Oracle Buys BigMachines

Adds Leading Configure, Price and Quote Cloud to the Oracle Cloud to Enable Smarter Selling

November 15, 2013
Oracle is currently reviewing the existing BigMachines 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 BigMachines’ product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by BigMachines 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 BigMachines, including statements that involve risks and uncertainties concerning Oracle’s acquisition of BigMachines, 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 BigMachines, 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 BigMachines 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 BigMachines. 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 BigMachines is under any duty to update any of the information in this document.
The Announcement

• Oracle buys BigMachines
  • Adds leading Configure, Price and Quote (CPQ) Cloud to the Oracle Cloud to enable smarter selling
  • The transaction has closed

• About BigMachines
  • BigMachines' CPQ Cloud accelerates the conversion of sales opportunities into revenue by automating the sales order process with guided selling, dynamic pricing, and an easy-to-use workflow approval process
  • Established in 2000, BigMachines is headquartered in Deerfield, IL, with over 400 employees
  • More than 275 companies, including ADP, Coca-Cola, Siemens and Vodafone, rely on BigMachines’ flexible CPQ Cloud to connect and automate their sales processes

• Combination of Oracle and BigMachines is expected to help companies drive more revenue and increase customer satisfaction with a seamlessly integrated process across marketing and sales, pricing and quoting, and fulfillment and service
  • BigMachines’ CPQ Cloud automates the approval process, improves order accuracy, and empowers sales personnel in real time with guided selling, accessible anywhere, on any device
  • Oracle delivers the broadest set of enterprise-grade cloud solutions, including Marketing, Sales, Social, Commerce and Service Clouds, that help companies to engage, sell and service customers
  • Together, Oracle and BigMachines will create an end-to-end smarter selling cloud solution so sales personnel are more productive, customers are more satisfied, and companies grow revenue faster
The Components of Smarter Selling

An End-to-End, Integrated Process that Empowers Companies to Sell More, Faster, and Deliver Superior Customer Service

**Marketing**
- Integrated, highly targeted modern marketing

**Sales**
- Sales automation that empowers reps to sell

**Configure, Price & Quote (CPQ)**
- Cohesive multi-channel commerce

**Commerce**
- Complete, responsive customer service

**Service**

**Social**

Reps **Sell More**

Customers **Get More**

So Companies **Grow More**
BigMachines’ CPQ Cloud is Critical to Smarter Selling
Ensures the Process of Completing a Customer Order is Fast, Seamless and Automated

Traditional Sales Approaches to Completing Orders Cause Errors and Delay Revenue

✗ Siloed information and processes delay completion of transactions

✗ Inability to support mobile execution of complex contracts

✗ Multiple, manual cycles to resolve deal terms and get required approvals

✗ Missed sales from poorly managed renewal and up sell opportunities

BigMachines’ Modern CPQ Cloud Increases Productivity and Accelerates Time to Revenue

✓ Seamlessly extends the sales process from opportunity through order

✓ Capabilities delivered anywhere, on any device

✓ Automates the approval process and ensures compliance

✓ Dynamic pricing and promotions drive up sell and renewal cycles
BigMachines’ Comprehensive Sales Management Capabilities Help Customers Sell More, Faster

**Workflow Approvals**
Route orders for review & approval, ensure 100% accuracy and eliminate approval bottlenecks with automated workflow.

**Proposal Generator**
Create, customize and brand proposals for sales reps, channel partners or sales channels, and customers.

**Pricing and Quoting**
Ensure consistent application of pricing and discounting rules, and automatically generate customer-friendly quotes in multiple formats.

**Product Configurator**
Ensure 100% accurate quotes and orders and eliminate data entry errors.

**Guided Selling**
Guide users to the optimal products and options based on customer needs with guided selling functionality.

**Channel Management**
Standardize and enhance the sales process for channel partners, VARs and distributors.

**Contract Execution**
Automate contracts, route contracts for approvals and signatures, store contracts with accounts or opportunities and analyze trends.

**Order Execution**
Eliminate manual and repeated data entry into multiple systems.

**Reporting**
Improve quote management, forecasting, and product management with better information and insights.
BigMachines’ Solutions Serve Companies of All Sizes

- **SMALL BUSINESSES**
  - (< 100 Employees)
  - Solution addresses the requirements of companies needing simplified, DIY implementations
  - Targeted at smaller businesses with basic sales processes and workflows
  - A point-and-click interface allows for easy setup and rapid changes
  - Built on Force.com

- **MIDSIZE BUSINESSES**
  - (101-500 Employees)
  - Solution addresses the requirements of companies with complex sales processes and workflows
  - Targeted at larger businesses that need enterprise-grade capabilities and architecture
  - Pre-built integrations to the most popular CRM and ERP applications
  - Built on Oracle and Java

- **ENTERPRISES**
  - (500+ Employees)
Oracle Enterprise Cloud + BigMachines
End-to-End Smarter Selling Solution to Manage Sales Processes and Deliver an Exceptional Customer Experience

