

## Overview and Frequently Asked Questions

### Overview

#### Oracle Buys Telephony@Work; Expands Oracle On Demand with Leading IP-based Contact Center Solution

On June 13, 2006, Oracle announced that we have acquired Telephony@Work, a leader in multi-channel IP-based contact center technology, to further extend Oracle's CRM applications. We would like to take this opportunity to express our continued commitment to the success of your business and outline the benefits that we expect this transaction to deliver to our customers.

Traditionally, CRM applications and telephony components have been delivered to customers as separate, stand-alone applications requiring extensive computer-telephony integrations (CTI) between the voice and data platforms. Delivering a multi-channel contact center that includes voice, voicemail, interactive voice response (IVR), e-mail and chat, eludes many companies simply due to the high cost and lengthy integrations required.

With Telephony@Work, Oracle will become the first CRM applications provider to unify contact center technology and CRM software delivering a complete "customer to agent" experience. The entire customer lifecycle – starting with a customer initiating communication (phone call, e-mail, Web callback, IVR self-service) to the logging of the activity in the CRM system – is planned to be delivered through Oracle's CRM suite of applications, which includes on-premise Siebel CRM, Siebel CRM On Demand, Oracle E-Business Suite, PeopleSoft Enterprise, and Oracle Business Intelligence Suite.

By extending CRM applications with multi-channel capabilities, our business customers will experience higher productivity while enhancing the customer experience. They will also experience a reduction in cost and complexity of integrating disparate CRM, analytics, and communications technologies.

Whether deployed as a hosted or on-premise contact center solution, Telephony@Work and Oracle plan to deliver more cost-effective and flexible contact center solutions regardless of company size,

locations or resources. We have experience in delivering an integrated solution as Oracle utilizes Telephony@Work's technology for Siebel Contact On Demand, our hosted contact center solution.

### Customer Benefits

**The combination is expected to provide customers with the following benefits:**

- **Unifying contact center technology with CRM:** Oracle plans to provide seamless multi-channel routing integrated with Oracle CRM applications. Whether it is voice, voicemail, e-mail, chat, Web or IVR, Oracle plans to deliver the channel with a 360-degree view of the customer.
- **Faster Speed to Deployment:** Contact center technologies traditionally requiring multiple integrations with CRM and ERP systems are now tightly bundled in the application. Fewer integration points means faster speed to deployment and faster return on investment.
- **Lower Cost of Ownership:** Telephony@Work and Oracle will support advanced contact center technologies such as voice over internet protocol (VoIP), session initiated protocol (SIP) as well as traditional public-switched telephone networks (PSTN), providing low-cost alternatives to best suit your business requirements. In addition, Telephony@Work's browser-based administration tools can reduce costly configuration and integration costs.
- **Flexible Deployment Options:** Customers can choose between flexible deployment options that best suit their business requirement. Deployment options include:
  - Oracle On Demand (example: Siebel Contact On Demand)
  - Hosted single tenant
  - Hosted multi-tenant
  - On-Premise
  - Service Provider – Multi-tenant model

## Partner Benefits

**The combination of Oracle and Telephony@Work is expected to provide partners with the following benefits:**

- **Work with a single vendor to address customer needs:** Telephony@Work partners are expected to benefit from Oracle's worldwide resources and partner ecosystem, as well as preserving their investments and experience with Telephony@Work products. Oracle partners are expected to benefit from Telephony@Work's best-in-class IP-based multi-channel contact center solution. Both companies' partners are expected to benefit from the complementary solutions that deliver the first unified solution for contact center infrastructure and CRM software.
- **Enhance relationships with contact center partners:** Many opportunities exist with Oracle's existing contact center partners to deliver integrated telephony and CRM solutions. New voice technologies such as VoIP and SIP will drive additional partner opportunities going forward.
- **Commitment to evolve and expand partnerships:** Oracle will continue working with the partner network to develop joint product roadmaps based on customer-driven requirements.

