

Oracle Referral Initiative for Trusted Advisors and Oracle Customers

An Oracle Opportunity Guide
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Businesses that qualify for the Oracle Referral Initiative often fall into one of the following industries:

- Aerospace and Defense: Component Suppliers
- Automotive
- Chemicals: Specialty Chemicals
- Consumer Products: Food and Beverage
- Consumer Products: Consumables
- Consumer Products: Nondurables
- Engineering and Construction: General Construction
- Financial Services: Banking
- General Business: CRM
- General Business: ERP
- Healthcare (Excluding Public Healthcare Entities)
- High Tech: Complex Equipment
- High Tech: Consumer
- High Tech: Electronics
- High Tech: Electronics Contract Manufacturing
- High Tech: Semiconductor
- High Tech: Software
- Industrial Manufacturing: Durable Goods
- Industrial Manufacturing: Industrial Products and Components
- Life Sciences: Biotech / Small Pharma
- Life Sciences: Medical Devices
- Media and Entertainment
- Natural Resources, Oil and Gas
- Professional Services: Consulting Management Services
- Professional Services: Business Services
- Retail: Hard Goods / Soft Goods
- Telecommunications
- Travel and Transportation
- Utilities

EXECUTIVE OVERVIEW

Chances are you know of a company that, due to rapid growth or other reasons, may need to upgrade its business software capabilities. Its business plan may include a globalization strategy that would require building a better Web site to reach audiences around the world. Or the company might need an integrated suite of business applications from a single vendor to replace the variety of software packages from multiple vendors that it acquired on a piecemeal basis as it grew. In short, this company may be growing so fast that just keeping up with day-to-day challenges is overwhelming.

The Oracle Referral Initiative is a way for your company to easily refer clients to Oracle when their business software needs to be upgraded or replaced. And when they choose Oracle Applications to drive their revenue, the Oracle Referral Initiative rewards *your* company. Perhaps your company provides accounting, technical, or legal services. Or your company may provide consulting, public relations, printing, banking, insurance, or real estate services. Your company might even be an Oracle customer. Whatever its role, when your company is in a position to help a client or a customer and you refer them to Oracle, your company may be eligible to receive a referral fee of up to US\$50,000 when Oracle closes the transaction, provided that your company's referral meets the eligibility requirements of the Oracle Referral Initiative.

This Opportunity Guide explains the benefits of the Oracle Referral Initiative, summarizes Oracle Accelerate and its benefits for your company's business clients, and provides guidelines to help you quickly determine which clients to refer to Oracle and how.

Nearly 85 percent of midsize businesses will replace their ERP solutions over the next four to five years.

Of companies with fewer than 500 employees in the U.S., 60 percent are not currently using an ERP system.

[AMR Research]

In the next 12 months, approximately 25,000 midsize business manufacturing companies in the U.S. will be evaluating ERP for the first time.

[AMR Research, June 2005]

Overall applications growth globally is 6 percent; small and medium business is about 10 percent.

[Gartner Growth]

HOW YOU BENEFIT: A REFERRAL FEE AND ENHANCED SKILLS

Accountants. Attorneys. Public relations firms. Insurance agents. Printing and business service companies. Commercial real estate agents. Management consultants. Technical support providers. Independent software vendors. Your company is just one of the specialized service providers that businesses turn to daily. And regardless of the type of services your company delivers, you're already viewed as a much-needed and valuable advisor. Everyday, clients come to your company for expertise that will enhance their core business functions or operations at a strategic level. The Oracle Referral Initiative can help you can add more value to the services your company already delivers.

With the Oracle Referral Initiative your company can benefit when your clients choose Oracle to address a business software need. When you help them meet a pressing challenge by giving Oracle the opportunity to address their business application needs, your company may be eligible to receive a referral fee of up to US\$50,000 when Oracle closes the transaction, provided that your company's referral meets the eligibility requirements of the Oracle Referral Initiative.

At the same time, you'll broaden your skills and further strengthen your company's role as a trusted advisor, and you can position your company for additional business and new transactions of its own.

HOW YOUR CUSTOMERS BENEFIT: FIVE IMPORTANT WAYS

Today, more than 19,000 midsize businesses confidently choose Oracle. The reason is simple: they seek these specific benefits.

