

50 of the Top 100 North American Airports Run Oracle Applications

30 of the Top 40 North American Transits Run Oracle Applications

23 of the 50 State Highway Departments, 11 of top 20 Toll Roads Run Oracle Applications

12 of the Top 20 North American Seaports Run Oracle Applications

Federal Departments of Transportation Including FRA, FAA, FHWA, FMC, FTA, & **Transport Canada** Run Oracle Applications

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Oracle in Ports & Shipping

3 of the top 5 port operators owning more than 100 ports run Oracle Applications

7 of the top 10 ports run Oracle Applications

7 of the top 15 shipping companies run Oracle Applications

8 of the top 10 ports run Oracle Technology

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Oracle Acquisitions

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Managing WITH IT in the Public Sector

-- Course for University of Pennsylvania,

-- Fels School of Government

Outline:

Why was course deemed necessary?

Planning for IT Success

Justifying IT Projects

Techniques for IT Achievements

CENTER FOR DIGITAL GOVERNMENT
www.centerdigitalgov.com

23 States Ranked in Fortune 100 (in 2006)

1. Wal-Mart Stores $288
2. Exxon Mobil $270
3. General Motors $193
4. Ford Motor $172
5. General Electric $152
6. Chevron Texaco $147
7. Conoco Phillips $121

CALIFORNIA ($112)

8. Citigroup $108

NEW YORK ($107)

9. Amer. Intl. Group $98
10. Intl. Business Mach. $96
14. Verizon Comm. $71

TEXAS ($69)

FLORIDA ($61)

20. JP Morgan Chase $56

OHIO ($54)

PENNSYLVANIA ($52)

30. Johnson & Johnson $43

ILLINOIS ($43)

MICHIGAN ($41)

45. Sears Robuck $36

MASSACHUSETTS ($34)

NORTH CAROLINA ($32)

GEORGIA ($32)

54. Walt Disney $30

VIRGINIA ($30)

NEW JERSEY ($27)

MARYLAND ($26)

WASHINGTON ($26)

WISCONSIN ($26)

76. Honeywell Int'l ($75)

TENNESSEE ($25)

78. Fedex $24

MINNESOTA ($24)

INDIANA ($21)

OREGON ($21)

ALABAMA ($21)

90. MCI $22

KENTUCKY ($20)

Source: Center for Digital Government fiscal year 2005-2006 estimates; The 2005 Fortune 500

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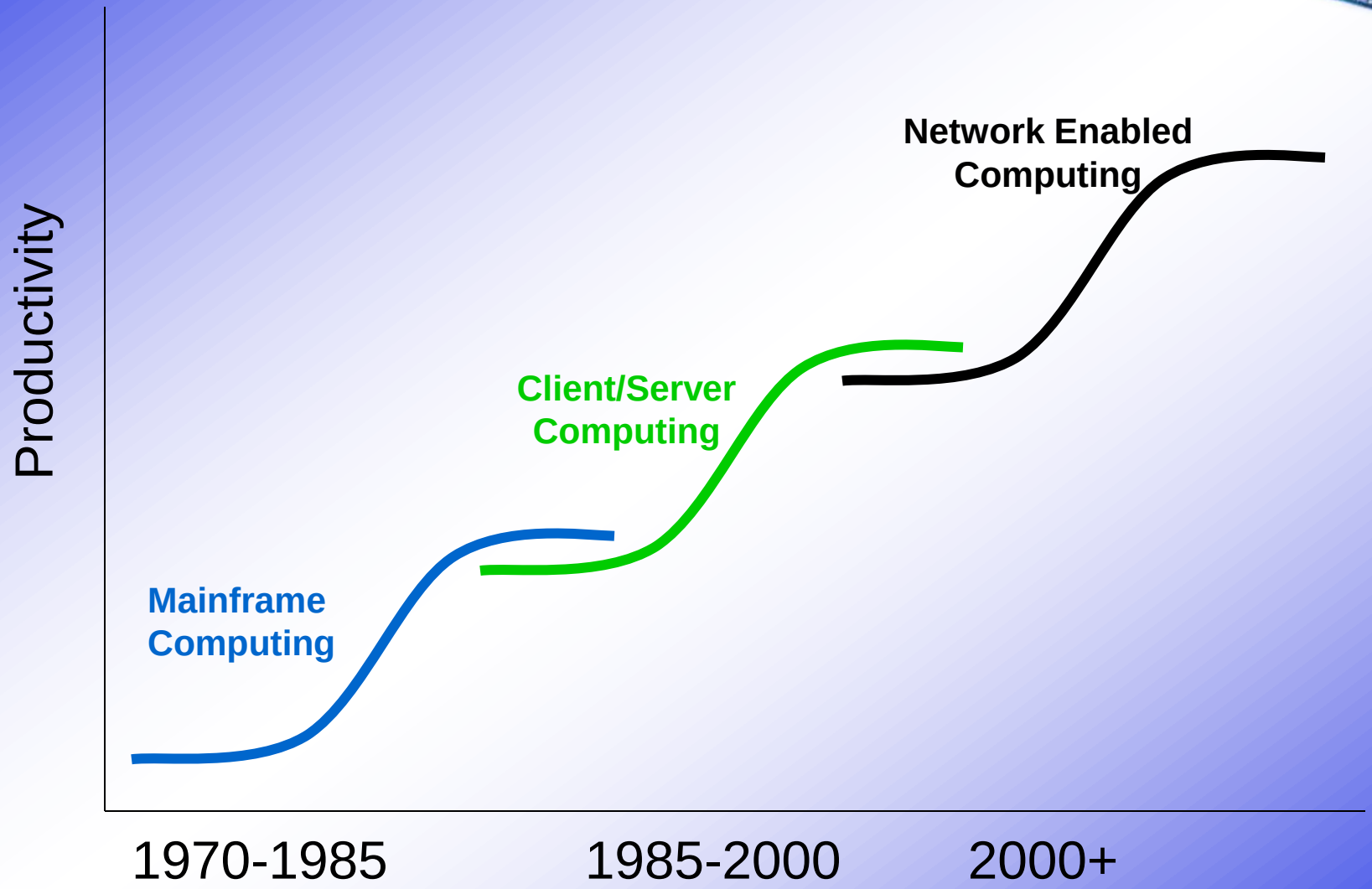
Evolution of Ideas in Business