## Frequently Asked Questions

### Product Overview, Product Roadmap, and Strategy

**What products does Telephony@Work currently develop and support?**

CallCenterAnywhere is a multi-channel contact center solution that provides a compelling alternative to custom programming and systems integration traditionally required for contact centers. Telephony@Work currently offers its CallCenterAnywhere solution for enterprises, call center outsourcers and service providers.

Delivered as an on-premise or on demand solution, CallCenterAnywhere eliminates the need for a variety of expensive premise-based systems and software, including PBXs and IP gateways, automatic call distributors (ACDs), chat and e-mail distributors, Web-callback servers, VoIP and voice over Web servers, Web-collaboration servers, e-mail analysis and auto-response systems, IVR servers, call recorders, voicemail, fax and unified messaging servers,

outbound campaign scripting systems, CTI gateways, supervisor monitoring and coaching systems, and predictive/preview dialers.

**What is the current release of CallCenterAnywhere?**

The current release is CallCenterAnywhere 7.1.7. This was made generally available in May 1, 2006.

**Will this acquisition impact the R&D of Telephony@Work solutions?**

Telephony@Work and Oracle plan to provide continuity in roadmap and direction. Oracle plans to support customers' investments in Telephony@Work applications. R&D in Telephony@Work solutions has the potential to actually increase as it now has the backing of a much larger Oracle R&D budget.

**How will the product portfolios be integrated over time? Will Telephony@Work's product be integrated with Oracle's applications and technology stack?**

Telephony@Work is already the underlying telephony platform for Siebel Contact On Demand. Over time and through phased release cycles, we plan to more fully capitalize on the Telephony@Work platform across all Oracle, Siebel and PeopleSoft CRM applications.

**How does Oracle plan to maintain industry and domain expertise?**

Oracle intends to integrate Telephony@Work into the Oracle CRM Applications and Oracle On Demand teams. Oracle intends to retain the existing Telephony@Work team and thereby retain the industry domain knowledge and customer relationships.

**How compatible are these technologies with Oracle and how does Telephony@Work technology fit into Oracle Fusion?**

Telephony@Work's architecture is closely aligned with Oracle applications and technology direction and strategy. Telephony@Work's application supports open-standards, service oriented integration, configuration, and flexible extensions. As proven by dozens of customers and existing integrations with Siebel Contact On Demand, the Telephony@Work solution is built for integration and will be a logical complement to Oracle's existing application footprint. Overall, Telephony@Work's architecture is

compatible with Oracle's products, and aligns with Oracle's goals for Oracle Fusion Applications.

**Does Oracle use Telephony@Work technologies today? If so, how?**

In April 2005, Siebel Contact On Demand was introduced, the industry's first hosted CRM solution with pre-built hosted contact center functionality. Telephony@Work was selected as the core telephony platform to bring this solution to market. Siebel Contact On Demand has proven to be a competitive differentiator in the hosted CRM marketplace and is used by leading customer-centric organizations today, including Ingersoll-Rand, Ariba, Boise, NASDAQ, NineWest, Segway and Sony.

**Will Oracle use Telephony@Work only in on demand solutions or will it become an Oracle on-premise application?**

The acquisition of Telephony@Work will immediately add value to Oracle's hosted contact center strategy as evidenced already with Siebel Contact On Demand solution. Telephony@Work's architecture currently supports hosted, on-premise or a "hybrid" deployment of hosted and on-premise solutions.

## Customers

**What incentive does Oracle have to keep Telephony@Work customers a priority?**

At Oracle, customer satisfaction is our primary focus. This acquisition is consistent with Oracle's intent to develop deep CRM industry functionality and provides significant incremental selling opportunities. This acquisition also continues Oracle's strategy of further penetrating strategic industries, which has included CRM (Siebel) and Communications (TimesTen, Hotsip and Portal Software (pending)). The transaction extends Oracle's industry expertise, complements Oracle's applications and technology, and creates new growth opportunities. The satisfaction of Telephony@Work's customers is a high priority as Oracle seeks to continue and expand these customer relationships.

