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Camilla Kampmann

Senior Marketing Director,
EE&CIS,
Oracle Corporation

Strong FY07 Financial Performance
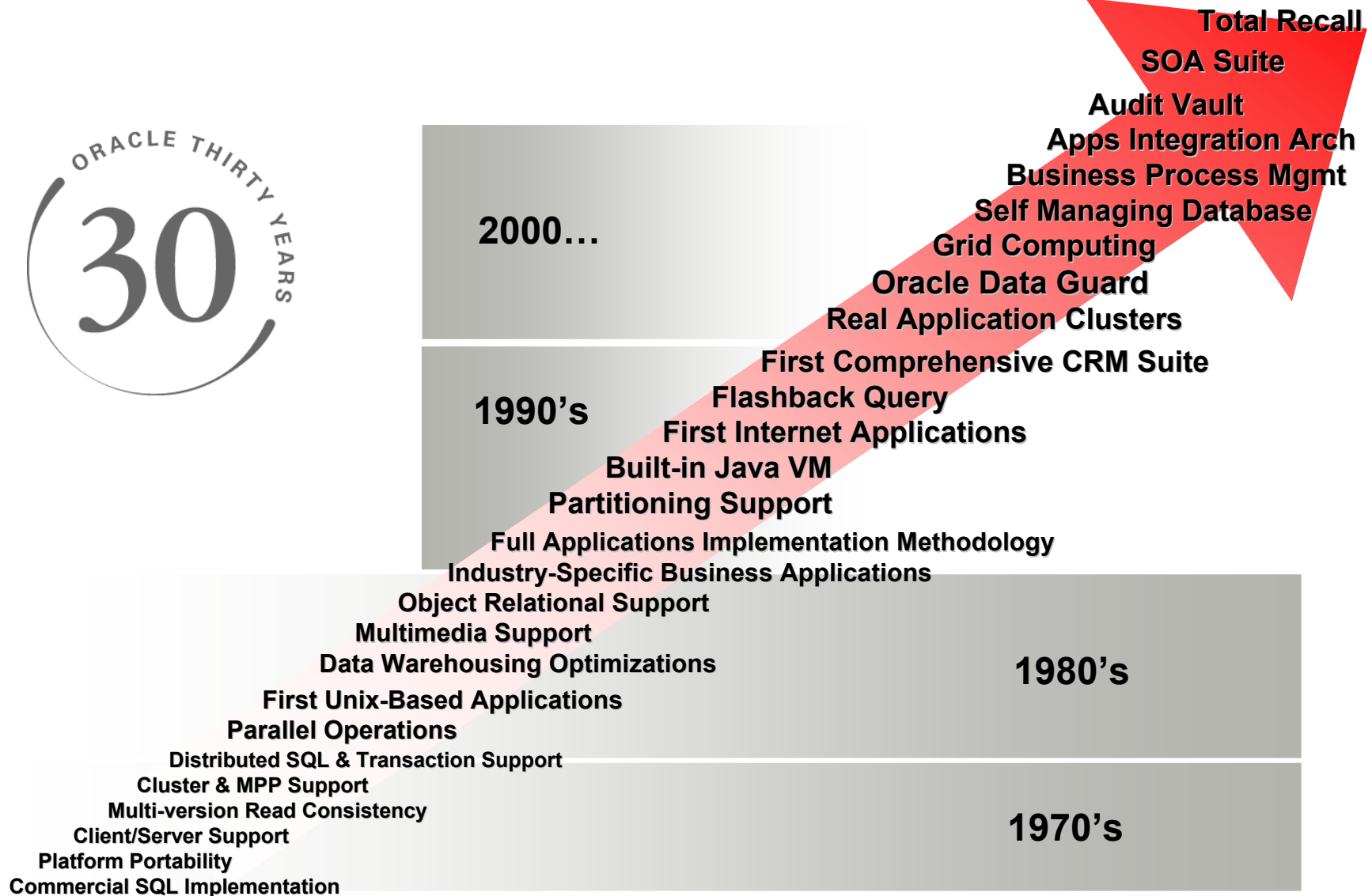
	FY07	FY06	Y/Y Growth
New Software License Revenue	$5,882M	$4,905M	+ 20%
Maintenance Revenue	$8,541M	$7,027M	+ 22%
Service Revenue	$3,785M	$2,839M	+ 33%
Total Revenue	$18,208M	$14,771M	+ 23%
Operating Income	$7,421M	$5,963M	+ 24%
Net Income	$5,307M	$4,246M	+ 25%
Earnings per Share	$1.01	$0.80	+ 25%

