
Overview and Frequently Asked Questions

Overview

Oracle Buys End-user Experience Management Leader Moniforce: Strengthens Oracle Enterprise Manager with Real End-user Monitoring

On December 6th, 2007, Oracle announced it has acquired Moniforce, a leading software vendor in the end-user experience management space. The combination of Oracle and Moniforce is expected to strengthen Oracle Enterprise Manager application performance management capabilities with real end-user monitoring.

Businesses today want to gain more from their applications—they are challenged with narrowing the gap between managing IT cost-efficiently while delivering high-quality customer service and user experience. However, many IT issues are identified by end users who experience and report them rather than by existing management solutions. As a result, business and application owners seeking business productivity improvements need better insight into the business transactions performed by users.

By adding Moniforce's real end-user monitoring capabilities to its existing proactive user monitoring, Oracle expects to address these challenges by providing a single solution with comprehensive application performance management capabilities, including end-user performance monitoring, business transaction analytics and integrated application diagnostics. The combined solution will help businesses gain more value from their applications by helping deliver a better customer experience, because it will enable application administrators to proactively detect and resolve end-user experience issues before they become emergencies.

Moniforce is a pioneer in real end-user monitoring with customers across key industries including financial, retail and government. Its solution utilizes network protocol analysis technology, a non-intrusive, passive and secure approach to measuring real end-user experience that ensures no impact on application or network performance and requires no instrumentation on customer production applications and systems.

Moniforce's technology will become part of Oracle Enterprise Manager, which provides a single, integrated management solution for comprehensive insight into business application performance and rapid problem resolution anywhere in the technology stack. With the combined solution, Oracle customers can expect to get better return on their business application investments through improved overall business performance and lower cost of managing web applications.

FREQUENTLY ASKED QUESTIONS

Product Overview and Strategy

What products does Moniforce currently develop and support?

Moniforce develops and supports UXinsight, a turnkey real end-user management product with pre-packaged user views. UXinsight is built on network protocol analysis technology, a non-intrusive, passive, and secure approach to measuring real user experience with no impact on application or network performance. The product measures application availability and performance from the real end-user perspective. With UXinsight, errors in application logic and application objects can easily be uncovered. In addition, business transactions executed by users can also be monitored to understand business trends, identify issues and visualize user behavior.

How does Moniforce fit into Oracle's overall application performance management strategy?

The transaction underscores Oracle's strategy of lowering total cost of ownership and delivering higher quality of service for customers running packaged or custom applications on Oracle or non-Oracle technologies. Oracle Enterprise Manager's unique top-down applications management approach helps IT identify business exceptions proactively and allows administrators to drill down to identify the root-cause. This approach minimizes application downtime and reduces the effort needed to restore applications and databases.

The Moniforce acquisition significantly broadens the scope of business exceptions addressed by Oracle Enterprise Manager, allowing administrators to monitor and analyze the exact experience of end users. Such analysis can help IT decision makers and line of business managers get dramatically better results and create compelling cost-saving synergies with top-down application performance monitoring and diagnostics encompassing the end user, application, middleware, database and the underlying infrastructure.

Real end-user monitoring complements Oracle's plan to expand its application and system management products business. Combined with Moniforce, Oracle Enterprise Manager is expected to deliver a best-in-class integrated application performance management solution for Oracle Applications as well as for web, SOA or other custom applications. Oracle plans to offer UXinsight as part of Oracle Enterprise Manager and also as a stand-alone installable product.

How is the combined solution expected to work with both Oracle and non-Oracle Applications?

Oracle and Moniforce can synergistically develop unique capabilities to manage the user experience of customers' applications. As a vendor of packaged application and software infrastructure technology, Oracle is in a unique position to employ Moniforce technology as part of a solution that provides top-down and end-to-end application performance management across the entire application infrastructure for Oracle packaged applications, as well as for custom-built SOA/web applications running on Oracle and non-Oracle technology.

How does Oracle plan to maintain Moniforce's industry and domain expertise?

The goal of the combination is to complement the offerings of Oracle. Moniforce has six years of experience in the application performance management space, with strong domain expertise in real end-user monitoring. Moniforce employees will be an integral part of the systems management business within Oracle for the combined companies.

Customers and Partners

How is this acquisition expected to benefit Moniforce customers?

Moniforce customers are expected to benefit from:

- Increased Moniforce product innovation with additional product development resources becoming available from the Oracle and Moniforce combination.
- Access to complementary application diagnostics capabilities from Oracle for a more complete application performance management solution.
- Improved service and support for Moniforce customers given the breadth and scale of Oracle's field sales, marketing and customer support organization.
- Oracle is the world's largest enterprise software vendor.
- Oracle has global sales and support capabilities supporting customers in over 145 countries in multiple languages.
- Oracle has over 19,500 global partners to better serve our customers.

- A more comprehensive application and system management solution, Oracle Enterprise Manager, which is planned to be integrated with Moniforce products to offer customers additional choices as they expand the scope of their application management solutions.

As an Oracle customer, how can I benefit from Moniforce's products and services capabilities?

