ORACLE

ORACLE®

Marin Tadić

Managing Director
Oracle Hrvatska doo

Oracle Corporation

- World's largest enterprise software vendor
- $22.4 billion in revenue, FY08
- 300,000 global customers
- 280,000 Oracle Database customers
- 43,000 Oracle Applications customers
- 80,000 Oracle Fusion Middleware customers
- 84,000 employees
  - 20,000 developers
  - 7,500 support personnel
- 20,000 partners
  - 9,100 Independent Software Vendors (ISVs)
- Operating in 145 Countries

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A Year Of Innovation
Hundreds Of New And Improved Products

JD Edwards EnterpriseOne Tools 8.97 * Utilities Network Management System Release 1.8.0 ***** Product Information Management for Retail ***** Communications IP Service and Nework Management * Financial Services Asset Liability Management Analytics ***** Communications Services Gatekeeper * Self-Service E-Billing ***** Hyperion Profitability and Cost Management * CRM On Demand ***** Deal Management ***** New Oracle Accelerate Solutions * AutoVue Enterprise Visualization 19.3 ***** Enterprise Product Lifecycle Management * Application Access Controls Governor 8.0 ***** Business Applications for Apple® iPhone * Enterprise Performance Management * Role Manager * Access Management Suite * Universal Online Archive * Identity Manager * Access Management Suite ***** Data Integration Suite * Oracle Database Vault Certified With Oracle's Siebel CRM ***** XQilla XQuery Engine Open Source Contribution * Application Express 3.1 * InnoDB Plug-in for MySQL * New Audit Vault release * In-Memory Cache for Oracle Database ***** New Secure Backup release * Clusterware for Oracle Unbreakable Linux Support * Oracle VM

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Expansion Through Acquisitions

TECHNOLOGY

Performance Management	Hyperion™ Interlace Systems
Identity Management	oblix® THOR Bharosa® Bridgestream™ OCTETSTRING
Content Management	STELLENT™ context media
ddleware Manage	TANGOSOL™ Sunopsis™
Database	TimesTen SLEEPYCAT SOFTWARE TRIPLEHOP TECHNOLOGIES InnoDB.com
Systems Management	Auptyma The Peak of Performance ACTIVE REASONING e-TEST suite

APPLICATIONS

Enterprise Deals	PeopleSoft. SIEBEL
Manufacturing Industries	G-Log Demantra agile™
Retail Industry	Retek ProfitLogic 360Commerce®
Comms Industry	PORTAL netsure Active Network Optimisation METASOLV® SOFTWARE @work
Banking Industry	i-flex® MANTAS
Utilities Industry	SPL® LODESTAR® CORPORATION
Others	LogicalApps® TempoSoft SIGMA DYNAMICS REVENUE TECHNOLOGIES

ORACLE

Welcome To Our New Customers!

Applications

Middleware

Database

Infrastructure

MONIFORCE
- Real End-User Monitoring

bea
- Modern SOA Infrastructure

Captovation
- Transactional Content Processing

e-TEST suite
- Application Load and Functional Testing

AdminServer
- Insurance Industry Applications

skywire SOFTWARE
- Insurance Industry Applications

GLOBAL KNOWLEDGE SOFTWARE
- Interactive System Training

ClearApp
SPEED. VISIBILITY. CONTROL.
- Composite Application Management

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Welcome To Croatia!

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Database

- OLTP Database
- Data Warehousing
- Analytics
- Data Security
- High Availability
- Information Lifecycle Management
- In-Memory Caching
- Embedded Databases
- Multimedia
- Enterprise Search
- Database Development Tools
- Management Tools

Middleware

- Application Server
- Application Grid
- SOA / Application Integration
- Business Process Management
- Business Intelligence
- Content Management
- Identity Management
- Data Integration
- Enterprise Portals
- Collaboration
- Java Development Tools
- Management Tools

