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. Technical Support Services are provided in accordance with Oracle's Technical Support Policies, which can be accessed at <http://www.oracle.com/support/policies.html>. 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

Oracle Fusion Applications

1. What are Oracle Fusion Applications?

Oracle Fusion Applications are the single applications product line that will combine and enhance the best functionality from all Oracle Applications product lines. Oracle Fusion Applications will deliver this functionality in a Services Oriented Architecture on the open, standards-based Oracle Fusion Middleware platform. Oracle Fusion is Oracle's vision for next-generation enterprise technologies, applications, and services that will revolutionize business. Oracle Fusion Applications, planned for availibility beginning in 2008, are part of this vision. In addition, Oracle customers are already benefiting from Oracle Fusion advances today.

2. What are the design principles for the upcoming releases of the product lines and the next-generation applications?

The design principles are as follows:

- **Greatest business insight**—Enterprisewide business intelligence for improved decision-making with the ability to take action immediately
- **Adaptable business processes**—Adaptive processes that help adjust to changing market conditions and market threats, providing you with solutions specific to your vertical
- **Superior ownership experience**—Lowering total cost of ownership of all enterprise software providers, reducing implementation time and cost, simplifying upgrades, and minimizing downtime
- **Best of the best**—Leverage the best features and functionality from Oracle E Business Suite, PeopleSoft, Siebel, and JD Edwards

3. What is Oracle Fusion Middleware?

Oracle Fusion Middleware refers to Oracle's middleware product portfolio. Oracle Fusion Middleware includes many components, including a J2EE application server, Java developer tools, SOA execution framework, integration services, business intelligence, collaboration, portal, and identity management.

Product Line	Description
Oracle Application Server, Java Edition	A robust J2EE server for running Java-based application modules.
Oracle Enterprise Service Bus	An Integration bus for service-oriented applications.
Oracle BPEL	A BPEL process management development and deployment tool for

Product Line	Description
Process Manager	creating business processes from service oriented applications.
Oracle Business Activity Monitoring (BAM)	A tool that defines monitoring points to provide insight into business flows for reporting, analytic, and performance improvements.
Oracle Portal	A complete and integrated framework for developing, deploying, and managing enterprise portals. It enables secure information access, self-service publishing, online collaboration, and process automation. Oracle Portal's solid portal platform prvides security, scalability, and high availability, enabling you to conduct business more efficiently with customers, partners, and suppliers.
Oracle Identity Management	A powerful suite of market-leading identity management functionality, fully integrated into a broader framework, that can be leveraged enterprisewide, independent of application, directory, and platform.
Development Tools	Tools for standards-driven, model-based application development.
Collaboration Suite	A collection of the tools your enterprise needs to seamlessly collaborate from within any application or device.
Oracle Customer Data Hub	A tool that enables you to synchronize information in a single, central location from all systems throughout your enterprise to get an accurate, consistent, 360-degree view of your company's data, whether from packaged, legacy, or custom applications.
Oracle Business Intelligence	Oracle's comprehensive set of analytic applications provides greater business insight by proactively guiding users to

Product Line	Description
Applications	make the most-informed decisions. Oracle's analytic applications include capabilities such as corporate performance management, interactive dashboarding, and embedded analytic capabilities that deliver insight pervasively across your enterprise.

For more information on Oracle Fusion Middleware, please visit oracle.com/products/middleware/index.html

4. Is there something customers can be doing now?

Absolutely. Customers can look at the latest release of the Oracle E Business Suite 11*i*10, Siebel 7.8, PeopleSoft Enterprise 8.9, and JD Edwards EnterpriseOne 8.12 applications. In most cases customers will find something that has relevance to a business problem they're trying to solve. The next step is to start looking at things outside the product line for cross-pollination. Customers can evaluate the benefits of Oracle Fusion Middleware and how it might apply to their business problems. Oracle Fusion Middleware is a complete product line—much more than an application server. It includes a process orchestration modeling tool, business activity monitoring (BAM), data hubs, an enterprise services bus, and much more. With Oracle Fusion Middleware, customers can orchestrate a process between Retek and Oracle Financials, and we will continue to add other combinations across product lines. Whereas other vendors just talk about it, we deliver service-oriented architecture (SOA) today through Oracle Fusion Middleware.

5. What is the role of a data hub in Oracle Fusion?

A data hub is infrastructure software that unifies and reconciles enterprise information. Data hubs are the means to integrate and guarantee consistent and high-quality core reference data among multiple systems. In the Oracle Fusion services-oriented architecture, each component is built to interoperate with other open, services-enabled systems. Therefore, the role of the data hub is to manage data quality among Oracle Fusion–based applications and any other systems for operational consistency and consistent analytics.

6. Which product line will form the basis for Oracle Fusion CRM Applications?

Siebel CRM is planned to be the centerpiece of the Oracle Fusion CRM Application strategy. As part of Oracle Fusion Applications, we have evaluated all of Oracle's CRM product lines to define the best functionality, data model, and design points to meet the requirements of the diverse industries, geographies, and companies that Oracle currently supports. Siebel products will form the baseline for most product areas, and we plan to add any other important functionality from Oracle E-Business Suite, PeopleSoft CRM, and JD Edwards CRM to CRM Fusion Applications.

7. Will the Siebel acquisition impact the Oracle Fusion Application plans and timelines?

No. The Siebel acquisition will not impact Oracle's timeline for Oracle Fusion Applications. Oracle plans to leverage similar work completed by Siebel as part of their Siebel Component Assembly to accelerate portions of Oracle Fusion Applications. Because Siebel is the leading provider of CRM applications, Oracle plans to base a large percentage of the Oracle Fusion CRM applications plans and designs on the Siebel products.

