



**SOFTWARE. HARDWARE. COMPLETE.**



**ORACLE®**

**Thomas Kurian**  
Executive Vice President



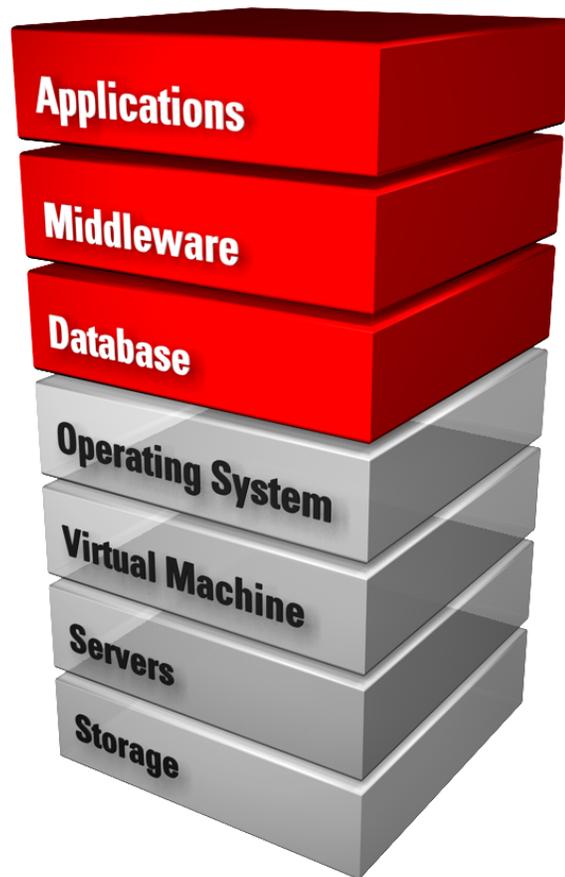
The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.



## Oracle's Strategy

- Deliver a Complete, Open, Integrated Stack of Hardware, Infrastructure, Database, Middleware, and Business Applications
- Exploit Processor, Systems, Storage, and Networking Trends to deliver breakthrough innovations by combining Oracle Software with Sun Hardware
- Integrate components of Oracle's Software Stack to provide unique value to customers

# Complete. Open. Integrated. Leader.



- Customer Relationship Management
- Human Capital Management
- Supply Chain Management
- Enterprise Performance Management
- Business Intelligence Applications
- Middleware
- Application Server
- Identity Management
- Database
- Data Warehousing
- Database Share on Linux
- Embedded Database
- Retail
- Financial Services
- Banking
- Public Sector
- Communications
- Professional Services





# Java Strategy



# Java Strategy



- Enhance and Extend reach of the Java Programming Model to emerging Application Development Paradigms
- Integrate and Simplify the Java Platform optimizing it for a variety of existing and new Deployment Architectures
- Invest in and revitalize Java Developer Community with best of breed Java Technology and more participatory community process