Time

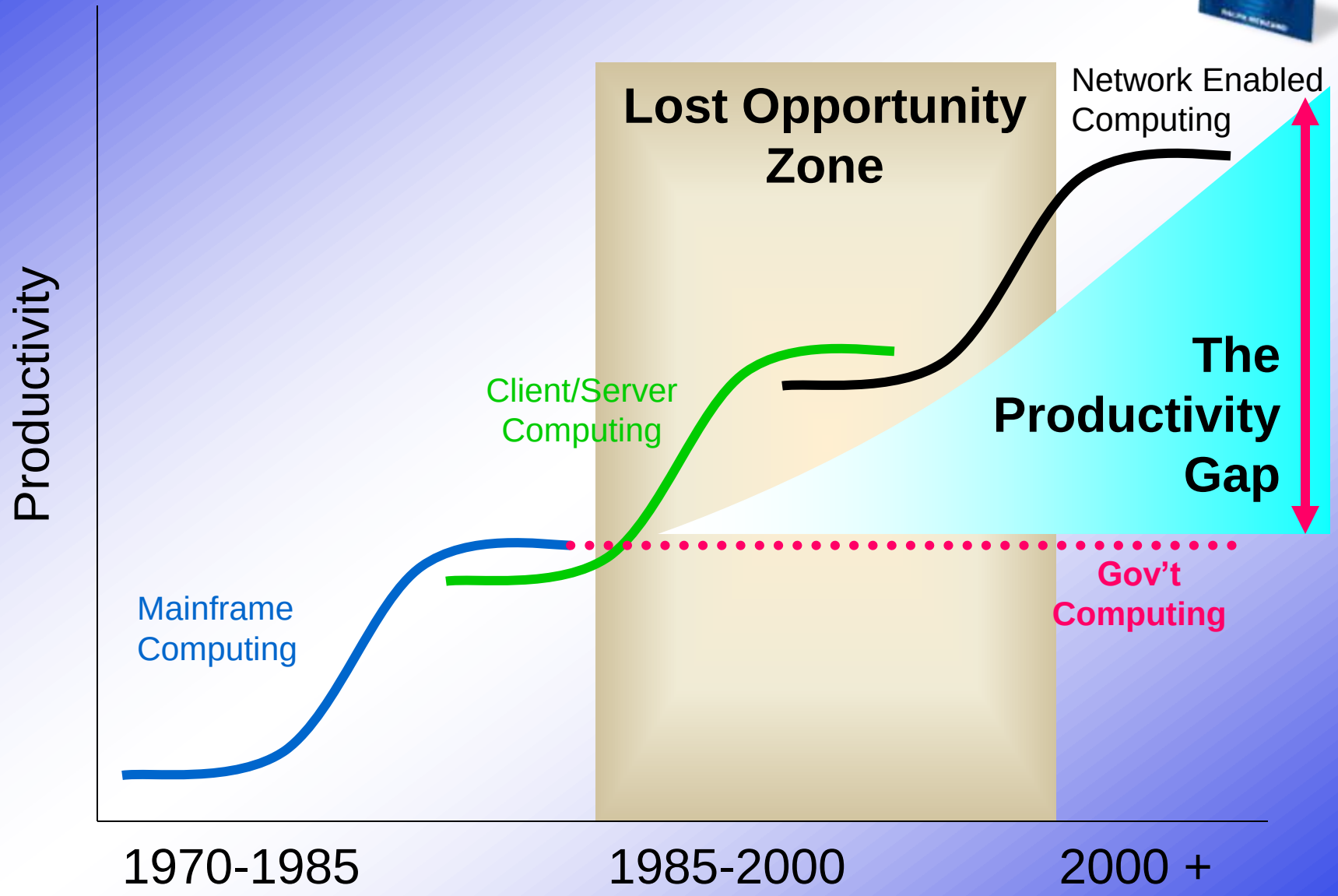
Breakaway Opportunity	Competitive Opportunity	Competitive Necessity	Operational Necessity
Pioneer	*Early Adopter*	*Mainstream*	*Cookbook*
- High Risk - Long time to implement - ***Potential*** ROI	- Moderate Risk - Moderate time to implement - ***Proven*** ROI	- Low Risk - Short time to implement - ***Moderate*** ROI	- No Risk - Implement for survival - ***Negative*** ROI if not done
Example - PC's in 1985	***Example*** - PC's in 1990	***Example*** - PC's in 1995	***Example*** - PC's in 2000

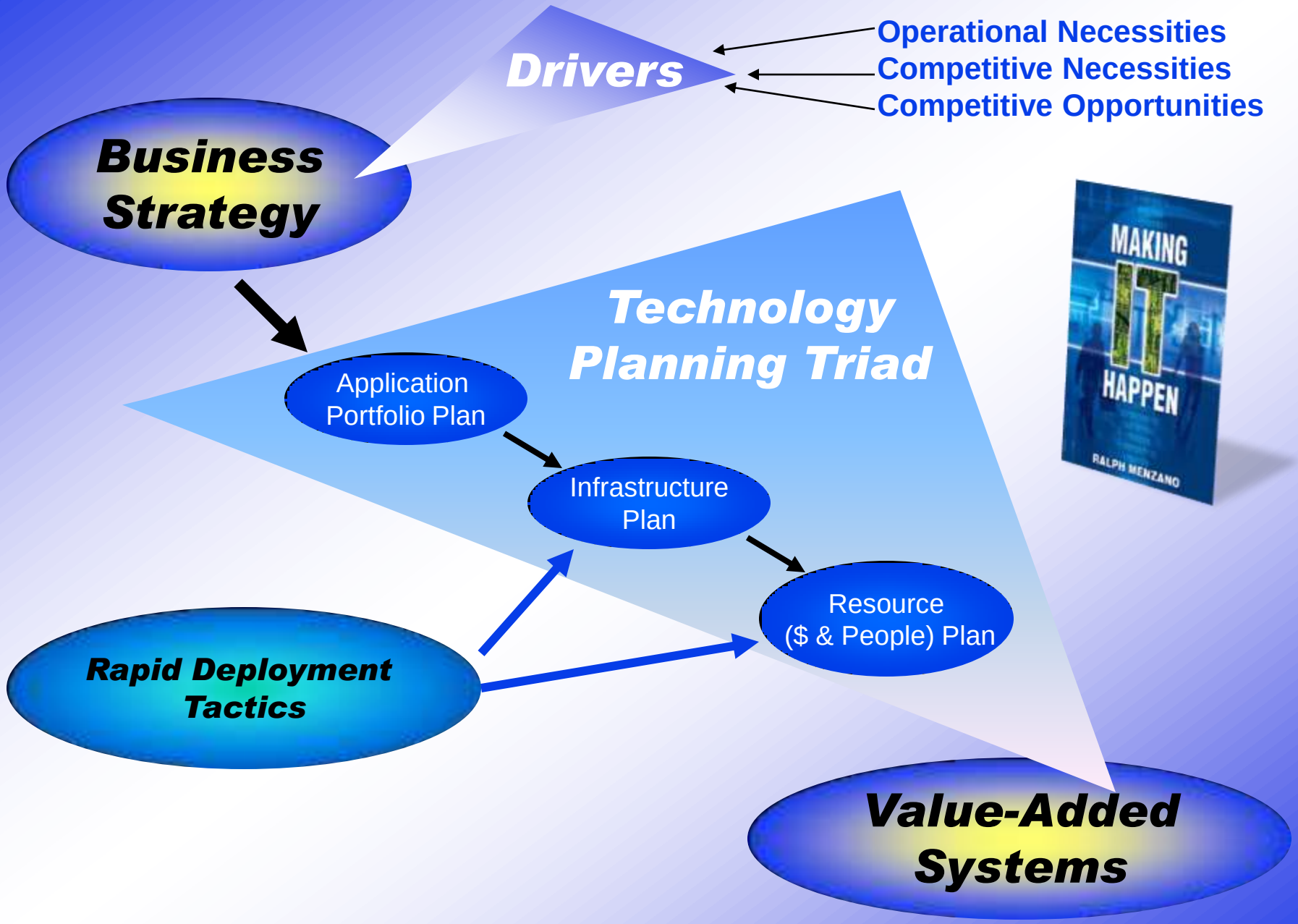
Source: ***Competing in Time: Using telecommunications for Competitive Advantage*****, Peter G. W. Keen, 1986/1988, Ballinger, Cambridge, MA**