**How will Oracle ensure the smooth integration of the two companies?**

Oracle is very focused on customer satisfaction and plans to

provide a smooth transition without customer disruption. Oracle is experienced with integrating companies and will provide dedicated personnel from key functional areas for integration and utilize proven templates and processes for repeatable success in integration. We will communicate regularly throughout this process to keep our customers well informed.

Critical integration goals for Telephony@Work, post-closing, include:

- Focus on 100% customer satisfaction
- Ensure smooth transition for customers
- Over-communicate throughout the integration
- Provide seamless customer and product continuity
- Product availability and release plans will continue
- Work with customers to shape the product development activities
- Oracle intends to maintain the relationships that Telephony@Work has with Systems Integrators and telecommunications carriers
- Integrate Telephony@Work within Oracle On Demand and CRM Applications teams
- Existing management team to integrate across Oracle On Demand and CRM Applications teams
- Retain industry domain knowledge and customer relationships

## Partners

**Will the Oracle-Telephony@Work integrated solution expand the opportunity available to Systems Integrators?**

Oracle plans to make general product roadmaps and integration plans available shortly. The integrated solution will expand the revenue potential for Systems Integrators. It is our intent to deliver an end-to-end integrated solution that will offer Systems Integrators the opportunity to quickly add value while also focusing on business process re-engineering, product and pricing initiatives, and operational efficiency.

**How does this affect Oracle's relationship with other contact center vendors?**

Over the last decade, Oracle has developed deep partnering relationships with each of the major contact center vendors and

communications infrastructure vendors including Genesys, Avaya, Nortel and Cisco. Oracle is committed to the ongoing support of these third party contact center and infrastructure vendors and plans to continue developing joint go-to-market solutions.

#### **How will Oracle support Telephony@Work partners?**

Efforts are being made to ensure that business continues uninterrupted through the post-closing transitional period. Telephony@Work partners will continue to receive support through their existing contacts until further notice. We will communicate all changes and transitions in advance through these familiar channels.

## **Business Continuity**

#### **Can I still purchase Telephony@Work products?**

Yes. Please contact your Telephony@Work sales representative to assist you, or visit [www.telephonyatwork.com](http://www.telephonyatwork.com) for contact information.

#### **Should Telephony@Work customers continue to contact Telephony@Work customer support?**

Yes. Telephony@Work customers will continue to receive support and services from Telephony@Work, and should continue to use existing Telephony@Work contacts for support, professional services, and sales to address immediate and ongoing needs. We will communicate all changes and transitions occurring well in advance through these familiar channels.

#### **Should Telephony@Work customers continue to contact their Telephony@Work sales representative?**

Yes, until further advised, customers should continue to rely on existing Telephony@Work relationships.

#### **Will training on Telephony@Work products continue?**

Yes. We plan to address training requirements via Oracle University. We want to ensure that our customers' software provides the best possible service for their organizations, and we know excellent training is critical to reach that goal.

#### **Will existing Telephony@Work customer contracts be honored?**

Yes. Oracle intends to honor the terms and conditions of existing Telephony@Work contracts.

#### **What happens next?**

A series of communications will take place to inform employees, customer and partners of next steps.

#### **Will the Telephony@Work leadership and employees be retained?**

Yes. The goal of this combination is to complement the Oracle CRM offerings. Oracle intends to integrate Telephony@Work within Oracle's On Demand and CRM Applications units and to retain the existing Telephony@Work team.

#### **What will happen to the Telephony@Work user conferences and events?**

Existing and future Telephony@Work customer relationships will continue to be a priority. Telephony@Work and Oracle plan to invite the Telephony@Work user groups to Oracle OpenWorld.

#### **Where can I find out more information about the proposed Oracle and Telephony@Work combination?**

For more information, please visit [oracle.com/telephonyatwork](http://oracle.com/telephonyatwork)

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