ORACLE | datanomic

Overview and Frequently Asked Questions

Overview

Oracle Buys Datanomic

Adds leading data quality software to deliver best in class data integration solution

Oracle and Datanomic have agreed that Oracle will acquire Datanomic Limited, a leading provider of customer data quality software and related applications for risk and compliance screening. The combination of Datanomic technology and Oracle Product Data Quality is expected to deliver the most complete data quality solution to reduce the cost and complexity of managing data across our customers' businesses.

Datanomic's data quality software already manages data for some of the largest corporations in the world, spanning financial services, retail, insurance, telecoms and utilities. Datanomic is expected to be a key component of Oracle's data integration solution and adds extensive capabilities to profile, audit, cleanse, and match customer and contact data from disparate sources and systems. With Oracle Product Data Quality, recently acquired from Silver Creek Systems, Oracle Data Integration and Datanomic technology, Oracle plans to offer a complete solution incorporating best-of-breed capabilities for data profiling, quality and integration that can deliver a single view of customer, product and other data types across the enterprise.

Datanomic's leading risk and compliance screening capabilities are expected to offer customers a proven, high accuracy application for screening customers, partners and other trading entities against a wide range of sanctions, PEP and other risk data sources to ensure regulatory compliance. Oracle recognizes that the risk and compliance screening applications built upon the core data quality capabilities solve specific and critical business problems for Datanomic customers, and we expect to continue to develop and support these capabilities going forward.

Datanomic's management and employees are expected to join Oracle ensuring the continuity of products and services delivery for Datanomic customers and partners.

FREQUENTLY ASKED QUESTIONS

What is the rationale for this acquisition?

Effective data quality management has become increasingly important as businesses look to improve operating efficiencies across the enterprise. Different types of data require specialized process to profile, audit, cleanse, and match data. A consolidated approach to ensure data integrity and availability across the enterprise is required.

Datanomic's data quality software is expected to become a part of Oracle's solution for comprehensive data integration. Oracle Data Integration is a part of Oracle's middleware platform, and with the inclusion of Datanomic technology it is expected to ensure information integrity across the enterprise and deliver a complete solution for data profiling, quality and integration. The combination is expected to reduce the cost and complexity of managing data.

In addition, Datanomic provides data quality-based applications, such as risk and compliance screening, that are delivered as pre-packaged business-ready applications. This approach, which leverages Datanomic's leading edge data quality technology, enables customers to deliver a rapid return on their investment and provides a platform to deliver other data quality based applications.

Why did Oracle select Datanomic?

Datanomic's customer data quality solution complements Oracle Product Data Quality and is expected to create a single view of customer, product and other data types. Datanomic adds extensive capabilities to profile, audit, cleanse, and match customer and contact data from disparate sources and systems, and its products are built on a modern and open architecture that provides collaborative, multi-user project support. Datanomic's integrated solution set is easy for business users to use, from rule tuning to case management and include leading capabilities for issue tracking, automated workflow, process annotation, and web-based KPI (Key Performance Indicator) reporting. In addition, the preconfigured applications, such as risk and compliance screening, incorporate specialized domain knowledge and expertise for rapid deployment.

What products does Datanomic currently develop and support?

Datanomic's flagship software product dn:Director provides fully integrated, enterprise data quality management. dn:Director enables companies to rapidly discover data integrity issues across all data sources, and take action to correct them from one easy to use, centralized console. dn:Director also enables companies to support data governance best practices by monitoring data quality through a dashboard. This out of the box functionality helps customers achieve a faster return on investment (ROI) through rapid deployments requiring minimal IT involvement.

Datanomic has pioneered the use of leading-edge data quality (DQ) technology as a core platform for risk and compliance screening. Datanomic's risk and compliance screening applications leverage leading-edge DQ technology to screen customers against terrorism, fraud and other watch lists, and to help manage fraud detection and regulatory compliance.

How is this acquisition expected to impact on-going development of Datanomic products?