# Java

## World's Most Popular Programming Platform



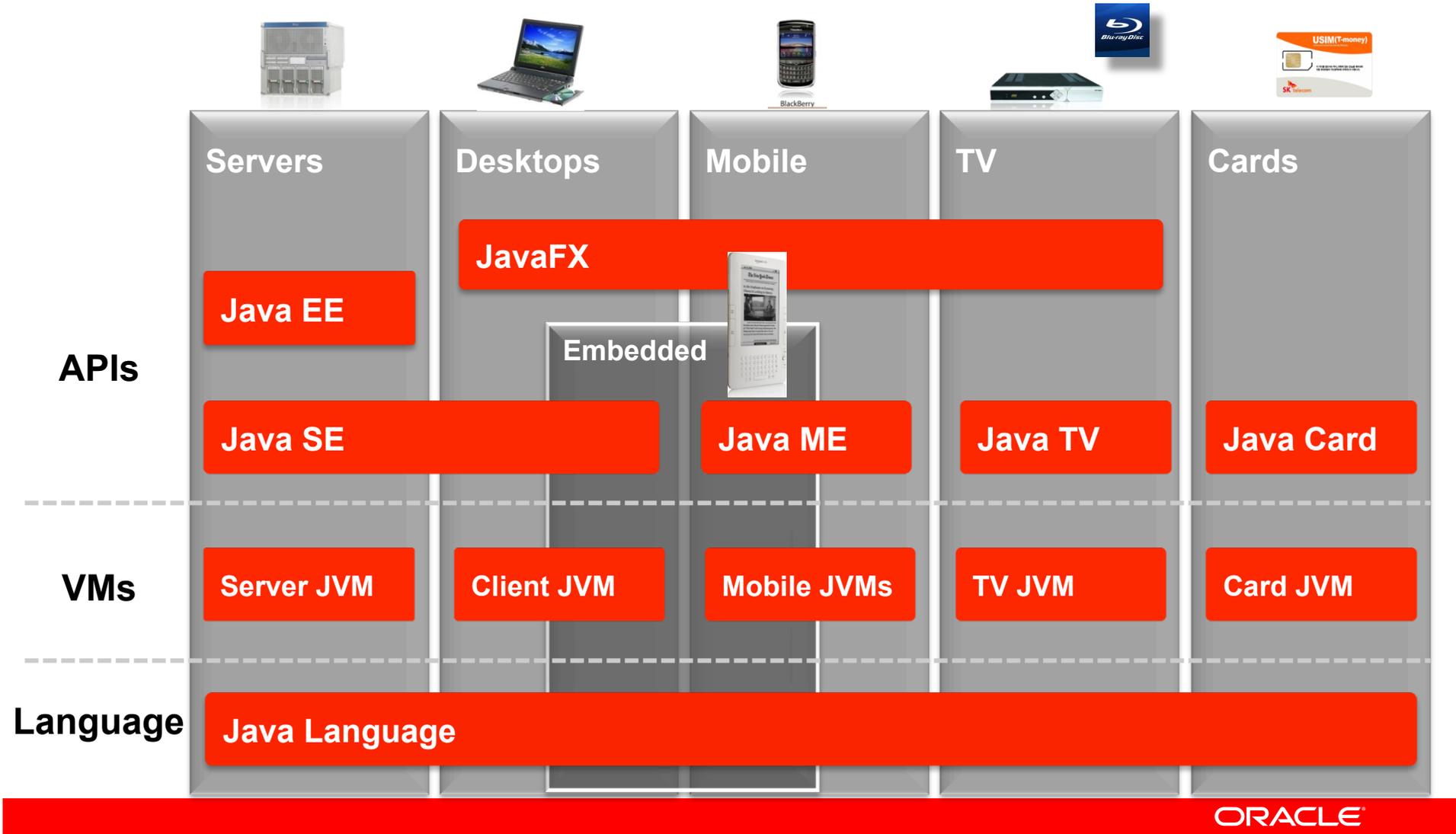
What percentage of your programming time will you spend using the following languages TODAY? (filtered for responses of 1% or greater)	Population	Percent of Cases
<b>Java</b>	<b>9,007,346</b>	<b>61.6</b>
C/C++	7,194,179	49.2
XML	7,194,179	49.2
C#	5,044,699	34.5
Visual Basic/Visual Basic.NET	4,913,098	33.6
Scripting Languages	10,425,711	71.3
Other	7,428,136	50.8

Global Developer Population and Demographics Survey: Volume 1, © 2009 Evans Data Corp



# Java Platform

Complete. Open. Integrated.



# Java Runtime

## Java SE

- Rapidly deliver Java SE 7 with many new features
  - Modularization
  - Developer productivity
  - Multiple languages
  - Higher performance
  - Support for Multi-Core Processors
- HotSpot and JRockit are strategic JVMs
  - Converge best features of HotSpot and JRockit
  - Management and Real-time Monitoring
  - Run natively on Hypervisors
  - Optimize/Remove Permgen
  - Thread Local, Server Class Garbage Collection
  - NUMA Compiler Optimization for Multi-Cores
- Continued support for all leading OSs



# Java Application Server

## Java EE

- Evolve current Java EE RI to further address key initiatives
  - Modularity with Open Standards
  - New Lightweight Server Profiles
  - UI and Rich Internet Applications
  - Scripting and Dynamic Languages
  - Optimized Web Services Stack
- Clear differentiation between Glassfish and WebLogic Server
  - Glassfish remains Java EE Reference Implementation and for Tactical Applications
  - Weblogic remains strategic Enterprise Application Server
- No change in support timelines or distribution model for Glassfish