Evolution of Computing Technology

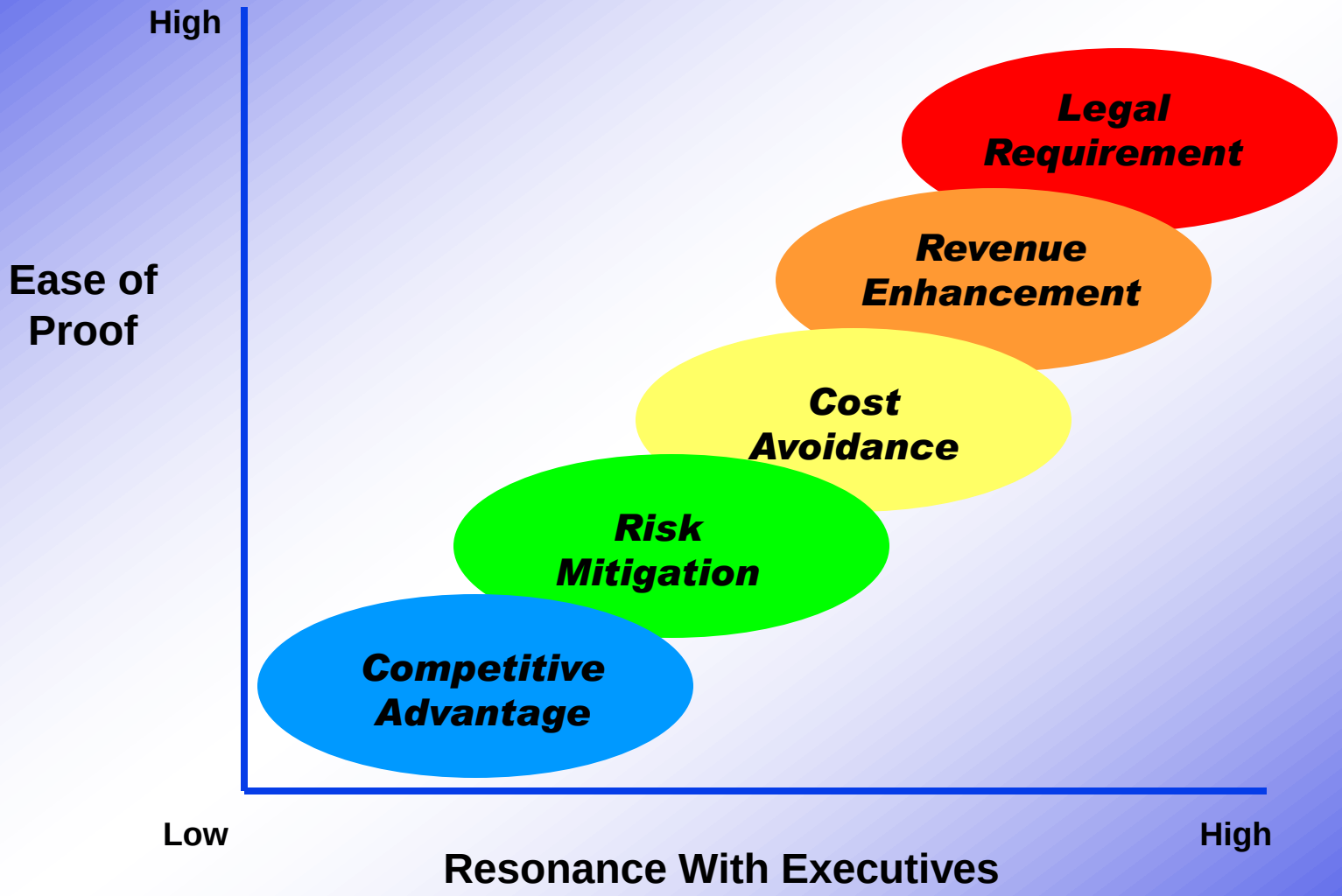


Technology In The Transit Industry

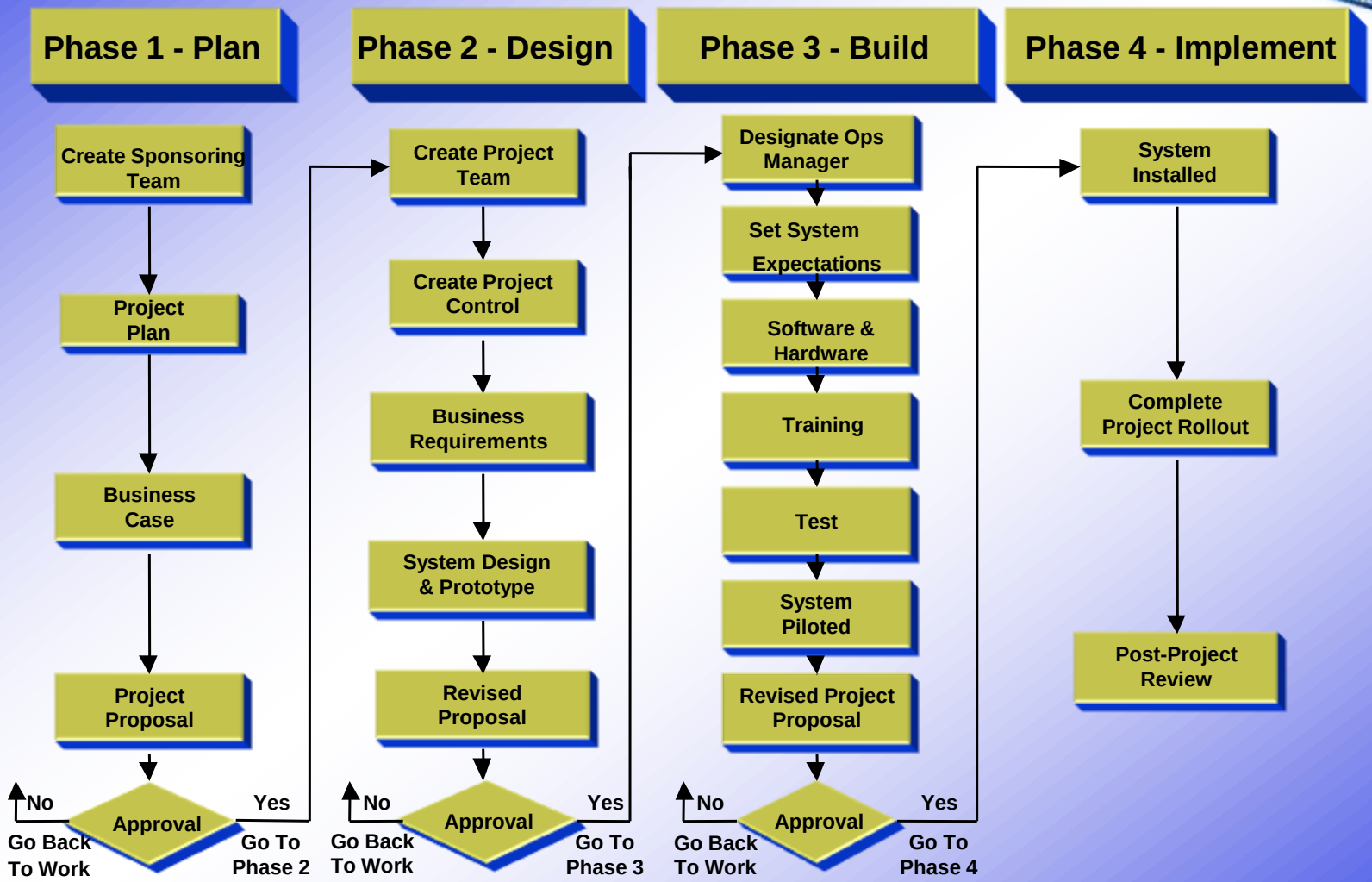



Drivers
Operational Necessities
Competitive Necessities
Competitive Opportunities
Business Strategy
Technology Planning Triad
Application Portfolio Plan
Infrastructure Plan
Resource ($ & People) Plan
Rapid Deployment Tactics
Value-Added Systems
MAKING IT HAPPEN
RALPH MENZANO

