



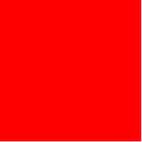
ORACLE®

Oracle Buys ClearApp

Adds Leading Composite Application Management Solution to Oracle Enterprise Manager



September 16, 2008



The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality and should not be relied upon in making a purchasing decision. The development, release, and timing of any features or functionality described for Oracle's products, whether communicated by ClearApp or by Oracle remains at the sole discretion of Oracle.

Oracle is currently reviewing the existing ClearApp product roadmap and will be providing guidance to customers in accordance with Oracle's standard product communication policies. All product roadmap information, whether communicated by ClearApp or by Oracle, does not represent a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decision.

What Are We Announcing

- Oracle buys ClearApp
 - Adds leading composite application management solution to Oracle Enterprise Manager
 - Transaction closed on September 16, 2008.
- About ClearApp
 - Incorporated in 2003
 - Private company, headquartered in Mountain View, California
 - Regularly listed by industry analysts as a leading application management vendor
 - Marquee customers include Ingram Micro, Fidelity, Abbott Laboratories and ING
- Combination is expected to extend Oracle's application management solution to provide visibility of business services across all related application components
 - ClearApp provides automated business service discovery, modeling and performance monitoring capabilities across composite applications
 - Builds on Oracle Enterprise Manager's top-down application management and quality assurance solutions
 - The combination is expected to help drive greater return on customers' SOA investments

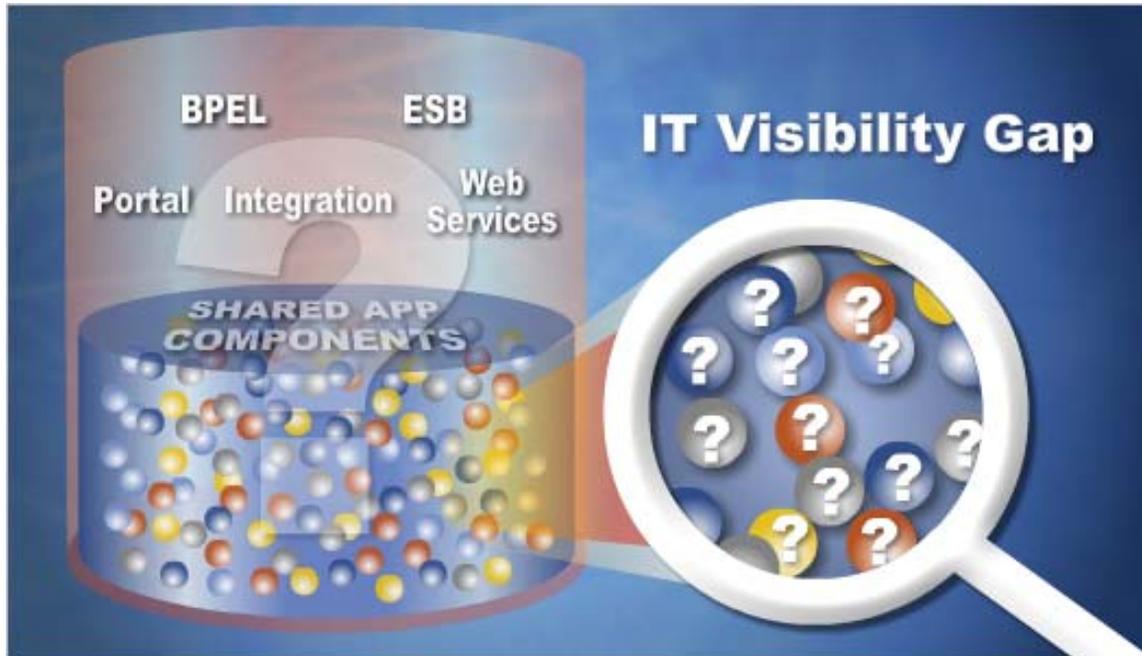
Strategic Importance to Oracle

- Application management represents a growing segment and is important to Oracle
 - Application management segment is estimated at \$2.5 billion in 2008 and growing at 9.6% per annum⁽¹⁾
 - Customers require comprehensive management across applications, including applications and integrations built on Oracle Fusion Middleware
- Complex composite applications have created an IT visibility gap
 - Customers are increasingly moving from monolithic to composite application environments
 - Middleware technologies can introduce dynamic and complex component relationships making it difficult to monitor and pinpoint root causes
- Customers are asking for an end-to-end view of their application environments
 - Effective SOA governance is becoming increasingly important to reduce down time and maximize investments
 - Performance management and monitoring of business services require visibility across distributed application components
 - Current Oracle SOA customers are already using ClearApp technologies to map their application dependencies and monitor performance

(1) Leading Analyst Research Firm (March 19, 2008).

