



ORACLE®

Oracle Buys Endeca

Combination Creates Best-in-Class Technology and Applications for Unstructured Data Management, Business Intelligence and Web Commerce

December 5, 2011



Oracle is currently reviewing the existing Endeca 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 Endeca's product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by Endeca or by Oracle, does not represent a commitment to deliver any material, code, or functionality, and should not be relied upon in making a purchasing decision. 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 Endeca, including statements that involve risks and uncertainties concerning: Oracle's proposed acquisition of Endeca; anticipated product information and strategy; advantages and benefits of the acquisition to customers, partners and others in the industry; and general business outlook. When used in this document, the words "anticipates", "estimates", "may" "can", "will", "believes", "intends", "projects", "likely", "expects", "plans", 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 Endeca, 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 transaction will not close or that the closing may be delayed; the anticipated synergies and benefits 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; the possibility of litigation related to the acquisition; and the possibility that Oracle or Endeca 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 Endeca.

In addition, please refer to the documents that Oracle files with the U.S. Securities and Exchange Commission on Forms 10-K, 10-Q and 8-K. These filings identify and address other important factors that could cause Oracle's expectations, plans and results to differ materially from those contained in the forward-looking statements set forth in this document. 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 Endeca is under any duty to update any of the information in this document.

What We Are Announcing

- **Oracle buys Endeca Technologies (Endeca)**
 - Combination provides best-in-class technology and applications for unstructured data management, business intelligence and web commerce
 - The transaction has closed
- **About Endeca**
 - Privately-held company with headquarters in Cambridge, MA
 - Endeca is a leading provider of unstructured data management and analysis solutions; eCommerce catalog search and Guided Navigation solutions, based on an unstructured data correlation and analytics platform
 - Over 600 customers in many industries rely on Endeca's solutions including Toyota, General Mills, Land O'Lakes, Aramark, PETCO, and Tiffany
- **Oracle and Endeca are expected to deliver complete, best-in-class structured and unstructured data management, business intelligence and cross-channel commerce**
 - Enables enterprises to correlate, search and analyze semi-structured and unstructured data using a single platform
 - Enables business intelligence users to effectively use analytics on structured and unstructured information together to make better decisions
 - Enables retailers to merchandise, market, transact, fulfill, and support customers across online and traditional commerce environments
 - Enables business applications users to improve business process efficiency through analytics

