Overview and Frequently Asked Questions

Overview

Oracle Buys DataRaker

Adds Cloud-based Analytics Platform to Oracle Utilities Solutions to Transform Big Data into Actionable Intelligence

On December 13, 2012, Oracle announced that it has entered into an agreement to acquire DataRaker, a leading provider of a cloud-based analytics platform that enables electric, gas and water utilities to leverage vast amounts of data to optimize operational performance and improve customer service.

The transaction has closed.

Leading-edge utilities are investing in infrastructure to collect massive amounts of data from millions of distributed smart meters and sensors. This "Big Data" requires an innovative technology platform to process and analyze the information so that utilities can then leverage it into actionable business intelligence. DataRaker's cloud-based analytics, when combined with Oracle Utilities solutions, are expected to transform meter, customer, network and asset Big Data for improved decision-making capabilities. The two-way information flow between DataRaker and Oracle's mission-critical applications will strengthen the effectiveness of both solution sets.

Oracle Utilities' customers already realize benefits from Oracle's solutions and are expected to gain more value through DataRaker's secure, cloud-based analytical platform. In addition, many of DataRaker's customers are also Oracle Utilities customers and will continue to realize the benefits of Oracle's world-class services, support and cloud infrastructure organizations.

PRODUCT OVERVIEW AND STRATEGY

Why are Utilities investing in new technology?

To understand the information and to reap the benefits presented in Big Data, leading utilities are adopting new strategies and technology partners to effectively manage, secure, and transform the massive volumes of information from smart meters and network sensors into actionable business intelligence that deliver value to all constituents.

How does DataRaker's product address Big Data?

DataRaker delivers high-performance, pre-packaged applications that can address many complex analytical challenges currently being faced by the utilities industry. DataRaker's utility analytics platform enables rapid analysis of high-volume data to allow utilities to improve business performance.

Examples include:

- Customer Support and Revenue Management

  - Shorten call handling time

  - Reduction in high-bill complaints

  - Reduce volume of field appointments

  - More productive use of mobile resources and field personnel

  - Improve cash collections by detecting meter and service irregularities

  - Improve customer engagement through personalized information and targeted interactions

- Asset and Network Operations

  - More accurate capital and operational expenditure planning based on improved understanding of asset performance and future customer demand

  - Improve optimization and maintenance plans to increase reliability and efficiency – reduced outage frequency and premature device failures

  - Create better demand forecasts from empirically-driven scenario planning

How will the acquisition impact DataRaker's roadmap?

DataRaker's solutions are complementary to Oracle Utilities product offerings. DataRaker products will become a part of the Oracle Utilities applications portfolio. Oracle plans to further invest in DataRaker technology and continue to support customers' investments in DataRaker's products. Any updates to product plans will be communicated through normal channels.

How will DataRaker's solutions fit into Oracle Utilities product strategy?

Oracle has the most complete suite of mission-critical solutions for the utilities industry. These applications include work management, asset management, customer care and billing, meter data management, network and outage management, forecasting, human capital management, financials, and supply chain. In addition, Oracle's infrastructure and technology help customers reduce the cost and complexity of their IT systems while increasing performance of these business applications. DataRaker and Oracle customers will realize the benefits of the combination by being better able to extract tangible business value from Big Data.

Where can I learn more about Big Data?

Oracle's recent study on Big Data can be found here: http://www.oracle.com/us/industries/utilities/big-data-bigger-opportunities-study-1881351.pdf

BUSINESS CONTINUITY

Can I still purchase DataRaker products?

Yes. DataRaker products continue to be available from DataRaker. Please contact your existing DataRaker sales representative for assistance, or visit www.dataraker.com for contact information.

Should DataRaker customers continue to call DataRaker sales and customer support?

Yes. DataRaker customers should continue to using existing DataRaker contacts for sales, support and professional services to address immediate needs. All future changes and transitions will be communicated well in advance through familiar channels.

Will training on DataRaker products continue?

Yes. Oracle plans to combine DataRaker's program with Oracle's education program. Oracle wants to ensure customers' product investments provide the most value for organizations, and we know training is critical to reach that goal.

How does Oracle plan to maintain DataRaker's industry and domain expertise?

The DataRaker management team and employees are expected to join the Oracle Utilities Global Business Unit. The acquisition of DataRaker demonstrates Oracle's long-term commitment to investments in solutions that benefit the needs of customers in the utilities industry. DataRaker's employees will bring additional industry, product, and services knowledge and expertise, and are a key part of Oracle's plans to continue to grow the Oracle Utilities business.

Where can I find more information about the acquisition of DataRaker by Oracle?

For more information, please visit oracle.com/dataraker.

Oracle is currently reviewing the existing DataRaker product roadmap and will be providing guidance to customers in accordance with Oracle's standard product communication policies. Any resulting features and timing of release of such features as determined by Oracle's review of DataRaker product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by DataRaker or by Oracle, does not represent a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. It is intended for information purposes only, and may not be incorporated into any contract.

Cautionary Statement Regarding Forward-Looking Statements
This document contains certain forward-looking statements about Oracle and DataRaker, including statements that involve risks and uncertainties concerning Oracle's acquisition of DataRaker, anticipated customer benefits and general business outlook. When used in this document, the words "anticipates", "can", "will", "look forward to", "expected" and similar expressions and any other statements that are not historical facts are intended to identify those assertions as forward-looking statements. Any such statement may be influenced by a variety of factors, many of which are beyond the control of Oracle or DataRaker, that could cause actual outcomes and results to be materially different from those projected, described, expressed or implied in this document due to a number of risks and uncertainties. Potential risks and uncertainties include, among others, the possibility that, the anticipated synergies of the combined companies may not be achieved after closing, the combined operations may not be successfully integrated in a timely manner, if at all, general economic conditions in regions in which either company does business may deteriorate and/or Oracle or DataRaker may be adversely affected by other economic, business, and/or competitive factors. Accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do so, what impact they will have on the results of operations or financial condition of Oracle or DataRaker. You are cautioned to not place undue reliance on forward-looking statements, which speak only as of the date of this document. Neither Oracle nor DataRaker is under any duty to update any of the information in this document.