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Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

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Program Agenda

- Oracle's application strategy
  - Strategic priorities
  - Product portfolio
  - The *Applications Unlimited* commitment

- Fusion Applications and Cloud Services
  - Key drivers and architecture
  - Scope and global coverage
  - Deployment options
  - Customer examples

TECHNOLOGY IS
ACCELERATING
THE PACE OF CHANGE

2.3
BILLION

1 OUT OF EVERY 5 MINUTES IS SPENT SOCIAL NETWORKING

Joe User

About   Friends   Events   Likes

Status Update

Post

BILLION
GLOBAL MOBILE SUBSCRIBERS

ORACLE CLOUD SOLUTIONS

Comprehensive Portfolio
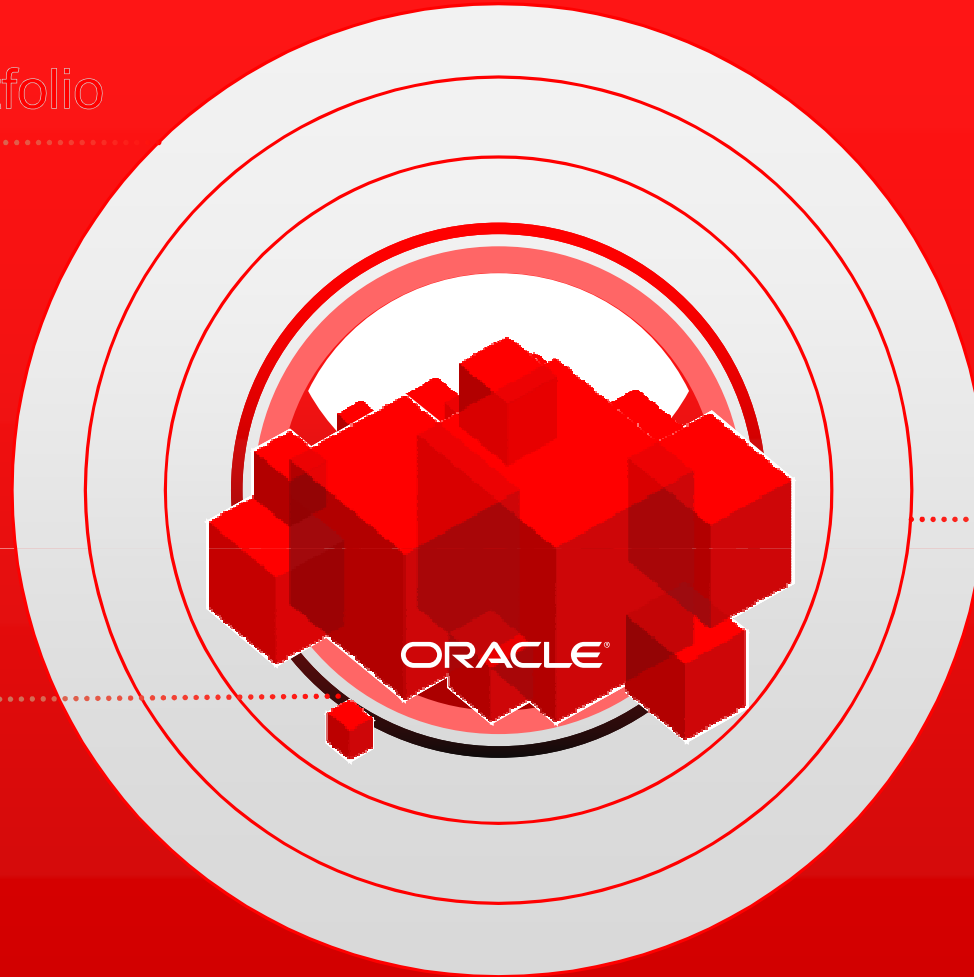
Flexible and Current

