




**ORACLE®**

netsure  
Active Network Optimisation

## **Oracle and Netsure – Acquisition Announcement**

Extends Oracle's Leadership in Communications with Network Intelligence and Optimization

September 2, 2007



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 purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

# What We Are Announcing

- **Oracle to acquire Netsure Telecom Limited**
  - Expected to extend Oracle's leadership in communications industry with network intelligence and optimization
  - Expected to enable service providers to improve network ROI and increase operational efficiencies
  - Transaction expected to close later in September 2007
- **Netsure is a leading vendor of Network Intelligence and Reconciliation**
  - Privately held company, based in Dublin, Ireland
  - Proven product with customers including Vodafone, Eircom, and Cable & Wireless
  - Netsure management & employees to join Oracle's Communications Global Business Unit
- **Expected to accelerate Oracle Communications industry strategy after closing**
  - Suite will include network optimization, capacity planning, and financial modeling
  - Differentiates Oracle capabilities in Network Inventory Management and ERP
  - Extends enterprise software principles into the Network and OSS Domain

# Strategic Rationale for Oracle

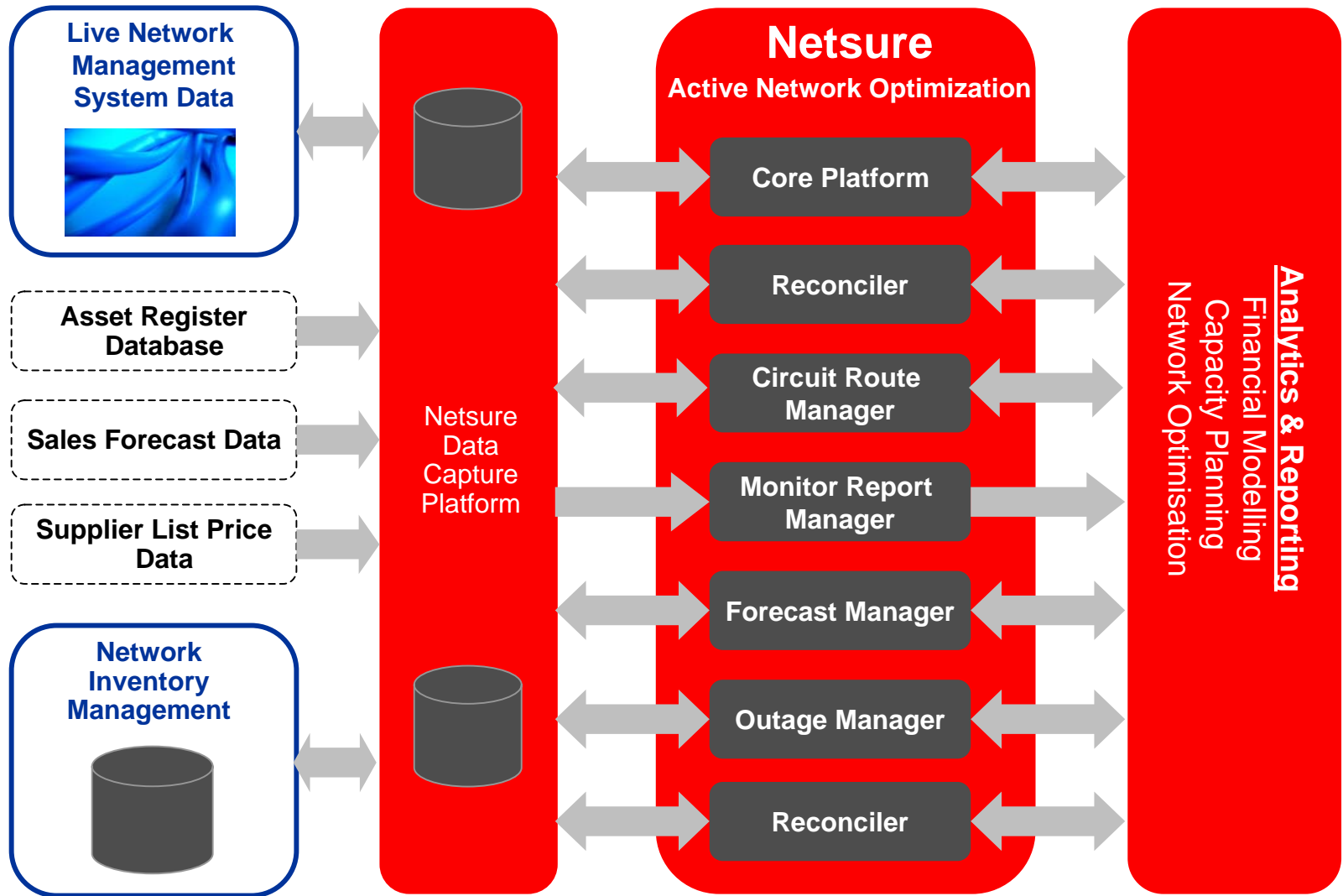
## Brings Network Intelligence and Optimization to the OSS Domain