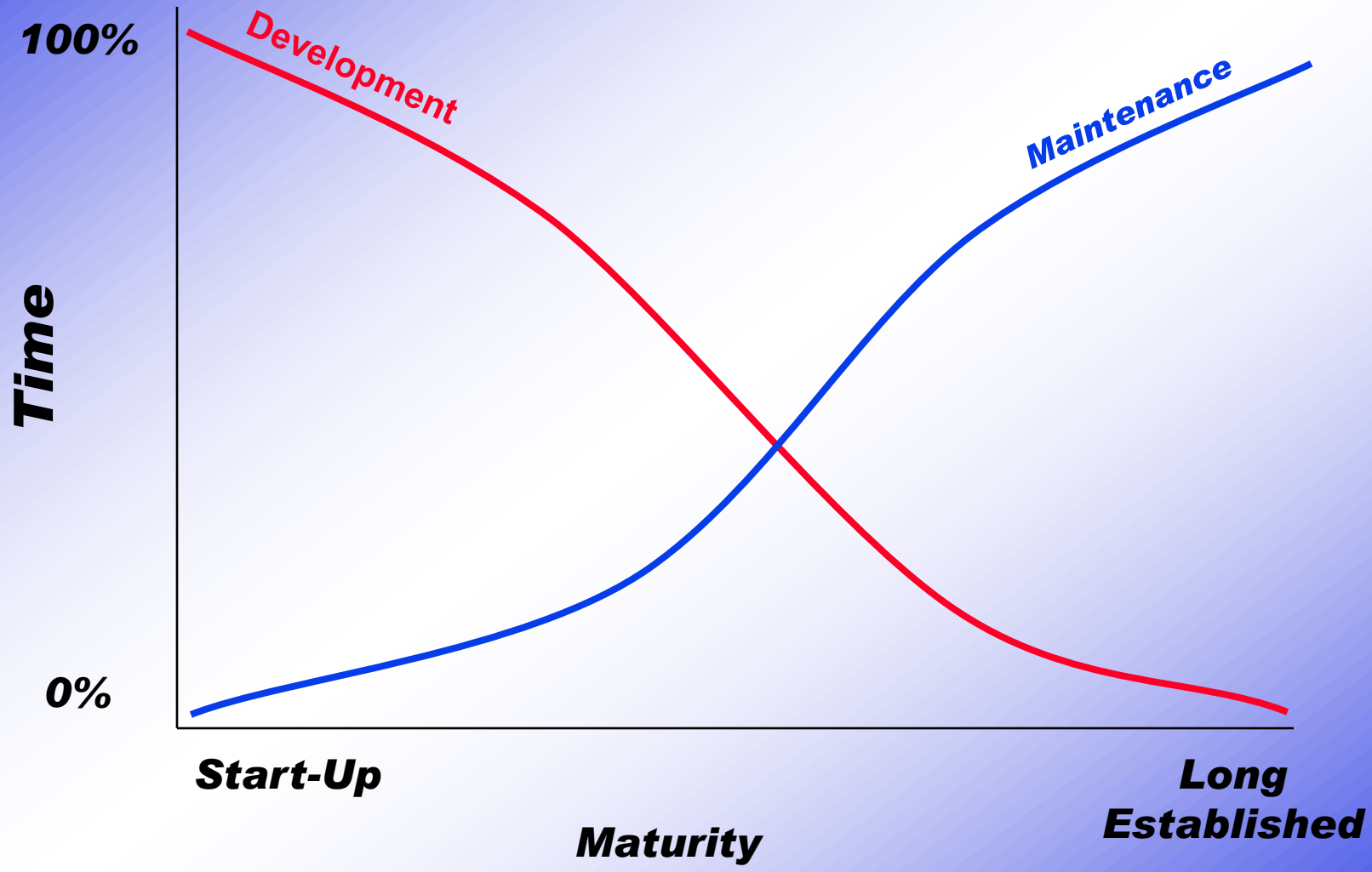
Business Justification of IT Projects



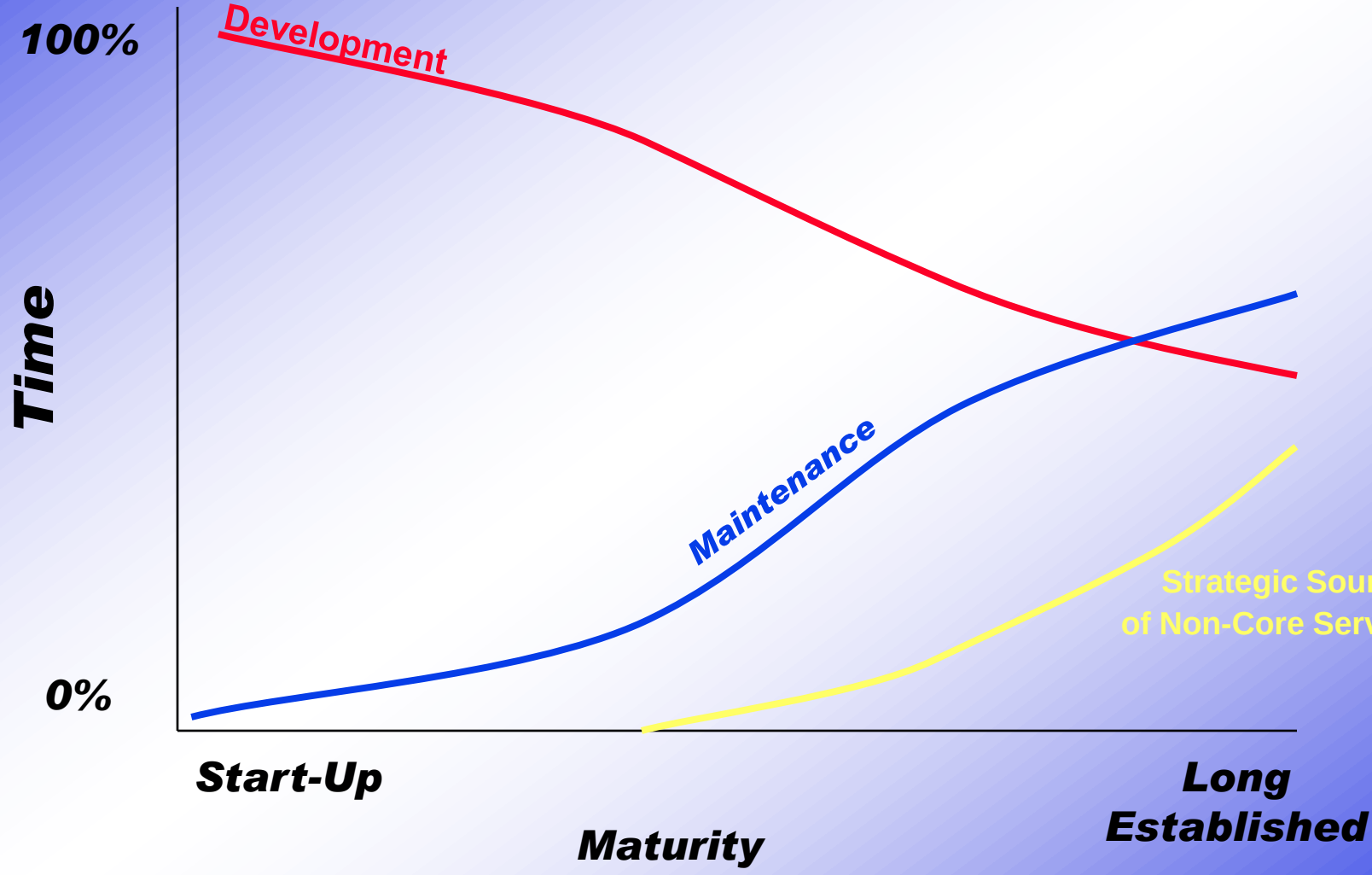
System Development Methodology



The Maintenance Paradox



Solution to the Paradox…
Strategic Sourcing



Strategic Sourcing Techniques

- Piggyback Procurements
  - *State Contracts -- Competition Managed by Commonwealth of Pennsylvania; eliminate the need for internal attorney oversight*
- Commercial Off-The-Shelf Software
  - *Development effort "Outsourced" to Commercial software house*
- Fully Loaded Hardware Purchase
  - *Includes Set-Up, Migration, Maintenance, & Disposal*
- Internship Programs
  - *Staff Augmentation In Exchange For Workplace Experience*
- General IT Blanket Contracts
  - *On-Demand Staff Augmentation Without Long-Term Commitment*
- Managed Services
  - *Web Site Hosting, Application Service Provider's, Public Infrastructure*

Managing WITH IT in the Public Sector

-- Course for University of Pennsylvania,

-- Fels School of Government

What's Next ????