Integrated Customer Experience Foundation

MARKETING
- Oracle Marketing Cloud

SALES
- Oracle Sales Cloud

CPQ

COMMERCE
- Oracle Commerce

SERVICE
- Oracle Service Cloud

SOCIAL
- Oracle Social Cloud

Social Network
Mobile
Analytic KPIs & Dashboards
Predictive Analytics
Integrations
BigMachines’ Customers Achieve Significant Benefits
Industry Leading CPQ Cloud Accelerates Time to Revenue & Productivity

**Best quarter** in history after rollout
- Fortune 100 Technology Company

**30% reduction** in Quote Cycle Time
- Fortune 100 Industrial Company

**8 minutes** from initial conversation to signature
- Fortune 500 Business Services Provider

**99%+ Order Accuracy**
- Global Financial Services Provider

**Improved bottom line 2% annually**
- Leading Network Solutions Provider

* Customer Information Provided by BigMachines
BigMachines’ CPQ Cloud is Being Used by Customers Across Many Industries

HARDWARE
- Cray
- Polycom
- ARUBA
- Hexagon

SOFTWARE
- Symantec
- KRONOS
- Bullhorn
- SumTotal

INDUSTRIAL
- Siemens
- AGCO
- Ingersoll Rand
- Flowserve

LIFE SCIENCES
- Rubbermaid Healthcare
- Nextgen Healthcare
- Carestream Health
- Tandem Labs

CONSUMER SERVICES
- Coca-Cola
- Research Now
- Fujifilm

TELECOM
- Vodafone
- AFL
- ixia

BUSINESS SERVICES
- ADP
- Vantiv

MEDIA
- ePrize
- Berry
- Edmentum
- Harmonic
COMPANY OVERVIEW:
Fike is a globally recognized supplier of products and services that protect people and critical assets from dangers such as fire, explosion and over-pressurization. Fike manufactures solutions for a wide variety of industries and offers products ranging from rupture discs and explosion protection systems to fire suppression systems, fire alarm panels and oil and gas products for improving drilling and well completion.

CHALLENGES:
• Global company with several channel partners
• Pricing can differ depending on the partner
• Mobile functionality critical with global, mobile sales network

BENEFITS:
• Provides path to manage channel partners and pricing complexity
• Integration with Oracle Sales Cloud
• Drove 100% user adoption, one month after launch

Fike Success Story
BigMachines Drove 100% User Adoption, One Month After Launch

* Customer Information and Logos Provided by BigMachines
Brocade Success Story
BigMachines Supported Brocade’s 60% Quote Volume Growth

COMPANY OVERVIEW:
As a leading provider of world-class networking solutions and services, Brocade helps organizations around the globe achieve their most critical business objectives. The company has approximately 4,000 employees worldwide and serves a wide range of industries and customers in more than 160 countries.

CHALLENGES:
• All quoting done with spreadsheets
• Needed an accurate, complete tool
• Required a solution to support growth

BENEFITS:
• Supported 60% quote volume growth
• Reduced quotes requiring corporate approval from 50% to 20%

* Customer Information and Logos Provided by BigMachines
First Data Success Story
BigMachines Improved First Data’s Product Penetration by 50%

COMPANY OVERVIEW:
Around the world, every second of every day, First Data makes payment transactions secure, fast and easy for merchants, financial institutions and their customers. First Data leverages its vast product portfolio and expertise to drive customer revenue and profitability.

CHALLENGES:
• Over 75 different tools across three largest lines of business
• Hundreds of complex pricing and configuration rules managed by sales force
• Had department on back end of sales process to ensure rules managed correctly

BENEFITS:
• Rolled out eSignature via iPad for executing contracts
• 50% improvement in product penetration

* Customer Information and Logos Provided by BigMachines
COMPANY OVERVIEW:
Thomson Reuters is the world’s leading source of intelligent information for businesses and professionals. Thomson Reuters provides intelligent information to the world’s businesses and professionals, serving four primary customer groups. Thomson Reuters has a leading market position, with well recognized and respected brands in each of its principal markets.

CHALLENGES:
• Approval process dissimilar from one quote to the next
• Variety of order entry processes across multiple functions
• Special orders required completion in Excel and manual system entry

BENEFITS:
• All quotes automated and on the same system; eliminated manual activities
• Standardized process for quote capture and order entry for all functions
Oracle and BigMachines
A Compelling Combination

- Oracle and BigMachines will help companies empower their sales teams with access anywhere on any device to the information they need to accelerate the sales-to-order process
  - Oracle’s CX cloud helps companies connect every interaction customers have with a brand, making the experiences consistent and relevant throughout the customer lifecycle
  - BigMachines’ CPQ cloud securely enables sales personnel to configure products, generate quotes, proposals and contracts, manage complex pricing, route approvals, and manage orders to streamline the overall sales processes
  - BigMachines is already integrated with Oracle Sales Cloud and is available today on the Oracle Cloud Marketplace

- Oracle and BigMachines expect to continue investing in the development and support of existing integrations with 3rd party SFA systems for both BMI and BMX

- Together, Oracle and BigMachines will deliver an end-to-end solution to manage complex sales processes, accelerate time to revenue, and delight customers

- BigMachines management team and employees are expected to join Oracle and continue their focus helping companies to sell more, faster

For more information please visit www.oracle.com/bigmachines