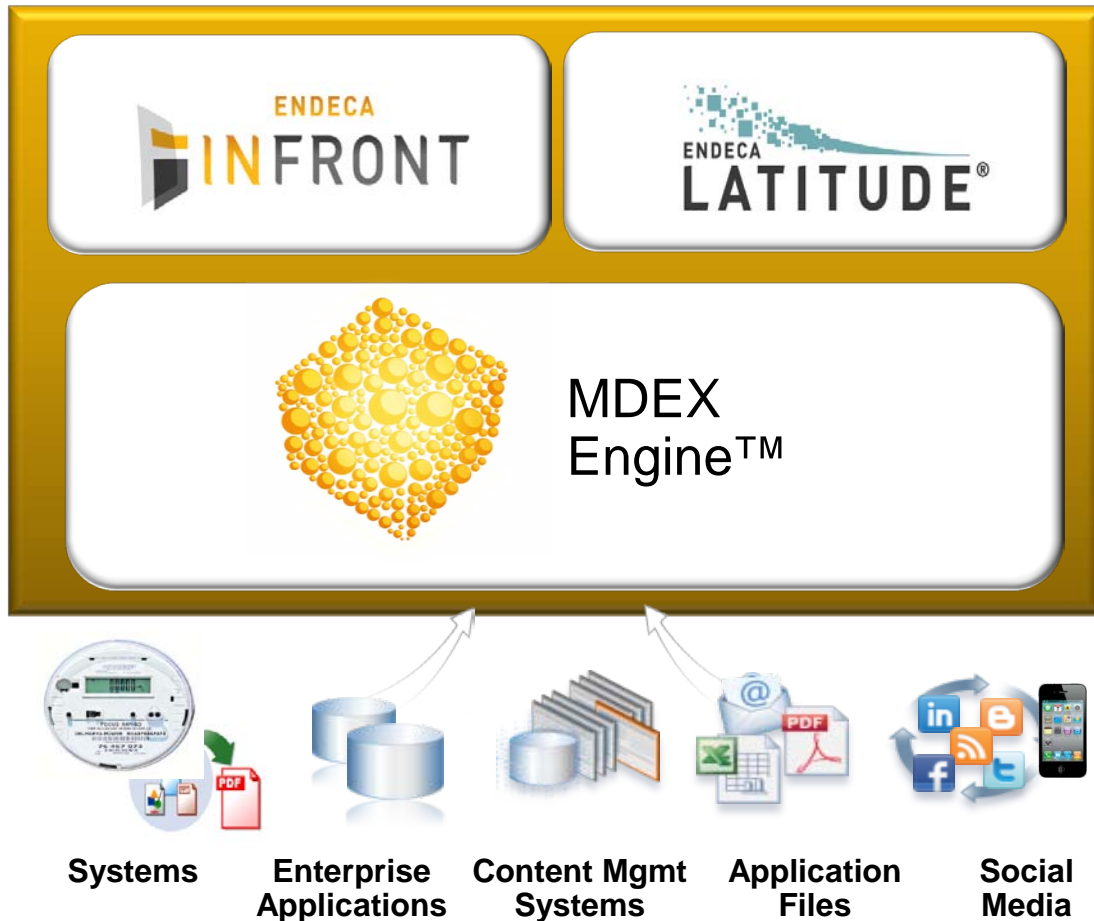
Strategic Importance to Oracle

- **Structured and unstructured data volumes are growing and need to be stored, managed and analyzed**
 - Information helps companies improve productivity, innovation and growth through a deeper understanding of consumers and business performance
- **Convergence of structured and unstructured information is driving the need for a common data management and analytics platform**
 - Information Management – Companies need a common big data platform to correlate and analyze structured and unstructured information together
 - Web Commerce – Companies want a common platform to combine merchandising, customer experience management, personalization, search and guided navigation
 - Business Intelligence – Companies want a single tool to correlate, analyze and present information from structured and unstructured data sources
- **Oracle and Endeca together provide complementary and best-in-class software for a broad range of segments and industries**
 - Oracle offers best-in-class structured data management and analytics; Endeca offers a leading unstructured data correlation and analytics engine
 - Oracle offers leading e-commerce and merchandising solutions; Endeca offers leading catalog search, Guided Navigation and customer experience management solutions
 - Oracle offers leading business intelligence for structured data analytics; Endeca offers leading unstructured data analytics solutions

Oracle's Strategy for Unstructured Data Management

- **Provide a comprehensive platform to process, store, manage, search and analyze structured and unstructured data**
 - Provide a unified platform to deliver a comprehensive view of the business and its customers
 - Provide a unified platform to develop applications and business processes using structured and unstructured data
 - Provide a unified social computing platform to allow users to collaborate using structured and unstructured data
- **Provide a leading suite of analytic tools to search and analyze structured and unstructured data**
 - Provide a unified platform to correlate and analyze structured and unstructured data
 - Provide a common user interface through which analytic users access and analyze structured and unstructured data
- **Provide a broad suite of packaged analytic applications to extend corporate business processes to include unstructured data**
 - Integrate unstructured data into ERP, Supply Chain, Human Capital, CRM and EPM applications
 - Integrate unstructured data into specialized edge applications – PLM, MDM, Web Commerce, Analytic applications
 - Extend industry specific business processes and vertical applications to include unstructured data
- **Integrate unstructured data management into Oracle's engineered systems**
 - Oracle Exadata, Oracle Big Data Appliance, Oracle Exalogic, Oracle Exalytics

Endeca Products



Endeca InFront

- Leading customer experience management platform
- Enables businesses to deliver targeted and relevant customer experiences in any channel
- Vast customer base with 45 of the top 100 retailers – many of which are also Fortune 100 firms