# Java Mobile and Micro Environment

## Java ME

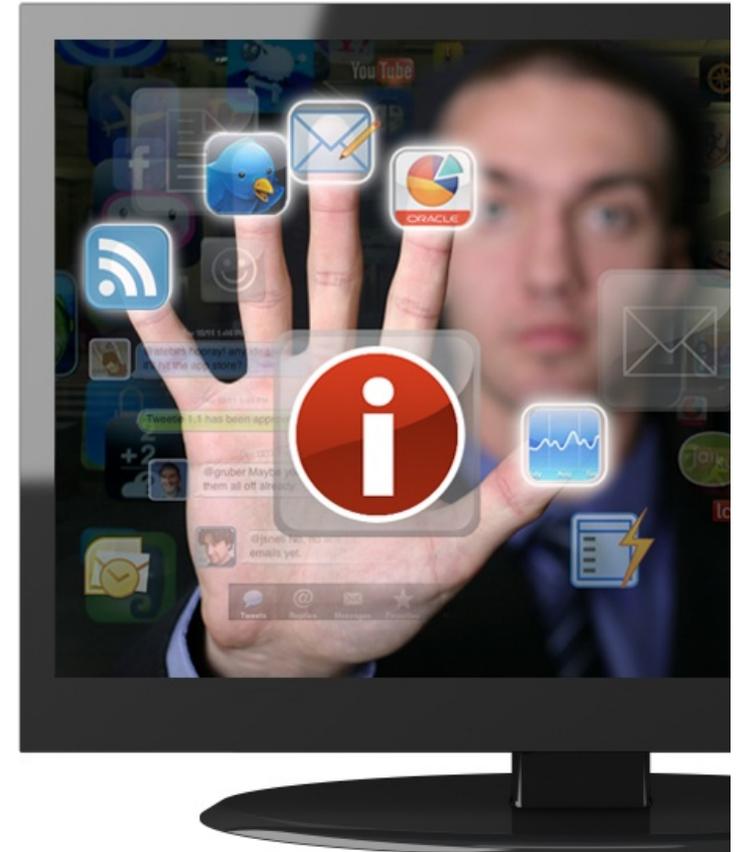
- Unify Java ME and Java SE Programming APIs
  - Device capabilities converging
  - New devices and OSs continue to fragment programming model
  - Java “Write-Once, Run-Anywhere”
- Optimize Java ME
  - Performance: Start Up and Runtime
  - Abstract: New Interaction Paradigms
  - Optimize: Power Consumption
  - Productivity: Optimized for Java F/X
  - Portability: To new platforms including IP TV, Blu Ray, and emerging Embedded Devices
- Continued delivery of optimized binaries for Carriers and Device Partners



# Rich Internet Applications

## JavaFX

- Extend Java to provide unmatched experience for RIAs
  - Design Oriented with Visual Assembly
  - Higher Productivity with Rich Packaged Library of UI Components
  - Rich User Experiences with Excellent Performance and Extensibility
  - Cross Device Portability and User Interaction Models
  - Seamless Interoperability with Java, Java Script, and HTML 5
- Portable across devices – Mobile, Desktop, TV, and other form factors
- Complements Oracle ADF and ADF Mobile for Enterprise Applications



# Customer Success

**Java – World's Most Popular and Ubiquitous Runtime**

**5.5 Billion Cards**

**2.6 Billion Phones**

**840 Million+ PCs**

**730 Million Downloads per year**

**40 Million TVs and Blu-ray Devices**

**9 Million+ Developers worldwide**

**2 Million+ Downloads per day**

**100+ Hardware platforms**

**Used by 100 of Fortune 100**



# Integrated Systems Strategy



# Integrated Systems Strategy

- Deliver Breakthrough Advances in Performance, Scalability, and High Availability for Oracle Software
- With Lowest Cost of Ownership with automated Systems Management
- With Integrated Systems combining Oracle Software with Sun Hardware

# Sun | Oracle Database Machine

## Breakthrough Database Appliance

- Fastest Data Warehouse and OLTP Performance
- Best Data Warehouse and OLTP Cost/Performance
- 100% Fault Tolerant and Scalable On-Demand



### Oracle Database Server Grid

- 8 Compute Servers
- 64 Cores
- 400 GB DRAM

### Unified Server/Storage Network

- 40 Gb/sec Infiniband Links
- 880 Gb/sec Aggregate Throughput
- Fault Tolerant

### Exadata Storage Server Grid

- 14 Storage Servers
- 5TB flash storage
- 336 TB Disk Storage



# Customer Success

## Oracle Database Machine Customer



- KnowledgeBase Marketing
  - Leading Marketing Services Provider in Healthcare, Insurance, Telco, Hi Technology with multiple Data Warehouses
- Business Requirements
  - Handle Data Warehouses from 2-10 TB, support fast incremental load, fast queries, high concurrency
- Existing Solutions
  - Massively Parallel Appliance: Fast Queries but low concurrency
  - Columnar Data Store: High concurrency but slow incremental loads
- Oracle Database Machine Results
  - Oracle DB Machine: 25X faster than Columnar DB
  - Oracle DB Machine: 2X faster than Massively Parallel Appliance



