

Overview and Frequently Asked Questions

Overview

Oracle Buys Silver Creek Systems:

Adds Leading Product Data Quality Solution to Oracle Data Integration Offering

Oracle has acquired Silver Creek Systems, Inc. (Silver Creek Systems), a leading provider of product data quality solutions. The combination of Oracle and Silver Creek Systems brings together two companies with complementary products and a common vision of improving information management through a foundation of integrated data quality solutions. The combination is expected to enable customers to streamline and automate the management of product data across enterprise systems including Oracle Product Hub (PIM), Agile Product Lifecycle Management (PLM), Supply Chain Management (SCM) and Enterprise Resource Planning (ERP) solutions.

Integrated data quality management has become essential to enterprises as they recognize the value of embedding data quality processes into their operations. With product data playing an integral role in daily operations from sales, design, procurement, fulfillment, billing and other functional areas, there is an increased need for an effective data quality strategy. Improving data quality, consistency and usability across integrated enterprise applications requires a foundation of accurate and well-managed product information.

Silver Creek Systems addresses the need for effective data quality management with industry-leading semantic-based technology, uniquely designed to simplify complex product descriptions. Silver Creek System's solution recognizes the context of words, which supports the unique requirements necessary for managing product data quality. Recognized by top industry analysts as a leading provider of data quality solutions, Silver Creek Systems has enabled many customers in multiple industries to improve their business operations with better data.

Silver Creek System's capabilities are expected to further complement Oracle's solution to manage product data and business objects used across the enterprise, enabling organizations to run more agile and intelligent business applications to maximize IT efficiency.

ORACLE CUSTOMER BENEFITS

The combination is expected to provide customers with the following benefits:

- Comprehensive and integrated solution to enhance product data quality across a broad range of solutions from Oracle and other providers
- Increased accuracy, more standardization and enriched data across the enterprise
- Complements Oracle's Information Management offerings, including Oracle Product Hub and other applications e.g. SCM, ERP, CRM and Agile PLM
- Extends Oracle Product Hub capabilities with unique semantic-based technology

SILVER CREEK SYSTEMS CUSTOMER BENEFITS

The combination is expected to provide customers with the following benefits:

- Increased R&D investment in Silver Creek System's products for a more complete enterprise solution
- Complements Oracle Product Hub, Agile Product Lifecycle Management, Supply Chain Management, Customer Relationship Management, e-Commerce, and ERP solutions, to enhance accuracy of product data across the enterprise
- Access to Oracle's global support and services organizations

PARTNER BENEFITS

The combination is expected to provide partners with the following benefits:

- Partners will be able to provide customers with a comprehensive offering to address their needs for a complete product data management solution
- Value-Added Resellers and System Integrators are expected to gain expanded opportunities to provide solutions and extend services around Oracle's Product Hub solution and other Oracle offerings
- Technology partners are expected to have broader opportunities for development integrations
- All partners will gain access to Oracle's worldwide resources and partner ecosystem

Frequently Asked Questions

BUSINESS RATIONALE

What is the rationale for this acquisition?

Effective product data quality management has become increasingly important as businesses look to improve operating efficiencies across the enterprise. Fragmented, inconsistent and poor quality product data slows time to market for new products, causes supply chain disruption, and results in poor execution in key processes such as order management. Over the past decade, IT landscapes have grown into complex arrays of different systems, applications and technologies. This fragmented environment has created significant data problems. Product data quality problems are unique. Massive volume, multiple formats, less structured product information, such as parts, vendor and related business data causes much more variability and ambiguity. Getting the right product data quickly and consistently still is unattainable and a challenge for most enterprises.

For these reasons, effective management of product data quality requires a specialized semantic approach, which is based on the context of words. Modern product data quality tools need to be designed with specialized capabilities to effectively standardize product classifications, attributes, descriptions and translate product information. Silver Creek Systems is uniquely qualified to address the problems associated with product data quality. Silver Creek System's solution provides patented semantic-based technology enabling companies to recognize highly variable product data, leading to greater accuracy, lower deployment cost and broader applicability. Silver Creek System's solution adds industry-leading capabilities to parse, standardize, match, enrich and correct complex product data descriptions and related information from disparate sources and systems.

This combination is expected to strengthen Oracle Product Hub with advanced data quality capabilities to increase efficiency in enterprise systems. Together, Oracle's Product Hub solution and Silver Creek System's products are expected to further optimize business functions such as procurement, channel penetration, reporting, analytics and IT maintenance costs. The combination is consistent with Oracle's product strategy to deliver accurate, standardized and enriched data across the enterprise.