Applications

- E-Business Suite
- PeopleSoft Enterprise
- Siebel
- JD Edwards
- Oracle Retail
- i-Flex
- Communications
- Utilities
- ProfitLogic
- G-Log
- Agile PLM
- Oracle GRC
- Enterprise Performance Mgmt
- AdminServer
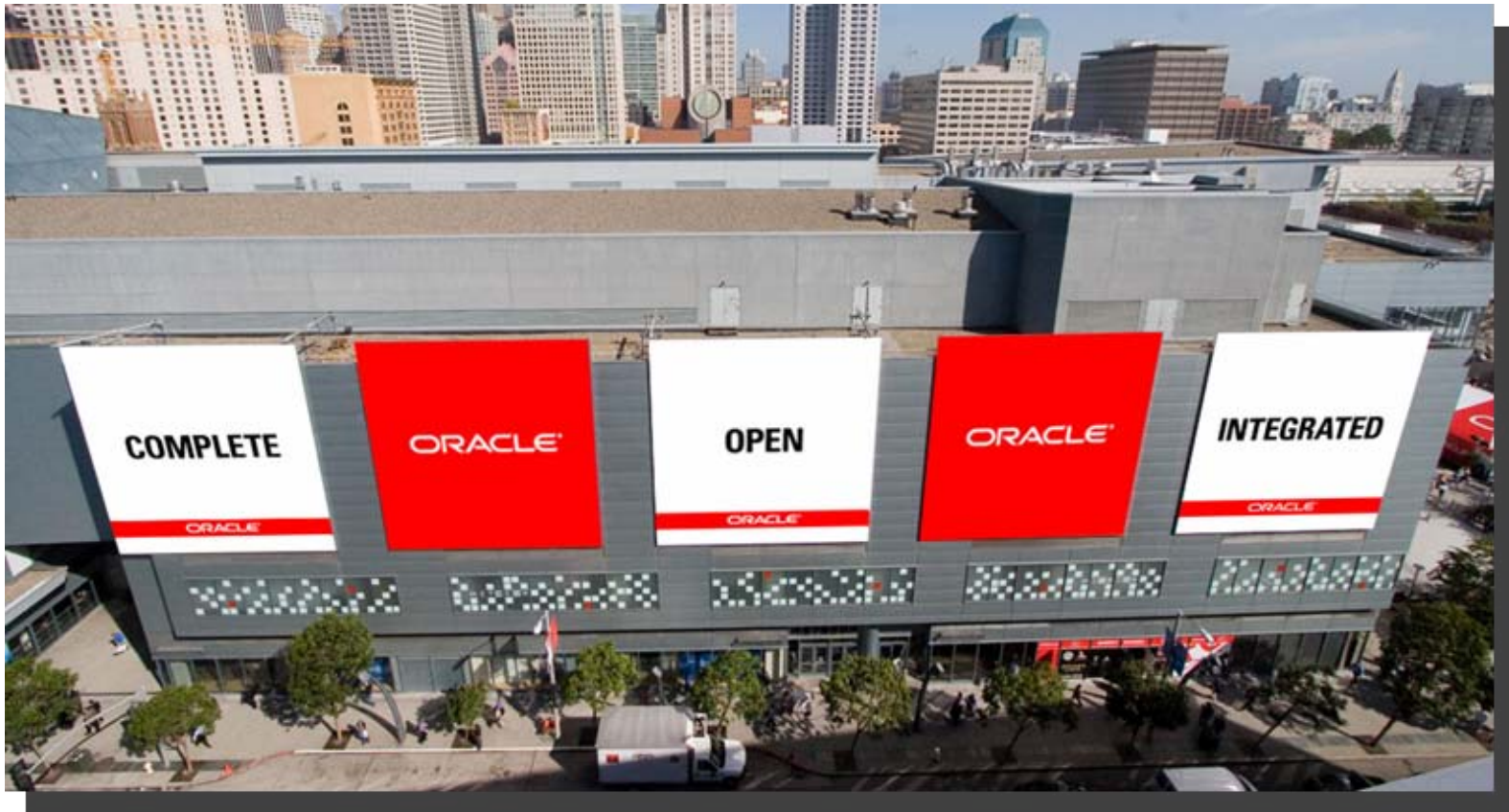
Infrastructure

- Linux Operating System
- Clusterware
- Storage Mgmt
- Server Virtualization
- Management Tools

Complete. Open. Integrated.