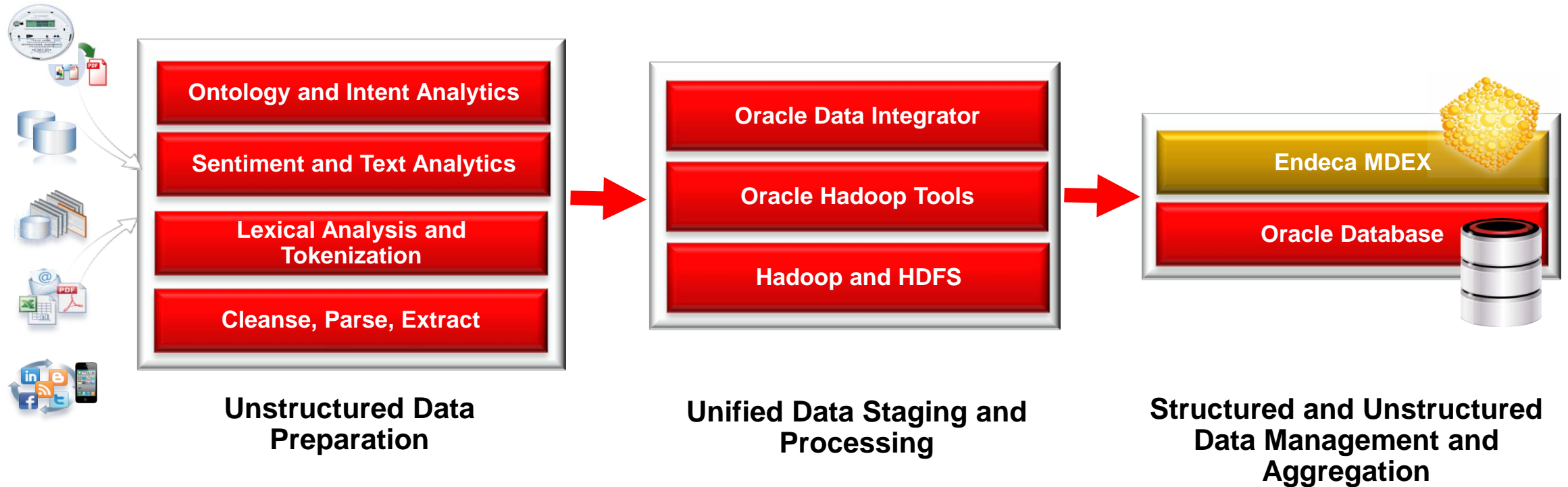
Endeca Latitude

- Agile platform for Business Intelligence that guides people to better decisions on diverse and changing data
- Provides IT organizations with ability to deploy interactive analytical applications on a fast platform
- Keeps pace with rapidly changing business needs

MDEX Engine

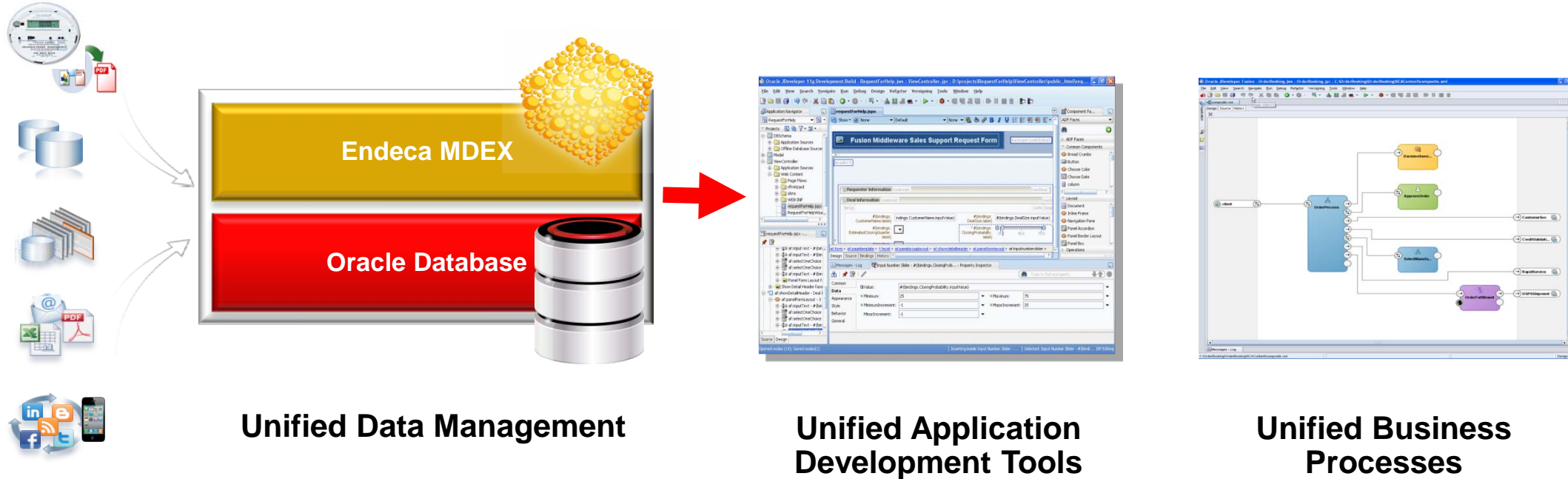
- A hybrid-search-analytical data management engine
- Provides unprecedented flexibility with ability to combine structured and unstructured data
- Extreme performance in correlating, navigating and analyzing relationships between diverse data types

