

Oracle to Buy Sun



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**14. KONFERENCIJA
HRVATSKE UDRUGE
ORACLE KORISNIKA**
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The screenshot shows the Gartner website homepage. At the top left is the Gartner logo. To the right, there is a sign-in prompt: "Sign in to search Gartner Research" with "Current Users" and "Sign In" buttons, and "New Users" and "Register" buttons. Below this is a navigation bar with links: "Why Use Gartner", "Products & Services", "Analysts & Consultants", "Events", and "About". A dropdown menu for "Select a Gartner site" is also visible. The main content area is divided into several sections: "Consulting" with a description and "Read More" link; "Executive Programs" with a description and "Read More" link; "Research" featuring a large green graphic with the text "In an unpredictable economy, smarter use of data is critical to business decision-making." and a link to "Gartner Business Intelligence Summit 9 - 11 March 2009 | National Harbor, MD"; "Special Reports" listing "Gartner Predicts 2009" and "Focusing on Talent in Trying Times"; "Gartner Blogs" with links to "Gartner Blog Network" and "Gartner Media"; and "Events" listing "Customer Relationship Management Summit 3-4 March 2009 London", "Business Intelligence Summit 9-11 March 2009 National Harbor, MD", and "Enterprise Architecture Foundation Seminar 17-18 March 2009 Barcelona - Spain". At the bottom left, there is a "Webinar Wednesday" banner for "Reduce IT Infrastructure & Operations Costs" on March 11. At the bottom right, there is a "Research Fast Finder" section with a link to "IT and The Economy Cost Optimization Steps You Can Take Now".

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Gartner has 650 analysts that are world class experts across the entire IT landscape. We field over **200,000 calls** from clients like you each year.

We see it all and can ensure you avoid pitfalls and harness best practices.

2008 Revenue: \$1,3 Billion

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Gartner at a Glance

- 30 years of experience in IT industry (founded in 1979.; today on Nasdaq)
- Headquarter Stamford, USA; European HQ London, more than 80 countries
- 4000 employees – including 1200 analysts and consultants
- Revenue in 2008. \$1.3 bln (2007. \$1.2 bln.)
- More than 240.000 one-to one client inquiries each year!
- More than 60.000 documents in database
- 65% "Fortune 1000" companies are Gartner clients
- More than 70 specialized events per year
- 11.000 Gartner Vendor Briefings held throughout the year
- We field 850 media inquires per month worldwide

Inside Gartner Research

- Our primary goal:

“If we have a single, overriding goal at Gartner, it’s to help our clients make the right decisions, with confidence”

*Peter Sondergaard
Senior Vice President, Research*



Sun Microsystems in Brief (Early 2008)

- Headquartered in Santa Clara, California
- Founded in 1982.
- Around 33.500 employees in 110 countries;
- Fiscal 2007 ended June 30, 2007 (revenue was \$13.9 billion)
- Designs and offers technology infrastructure, including servers, storage, software, services and microelectronics.
- Jonathan Schwartz, CEO since 2006, succeeding the Company's co-founder and current chairman of the board, Scott McNealy.



Sun focuses its network computing solutions on three major markets: enterprise infrastructure, emerging and next-generation Web services, and high-performance computing, across which it delivers solutions to a variety of industry segments, including government, telecommunications, education and financial services.



November 2008 Sun's financial problems: What comes next – acquisition or ...?

- Sun plans to cut up to 6.000 , or 18% of global workforce
- The drastic move highlights Sun's desperation to cut costs and survive as an independent company
- Sun's shares have fallen so steeply they've crossed an ominous threshold, driving the company's market value below its cash on hand. That means investors believe the company itself is essentially worthless.

After eight years of devastating financial problems and multiple attempts at restructuring, Sun's latest woes have ramped up speculation that one of the most storied names in computing could be snapped up dirt-cheap by a bigger rival.

Hewlett-Packard Co., IBM Corp., and Dell Inc.

