



ORACLE®

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Applications For Your Business

Solutions for Your Industry

Damir Stepanić

Application sales consultant

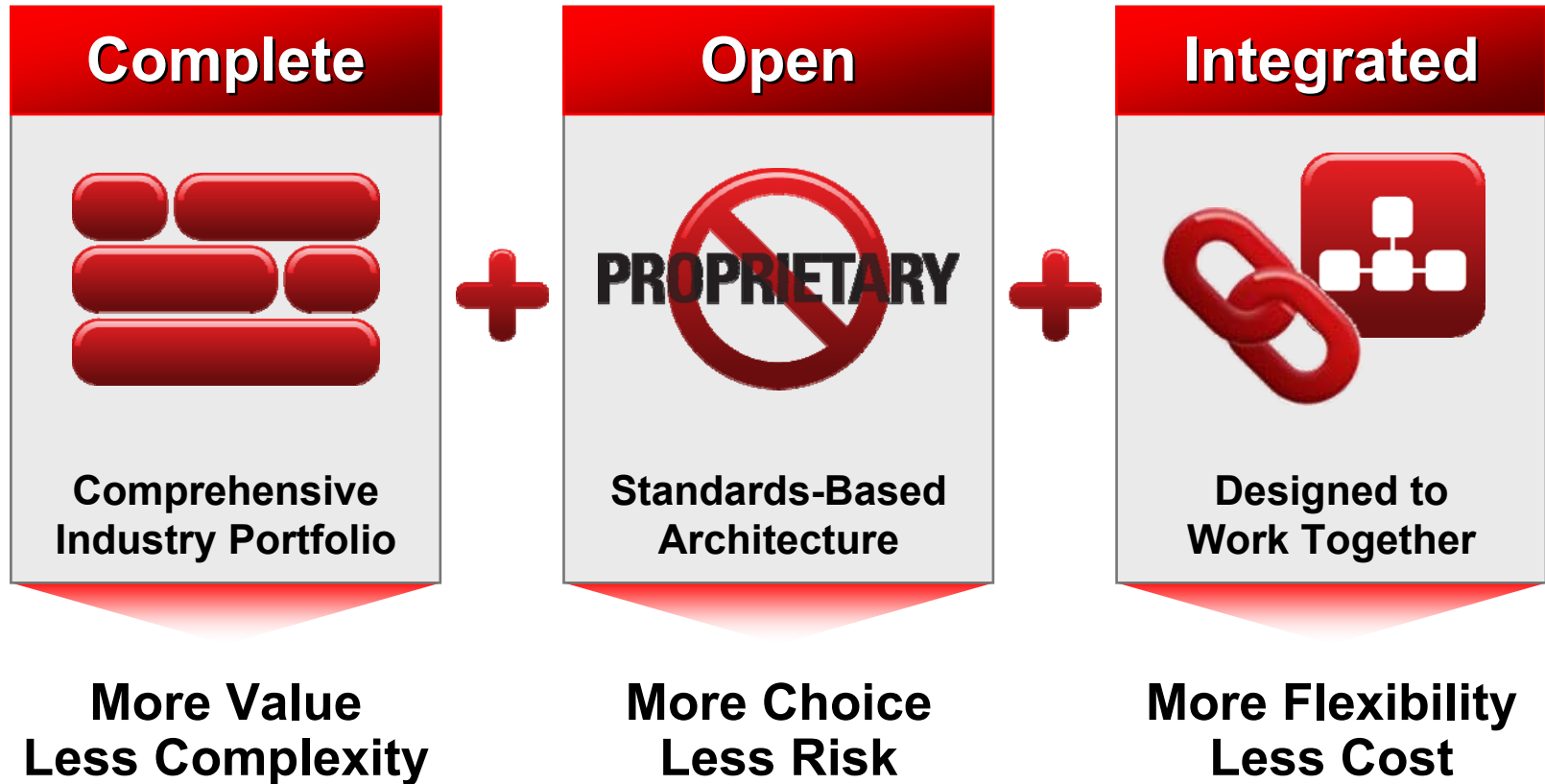
Safe Harbor Statement

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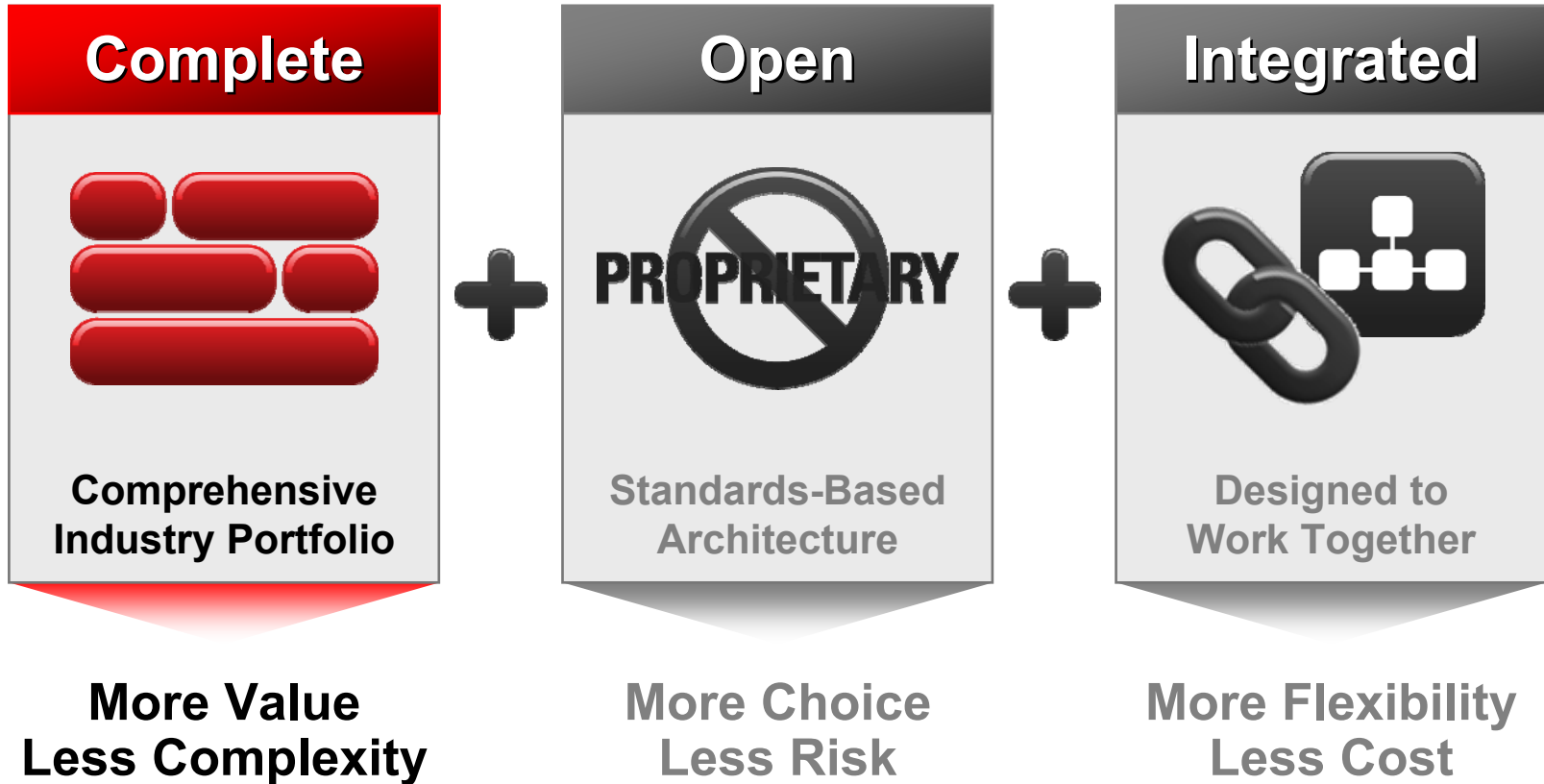
Oracle in Applications

- 40,000 Application Customers
- 3,500 Application Partners
- #1 in North America*
- #1 in the UK
- #1 in Human Capital Mgmt Globally*
- #1 in Supply Chain Management Globally*
- #1 in Customer Relationship Management Globally
- #1 in Application Platform Suites

Oracle's Application Strategy



Oracle's Application Strategy



Oracle Acquisitions ~ \$35 Billion in Targeted Acquisitions



APPLICATIONS

TECHNOLOGY

Enterprise Deals	
Business Applications	
Project-Intensive	
Retail	
Communications	
Health Sciences	
Utilities	
Banking	
Insurance	
Manufacturing	

Enterprise Deals	
Middleware Management	
Performance Management	
Identity Management	
Content Management & Collaboration	
Database	
Systems Management	

ORACLE

*Subject to closing conditions

Retail Footprint: Pre-Acquisitions

Oracle

ISV Partners

Analytics

Customer Demand & Enterprise

CRM & Marketing

Loyalty

Call Center

Sales

Field Service

Web Store

Marketing

Order Mgmt

Pricing

CTO

Business Operations

Supply Chain Planning

Supply Chain Execution

Merchandise Planning & Optimization

Merchandise Operations

Store Operations

Replenishment Optimization

PIM

Merchandise Financial Planning

Trade Management

Point-of-Sale

Advance Inventory Planning

