




Oracle Buys Silver Creek Systems Adds Leading Product Data Quality Solution

January 4, 2010



Oracle is currently reviewing the existing Silver Creek Systems' 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 Silver Creek Systems' product roadmap are 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 a purchasing decision. It is intended for information purposes only, and may not be incorporated into any contract.



What We Are Announcing

- Oracle buys Silver Creek Systems
 - Adds leading product data quality solution to Oracle Data Integration Offering
 - Transaction closed in December 2009
- About Silver Creek Systems (Silver Creek)
 - A private company, based in Denver, CO metro area
 - Recognized by top industry analysts as a leading provider of product data quality solutions with patented semantic-based technology
 - Marquee customer base across multiple industries including Healthcare, Manufacturing, Retail and Distribution
- Combination is expected to more accurately manage complex product data to enhance wide variety of Supply Chain, Manufacturing and CRM processes
 - Silver Creek's technology will be unified with Oracle's Data Integration Product Suite
 - Silver Creek's technology will also be integrated to improve product data quality management in Oracle's Applications – Product Hub, Agile PLM, Supply Chain and e-Commerce
 - Adds extensive capabilities to improve product accuracy and service delivery by standardizing and correcting product information from disparate systems

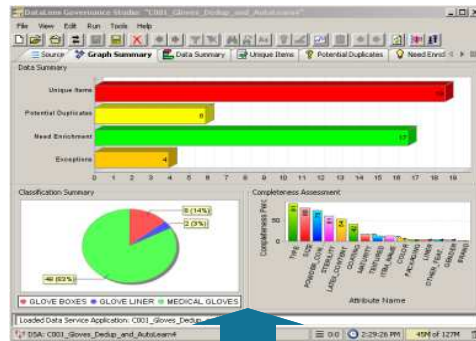


Strategic Importance to Oracle

- Product data quality management has become essential to enterprises
 - Enterprises depend on accurate and consistent product data for uses in sales, design, procurement, fulfillment, billing and other business operations
 - Product data is inherently complex, unstructured and highly variable across the many sources and repositories
 - Product data accuracy spans a variety of business processes: Product Lifecycle Management, Supply Chain Management & Manufacturing, and CRM/e-Commerce
- Silver Creek is a best-in-class leader in product data quality solutions
 - Ability to understand structured, unstructured, non-standard types of data, and recognize the meaning of words and phrases
 - Standardizing product information provides the foundation for accuracy in integrated enterprise systems and processes
 - Reliable, scalable and proven to effectively deliver value across many industries
- Silver Creek's complementary products are expected to accelerate Oracle's Data Integration, Supply Chain Management and e-Commerce strategy to:
 - Deliver more accurate, standardized, enriched product data across the enterprise
 - Integrate product data quality into business applications e.g. Product Master, Lifecycle Management, Supply Chain and e-Commerce

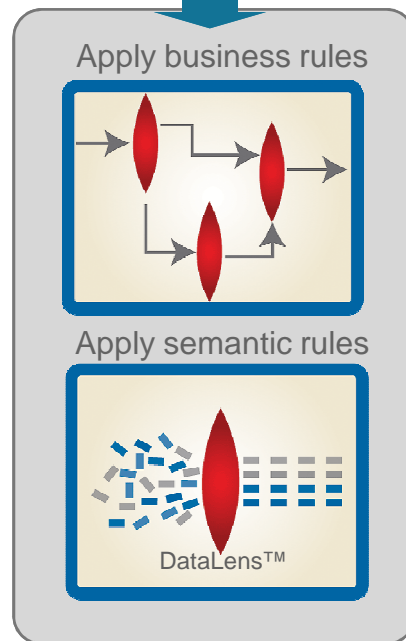
Silver Creek Systems

Solutions for Product Data Quality



DataLens™ Governance Studio

- Oversight and exception management for Data Stewards



DataLens™ Application Studio

- Apply business rules and workflow
- Manage interaction with other systems

DataLens™ Knowledge Studio

- Build and maintain semantic models for recognition, standardization, validation, matching, translation and transformation

Unique Qualities of Silver Creek Solutions

1

Semantic-Rules



- Semantic-based recognition technology
- Targets meaning in context to handle extreme variability of product data

2

Auto-Learning



- Self-tuning for rapid deployment and time to value
- Accommodates constantly changing data inputs and standards

