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**Charles Phillips**

Charles Phillips on the latest in technology and business strategy—and how it impacts enterprise transformation.

Read [Charles Phillips'](#) official biography to find out more about him.

14 July 2005**The Great Compression**

Richard Wagner composed his famous Ring cycle over 26 years. It is composed of four separate operas and all together takes about 15 hours to perform. From a data point of view, allowing for Mp3 encoding, that's about 900 megabytes. Astoundingly enough, this still easily fits on your average iPod.

By contrast, Missy Elliot's "Get UR Freak On" lasts less than 4 minutes, takes up less than 4MB and has decidedly different motivations and meaning. Did Wagner take that much longer to "get his freak on"? Or does Ms Elliot's ring cycle take less time than the average rinse cycle? It seems like everything in life these days is compressed, miniaturized, distilled, transient. What basic human need makes this so? Is this planetary attention deficit disorder?

Top class musicians, dancers and athletes describe that feeling of time standing still. The simple truth is that few activities can match the speed of the human mind.

Business is not immune, and on the face of it technology looks like it is largely to blame. Technology is shrinking schedules to close the books, compliance with government regulations and even changing the day-to-day tactics of many businesses. But really, technology is a symptom of human nature. We are all just dying to see what happens next. Stay tuned.

12 July 2005**i-Relevance**

In 1850, the city of Los Angeles was incorporated and the US Republican Party was founded. That same year, Paul Reuter, the founder of the Reuters press agency, used a fleet of 45 pigeons to deliver news and stock prices between Brussels and Aachen. 155 years later, not all Angelinos are Republicans by a long shot, and Reuters filed over 2.5 million news items. Use of homing pigeons is drastically down, and the widespread use of Really Simple Syndication (RSS), XML and easy to use blog-creation tools means there are hundreds of millions of "news agencies" to choose from. The next frontier: credibility, relevance and impartiality.

7 July 2005**The Dime Store Paradigm**

In 2000 we had everything to learn from the internet pioneers—in 2003 we had nothing to learn, convinced that the whole lot of them were overpaid and just plain nuts. But it's 2005 and we're beginning to get to a more balanced view of the whole internet bubble. In truth, a company like Amazon, although not hugely successful as an investment, truly did revolutionize the way businesses operated. CEOs ordered CDs from Amazon, were able to track their orders, and understandably turned to their CIOs to find out why they couldn't do the same with orders in their own factory.

The consumer mindset—we in the enterprise software industry sometimes feel that we are insulated from it, but in actual fact the behavior and experiences of the person buying a toaster at Target is really not that different from the attitudes that same person will bring to the purchase of a database

5 July 2005**The Gift of Knowledge**

Data is useless, knowledge is priceless—and somewhere in your company, it's someone's job to turn one into the other. It could be your CIO, your CTO, the business managers at different divisions—or all of the above, plus outside consultants.

If it is all of the above, and they aren't working with each other, your business is in deep trouble. Your marketing guys might be very happy with the information they're getting as the result of

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- ▶ [Oracle and Oblix Customers and Partners Town Hall Meeting](#) (31 min.)
- ▶ [Leaders Circle 2004: The Steps to Better Information](#) (38 min.)

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campaigns, your sales guys may feel like they're drowning in information about customers at various stages of the purchase cycle—and your accounting guys undoubtedly feels as though they've got everything they need, with the POs, requisitions, checks and all the other paperwork that your bean counters collect.

But what about you? Other than your golf pro and your spouse, is there anywhere you can go to get the whole truth? Business systems that work together and share information are always going to give the competitive advantage to enterprises that are using them correctly—it will ultimately be fatal to your business to think otherwise.

 [Printer View](#)