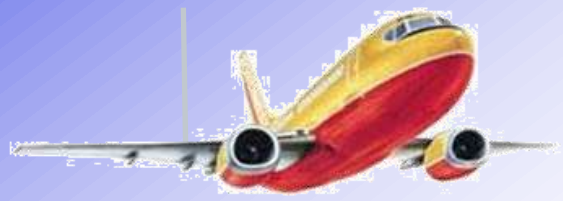
-- Business Intelligence

-- Enterprise Content Management

-- Enterprise 2.0

9/11 Crisis in the Airline Industry

Southwest Airlines adapts with Oracle BI



83 million passengers a year

63 destinations

3300 flights a day

Needs

- Determine how long cash balances of $1 billion would last – immediately
- Develop capital spending plans and 15 month rolling forecasts in 1 day
- Create business cockpits for executives and other functional areas to track key metrics

After

- Ability to forecast within 2% of outcome, providing top-bottom and bottom-top analysis
- Analysis provided comfort level (no employees laid off; no need for government loans)
- **Finance moved to spending 10% accumulating data and 90% analyzing (75% / 25% before)**

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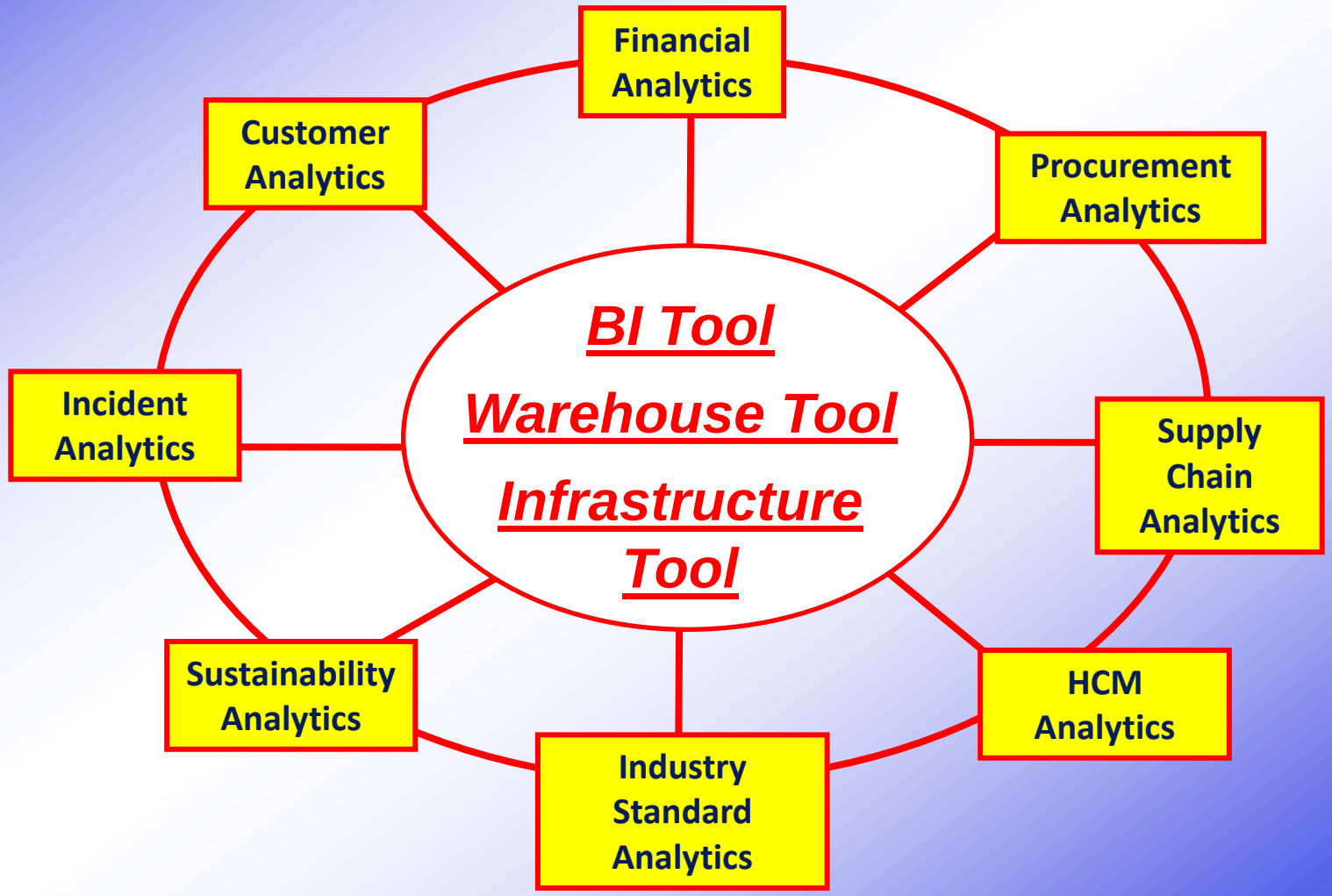
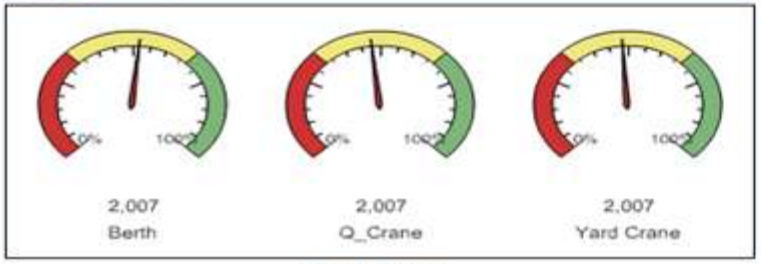
The Manifestation of "Accountability & Transparency" in Public Sector Transportation



Operations KPI using OBIEE – Terminal Processes

Daily Utilization



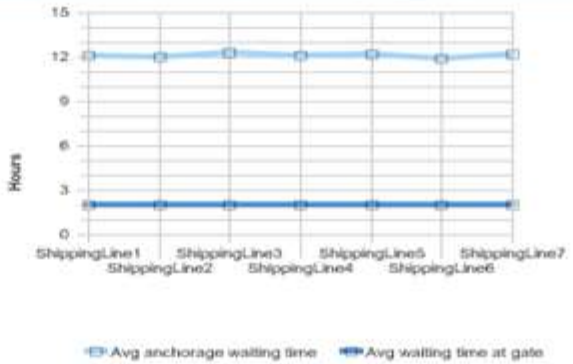
Modify - Refresh

KPI

KPI Type	KPI Catagory	Actual	Target	Indicator
Deployment Ratio KPI	Q Crane / Vessel	6.00	0.00	
	Trucks / Vessel	4.67	0.00	
	Workers / Vessel	3.00	0.00	
	Yard Crane / Vessel	3.00	0.00	
Productity KPI	Average Gate Rate	43.11	41.91	
	Average Q Crane Rate	26.78	27.69	
	Average Truck Rate	4.78	5.22	
	Average Yard Crane Rate	31.08	30.00	
	Operation Cost	3004.63	0.00	
Utilization KPI	Berth Utilization	0.64	0.16	
	Q Crane Utilization	0.82	0.49	
	Truck Utilization	0.44	0.21	
	Yard Crane Utilization	0.32	0.52	

