



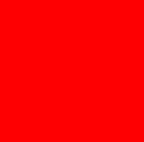
ORACLE®

MONIFORCE

Oracle Buys Moniforce

Strengthens Oracle Enterprise Manager with Real End-User Monitoring

December 6, 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 a purchasing decision. 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 has acquired Moniforce**
 - To strengthen Oracle Enterprise Manager with real end-user monitoring capabilities
 - Transaction closed earlier in December 2007
- **Moniforce is a leading software vendor in the end-user experience management space**
 - Headquartered in Almere, The Netherlands
 - More than 100 customers
 - Provider of solutions that monitor both application performance and the business transactions
- **Moniforce's solutions will enhance Oracle Enterprise Manager's Application Management capabilities**
 - Extends Oracle Enterprise Manager's existing capabilities
 - Provides visibility into real end-user perspective
 - Creates end-to-end solution to:
 - (1) Enable application administrators to detect and resolve end-user experience issues
 - (2) Enable improved application performance and availability

Strategic Importance to Oracle

- **Customers want to optimize value from their applications**
 - Seeking ways to identify and resolve issues before the business and end users are impacted
 - Want to rationalize multiple, disparate tools for application performance management (APM)
 - Need a deeper understanding of application performance
- **Real end-user experience monitoring and analysis technology is a critical component of APM**
 - Many web application issues are reported by end users rather than by existing APM solutions
 - Business and application owners need to analyze end-user behavior to drive higher business productivity
 - APM is a large and growing segment according to industry analysts
- **Moniforce technology expected to extend Oracle Enterprise Manager's capabilities**
 - Creates a single solution with comprehensive APM capabilities
 - Adds the ability to drill down from application performance to application diagnostics
 - Enables faster problem resolution and increased application availability
 - Extends the benefits of real end-user monitoring to Oracle Enterprise Manager's lifecycle automation management

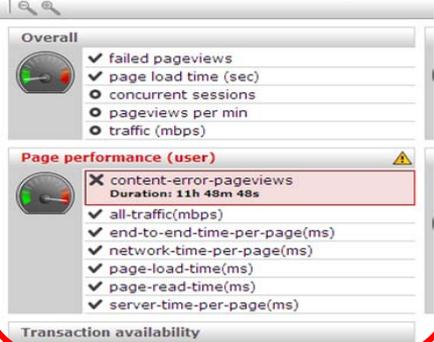
Why Moniforce?

- **Moniforce is a leading innovator in end-user experience management**
 - Pioneer in real end-user experience monitoring
 - Premier customers in key verticals
 - World-class R&D team with deep domain knowledge
- **Moniforce's proven technology strengthens Oracle's application performance management strategy**
 - Built on state-of-the-art Network Protocol Analysis technology
 - Passive monitoring approach can be deployed without validations in test/QA environments
 - Provides performance analysis needs for web-based applications
 - Includes web analytics capabilities
 - Creates comprehensive Oracle application performance management solution

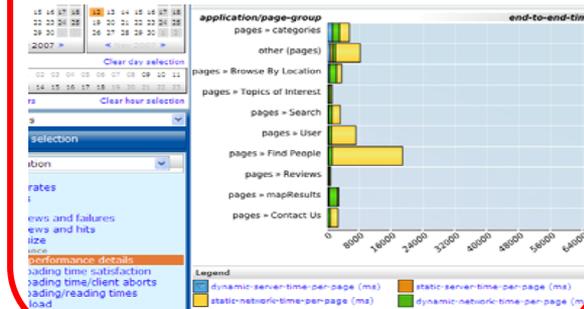
Moniforce Product Overview

Optimizing end-user experience through real end-user monitoring

KPI Monitoring



Business Reporting



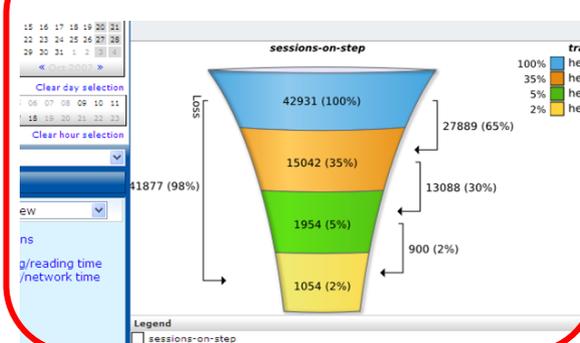
Data Export



UXinsight key highlights:

- Replay of poor performance
- Executive dashboards
- Extensive KPI and SLA monitoring
- Full alerting capabilities
- Quick bottle-neck analyses
- Transaction performance analyses
- Customized reporting
- Trend analyses
- Full data integration via XML