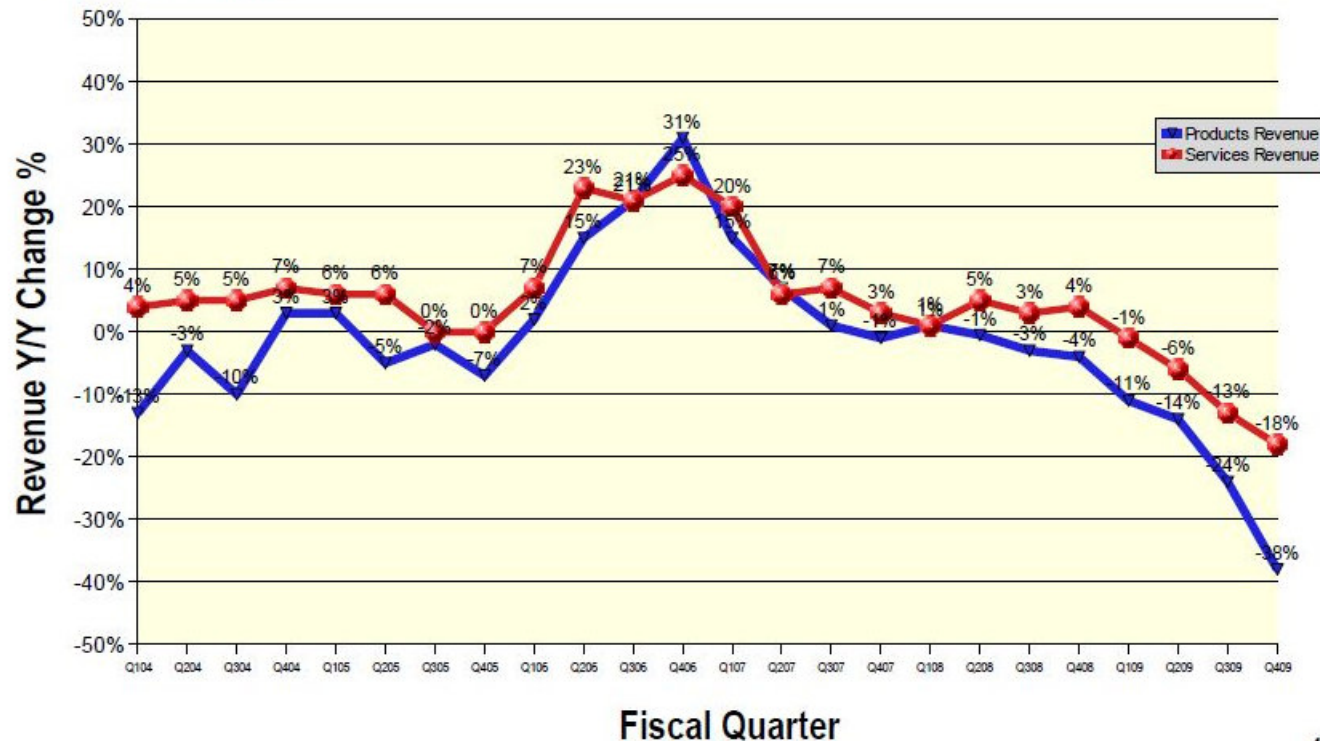
are all possible suitors. No Oracle!?!

Early April 2009 Sun still on Sale: *IBM/Sun Deal Failed*



Revenue

PRODUCTS/SERVICES
Year/Year Change



The collapse of what would have been the biggest technology deal (about \$7 billion) of the year increases pressure on Sun's CEO [Jonathan Schwartz](#) to find another suitor as Sun heads for its [biggest annual loss](#) in six years.



20 April, 2009: Sun Sold (*Pending*)*

Oracle/Sun Made a Deal



Oracle will buy Sun for approximately:

- \$7.4 billion
- \$9.50 per share
- \$5.6 billion after accounting for debt and cash

***Relatively low multiple for an IT company
with a trailing revenue stream of \$13.4 billion***

If completed, the Oracle/Sun deal will mark the first time a leading software company has ever bought a leading hardware company.

**Due to The European Commission eventhough the transaction was not expected to face antitrust objections because the companies have very little overlap.*

Just another Oracle's acquisition or ...?



Larry Ellison, CEO owns almost a quarter of the company,
a stake recently worth \$26 billion

- **Sun will mark the second-largest acquisition**
- **PeopleSoft (2005) was larger in purchase price, but smaller in revenue**

Although Oracle is experienced in integrating its acquisitions (which have totaled 52 since 2005, according to Oracle's own official count), it will be the first major software company to acquire a major hardware company.