Modify - Refresh - Print - Download

Avg. Waiting Time by Shipping lines



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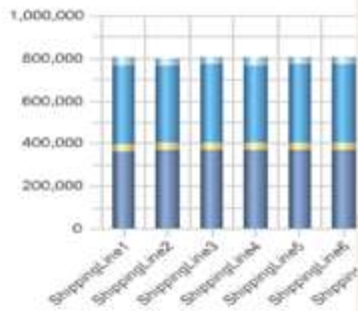
Departures and Arrivals



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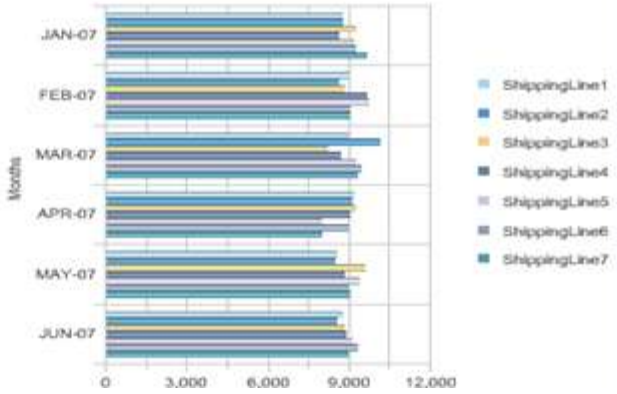
Port Calls by Shipping lines

Graph Select Bar



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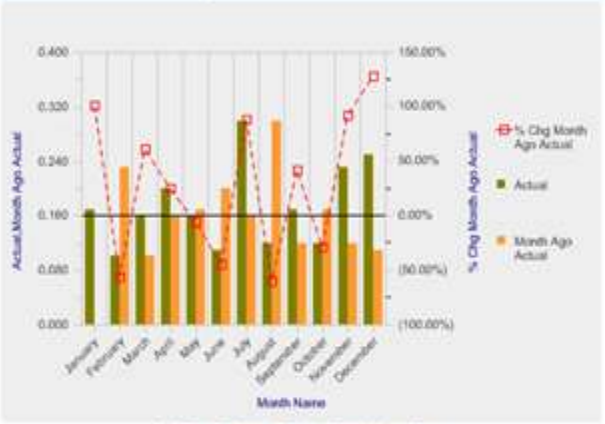
Operations KPI using OBIEE – Terminal Processes

KPI Monitoring
Time run: 1/30/2008 9:47:13 PM

Fact Mot Kpi		KPIs		
Mot Type	Kpi Desc	2007 Target	YTD Actual	Indicator
Reservation	Abandoned Rate	5%	16.51%	
	Booking Accuracy	100%	99.00%	
	Complaints resolved on time	24%	27.96%	
	Rollovers	0%	1.30%	
	Service level	85%	74.28%	
MT Release	Availability of CHE	88%	90.00%	
	Availability of MT containers	100%	100.00%	
Container Collection/Receipt	Availability of CHE	88%	90.00%	
	Average truck turn-around time	30%	26.03%	
	Complete and accurate validation of all documents during tagging/clearing	100%	99.95%	
	Container Pick-up and delivery served on-time	100%	92.62%	
Load Planning	On-time submission of loadlist	100%	93.86%	
	On-time transfer of containers based on loadlist	100%	99.98%	
Container Loading	No. of shut-outs/shut-ins	0%	0.02%	
	On-time submission of accurate VAR	100%	99.97%	
	Scanning accuracy	100%	99.41%	
Cargo Documentation	Accurate generation of BL	100%	99.59%	
	Accurate submission of manifest	100%	99.92%	
	On-time submission of VAR	100%	99.97%	
Vessel Discharge	On-time departure of vessels	100%	99.92%	

Port Revenue Month vs Month Ago



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Port Revenue Target vs Actual
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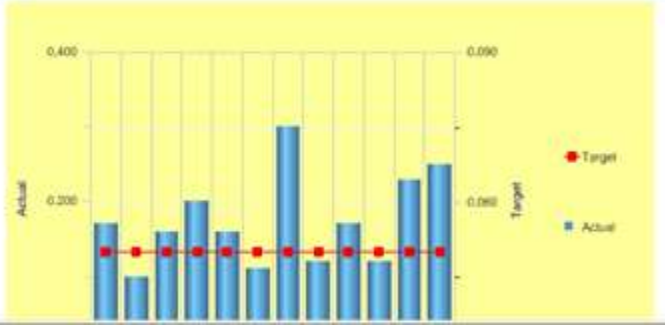

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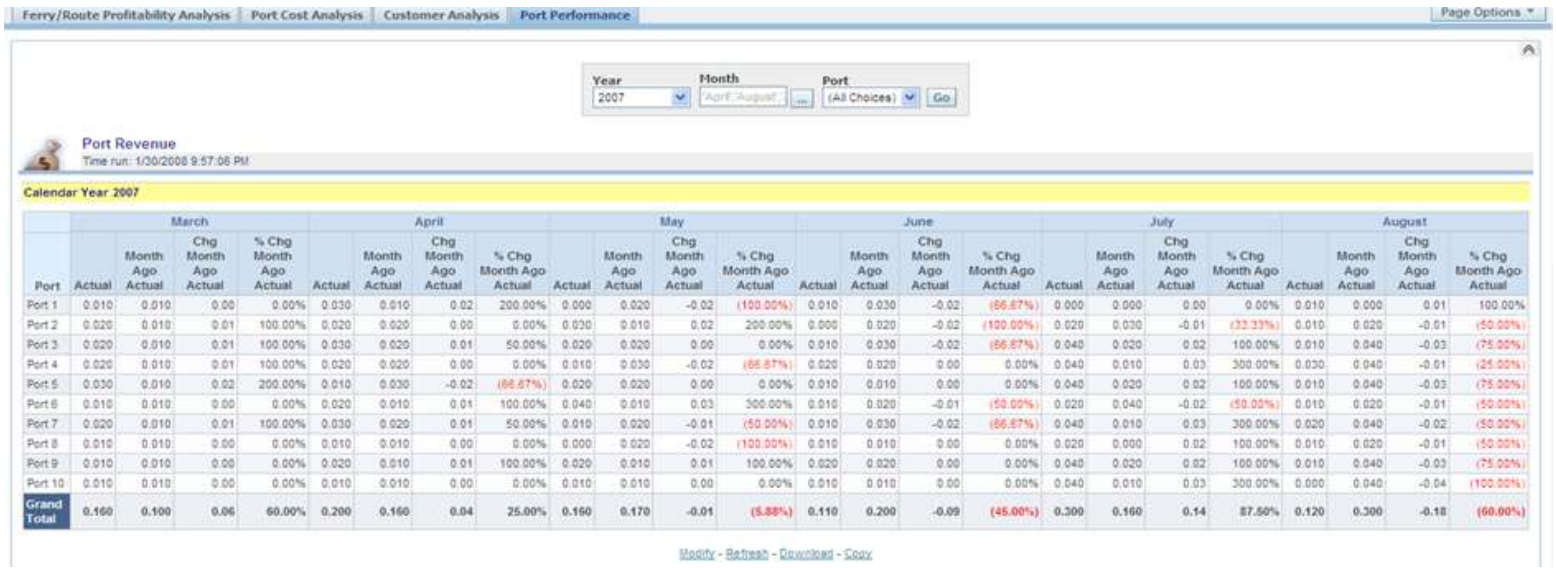
Port Cost Analysis