Sourcing

Assortment Planning

Invoice Match

Store Inventory Mgmt

Supply Network Optimization

Warehouse Management

Item Planning

Merchandise Management

Returns Management

Value Chain Collaboration

Transportation Management

Price Optimization

Price Management

Learning Mgmt

Value Chain Allocation

Home Delivery

Promotion Planning & Optimization

Sales Audit

Store Helpdesk

Demand Forecasting

Workforce Comms

Corporate Administration

EPM

Financials

Human Resources

Real Estate

Indirect Procurement

Projects

Compensation

Helpdesk

HR

IT

Infrastructure

Integration and Collaboration

Enterprise Infrastructure

Retail Footprint: Post-Acquisitions

Analytics

Customer Demand & Enterprise

CRM & Marketing

Loyalty

Call Center

Sales

Field Service

Web Store

Marketing

Order Mgmt

Pricing

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Financials

Human Resources

Real Estate

Indirect Procurement

Projects

Compensation

Helpdesk

HR

IT

Infrastructure

Integration and Collaboration

Enterprise Infrastructure

Complete Solutions by Industry

Industry Leaders Rely on Oracle Applications

Aero & Defense



11 of Top 11

Automotive



20 of Top 20 Auto
Manufacturers

Chemicals



5 of Top 10 Global

Consumer Products



65 of Top 100

High Technology



25 of Top 25 Electronic
OEMs

Industrial Mfg



9 of Top 10 Global

Life Sciences



20 of Top 20
Pharmaceuticals

Natural Resources



16 of 21
Fortune 500

Oil & Gas



6 of Top 7
Companies

Utilities



13 of Top
20 Fortune 500

Communications



20 of Top 20
Service Providers

Education & Res.



