Oracle Buys InQuira

Creates the Most Comprehensive CRM Solution with Advanced Knowledge Management Capabilities and Integrated Self-Service

September 1, 2011
Oracle is currently reviewing the existing InQuira 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 InQuira’s product roadmap are at the sole discretion of Oracle.

All product roadmap information, whether communicated by InQuira 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.

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This document contains certain forward-looking statements about Oracle and InQuira, including statements that involve risks and uncertainties concerning: Oracle’s proposed acquisition of InQuira; plans for InQuira’s business and products upon completion of the proposed acquisition; anticipated customer and partner advantages and benefits; and general business outlook. When used on this document, the words “will”, "believes", "expects" or “expected”, 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 InQuira, 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 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, and the possibility that Oracle or InQuira 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 InQuira.

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What We Are Announcing

- **Oracle buys InQuira**
  - Adds a leading provider of best-in-class knowledge management software that supports web self-service, agent-assisted service, and customer communities
  - The transaction has closed

- **About InQuira**
  - Privately held company with headquarters in the San Francisco Bay Area
  - InQuira’s solutions help online customers find answers to questions through a scalable knowledge management platform and advanced search capabilities
  - Over 85 blue-chip companies rely on InQuira to optimize the customer experience

- **The combination of Oracle and InQuira is expected to deliver the most comprehensive cross channel customer support**
  - Adds advanced web self-service capabilities through intelligent search – provides answers based on the intent of the customer’s inquiry that extend customer self-service for Siebel CRM and Oracle CRM On Demand customers
  - Integrated case management submission allows customers to submit, track, and review service requests quickly
  - Collaboration software empowers customers with social media tools to encourage community interaction that drives loyalty and extends the company’s knowledge base
Strategic Importance to Oracle

- Businesses require a comprehensive integrated knowledge management suite to improve the customer experience
  - A complete knowledge management suite, integrated with self-service support, online customer forums and agent-assisted CRM requires replacement of first generation knowledge based tools
  - Increase in knowledge center support process adoption also drives the need for new technology
  - A high-value differentiated experience on-line and in the contact center improves customer service and satisfaction

- Empower users to better serve customers with these capabilities:
  - Automated capture of a customer’s interactions eliminates repetitive entry – keeping focus on customer resolution
  - Embedded intelligent search and guided refinement delivers answers quickly and accurately – customers spend less time on research, more time on solving problems
  - Unified contact center management accelerates agent productivity with linked and managed answers, and desktop-ready agent knowledge tools

- Advancing the customer experience through integrated knowledge management with Oracle and InQuira
  - InQuira expected to serve as the centerpiece of Oracle Fusion CRM Service solution
Integrated Knowledge Management
Improving the Experience in the Customer Service Cycle

Right Answers when Customers Need It

- Deliver high-quality responses to customers across multiple channels
- Reduce customer resolution time and provide more accurate information
- Service customers with authority about their account and history – without redundant and repeated requests
- Enable organizational knowledge transfer to improve customer service
- Leverage social networks for feedback and collaboration
- Deliver a unified brand experience online, in kiosks and through mobile channels
- Increase customer loyalty with ongoing communications through social networks
Oracle and InQuira

Best-in-Class Knowledge at All Stages of Customer Service Cycle

Knowledge-Driven Customer Service
Multiple Channels

InQuira Knowledge Applications

- **Web Self-Serve**: Improves customer experience and minimizes calls and escalations
- **Agent-Assisted Service**: Improves agent efficiency and reduces customer wait times
- **Social Communities**: Helps organizations tap social channels as part of a comprehensive, multi-channel support strategy

**Q8 Knowledge Platform**

Capture, create, understand, interact, deliver and refine information

Knowledge Management

- **Understand**: Use context, meaning and role to personalize
- **Collaborate**: Leverage social networking to enhance knowledge
- **Answer**: Deliver highly relevant / accurate answers
- **Learn**: Understand behavior to improve ongoing experience

Empowering Users throughout the Enterprise
Oracle CRM Customer Service Product Footprint
InQuira is Highly Complementary

Channels
- Voice
- Interactive Voice Response (IVR)
- Web Chat
- E-Mail

Agent
- Case/Incident Management
- Escalation Management
- Assignment Management
- Industry Specific Capability
- Service Entitlements
- Agent Scripting/Guidance
- Agent-Agent Collaboration
- BPM Designer

Knowledge Management
- Knowledge Base
- Content Authoring/Access
- Dynamic FAQs
- Guided Resolution