Oracle plans to continue to support customers' investments in Datanomic products, which will become a key component of Oracle's Data Integration portfolio of solutions. After the close of the transaction, Oracle plans to share more information on how Datanomic will fit into Oracle's product portfolio. Research and development investments in Datanomic solutions are expected to increase, as they will then be able to share in Oracle's over $4 billion R&D budget.

Will Oracle continue to invest in Datanomic's Risk and Compliance Screening products?

Datanomic's leading risk and compliance screening capabilities offer customers a proven, high accuracy application for screening customers and other trading entities against a wide range of sanctions and other watch lists to ensure regulatory compliance. Oracle expects to continue to invest in these applications and support customers' investments in these solutions.

How compatible are Datanomic products with Oracle's products?

Datanomic products are written in Java and are highly complementary to Oracle's technology. Datanomic products and solutions adhere to open industry standards and are expected to enhance Oracle Data Integration products.

How does Oracle plan to maintain Datanomic's domain expertise?

The goal of the combination is to complement Oracle's solutions. Datanomic brings significant domain expertise in customer data quality management and related business applications, such as risk and compliance screening, across multiple business functions. Datanomic management and employees are expected to join Oracle and Oracle expects to leverage Datanomic employees' deep domain expertise to further develop combined data quality solutions with related business applications and extensions.

How is the proposed transaction between Oracle and Datanomic expected to benefit Datanomic customers?

Datanomic customers will benefit from an increased investment in research and development for Datanomic 's products. In addition, customers will benefit from access to Oracle's global support and services organizations.

How will Oracle continue to support and broaden relationships with Datanomic partners?

We expect business to continue as usual for Datanomic partners. To provide for a smooth transition, existing Datanomic partner contracts for support, professional services, and sales are expected to remain in effect until they expire or until further notice. As contact information changes, we will communicate these changes through normal channels. Datanomic management will be reaching out to Datanomic partners to answer any questions. Partners may also use their existing Oracle channels for support to answer any questions.

Partners are essential to Oracle's economic and growth strategy. In addition to increased product support and investment, Datanomic partners are expected to benefit from the Oracle PartnerNetwork, our global world-class partner program, which provides access to a broader portfolio of solutions, comprehensive resources to support partner business and opportunities for growth with Oracle.

What will happen to Datanomic's DDQC accreditation program for System Integrators?

The Oracle Partner Network (OPN) Specialized program allows partners to differentiate themselves and their offerings through specialization in Oracle's products and solutions. Specialized partners are recognized by Oracle as key go to market partners and preferred by our customers as having expertise in a specific product or solution. Oracle plans to map Datanomic's DDQC accreditation into the OPN Specialization Guided Learning Paths to so that SIs can continue to be recognized for their expertise with Datanomic products.

How will this acquisition impact Oracle's partners?

The acquisition of Datanomic is expected to provide Oracle partners with a more complete data quality and data integration solution for their customers. Oracle will continue to provide open solutions that ensure ongoing support for technologies that provide our customers with investment protection and choice.

BUSINESS CONTINUITY

Can I still purchase Datanomic products?

Yes, Datanomic products continue to be available from Datanomic. Please continue to contact your existing Datanomic sales representative to assist you, or visit Datanomic.com for contact information.

Should Datanomic customers continue to call Datanomic customer support?

Yes, it is business as usual for Datanomic support. Datanomic customers should continue to use existing Datanomic contacts for support, professional services and sales to address immediate and ongoing needs. We will communicate any changes and transitions occurring well in advance through these familiar channels.

Should Datanomic customers continue to contact their Datanomic sales representative?

Yes, customers should continue to rely on existing relationships.

Will the Datanomic leadership and employees be retained?

The acquisition of Datanomic demonstrates Oracle's commitment to providing leading data quality and risk and compliance solutions for our customers. Datanomic's management and employees have significant domain expertise in data quality management, and are expected to become an integral part of Oracle.

Where can I find out more information about the Oracle and Datanomic combination?

For more information, please visit oracle.com/datanomic

The above is for informational purposes and may not be incorporated into a contract.

Oracle is currently reviewing the existing Datanomic 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 Datanomic product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by Datanomic or by Oracle, does not represent a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decision. It is intended for information purposes only, and may not be incorporated into any contract.

ORACLE®