Leader In Key Markets

- Database
- Data Warehousing
- Database on Linux
- Embedded Database
- Middleware
- Enterprise Portal
- Application Server
- Enterprise Perf. Mgmt

- CRM
- Human Capital Mgmt
- Retail
- Communications
- Financial Services
- Banking
- Public Sector
- Professional Services

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Applications

Middleware

Database

Infrastructure

Industry Applications

- Aero & Defense
- Automotive
- Chemicals
- Consumer Products
- High Tech
- Industrial Manufacturing
- Travel & Transport
- Natural Resources
- Oil & Gas
- Utilities
- Communications
- Banking
- Retail
- Health Sciences
- Insurance

ERP and CRM Applications

- Financials
- Human Resources
- Customer Relationship Management
- Manufacturing
- Supply Chain
- Project Management

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Industry Applications

Aero & Defense	Automotive	Chemicals	Consumer Products	High Tech
11 of Top 11	Over 300 OEMs & Suppliers	5 of Top 10 Global	65 of Top 100	25 of Top 25 Electronic OEMs

Industrial Mfg	Travel & Transport	Natural Resources	Oil & Gas	Utilities
9 of Top 10 Global	3 of Top 5 Airlines in Fortune 500	16 of 21 Fortune 500	6 of Top 7	13 of Top 20 Fortune 500

Communications	Banking	Retail	Health Sciences	Insurance
20 of Top 20 Global	20 of Top 20 Global	20 of Top 20 Global	20 of Top 20 Pharmas	20 of Top 20

Applications

Middleware

Database

Infrastructure

Oracle Communications – 2004

Business Applications

Campaign Mgmt	Sales	PLM	EBPP	Self-Care	Advanced CRM	Call Center Mgmt	Partner Mgmt

Analytic Apps

- Enterprise Analytics
- Operations Analytics
- CRM Analytics
- ERP Analytics

Telco-Specific Business Operations

Service Fulfillment

- Provisioning
- Inventory Mgmt
- Service Activation
- Discovery
- Reconciliation

Billing & Revenue Management

Rating	Mediation
Pricing	Balance Mgmt
Billing	Revenue Control
Invoicing	Interconnect
A/R & Collections	Settlements
Payments	Vouchers