Academic
Universities

Engr & Construction



4 of Top 5
Fortune 500

Financial Services



20 of Top 20
Banks

Healthcare



Over 300 Leading
Providers

Media / Entertain.



All in Fortune's Global
500

Professional Svcs



9 of Top 10 Global
IT Services Firms

Public Sector



Over 1500
Organizations

Retail



20 of Top 20 Retailers

Travel & Transport

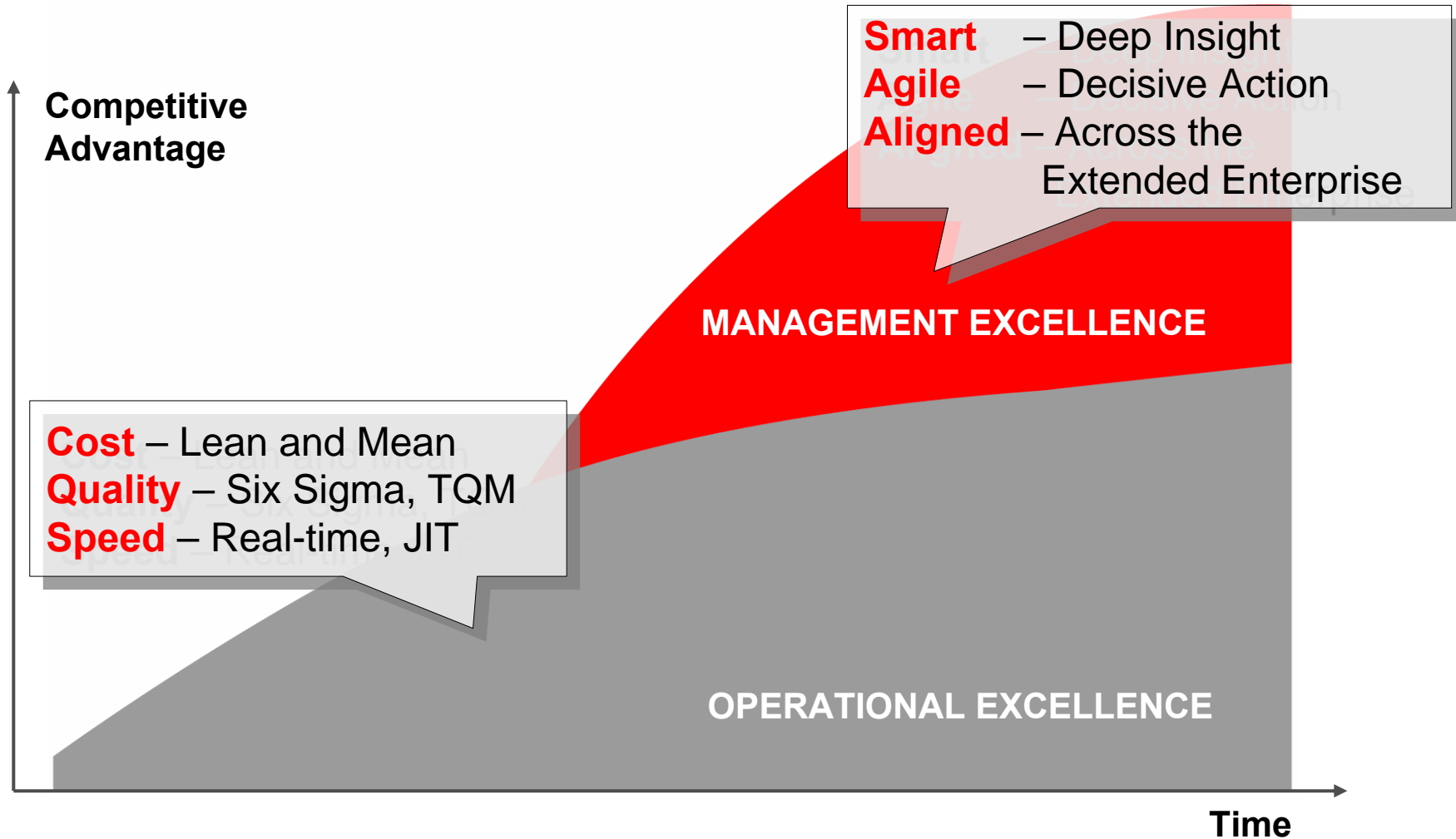


3 of Top 5 Airlines
in Fortune 500

Oracle E-Business Suite



Management Excellence: The Next Competitive Edge



Oracle's Enterprise Performance Management System

EPM Workspace

Performance Management
and GRC Applications

BI Applications

Business Intelligence Foundation

Fusion Middleware



OLTP & ODS
Systems



Data Warehouse
Data Mart



OLAP



Oracle, PeopleSoft, JDE,
Siebel, SAP, Custom



Excel
XML



Business
Process

CRM Investments for Deep Industry

Telecom	Public Sector	Retail	Transport	Other Ind.
Integrated Multi-channel E-Commerce	Online Application Management	Integrated Loyalty Management	Integrated Loyalty Management	Integrated Multi-channel E-Commerce
Multi-channel Customer Service	Integrated Case Processing	Multi-channel Order Management	Personalized Marketing	Multi-channel Customer Service
Self Service Billing Presentment	Application Data & Forms Integration	Integrated Multi-channel E-Commerce	Integrated CRM	Optimized Sales & PRM Solutions