And to meet Oracle's goal of wring \$1.5 billion in operating income out of Sun the first year after the merger closes, there are some estimates that Oracle will have to fire half of Sun's people, 15,000 souls.

Safra Catz, Co-president

She's CEO Larry Ellison's secretive but effective right hand and the driving force behind the company's stellar financial performance

Oracle expects to make more money on this deal than it did on its deals

with BEA (Jan 2008) and PeopleSoft combined.

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Oracle/Sun Deal – Major Change in IT Market Alignment

Oracle will have the opportunity to become a powerhouse vendor in both software and hardware, potentially rivaling IBM and HP.

The deal will transform Oracle, analysts said, turning the world's No 2 software group into an all-round systems company and making it a direct competitor of IBM and Hewlett Packard.

Acquiring Sun Microsystems will propel Oracle into the IT hardware market and enable it to exploit the Java and Solaris software brands. But Oracle will also have to work at ensuring its open-source solutions remain viable.

20 April, 2009: Oracle Aquired Sun (Pending)*



The transaction was expected to close by the end of 3Q09, subject to shareholder and regulatory approval.

16 July, 2009

Sun Microsystem's shareholders, approved its proposed purchase by Oracle

20 August, 2009

U.S. Department of Justice has approved Oracle's proposed acquisition of Sun Microsystems

3 September, 2009

The European Commission expanded its investigation to study the potential antitrust issues

19 January, 2010

The EC deadline for issuing its ruling.

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Regulators Review of Oracle/Sun Deal: Department of Justice - Approved



The Department of Justice has extended its initial 30-day review period to seek additional information.

The government's questions focus on the licensing of **Java**, the programming language developed by Sun that runs on more than one billion devices around the world.



Following the deal's close, Redwood Shores, Calif.-based Oracle will have the resources for its own one-stop technology shop, similar to IBM and Hewlett-Packard, to sell services, software and hardware.

Wall Street analysts were expecting the deal to close by summer's end.

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Regulators Review of Oracle/Sun Deal: The European Commission – Pending*



Oracle is one of the world's largest proprietary database software companies, and then buying Sun, the leading open source database company (because of MySQL which Sun bought in January 2008), has the European Commission worried.



"In the current economic context, all companies are looking for cost-effective (information-technology) solutions, and systems based on open-source software are increasingly emerging as viable alternatives to proprietary solutions," **European Commissioner for Competition Neelie Kroes** explained, *"The commission has to ensure that such alternatives would continue to be available."*

The European Commission often presses companies to make changes that eliminate antitrust worries; It may force Oracle to spin MySQL off.

** until Jan. 19, 2010 — before it makes a final decision to clear the deal or block it*

Ellison: Oracle is keeping everything!



Larry Ellison claims the European Commission investigation into his proposed takeover of Sun Microsystems is costing \$100m a month.

Oracle and MySQL serve different purposes, he said, and “do not compete at all.” “We’re not going to spin MySQL off,” he said.

He believes that the EC is going to decide the Sun merger is a wholly pro-competitive deal. The longer this takes, the more money Sun is going to lose, and that’s not good for anybody. We want to get this done to save as many jobs as possible.

Gartner Analyst Andy Butler: The EC's decision is disappointing

The EC competition commissioner Neelie Kroes plans to ensure customers will not face reduced choice or higher prices as a result of the acquisition.

MySQL represents less than half a percent (about \$90.1 million) of the commercial database market, which includes many competitors to Oracle such as Microsoft, IBM, Teradata and Sybase.

User confidence in Sun's products is going to be further affected and end-users will be unable to move forward until they know what products will continue, which could now be delayed another four months

Although well meaning, the EC's decision is disappointing and is likely to have a detrimental effect on both Sun and its customers.

The only winners as a result of the EC investigation will be companies like IBM and HP.

Butler dismissed EC concerns that the acquisition could be anti-competitive because Oracle databases and Sun's MySQL compete directly in many parts of the market.

"They can now be even more aggressive about targeting Sun's install base and take advantage of the fact that they will represent a safer investment strategy for new projects," he said.

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Andy Butler, Gartner Analyst

Gartner Dataquest Market Statistic

Total DBMS Software Revenue Market Share (Millions of Dollars)

Gartner believes Oracle's acquisition of Sun's MySQL represents minimal threat to the competitive nature of the DBMS market in Europe or worldwide.