Secure and Reliable

ORACLE

Comprehensive Portfolio

HCM

CRM

Breadth ERP

Talent

CX
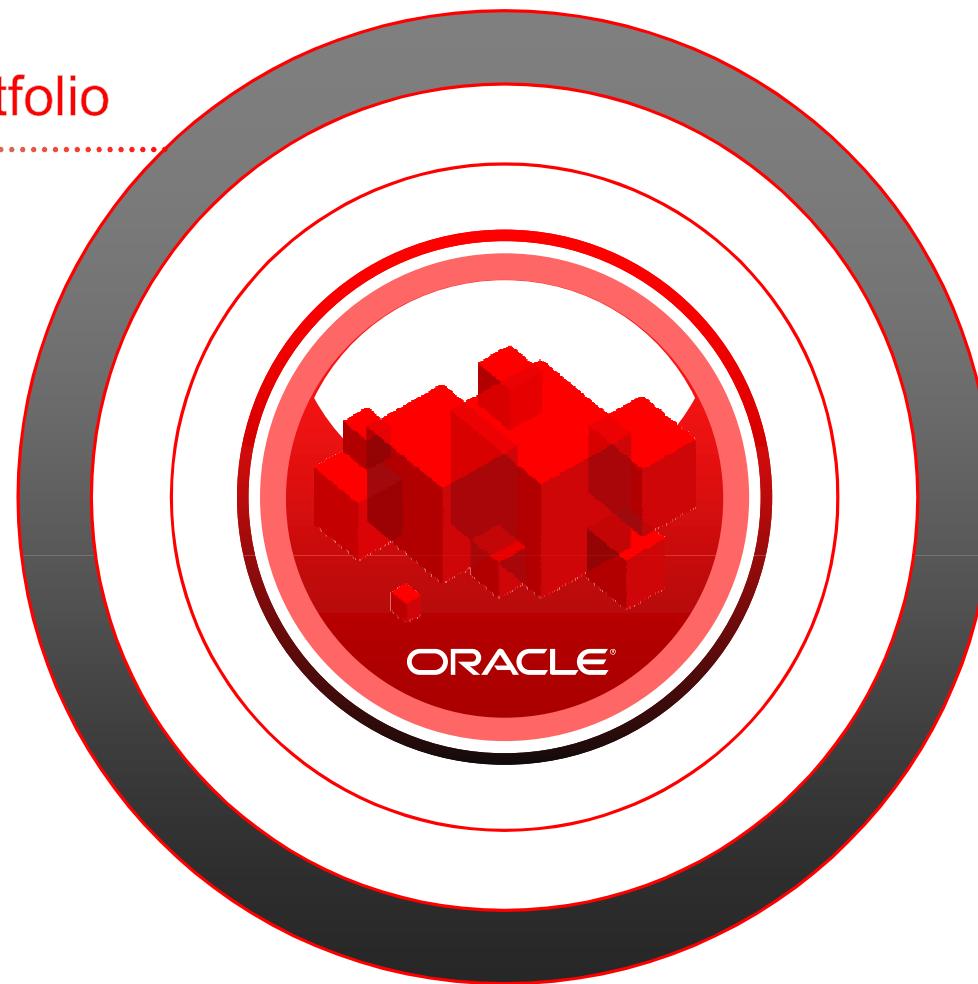
Applications

Depth Platform

Infrastructure

ORACLE
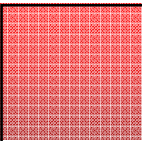
Public

Private   Deployment

Hybrid

Flexible and Current

Social

Mobile   Advanced
               Capabilities
Intelligence
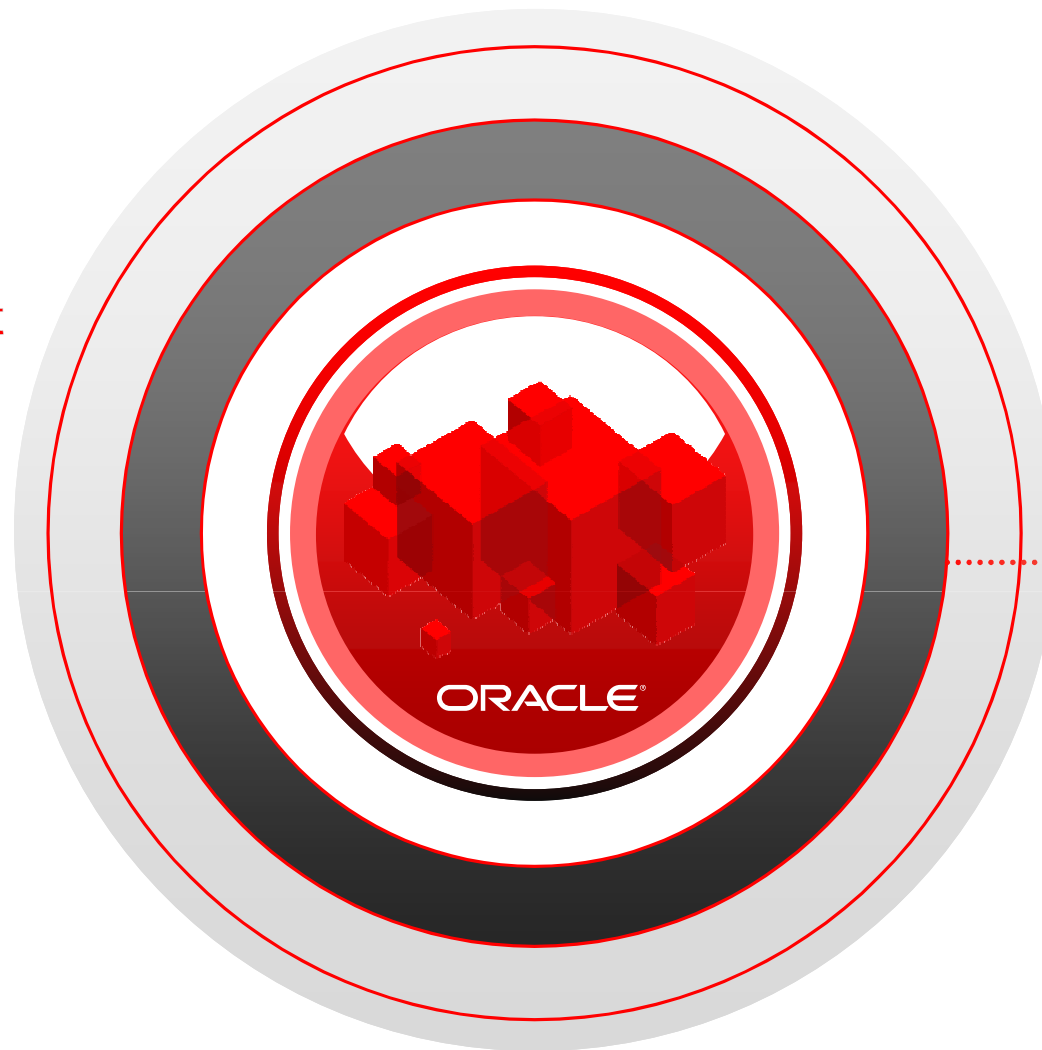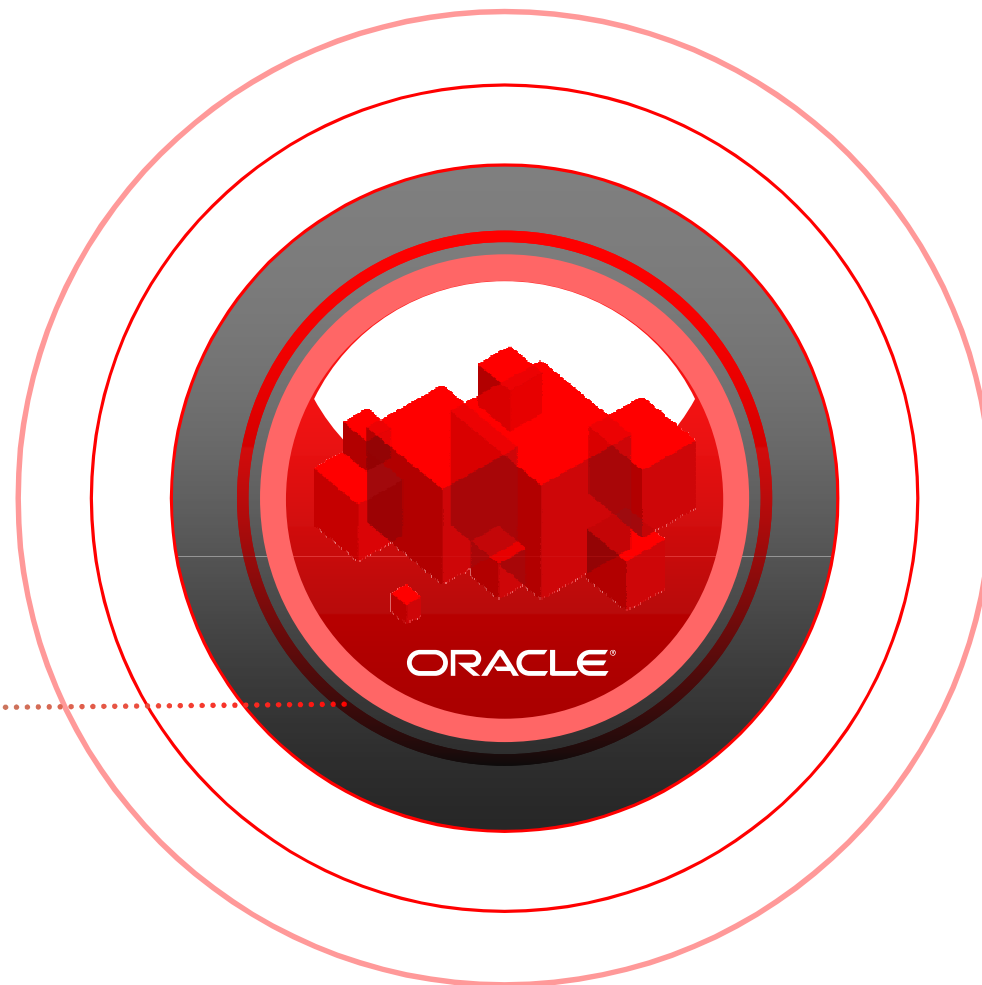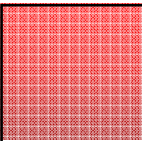
ORACLE