# Customer Success

## Oracle Database Machine Customer



- Allegro Auctions
  - Largest non-eBay auction platform in the world
- Business Requirements
  - Over 4.5 Million Users; 9,500 new users every day
  - Over 3.5 Million New Users every Year
  - Over 500 Million Page Views every Day
  - Over 90 Million Listed Items
- Oracle Database Machine Results
  - Standard Star Schema with a collection of fact tables
  - Largest fact tables > 3 Billion records
  - Largest dimension tables > 15M records
  - No Indices; Smart Scan – works very efficiently
  - Parallel Query execution time improvement = 10X
  - Very efficient ETL > 500 Million records each day



# Customer Success

## Oracle Database Machine@Oracle

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- Business Requirements
  - Single Global Instance for e-mail, Calendar, Conferencing
  - 124,000 e-mail Accounts; 80,000 Users Per Day
  - 2.5 Million e-Mails/Day; 580 Million Total e-Mail Messages
  - 26 Million e-Mail Attachments; 71 KB Average e-Mail Size
  - 46,000 IM Users/Day; 2 Million IM Messages/Day
- Oracle Database Machine Results
  - Database Size is 33 Terabytes
  - 50% Disk Space savings with Compression
  - 5,000 Peak User Transactions per Second; 2,700 Average
  - Database Logical IO 1.6M IOPS Peak; 1M IOPS Average (reads)
  - Database Physical IO 110K IOPS Peak; 40 K Avg. (reads)
  - Database Physical IO 7,000 IOPS Peak; 4K IOPS Avg. (writes)
  - Average Storage Cell IO Wait Time 4.6 milliseconds

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# Integrated Systems

- Broaden capabilities of Sun|Oracle Database Machine
  - Improved Manageability and Performance
  - Faster Compute Nodes
  - Offline Cell Performance
  - Write-back Flash Cache
  - Storage Index for Joins
  - Expression Evaluation
  - Hash Redistribution from Storage
  - Columnar Data Cache
  - Automate Storage re-balancing
- Expand range of Sun|Oracle Integrated Systems
- Oracle's Applications are certified with Sun|Oracle Database Machine