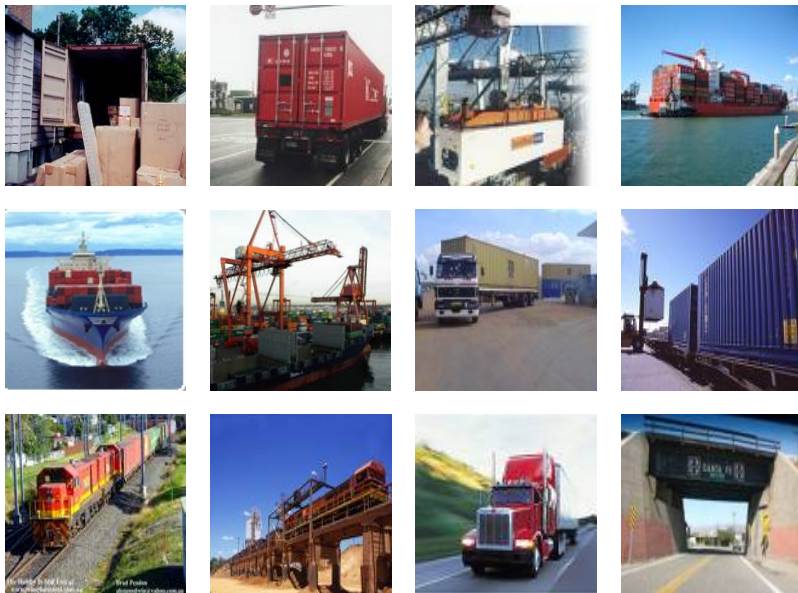
Oracle's Application Strategy



Open Standards Support Choice

Grow and Expand Your Business

Analogy: How do standards for container sizes enable shipping?