Assurance

- Service Assurance
- Revenue Assurance

Design

- Service Creation Environment

Service Delivery Apps

- Virtual PBX
- Residential Telephony
- Svcs Gatekeeper

ERP Applications

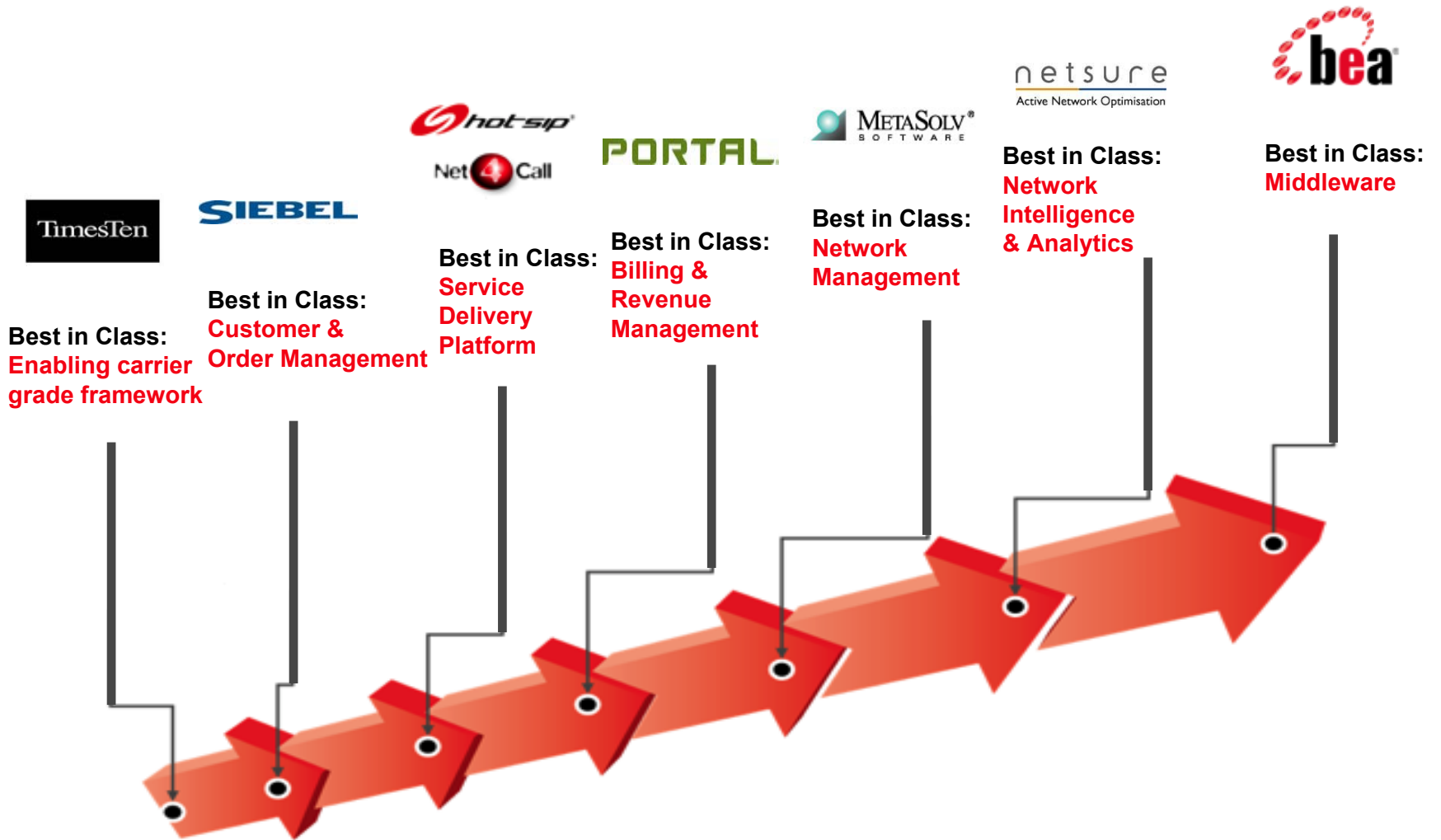| HR	Financial Mgmt	Asset Mgmt	Procurement	Project Mgmt	Help Desk

Technology

Middleware
Database
Infrastructure

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Investing In Market Leaders

Best in Class:
Enabling carrier grade framework

Best in Class:
Customer & Order Management

Best in Class:
Service Delivery Platform

Best in Class:
Billing & Revenue Management

Best in Class:
Network Management

Best in Class:
Network Intelligence & Analytics

Best in Class:
Middleware

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Oracle Communications Today

Business Applications

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ERP Applications

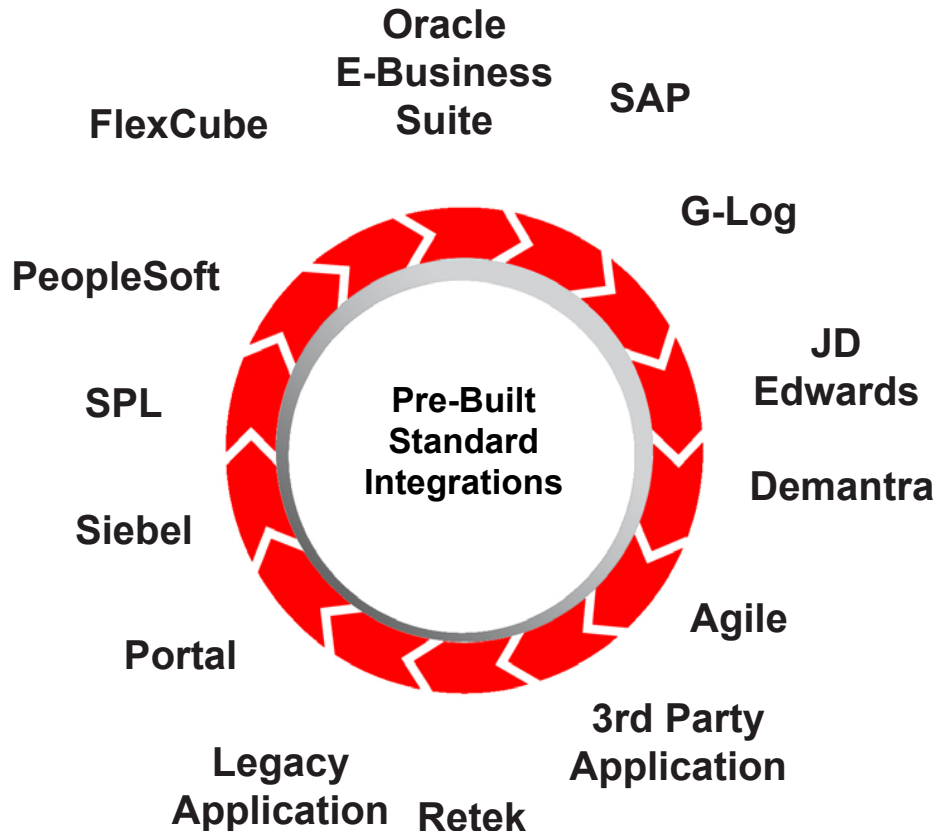| HR	Financial Mgmt	Asset Mgmt	Procurement	Project Mgmt	Help Desk

