

ORACLE FUSION MIDDLEWARE

Oracle Personalization Competitive Landscape

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ORACLE

Art Technology Group (ATG)

- Enabling Global 1000 companies to revolutionize how they establish and maintain business-critical relationships with website customers. ATG helps companies build and manage Web environments using personalization to promote customer satisfaction.

Be Free, Inc.

- BSELECT is a next-generation personalization technology that enables an e-business to use its customers' past and present anonymous online behavior to recommend products, information, and services that are most appropriate for each visitor.

BEA WebLogic

- Commerce and Personalization Servers
Enable management of customer relationships to win and retain customers.

Broadbase Software

- Broadbase's closed-loop applications analyze customer data from multiple touch points, using that information to execute marketing campaigns, improve online merchandising and content, increase site stickiness, and personalize customer interactions.

BroadVision

- Personalized e-business applications.

Narus

- IBI solutions provide detailed, real-time intelligence about customer and service usage, enabling service providers to target customer segments, define and deliver new services, and manage them effectively.

NetMind

- NetMind is a leader in user-driven personalization & alerts, utilized by 6 million-plus people globally. NetMind4s Minder Application Server provides the underlying infrastructure to enable a full range of turn-key personalization solutions.

YOUpowered

- Permission based personalization software matches webwide behavioral profiles with what the company calls "consumer trust quotient."

Others

- Fair Isaac – Blaze
- IBM Websphere
- Macromedia LikeMinds
- iLog

For More Information

- <http://otn.oracle.com/products/personalization/content.html>

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