Leverage Existing Investments

- Support heterogeneous environments

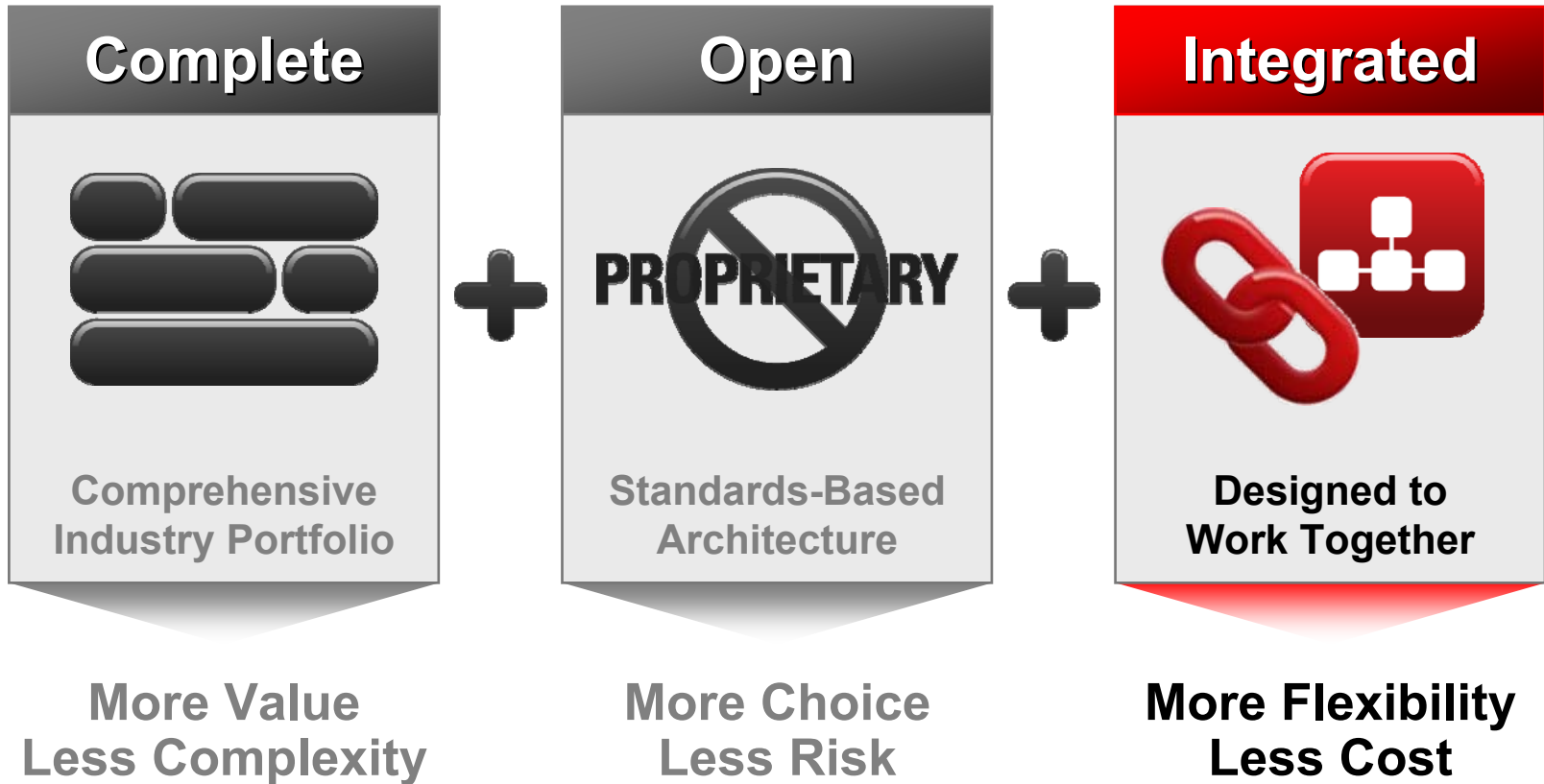
Offer New Business Services

- Adopt innovative new services quickly
- Source at best value

Do It For Less

- Use lower cost labor, resources

Oracle's Application Strategy



Integrating Your Enterprise



Integrated business processes



Integrated user experience

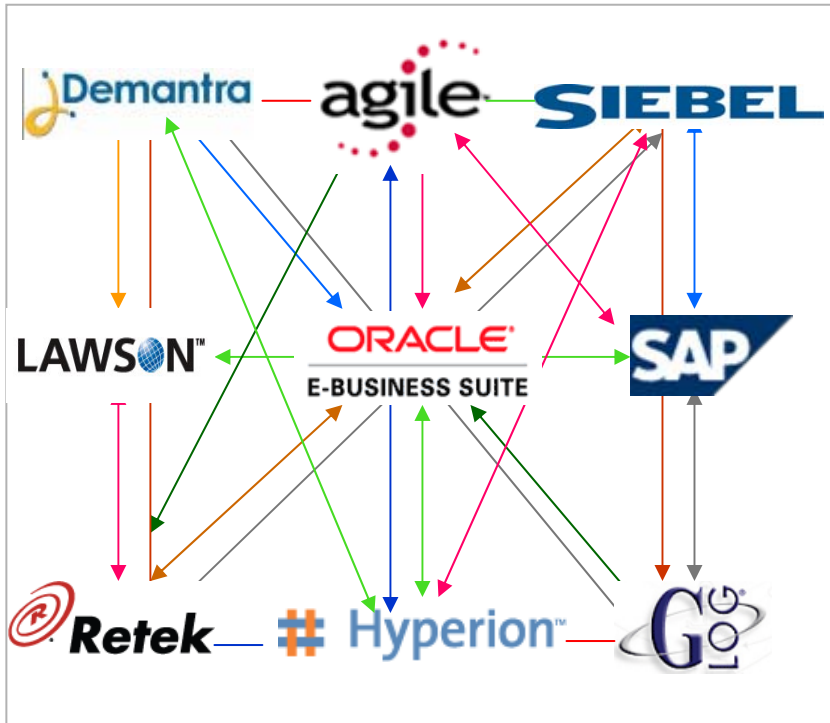


Integrated business intelligence

Integration of IT Systems

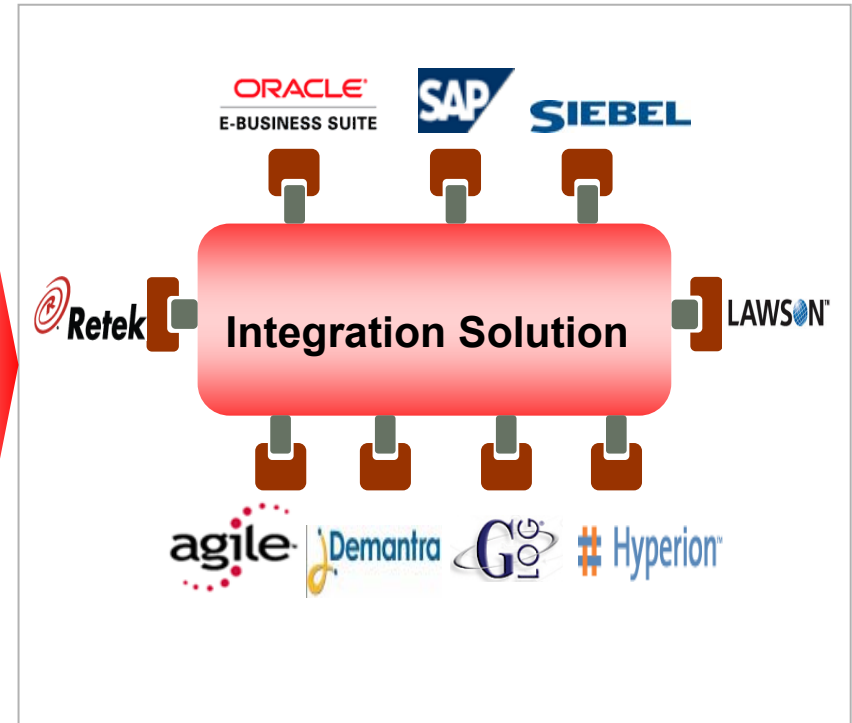
The Transformation

Traditional Approach



- Costly
- Rigid
- Unsustainable

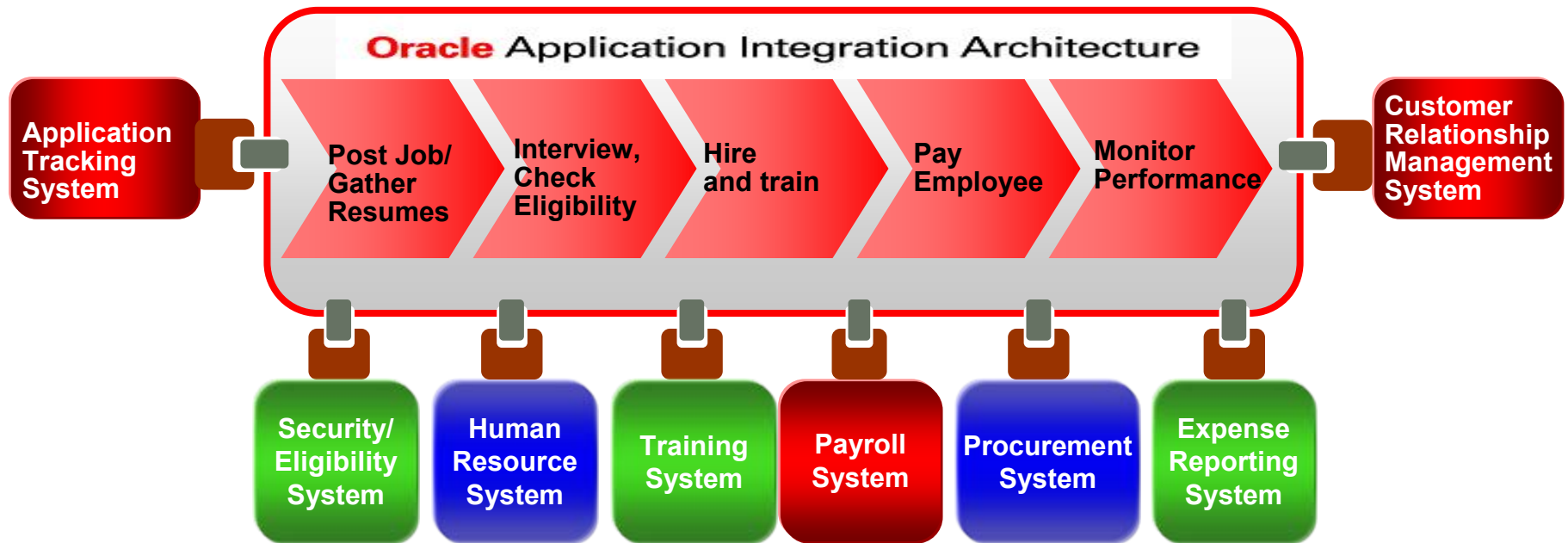
Oracle's Approach



- Affordable
- Agile
- Sustainable

End to End Business Process Integration

Example: Hire a new Sales Representative



Integrated User Experience

Oracle Enterprise 2.0

Recent **Favorites** **Search** **Preferences** **Presence** **Contextual Wiring** **Communities** **Documents** **Discussions** **Email** **Notifications**

Global Worklist

- Notifications (32)
 - Approvals (11)
 - Alerts (14)
 - FYIs (5)
 - Other (2)
- Budgets (1)
- Expenses (4)
 - Phone Bill
 - Chicago Trip

Home

Notifications (7) (3) Actions

Priority	Title	From	Status	Date	Justification
	Expense Report: \$234.90	Sam Smith	Closed	05/02/06	6 month cable cost
	Conf Request	Dustin Selig	Pending	06/03/06	LPA Conf
	System Request: Dell Laptop	Jose Marksen	Pending	06/19/06	Old computer broke
	LOA Request: 56 days	John Cullin	Closed	06/29/06	Personal
	Vacation Request: 5 days	Priyush Agarwal	Open	06/22/06	Vacation
	Usability Test Gifts: \$801.10	Ethan Hunt	Open	05/25/06	Usability tests

Expenses by Quarter

Quarter	Actual	Budget
Q1	~350M	~350M
Q2	~350M	~350M
Q3	~400M	~380M
Q4	~350M	~350M

Budget by Category

Category	Percentage
Research and Development	40.25%
Marketing	20.91%
General and Ad.	5.703%
