

# INFORMATION EMPOWERS

Give Your Business the Power of Choice

Oracle Applications





**ORACLE IS THE INFORMATION COMPANY**

## Choose the Most Complete and Open Solution for Your Business

Your business faces a unique combination of challenges. To meet them, you need software that empowers you, not limits you. Oracle supports your unique strategy with ours—a strategy of choice.

As the world's largest enterprise software company, Oracle has spent years learning how enterprises work. They're complex; each one faces unique challenges. And a one-size solution definitely does not fit all.

That's why Oracle has assembled the world's most complete and open portfolio of business solutions. Whether you want to grow customer relationships, bring products and services to market faster, or navigate complex and ever-changing compliance requirements, Oracle Applications enable you to meet your business goals.

Your company's unique strategy is supported by Oracle's strategy—a strategy of choice. Too often, software vendors press you to upgrade to a new generation of technology on their schedule, not yours. But Oracle offers a unique value proposition: you decide when you want to upgrade to the latest technology. Until then, Oracle will continue to support and invest in the applications you're already running, by way of our Lifetime Support Policy and Applications Unlimited program that protect the value of your software. And because Oracle Applications are delivered on the industry's most open technology—the same technology we're using to build our next-generation Fusion Applications—all your Oracle, custom, and third-party applications can work together.

With Oracle, you choose the solution that works for you, on your own timetable. We protect your existing investments and provide guidance as you extend your software solutions and evolve your business.

It's all about choice.

“When I think of Oracle I think of an industry leader in software. Someone we can partner with and, however far we want to grow, they’re going to be there to help us. Somebody that’s going to help us be a better company and grow our business.”

**Willard Wayman**, Director of ERP Systems, Usana Health Sciences



### **Oracle Leads the Pack**

Oracle Applications are helping businesses throughout the world and in every industry.

Worldwide, Oracle is

- No. 1 in CRM
- No. 1 in Retail
- No. 1 in HCM
- No. 1 in Public Sector
- No. 1 in Professional Services

### **Choose the Right Software Partner for Your Business**

Because enterprise software helps you run your business, choosing an enterprise software provider means choosing a partner—not just a product. Why do more than 30,000 applications customers choose Oracle? Because only Oracle delivers a Superior Ownership Experience that maximizes the value of your software investment, along with:

- Proven customer success
- The most complete and open solution
- The strongest strategic road map

### **Proven Customer Success**

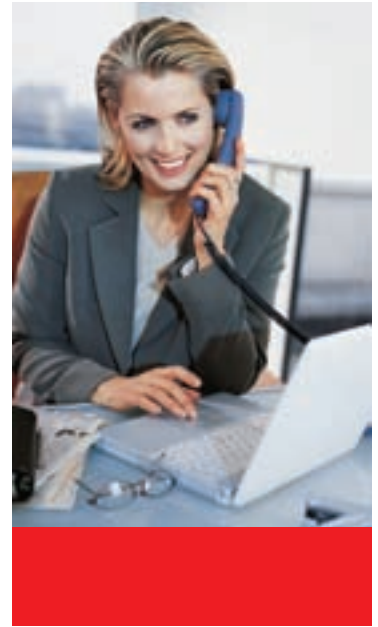
Oracle’s financial and technological strength gives you an order-of-magnitude advantage. Nowhere else can you find resources of this scale dedicated to your unique business issues.

#### **Scale, Stability, and Service**

Oracle provides more than 275,000 customers worldwide with the highest customer satisfaction of any major enterprise software company. Oracle’s award-winning service organization is the first in the industry to receive J.D. Power and Associates certification, and was recently inducted into the SSPA’s (Service and Support Professionals Association) STAR Awards Hall of Fame.

Fact: Oracle E-Business Suite has been named a leader in the Forrester Project Portfolio Management market evaluation.

("The Forrester Wave: Project Portfolio Management," Q1 2006)



"Oracle's commitment to protect our investment is critical to our needs, to ensure the software investments and the implementation investments we've made help us remain competitive into the future."

Mark Federle, CIO, The Weitz Company

## Oracle Industry Solutions

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Aerospace and Defense	Healthcare	Professional Services
Automotive	High Technology	Public Sector
Chemicals	Industrial Manufacturing	Retail
Consumer Products	Life Sciences	Telecom
Education and Research	Media and Entertainment	Travel and Transportation
Engineering and Construction	Natural Resources	Utilities
Financial Services	Oil and Gas	

### Industry Leadership

An impressive list of customers throughout the world rely on Oracle to help them run their businesses.

- More than 1,800 high-tech and manufacturing customers, including all of the top 25 electronics manufacturers and 7 of the top 10 semiconductor manufacturers

- More than 1,200 financial services customers, including 17 of the top 20 banks
- More than 800 communications industry customers, including 17 of the top 20 global service providers

The fact is, Oracle Applications and technology are used by leading companies in virtually every industry—including yours.



