

## **BIAS Corporation Touts Real World Examples of Flexibility and ROI of Service-Oriented Architecture at Oracle OpenWorld**

*Successful implementations with ULT, Nucor Steel offered as case examples to attendees*

San Francisco ([PRWeb](#)) November 12, 2007 -- BIAS Corporation, a leading IT organization providing consulting services for Oracle and Service-Oriented Architecture (SOA) solutions for companies worldwide, will showcase two customer applications of SOA at Oracle OpenWorld in booth 200/212 in Moscone South Hall. Attendees will be guided through a demonstration of the design, development, and implementation process of both solutions, which highlight the use of Oracle® SOA Suite, a component of Oracle Fusion Middleware.

Companies are increasingly addressing the complexity of their application and IT environments with SOA, which facilitates the development of modular business services that can be easily integrated and reused, thereby creating a flexible IT infrastructure. Universal Lighting Technologies and Nucor Steel have both experienced significant return on investment from the BIAS implementation of Oracle Fusion Middleware-based SOAs for their data management needs.

BIAS, an Oracle Certified Advantage Partner, boasts some of the industry's leading referenceable Oracle SOA Suite implementations. "The OracleSOA Suite allowed us to integrate disparate systems quickly and seamlessly, creating a measurable return on investment for our clients," said John Ezzell, BIAS Corporation Vice President. "In addition, these customers benefit from our strategic relationship with Oracle, which equips us with advanced product education, direct line contact to Oracle product managers, and Tier 1 support for customer implementations. As a result, our customers can redirect their IT organization to focus more resources and budget on innovation and delivering new business services."

### **Nucor Steel Solution: Free Flow of Information between Disparate Systems**

Nucor Steel, one of the country's largest providers of steel, turned to BIAS to help integrate their financial system with their manufacturing application, allowing an invoice to be generated automatically when a coil of steel was created. Prior to the implementation of SOA, the process was done manually, which was not only susceptible to errors, but also offered little in the way of business intelligence and performance tracking. Nucor further wanted to synchronize the financial and manufacturing systems with their help desk application in real time so service requirements could be more efficiently managed. BIAS implemented a SOA using Oracle SOA Suite to integrate these systems, allowing information to flow freely between them. The new SOA-based system had the triple benefit of offering more accurate data, quicker resolution to issues, and a flexible platform for their future architecture.

### **Universal Lighting Technologies - Real Savings, Real Fast**

Universal Lighting Technologies, the global leader in ballasts and controls for commercial lighting applications, likewise turned to BIAS for a flexible IT infrastructure. BIAS implemented Oracle SOA Suite with Oracle ERP applications, within an accelerated three month time period. The company has realized more than \$2 million in actual savings from the implementation of the SOA-based system.

"BIAS's use of Oracle SOA Suite has helped organizations reduce cost and complexity, while providing a modular and flexible architecture for future enhancements," said Amlan Debnath, vice president, Oracle Server Technologies. "As a result of its Oracle Fusion Middleware expertise, BIAS has enabled an ongoing flow of information between disparate systems and provided added customer value."

Oracle Open World will be held November 11 -15 in San Francisco at the Moscone Center. BIAS Corporation is a Certified Advantage Partner in the Oracle PartnerNetwork.

About BIAS Corporation:

BIAS Corporation, headquartered in Atlanta, was established in 2000 to bring world-class products and solutions to customers at a competitive price. With Oracle technology as BIAS' primary focus, the company works hand in hand with Oracle Sales, Support and Development to ensure customers are receiving the attention they need to fulfill their business objectives and maximize their total return on investment. BIAS consultants average 10 years of Oracle experience, and are highly respected in the industry for their solution knowledge and attention to detail. Customer satisfaction and reference ability is the company's primary goal, with guaranteed results. The company also operates BIAS Resources, a technology staffing practice providing IT resources to commercial and government sectors nationwide. Additional information about BIAS Corporation can be found at <http://www.biascorp.com>

About the Oracle PartnerNetwork:

Oracle PartnerNetwork is a global business network of more than 19,500 companies who deliver innovative software solutions based on Oracle software. Through access to Oracle's premier products, education, technical services, marketing and sales support, the Oracle PartnerNetwork program provides partners with the resources they need to be successful in today's global economy. Oracle partners are able to offer their customers leading-edge solutions backed by Oracle's position as the world's largest enterprise software company. Partners who are able to demonstrate superior product knowledge, technical expertise and a commitment to doing business with Oracle qualify for the Certified Partner levels. <http://oraclepartnernetwork.oracle.com/>

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