Technology

- Middleware
- Database
- Infrastructure

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Application Integration Architecture

Oracle
E-Business
Suite

SAP

FlexCube

G-Log

PeopleSoft

JD
Edwards

SPL

**Pre-Built
Standard
Integrations**

Demantra

Siebel

Agile

Portal

3rd Party
Application

Legacy
Application

Retek

- Integrates Any Application
  - Oracle and Non-Oracle
- Easy to Change
  - Built on an Open Platform
- Upgradeable
  - From Release to Release
- Built on Standard Middleware
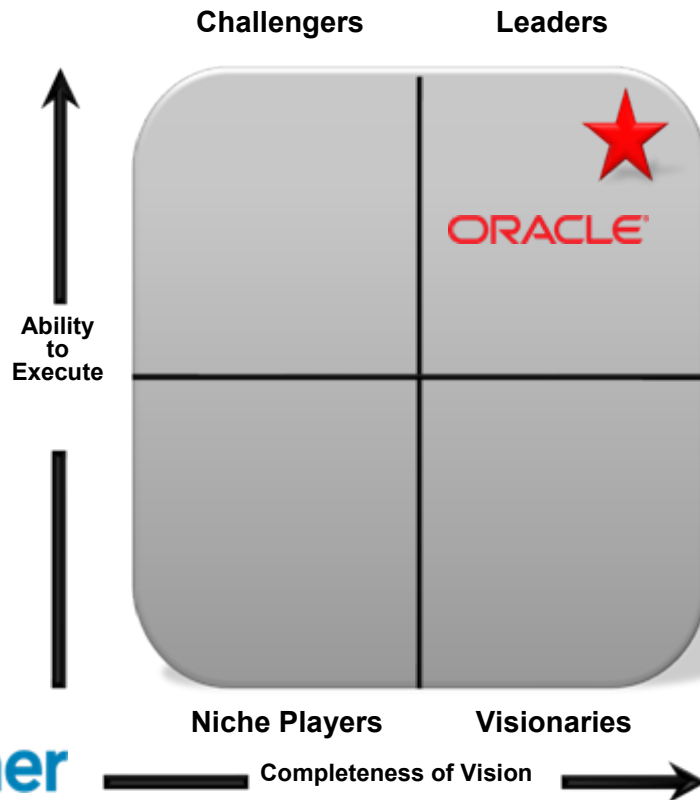
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Oracle Fusion Middleware Products
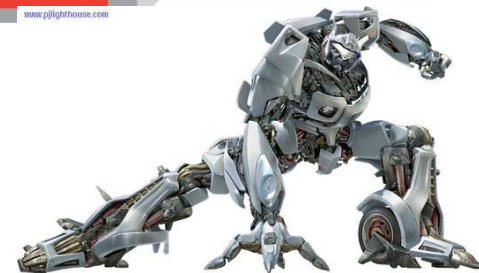
Fusion Middleware Product Strategy

- Complete and Integrated Middleware Suite
  - Best of Breed
  - Hot Pluggable
  - Unified Suite
    - Application Development, Business Process Execution, Business Intelligence, and Enterprise 2.0
- Develop, Test, and Upgrade as a Suite
- With Lowest Cost of Ownership