Fact: The cost of ownership for Oracle Applications over a three-year period is, on average, 48 percent lower than for SAP's applications.

(Nucleus Research, 2005)

Fact: Oracle is the first enterprise software company to receive the J.D. Power and Associates Global Certification for Outstanding Services and Support.

(Announced April 19, 2006)

"Oracle and Siebel are two of the most strategic components in our IT architecture. We view this acquisition as extremely positive."

Barry Libenson, CIO, Ingersoll-Rand

## The Most Complete and Open Solution

Only Oracle offers you the most complete portfolio of business applications delivered on the most secure and open technology infrastructure. From marketing to manufacturing, finance to freight management, sales to supply chain, Oracle Applications support your business from end to end and top to bottom with both line-of-business and industry-specific solutions.

### More Capability, More Choice

Now that Oracle Applications also include proven software and business best practices from JD Edwards, PeopleSoft, Siebel, and others, you gain unprecedented flexibility in choosing the solution that's right for you. For example, Oracle E-Business Suite customers can choose customer relationship management (CRM) applications from either Oracle E-Business Suite or from Oracle's Siebel Customer Relationship Management (Siebel CRM) and be confident that Oracle will continue to invest in all product lines. Both choices are fully supported.

## End-to-End Industry Solutions

While expanding the capabilities available to your business, Oracle also helps you take advantage of the synergies among product lines so that you can have complete, end-to-end industry solutions. Oracle plans upcoming prebuilt Integration Packs—such as the Integration Pack between Siebel CRM, i-flex core banking, and Oracle Financials for the financial services industry—to make it easy for you to take full advantage of the expanded Oracle Applications portfolio.

### The "Applitecture" Advantage

The Oracle Applications advantage goes deeper than applications alone. With market-leading database, middleware, and applications, only Oracle offers a complete enterprise solution. With open, standards-based Oracle Fusion Middleware, all your Oracle, third-party, and custom applications work together; that's why it's the world's fastest-growing middleware, even among SAP customers.

Add in the world's best-selling database, the unbreakable infrastructure of Oracle Grid Computing, and an award-winning service organization, and you have an unbeatable platform for your Oracle Applications solution.



“We’re going to be able to bring in some of these really good features that we know existed in Siebel and PeopleSoft and JD Edwards.”

**Robert Moon**, SVP and CIO, Leap Frog Enterprises

## The Strongest Strategic Road Map

You look to your enterprise software provider to stay ahead of the curve—to anticipate trends and build new generations of software even before you know you need them. But you also want to adopt those new technologies only when they make sense for your business. Oracle’s strategy of choice not only allows you to select the solution that’s right for you, it also lets you upgrade to the next generation at your own pace, rather than at a pace dictated by a software vendor.

### Protect Your Investment

Are you happy with the Oracle Applications version you’re running today? Then so is Oracle. Unlike vendors who use the end of a support contract to force expensive upgrades, Oracle offers a unique Lifetime Support Policy that protects the application version you own today for as long as you choose to run it.

Oracle’s use of open standards also protects your right to choose any combination of Oracle, custom-built, or even competing applications. This commitment to interoperability protects your budget—just one example of how Oracle Applications offer the lowest total cost of ownership (TCO) of any major enterprise software.

### Extend Your Solution

Oracle’s Applications Unlimited program takes this commitment to you even further. Whether you are a long-time Oracle customer, or have become one through the PeopleSoft, Siebel, or JD Edwards acquisitions, Oracle will continue to add new capabilities to the software you use today—well beyond the release of the next-generation Oracle Fusion Applications. Planned releases include Siebel CRM 8, PeopleSoft Enterprise 9.0, Oracle E-Business Suite 12, JD Edwards EnterpriseOne 9.0, and JD Edwards World A9.1.

## Expedia Flies High

Expedia, a leader in online travel services, is using Oracle’s PeopleSoft Enterprise to eliminate many costly and inefficient processes and to repurpose personnel. “We’re very excited with the upside we’re seeing,” says Mike Adair, Expedia senior vice president of Information Technology. “Between payroll and benefits, we estimate we’re saving 10 headcount that used to be involved in maintaining all our manual systems and processes. And our employees love it: ‘Boom, it’s in my hands, I can look at it, I have the information.’ That’s enormous. It’s wonderful for the employees, who now feel they can control their own destiny. They can look at their deductions, their vacation balances, and their benefit elections. It’s a spectacular enhancement for the end user.”



Fact: Honeywell Aerospace increased its annual after-market spare parts revenue by 100 percent, with approximately 20 percent of the increase directly attributable to Oracle's Siebel applications.

"Oracle's absolutely sincere about protecting investments. It's a huge commitment that they've made and they really have backed it up."

