

With ARIS Tool, Oracle Seeks to Compete as BPM Suite Provider

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IDS Scheer's ARIS business process analysis tool will add a key component to Oracle's Fusion Middleware and will advance Oracle's efforts to compete as a provider of business process management suites.

NEWS ANALYSIS

Event

On 2 August 2006, Oracle announced that it will partner with IDS Scheer through an original equipment manufacturer (OEM) agreement on the leading business process modeling tool, ARIS Platform. ARIS will be part of a new Oracle Business Process Analysis Suite. Oracle Business Process Analysis Suite will be generally available starting in 4Q06.

Analysis

This partnership could benefit customers as well as both vendors. IDS Scheer benefits if Oracle customers that use business process analysis (BPA) tools other than ARIS re-evaluate their current tools and consider switching over. Oracle benefits if having a modeling tool enables its application suites to be implemented more quickly and with a higher success rate than at present.

IDS Scheer is a leader in the BPA tool market and a successful key alliance partner of SAP. However, it has not penetrated the Oracle customer base to the same degree. This partnership could open major opportunities for IDS Scheer to gain royalty revenue, as Oracle and PeopleSoft will deliver application package process models in ARIS (as part of the Oracle BPA Suite) and the robust ARIS capabilities will be added to Oracle Fusion Middleware. This could potentially advance Oracle's efforts to compete in the business process management suite market.

Also, in the future Gartner would expect to see tighter integration between the Oracle BPA Suite and Oracle's development and deployment environments, which would make this relationship strategic to Oracle service-oriented architecture offerings.

Recommendations

- **Oracle customers considering investing in a modeling tool:** Oracle customers will still be able to use other BPA tools — such as ProForma's Provision and Telelogic's System Architect — with Oracle's products as they do today. Standards and Oracle's hot pluggable capabilities ensure this. But if Oracle realizes its strategic plans to integrate and exploit ARIS (as part of the Oracle BPA Suite), customers should evaluate whether switching over to ARIS offers more value.
- **SAP customers:** Consider IDS Scheer as the appointed process modeling tool for SAP. IDS Scheer is now best positioned to become an ad hoc industry standard in the business process modeling sector, though other vendors also could potentially attain that same level of heavy usage in the future.

Analytical Sources: Michael Blechar and Jim Sinur, Gartner

RECOMMENDED READING

- "The Seven Business Process Analysis Scenarios of Focus" — We look at some of the more popular scenarios for acquiring and using BPA tools to support roles or initiatives within enterprises. **By Michael Blechar and Jim Sinur**
- "Magic Quadrant For Business Process Analysis Tools, 2006" — BPA tools continue to grow in importance as business managers and process architects seek to better understand, automate and streamline their business processes. **By Michael Blechar and Jim Sinur**

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