- **Expected to capitalize on a large, growing and strategic market segment**
  - Inventory Management is a large OSS segment
  - Network Intelligence, integrity, and optimization are key investment areas for service providers
  - Strengthens Oracle's position to sell applications to Communications Service Providers
- **Expected to extend Oracle Communications application product leadership**
  - The most complete applications suite for the communications industry
  - Combines a leading Network Optimization provider with the leading CRM, BRM and OSS vendor
  - Reduces customers dependency on ad hoc, custom built solutions
- **Expected to further differentiate Oracle from other communications software vendors**
  - Network optimization, capacity planning, and network financial modeling as part of a single suite
  - Delivers process efficiencies through combined customer and network lifecycle management
  - Improves accuracy of orders, optimizes network utilization, and reduces infrastructure costs
  - Deployed through packaged application software versus current bespoke and manual solutions

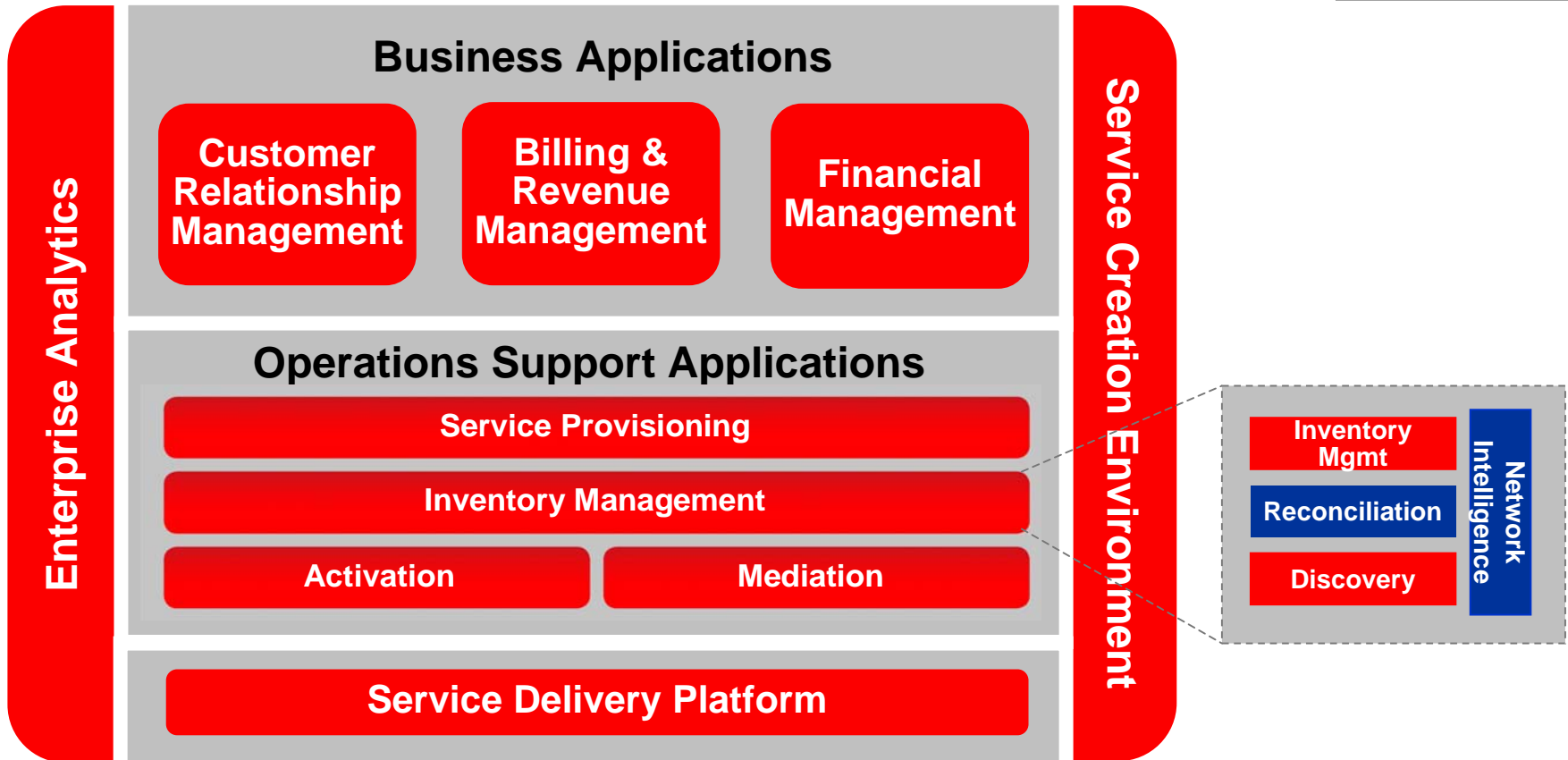
# Why Netsure?

