

ORACLE®

Oracle Buys DataRaker

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

December 18, 2012



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's 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.

The Announcement

- **Oracle buys DataRaker**
 - Adds cloud-based analytics platform to Oracle Utilities solutions to transform meter, customer, network and asset Big Data into actionable business intelligence
 - More information can be found at oracle.com/dataraker
- **About DataRaker**
 - Private company founded by energy professionals in 2007, and headquartered in the San Francisco Bay Area
 - DataRaker's high-performance utility analytics platform enables utilities to leverage vast amounts of data to optimize operational performance and improve customer experience
 - Cloud delivery model requires no change to customers' existing IT infrastructure, providing utilities with faster implementations, tangible results and lower costs
 - Proven solutions deployed at leading utilities covering over 17 million smart meters
- **Combination of Oracle and DataRaker provides utilities with the most complete solution to harness the benefits of meter, customer, network and asset Big Data**
 - DataRaker's offerings enable electric, gas and water utilities to realize immediate benefits from smart devices, allowing them to improve operations, optimize assets, and increase customer satisfaction
 - Oracle provides specialized, mission-critical software and foundational applications for utilities, all built on Oracle's high performance, industry standard technology stack
 - DataRaker, with Oracle Utilities' applications, are expected to allow utilities to improve operational performance and enhance the customer experience as they transform into leading-edge organizations

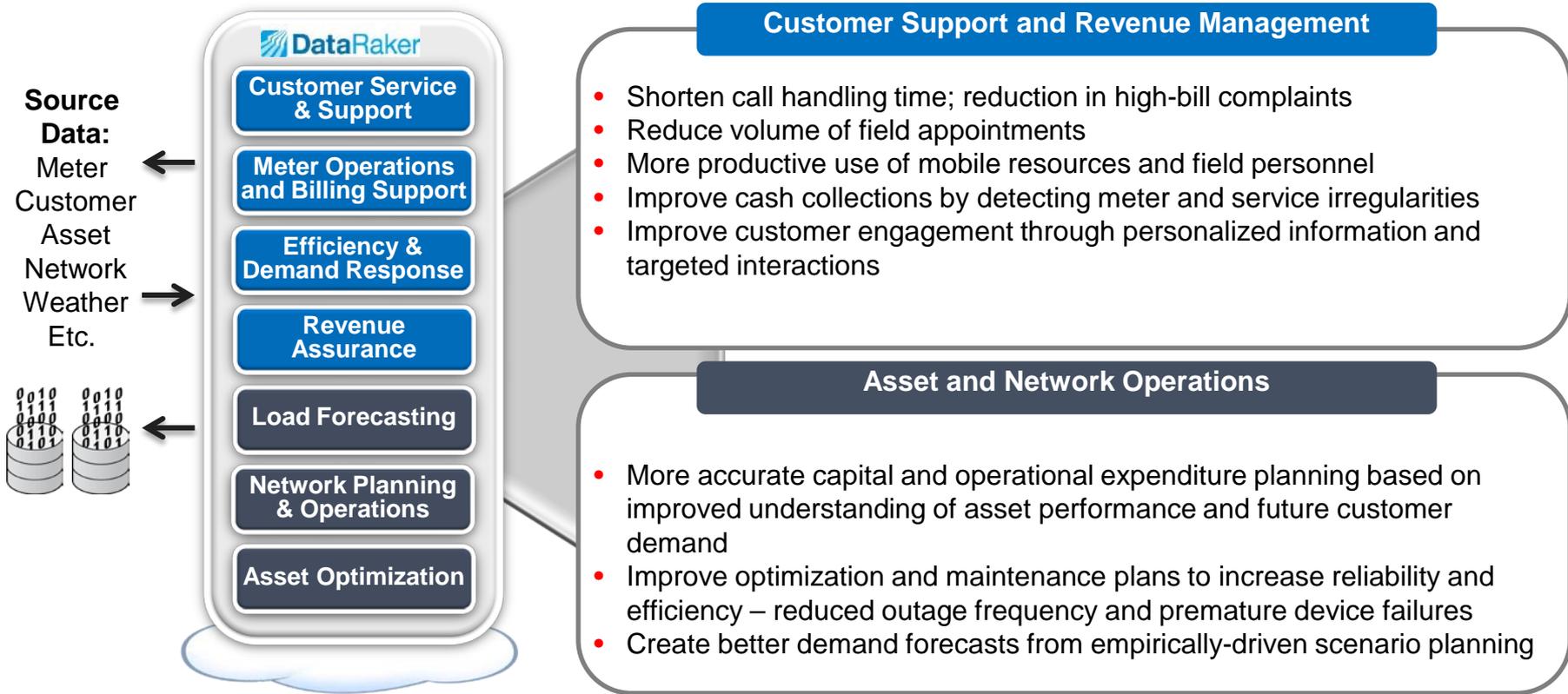
Utilities Recognize the Opportunity to Transform Their Businesses By Using New Technologies to Gain Insight From Big Data



- Utilities are investing in infrastructure to collect massive amounts of high-volume data from millions of distributed smart meters and sensors
- This information, when combined with distribution network characteristics, weather, and other operational information, can proactively address service delivery issues, improve workforce efficiency, and enable utilities to offer demand response and energy efficiency programs to their customers
- Utilities rate themselves a 6.7 on a scale of 1-10 as being “somewhat prepared” for the exponential growth in data; and 50 percent are missing opportunities to deliver useful information to customers*
- Modern technology platforms to analyze, visualize and understand information are required to reap the opportunities presented in Big Data
- Leading-edge utilities are adopting new strategies and technology partners to effectively manage, secure, and transform this data into tangible actions that deliver benefits for all constituents