Depreciation on...	3.437%
Compositional A...	2.409%
Headcount Exp...	4.732%
Other	15.58%

Communities

- My Workplace
- All Prospects
- Community ABC
- Ford Visit
- General Motors
- GMC Tracking
- KIA Tracking
- Photography
- Sales Reps: PM Interaction
- Taxes Help
- Create Comm...
- Open Community...

Documents

- Oracle AS New Features
- Fusion Roadmap

Discussions

- Kia Sales Goals for Q1
- Updates for Pricelist
- Training Schedule
- Customer Presentation
- Quarterly Report
- Research and Development
- New Engineering Specs

Email

- Paul Emilio: 10:20 am
- Oscar San Jose: 10:18 am
- Ratna Palkharel: 10:02 am

Notifications

- Chicago Trip

Presence



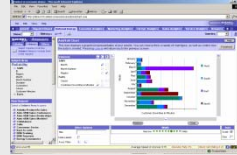



- Andrew Seifkow
- Benson Lam
- Candace Fende
- Christian House
- Dan Jordan
- Navneet Singh
- Pankaj Mittal
- Rahul Patel
- Steve Burns
- Todd Vender
- Wandana Deep
- Wed Singh

Contextual Wiring

Arrows indicate connections between the Budget by Category pie chart and the Expenses by Quarter bar chart, and between the Communities list and the Budget by Category chart.

Oracle Delivers Integrated Intelligence

Data from Any Source Rendered in Any Way You Want

<p>Interactive Dashboards</p> 	<p>Reporting & Publishing</p> 	<p>Ad-hoc Analysis</p> 	<p>Proactive Detection and Alerts</p> 	<p>Disconnected Analytics</p> 	<p>MS Office Plug-in</p> 
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Common Information Model

Consistent Definitions of Business Measures, Metrics, Calculations

Any Data Source



Data Warehouse / Mart



OLAP



SAP, Oracle, Siebel, PeopleSoft, Custom



Excel XML

Oracle's Application Strategy

Offers Unprecedented Value

- ✓ **Deliver COMPLETE, Best-in-Class Industry Solutions**

Industry solutions, not just administrative processes, that positively influence market competitiveness