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Port Customers Analysis

Ferry/Route Profitability Analysis | Port Cost Analysis | Customer Analysis

Page Options

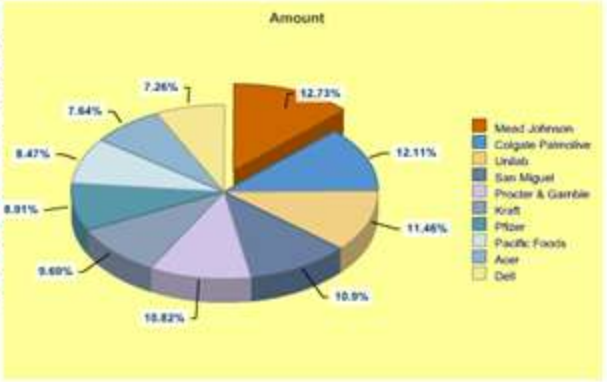
Year	Month	Customer	Transaction Type	
2007	(All Choices)	(All Choices)	(All Choices)	Go

Top 10 Customers

Time run: 1/28/2008 7:35:15 PM

No. 1- Mead Johnson, sales a

Customer	Amount
Mead Johnson	888,001
Colgate Palmolive	844,230
Unilab	799,201
San Miguel	759,807
Procter & Gamble	754,801
Kraft	675,384
Pfizer	621,601
Pacific Foods	590,961
Acer	532,801
Dell	506,538



Top 10 Customers Across Months

Customer	JAN-2007	FEB-2007	MAR-2007	APR-2007	MAY-2007	JUN-2007	JUL-2007	AUG-2007	SEP-2007	OCT-2007	NOV-2007	DEC-2007	Amount Total
Mead Johnson	80,000	76,000	68,400	82,091	76,340	67,170	70,000	73,000	76,000	80,000	68,000	71,000	888,001
Colgate Palmolive	74,000	70,310	63,280	75,920	70,600	62,140	68,000	70,000	68,000	80,000	70,000	74,000	844,230
Unilab	72,000	68,400	61,560	73,682	68,706	60,453	63,000	65,700	68,400	72,000	61,200	63,900	799,201
Procter & Gamble	68,000	64,600	58,140	69,777	64,889	57,095	59,500	62,050	64,600	68,000	57,800	60,350	754,801
San Miguel	66,600	63,279	56,934	68,328	63,540	55,926	61,200	63,000	59,400	72,000	63,000	66,600	759,807
Kraft	59,200	56,248	50,608	60,736	56,480	49,712	54,400	56,000	52,800	64,000	56,000	59,200	675,384
Pfizer	56,000	53,200	47,880	57,464	53,438	47,019	49,000	51,100	53,200	56,000	47,600	49,700	621,601
Pacific Foods	51,800	49,217	44,282	53,144	49,420	43,498	47,600	49,000	46,200	56,000	49,000	51,800	590,961
Acer	48,000	45,600	41,040	49,255	45,804	40,302	42,000	43,800	45,600	48,000	40,800	42,600	532,801
Dell	44,400	42,186	37,958	45,552	42,360	37,264	40,800	42,000	39,600	48,000	42,000	44,400	506,538
Grand Total	620,000	589,040	530,060	636,149	591,577	520,599	555,500	575,650	571,800	644,000	555,400	583,550	6,973,324

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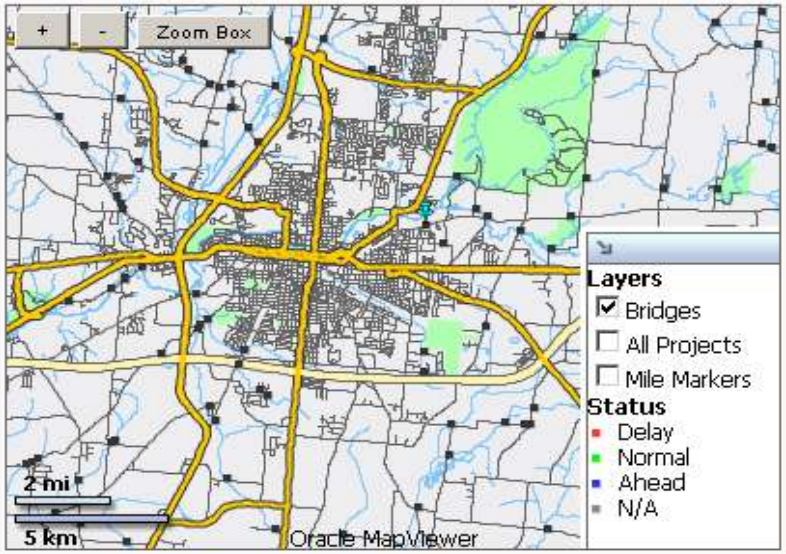

Properties in ROW Transaction

within [ ] ft of [SR-4] from milepoint [ ] to [ ] Go

Bridges

select by [Click] Go

Reset Map

Welcome | Search

Bridge: 1063

See All Content

Construction | Contracts | Administration

Policy | CAD Drawings | Alerts

Bridge: 1063
Title: XL2575 update
Author: sysadmin

View Document

Check Out and Open | Launch AutoView

Done

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Questions..

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