Why did Oracle select Silver Creek Systems?

Silver Creek Systems offers industry-leading semantic-based technology for product data quality management. The solution has been adopted and successfully deployed by many customers in multiple industries. Silver Creek Systems also provides an experienced product development team with deep domain expertise in data quality management.

Silver Creek System's products are complementary to Oracle's solutions:

- Adds complementary capabilities to Oracle Product Hub, Agile Product Lifecycle Management, Supply Chain Management, CRM and ERP solutions, enabling improved accuracy of product data across the enterprise
- Core technology can be applied broadly across multiple business objects
- Built on standards-based technology offerings with focus on Java and SOA application deployment
- Reliable, scalable and proven to effectively deliver value across many industries

PRODUCT OVERVIEW AND STRATEGY

What products does Silver Creek Systems currently develop and support?

Silver Creek Systems is a leading provider of product data quality solutions. Leading industry analysts have recognized Silver Creek System's DataLens solution for its unique approach to semantic-based technology. Semantic-based technology allows automatic recognition of text to determine meaning and category. In addition, the Silver Creek System's DataLens system is able to take any input, from any source, any domain, and any quality. This capability allows businesses to address product data management initiatives with a more innovative, flexible and advanced approach.

How is this acquisition expected to impact on-going development of Silver Creek System's products?

With this acquisition, Oracle has initiated a review of the Silver Creek Systems product portfolio, and when the evaluation is complete, Oracle will be providing guidance to customers in accordance with Oracle's standard product communications policies. Research and development investments in Silver Creek System's solutions are expected to increase, as they will then be able to share in Oracle's \$2.7 billion R&D budget.

How compatible are Silver Creek System's products with Oracle's products?

Silver Creek System's products are highly complementary to Oracle's technology and adhere to open industry standards.

How does Oracle plan to maintain Silver Creek System's domain expertise on data quality?

The goal of the combination is to further complement Oracle's solutions. Silver Creek Systems brings significant domain expertise in the area of data quality management, and the employees are expected to join Oracle. We expect to leverage Silver Creek System's deep domain expertise to further develop data quality solutions.

CUSTOMERS AND PARTNERS

How is the proposed transaction between Oracle and Silver Creek Systems expected to benefit Silver Creek Systems customers?

Silver Creek Systems products are complementary to Oracle Product Hub and other applications including Agile Product Lifecycle Management, ERP and SCM. The combined solution is expected to provide a more comprehensive data quality management solution. Silver Creek Systems customers are expected to benefit from the increased investments in R&D and are also expected to receive improved customer support through access to Oracle's 24X7 global support and services organization.

How will Oracle continue to support and broaden relationships with Silver Creek Systems partners?

We expect business to continue as usual for Silver Creek Systems partners. To provide for a smooth transition, existing Silver Creek Systems 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. Silver Creek Systems management will be reaching out to Silver Creek Systems 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, Silver Creek Systems 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.

BUSINESS CONTINUITY

Can I still purchase Silver Creek Systems products?

Please contact your existing Silver Creek Systems sales representative to assist you, or visit silvercreeksystems.com for contact information.

Should Silver Creek Systems customers continue to call Silver Creek Systems customer support?

Yes, Silver Creek Systems customers should continue to use existing Silver Creek Systems contacts for support, professional services and sales to address immediate and ongoing needs. We will communicate all changes and transitions occurring well in advance through these familiar channels.

Should Silver Creek Systems customers continue to contact their Silver Creek Systems sales representative?

Yes, customers should continue to rely on existing relationships.

Will training on Silver Creek Systems products continue?

Yes, we plan to combine the Silver Creek Systems training services with Oracle University. We want to ensure that our customers' software provides the best possible service for their organizations, and we know excellent training is critical to reach that goal.

Will the Silver Creek Systems leadership and employees be retained?

The goal of the combination is to complement Oracle offerings. The acquisition of Silver Creek Systems demonstrates Oracle's commitment to providing leading data quality solutions for our customers. Silver Creek System'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 proposed Oracle and Silver Creek Systems combination?

For more information, please visit oracle.com/silvercreeksystems

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

IT IS NOT A COMMITMENT TO DELIVER ANY MATERIAL, CODE OR FUNCTIONALITY, AND SHOULD NOT BE RELIED UPON IN MAKING PURCHASING DECISIONS. THE DEVELOPMENT, RELEASE AND TIMING OF ANY FEATURES OR FUNCTIONALITY DESCRIBED FOR ORACLE'S PRODUCTS REMAINS AT THE SOLE DISCRETION OF ORACLE.

All product roadmap information, whether communicated by Silver Creek Systems 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.