	2006	2007	2008	Share 2006	Share 2007	Share 2008	Growth 2006-2007	Growth 2007-2008
Oracle	7.212,1	8.287,9	9.180,9	41,9%	42,9%	42,9%	14,9%	10,8%
IBM	4.155,3	4.629,7	5.111,6	24,2%	24,0%	23,9%	11,4%	10,4%
Microsoft	2.897,0	3.340,3	3.831,3	16,9%	17,3%	17,9%	15,3%	14,7%
Teradata	572,8	626,1	644,5	3,3%	3,2%	3,0%	9,3%	2,9%
Sybase	504,4	540,3	605,3	2,9%	2,8%	2,8%	7,1%	12,0%
CA	299,7	311,6	295,8	1,7%	1,6%	1,4%	4,0%	-5,1%
Progress Software	293,5	282,3	284,4	1,7%	1,5%	1,3%	-3,8%	0,7%
InterSystems	183,5	199,5	222,3	1,1%	1,0%	1,0%	8,7%	11,5%
Fujitsu	205,7	193,1	214,2	1,2%	1,0%	1,0%	-6,1%	10,9%
Software AG	153,2	169,0	204,4	0,9%	0,9%	1,0%	10,3%	20,9%
Hitachi	169,5	168,3	189,2	1,0%	0,9%	0,9%	-0,7%	12,4%
Sun Microsystems/MySQL (Combined)	38,0	55,9	90,1	0,2%	0,3%	0,4%	46,9%	61,2%
<i>Sun Microsystems</i>	<i>0,0</i>	<i>0,0</i>	<i>81,1</i>	<i>0,0%</i>	<i>0,0%</i>	<i>0,4%</i>	<i>0,0%</i>	<i>0,0%</i>
<i>MySQL</i>	<i>38,0</i>	<i>55,9</i>	<i>9,0</i>	<i>0,2%</i>	<i>0,3%</i>	<i>0,0%</i>	<i>46,9%</i>	<i>-84,0%</i>
Ingres	19,1	41,4	54,8	0,1%	0,2%	0,3%	116,9%	32,4%

Due to Gartner methodology, the revenue for MySQL is attributed to Sun Microsystems from the date on which the acquisition closed, February 2008. MySQL is listed as an independent company until February 2008, and after that time, its revenue is allocated to Sun Microsystems. Table represents each company independently and combined for the entire three-year period to allow the growth rates to be compared.

Oracle's Ad in the European edition of The Wall Street Journal

- completely focussed on Solaris and SPARC
- does not mention MySQL's future, the prime reason for the EC's worries

Oracle will use the deal to accelerate its attempts to become a one-stop technology shop for more than 300,000 corporate, government and academic customers.

Sun's fretful accounts either just aren't buying because of the uncertainty of Sun's fate or are being run off by IBM and HP.

Oracle must revive these users' interest and enthusiasm by reducing perceived risks and instilling confidence regarding Sun's future road map

SUN CUSTOMERS **Oracle Plans To:**

1. Spend more money developing SPARC than Sun does now;
2. Spend more money developing Solaris than Sun does now;
3. Have more than twice as many hardware specialists selling and servicing SPARC/Solaris systems than Sun does now;
4. Dramatically improve Sun's hardware performance by tightly integrating Oracle software with Sun hardware.

**"We're in it to win it.
IBM, we're looking forward to competing
with you in the hardware business."**

- Larry Ellison



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Oracle's acquisition of Sun is subject to certain closing conditions. Please refer to Oracle's SEC filings for additional risks related to the proposed acquisition of Sun.

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Ellison: Oracle as T. J. Watson's IBM

“T.J. Watson's IBM was the greatest company in the history of enterprise in America because its combination of hardware and software was running most of the enterprises on the planet”, stated Larry Ellison on Sept 22th speaking at a Churchill Club event in Silicon Valley.

We think with the combination of Sun technology and Oracle technology we can succeed and beat IBM. That's our goal.

“We have a deep interest in the systems business. We think that by combining our software with hardware that we can deliver systems that can be the backbone of most enterprises in America and around the world.”

Thomas John Watson, Sr. (February 17, 1874 – June 19, 1956) was the president of IBM, who oversaw that company's growth into an international force from 1914. to 1956. Watson developed IBM's renowned management style and corporate culture, and turned the company into one of the most effective selling organizations yet seen, based largely around punched card tabulating machines.