Steve Printz, Vice President and Chief Information Officer, Pella Corporation

### Evolve Your Business

The next generation of Oracle Applications is planned for release in 2008. Oracle Fusion Applications is designed to unify best-of-business capabilities from all Oracle Applications in a complete suite delivered on Oracle's open technology. Many of the capabilities you will see in Oracle Fusion Applications are either available today through Oracle Fusion Middleware, or will appear in future releases of PeopleSoft Enterprise, Oracle E-Business Suite, Siebel CRM, JD Edwards EnterpriseOne, and JD Edwards World. Only Oracle can offer you the scale of resources needed to extend the solutions you own today, while simultaneously evolving to the next generation of enterprise applications.

### A Superior Ownership Experience

The mission-critical nature and sheer scale of enterprise software presents unique challenges. Even when companies own software from multiple vendors, they increasingly seek out a leading provider to be their trusted partner, to help them drive their enterprise software strategy and ensure their success. Oracle takes

this trusted partner role very seriously, and is constantly working to turn customer feedback into an ever-improving customer experience.

Oracle's Superior Ownership Experience initiative is our commitment to maximize the value of your enterprise software investments —by reducing the total cost of ownership, minimizing risk, and building relationships dedicated to your success throughout the software lifecycle. This initiative builds on and extends the success of PeopleSoft's Total Ownership Experience program.

Oracle's Superior Ownership Experience initiative goes beyond product enhancement to touch every point where our business contacts yours. The TCO benefits of product enhancement, such as simplified upgrades and patching, are just part of the story. The predictability your business gains from our Lifetime Support Policy and Applications Unlimited program, as well as the high-level access provided by our executive sponsorship program, are all examples of our commitment to provide the best customer experience in the industry.

Oracle is listening. What can we do to provide a Superior Ownership Experience for *you*?



“Applications Unlimited—what could that mean to the City of Las Vegas? Well it would give us a better sense of security with our Oracle Applications so that we could move forward at a pace that we were more comfortable with.”

Kathleen Fauberbach, Enterprise Project Manager, City of Las Vegas

Oracle Applications: Complete Coverage for Your Business

Business Solution	ORACLE APPLICATION LINES			
	Oracle E-Business Suite	PeopleSoft Enterprise	JD Edwards EnterpriseOne/ JD Edwards World	Siebel Customer Relationship Management
Business Intelligence and Analytics	✓	✓	✓	✓
Corporate Performance Management	✓	✓	✓	✓
Customer Relationship Management	✓	✓	✓	✓
Human Capital Management	✓	✓	✓	
Financial Management	✓	✓	✓	
Procurement	✓	✓	✓	
Project Management	✓	✓	✓	
Supply Chain Management	✓	✓	✓	

**Honeywell Improves Customer Satisfaction**

Honeywell Aerospace uses Oracle’s Siebel applications—specifically Siebel CRM and Siebel Business Analytics—to consolidate customer information across the organization and transform it into actionable intelligence. Since deploying these applications, Honeywell Aerospace has improved customer satisfaction by 38 percent, increased its on-time service request closure rate from 45 percent to 83 percent, and improved its sales opportunity win rate. As important, the company increased annual after-market spare parts revenue by 100 percent—from US\$45 million to US\$100 million, with approximately 20 percent of the increase directly attributable to the Siebel CRM infrastructure.



Fact: Oracle was the top-rated vendor in AMR Research's ratings of the merchandise management functionality of 11 software vendors.

("Retail ERP Suites: Investing in the Backbone of a Modern Retailer," May 2006, AMR Research Retail Study)

"We've got a lot of confidence in Oracle's Fusion applications and middleware. We like the evolutionary approach."

Norm Fjeldheim, CIO, Qualcomm

### Bringing the Best Together

Oracle continues to make strategic acquisitions and investments to bring its customers the best in enterprise and industry-specific capabilities. Recent acquisitions and investments include:

- 360Commerce
- Context Media
- Demantra
- G-Log
- HotSip
- i-flex
- Innobase
- Net4Call
- Oblix
- OctetString
- PeopleSoft
- Portal Software
- ProfitLogic
- Retek
- Siebel
- Sleepycat
- Telephony@Work
- TempoSoft
- Thor Technologies
- TimesTen
- Triple Hop

### Oracle Applications: The Power of Choice

With leading product lines such as Siebel CRM and PeopleSoft Enterprise now part of the Oracle family, the business value in the expanded Oracle portfolio is unprecedented. Choose any business or industry, and chances are it relies on at least one Oracle product.

But what really matters are the expanded choices you get from Oracle Applications. Only Oracle provides a complete and open offering that lets you choose the

Oracle, custom, or third-party applications that are right for your unique business needs. Only Oracle can offer you end-to-end vertical solutions with best-in-class capabilities specifically tailored to your industry. And only Oracle will continue to support and enhance the applications you use today—while introducing an exciting new generation of solutions.

Only Oracle gives you the power of choice.

### CONTACT US

For more information on Oracle Applications, visit [oracle.com/applications](http://oracle.com/applications) or call **+1.800.ORACLE1** to speak to an Oracle representative.





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