# Middleware Strategy

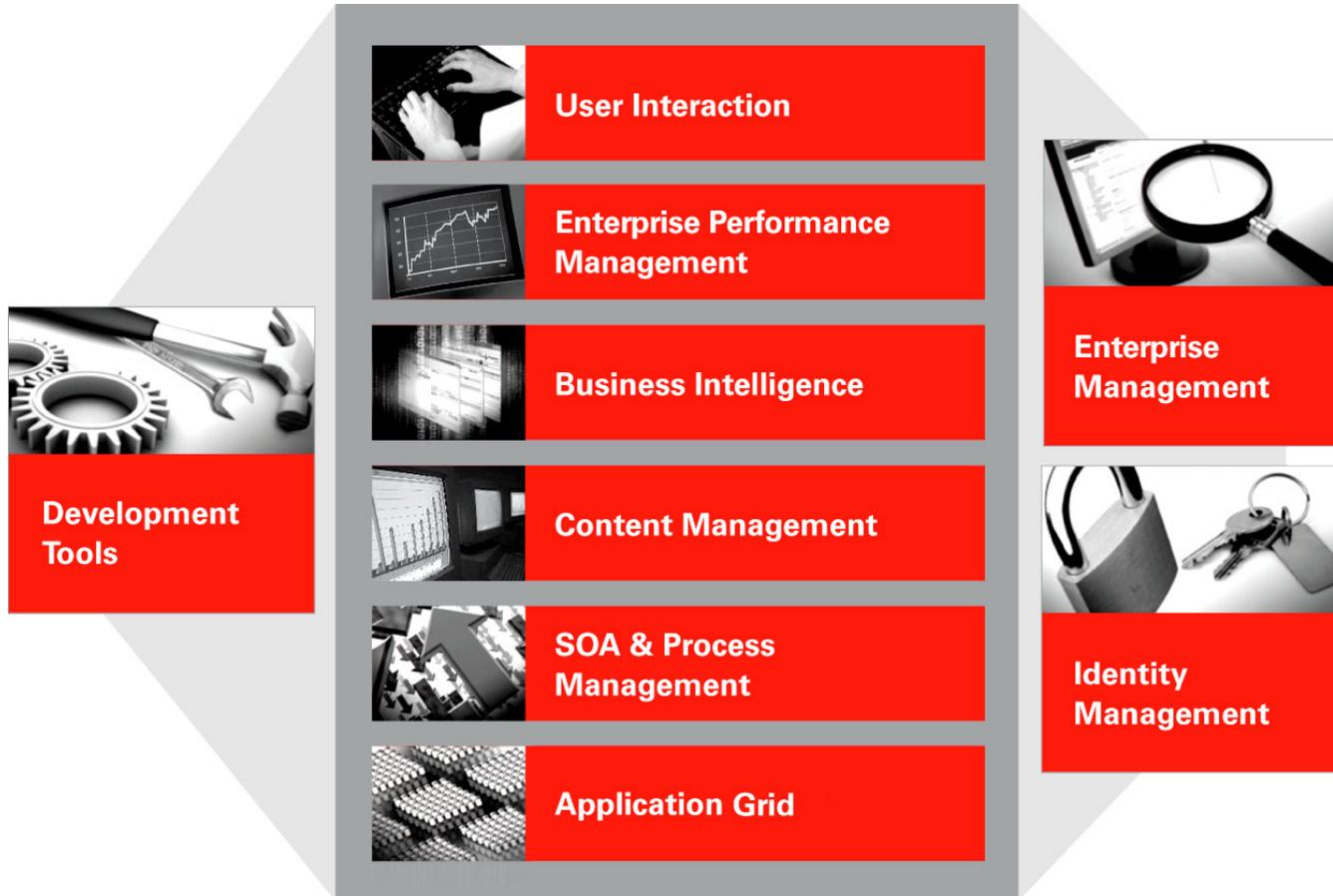


# Middleware Strategy

- Improve Business Agility and Performance with an Integrated Middleware Suite
- Unifying Application Development, Business Process Management, Business Intelligence, and Enterprise 2.0
- Offering Lowest Cost of Ownership with integrated Systems, Applications, and Identity Management

# Oracle Fusion Middleware

**Complete, Open, Integrated, Best-of-Breed**



# Development Tools

## Product Strategy

- NetBeans continues as Lightweight IDE for Java Developers
  - Focus on Java EE6, Java ME, and Scripting
  - Increased focus on Mobile Development and Scripting with Dynamic Languages
  - Hudson continues as Open Source Continuous Build solution
- Oracle JDeveloper continues as Oracle's Strategic Development Tool
  - Integrated Development Environment for Oracle Fusion Middleware
  - Strategic Development Tool for Oracle's Applications including Fusion Applications
- Oracle continues Eclipse contributions
  - Oracle is a Strategic Member of Eclipse
  - Continued delivery of new features in Oracle Enterprise Pack for Eclipse 11g



# Application Grid

## Product Strategy

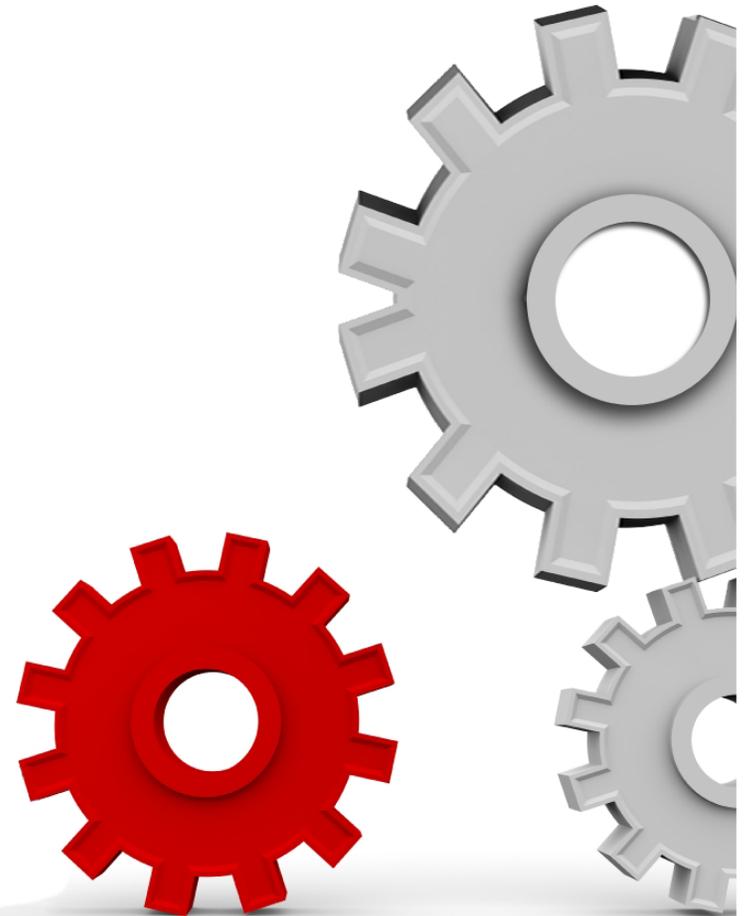
- Glassfish Application Server continues as Java EE RI and available independently
  - Java EE 6 Reference Implementation
  - Built on Microkernel Architecture
  - Optimized Non-Blocking I/O Layer
  - Robust Metro Web Services Technology
  - Lightweight, Rapid development and deployment
- WebLogic Server and Suite remain Oracle's Enterprise Application Grid Products
  - World leading Performance, Scalability, Clustering, High Availability
  - Many unique features: Distributed Object Caching, Workload Management, High Performance JMS, Manageability
- Will share technology across products



