

# ADAPTIVE TECHNOLOGY + INNOVATION = EFFICIENCY

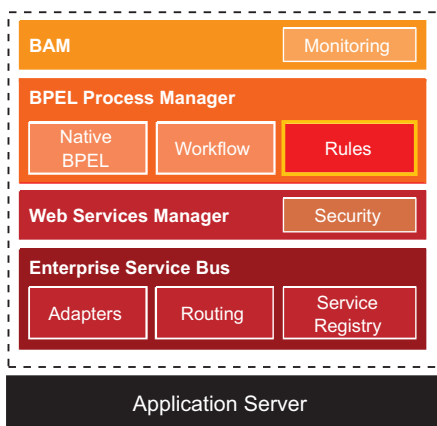


## ORACLE TECHNOLOGY EXPERTISE

Today's Oracle offerings and open standards have enabled Keste to deliver adaptive solutions that work today and into tomorrow. Keste innovates using the advanced functionality and integration of Oracle technology plus other best of breed solutions available on the market. Keste excels with these technologies:

### Service-Oriented Architecture

With Keste's Service-Oriented Architecture (SOA) solution, you can connect to your business partners, customers, and internal departments across all systems, applications, and data resources. You can integrate virtually all of your IT resources – leveraging existing infrastructure and applications with the option of upgrading or adding services seamlessly.



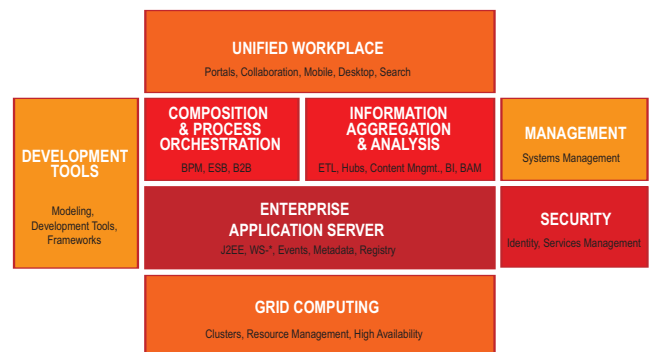
### Fusion Middleware

Fusion Middleware is the single platform for creating software applications, securing data, and managing users. With the expert integration of Oracle Fusion Middleware, Keste enables business to deliver specific information to the right place at the right time, making business operations run more smoothly.

## Business Process Execution Language (BPEL)

Using the Business Process Execution Language (BPEL) standard, Keste orchestrates and deploys the adaptive, agile processes to deliver a comprehensive flow in the business process lifecycle.

BPEL allows companies to orchestrate and interconnect their discrete applications, systems, services and people into an end to end process flow. Enterprises can reduce process costs and complexity by task sharing across multiple businesses, leveraging the functionality in their existing systems and building new applications to support their business as it continues to grow.



With Fusion Middleware, you have the right information in the right place available at the right time so your business operations are optimized.

## Business Rules

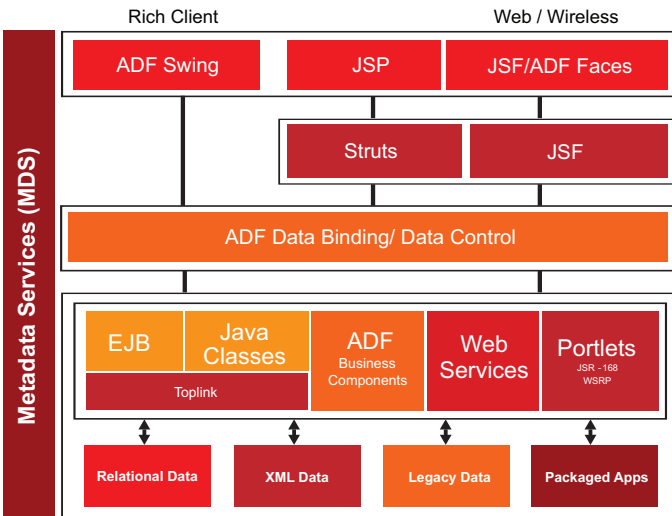
Oracle Business Rules enable business analysts to easily define, update, and manage key decisions and policies governing business processes and applications.

To create the ability for a company to quickly respond to changing business conditions, Keste leverages Oracle Business Rules to create adaptive, consistent, and efficient business processes that reduce: **application modification costs, development costs, and time-to-production.**

## Application Development Framework (ADF)

Keste effectively utilizes Oracle's Application Development Framework (ADF) providing building-blocks to simplify and quickly create enterprise applications.

ADF simplifies building applications as a set of business services with Web, Wireless, and Rich Client interfaces. ADF accelerates development with ready-to-use J2EE Design Pattern implementations and metadata-driven components that you'd otherwise have to code, test, and debug by hand. Oracle ADF consolidates Oracle's existing application frameworks and evolves their functionality to a new level of productivity and flexibility.\*



The ADF simplifies building applications leveraging rich clients in web services.

## Enterprise Service Bus (ESB)

Oracle Enterprise Service Bus (ESB) is a key component of a Service-Oriented Architecture (SOA), providing low-cost, standards-based, adaptive integration between systems for greater IT flexibility and responsiveness.\*

By using ESB at the core of SOA, Keste effectively consolidates all enterprise communications, delivering increased IT agility and consistent and accurate information across multiple systems.

## Portal

Oracle Portal, a part of the Oracle Fusion Middleware family, provides a complete and integrated framework for developing, deploying, and managing data driven web sites. It enables secure information access, self-service publishing, online collaboration, and process (task) automation.

Keste extends our dynamic solutions into the web leveraging 10g portal. Individualized experiences are delivered with personalization through portal.

## Contact Center Integration

Keste is a leader in Oracle, Siebel, and other contact center applications whether it is a "greenfield" contact center or integration of new functionality or applications into an existing system.

## Enterprise Mobility

The service-oriented economy means mobility – more direct customer interaction and more distributed work forces. Keste extends Oracle business processes to the mobile work force.

Whether you have a highly-mobile workforce or the operational logistics that demand wireless networking, Keste extends your enterprise platform to any wireless device.

Keste brings the power of these mobile solutions and more:

- > **Mobile Configuration** – let sales/manufacturing/service create configuration quickly from anywhere
- > **Mobile Sales** – let sales create, track and act on quotes anytime
- > **Mobile Service** – let service create, track and act on customer service orders anytime
- > **Mobile Supply Chain** – extend your platform from the warehouse or stock room wirelessly to any device for all supply chain processes

\*Source: [www.oracle.com](http://www.oracle.com), 08/2006

keste \ kest \ n. [old world language derivative]:

A culture that is mobile, productive, and effective.

That's our philosophy and it's the core of our solutions that power your company's productivity anywhere and everywhere.

[www.keste.com](http://www.keste.com)

## ENGAGING KESTE

Keste takes a long range view of your solutions and delivers agile, high impact projects that are quick, measurable, and effective. Our implementations are purposefully lean so they can be achieved efficiently and at the same time offer operational readiness.

Visit us at [www.keste.com](http://www.keste.com) to learn more.

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