Oracle Fusion Middleware

Leader, Magic Quadrant

Challengers **Leaders**

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Ability to Execute

Niche Players **Visionaries**

Completeness of Vision

Gartner

- Enterprise Application Servers
- Application Infrastructure
- SOA Application Infrastructure
- Composite App Infrastructure
- Backend Integration
- Enterprise Portals
- Business Process Management
- Enterprise Content Management
- Business Intelligence
- Corporate Performance Management
- Web Access Management
- User Provisioning

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Oracle Fusion Middleware

Leader, Forrester Wave
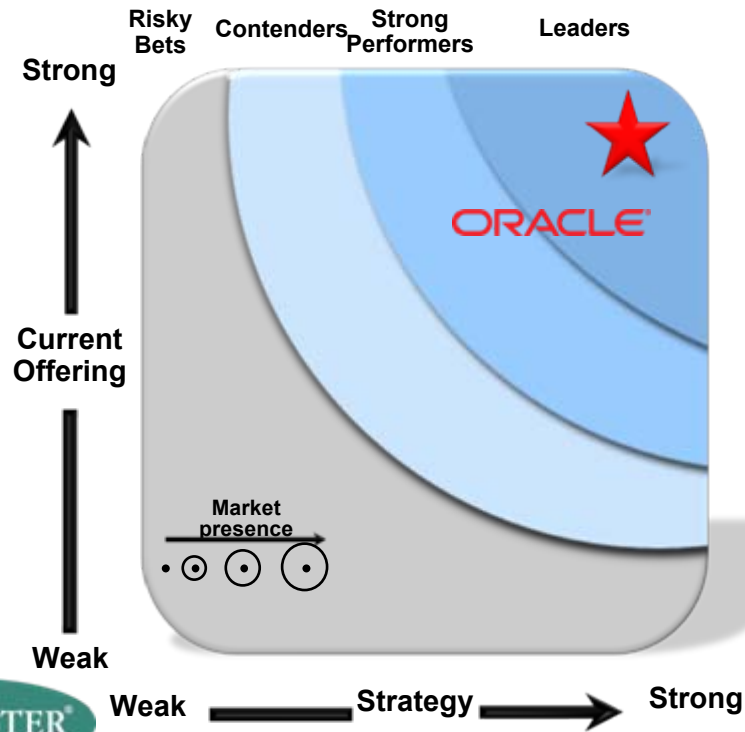
- Application Server Platform
- Platform for Service Oriented Architect
- Enterprise Service Bus
- Integration-Centric BPMS
- SOA Lifecycle Management
- Information-as-a-Service
- Enterprise Content Management
- Identity & Access Management
- Content Management Suites
- Business Performance Solutions
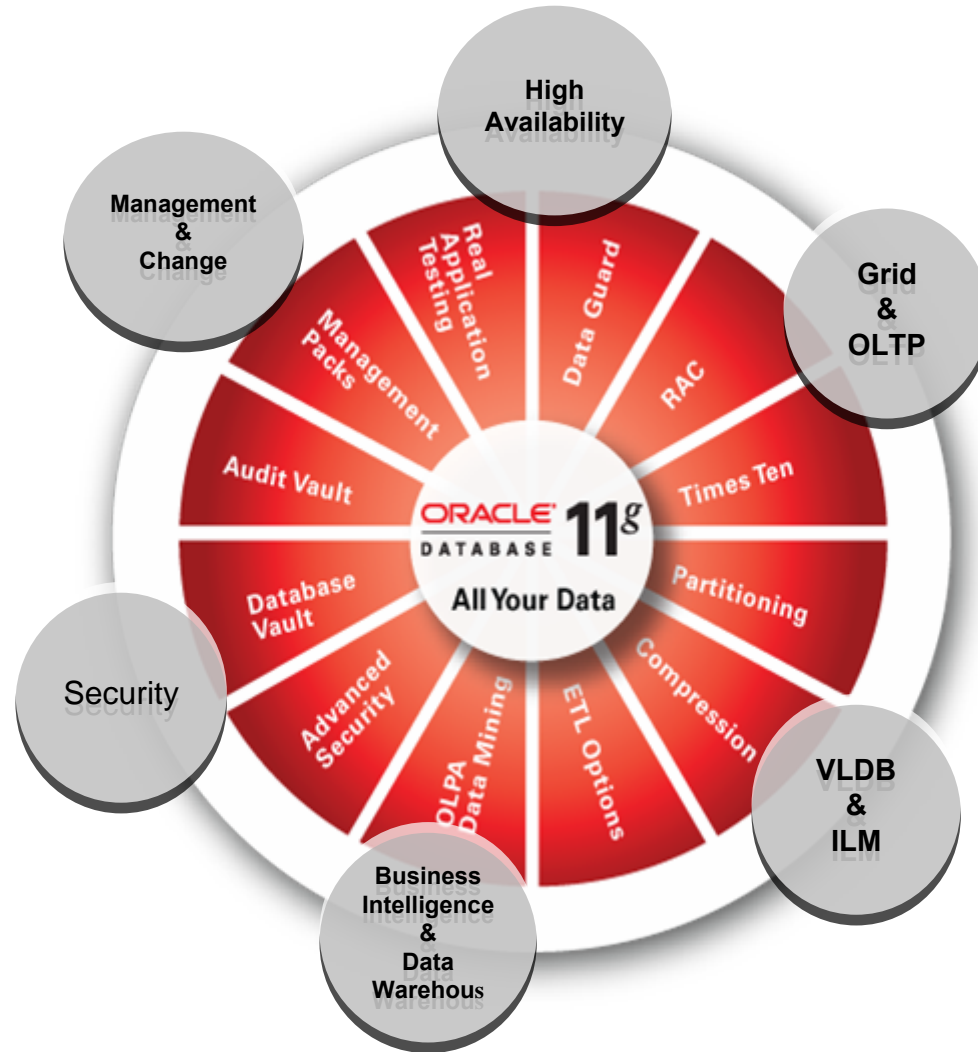
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Announcing

