

“We challenged Oracle Retail to provide us with solutions and technology across our entire retail footprint within an integrated framework. In the end, there was no one else in the market close to delivering the broad range of solutions that Oracle could for our business. They made it an easy decision for us to partner with them.”

Kristen Blum, CIO, Abercrombie & Fitch

## Applications For Your Business Solutions For Your Industry

Global competition for resources, talent, and customers is heating up, making business less predictable than ever before. The truly great organizations are those that use adverse times to their advantage, finding opportunities to excel while competitors struggle. Oracle’s Complete, Open and Integrated applications strategy helps customers transform their business – creating more value while reducing costs and risk.

Like many customers, you may be concerned about the future. Technology can play a critical role in helping you find new opportunities to excel in an increasing competitive world, and capitalize on them quickly. Having the right software partner is just as critical – one who understands where technology trends are headed, and has the dedicated resources to help you leverage them for business transformation. Oracle’s Complete, Open and Integrated application strategy is designed to make our technology solutions a source of continual competitive advantage for our customers.

### Complete

Five years ago, Oracle set out to help customers reduce the cost and complexity of their IT infrastructures, by delivering industry solutions that are complete, integrated, and state-of-the-art. Today, we’ve delivered on that goal, providing complete industry solutions for customers in over 20 industries, from retail and communications, to financial services and the public sector. The size and scale of our investments to achieve that goal are unmatched in the industry, from the \$35 billion Oracle has spent since 2004 to acquire best-in-class companies in key horizontal and vertical markets, to the \$9.5+ billion invested in organic R&D to drive continuous innovations across current product lines and our next-generation Oracle Fusion Applications.

The customer programs we’ve developed to protect your investment in Oracle are also unmatched in the industry. Oracle Lifetime Support is the industry’s most comprehensive and flexible support policy, covering a customer’s entire technology environment. Oracle’s groundbreaking Applications Unlimited program provides ongoing development and support for customers wishing to stay current on Oracle’s PeopleSoft Enterprise, Siebel, Oracle E-Business Suite, or JD Edwards product line.

### Oracle’s Investment in Complete Industry Solutions

- \$35+ billion in acquisitions covering industry and operational business process and technology since 2004
- \$9.5+ billion in R&D investment since 2004
- Over 20 industry solution portfolios

## Open

Oracle is committed to open standards because they support choice, reduce risk, and enable you to differentiate your organization using the best technologies available from any source. Our commitment to open standards is unrivaled in the industry; not only are we involved in multiple standards boards, but we also drove the development of many key standards.

All Oracle Applications are built on open industry and technology standards and architected to run on Oracle Fusion Middleware. As a result, Oracle Applications are ideal for heterogeneous environments, giving you the freedom to easily extend our products, integrate them with third-party applications or expand the boundaries of your business by more easily connecting to suppliers and customers. Open standards save time, cost and reduce risk. Staff once dedicated to making your applications portfolio work together can be reassigned to activities you consider core to your success. And because Oracle Applications are based on the latest industry standards, it's easier and more cost-effective to secure a qualified ecosystem of IT staff.

## Integrated

Another important differentiator is Oracle's ability to help customers reduce the cost and complexity of integrating applications, and ensure their interoperability across the enterprise. We're enabling this by delivering integrations in three key areas: integrated business processes, integrated business intelligence, and integrated user experience.

Oracle's Application Integration Architecture (AIA) offering supports integrated business processes through the delivery of pre-built integrations and foundation packs based on proven reference architectures and Web services. Using Oracle AIA gives you the flexibility to implement, adapt, extend, and customize your business processes quickly to adapt to changing market conditions, at roughly half the time it would take using conventional approaches.

We're also helping you integrate business intelligence through Oracle's Enterprise Performance Management (EPM) System, designed to offer real-time insights in the context of business processes for faster, more accurate decision-making. Built on open standards, Oracle's EPM system consolidates data from any source into a common information repository from which information can be delivered in multiple formats, such as dashboards and alerts, and on multiple devices, such as cell phones. Integrated business intelligence gives everyone a single, accurate view of enterprise information for better insight, alignment, and performance.

In addition to integrating business processes and intelligence, Oracle is integrating the user experience across business processes, to deliver a seamless experience to users, regardless of application. An integrated user experience helps reduce IT costs and training time, while boosting employee productivity and satisfaction.

## Complete. Open. Integrated.

Without software that is complete, open, and integrated—

You can't easily design and deploy unique, end-to-end business processes that help you manage, measure, and monitor what matters most to your organization. You can't quickly modify business processes on the fly to capitalize on opportunities when they arise or easily adapt to changing market conditions. You can't easily co-create opportunities with customers, partners, and stakeholders across your extended enterprise and around the globe.

So when you think about using enterprise software to enable your business transformation, think Oracle and think Complete, Open, and Integrated.

### Integrated

- Integrated Business Processes
- Integrated Business Intelligence
- Integrated User Experience

"We needed a CRM [customer relationship management] solution that would be comprehensive and that would integrate with Oracle E-Business Suite. We have a very small IT staff with a limited budget, so we needed something that would be very easy to use, easy to maintain, and easy to customize—but also fully integrated with [Oracle] E-Business Suite. Oracle Application Integration Architecture was the best choice to allow us to do that."

— Dominic Martinelli, Vice President of Information Technology, Rackable Systems