Focus on joined R&D



McNealy said when Sun's and Oracle's research and development divisions join together in the merger, the R&D budget will total between \$4 billion and \$5 billion per year, ranking it among the world's top 10 companies.

Oracle has about 86,500 employees, while Sun, which has been cutting jobs, has about 30,000 workers.

What to Expect From Oracle's Acquisition of Sun Microsystems

Gartner examines the challenges and opportunities Oracle will face and analyze how its decisions could affect users.

Six potential scenarios will affect Oracle, its customers and the IT industry.

- 1. Oracle has been transformed into a "full stack" megavendor.**
- 2. Oracle could become a powerful leader in open source.**
- 3. Oracle will be a stronger force in Linux.**
- 4. Oracle will deliver on a vision of virtual application appliance solutions.**
- 5. Does Oracle need to extend its delivery of system integration services?**
- 6. Oracle could become a cloud and virtualization presence.**

Scenario 1. Oracle has been transformed into a "full stack" megavendor

Microsoft

IBM

ORACLE



The acquisition of Sun will result in a company whose yearly revenue could reach \$47 billion (with trailing four quarters of revenue of \$36 billion).

Oracle's broad software portfolio can deliver virtually all the necessary solutions to run an enterprise. Its FY08 software revenue of **\$17.8 billion places it third, lagging behind only Microsoft and IBM.**

Sun's hardware platform gives Oracle a more comprehensive platform capability and sets Oracle on the way to becoming **a fully integrated solution megavendor, like IBM and HP.** So far, Oracle has weathered the economic downturn by relying on its high-margin, recurring software maintenance revenue stream from its database, application and middleware businesses. With the acquisition of Sun's storage and server business lines, Oracle will be adding a more challenging, lower-margin market with very different business dynamics.

Bottom Line

Oracle has acquired a broader and deeper line of products, but may not be able to compete on equal terms with the existing megavendors until 2011. Nevertheless, this period should be exploited by users to create contract competition among the three vendors at more-favorable terms and conditions.

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Scenario 2. Oracle could become a powerful leader in open source



Java and MySQL offer the biggest "one-two punch" of the acquisition;

Oracle's ownership of them will likely increase the vendor's appeal to developers. Java is already a critical element of Oracle Fusion Middleware. If Oracle owns the Java trademark and controls the community process, it will be able to strategically secure and gain control over Java's future direction. But ownership of Java will require diplomacy on Oracle's part. If Oracle steers Java toward a proprietary technology or dramatically increases the cost of Java licenses, then it risks limiting Java's popularity and profitability.

The acquisition will give Oracle the ability to build an OSS stack with functionality similar to its proprietary stack, using OSS components throughout.



Novell.



Market Impact

Red Hat and Novell have sought to gain greater stature in the Linux market by expanding their software ecosystem and services. Although Red Hat has been increasing its promotion of JBoss and its capabilities in clustering, high availability, real time, management and virtualization, Red Hat Enterprise Linux still accounts for about 90% of its revenue. Gartner estimates from anecdotal evidence among inquiries that Oracle has a presence in about 60% to 70% of large data centers. Neither Red Hat nor Novell has the financial strength and marketing presence to compete with Oracle.

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Scenario 3.

Oracle will be a stronger force in Linux

Oracle's Linux support offerings have been slow in attracting users, who have feared forking or problems with standardizing and synchronizing with Red Hat, or have not liked the idea of increasing Oracle's revenue or overall dependence on Oracle. When Oracle entered the Linux support market, its primary differentiation from Red Hat was pricing and the development expertise of its RAC DBMS solutions.



Challenges and Opportunities

If Oracle swings too far over in favor of Linux, then users will perceive that OpenSolaris has no future. Rippling effects from this that diminish OpenSolaris attention will create a continuing downward spiral of enthusiasm for Solaris on SPARC platforms.



Bottom Line

Oracle will strengthen its expertise and reputation as a qualified and credible open-source vendor. But users should evaluate Oracle on its ability to shore up services, interoperability, testing and certification, which were all included within its proprietary stack, and which will be completed by its addition of a hardware component.