# SOA and Master Data Management

## Product Strategy

- Oracle SOA Suite continues as strategic SOA and Business Integration product
  - Oracle continues to maintain and invest in Sun Java Composite Application Platform (JCAPS)
  - Oracle continues to maintain Sun Open ESB and Sun's other SOA, Data Integration, and Event Processing solutions
- Sun Master Index
  - Sun's Legal entity record matching and lookup solution for Hospitals
  - Typically used for Patient Record Matching for Hospital's Business Integration
  - Moves to Oracle HS-GBU to be integrated as Strategic Patient MDM Solution
- No change in support timelines or distribution model for Sun products



# Portal and Content Management

## Product Strategy

- Oracle WebCenter Suite continues as strategic Enterprise Portal product
  - Oracle continues to maintain Sun Glassfish WebSpace Server
  - Will contribute WebSpace extensions to Apache Liferay to Open Source
- Oracle Content Management continues as strategic Content Management product
  - Oracle ADF-Mobile and JavaF/X Mobile continue as strategic Mobile Platforms
  - Oracle continues to maintain Sun Content Delivery Server
  - Oracle continues to maintain Glassfish Mobility Platform
- No change in support timelines or distribution model for Sun products



# Identity Management

## Product Strategy

- Oracle Identity Management Suite continues as strategic family of products
  - Oracle will support both Oracle Internet Directory and Sun Directory Server with common LDAP administration
  - Sun Role Manager becomes Oracle's Strategic Identity Analytics offering
  - Oracle Identity Manager remains Oracle's strategic Identity Provisioning and Identity Lifecycle Management product
  - Oracle Access Manager remains Oracle's strategic Access Management and Fine-Grained Access Control product
  - Oracle's Virtual Directory, Enterprise SSO, Entitlements Management, Identity Federation continue as strategic
- Oracle continues to invest in and share technology between Sun and Oracle products
  - Sun Identity Manager will see continued investments and integration with OIM (SPML Adapter Framework)
  - Sun Open SSO will see continued investments and integration with OAM (Secure Token Service)
  - Oracle continues to maintain Open DS
- No change in support timelines or distribution model for Sun products



# Success

## Joint Sun Hardware and Oracle Middleware Customers

 vodafone	 verizon	 AVIS We try harder.	 Marriott.	 US Oncology
 GM	 QUALCOMM	 ACCOR	 SONY	 NYC .gov always open
 Cornell University	 BlueCross BlueShield	 Experian™ A world of insight	 Deutsche Telekom	 BAE SYSTEMS
 eHarmony	 Carnival. The Fun Ships.	 NetApp™	 Paramount A VIACOM COMPANY	 GE
 Pfizer	 Commonwealth Bank	 COX ENTERPRISES	 Chevron	 J. CREW