World-Class Security

Layered

Federated

Compliant

Secure and Reliable

Mission-Critical

24 × 7

Operations

Apps-to-Disk

ORACLE

LION

ON ORACLE

Y DAY
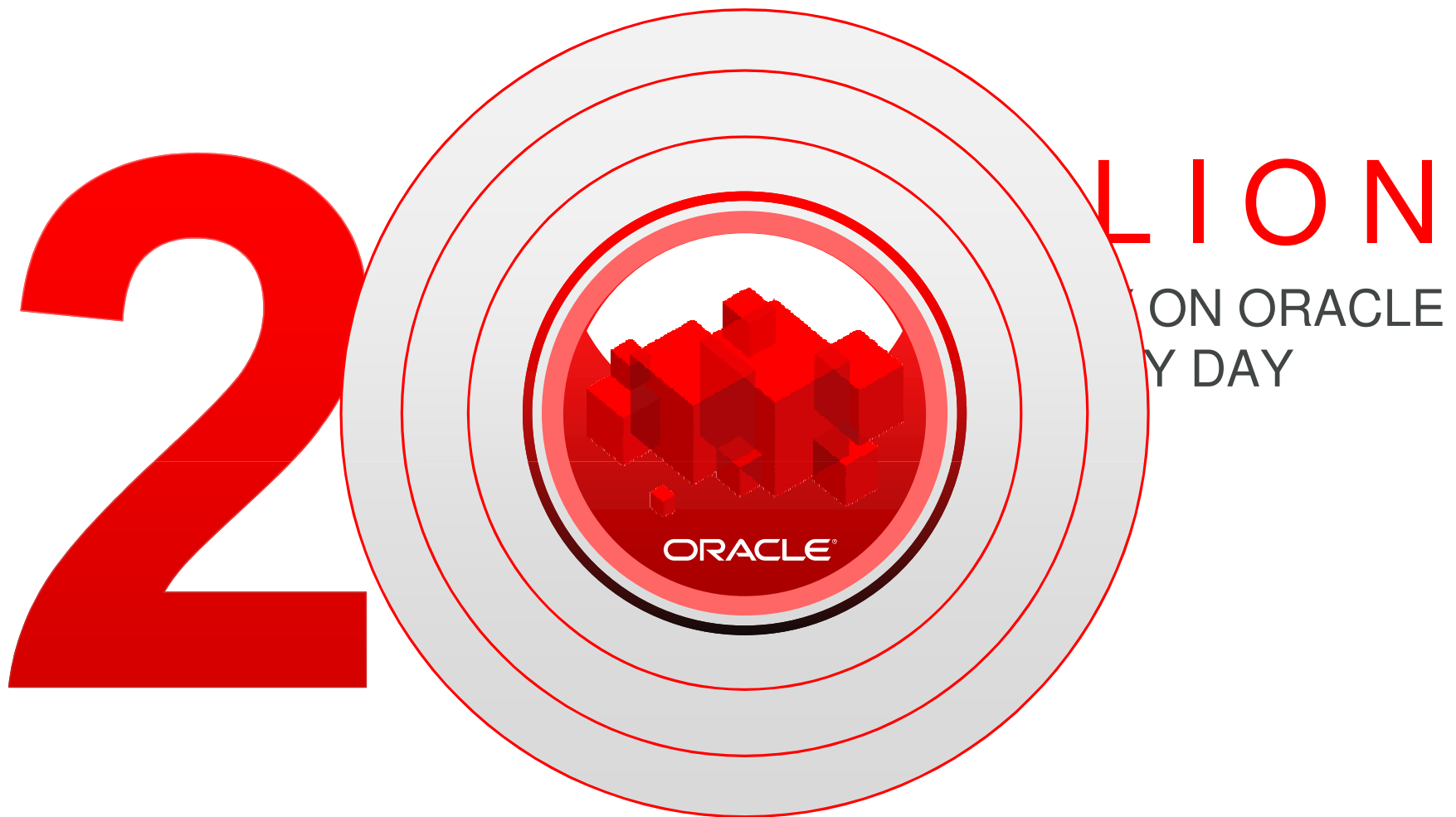
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Applications Strategy

- Offer significant functional value with application releases that are **easy to implement** and have a clear roadmap.

- Develop Fusion Applications that can be **adopted alongside other Oracle applications** or delivered as the world's best **Cloud Applications Suite**.

- Continue to differentiate Oracle Applications by exploiting **Oracle Technology** capabilities – engineered systems/in-memory, mobile, social.

- Provide **specialized line of business applications** and transformative industry processes via dedicated Global Business Units (GBUs).

Oracle Leads In Enterprise Software Innovation Across the Stack
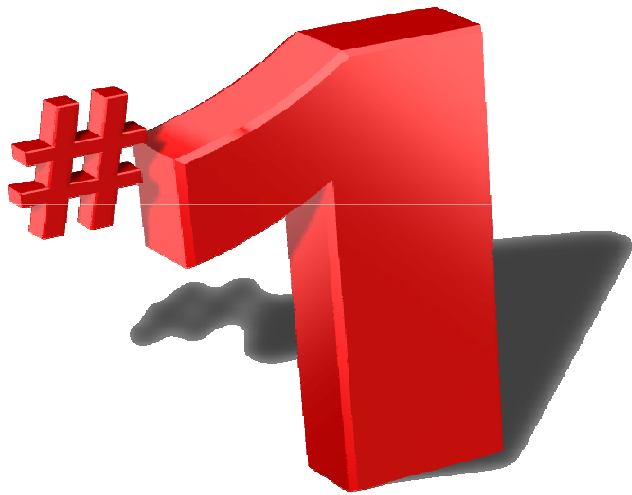
- OLTP
- Data Warehousing
- Embedded Database
- Middleware
- Customer Relationship Management
- Human Capital Management
- Enterprise Performance Management
- Enterprise Operating Systems
- Server for UNIX
- Server for Oracle Database
- Enterprise Tape Storage
- Development Language

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Oracle Strategy: Complete Choice

Lifetime Support

The most comprehensive support policy available.

Premier

Extended

Sustaining

0   5   8

Years from Release G/A
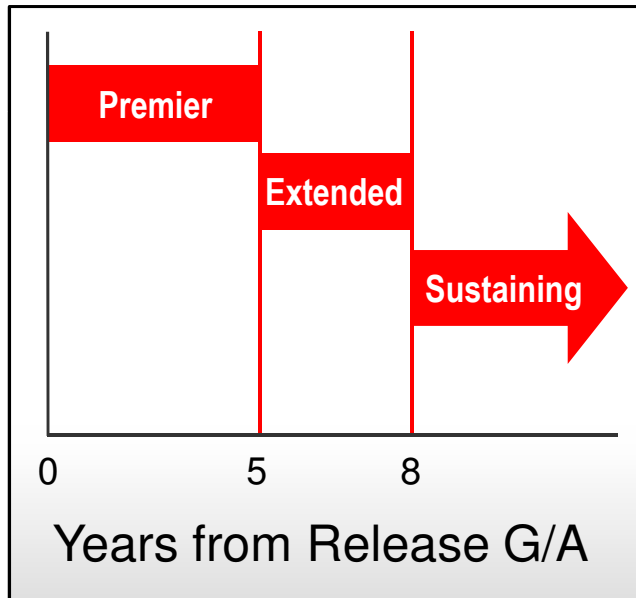
Applications Unlimited

Commitment to ongoing enhancements & support of Oracle Apps.