Monday, September 22, 2008

- Accelerated BEA Integration and Product Delivery

- New Releases of:
  - Oracle WebLogic Suite
  - Oracle Coherence & WebLogic Application Grid
  - Business Process Management Suite
  - Oracle WebCenter Suite

- First Releases of Oracle Fusion Middleware 11g
  - Oracle JDeveloper 11g
  - Application Development Framework & TopLink 11g

- Fusion Middleware for Cloud Computing
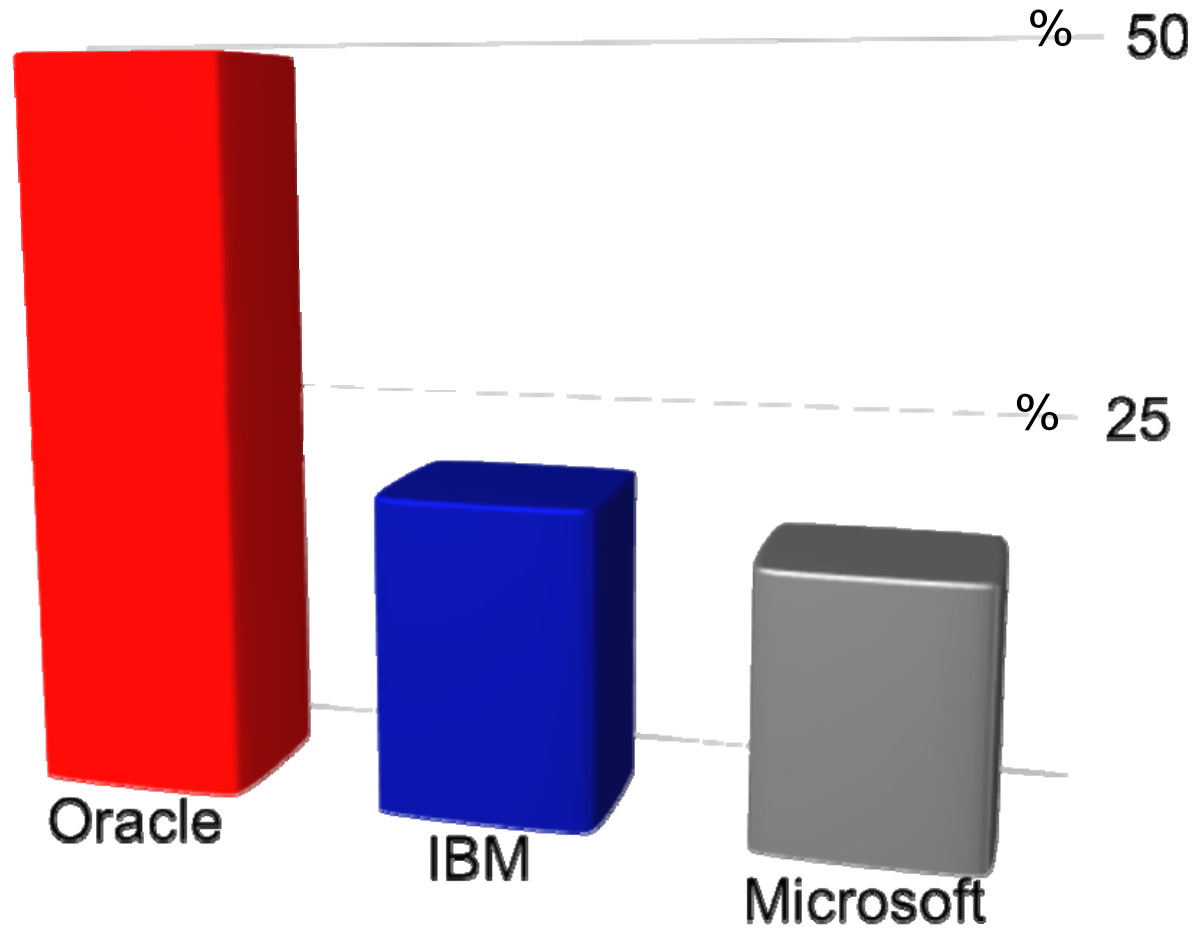
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Oracle Database Products