Scenario 4. Oracle will deliver on a vision of virtual application appliance solutions

Gartner believes Oracle may be planning to use a preintegrated, self-contained virtual application appliance to encapsulate an application and its dependencies. Such appliances are designed to run with minimal configuration adjustments and support. In this model, applications would no longer be deployed, installed and configured in traditional physical, hard-wired server and storage configurations. With virtualization, applications can be moved around a network of resources as business circumstances require. Oracle could also take the approach of configuring physical or virtual servers as preconfigured, integrated turnkey solutions, which could help optimize application performance. This would be a new market for both Oracle and Sun, and would offer opportunities to create many synergies.

Bottom Line

Of key importance is how invested Oracle will be in training and educating its sales force and field engineering in Sun storage products. If it wants to capture user loyalty, then it must focus its R&D resources on opportunities in the market for virtualized and physical appliances. Oracle has already commented on the need to circumvent "fat" operating system and server front ends that slow the delivery of infrastructure and operations functions. Users should discuss these plans with Oracle. Users should also compare the quality of support — before and after the acquisition — and modulate investments in the Sun portfolio accordingly.

Scenario 5. Does Oracle need to extend its delivery of system integration services?

The combination of Oracle and Sun still lacks IBM's and HP's multivendor system integration capabilities. For system integration services, Oracle depends on the 20,000 members of its Oracle PartnerNetwork. The services tend to be application-focused (that is, they support the sales and implementation of Oracle business applications and products). Oracle's professional service organization offers all forms of application services, with expertise in application integration middleware, hosting infrastructure and application management. In addition, Oracle currently deals with global system integration partners such as Accenture, Capgemini, EDS, IBM Global Business Services, Tata and others. The acquisition of Sun will cause several complications for Oracle that users will need to monitor:

- Where and how will Sun's own services complement Oracle's services?
- Will the acquisition of Sun create friction with some Oracle's SI partners, such as IBM and EDS?
- As the owner of Sun's hardware portfolio, how can Oracle build a dedicated SI business for Sun's range of products, including the PartnerNetwork, to fill the gaps between Sun's own infrastructure services and Oracle's application services?
- Should Oracle consider acquiring an SI dedicated to application integration on Sun hardware, or should it maintain SI hardware neutrality?
- If Oracle did acquire an SI, would that hinder its existing SI relationships?

Users should ask and receive from Oracle its business plan of how the channels will cooperate and differentiate along core competencies and multiple vendor participants



Scenario 6. Oracle could become a cloud and virtualization presence

Oracle said that it does not view cloud computing as a major new market force for Oracle by featuring statements such as: "Cloud Computing is an emerging trend for the delivery of software and hardware as services via the Internet" and "Oracle offers customers many choices to run business software in both private and public clouds." Oracle has cleverly woven the concept of "cloud" through Oracle On Demand and SaaS solutions, which serve as open platforms for the delivery of SaaS in a secure, scalable and available context. Oracle is experienced with application delivery solutions, and understands users who seek agility, pay-as-you-go costs and elasticity at minimal risk.

Oracle's acquisition of Sun has brought it to a fork in the road toward cloud computing. While Sun has not delivered a fully fleshed-out cloud solution, it could potentially combine components in its software and hardware infrastructure, and use them in cloud developments.

Bottom Line

Through 2010, Gartner does not expect many new cloud and virtualization developments to result from these acquisitions. We believe Oracle will take its time in evolving mature products that can leverage its data center capabilities.

Conclusions

Oracle's acquisition of Sun will change the competitive dynamics in the systems, software and services markets, but it is not a game-changer. Gartner believes that:

- Oracle will not "dump" all the Sun hardware products, as some predict. Instead, overtime, we expect Oracle to formulate plans for the hardware market; however, we do not expect innovation in chip design and fabrication.
- Oracle will continue driving clustered DBMS/application/middleware solutions favoring commodity platforms, which it can deliver on evolving data center requirements for dynamic data collection, analytics, management, manipulation and reporting. Sun's R&D efforts will likely be redirected accordingly, which will result in the revamping or discontinuance of some products.

Users seeking insight into Oracle's plans should examine its messages and statements for hints of the company's vision and direction. According to Oracle's overall philosophy, the era of big, costly mainframes has peaked and is now in decline. Oracle believes that users will instead seek agility, flexibility, granularity and lower-priced components.

Each of the listed scenarios is probabilistic and, therefore, may occur in combination with others, the outlier assumption of least probability being that all of them or none of them will occur.