Oracle's Structured and Unstructured Data Management Platform



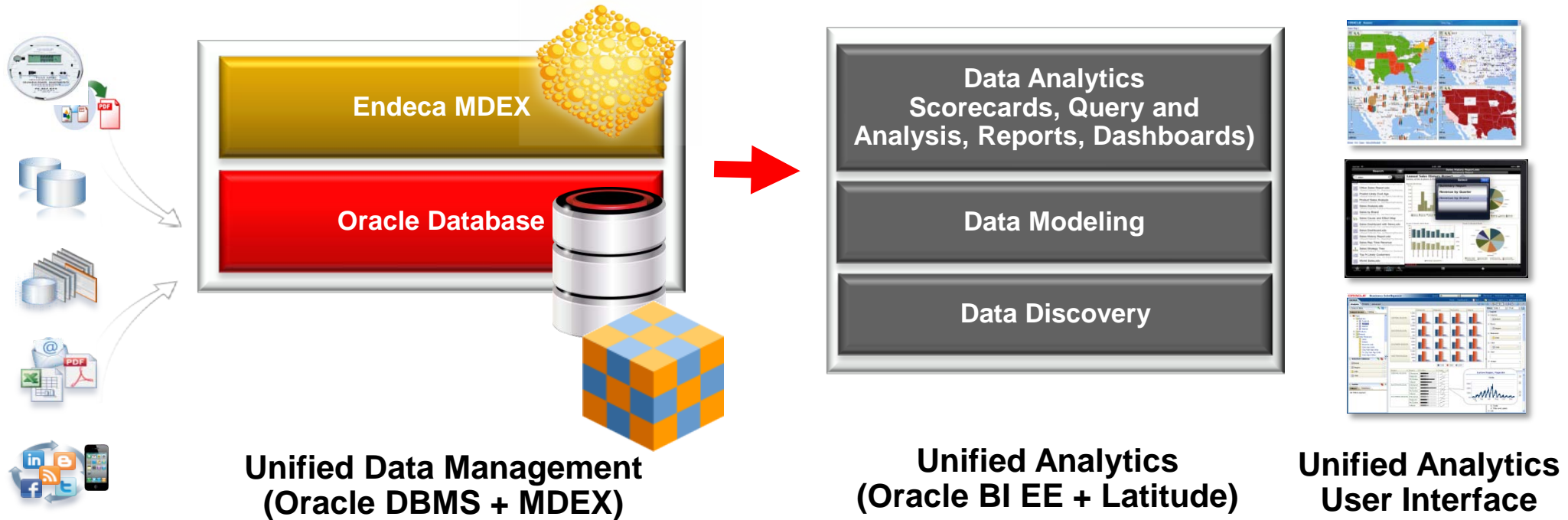
- Unified unstructured data preparation – cleanse, parse, extract, tokenize, lexical analytics, sentiments, semantic processing and ontologies
- Unified data staging and processing – using Oracle Data Integrator, Oracle Hadoop Tools and Hadoop
- Unified data management – combining Oracle Database and Endeca MDEX technologies