- **The combined offering expected to enhance Network Intelligence and Optimization**
  - Oracle Network Inventory and ERP with Netsure will bring intelligence to the Network Lifecycle
  - Data Integrity and Intelligence will add differentiated dimension to Oracle Inventory Management
  - Financial Modeling, Asset Tracking and Supply-Chain enhanced to be network-aware
- **Demonstrated value through proven Tier-One deployments**
  - Netsure customers include leading service providers such as Vodafone and Cable & Wireless
  - Improves the reliability, accuracy and efficiency of network planning
  - Rapid return on investment achieved through increased network utilization, and reduced spending
- **Netsure products are highly complementary to Oracle Communications suite**
  - Demonstrated integration between Netsure and Oracle's Inventory and Discovery products
  - Packaged solutions, utilizes Oracle technology and is Oracle Fusion Middleware ready
  - Limited product overlap

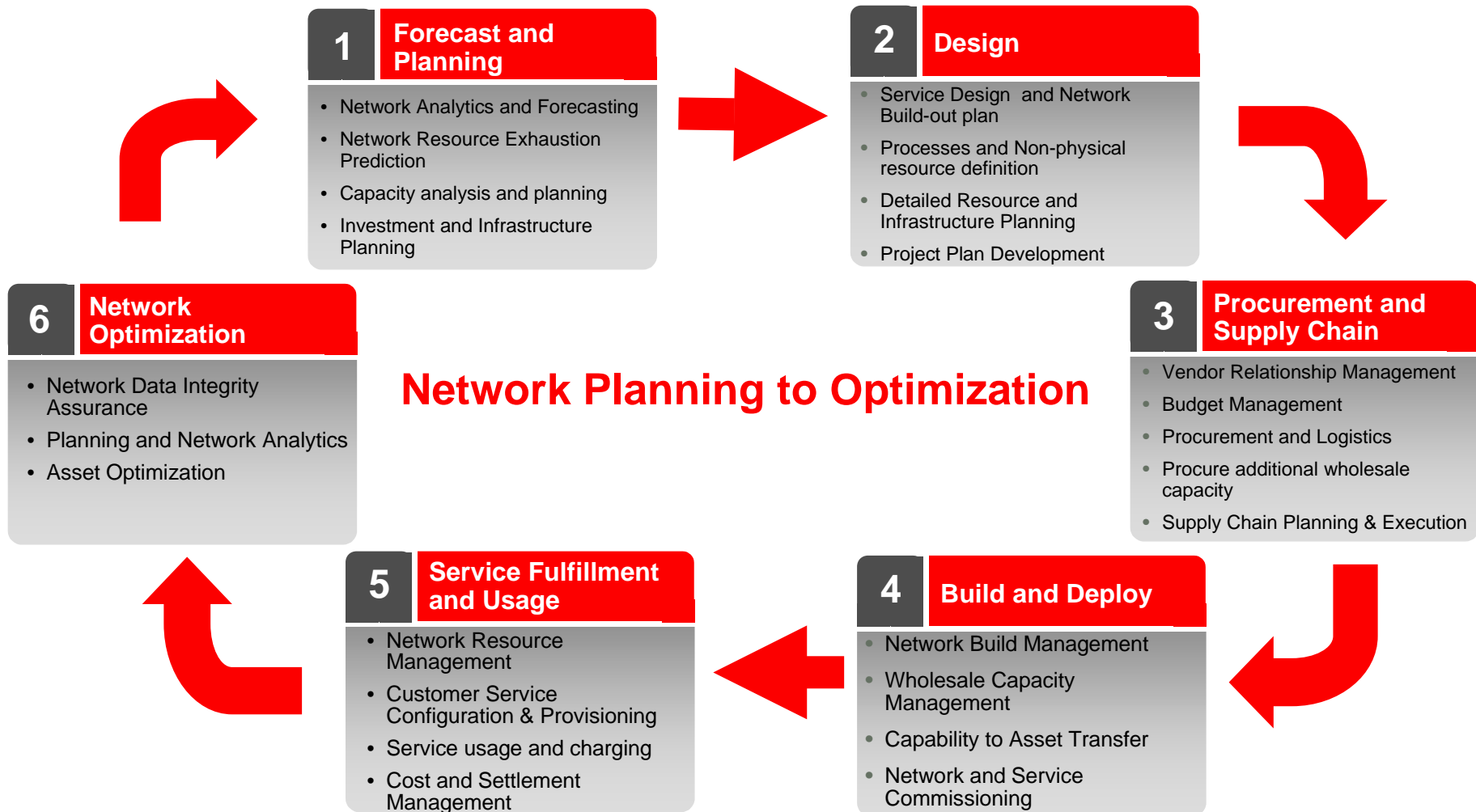
# Netsure Active Network Optimization



# Oracle Communications Industry Suite



# Brings Intelligence to Network Lifecycle Management





# Netsure Customer Experience



- Irish national incumbent with revenues of €1.7B (\$2.2B) in 2006
- Deployed Netsure ANO (Active Network Optimisation) in 2004
- Netsure ANO reduced capex spend by 25% in 1st quarter by routing 80% of forecast demand automatically v 50% manually

**Production since 2004**



- Irish subsidiary with over 2m subscribers
- Deployed Netsure Reconciler in 2004 and ANO in 2005
- Reconciler improved network data integration level from 60% to 95%+ in 1 month

**Production since 2005**

# Netsure Customer Experience



- UK division with revenues in excess of £1.0B (\$2.0B) in 2006
- Deployed Netsure ANO in May 2007
- Client Quote: "We truly have got more than we had anticipated. It offers a real potential to make the future operating model much simpler and more efficient"

**Production since 2007**

**Leading  
US-based  
International  
IP Provider**

- One of only six Tier 1 Internet providers in the world
- 180 markets in the USA and Europe
- Deployed Netsure ANO in May 2007
- Netsure ANO is operating as a common front end combining the multiple acquired networks and disparate inventory systems, providing a single view for capacity planning and visualisation of the overall network

**Production since 2007**

# Clearly Different



Others

<b>Extends network inventory to be intelligent</b>	<b>yes</b>	no