3

Governance



- Integrated dashboards and data remediation
- Improved oversight and exception management


4

Maintained by Business User



- IT does not have to write rules
- Improves process across all lines of business

Advantages of Accurate Product Data Quality

<p>Retail & Distribution</p> 	<ul style="list-style-type: none">• Increases accurate search capabilities for online shopping• Improves order processing and management
<p>Manufacturing & CPG</p> 	<ul style="list-style-type: none">• Decreases costs by optimizing part reuse through standardized component data• Improves strategic sourcing with more accurate procurement data
<p>Healthcare</p> 	<ul style="list-style-type: none">• Provides for improved contract management in healthcare supply chain• Enable BI/Informatics review of treatment efficacy
<p>Services</p> 	<ul style="list-style-type: none">• Improves cross-company efficiency with one definitive service catalog• Delivers a more comprehensive partner catalog data and value added services
<p>Oil & Gas</p> 	<ul style="list-style-type: none">• Enhances asset management and optimizes inventory levels• Reduces order time with improved analytics
<p>Public Sector</p> 	<ul style="list-style-type: none">• Provides more accurate spend data across different systems and divisions• Delivers comprehensive view on services offered

Oracle Data Integration Solutions

Best-in-class Platform Across Major Data Integration Requirements

Oracle Applications

Custom Applications

MDM Applications

Business Intelligence

Activity Monitoring

SOA Platforms

Oracle Data Integration Solution

SOA Abstraction Layer

BPEL Process Manager

Enterprise Service Bus

Virtualization

Oracle Data Integrator EE

ELT/ETL

Data Transformation

Bulk Data Movement

Oracle GoldenGate

Real-time CDC

Zero Downtime Migration

Data Replication

Transaction Verification

Oracle Data Quality

Data Cleansing

Data Profiling

Match and Merge

silvercreek
SYSTEMS



Storage



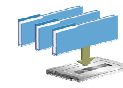
Data Warehouse/
Data Mart



OLTP
System



OLAP Cube



Flat Files



Web 2.0

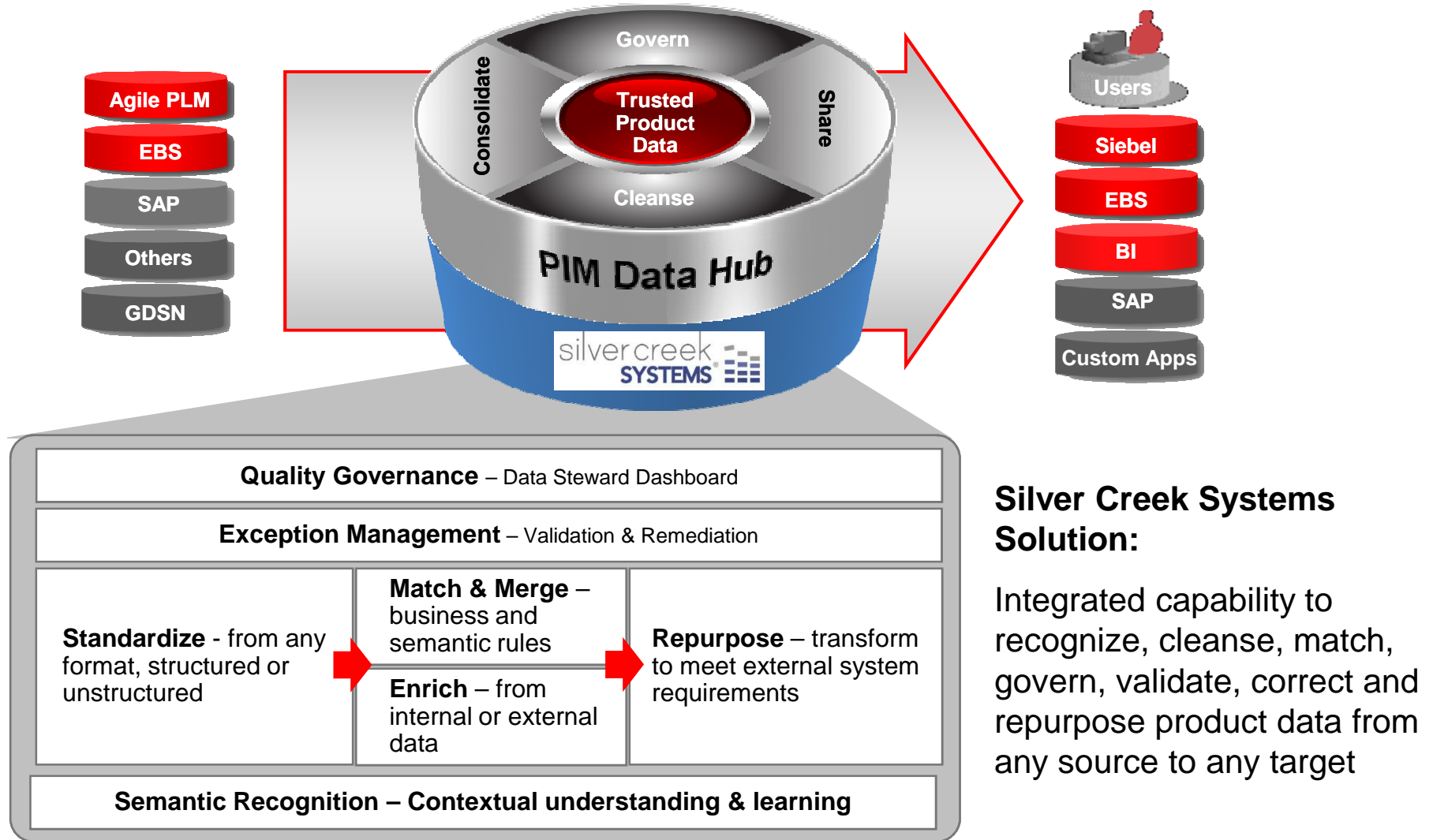


Web and
Event
Services, SOA

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Oracle Product Hub with Silver Creek Systems

Example: Semantic Recognition Further Improves Data Quality



Expanded Use of Silver Creek Solutions

Applicability beyond Oracle Product Hub

Cleanse product data directly in transaction systems