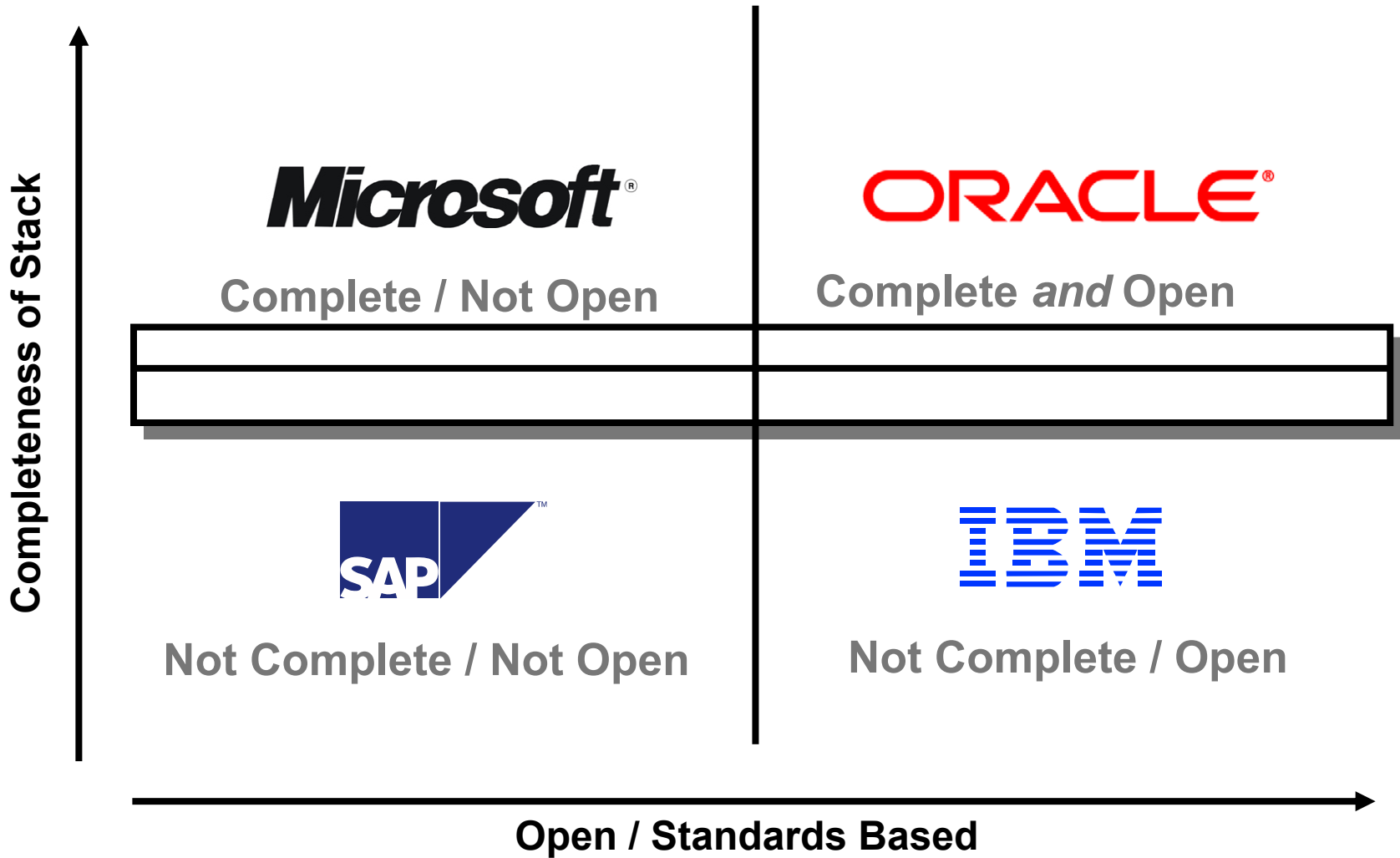
- ✓ **On an OPEN Standards-Based Architecture**

Lowers risk through a broader choice of solutions and connectivity within and across the enterprise

