

## ORACLE EMERGING BUSINESS PARTNERS

### Trampoline Systems

Trampoline Systems is an innovative UK company delivering information management technology for the Web 2.0 generation. Its products harness the human behaviour involved in using, distributing and managing electronic information for clients including Raytheon Company, the UK Foreign Office and Channel 4 Television.

Trampoline's flagship product is the SONAR platform. SONAR analyses email traffic, contact databases and document repositories to map social networks, information flows, expertise and individuals' interests. With SONAR, individuals quickly get the information they need, expertise becomes visible, the reuse and value of knowledge assets is increased and the organization improves its agility and competitiveness. SONAR's core analytics determine what people are communicating about and who they are communicating with. The results are displayed on a Web 2.0-influenced interface with full user privacy controls.

SONAR relies on Oracle Database 10g for high-availability deployments. Trampoline is currently examining ways to integrate SONAR with Oracle WebCenter Suite and how to leverage the functionality of Oracle Fusion Middleware. Trampoline is also a member of the Oracle Partner Network, gaining access to technical expertise in areas such as Oracle Spatial and the Oracle Database to open new avenues for its technology. From a sales perspective the Oracle Partner Network has provided many opportunities for Trampoline to engage with 'C' level executives.

*"There are huge challenges for any emerging company addressing the large enterprise market, in particular generating trust with potential customers who may see you as a risk," explains Charles Armstrong, CEO, Trampoline Systems. "Working with Oracle we have created a foundation that is absolutely proven and tested with large enterprise customers and then built our innovations on top. That is a hugely compelling proposition to bring to the market, rapidly giving us a lot of visibility and credibility."*

"The Oracle PartnerNetwork has supported us in both our technical development and sales execution. It has given us access to technical expertise in areas such as Oracle Spatial that opened up new ways for us to approach some of the highly complex mapping, storing and processing of social network data which is the foundation of our technology. Oracle has unparalleled reach in the market and strong relationships with exactly the type of senior executives we are approaching. The Oracle PartnerNetwork has been an incredibly valuable catalyst to engaging with our target market."

*"Above all the team at Oracle has been a joy to work with. They have been very supportive, a source of ideas about what is happening in the wider enterprise technology space and are constantly encouraging and enthusiastic - something you can never get enough of as an emerging business."*

#### Trampoline Systems

**Web:** [www.trampolinesystems.com](http://www.trampolinesystems.com)

**Address:** Old Aske's Hospital . 50a Buttesland Street . London . N1 6BY . United Kingdom

**Telephone:** +44 (0)20 7253 6959