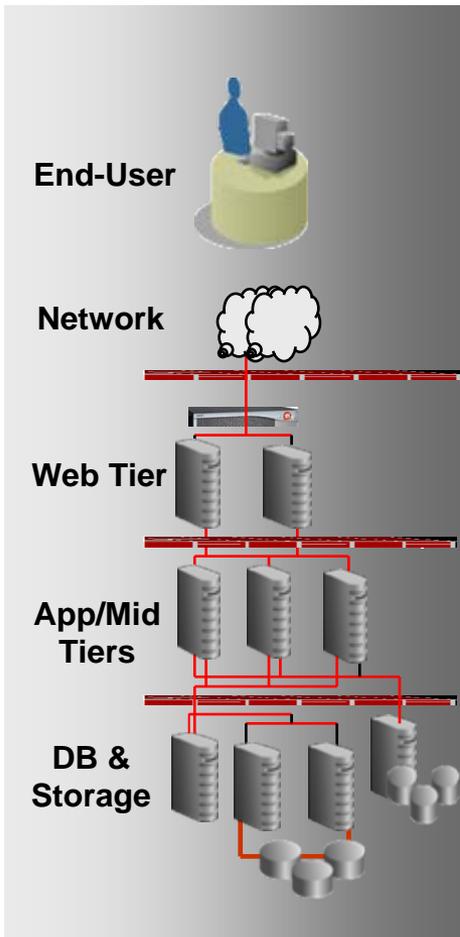
Transaction Performance



Executive dashboard



Moniforce Enhances Oracle's Application Performance Management Capabilities



Packaged Applications Management
(Siebel, E-Business Suite, PeopleSoft)

SOA Management

Application Performance Management

Proactive User Monitoring

Real End-User Experience Monitoring

Diagnostics (Middleware & DB)

- Complements Oracle's Service Level Monitoring
 - Proactive user monitoring provides continuous monitoring of critical user interactions
 - Addition of real end-user monitoring identifies specific user or application logic issues
- Provides analysis of business transactions performed by users

Moniforce Customers



Clearly Different

Only Oracle and Moniforce can deliver **ALL** of the following:

- Integrated performance monitoring and diagnostics to enable faster problem resolution**
- Real end-user analysis and monitoring capability for business transactions and customer behavior**
- Faster time to value with pre-packaged templates for both monitoring and analyzing business transactions**

Expected Customer Benefits

- **Moniforce Customers**
 - Additional innovation from combined development effort
 - Access to complementary application diagnostics capabilities from Oracle
 - Larger service and support organization
- **Oracle Customers**
 - Complements existing Oracle capabilities
 - Integrated monitoring and diagnostics for APM
 - Faster problem resolution
 - Increased application availability
 - Better customer experience

Expected Partner Benefits

- **Oracle Partners**
 - Channel-ready, comprehensive products for both Oracle and non-Oracle infrastructures
 - Expanded opportunities related to Oracle Applications and Oracle Enterprise Manager
 - Opportunity to offer additional services

T-Mobile Case Study



Moniforce real end-user monitoring enables T-Mobile to reduce costs and align business and IT objectives

Business Challenges	<ul style="list-style-type: none">• Application performance and availability affecting sales and end-user experience• Sales and self-service site must be online 24/7• Need visibility into real end-user experience• Monitoring approach must be both non-intrusive and secure
Solution	<ul style="list-style-type: none">• Moniforce real end-user monitoring
Business Results	<ul style="list-style-type: none">• Cut costs & increase customer satisfaction with insight into real end-user experience by enabling quick problem identification, prioritization and resolution• Strong alignment of business and IT objectives, evidenced by a 30% decrease in response time with new IT application change

ADP Case Study



Moniforce real end-user monitoring enables ADP to deliver highest quality of service to online customers

Business Challenges	<ul style="list-style-type: none">• Customer experience suffering from performance and availability problems with ADP's web-based suite of applications• High pressure on the Support Desk; frustrated clients
Solution	<ul style="list-style-type: none">• Moniforce real end-user monitoring
Business Results	<ul style="list-style-type: none">• High customer satisfaction and high quality of service became a competitive differentiator• Reduced pressure on the support desk by identifying and proactively addressing end-user performance problems• Reduced time to resolution of support calls through replay of end-user experience issues• Real-time performance measurement and notifications for better capacity planning and management

Next Steps

- **Public announcement**
 - December 6th, 2007
 - Transaction closed earlier in December 2007
- **Communication with all stakeholders**
 - Press and analyst briefings
 - Customer and partner briefings
- **More information can be found at**
 - www.oracle.com/Moniforce
 - www.oracle.com/enterprisemanager



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