- ✓ **INTEGRATED for High-Value and Flexibility**

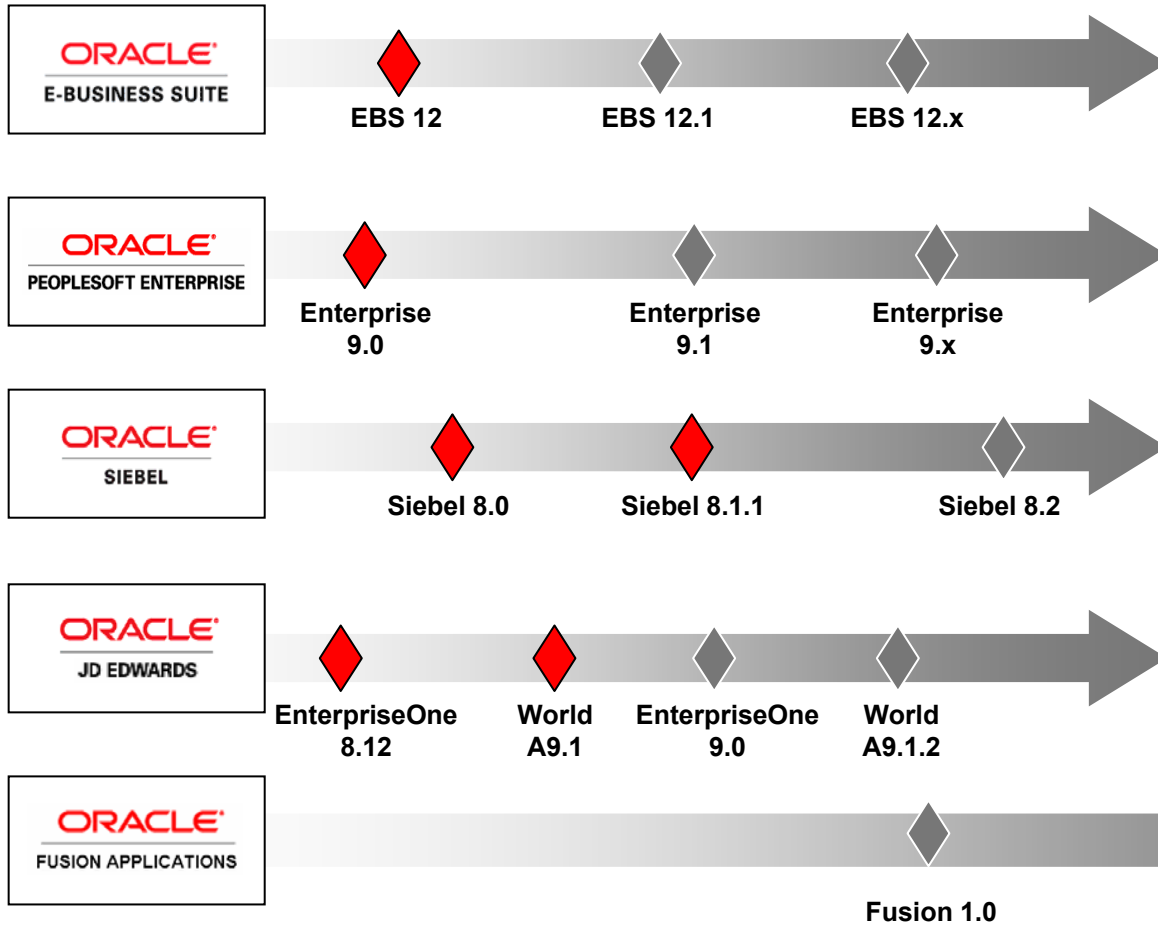
Out-of-box integration of processes, user experience and intelligence to reduce cost of deployment and provide flexibility to change

Oracle's Stack is Complete and Open



Applications Unlimited

Ongoing Innovation with Internal Development

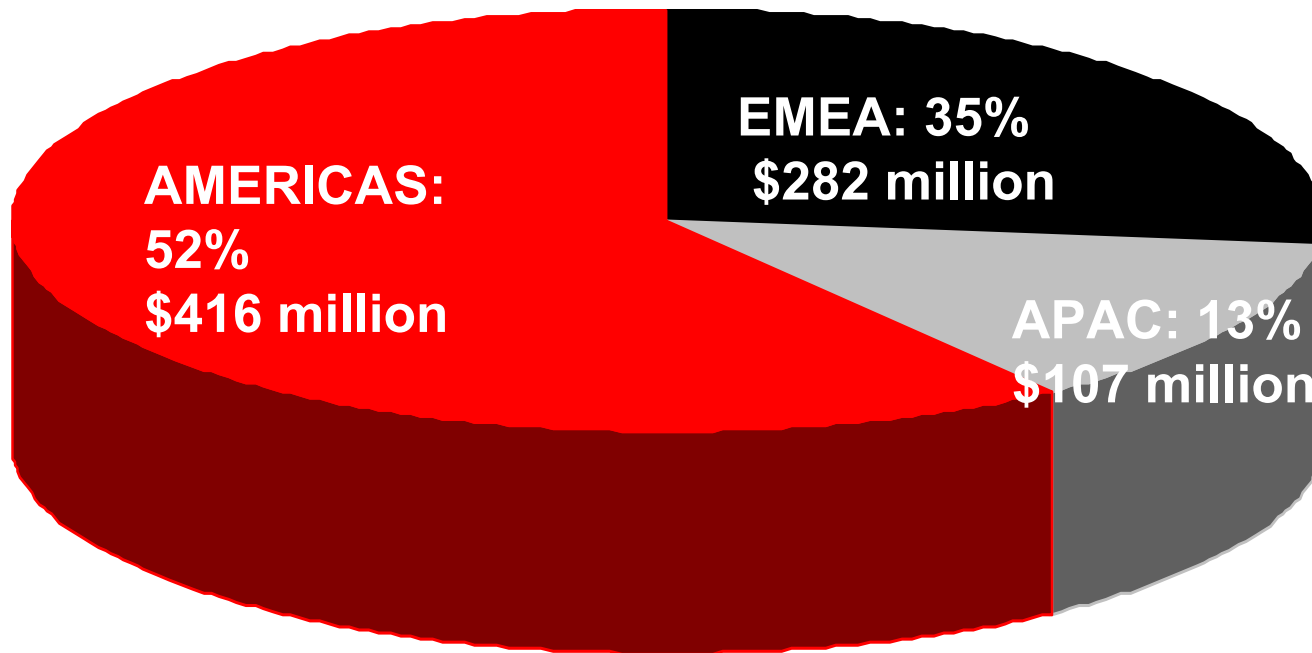


Since acquisition, new versions of applications product lines have been released

New versions are on the horizon

All backed by Oracle Lifetime Support

FY09 Q4 Applications New License Revenue by Geography



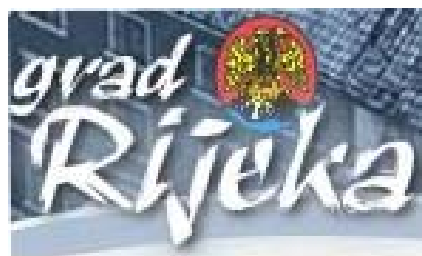
*Based on GAAP

A Few Representative Customers

Organizations of All Sizes and Industries

Customer Momentum in Croatia



ORACLE®