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Oracle Corporation

- World's largest enterprise software vendor
- $18 billion revenue, FY07
- 275,000 global customers
- 30,000 applications customers
- 190,000 small business customers
- 68,000 employees; 7,500 support personnel
- 19,000 partners
- 9,000 Independent Software Vendors (ISVs)
- Operating in 145 Countries

ORACLE THIRTY YEARS
30

ORACLE®

30 Years of Continuous Innovation

ORACLE THIRTY YEARS

30

Total Recall
SOA Suite
Audit Vault
Apps Integration Arch
Business Process Mgmt
Self Managing Database
Grid Computing
Oracle Data Guard
Real Application Clusters

2000…

First Comprehensive CRM Suite
Flashback Query
First Internet Applications
Built-in Java VM
Partitioning Support

1990's

Full Applications Implementation Methodology
Industry-Specific Business Applications
Object Relational Support
Multimedia Support
Data Warehousing Optimizations
First Unix-Based Applications
Parallel Operations

1980's

Distributed SQL & Transaction Support
Cluster & MPP Support
Multi-version Read Consistency
Client/Server Support
Platform Portability
Commercial SQL Implementation

1970's

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Database	Middleware	Applications
• Database	• Application Server	• E-Business Suite
• Real Application Clusters	• SOA / Integration	• PeopleSoft Enterprise
• Partitioning	• Business Intelligence	• Siebel
• OLAP and Data Mining	• Content Management	• JD Edwards
• Security	• Identity Management	• Oracle Retail
• Spatial	• Data Hubs	• i-Flex
• Oracle Lite	• Collaboration Services	• Communications Billing
• Times Ten	• Java Development Tools	• Utilities
	• Enterprise Performance Management	• ProfitLogic
		• G-Log

Leader in Key Markets

- Database
- Database Share on Linux
- Supply Chain Management
- CRM
- Retail
- Communications
- Human Capital Management
- Financial Services
- Public Sector
- Professional Services
- Enterprise Performance Management

Bringing Order to the Chaos

Why customers are moving away from disparate applications to fewer, more standard applications

- Higher labor costs
- Security risks
- Difficult to extend or modify business processes
- Proprietary interfaces, architectures, tool sets
- Custom, expensive integration
- Vendor viability risk
- Fragmented service and support
- Inefficient licensing and portfolio management
- Complicated and risky upgrades
- Upgrades and technology not synchronized
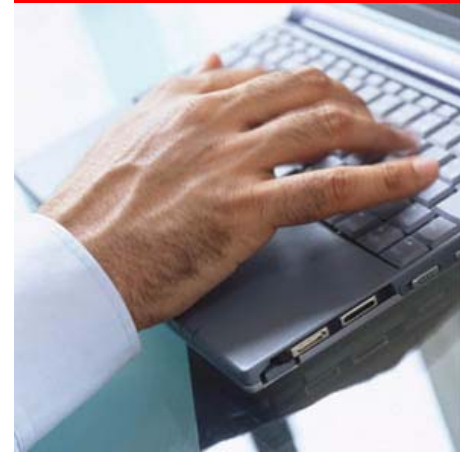- They're ready for a single super store

ORACLE®

Complete and Open

Acquisition Approach

- Innovation
- Leverage Technology Stack
- Specialization and Accountability
- Speed
- Clarity
- Single Instance

ORACLE®

Applications

Applications Unlimited
Delivered 2007

ORACLE E-BUSINESS SUITE	**Oracle E-Business Suite 12** • 18 New Products • 2443 Enhancements
ORACLE PEOPLESOFT ENTERPRISE	**PeopleSoft 9.0** • 2 New Products • 1478 Enhancements
ORACLE SIEBEL	**Siebel 8.0** • 10 New Products • 366 Enhancements
ORACLE JD EDWARDS ENTERPRISEONE	**JD Edwards EnterpriseOne 8.12** • 5 New Products • 291 Enhancements
ORACLE JD EDWARDS WORLD	**JD Edwards World A9.1** • 4 New Products • 1297 Enhancements

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Applications Unlimited
Delivering On Our Commitments

- New Releases and Enhancements
- Global Support
- More Localizations
- Modern Middleware
- Better Analytics
- Better Documentation
- Smoother Upgrades
- On Demand
- SWAN User Interface
- Improved Quality and Testing

Oracle Retail
Solutions Footprint, Pre Acquisition

Oracle
ISV Partners

CRM and Marketing

Web Store	Loyalty	Call Center	Sales	Order Mgmt/Pricing/CTO	Field Service	Marketing

