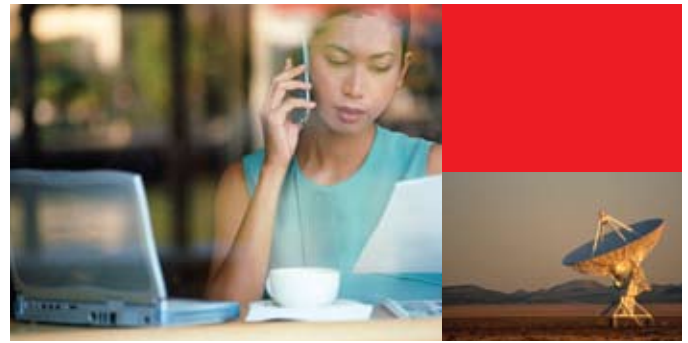


INFORMATION ACCELERATES

Transforming Information Architecture for Next-Generation Networks and Services



Traditional information architectures were never designed to cope with the fast-changing portfolios of today's communications service providers. Oracle delivers the process efficiency and flexibility you need to bring next-generation convergent services to market quickly and profitably.

Oracle's Key Products and Services

Oracle offers you the widest possible choice of enterprise and carrier-grade software applications, decision support tools, and database technology for the communications industry. Key products and services for transforming information architecture include

- Oracle SOA Suite
- Oracle BPEL Process Manager
- Oracle Web Services Manager
- Oracle Enterprise Service Bus
- Oracle Database
- Oracle Data Hubs
- Oracle Service Delivery Platform
- Oracle Real Application Clusters
- Oracle TimesTen In-Memory Database
- Oracle Berkeley DB
- Oracle Partitioning
- Oracle Secure Backup
- Oracle Advanced Security

In a world of increased competition and declining voice revenues, new high-value services represent the path to profitable revenue growth for communications service providers. As services proliferate and converge, and providers look to fill out their portfolios through acquisitions and mergers, the line between the traditional communications and entertainment industries is becoming increasingly blurred. Competition is also coming from nontraditional players such as Google, Yahoo!, and eBay.

Speed and efficiency are the keys to success, but traditional information technology (IT) architectures and systems were never designed for this quickening pace of change. As operators roll out new all-internet-protocol (IP) networks, the industry must also adopt new information architectures to support the rapid, efficient creation and delivery of next-generation services. This requirement is driving a fundamental change in information architectures for the communications industry.

Provide Greater Speed and Flexibility

Leading communications service providers recognize the need to adopt service-oriented architecture (SOA) to accelerate the creation and delivery of next-generation services. SOA replaces traditional monolithic systems with common reusable application functions that can be used across multiple services, enabling you to bring a new service to market within days, not months. Oracle's solutions for SOA combine the power of our carrier-grade database technology and Oracle Fusion Middleware, enabling your information architecture to deliver the speed, flexibility, and agility to keep you ahead. With Oracle's solutions for SOA you can

- Design, build, and manage an SOA
- Accelerate the creation and delivery of new services, reducing time to market
- Share information more effectively across all systems
- Reduce systems integration costs and leverage your existing IT investments

Fact: All 20 of the world's top 20 communications companies rely on Oracle Applications.



Share Data Efficiently and Securely

In legacy IT environments, key data (such as customer and product data) is often duplicated and fragmented across multiple, disparate systems. Oracle's solutions for data mastering enable you to gain a single, accurate view of your critical data and share this data across any service, thereby improving your data integrity, increasing your service flexibility, and reducing your operating costs. You can also protect data from misuse with Oracle's solutions for security and identity management, the preferred choice of many government, military, financial, and communications institutions throughout the world.

Accelerate Service Creation and Delivery

Speed to market is critical to ensure the successful exploitation of new markets for services and content—particularly since some services have a very short life span. The principles of SOA are incorporated into the Oracle Service Delivery Platform, the industry's most comprehensive, open-standards-based software environment for creating, delivering, and managing convergent communications and multimedia services in a fast, flexible, and efficient manner. Based on J2EE, and including prebuilt elements such as Voice over IP (VoIP), presence, and Virtual PBX, Oracle Service Delivery Platform enables you to create services quickly, get to market faster, and start profiting sooner.

Ensure Carrier-Grade Performance and Resilience

Losing a mission-critical application such as a billing system can cost you thousands of dollars every minute. With Oracle Real Application Clusters, you can make your applications unbreakable, ensuring "five nines" (99.999 percent) availability to meet carrier-grade requirements. Add the speed of Oracle TimesTen In-Memory Database, and you can achieve the performance levels required for network applications such as home subscriber service (HSS) and real-time charging. Oracle's server-clustering technology enables you to deliver near-100-percent availability for your critical applications, achieve real-time performance for real-time applications, and load balance for optimum server utilization, resulting in reduced capital and operating costs.

Reduce the Cost of IT Infrastructure

In the past, network IT infrastructure such as switches and routers was based on proprietary hardware and software, making it expensive to own. That traditional model is now being swept aside by low-cost hardware components and open-standards-based software that deliver carrier-grade performance and reliability. Oracle Carrier-Grade Framework for data management, combined with low-cost blade servers and the Linux operating system, enables network equipment providers and network operators to dramatically reduce the cost of ownership for network IT infrastructure.

Putting the Service Provider in Control

Oracle is the leading provider of enterprise software solutions to the communications industry. And it's not just the big companies that choose Oracle. We are proud to serve hundreds of communications companies of every size—from the smallest service providers and virtual operators to the largest global carriers—and from every sector, including wireline, wireless, cable, satellite, and network equipment providers. Oracle's thirty-year commitment to the communications industry is demonstrated through our extensive software development program and, more recently, our strategic acquisitions such as Siebel, Portal Software, MetaSolv Software, TimesTen, HotSip, and Net4Call.

Oracle's Solutions Portfolio

Oracle's portfolio of solutions includes the widest choice of applications, decision support tools, middleware, and database technology available from a single supplier anywhere in the world. Factor in the consulting, training, hosting, and product support services available from Oracle and a wide range of partners, and you can be sure you'll get the right advice and the right solution for your communications business.

CONTACT US

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit oracle.com/industries/communications

Outside North America, visit oracle.com/corporate/contact to find the phone number for your local Oracle office.