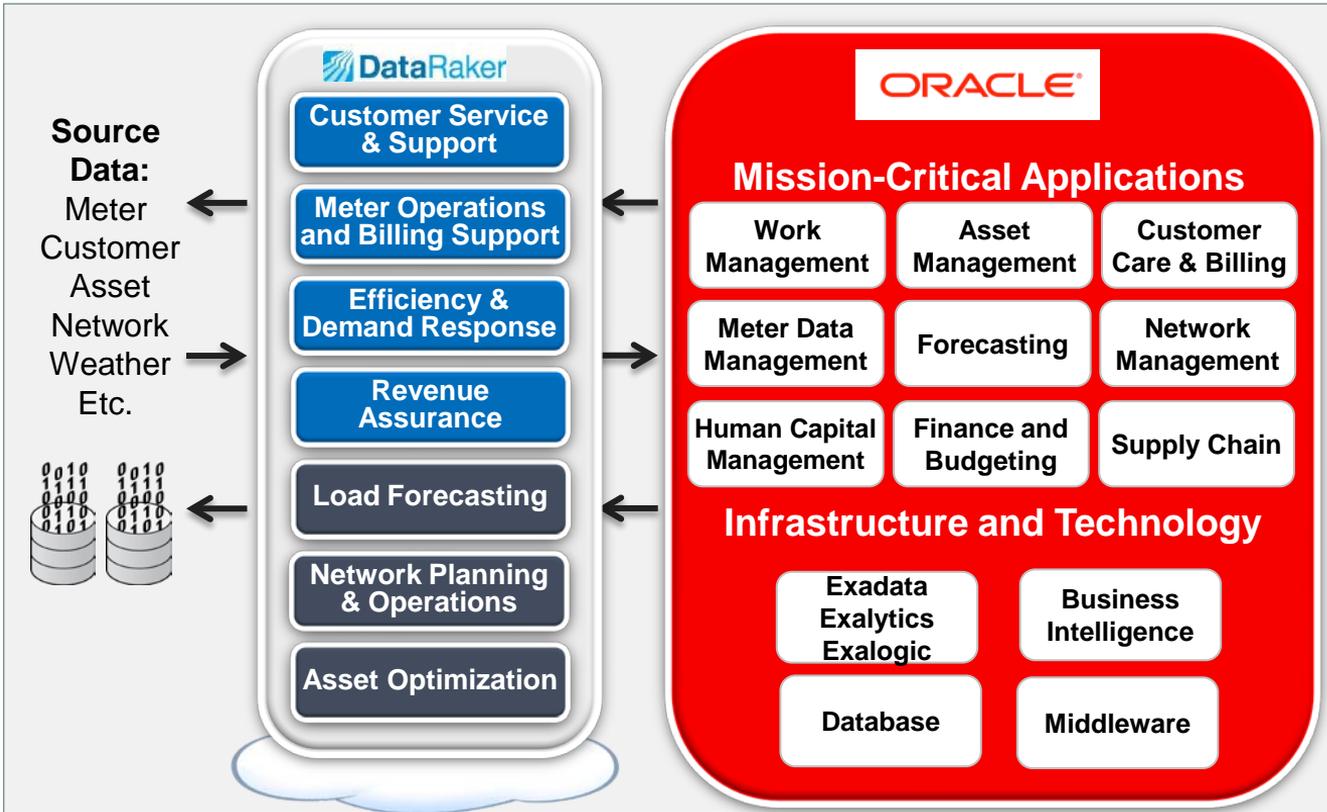
DataRaker's Cloud-Based Utility Analytics Platform

Rapid Analysis of High-Volume Data Enables Utilities to Improve Business Execution



Oracle and DataRaker

Integrated Analytical Data Flow Strengthens Effectiveness of Mission-Critical Applications



Benefits

- Integration with Oracle Utilities applications speeds time to value
- Two-way data flow adds context to both application sets and leads to improved decision making
- Multiple deployment models provide customers with more flexibility and more choice
- Reduced IT infrastructure cost and complexity while increasing the productivity and performance of mission-critical applications
- Dedicated team of utility data experts focused on product innovation and quantifiable results

Leading Utilities Have Achieved Measurable Results from DataRaker

Strong Financial and Operational Benefits with Immediate Returns on Investment

Electric & Gas Utility in the Northwest



- Reduced break-to-fix time from 90 days to 30 days, and cut re-bills by as much as 50%

Electric Utility in the Midwest



- Achieved a four-fold improvement in identifying zero-consumption meters, resulting in 75% fewer truck rolls to fix the same number of broken meters

Electric Utility in the Southeast



- Detected thousands of energy theft situations, leading to the recovery of millions of dollars in lost revenue

Electric & Gas Utility in the Mid-Atlantic



- Reduced the number of field appointments required to settle high bill disputes by as much as 70% through proactive identification of problematic meters
- Reduced premature asset failure and outages by identifying overloaded transformers



Oracle and DataRaker

A Compelling Combination

- Combination of DataRaker's powerful cloud-based analytics with Oracle Utilities' mission-critical applications is expected to further enable utilities to extract tangible business value from the Big Data generated by recent smart metering and network infrastructure investments
- Oracle Utilities' customers already realize benefits from mission-critical applications, and are expected to gain more value through DataRaker's integrated analytical solution which can be deployed securely on the cloud
- Many of DataRaker's customers are also Oracle Utilities customers and will realize the benefits of Oracle's world-class services, support and cloud infrastructure organizations
- DataRaker's management team and employees are expected to join the Oracle Utilities Global Business Unit

For more information please visit oracle.com/dataraker

ORACLE

ORACLE®