Oracle's Development and Business Process Platform



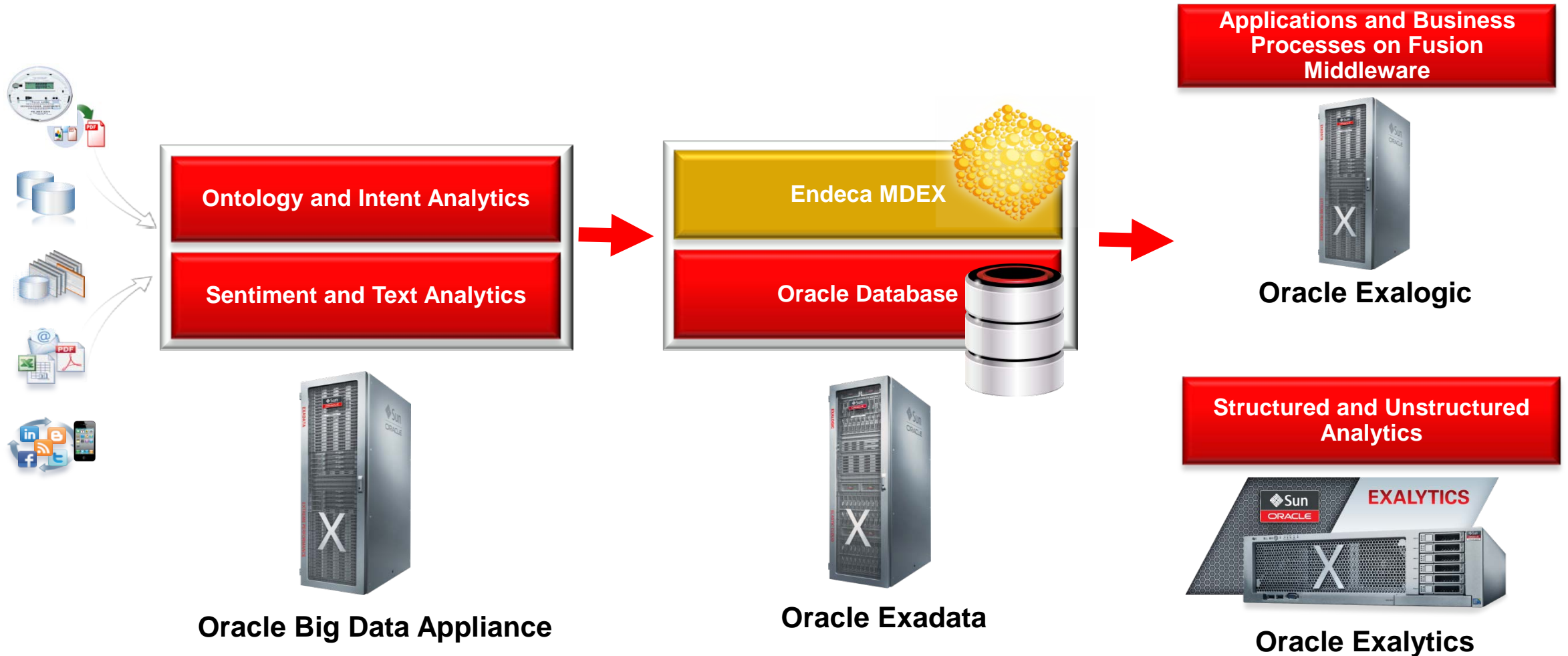
- Unified data access – unified data access layer across structured and unstructured data
- Unified application development – using Oracle JDeveloper and Oracle Application Development Framework
- Unified business process platform – using Oracle SOA and BPM suites
- Combining Oracle Database, Endeca MDEX and Oracle Fusion Middleware technologies