The Customer Problem

Complex Composite Apps Create 'IT Visibility Gap'

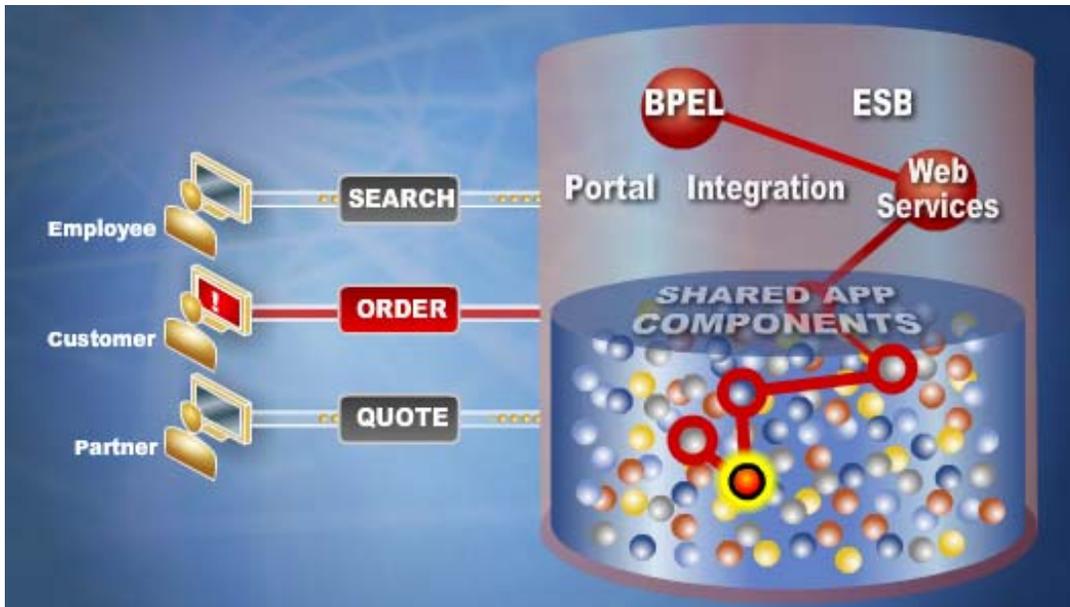


- Complex Relationships
 - Layers of abstraction from application servers and other technologies hide key relationships
- Specialized Expertise
 - Maintaining dedicated skill set for monitoring is costly and not practical
- Constant Change
 - Composite applications change constantly, increasing the risk of more downtime

Why ClearApp

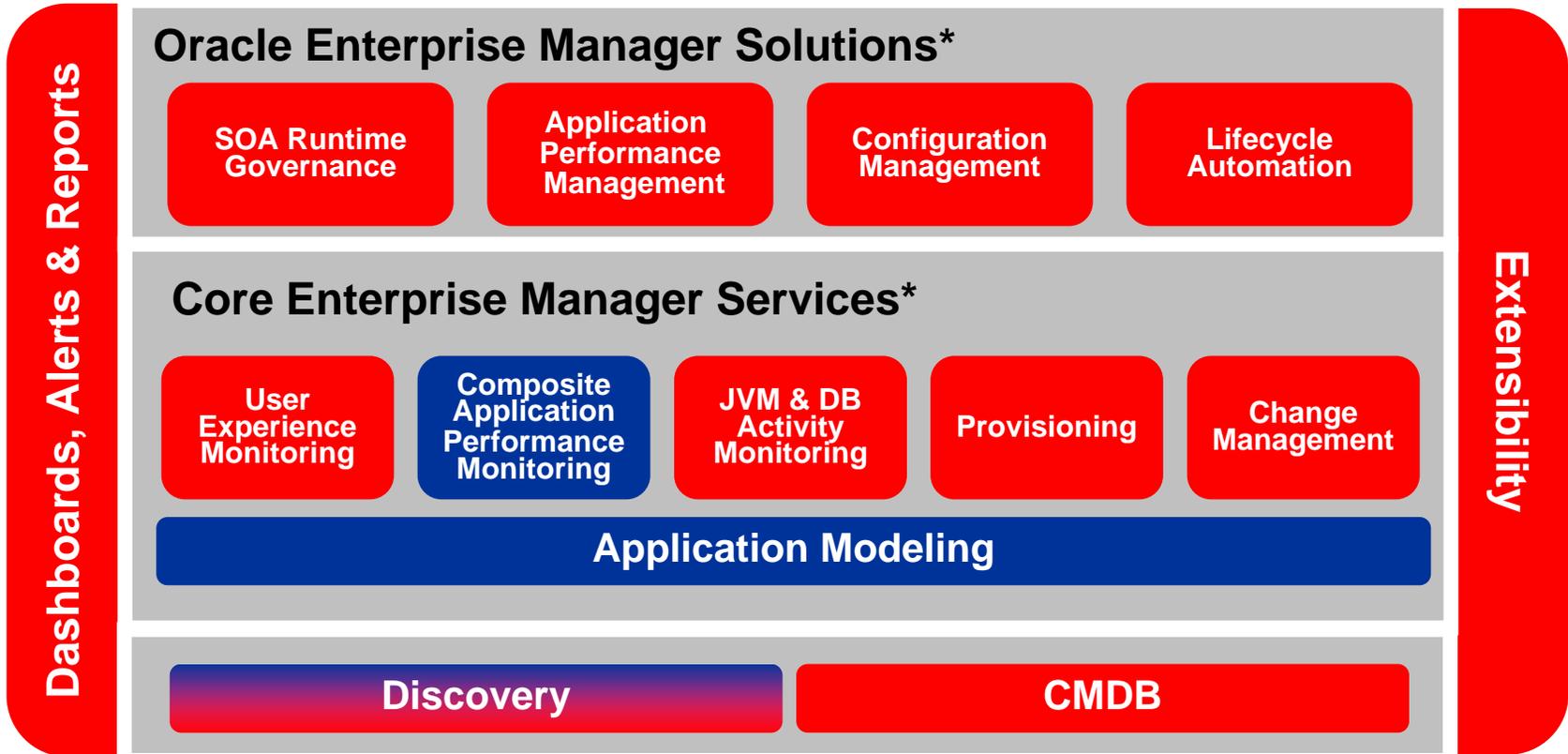
- ClearApp provides automated business service discovery, modeling and performance monitoring capabilities across composite applications
 - Provides automatic discovery of application components and dependencies
 - Simplifies root cause analysis of business service issues
 - Delivers real-time change detection and monitoring of business services
- ClearApp is a leader in next generation application management solutions
 - Recognized by industry analysts as a leading application management vendor
 - Validated by Oracle enterprise customers with critical application deployments
- ClearApp solutions are complementary
 - Builds on acquisitions of Moniforce and Auptyma which have provided a core set of capabilities in the application management space
 - Only vendor with management capabilities for the Oracle SOA Suite