8. How can Oracle design and deliver a service-oriented architecture–based applications suite quickly and without a major redesign?

Oracle's ability to get to market quickly is based on its leadership in middleware and the fact that we've already started building SOA technology into our applications.

- From an infrastructure perspective, the technologies required for a service-oriented architecture already exist in our industry-leading Oracle Fusion server software.
- From an applications architecture perspective, most of the shared code elements have already been designed for our modular, event-driven architecture. However, as we evolve our applications to take advantage of a service-oriented infrastructure, these code elements will be redefined as registry-based services.

9. What are the key differentiating characteristics of Oracle's SOA strategy for Oracle Fusion Applications?

The breadth and depth of our service orientation is differentiating. Unlike our competitors, we are not just service-enabling around the edges. Oracle plans to service-enable on a more granular basis than just at the boundaries of major transactions. Moving forward, we plan to have these services accessible to the BPEL Process Manager, providing more access points to create flexibility for getting into and out of our applications. Another key differentiator is the event-driven nature of our applications. Event-driven architectures (EDA) sense and respond to business events, which are relevant changes in the state of the world. EDAs are the next generation of SOAs, and EDAs and SOAs complement each other. Web services are not just about creating an order or updating a customer record. The major product lines already have strong capabilities with respect to events, and we will build on this strength for the next-generation applications. In Oracle E-Business Suite the solution components for handling business events are the Business Event System and Oracle Alerts. Today, the Business Event System can recognize more than 1,000 events. In PeopleSoft Enterprise, the similar capability is called Prescriptive Analytics Framework, which provides more than 90 trigger points. In JD Edwards, event handling is provided by Real Time Events, XAPI Events, and Z Events. Collectively, these provide about 250 events for JD Edwards.

10. What will be available in the Oracle Fusion Application Suite in 2008?

Our goal is to deliver enough capability to make it possible for more than 80 percent of our customers to move to Oracle Fusion Applications. The onus is on Oracle to provide customers with a compelling value proposition for adopting newer modules. We are using multiple approaches to determining the scope of our functional coverage to meet more than 80 percent of our objective. Our user groups and advisory boards are giving us direct feedback. Our support systems track the usage of our software, so we know which products are being used most.Examples of broad impact areas include core CRM, core financials, core manufacturing, and core HR.

11. What are some of the key characteristics of the next-generation development environment? Will customers be able to leverage PeopleTools skills?

Our goal is to minimize the need for extensions and intrusive customizations. We realize that some of our customers will want the ability to extend, customize, and configure their applications to support the competitive differentiators of the business. To accommodate this, we will provide you with a highly productive development environment. The developer environment will be modeled after the PeopleTools environment, which provides a high level of productivity, masking system complexities from the developer. (This is done through a thick metadata layer.) We are planning for a declarative and standards-based development environment to facilitate easy drag-and-drop development for most tasks, and to eliminate much of the coding needed in the past generations. The development environment is intended to include layers of depth and flexibility so that complex tasks are as easy as possible (down to coding in standard Java), without making simple tasks more difficult (accomplished without any coding). The new

development environment will combine the productivity of PeopleTools with the standards-driven approach of ADF/JDeveloper. This combination is planned to improve the traditional approach of PeopleTools, but it should do so without proprietary technology and languages like PeopleCode and SQR. Our customers demand the ability to extend the use of the world's most widely adopted standard language, Java. PeopleTools skills will not be directly applicable, but familiarity with a declarative development environment will be accelerated.

12. Will Oracle provide a high-level modeling tool that business analysts can use (similar to ProForma or IDS Scheer)?

Yes. We already have a high-level modeling tool in JD Edwards EnterpriseOne, and we are currently investigating alternatives for the other product lines. In the Oracle Fusion Application Suite, we plan to have one high-level modeling tool that functions across all modules of the suite. Oracle JDeveloper, a component of Oracle Fusion Middleware, is a complete IDE for service-oriented architecture and Java development, and it is ranked best among major Java vendors in Forrester TechRankings. Optimized to run with Oracle Application Server and Oracle Database, JDeveloper is built on open standards and platforms, supporting all major J2EE application servers and databases.

13. How will Applications Unlimited impact the Oracle Fusion timeline?

Applications Unlimited will not impact the scheduled 2008 delivery of Oracle Fusion Applications. In addition to providing ongoing enhancements to the current Oracle Applications, Oracle has dedicated development teams designing the first release of Oracle Fusion Applications and working through upgrade scenarios with customer advisory boards and user groups. The scale of our applications business allows us to continue investing in all existing products, which in turn allows us to address a wide range of customer requirements. Oracle Fusion Applications, which is built completely on industry standards, will simply represent another addition to the Oracle Applications family.

14. What will the new user interface (UI) look like?

The new UI is intended to offer a very high degree of personalization. Today, we already offer the best personalization capabilities for an individual user. For the next generation, we plan on enhancing the user interface to dramatically reduce the time required to complete common application tasks. We are enabling customers to become full participants in the design process by involving them in site visits, customer feedback, and other activities to validate and collect direct design input. We expect to provide user interfaces that take advantage of embedded business analytics to enhance understanding and decision-making. We are leveraging Oracle's new ADF technology, JavaServer Faces, and middleware solutions to provide a highly interactive, rich client user experience to greatly enhance end user productivity. JavaServer Faces technology simplifies building user interfaces for JavaServer applications. Developers of various skill levels can quickly build Web applications by assembling reusable UI components in a page and connecting these components to an application data source.

FREQUENTLY ASKED QUESTIONS—Oracle Applications Strategy