Oracle Database Product Strategy

Still

∧ The Database Market Leader

50 %

25 %

Oracle

IBM

Microsoft

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Oracle Database 11g

	Oracle	IBM	Microsoft
Real Application Testing	✓		
Online Upgrades and Patching	✓		
Advanced Compression	✓	✓	
Automatic SQL Tuning	✓		
Active Data Guard	✓		
RAC Adaptive Cache Fusion	✓		
Cube-organized Materialized Views	✓		
Secure Files	✓		
Total Recall	✓		

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Oracle Infrastructure Products

Oracle Infrastructure Product Strategy

- Enable Low Cost Grid Computing through a Complete Infrastructure
  - Linux
  - Virtualization
  - Enterprise manager

- Single Source of Support for All Infrastructure
  - Develop and Test the Entire Stack Together
    - Fast, Easy Bare-Metal Install
    - Patching and Upgrading
    - Rapid Issue Resolution

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HP Oracle Database Machine

- 8 DL360 Oracle Database servers
  - 2 quad-core Intel Xeon, 32GB RAM
  - Oracle Enterprise Linux
  - Oracle RAC
- 14 Exadata Storage Cells (SAS or SATA)
  - Up to 14 TB uncompressed user data (SAS)
  - Up to 46 TB uncompressed user data (SATA)
- 4 InfiniBand switches
- 1 Gigabit Ethernet switch
- Keyboard, Video, Mouse (KVM) hardware
- Hardware Warranty
  - 3 YR Parts/3 YR Labor/3 YR On-site
  - 24X7, 4 Hour response time

Add more racks for unlimited scalability

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New Industry Business Units

Insurance

- End-to-end solution managing the complete insurance enterprise: policy admin, rating and underwriting, claims, billing, policy issuance, distribution management, & more.

- **20 of Top 20 Insurance Companies** use Oracle

Health Sciences

- Helping life sciences and healthcare companies develop and market innovative products and services to prevent and cure disease and enhance quality of life.

- **Over 300 Leading Healthcare Providers** use Oracle
- **20 of Top 20 Pharmaceutical Companies** use Oracle

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New: My Oracle Support

ORACLE ®
MY ORACLE SUPPORT

Next Generation Support

- Embedded Configuration Management

- Extensive Knowledge Base
  & Communities

- Personalized & Proactive Service

Outcome: Customer Success

- 25% Problems Avoided

- 40% Faster Problem Resolution

- 30% Faster Service Request Creation

- 97% of Problems Resolved Quicker
  with Targeted Knowledge