- Oracle Agile Product Lifecycle Management
- Oracle Sourcing
- Oracle EBS and Oracle JDE
- Oracle Value Chain Planning
- Oracle Retail Solutions (Retail Merchandising System)
- 3rd Party PLM - Siemens PLM, Dassault
- 3rd Party Sourcing - Ariba
- 3rd Party ERP - SAP, Infor
- 3rd Party Planning - i2
- 3rd Party Retail Solutions - JDA, Lawson

Cleanse product data for Data Integration and BI systems

- Oracle Data Integration
- Oracle Business Intelligence
- Oracle Enterprise Performance Management
- 3rd Party integration – Informatica, IBM
- 3rd Party BI – SAP BO, IBM Cognos

Cleanse other product-like business objects

- Asset data for Oracle Asset Lifecycle Management
- Supplier data for Oracle Supplier Hub and Oracle Sourcing
- Extend to other business objects



Oracle Customer Benefits

Silver Creek brings unique and complementary advantages to many Oracle solutions

- Expected to integrate product data quality into business applications e.g. Product Master, Lifecycle Management, Supply Chain and e-Commerce
- Silver Creek product data quality cleansing and matching capabilities are integrated with Oracle Product Hub
- Built on standards-based technology offerings with focus on Java and SOA application deployment

Silver Creek's products help solve complex product data issues with innovative technology and domain expertise

- Experienced development team with specialized R&D staff
- Recognized as a leader for its unique approach with semantic-based technology
- Strong product capabilities and ability to work with a vast variety of data formats
- Successful deployments with large enterprises in Healthcare, Manufacturing, Retail and Distribution

Select Silver Creek Customers

Global Manufacturer

- Enforced corporate-wide data standards to accelerate systems migration
- Eliminated large amounts of manual effort and workarounds

Global Retailer

- Increased online conversions and search usability
- Go-live with 1,000 product categories in 10 weeks
- Empowered merchandisers with 40x faster rule changes

Global Healthcare Company

- Automating product data quality – as an enterprise-wide service
- Key component of integrated MDM strategy

Leading Healthcare GPO

- Eliminated \$5MM per year of manual effort
- Improve information quality, timeliness and customer service levels

Office Supply Company

- Reduced manual effort while scaling operations
- Increased revenues through better customer experience and merchandising of high margin items

