



Contacts:	Cairbre Sugrue Oracle +44 118 924 6468 cairbre.sugrue@oracle.com	Meryl Hanlon Weber Shandwick +44 207 067 0482 mhanlon@webershandwick.com
-----------	---	---

**Oracle Announces Emerging Partner Programme for UK Companies in Fast Growth Economies**

*British companies offered Oracle tools and products to compete in the Web 2.0 global economy*

READING, UK, June 20 2007 – Oracle Corporation UK Ltd has announced the Oracle Emerging Partner Programme to help emerging UK technology companies, who are seeking to take advantage of Web 2.0 to commercialise second generation Internet-enabled products and services. Such enterprises have innovative solutions for critical challenges around information-sharing and real-time decision-making, but are looking to collaborate with Oracle to build robust, scalable IT platforms and gain access to potential markets. Oracle has established a dedicated team to provide a simple, practical process to engage with these companies collaborating with them to understand how its products, services and the Oracle PartnerNetwork can meet their individual requirements.

The programme is based on a successful pilot scheme run over the last year, that has helped organisations in industries such as healthcare, automotive and corporate information management. For example, Toumaz Technology, a spin-out from Imperial College London, has developed a product to monitor vital signs of patients and worked with Oracle technical experts to tailor it for the medical market. Indico BI provides warranty data analysis for the automotive industry and by integrating its offering with Oracle Database XE has strengthened its technology platform, while Trampoline Systems, an information management company, leverages the Oracle PartnerNetwork to engage with senior decision-makers in its market and identify new business opportunities.

“Many people dream about starting a company that one day becomes a world-beater, but unfortunately the reality is much tougher and UK start-ups have to consider many market dynamics if they are going to turn their ideas into cash,” said Chris Baker, Senior Vice President Technology, Oracle Corporation UK, Ireland and Israel. “At Oracle we have products and expertise that have been road-tested in some of the toughest commercial

environments, which means emerging businesses can be reassured they can grow with us no matter what stage they are at in their commercial development.”

The Emerging Business Partner Programme covers the following steps:

- **Step One - Identification:** The identification process is guided by some basic principles including the start-up being able to demonstrate an innovative, credible solution with a clear market focus and ‘go-to-market’ plan, have existing funding or be in the process of raising capital to support its future plans.
- **Step Two - Qualification:** The qualification process seeks to develop a detailed understanding of the company’s business plan and operational status, so that the Emerging Business team can identify which products and services offer the most value. The team will look to understand the company’s product development roadmap, how the company is structured and its ‘go-to-market’ plan, in order to understand how best Oracle might support it.
- **Step Three - Engagement:** Depending on the stage in the company’s requirements it could be introduced to a number of different teams including:
  - The Oracle technology, applications, SMB product sales teams to help the company to build a robust and scalable IT platform
  - Oracle Product Development and Oracle Consulting to access technical and industry expertise to help refine its product offering
  - The Oracle PartnerNetwork to gain access to partners and their customer base, in order to help deliver a product to market

A number of early-stage companies have already been working with Oracle and have seen significant successes as a result of using its products, services and reaching out to the Oracle PartnerNetwork.

**Charles Armstrong, CEO, Trampoline Systems**

“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.”

**James Davies, CEO, Indico BI**

“At an early stage in our development Oracle introduced us to its products which give us a path to adopt its technologies as our business grows. Having Oracle work alongside us to build robustness and scalability into our core product platform, as well as being able to tap into its industry and technical expertise has been invaluable for us. We are able to claim some of the world’s leading automotive brands among our customer base and we’ve been able to reassure them that Indico is built-to-last on an Oracle platform. We have truly benefited from the enthusiastic support of the emerging business team and look forward to developing deeper ties with Oracle as we continue to grow.”

**Professor Chris Toumazou, Co-Founder and Chairman, Toumaz Technology**

“Working with Oracle has helped us to harness the potential of our end-to-end solution from an early stage in our product development. By leveraging Oracle's networking, data storage and analysis expertise, we've been able to demonstrate to customers the implementation of our core platform technology within an integrated, scalable system solution -- a key capability as we move to the next stage of commercial delivery. Oracle has proved to be an excellent partner and without hesitation we would recommend working with the company to any start-up organisation with similar ambitions for fast growth.”

The Emerging Business Programme will be available from today and companies wishing to find out more information should contact: [emergingbusiness\\_gb@oracle.com](mailto:emergingbusiness_gb@oracle.com).

**About the Oracle PartnerNetwork**

Oracle PartnerNetwork is a global business network of more than 19,000 companies who deliver innovative software solutions based on Oracle software. Through access to Oracle’s premier products, education, technical services, marketing and sales support, the Oracle PartnerNetwork program provides partners with the resources they need to be successful in today’s global economy. Oracle partners are able to offer their customers leading-edge solutions backed by Oracle’s position as the world's largest enterprise software company. Partners who are able to demonstrate superior product knowledge, technical expertise and a commitment to doing business with Oracle qualify for the Oracle Certified Partner levels. <http://oraclepartnernetwork.oracle.com>

**About Oracle**

Oracle (NasdaqGS: ORCL) is the world’s largest enterprise software company. For more information about Oracle, visit our Web site at <http://www.oracle.com>.

**Trademarks**

Oracle is a registered trademark of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.