New Applications

Fusion Middleware

Applications Unlimited
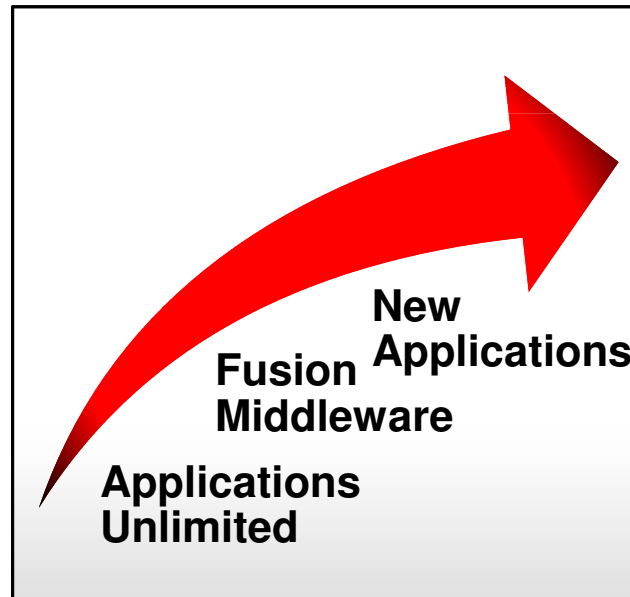
Co-Existence

Apps designed to add value & work with your existing investments.

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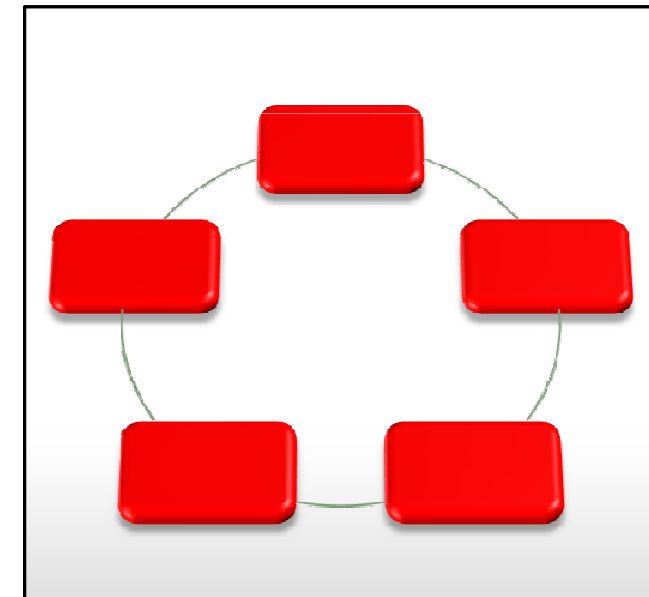
Applications Unlimited Commitment

CY2006	CY2007	CY2008	CY2009	CY2010	CY2011	CY2012+
					BI Apps 7.9.6.3	Fusion 11gRx
				BI Apps 7.9.6.1 BI Apps 7.9.6.2	PeopleSoft Feature Pack	Hyperion EPM 11.x
				ATG Commerce 10	AutoVue 20.1	E-Business Suite 12.x
		BI Apps 7.9.5	BI Apps 7.9.6	Fusion 11g	Product Lifecycle Analytics 3.4	PeopleSoft Enterprise 9.x
		Hyperion EPM 11.1.1	E-Business Suite 12.1	E-Business Suite 12.1.3	Agile PLM for Process 6.1	JD Edwards E1 9.x & World A9.x
		JD Edwards E1 9.0	PeopleSoft 9.1	PeopleSoft Feature Pack	GTM 6.2 OTM 6.2	Value Chain Planning 12.x
		Demantra 7.2	JD Edwards World A9.2	Agile PLM 9.3.1	InQuira 8.4.2.1 & 8.4.2.2	Agile PLM 9.x Agile PLM for Process 6.x
	BI Apps 7.9	Agile PLM 9.2.2.4	Demantra 7.3 OTM 6.0	GTM 6.1 OTM 6.1	Siebel CRM 8.2.2	OPA 10.x
	E-Business Suite 12	Agile PLM for Process 5.2	Agile PLM 9.3	Hyperion EPM 11.1.2	OPA & OPA Connectors 10.3	Siebel CRM 8.x Innovation Packs
PeopleSoft 9.0	JD Edwards World A9.1	Contact On Demand 13 & 14	Agile PLM for Process 6	Siebel CRM 8.2 for Pub Sec	E-Billing 6.0.4	E-Billing 6.x
JD Edwards E1 8.12	Siebel CRM 8.0	Siebel CRM 8.1.1	OPA 10.0	OPA 10.1 & 10.2	CRM On Demand Marketing 5.0, 5.1, 5.2, 5.4	CRM On Demand Marketing 5.x
CRM & Contact On Demand 12	CRM & Contact On Demand 13	CRM & Contact On Demand 14 & 15	CRM & Contact On Demand 16	CRM & Contact On Demand 17 & 18	CRM & Contact On Demand 19	CRM & Contact On Demand 19+

Fusion Applications – Key Drivers

User Experience

- Intelligent
- Social
- Mobile

Innovation

- Easy Extensions
- Upgrade-Friendly
- Standards-Based

Deployment

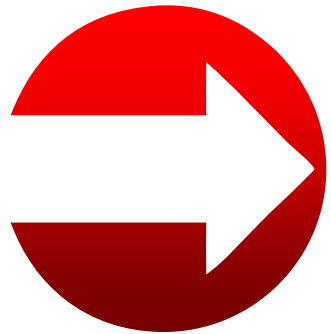- Incremental
- Cloud
- Engineered

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ACCELERATE
BUSINESS SUCCESS

SIMPLIFY
BUSINESS PROCESSES

Trends Driving the Future of the Enterprise

ACCELERATE BUSINESS SUCCESS

- Complete Enterprise Suite

- Real-time and Predictive Analytics

- Social Collaboration

SIMPLFY BUSINESS PROCESSES

- Cloud Delivery

- Mobile

- Simplified, Rich User Experience

Oracle Applications

A Complete Enterprise Solution

Plan Effectively
Streamline your enterprise

Build Apps
Rapidly Deploy Scalable Applications

Empower People
Realize the Power of your Employees

Human Capital Management	Global HR	Global Payroll	Workforce Management	Talent Management	On Boarding & Recruiting
Customer Relationship Management	Sales & Marketing	Customer Service & Support	Customer Hub	Commerce	Knowledge Management
Enterprise Resource Planning	Financials	Procurement & Supply Chain	Planning & Budgeting	Project Portfolio Management	Risk & Control Management
Social & Insight Services	Social Network	Social Marketing	Social Engagement & Monitoring	Data & Insight (PREVIEW)	
Cloud Platform	Database	Java	Developer (PREVIEW)	Storage (PREVIEW)	Messaging (PREVIEW)

Get Social
Socially enable your enterpr

Boost Sales
Maximize Revenues & Engage Customers

Support Customers
Inspire Great Customer Experiences

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ACCELERATE

Get Smart

Real-Time & Predictive Business Intelligence

Real-time Selection
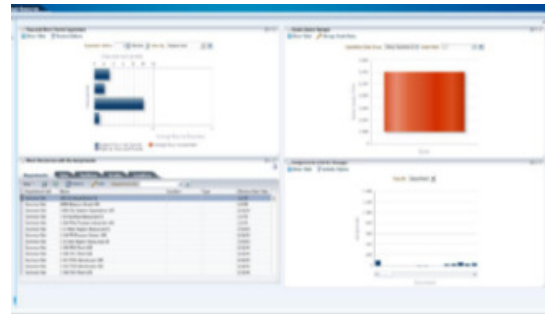
Transactional Results
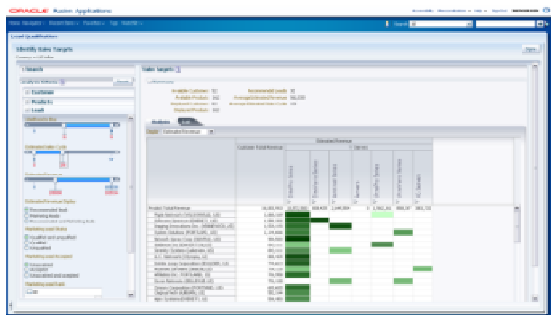
Delivered Content