- **Industry-specific packaged offerings** that are designed for fast-growing businesses with limited budgets and that include a preintegrated application suite
- **Cost-effective and rapid implementation with Oracle Business Accelerators** to get their solutions up and running quickly and efficiently
- **Enterprise-class Oracle Applications** that deliver the proven, best-in-class capabilities they need now—and in the future
- **Award-winning support** provided by the only software support organization with a customer service award from JD Power and Associates
- **Ongoing solution potential** to keep pace with their growth through Oracle's continued solution development and solution scalability

IS YOUR CLIENT A CANDIDATE FOR ORACLE APPLICATIONS?

The decision to acquire new business application software involves a long-term commitment and an investment that will have a significant impact on any organization. If your clients are experiencing the kind of rapid growth that may need to be addressed within a core business application strategy, they may have talked with you about one or more of these challenges:

- The company is operating in continuous crisis mode
- Quality has become an issue due to significantly larger product and service orders—which may result in strained or stressed infrastructure
- Larger customers, more orders, and more-complex policies and procedures are making operations slow and less efficient
- An increase in negative feedback from customers
- Multiple departments using different systems is threatening data and reporting reliability

Any one of these challenges—but especially a combination of them—can signal that it's time for your client to evaluate Oracle Applications.

“Our internal infrastructure and staffing costs would have been approximately 25 percent higher had we not gone with the [Oracle] outsourcing service. By minimizing our capital startup costs and maintaining a predictable, measured monthly cost, we are positively impacting Sonus' cash flow.”

**Adam Wasylshyn
Director of Information Technology
Sonus Networks**

POINT CLIENTS TO THE RIGHT APPLICATIONS AT THE RIGHT COST

Oracle created the Oracle Accelerate program to help partners deliver simply priced bundles of applications along with rapid implementation tools. To minimize startup time and risk, it matches implementation services with partners that specialize in your customer's industry. Using a fixed-scope approach, Oracle Accelerate substantially reduces the complexity of more-traditional, large-scale implementations. Now your customers can obtain the right applications to manage their operations and data, at the right cost—so they can achieve real business value quickly.

And Oracle has the right applications for all their business needs, including business analytics, financials, procurement, projects, order and inventory management, customer relationship management (CRM), supply chain management, manufacturing, human resources, and sales force automation.

In addition, the Oracle Accelerate advantage includes having applications that work well together and are easy to implement, eliminating the inefficiencies that disparate or customized systems can create when your customers need to access information across all their business processes. With thousands of customers and years of experience, Oracle understands the business process flows of many industries (see sidebar on page 1). With Oracle Accelerate, your customer's business can take full advantage of this experience.

IMAGINE THE POSSIBILITIES FOR YOUR CUSTOMER

If your customers are interested in solutions that provide a rapid, low-risk approach, look no further. Oracle Accelerate solutions are packaged and delivered by partners to be easy to own, industry-focused, and complete: just what they need, nothing they don't, so they can start at just the right size—and price—for their needs.

Oracle Accelerate—Unlimited Possibilities for Limited Budgets

- **Complete Solutions**
 - Comprehensive
 - Integrated
 - Scalable
- **Industry-Focused**
 - Rapid deployment
 - Best practices
 - Custom fit
- **Easy to Own—Packaged, Priced, and Delivered**
 - Easy to buy
 - Easy to implement
 - Easy to use
 - Easy to maintain
 - Easy to adapt

OPENING THE DOOR TO ORACLE APPLICATIONS

You know your customers and you know their business. If they've discussed—or you have observed—the signs outlined earlier, they may be ready to talk about how they might address these pressing challenges. An easy way to open the door to this conversation is to ask them these questions:

- Does your 10-year growth strategy include global expansion, requiring multilanguage and multicurrency business software?
- Are you unable to turn your inventory fast enough to make the desired profit?
- Do you wish you could track and measure quality issues more effectively?
- Does it take you longer than two weeks to close the books each month?
- Has the current software system been in place for more than seven years?
- Is your manufacturing Lean?
- Are you planning on going public within the next five years?
- Do you struggle to comply with Sarbanes-Oxley, Basel II, or other regulations?

If your client answers “yes” to most of these questions, the company probably needs to update or replace its current business software applications.

BUT ARE YOUR CLIENTS READY FOR ORACLE ACCELERATE?