ClearApp Provides 'Context' Needed to Quickly Isolate Composite Application Performance Issues



- Uniquely Correlates Business Services to Code Components
 - Auto-generated application service model
 - Automatic dependency mapping and detection
 - Top-down problem isolation and management
- Provides Rapid Time-to-Value
 - Maximizes application service levels
 - Shortens the time to repair
 - Reduces cost of maintenance through automation

Oracle Enterprise Manager



* Only describes a subset of Oracle Enterprise Manager's capabilities focusing on composite application management space



Snapshot of ClearApp Customer Base



Customers Span Verticals

- Financial Services
- Healthcare
- Distribution
- Retail
- Transportation
- Technology
- Government

Delta Dental Accelerates Resolution Times



Challenges	<ul style="list-style-type: none">• Months behind on the development of claims processing application due to unresolved performance problems during QA phase• Existing legacy application performance management (APM) toolset unable to keep current given the weekly changes to their composite applications
Solution	<ul style="list-style-type: none">• ClearApp QuickVision
Business Results	<ul style="list-style-type: none">• Modeled entire composite application within the first day of QuickVision deployment• Critical path performance issues hindering claims processing application were identified in less than 48 hours• Transitioned from managing the 'APM toolset' to managing the business applications

Expected Customer and Partner Benefits

- Oracle Customers
 - Greater ROI on SOA investments
 - Faster problem resolution for the end-to-end management of business services
 - Improved service levels through enhanced visibility, richer modeling and granular insight
 - Enhanced SOA governance and performance management capabilities across composite applications
- ClearApp Customers
 - Draw on Oracle's \$2.7 billion R&D spend to provide key product enhancements and expanded platform support
 - Improved customer service through access to Oracle's 24x7 global support and services organization
- Oracle and ClearApp Partners
 - ISV partners will gain broader opportunities for development integrations
 - System Integrators will be able to expand implementation and service offerings related to Oracle Enterprise Manager
 - Value-added resellers will gain expanded opportunities to provide solutions
 - All partners will gain access to Oracle's worldwide resources and enablement through the Oracle PartnerNetwork program

Clearly Different

Only Oracle and ClearApp can deliver ALL of the following:



Most comprehensive management solution for SOA and J2EE-based composite applications



Automatic discovery and modeling of end-to-end business services



Context-sensitive and dependency specific performance monitoring of all application components



Automatic change detection and impact analysis of business services

Next Steps

- Public announcement
 - September 2, 2008
- Communications with stakeholders
 - Press and Analyst briefings
 - Customer and Partner briefings
- More information can be found at
 - www.oracle.com/ClearApp



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