# Systems Management Strategy

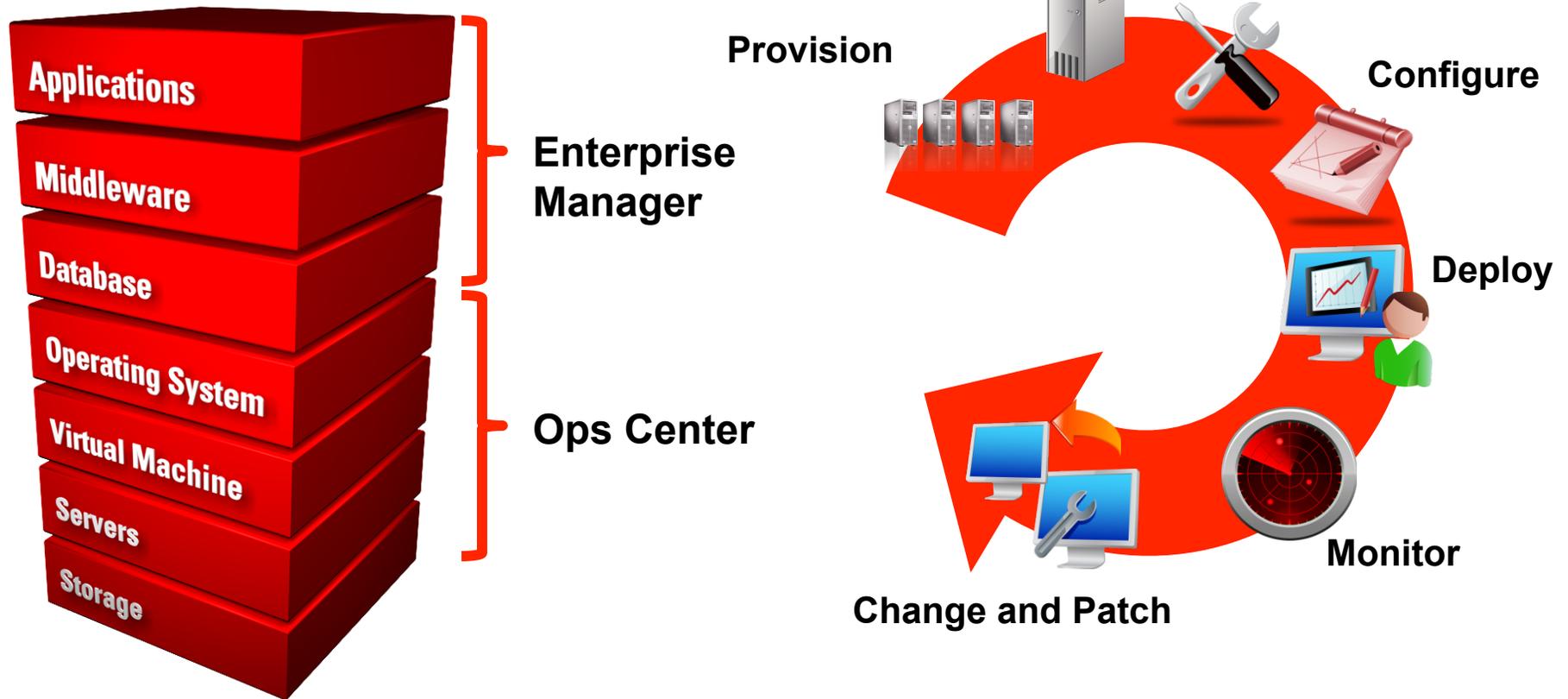


# Systems Management Strategy

- Provide complete and integrated management of the entire Software and Hardware Stack
- With best-of-breed facilities to Provision, Virtualize, Test, Deploy, Monitor, Troubleshoot, Configure, and Patch entire Software and Hardware Stack
- To deliver breakthrough Performance, Scalability, and High Availability at the lowest cost of IT operations

# Enterprise Manager and Ops Center

## Integrated Management of Complete Stack



# Oracle Enterprise Manager

- Enterprise Manager offers integrated Management of all Oracle Software
  - Oracle Enterprise Linux and OVM
  - Oracle Database
  - Oracle Fusion Middleware
  - Oracle Applications
  - Oracle On-Demand
- Enterprise Manager offers comprehensive Top-Down Management
  - Business Service Level Management
  - Application Performance Management
  - Software Lifecycle Management
  - Application Quality Management
  - Configuration Management
  - Data Protection and Masking
- Continues as Strategic Management tool for Oracle Software