Self-Service
- Web Self-Service
- Co-Browsing
- Customer Feedback
- Voice Self-Service
- Click-to-Call Back
- Experience Designer

Social
- Community Forums
- Cloud Monitoring (Partners)

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Oracle Fusion CRM
Next Generation CRM

- Sales Force Automation
- Marketing & Lead Management
- Partner Relationship Management
- Product Configuration
- Service & Support
- Incentive Compensation
- Customer Master
- Contract Management
- Pricing & Quoting
- Knowledge Management

Common Fusion Applications Data Model and Services

- Built on a modern, Fusion Middleware platform based on open standards – fully configurable, extensible and secure
- Designed for modularity and co-existence with other Oracle, partner and legacy applications
- Architected and ready for the Cloud
InQuira Has a Strong Global Customer Base
Leading Brands Across Key Industries

High Tech
- Intuit
- eset
- Blue Coat
- NetApp
- Lexmark
- Juniper
- McAfee
- Serena
- Zebra
- Advent

Financial Services
- American Express
- Farmers
- The Hartford
- Nationwide
- RBS
- Foremost
- Harland
- FSA

Communications
- Comcast
- Sprint
- Nokia
- MTS Allstream
- BBC
- Sony Ericsson
- Bell
- SFR

Retail / CPG
- Lowe's
- eBay
- Canon
- Choice Hotels
- Bally Total Fitness
- IGT
- Whirlpool

Manufacturing and Industrial
- Schneider Electric
- Pitney Bowes
- Invensys
- General Electric
InQuira Customer Success Story
Best-in-Class Multi-Channel Customer Experience with Oracle Siebel CRM

INQUIRA PROVIDES:

• InQuira for Web Self-Service
  • Pre-packaged integration to Oracle Siebel CRM to deliver knowledge within the online service request creation process
• InQuira for the Contact Center
  • Pre-packaged integration with Oracle Siebel CRM to deliver knowledge to the case resolution process for Blue Coat agents
• Knowledge delivery to Social Media and Mobile devices

ORACLE ALSO PROVIDES:

• Oracle-Siebel CRM, Oracle Database

COMPANY OVERVIEW:

• Founded in 1996, Blue Coat Systems provides application delivery networking infrastructure to more than 15,000 customers worldwide, including 81% of the Fortune® Global 500

CHALLENGES:

• Inconsistent experience across web, phone, retail, and social channels
• Support access from anywhere – mobile, social, etc. with consistent brand identity
• Inability to capture contributions from user community into reusable knowledge assets

RESULTS:

• 20% web self-service case deflection resulting in savings of $240k per month
• Right channeling of service requests to ensure high-value requests are handled by assisted service and repeatable requests via the web
• Tightly integrate community forums to disseminate and capture knowledge on a very large scale – 10’s of millions of customers collaborating in multiple interest-based communities
InQuira Customer Success Story
Automating Critical Customer Support Processes with Oracle Siebel CRM

COMPANY OVERVIEW:
• Farmers Insurance Group of Companies is the third-largest U.S. insurer of private Personal Lines passenger automobile and homeowners insurance
• Farmers operates in 41 states in the U.S., has approximately 20,000 employees, who, together with agents, are responsible for more than 15 million customers

CHALLENGES:
• Improve customer experience by automating critical customer support processes for the Farmers Customer Service Reps (CSRs)
• To integrate InQuira Knowledge into the critical customer processes across touch points

RESULTS:
• Reduced time to process resolution by 30%
• Reduced average time to find answers from 87 seconds to 34 seconds
• Reduced agent training time by 25%
• Consolidated 12 call centers into 3 large call centers

INQUIRA PROVIDES:
• A single, cross-channel InQuira Knowledge platform enabling timely and consistent understanding, collaboration, capture, and delivery of knowledge for:
  • Customer service reps integrated into their Siebel CRM desktop
  • Agents via their “ServicePoint” self-service portal

ORACLE ALSO PROVIDES:
• Oracle Siebel CRM
Oracle and InQuira
Creating a Comprehensive Customer Experience with Advanced Knowledge Management and Oracle Solutions for CRM

• **Provide the most relevant solutions to customer problems**
  • Deliver fast, accurate and consistent answers across all customer channels

• **Utilize social collaboration tools to facilitate active knowledge discussion and resolution**
  • Harness knowledge from the community, and enable real-time information to better serve customers

• **Personalize the customer experience**
  • Integrated suite of proven solutions that deliver a comprehensive and highly personalized experience for every customer, in every channel

For more information please visit oracle.com/inquira