Recommended Reading

- [After Oracle: Deciding Whether to Invest in Sun Servers](#)
- [Sun Microsystems' Storage Business Has Limited Strategic Value for Oracle](#)
- [Sun Middleware Under New Management: What to Expect](#)
- [Oracle/Sun Deal Will Change Competitive Landscape in IT](#)
- [What to Expect From Oracle's Acquisition of Sun Microsystems](#)
- [Oracle's Acquisition of Sun Could Change Java's Course.](#)
- [How Will Oracle's Acquisition of Sun Affect Database Management Systems?](#)
- [Oracle/Sun Deal Is Not About IAM, but IAM Could Be Impacted](#)

Additional topics rgd. Oracle

Key Issues for Oracle Research, 2009

Kenneth Chin

Oracle is a software megavendor with a broad set of products in business applications, infrastructure and database management systems. We examine Oracle's strategies, opportunities and challenges as well as the key issues in 2009 and beyond.

Oracle has become a software megavendor through its key acquisitions over the past five years, moving from databases, business applications and services into a leading provider of enterprise software across a broad range of technology markets. In fact, a large part of Oracle's growth has been done through acquisitions, including:

- PeopleSoft (January 2005),
- Siebel Systems (January 2006),
- Hyperion (March 2007),
- BEA Systems (April 2008).

Key Issues for Oracle research, 2009

Key Issue 1: What will be Oracle's overall business strategies and challenges as it competes against the technology megavendors and broader market players?

Planned Research: Our research will analyze Oracle's business and industry strategies and how they will be impacted by competitors, market trends and financial/economic pressures. We will also assess Oracle's overall partner ecosystem and how it compares with its competition. The planned research will cover:

- Oracle's business strategies and market positioning
- Oracle's ongoing acquisition strategy.
 - Evaluation of Oracle's partner strategy and ecosystem.
 - Oracle's industry strategy for delivering application solutions.
 - Evaluation of Oracle applications and infrastructure licensing options.

Related Research:

"Vendor Rating: Oracle"

"Vendor Focus for Oracle: Product and Service Offering Details"

"Q&A for Determining Whether Oracle Advanced Customer Services Is Right for You"

Key Issues for Oracle research, 2009

Key Issue 2: What will be Oracle's strategies and challenges for its business applications products and its future rollout of Fusion Applications?

Planned Research: Our research will assess Oracle's application strategies and the evolution of its business applications. Gartner will monitor and publish research on changes in Oracle's strategic direction, as well as new announcements from Oracle that impact its business application customers and prospects. The planned research will cover:

- Decision frameworks and tactical guidelines for customers and prospects of Oracle EBS, PeopleSoft, JD Edwards and Siebel deployments and upgrades.
- Functional capabilities and technical architecture of Fusion Applications.
- Adoption of the Oracle Application Integration Architecture and the corresponding set of packaged integrating processes.
- Upgrade and migration strategies for Oracle Applications Unlimited to Oracle Fusion Applications.
- Potential strategy shifts in support and pricing for Oracle business applications products.

Related Research:

"Gartner's 2008 Guide to Options for Upgrading Oracle Applications"

"The Top Client Issues for Oracle Business Applications in 2008"

"Oracle SCM Capabilities Are Making Progress"

"Negotiating JD Edwards ERP Licenses With Oracle: What You Need to Know"

"Oracle Fusion Applications: Still a Mystery"

Key Issues for Oracle research, 2009

Key Issue 3: What will be Oracle's strategies and challenges in its traditional DBMS business?

Planned Research: Our research will include analysis on the evolution of DBMS technologies and supporting markets, how Oracle will be adopting these changes and perspectives on strategies for data warehouse, BI, OLAP, data mining and data integration. Gartner will also assess how technologies for large, high-reliability DBMS environments will evolve, including continued support for clusters, virtualization and grid computing. The planned research will cover:

- The deployment strategies for Oracle Database 11g.
- The competitiveness of the Exadata products.
- The virtualization and pricing policies for Oracle DBMS.

Related Research:

"Planning for Oracle Fusion Applications Database Management System Choices"

"Oracle's Exadata Enters the Data Management Hardware Fray"

"Oracle RAC Moved to Mainstream Use"

Q&A



Thank You!

*This presentation is built based on research
and insights developed by Gartner analysts!*

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