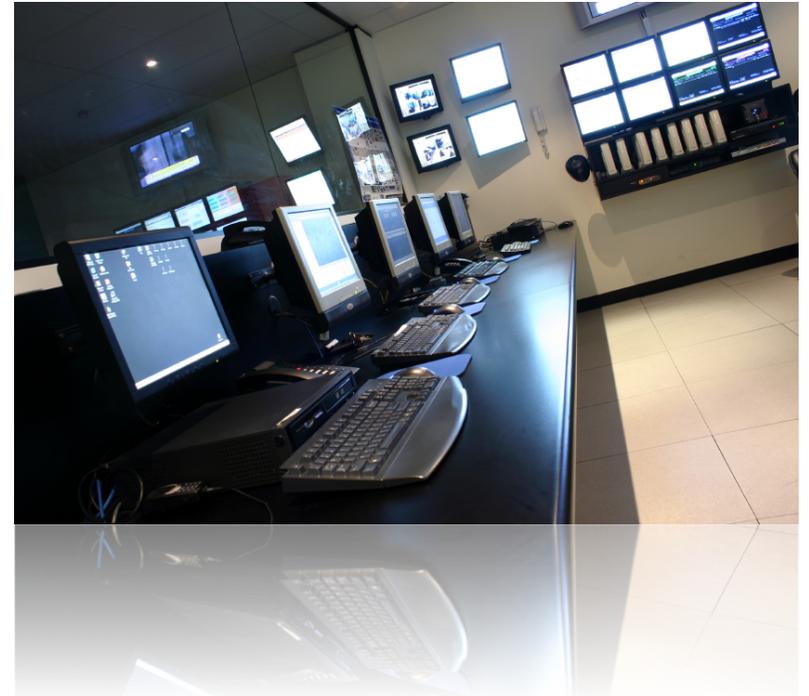
# Sun Ops Center

- Ops Center offers integrated Management of Sun Hardware and Operating Systems
  - Clearly complements Enterprise Manager
  - OS: Solaris and Linux
  - Plus: Firmware and Network
  - Processors: Sparc and Intel
  - Storage: Open Storage
- Ops Center offers differentiated Management for Sun Systems
  - Discovery of Servers, OSs, and VMs
  - Automated Inventory and Maintenance
  - “Bare Metal” OS and Hypervisor Provisioning
  - Network Provisioning: Zones and VM Guests
  - Firmware and OS Patch Updating
  - Agentless Hardware and OS Monitoring
- Continues as Strategic Management tool for Sun Systems



# Oracle Enterprise Manager and Sun Ops Center

- Phase 1: Interoperability between Sun Ops Center and Enterprise Manager
  - Interoperable Event Publishing
  - Interoperable Fault Publishing
  - Interoperable Configuration Management
  - Interoperable Patch Management and Recommendations
- Phase 2: Unify Enterprise Manager and Ops Center in single product
  - Unified Systems and Software Discovery
  - Unified Software Provisioning
  - Unified Software Lifecycle Management
  - Unified Real-Time and Offline Monitoring
  - Unified Configuration Management
  - Unified Patching and Updates
  - Unified Quality Management Tools
  - Top Down and Bottom SLA Management



# Oracle and Sun with MyOracleSupport

- Deliver integrated Support to joint Oracle and Sun customers
  - MyOracleSupport becomes access Portal for both Oracle and Sun
  - Integration of Oracle Configuration Manager and Sun Service Tags
  - Integrated recommendation of required Patches and Patch Sets
- Monitor customer systems to prevent Operational Problems
  - Integrated Health Check mechanism for Oracle Software on Sun Hardware
  - Integrated capture of Diagnostics and Root Cause Analysis
  - Failure Prevention with Best Practice Configurations, Pre-emptive Patches, and Optimized System Behavior
- No change in support timelines or distribution model for Sun products



# Customer Success

## Joint Sun Ops Center and Enterprise Manager Customers



# Applications Strategy



## Benefits for Oracle Applications Customers

- Oracle Applications Customers benefit from Oracle's acquisition of Sun
- Protects and extends their existing investments in Sun's Hardware and Software products
- Benefits from improvements in Performance, Reliability, and Manageability as Oracle and Sun integrate products
- Without requiring On-Premise Applications Upgrades or Oracle On-Demand Upgrades to uptake new functionality in many cases



# Oracle Applications

## Industry Applications

<b>ORACLE</b> E-BUSINESS SUITE	<b>ORACLE</b> PEOPLESOFT ENTERPRISE
<b>ORACLE</b> SIEBEL	<b>ORACLE</b> AGILE
<b>ORACLE</b> JD EDWARDS ENTERPRISEONE	<b>ORACLE</b> ENTERPRISE PERFORMANCE MANAGEMENT SYSTEM

<b>ORACLE</b> HEALTH SCIENCES	<b>ORACLE</b> COMMUNICATIONS
<b>ORACLE</b> PUBLIC SECTOR	<b>ORACLE</b> FINANCIAL SERVICES
<b>ORACLE</b> RETAIL	<b>ORACLE</b> UTILITIES

**ORACLE**  
DATABASE **11g**

**ORACLE**  
FUSION MIDDLEWARE **11g**



# Summary



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**Complete. Open. Integrated. Leader**



# Complete Solutions by Industry

## Industry Leaders Rely on Oracle



World's Best Intellectual Property, Most Complete End-to-End Industry Solutions

ORACLE

# Complete Solutions by Industry

## Industry Leaders Rely on Oracle

### Industrial Mfg



9 of Top 10 Global

### Insurance



20 of the Top 20  
Global Insurers

### Life Sciences



20 of Top 20  
Pharmaceuticals

### Media/Entertain.



All in Fortune's  
Global 500

### Oil and Gas



6 of Top 7  
Companies

### Professional Svc



9 of Top 10 IT  
Services

### Public Sector



Over 1500  
Organizations

### Retail



12 of 13  
Fortune 100

### Travel/Transport



5 of Top 5 in  
Fortune 500

### Utilities



13 of Top  
20 Fortune 500

World's Best Intellectual Property, Most Complete End-to-End Industry Solutions

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