Intelligent Insight

- Build rich, visual, interactive reports

- Publish to role-based dashboards

- Include realtime transactional data

- Embed within transaction flows

- Build once, share everywhere

- Perform "what if" analysis

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ACCELERATE

Get Social

Social Relationship Management

- Socially enable sales, commerce, customer service and HR

- Integrate public and enterprise social media

- Measure influence, engagement and relationships across all channels

Social Engagement & Monitoring
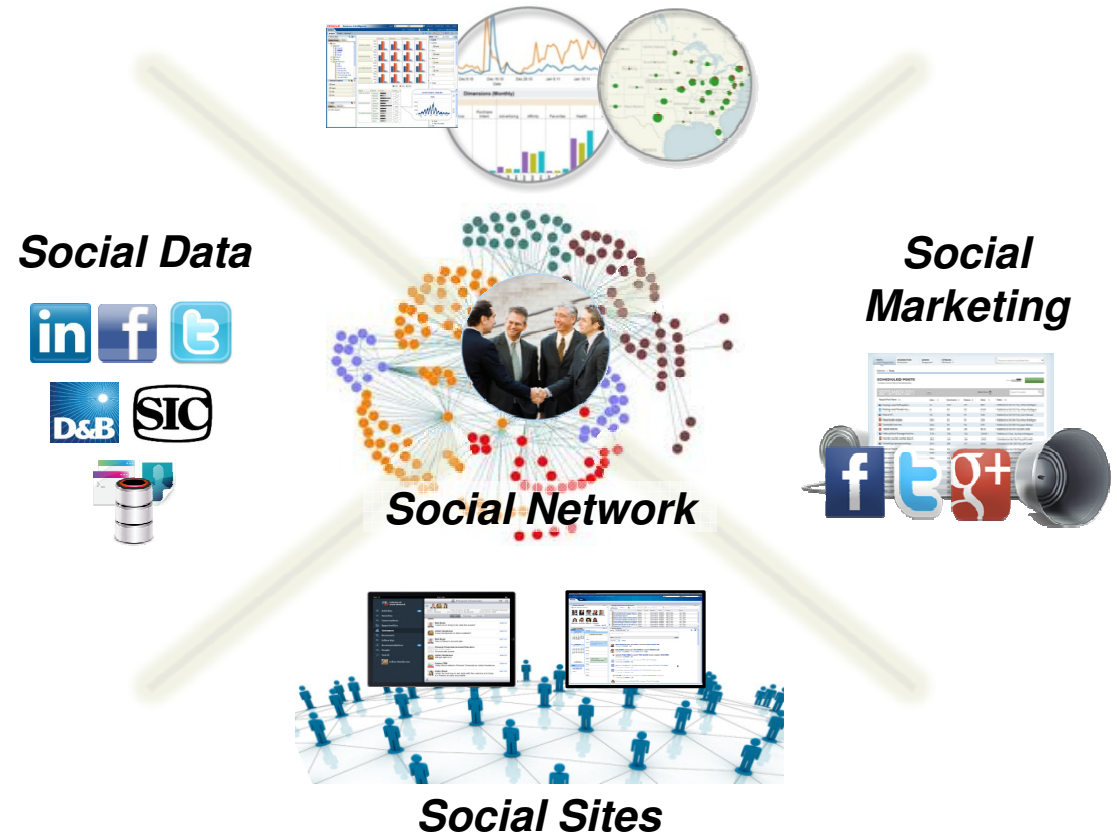
Social Data

Social Network

Social Marketing

Social Sites

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ACCELERATE

Trends Driving the Future of the Enterprise

ACCELERATE BUSINESS SUCCESS

- Complete Enterprise Suite
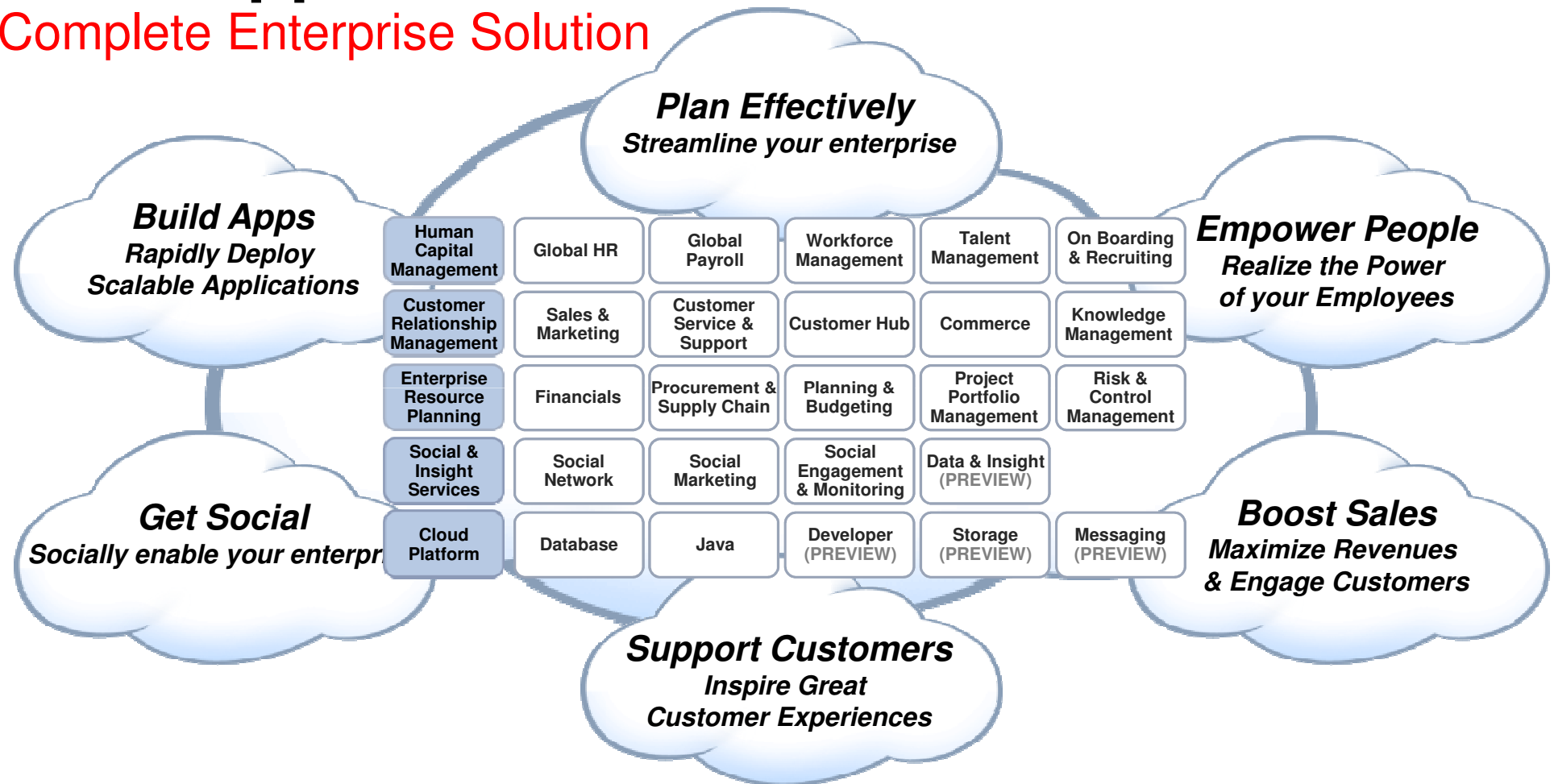- Real-time and Predictive Analytics
- Social Collaboration