Oracle's Structured and Unstructured Analytics Platform



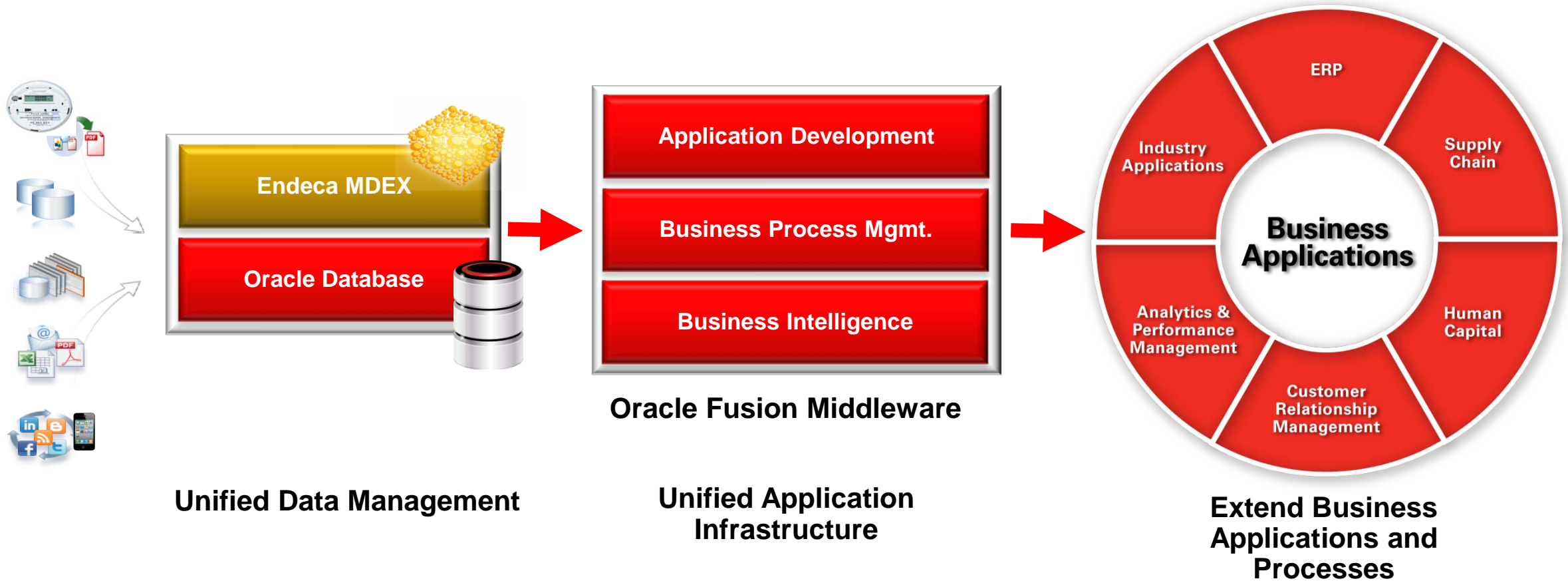
- Unified data access and query interface – using Oracle Business Intelligence EE's Query Federation Layer
- Unified data analytics – define key performance indicators (KPIs), query and analyze, reports and dashboards, insight to action
- Unified analytics user interface – using Oracle Business Intelligence EE answers and dashboards
- Combining Oracle Business Intelligence and Endeca Latitude technologies

Oracle Structured and Unstructured Data Management Systems



- Deliver unified engineered systems to process, manage and analyze structured and unstructured data

Oracle's Structured and Unstructured Business Applications



- Integrate unstructured data into ERP, Supply Chain, Human Capital Management, CRM, and EPM applications
- Integrate unstructured data into specialized edge applications – PLM, MDM, Web Commerce, Analytic applications
- Extend industry specific business processes and vertical applications to include unstructured data