Not all clients exhibiting these challenges will be ready for Oracle Accelerate. Customers may not qualify if they fit any of these conditions:

- Very limited budget—If your client has very little budget, Oracle solutions, services, and hardware may not be a good fit
- No IT staff—If your client has virtually no IT staff to support an implementation—and isn't interested in Oracle On Demand—then Oracle is not a good fit
- No acknowledged business need—You might have observed one of the challenges and may have even discussed it with your client, but if those at the company don't see an immediate issue with disparate systems or feel the need to grow, they are not ready for Oracle Accelerate

“There is no doubt that our investment in Oracle's JD Edwards EnterpriseOne applications has paid off. We have reduced our inventory carry by 50 percent, even though we grew by almost 20 percent. We originally planned a two-*year* return on investment, but the payoff was much quicker.”

Greg Forton
Chief Financial Officer
Mid-America Door Company

ADDRESSING YOUR CLIENT'S QUESTIONS AND OBJECTIONS

All companies face big challenges such as managing growth, dealing with increased complexity, and collaborating globally. Many companies—and some may be your clients—find that they need solutions that cost less and that require fewer resources to deploy and maintain. What's more, these companies usually bet everything on their enterprise applications strategy—in other words, they can't "write off" a bad implementation. The following are some of the most typical customer questions and concerns.

Aren't Oracle's Applications only designed for large enterprises?

Oracle offers software solutions specifically designed for fast-growing businesses of all sizes across many industries. In fact, 65 percent of Oracle's business software customers are midsize businesses—19,000 midsize businesses run Oracle Applications.

Are Oracle's solutions really affordable for organizations with annual sales less than US\$250 million?

Yes. Oracle has a pricing program just for midsize businesses. And beyond the initial purchase price, our applications deliver predictable value with these benefits:

- A rapid deployment with industry-specific preconfigurations and easily configurable applications, which reduces the time to see a return on investment
- A low, predictable maintenance cost due to mature and stable technology
- The ability to integrate with existing applications and hardware investments
- An intuitive user interface that requires minimal training

Do I have to start by implementing an end-to-end suite of applications?

No. Oracle provides flexible solutions that can grow with your business as your needs change over time. Built on a single data model, Oracle Applications are modular and allow you to implement only what you need today, and then add new functionality as you need it. Moreover, Oracle Applications scale to support your business as it grows, easily leverage existing applications and hardware investments, and enable rapid business process changes to meet changing business needs.

Most of our applications are developed in-house—why do we need an Oracle Accelerate solution?

Distributed applications, developed using software such as Microsoft Office, Access, or Excel, do not scale well and are expensive to manage. Oracle Accelerate business applications are comprehensive, flexible, and affordable, which helps companies compete most effectively in today's dynamic marketplace. Further, as your company grows (in employees and revenues), Oracle is committed to providing applications that continue to meet your business needs.

CUSTOMERS AND ANALYSTS VALIDATE ORACLE ACCELERATE

Customers may want to know who else is benefiting and how. Sidebars throughout this Opportunity Guide call out statistics, and quote Oracle customers and industry analysts who have responded to Oracle and the Oracle Accelerate program. Your clients also can read full stories about companies with challenges similar to theirs at oracle.com/customers/solutions/mid/index.html

To learn even more, watch videos at oracle.com/solutions/mid/index.html and hear how analysts and Oracle partners are responding to Oracle's solutions for fast-growing customers with limited budgets.

CONCLUSION

We've designed the Oracle Referral Initiative to help professional advisors and consultants, Oracle partners, and even other Oracle customers easily identify, qualify, and refer clients. These clients can join the more than 19,000 other midsize businesses that are taking advantage of Oracle solutions. In addition, your company may reap lucrative rewards in the form of a referral fee up to US\$50,000 when Oracle closes the transaction, provided your referral meets the eligibility requirements of the Oracle Referral Initiative. With the information in this Opportunity Guide and further details online, your company now has the facts to identify, qualify, and refer your clients—and then reap the rewards of greater customer trust and additional revenue from transactions that close.

Your clients also can read stories about companies with challenges similar to theirs at oracle.com/customers/solutions/mid/index.html

GET STARTED—IT'S EASY

Now that you have an understanding of Oracle Accelerate and what it can do for your business clients—and what the Oracle Referral Initiative can do for your company—we urge you find an opportunity. When you've identified a candidate, go to oracle.com/referral and submit a referral. It just takes a few minutes and will be well worth your time.

QUESTIONS?

If you have questions, visit oracle.com/referral or send an e-mail to info-referral_ww@oracle.com



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