SIMPLFY BUSINESS PROCESSES

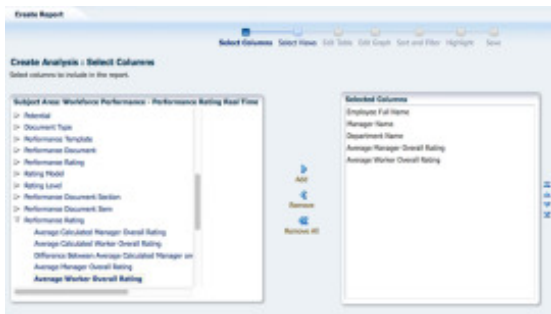- Cloud Delivery
- Mobile
- Simplified, Rich User Experience

You Choose

Choice of Deployment Models

- Complete Choice

- Most Secure

- Upgrade Safe

ON PREMISE **HYBRID** **CLOUD**
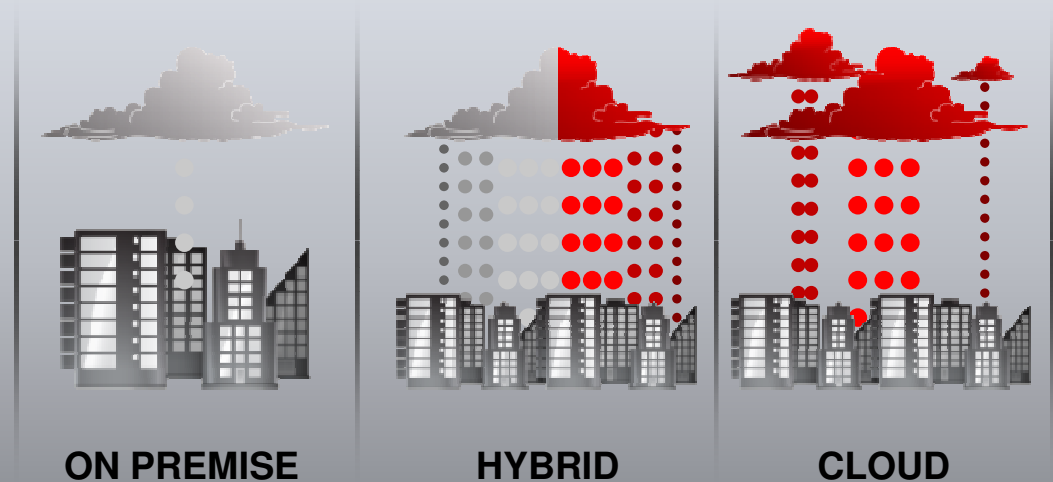
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SIMPLIFY

Go Mobile

Oracle Applications Mobile Strategy

Cloud Apps
for Mobile Web

Simplified desktop web experience that allows key functionality from mobile web browsers.
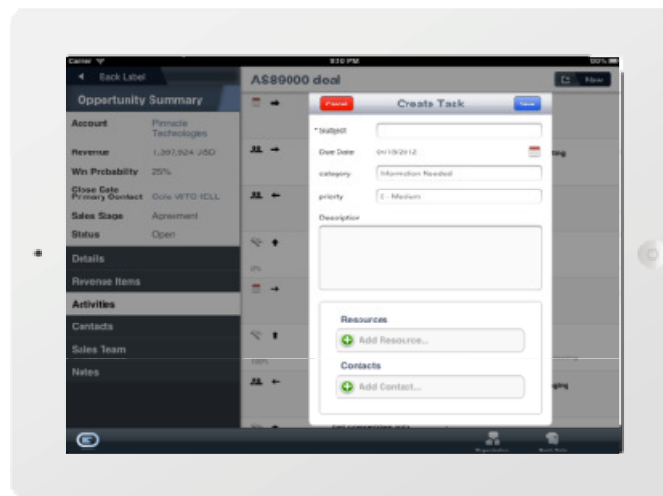
Cloud Apps
for Tablets

Highly responsive native experience that leverages offline & device capabilities.

Cloud Apps
for Smartphones

Native user experience where most tasks can be done by simple gesture.

ORACLE

SIMPLIFY

Go Mobile

A Platform for **Native** Mobile Apps

Native Oracle App

- ADF AMX & Task Flows
- ADF Data Controls
- **REST SDK**
- Offline Cache

Web Services ↔ **REST API**

ORACLE CLOUD

Human Capital Management	Global HR	Global Payroll	Workforce Management	Talent Management	On Boarding & Recruiting
Customer Relationship Management	Sales & Marketing	Customer Service & Support	Customer Hub	Commerce	Knowledge Management
ERP	Financials	Procurement & Supply Chain	Budget & Planning	Project Portfolio Management	Risk & Control Management
Cloud Platform	Social & Insight Services	Java	Database	Data Services	EPM Foundation

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SIMPLIFY

Oracle Fusion Tap for Fusion Applications

Be Productive. Anywhere. Anytime.

Work
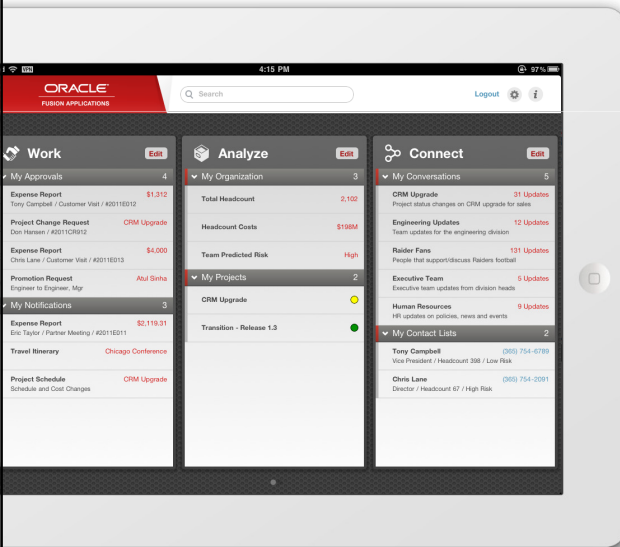
Connect

Analyze

Learn

ORACLE

SIMPLIFY
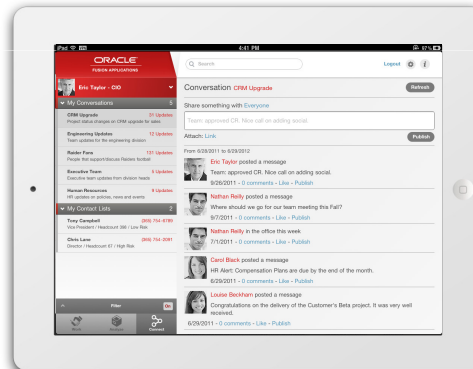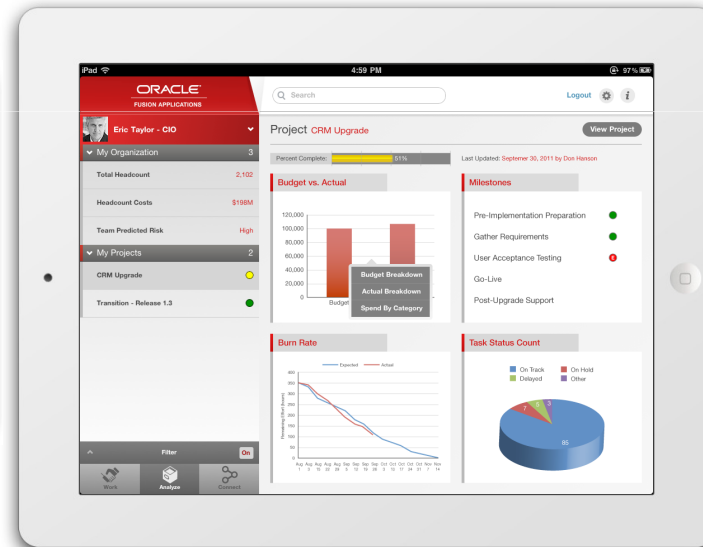
Be Productive