Combining Oracle Business Intelligence EE + Endeca Latitude



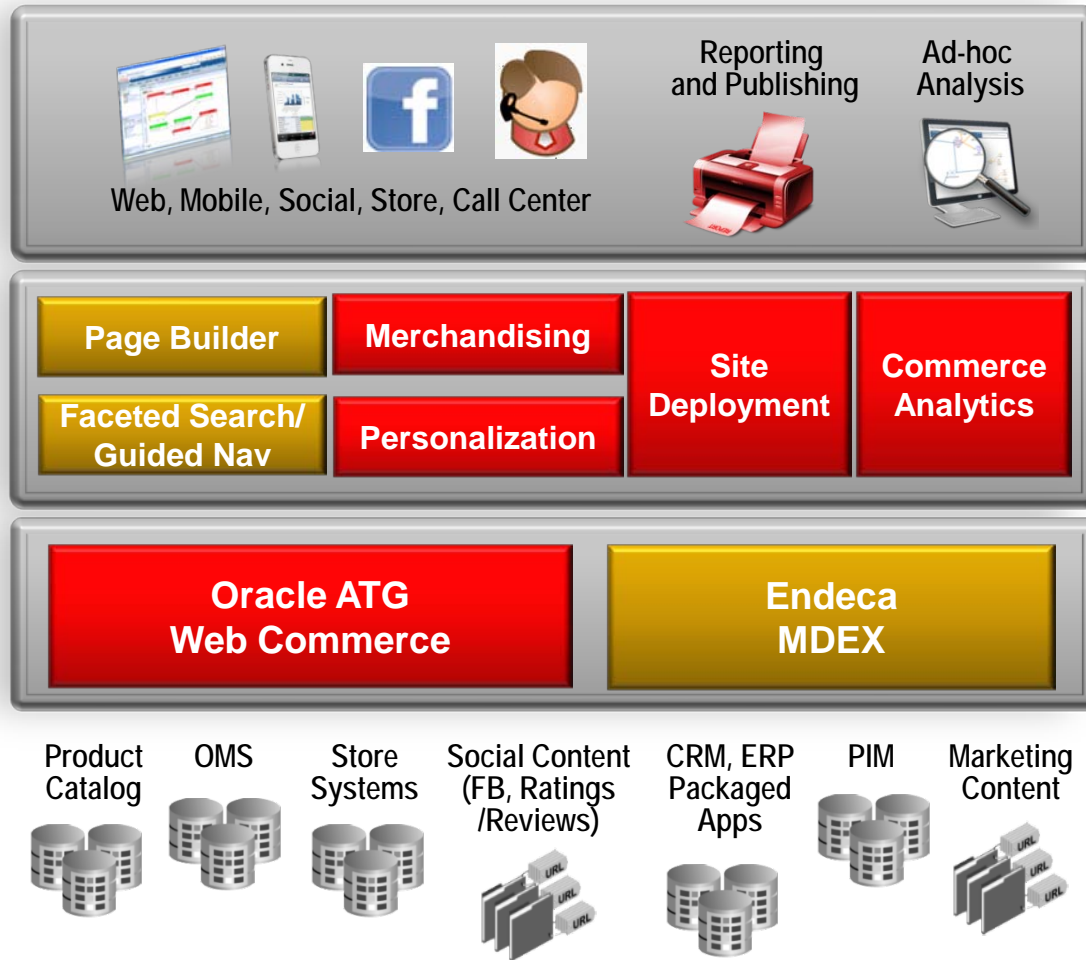
- **Extends Oracle's BI Offering**

- Oracle provides a leading Business Intelligence suite for R-OLAP, M-OLAP and reporting on structured data
- Endeca Latitude provides a leading platform for analyzing unstructured data with easy to use interactive analytic applications

- **Unifying Oracle BI EE and Endeca Latitude**

- Extends Oracle BI capabilities to support unstructured and semi-structured data sources
- Provides seamless data exploration capabilities across structured and unstructured data
- Supports a highly interactive search and Guided Navigation experience
- Provides a single unified User Interface for analysis of structured & unstructured data
- Enables a light and agile initial deployment of interactive analytics

Oracle's ATG Commerce and Endeca InFront



• Extends Oracle's eCommerce Offering

- Oracle provides the leading commerce platform and merchandising application along with best-in-class CRM applications, PIM and middleware
- Endeca provides leading search and Guided Navigation with a strong customer experience management application

• Unifying Oracle ATG and Endeca InFront

- Provides cross-channel insight of customer behavior, drives a more informed customer experience resulting in higher revenues
- Delivers a cohesive experience across all interaction channels – web, commerce, mobile social, kiosk/store, call center, and those to come in the future
- Leverages the same data and management tools for structured and unstructured data
- Lowers the cost to deploy and maintain by streamlining management tools and integration efforts

Oracle's Content Management, WebCenter & Social with Endeca



- **Extends Oracle's Customer Experience Offering**
 - Oracle provides a broad suite of Web Content Management, Document Management, Portal and Social Capabilities
 - Endeca provides leading Search and Faceted Navigation capabilities that complements Oracle's solutions
 - Endeca also provides facilities to capture and aggregate unstructured data from Social Networks & Consumer Portals
- **Combining Oracle's Customer Experience and Endeca MDEX**
 - Provides a complete solution to Develop, Deploy, Search, Navigate Highly interactive Web Sites & Portals
 - Delivers a cohesive experience across all interaction channels – web, commerce, mobile, desktop, social,
 - Provides rich facilities to drive dynamic templating and Presentation driving off data in MDEX
 - Optimizes how you engage Users based on their and others Social Interactions

Customers Across Many Industries Rely on Endeca

| | |
|----------------------------|--|
| Retail |  |
| Distribution |  |
| Media and Publishing |  |
| Government / Public Sector |  |
| Manufacturing/CPG |  |

*Customer Information and Logos Provided by Endeca

ORACLE

Land O' Lakes Success Story

Sales and Distribution Channel Analysis



COMPANY OVERVIEW:

- Land O'Lakes, with annual revenues of \$11B, operates in the dairy products and agricultural services segments. It is owned by and serves more than 4,600 dairy farmers and some 980 community cooperatives.
- Endeca Products – Endeca Latitude



CHALLENGES:

- Maximize profitability by positioning higher margin products
- Leverage detailed regional seed and crop protection data to drive sales
- Correlate marketing initiatives with sales performance

ENDECA PROVIDED:

- Endeca Latitude for interactive analytics on 20 data sources for 400 sales and marketing users
- Integration of regional data with marketing, sales and product data into a single system for internal sales and marketing teams

RESULTS:

- 1.5 years time savings and \$4 million implementation cost savings over alternative approach
- Better insight on regional sales performance
- Higher profit margins

*Customer Information and Logos Provided by Endeca

B&H Success Story

A Platform for Cross-Channel Commerce



COMPANY OVERVIEW:

- B&H Photo Video is the largest non-chain photo and video equipment store in the U.S., serving professionals and consumers through an online storefront, print catalog, and brick-and-mortar flagship store
- Endeca Products: Endeca InFront



CHALLENGES:

- High cost of ownership stemming from constant IT support costs and high hardware costs.
- Users did not have the ability to make frequent changes – system was not agile
- Company wanted to enter mobile arena – but needed a way to control multiple platforms while maintaining a unified cross channel experience

ENDECA PROVIDED:

- Endeca InFront for online and mobile commerce
- Provided merchandisers with a unified platform for granular control over the search, Guided Navigation, and merchandising customer experience – across multiple channels, including online, iPhone, Android, and mobile web

RESULTS:

- Lower IT personnel investment
- Easier to innovate
- Higher performance with lower hardware costs
- Award-winning mobile app with 6 figure+ downloads – consistently high traffic, and sales nearly on par with web site

*Customer Information and Logos Provided by Endeca

Auto Trader Success Story

High Traffic Infrastructure Yields Superior Experience



COMPANY OVERVIEW:

- Auto Trader is the UK's largest motoring website. The site reaches over 10.3 million motorists a month, has over 400,000 vehicles listed
- Endeca Products: Endeca InFront



CHALLENGES:

- Infrastructure could not support 10 million unique users and over 700 million page impressions per month
- Auto Trader needed a scalable solution, while providing better experience for their customers through better functionality and increased performance

ENDECA PROVIDED:

- Endeca InFront
- Search, Guided Navigation, and merchandising for unified cross-channel experience across online site and iPhone app

RESULTS:

- Pop-up advertising increased by 45%
- Site stickiness increased by 8%, with a 3.5 million hour increase in sessions and ad viewing
- Over 830 million questions asked by users in the past year with 3 billion results presented

*Customer Information and Logos Provided by Endeca

Oracle and Endeca

Complementary Solutions for Structured and Unstructured Data

Endeca brings unique and complementary advantages to many Oracle solutions

- Oracle offers best-in-class structured data management and analytics; Endeca offers unstructured data correlation and analytics engine (MDEX)
- Oracle offers leading eCommerce and merchandising solution; Endeca offers leading catalog search and Guided Navigation solution
- Oracle offers leading BI solution for structured data analytics; Endeca offers leading unstructured data analytics solution

Endeca's products help solve complex unstructured data correlation and analysis issues with innovative technology and domain expertise

- Recognized as a leader for its unique approach in hybrid search-analytical technology that enables consistent search, Guided Navigation and analytics on diverse and changing information
- Successful deployments with large enterprises in Financial Services, Government, B2B, Retail and other industries – many are also Oracle customers
- Experienced team with specialized R&D staff

Oracle and Endeca - A Compelling Combination

ORACLE®

+



- **Best-in-class technology platform for structured and unstructured data management**
 - A comprehensive platform to process, store, manage, search, and analyze structured and unstructured data
 - A unified middleware platform to develop applications using structured and unstructured data
 - A leading suite of analytic tools to search and analyze structured and unstructured data
- **Expected to provide a broad suite of packaged analytic applications, extending corporate business processes to include unstructured data**
 - Integrate unstructured data into ERP, Supply Chain, Human Capital, CRM, and EPM applications
 - Integrate unstructured data into specialized Edge applications – PLM, MDM, Web Commerce, analytic applications
 - Extend industry specific business processes and vertical applications to include unstructured data
- **Expected to provide engineered systems that deliver breakthrough performance, scalability and reliability in processing unstructured data**
 - Oracle Exadata, Oracle Big Data Appliance, Oracle Exalogic, Oracle Exalytics

For more information please visit oracle.com/endeca

ORACLE®