Business Operations

Analytics Customer Demand & Enterprise

Retail Planning and Optimization

Demand Forecasting	Merchandise Financial Planning	
Assortment Execution	Item Planning	Category Mgmt
Markdown Opt	Space Opt	Promotion Opt

Merchandise Operations

Trade Mgmt	Invoice Match
Merchandising Mgmt	
Price Mgmt	Sales Audit

Supply Chain Planning

Supply Chain Optimization
Advanced Inventory Planning
Supply Network Optimization

Supply Chain Execution

PLM	Sourcing
Warehouse Mgmt	
Transportation Mgmt	
Home Delivery	

Store Operations

Point-of-Service	Workforce Scheduling
Store Inventory Mgmt	Learning Mgmt
Returns Mgmt	Store Help Desk
Task Management	Workforce Comms

Corporate Administration

CPM	Financials	Human Resources	Compensation	Real Estate	Projects	Indirect Procurement	HR Help Desk	IT Help Desk

Integration & Collaboration
Enterprise Infrastructure

Oracle Retail

Solutions Footprint *Post Acquisition*

Oracle	
ISV Partners	

CRM and Marketing

Web Store	Loyalty	Call Center	Sales	Order Mgmt/Pricing/CTO	Field Service	Marketing

Business Operations

Analytics Customer Demand & Enterprise

Retail Planning and Optimization

Demand Forecasting	Merchandise Financial Planning	
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Supply Chain Planning

Supply Chain Optimization
Advanced Inventory Planning
Supply Network Optimization

Supply Chain Execution

PLM	Sourcing
Warehouse Mgmt	
Transportation Mgmt	
Home Delivery	

Store Operations

Point-of-Service	Workforce Scheduling
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Returns Mgmt	Store Help Desk
Task Management	Workforce Comms

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CPM	Financials	Human Resources	Compensation	Real Estate	Projects	Indirect Procurement	HR Help Desk	IT Help Desk

Integration & Collaboration
Enterprise Infrastructure

Oracle Retail Customers

9 of the top 10 North American Retailers use Oracle Apps
17 of the top 20 Global Retail Companies use Oracle

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Oracle Communications
Solutions Footprint

Oracle	
ISV Partners	

Business Applications

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

Analytics

Enterprise Analytics

Operations Analytics

CRM Analytics

ERP Analytics

Business Operations

Billing and Revenue Management

Charging and Rating	Billing	Revenue Management

Network Applications

Service Provisioning	Inventory Management	Service Activation	Mediation

Service Delivery

Service Delivery Platform

Corporate Administration

Revenue Assurance	Human Resources	Financial Management	Asset Management	Security Management	Knowledge Management	Fraud Management	Help Desk

Infrastructure

Universal Data Hubs (Customer, Product, Asset)

Middleware (e.g. BPEL)

Carrier Grade Framework (e.g. Application Server, RAC, Times Ten)

Oracle Communications Customers

19 of the world's top 20 Comms Service Providers use Oracle
All 15 of the top U.S. Comms Service Providers use Oracle

Oracle Banking
Solutions Footprint

Oracle
ISV Partners

Customer Channels

Cards	Kiosk	POS	ATM	Voice	Wireless	Internet/ Self-Svc	Call Center

Marketing	Br. Platform	Teller	Wealth Mgt	Small Bus.	Credit	Corporate	Partner	Stmt/Billing

Analytics

CRM	Operational
RTD	Credit

Basel II
Human Resources (Employee)
Financial

Bank Operations

Consumer Deposits	Commercial Lending	Investment Management	Electronic Payments
Consumer Lending	Mortgage	Lease Management	Trading / Invest. Banking
Fund Management	POS/Debit/Credit Cards	Treasury	Cash Management

Corporate Administration

CPM	Financials	Procurement	Facilities Management	Human Capital Mgmt	Projects	Compen-sation	Help Desks HR & IT

Infrastructure

Hubs (Customer, Asset, Product)
Fusion Middleware (Apps Server, Dev Tools, Process Orchestration, Security, Portal, Web Services)
Database (10g, RAC, Oblix, Times Ten)

Oracle Banking Customers

23 of the Top 25 North American Banks Use Oracle Apps
17 of the top 20 Global Banks Use Oracle Apps

ВТБ	РОСБАНК	Сургутнефтегазбанк	HALYK BANK	УКРСОЦБАНК
ИНГОССТРАХ Ingosstrakh	КапиталЪ СТРАХОВАЯ ГРУППА	GE Capital Bank	UBS	ABN·AMRO Bank
Westpac	MasterCard International	Alliance Leicester	Rabobank	Lloyds TSB
WELLS FARGO	WACHOVIA	Crédit Agricole TRES BANQUE. TRES NATURE.	Banco Salvadoreño	CHINABANK
Capital One	BREMER BANKING · INVESTMENTS · TRUST · INSURANCE	UNION BANK OF CALIFORNIA	Banco de Chile	国家开发银行 China Development Bank