Next Generation User Experience

FUSE

- Designed for today's workforce: it's both fast and light

- Works where you work: on tablets and desktop web browsers

- A joy to deploy: simple setup and streamlined branding

- Built on ADF for proven security and scaling

Oracle Cloud Service

Business: SaaS $1 Billion Today

Platform Services

Application Services

Social Services

Common Infrastructure Services

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One Vendor, One Solution = Lowest Risk

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Other Clouds

Oracle Cloud stack (top to bottom):

- Social & Insight Services — ORACLE
- Mobile Applications — ORACLE
- ERP, CRM, HCM — ORACLE
- Platform Services — ORACLE
- Common Infrastructure Services — ORACLE
- Optimized Hardware — ORACLE
- Data Center — ORACLE

vs.

Other Clouds stack (top to bottom):

- Social & Insight Services
- Mobile Applications
- ERP, CRM, HCM
- Platform Services
- Integration Services
- Database
- Commodity Hardware
- Data Center

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Oracle Cloud Service

Proven Enterprise-Grade Infrastructure
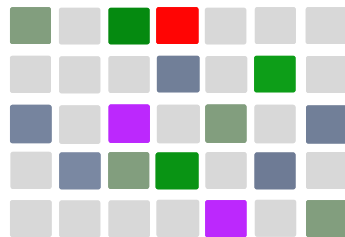
Scalable & Highly Available

Virtual Machines Per Tenant
Resource Caging
Disaster Recovery
Platinum Service Level

Secure

Complete Data Isolation
Auditing & Data Encryption
No Data Co-Mingling

Systems Management

Centrally Monitored
Centrally Managed
Elastic Capacity

ORACLE
EXADATA

Elastic Capacity

ORACLE
EXALOGIC

Elastic Capacity

ORACLE

Oracle Cloud Service

Platform Services

Application Services

Social Services

Common Infrastructure Services
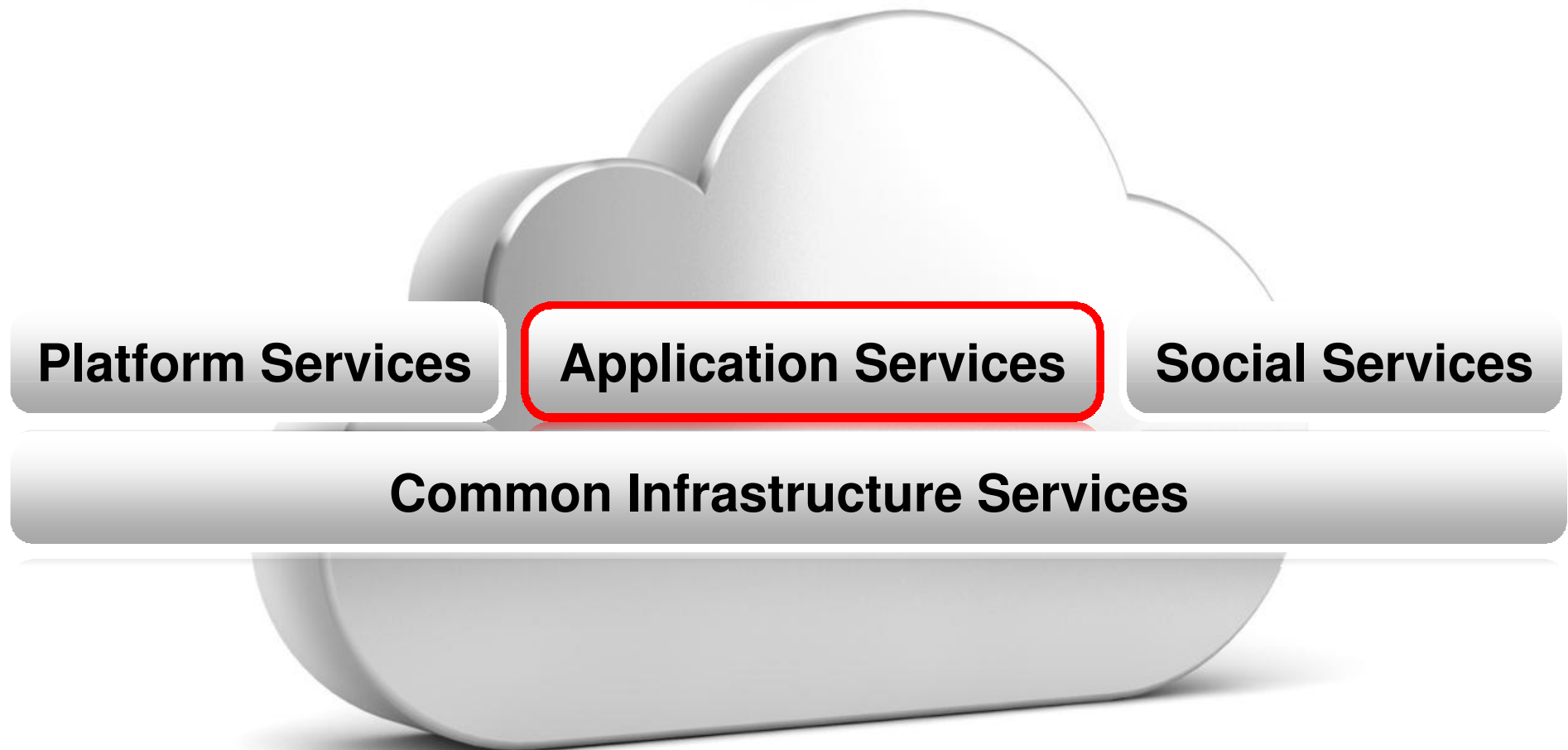
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Application Services: Design Goals

- Broadest applications offering – enterprise customers

- Built on industry standards – Java, standards-based middleware

- Service-Oriented Architecture – simplifies integration

- Self-service control for business users – configure, extend

- Built in business intelligence, social and mobile

- Complete data isolation and flexible upgrades

- Modern user interface – Web, mobile, HTML5

Application Services

Complete Suite, Best-of-Breed, Enterprise Grade
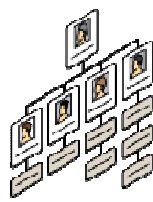
| Sales & Marketing | Customer Service & Support | Human Capital Mgmt. | Talent Management | Financial Management | Procurement, Sourcing, Inventory | Project Portfolio Management | Governance, Risk, Compliance | Planning & Budgeting |
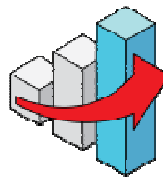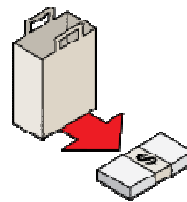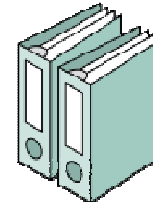
Common Infrastructure Services

