

superior products. Oracle remains at the forefront by focusing on simplifying IT systems and providing complete, enterprise-wide solutions — database, middleware, and applications — that allow customers to more efficiently acquire and manage information while spending less.

The company's flagship database product, Oracle Database, is the first relational database designed for grid computing, and it helps ensure that enterprise information is always available and secure. It's designed to lower the total cost of ownership through automated management while providing the highest quality of service. It's also currently the most reliable choice for large enterprises, small and medium businesses, and departments alike.

As businesses strive to break down barriers between siloed information, Oracle Fusion Middleware delivers the industry's most comprehensive yet seamlessly integrated software infrastructure. Oracle Fusion Middleware incorporates the company's best-selling, standards-based software, including Oracle Application Server, Oracle Collaboration Suite, Oracle Data Hubs, Oracle Developer Tools, Oracle Identity Management, Oracle Business Integration, and Oracle Business Intelligence. This product family provides complete support for the development, deployment, and management of service-oriented applications.

Where middleware stops and business processes start, Oracle Applications come into play. By enabling information-driven processes that connect and automate the entire enterprise, Oracle Applications deliver the complete functionality and business intelligence that companies need to compete and win. Oracle Applications include several product lines — Oracle E-Business Suite, Oracle's PeopleSoft Enterprise, Oracle's JD Edwards EnterpriseOne and JD Edwards World, and Oracle's Siebel — whose combined scope and strength of functionality mark a turning point in the evolution of the software industry.

Different industries have different needs. Based on in-depth expertise and industry-specific functionality, Oracle Applications for industries address the unique challenges and processes that drive a variety of today's businesses. Recently, Oracle has made a number of strategic acquisitions that enhance its industry offerings. As a result, retailers, manufacturers, communications companies, and financial services firms are among the many businesses that are poised to profit from these additions.

RECENT DEVELOPMENTS

As the company's product line continues to grow and evolve, so too does its underlying technology and support offerings. Oracle Fusion — the company's next-generation computing platform — is the next logical step in connecting all levels of enterprise technology. Oracle Fusion is the seamless integration of database, middleware, and applications to help customers access the knowledge

they need to respond to market conditions with speed and agility.

To prepare developers for Oracle Fusion, the company created an Oracle Fusion toolset and published the list of industry standards that Oracle Fusion will support. Oracle released Oracle Fusion Middleware and subsequently certified PeopleSoft and JD Edwards applications on this new, already-successful platform.

The company delivered on its promise to release the next version of its PeopleSoft and JD Edwards applications while defining functional road maps for industry-specific solutions in the areas of financial management, human resources, supply chain management, and customer relationship management. Oracle's solutions in these areas represent the "best of" functionality from across the Oracle application portfolio, and provide the customer with an unparalleled choice of solutions to meet their specific business needs.

In a move that is unmatched in the enterprise software industry, Oracle announced a lifetime support policy to assure customers that they can upgrade on their own timetables and change at their own pace. Additionally, J.D. Power and Associates has awarded Oracle its certification for outstanding service and support — a first among enterprise software companies.

PROMOTION

In keeping with the customer's desire for efficiency at all costs, Oracle marketing messages are brief and succinct, and are specifically crafted to convey the essence of the product's benefit or differentiator. It's a strategy that has served the company well over the past 30 years. Oracle is fortunate in that any new product rollout, technological innovation, or company acquisition makes news. The company augments this enviable position by advertising in a host of traditional and electronic media targeted at everyone from database administrators to C-level decision makers.

Targeted e-mails, rich-media Web banners, and Internet seminars have proven extremely successful in generating customer interest, particularly as the company explores alternative ways of spreading its message. That quest has resulted in Oracle's being one of the first advertisers to utilize Adobe Flash-based streaming video in an interactive Web banner. Also, recent forays into co-marketing partnerships — with BMW for the 2007 America's Cup yacht race, and with its 10-year sponsorship of the Oracle Coliseum in Oakland, California — have been very successful in raising Oracle's brand awareness to more than just the business technical market.

The company's high-profile grid computing TV spot positioned the enterprise software company as

a critical component of not only the way successful companies do business, but how they do business better.

Oracle routinely advertises in a variety of vertical publications, as well as through leading business publications such as the *Wall Street Journal*. Additionally, the company's integrated direct marketing programs — which employ a variety of metrics and analytics to help track both



impressions and sales results — are constantly monitored and tuned to maximize return on marketing investment.

Lastly, Oracle plays host to thousands of targeted events and trade shows across the globe every year, engaging hundreds of thousands of customers, prospects, partners, and influencers.

BRAND VALUES

The Oracle brand is, according to *BusinessWeek* magazine, one of the 40 most-recognized brands in the world. As such, it has distinct traits and its own personality. The Oracle brand is bold, powerful, and direct. It's visionary, innovative, confident, and assertive. And because people use Oracle products to maintain their livelihood, the brand is focused, efficient, reliable, and customer-centric.

The company has developed a visual identity based on simplicity, power, and integrity. This visual identity is supported by thoughtful language that is designed to resonate with customers. As a result, the company promotes greater brand recognition worldwide and communicates a strong, identifiable, consistent image that separates Oracle from its competitors.



THINGS YOU DIDN'T KNOW ABOUT ORACLE

- A \$10,000 investment in the initial public offering of Oracle stock in 1986 was worth about \$4 million in October 2006 (Oracle's 20th anniversary as a publicly traded company).
- Even though Oracle is known as the software vendor of choice for Fortune 500 companies, the company's customers also include 180,000 small and medium-sized businesses.
- Oracle has more than 275,000 customers worldwide.