Oracle customers will benefit from a more comprehensive application performance management solution. Moniforce's real end-user experience monitoring capabilities will significantly enhance Oracle Enterprise Manager's application performance management capabilities in many ways, including:

- **Enabling application administrators to detect and resolve end-user experience issues before they become emergencies.** Moniforce's monitoring capabilities extend Oracle's solution by measuring real end-user experiences with a passive monitoring technique that does not require any instrumentation of the application environment.
- **Improving application performance and availability.** Moniforce's real end-user monitoring capabilities can also be integrated with Oracle Enterprise Manager's application diagnostics capabilities. This will enable our customers to be alerted to performance problems, and to diagnose the root cause of those problems from within a single solution, reducing problem resolution time and improving application performance and availability.
- **Greater value from business applications.** By providing comprehensive user experience based business transaction analysis, application owners and business managers can improve overall business performance. Indicators such as conversion rates, order volume by revenue, orders by source, etc., can be monitored for historical trend analysis, issue identification, and business performance analysis, to help improve productivity and revenue.
- **Enhancing lifecycle automation.** The combined solution will also enable customers to use Oracle Enterprise Manager's lifecycle automation capabilities to take advantage of real end-user monitoring information to address a wide range of issues, such as inadequate system provisioning, configuration or security, encountered across the entire lifecycle of business applications.

- **Lowering cost of managing applications.** Many IT issues, which are today experienced and reported by end users rather than identified by existing web application management solutions, can be captured, diagnosed and fixed by the combined solution, enabling administrators to prevent emergencies and remediate issues rapidly.

How is this acquisition expected to benefit Oracle partners?

Oracle partners around the world are expected to benefit from a complementary set of Oracle and Moniforce solutions that provide an opportunity to increase business value and drive down cost of ownership for customers throughout an integrated, standards-based enterprise software stack. Specifically, the combination of Oracle and Moniforce is expected to result in benefits to partners including:

- Channel-ready, comprehensive end-user experience monitoring products that address the needs of customers running packaged and custom applications on both Oracle and non-Oracle infrastructures.
- Expanded opportunities related to Oracle Enterprise Manager, especially those involving Oracle Applications, by introducing Moniforce's real end-user monitoring solutions.
- Oracle's increased footprint in the application performance management space means customers can now work with a single vendor to address their needs for end-to-end application performance and diagnostics management.
- The ability to offer services related to setup and configuration for monitoring of key business performance indicators with Moniforce products.

What additional value will come to customers who are running Oracle Fusion Middleware or Oracle Applications?

With the combined solutions of Moniforce and Oracle Enterprise Manager, customers can expect to benefit from a best-of-breed application performance management solution for their Oracle Fusion Middleware and Oracle Applications, including PeopleSoft, Siebel and Oracle Fusion Applications. Over time, we expect to optimize this functionality for more integrated end-to-end performance monitoring and diagnostics.

How will Oracle provide for a smooth integration of the two companies?

Oracle is focused on customer satisfaction and plans to provide for a smooth transition with as little customer disruption as possible. Oracle is experienced with integrating companies quickly and efficiently. Oracle will provide dedicated personnel from key functional areas for integration and utilize proven templates and processes for repeatable success in integration. We will communicate regularly throughout this process to keep our customers and employees well informed.

Business Continuity

I am a current Moniforce customer. Can I still purchase Moniforce products?

Yes. Please contact your Moniforce sales representative to assist you, or visit www.moniforce.com for contact information. Moniforce sales representatives are available to assist customers with any questions they may have.

Should Moniforce customers continue to call the Moniforce support services?

Yes. Moniforce customers will continue to receive support and services from Moniforce, and should continue to use existing Moniforce contacts for support, professional services, and sales to address immediate and ongoing needs. We will communicate all changes and transitions occurring well in advance through these familiar channels.

Should Moniforce customers continue to contact their Moniforce sales representative?

Yes. Please continue to rely on your existing relationships.

Will the Moniforce leadership and employees be retained?

Yes. The goal of this combination is to complement the offerings of Oracle. Moniforce's employees will be an integral part of the application and system management products business within Oracle for the combined companies.

What is the acquisition integration timeline?

We will communicate any updates on future integration plans with customers when they become available.

In the EU and other non-EU countries with similar requirements, the local combinations will be conducted in accordance with and subject to the information and consultation requirements of applicable local laws, EU Directives and their implementation in the individual member states. Consequently, this presentation should not be interpreted as an indication of any decision concerning local combinations.

Where can I find out more information about Oracle and Moniforce?

For more information, please visit oracle.com/moniforce.
For more information regarding Oracle Enterprise Manager, please visit oracle.com/enterprisemanager.

The above is for informational purposes and may not be incorporated into a contract. IT IS NOT A COMMITMENT TO DELIVER ANY MATERIAL, CODE, OR FUNCTIONALITY, AND SHOULD NOT BE RELIED UPON IN MAKING PURCHASING DECISION. THE DEVELOPMENT, RELEASE AND TIMING OF ANY FEATURES OR FUNCTIONALITY DESCRIBED FOR ORACLE'S PRODUCTS REMAINS AT THE SOLE DISCRETION OF ORACLE.