Oracle Fusion Applications

Human Capital Management

ORACLE®
CLOUD

Human Capital Management	**Global HR**	**Global Payroll**	**Workforce Management**	**Talent Management**	**On Boarding & Recruiting**
Customer Relationship Management	**Sales & Marketing**	**Customer Service & Support**	**Customer Hub**	**Commerce**	**Knowledge Management**
Enterprise Resource Planning	**Financials**	**Procurement & Supply Chain**	**Planning & Budgeting**	**Project Portfolio Management**	**Risk & Control Management**
Social & Insight Services	**Social Network**	**Social Marketing**	**Social Engagement & Monitoring**	**Data & Insight** (PREVIEW)	
Cloud Platform	**Database**	**Java**	**Developer** (PREVIEW)	**Storage** (PREVIEW)	**Messaging** (PREVIEW)

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Fusion Human Capital Management

Global HCM and Talent Management

Workforce Optimization

Workforce
Lifecycle Manager
Workforce Predictions
Workforce Intelligence

Workforce Rewards

Compensation
Benefits
Incentive Comp
Payroll
Payroll Interface

Global Human Resources

Worker Interaction

Worker Directory
Network@Work
Fusion Tap

Talent Management

Performance Mgmt
Goal Mgmt
Talent Review
Succession Mgmt
Recruiting (Taleo)
Onboarding (Taleo)
Learning Mgmt (Taleo)
t

Oracle Fusion Applications

Customer Relationship Management

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CLOUD

Human Capital Management	Global HR	Global Payroll	Workforce Management	Talent Management	On Boarding & Recruiting
Customer Relationship Management	Sales & Marketing	Customer Service & Support	Customer Hub	Commerce	Knowledge Management
Enterprise Resource Planning	Financials	Procurement & Supply Chain	Planning & Budgeting (PREVIEW)	Project Portfolio Management	Risk & Control Management
Social & Insight Services	Social Network	Social Marketing	Social Engagement & Monitoring	Data & Insight (PREVIEW)	
Cloud Platform	Database	Java	Developer (PREVIEW)	Storage (PREVIEW)	Messaging (PREVIEW)

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Fusion Customer Relationship Management

Sales & Marketing and
Customer Service & Support

Sales Planning

Installed Base
Accounts & Contacts
Sales Prediction
Territories
Contracts

Sales Execution

Quotas & Commissions
Leads & Opportunities
Forecasting
Partners
Sales Intelligence
Mobile & Social

CRM

Marketing

Campaigns
Google Ad-Words
E-mail & Web
Landing Pages
Social Marketing

Service & Support

Customer 360
Service Requests
Knowledge Mgmt.
Contact Center(RightNow)
Web Self-
Service(RightNow)

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Oracle Fusion Applications
Enterprise Resource Planning & Supply Chain Management

ORACLE®
CLOUD

Human Capital Management	Global HR	Global Payroll	Workforce Management	Talent Management	On Boarding & Recruiting
Customer Relationship Management	Sales & Marketing	Customer Service & Support	Customer Hub	Commerce	Knowledge Management
Enterprise Resource Planning	Financials	Procurement & Supply Chain	Planning & Budgeting (PREVIEW)	Project Portfolio Management	Risk & Control Management
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Cloud Platform	Database	Java	Developer (PREVIEW)	Storage (PREVIEW)	Messaging (PREVIEW)

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Fusion ERP and Supply Chain

FIN, PRC, PPM, SCM, GRC

ERP

Procurement

Purchasing
Self Service
Procurement
Sourcing
Procurement Contracts
Supplier Portal

Financial Management

Financials
Expenses
Financial Reports Center
Risk & Control Mgmt
Planning & Budgeting
(Preview)

Supply Chain Management

Inventory & Cost Mgmt
Shipping & Receiving
Product Data Master
Supply Chain
   Performance Reporting

Project Portfolio Management

Project Budgeting &
   Forecasting
Project Costing
Project Contracts & Billing
Project Performance
   Reporting

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Customer Adoption Scenarios

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Fusion Customer Adoption Patterns

Coexistence

HEALTHSOUTH.

Principal® Financial Group

BROCADE

Suite Adoption

GMCR

Apex IT

RED ROBIN GOURMET BURGERS

Fusion HCM Success: HealthSouth

Coexistence

HEALTHSOUTH.

COMPANY OVERVIEW:

As one of the nation's largest healthcare providers specializing in rehabilitation, HealthSouth's priority is to deliver high quality patient care. Our team of experts has extensive experience in today's most advanced therapeutic methods and technologies. HealthSouth leads the way, consistently outperforming peers with a unique, intensive approach to rehabilitation, returning patients to full strength in less than average time.

CHALLENGES:
- An existing PeopleSoft HCM customer today with a need for an HCM and Talent Management system capable of improving their ability to identify, maintain, and develop highly skilled employees
- Today, many of these processes are manual or have lower than desired adoption

FUSION PROVIDES:
- Fusion Talent Management Base
- Fusion Transactional Business Intelligence
- Fusion Goal Management
- Fusion Performance Management
- Fusion Talent Review
- Fusion Compensation

BENEFITS:
- Intuitive, full-function performance, compensation, and goal management
- increase employee adoption
- Improve employee effectiveness through improved employee development plans

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Fusion ERP Success : Red Robin
Full Suite

COMPANY OVERVIEW:

Red Robin Gourmet Burgers has been the Gourmet Burger expert since 1969, when the first Red Robin® restaurant opened in Seattle. Now, with more than 450 restaurants across the U.S. and Canada, Red Robin offers craveable, high-quality menu items.

CHALLENGES:
- No single source of trusted information creates unreliable data collection processes & inconsistent views of information
- Lack of scalable systems and infrastructure to keep pace with company growth
- Lack of integrated, automated procurement and receiving with key vendors

FUSION PROVIDES:
- Fusion Financials Suite
- Fusion Procurement
- Fusion Supply Chain
- Fusion Project Portfolio Management

BENEFITS:
- Improve COGS(Food & Beverage) and optimize just-in-time material deliveries to restaurants
- Reduce shrinkage and automate receiving
- Track vendor metrics to manage performance & better discounts
- Reduce hourly labor costs throughout the inventory, prep and production processes
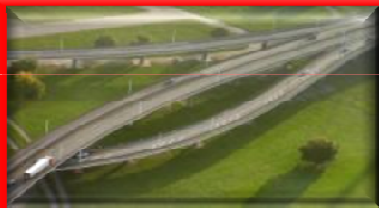
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Complete Choice

Multiple Adoption Paths

Continue on Your Current Path
Upgrade to the latest release of your current Oracle Applications

Adopt a Co-Existence Solution
Add new Fusion Applications modules or pillars to your current Oracle Applications

Embrace the Complete Suite
Deploy the comprehensive suite of Fusion Applications products

Summary

- Fusion Applications continue to evolve at an increasing pace

- Fusion helps you accelerate and simplify your business

- Available on premise or in the cloud

- Can be deployed as a coexistence or full product replacement

- Many customers have deployed and more are currently deploying

- Now is the time to determine your path to Fusion Applications