Industry Leading Food Distributor

- Saved at-risk MDM project
- Automated a manual process to scale operations



Customer Case Study

High Volume Matching for Contract Management in Healthcare

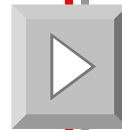


COMPANY OVERVIEW

- Premier Healthcare Alliance is one of the largest group purchasing organizations, responsible for evaluating products and services and then selecting the most cost-effective solutions for their membership of over 2,200 hospitals and 63,000-plus other healthcare sites

CHALLENGES

- Matching millions of hospital procurement records against purchasing contracts on a weekly basis
- Incoming data is highly variable resulting in poor match rates and expensive and slow processing



SILVER CREEK SYSTEMS PROVIDES

- Automated matching process – significant increase in match rate with combination of pattern-based and semantic matching
- PIM repository cleanup – automated enforcement of PIM data standards on existing data
- Governance process to enforce standards for new item introduction

RESULTS

- Cost savings – several millions of dollars per year in hard costs for manual match augmentation
- Increased customer satisfaction – more detailed information available more quickly
- New and differentiated services – based on rapid availability of detailed spend data

Customer Case Study

Distributed Enforcement of Centralized Data Standards



COMPANY OVERVIEW

- Emerson Network Power is one of the largest divisions of Emerson Corporation, a \$20 billion diversified global manufacturer

CHALLENGES

- Hundreds of operating systems (ERP, inventory, PLM) with little or no data consistency
- Migrating hundreds of back-office systems to Oracle applications
- Need to improve data quality and consistency to enable improved data integration and cross-system and cross-division interoperability

SILVER CREEK SYSTEMS PROVIDES

- Standards enforcement – automated enforcement of product data standards on existing data in existing systems
- Data transformation – deliver data in multiple standard formats as required by downstream systems
- Governance process to enforce standards for new item introduction

RESULTS

- PLM clean-up – enrich, standardize, identify duplicates
- Cost and time savings – in migrating data to new systems
- Exception management – broad automation allows focus on exceptions



Customer Case Study

Massive Scaling and Search for Online Retailing

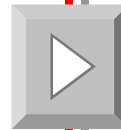
marketamerica®

COMPANY OVERVIEW

- Market America is a product brokerage and Internet marketing company that specializes in One-to-One marketing. Over 3 million Preferred Customers and over 180,000 Distributors and UnFranchise® Business Owners worldwide

CHALLENGES

- Customer dissatisfaction with (previous) online search experience
- Rich item data loaded from multiple sources but highly inconsistent in quality and structure and not immediately useable for search and navigation
- Desired scalability to require significant automation



SILVER CREEK SYSTEMS PROVIDES

- Automation of classification, extraction and standardization of attributes across over 4,000 distinct product categories
- Transformation of data optimized for web search as well as for several comparison shopping engines
- Highly scalable process from on-boarding new data sources

RESULTS

- 80x ramp-up in SKU-count without additional resources
- Improved user satisfaction – strong positive customer feedback on new search capabilities
- Key enabler of:
 - Customized feeds for shopping engines
 - On-boarding of new data sources
 - International expansion
 - Ability to launch several new websites

ORACLE®



A Compelling Combination

- ✓ Silver Creek and Oracle have a shared vision to enable customers to create and run agile intelligent business applications and maximize IT efficiency by:
 - Improving data quality, consistency and usability across enterprise applications through a foundation of accurate and well-managed product information
 - Enterprise-wide enforcement of centralized data quality and business rules through integrated capabilities that promote automated processes
- ✓ Silver Creek is already an OEM partner with Oracle and its products are complementary to Oracle's Information Management offerings
 - Further enables customers improve accuracy, completeness and integrity of their data to optimize their business operations
- ✓ The combination is expected to further extend Oracle's Data Integration and Supply Chain Management offerings
 - The combination is expected to further extend Oracle's offering to address data quality with semantic-based technology to manage complex product data across multiple industries



Next Steps

- Public announcement
 - January 4, 2010
- Communications with stakeholders
 - Analyst briefings
 - Customer and partner briefings
- Ongoing communications with customers, partners and employees
- More information can be found at
 - www.oracle.com/silvercreeksystems



ORACLE IS THE INFORMATION COMPANY