

## Overview and Frequently Asked Questions

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### Overview

#### **Oracle Completes Asset Purchase of Sigma Dynamics: Enhances Oracle Business Intelligence Suite with Real-time Analytics to Drive Better Decisions**

Oracle has acquired the intellectual property assets of Sigma Dynamics, a leading provider of real-time predictive analytics technology.

Sigma Dynamics' Real-time Decision software combines customer insight and business requirements to make the best recommendation in each customer interaction and operational decision by intelligently adapting to continuously changing information. Key decision applications include real-time offer management, field service optimization, predictive call routing, and fraud detection. In combination with Oracle Business Intelligence Suite and Oracle Fusion Middleware, businesses will be able to leverage the insight contained in both historical and real-time data sources to drive better decisions in practically any situation.

With the combination of Oracle and Sigma Dynamics' technology, businesses will benefit from improved profitability of customer interactions, and more intelligent business processes through automated decision points. The combined solution integrates with CRM, ERP and legacy systems to allow organizations to continuously adapt business process performance and leverage real-time learning to help businesses drive down the cost to serve customers, improve cross-sell and up-sell opportunities, retain more customers, and increase customer satisfaction.

Sigma Dynamics has been an Oracle Siebel OEM partner since January 2005 and the foundation for Oracle's Siebel Real-Time Decisions (RTD). RTD for Call Center leverages rich historical customer insight provided by both Oracle's Siebel Business Analytics and Siebel CRM to drive more intelligent and profitable customer interactions through real-time intelligent offer recommendations. We plan to make Sigma Dynamics' technology

available standalone as well as to integrate the technology with other Oracle Applications. In addition, we expect the Sigma Dynamics' technology to be the basis of integral components of Oracle Fusion Middleware, providing increased enterprise application adaptivity and extending the value of Oracle Business Intelligence with operational decision capabilities.

### Frequently Asked Questions

#### **What are Sigma Dynamics' products and what are they used for?**

Sigma Dynamics' technology provides an open, standards-based platform for delivering intelligent decision services that drive adaptive business processes. Sigma Dynamics' decision services are delivered on demand and in real-time using a combination of self-learning predictive analytics and dynamic business logic. Sigma Dynamics' products leverage the insight contained in both historical and real-time data sources to drive intelligent and profitable decisions in business processes, both front and back office. A key application of Sigma Dynamics' software is to determine the next best action for each customer interaction based on underutilized customer insights and across all customer touch-points.

#### **Why has Oracle acquired the intellectual property assets from Sigma Dynamics?**

Sigma Dynamics' technology, thought leadership and domain expertise in real-time decision systems are strategic in building the next generation of intelligent and adaptive enterprise applications. Sigma Dynamics' self-learning predictive analytics technology is unique and is superior to rules-based systems (i.e., automatically adapts to changes in process drivers). Sigma Dynamics' technology provides a complementary product suite that leverages Oracle

Business Intelligence and is expected to be the basis of integral components of Oracle Fusion Middleware. The value of combining Sigma Dynamics' technology with Oracle was already proven as Sigma Dynamics has been an Oracle Siebel OEM partner since January 2005 and the foundation for Oracle's Siebel Real-Time Decisions (RTD).

### **Will Oracle sell Sigma Dynamics products standalone or just with Oracle products?**

Sigma Dynamics' products will be sold both standalone and in combination with other Oracle products. As a standalone offering, Sigma Dynamics' technology provides an open, standards-based platform for building real-time decision solutions. In combination with Siebel's best-in-class CRM and Marketing solution, Oracle's Siebel Real-Time Decisions (RTD) already provides a pre-built application for real-time intelligent retention and cross sell offer recommendations. The combination of Oracle Business Intelligence and RTD will be offered as a complete solution for empowering employees with rich customer and business insights to making these insights truly operational.

### **How will this acquisition benefit customers?**

The acquisition of the Sigma Dynamics' technology leverages existing investments in CRM, ERP and BI solutions and addresses the needs of the insight-driven enterprise by:

- Using intelligence contained in both operational and analytical data sources to drive intelligent decisions in both front and back office business processes
- Leveraging inbound customer interactions to drive retention and grow revenues organically through improved cross and up selling
- Increasing customer satisfaction through targeted and relevant treatments
- Reducing operating costs through smarter and more streamlined business processes

### **How will this acquisition benefit partners?**

The combination of Oracle and Sigma Dynamics' technology provides an open, general-purpose decision platform for partners to enhance and differentiate their CRM, ERP and BI offerings. It will allow partners to:

- Work with a single vendor to address customer needs for CRM, BI and real-time decision solutions
- Benefit from Oracle's worldwide resources and Sigma Dynamics' best-in-class real-time predictive analytics technology
- Deliver world-class enterprise software solutions to customers across multiple industries with an expanded application footprint and strengthened go-to-market capabilities through Oracle's global sales force

### **What are Oracle's integration plans with Sigma Dynamics technology?**

Oracle and Sigma Dynamics products are based on a common standards-based J2EE architecture. The acquisition timing aligns with Oracle Fusion Middleware development efforts. We plan to make Sigma Dynamics' technology an integral component of Oracle Fusion applications for delivering increased enterprise application adaptivity. Oracle plans to provide a set of pre-built industry-specific decision applications ranging from intelligent offer management, field service optimization, predictive call routing, and fraud detection.

### **How compatible is Sigma Dynamics' technology with the Oracle Business Intelligence Suite and particularly, Siebel Business Analytics?**

Sigma Dynamics' technology makes intelligence provided by Oracle Business Intelligence solutions truly operational. Sigma Dynamics' decision solutions leverage rich historical customer and business insight provided by Siebel Business Analytics to drive more intelligent and profitable decisions in operational applications. The addition of the Sigma Dynamics' technology extends the value of Oracle BI and future BI technologies with novel operational decision capabilities.

### **Will Sigma Dynamics' products be integrated with Oracle CRM applications and ERP applications?**

Yes. As the foundation for Oracle Real-time Decisions, Sigma Dynamics' products are already integrated with Siebel CRM as part of a pre-built application for intelligent retention and marketing offer recommendations. Integration with other Oracle CRM and ERP applications are planned.

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**Should Sigma Dynamics customers continue to call Sigma Dynamics Support?**

Yes. We will communicate all changes and transitions that will occur well in advance through familiar channels.

**When does the acquisition close?**

The acquisition of Sigma Dynamics closed on August 21st 2006.

**What happened to Sigma Dynamics employees?**

Oracle has hired the former Sigma Dynamics staff who will continue to develop the product.

**How do I learn more?**

Please visit [oracle.com/SigmaDynamics](http://oracle.com/SigmaDynamics).

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