<b>Optimizes and streamlines the network</b>	<b>yes</b>	no
<b>Provides operational and strategic view of the network</b>	<b>yes</b>	no
<b>Fully integrates with Inventory, Discovery and other BSS/OSS applications</b>	<b>yes</b>	no
<b>Automates assessment of planning and optimization</b>	<b>yes</b>	no
<b>Improves network lifecycle management in conjunction with ERP &amp; Supply Chain</b>	<b>yes</b>	no

# Expected Benefits for Netsure Customers

- **Stronger combined product offering after closing**
  - Protects investment through improved stability
  - Netsure customers are also Oracle technology and application customers
  - Plan to provide comprehensive and complete Inventory Management solution
- **Preserves customers investment in Netsure product and vision**
  - Greater R&D investment through Oracle leverage
  - Highly complementary combination of product offerings
  - Expertise maintained in communications focused business unit
- **Enhances service and support**
  - Dedicated Oracle Communications services team with focused expertise
  - Global 24x7 support network for streamlined commercial relationship
  - Extended partner ecosystem with increased investment

# Expected Oracle Customer and Partner Benefits

- **Netsure capabilities complement Oracle's current B/OSS footprint**
  - Significant customer interest in Network Planning and Optimization functionality
  - Lowers customer TCO through optimized network asset utilization
  - Demonstrated integration of Netsure and Oracle Service Fulfillment
- **Strengthens intelligence and data integrity for Service Providers**
  - Network Intelligence, integrity and optimization are key investment areas for service providers
  - Optimizes network inventory investment with “just-in-time” capacity planning
  - Improves service delivery performance by predicting network bottlenecks in advance
- **Provides incremental opportunity for Oracle Partners**
  - Netsure brings new product capabilities for large, emerging Network Optimization market
  - Enhances Oracle OSS offering, specifically Inventory Management
  - Demonstrated leadership through combined Oracle and partner offering
- **Enhanced solution through Oracle investment and infrastructure**
  - Best-in-class product solution backed by Oracle development investment
  - Improved service through award winning support and maintenance organization
  - Global services, training and support

# More Information

- More information can be found at:  
[www.oracle.com/netsure](http://www.oracle.com/netsure)