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Oracle Utilities
Solutions Footprint

Oracle
ISV Partners

Customer Channels

Quote & Proposal Order & Contract Mgmt	Sales	Marketing	EBPP	Service	Advanced CRM	Call Center Management	Partner Management

Analytics

Enterprise Analytics

Operations Analytics

CRM Analytics

ERP Analytics

Business Operations

Meter Data Management	Field Service	Asset & Work Management
Rating & Billing	Network (Grid) & Outage Management	Supplier Contract Management
SCADA / GIS	Scheduling & Settlement	Energy Trading & Risk Management

Corporate Administration

CPM	Financials	Indirect Procurement	Facilities Management	Human Resources	Projects	Compensation	Help Desk

Infrastructure

Data Hubs (Asset Hub, Product Hub)	Universal Customer Master

Integration Framework (e.g. BPEL)

Technology [e.g. Spatial Database, Application Server, RAC, Oblix, Times Ten]

Oracle Utility Customers

9 of the top 10 North American gas companies use Oracle
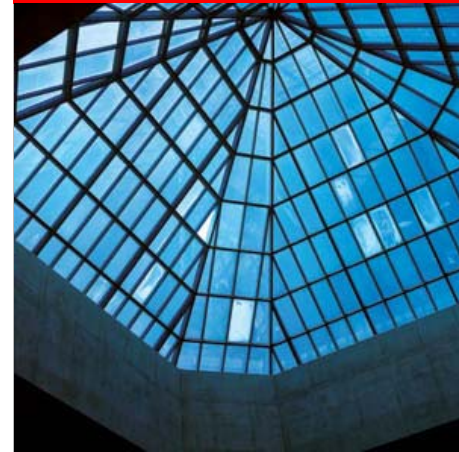*7 of the largest 10 North America cities purify their water with Oracle*

ORACLE®

Oracle Application Integration Architecture

Integration Unlimited

- ✓ **All Oracle Applications**
- ✓ **Common Object Model**
- ✓ **Third Party and Legacy Extensible**
- ✓ **Open, Standards Based - BPEL**
- ✓ **Upgradeable**
- ✓ **Built on Fusion Middleware**

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Fusion Middleware

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Oracle Fusion Middleware

Development Tools

Unified SOA Development Tool & Framework

User Interaction

Web 2.0 Portal, Rich Internet Apps, Mobile, Search, Desktop, Presence, VoIP

Business Intelligence

Data Integration, Query & Analysis, OLAP, Dashboards, Reports, Alerts, Real-Time

Content Management

Web Content, Documents, Digital Assets, Imaging, Records, Information Rights

SOA & Process Management

ESB, BPEL PM, Workflow, BAM, Rules, B2B, MDM, Registry, SOA Governance

Application Server

Java EE, Web Services, Complex Event Processing, XTP, RFID & Sensors, SIP

Grid Infrastructure

Application Clusters, In-Memory Data Grid, Common Metadata Services

Enterprise Management

Provisioning, Diagnostics, Tuning, Configuration Management

Identity Management

Provisioning, Access Management, Federation, Audit, Directory

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18 quarters… Momentum

- From 0 to $1 billion+ revenue
- 50,000 customers
- 90 of Fortune 100
- 29 of the Dow 30
- 45% growth last year
- 103% growth in security
- 9,000 partners

Fusion Middleware Suite Customers
Some Sample References

Database

Oracle Database 11g
Real Innovations.

	Oracle	IBM	Microsoft
Advance compression	✓		
Online Upgrades and Patching	✓		
Real Application Testing	✓		
Data Guard	✓		
Fast Files	✓		
Total Recall	✓		
Real Applications Clusters Performance Management	✓		
OLAP-based Materialized Views	✓		
Continuous Query Notification	✓		

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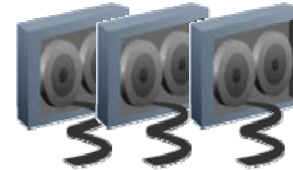# The Standard for Data Security

Database Vault

Segmentation Of DBA Duties

Label Security

Row level Security

Secure Backup

Encrypted Data on Tape

Audit Vault

Centralized audit trail Of database changes

Advanced Security

Encrypted Data

Secure Search

Authorized Search

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