

Overview and Frequently Asked Questions

Overview

Oracle Buys AmberPoint

Strengthens Oracle Fusion Middleware SOA Suite and Enterprise Manager with Best-in-Class SOA Management Capabilities

Oracle has acquired AmberPoint. Acknowledged as a leader in SOA (Service-Oriented Architecture) management, AmberPoint has been recognized for its innovation in SOA Management, Business Transaction Management and run-time SOA Governance. The combination is expected to enable customers to reduce IT costs and improve customer satisfaction with end-to-end SOA Management and Business Transaction Management offerings.

Effective SOA Management has become increasingly important as organizations seek to improve business processes and application performance. Management of transactions such as account provisioning and insurance claims processing typically requires multiple applications to work together. The complexity is further magnified since these applications are often developed, deployed and managed by different teams. However, having an effective SOA Management solution in place can accelerate the diagnosis and resolution of issues in application performance and business transactions before the business is impacted.

The combination of Oracle and AmberPoint is expected to extend Oracle's leadership in Fusion Middleware SOA Solutions and provide customers with advanced capabilities in SOA Governance and SOA Management through a comprehensive, end-to-end SOA Management and Business Transaction Management offering. Adding AmberPoint's capabilities to Oracle's solutions is expected to provide customers with more agility and visibility into their business processes enabling increased control and performance of critical applications.

ORACLE CUSTOMER BENEFITS

The combination of Oracle's Fusion Middleware SOA offering and AmberPoint SOA Management is highly complementary, and is expected to provide customers with the following benefits after the transaction closes:

- Strong synergy with Oracle's Fusion Middleware stack-based applications and technology
- Expands Oracle Enterprise Manager expertise in the Fusion Middleware SOA Management and Business Transaction Management segment
- New capabilities for Application Discovery, Business Transaction Management and SOA Governance
- Provide visibility and management across heterogeneous distributed system
- Provide business monitoring for key performance metrics
- Provide for stronger end-to-end governance that allows customers to manage the entire lifecycle of Oracle Fusion Middleware SOA based solutions

AMBERPOINT CUSTOMER BENEFITS

The combination of AmberPoint and Oracle's offering is expected to provide customers with the following benefits after the transaction closes:

- Increased R&D investment in AmberPoint's solutions for a more complete Oracle Fusion Middleware SOA offering
- Highly complementary products to Oracle's Enterprise Manager Solutions and Services
- Access to Oracle's global support and services organizations

PARTNER BENEFITS

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

- Expanded opportunities to deliver solutions and services around a more complete Oracle Fusion Middleware SOA offering
- Extensive R&D investment to further advance AmberPoint's product offering
- Introduce new capabilities, by building on existing product offerings and integrating highly complementary technology
- Access to Oracle's global support and services organizations
- A more complete offering of applications and technology solutions
- All partners have the opportunity to take advantage of extensive worldwide resources, enablement and growth opportunity through the Oracle PartnerNetwork program

Frequently Asked Questions

BUSINESS RATIONALE

What is the rationale for this acquisition?

This combination underscores Oracle's product strategy to provide customers with a comprehensive Fusion Middleware SOA offering that improves performance and lowers IT costs. AmberPoint's industry-leading technology and Oracle's solutions are highly complementary and is expected to provide customers more agility and visibility in their business processes. Adding AmberPoint's technology to Oracle's offerings will enable increased control and performance of critical applications across the enterprise.

AmberPoint's product is expected to augment Oracle's Fusion Middleware SOA offering, and provide critical functionality requested by customers:

- Provide visibility and management across heterogeneous distributed system
- Diagnose and pro-actively manage performance of business transactions
- Provide business monitoring for key performance metrics
- Actively enrich SOA design time with run-time metrics for closed-loop SOA governance

The combination demonstrates Oracle's commitment to provide customers with leading capabilities to enable performance while reducing IT costs.

Why did Oracle select AmberPoint?

AmberPoint and Oracle have a shared vision to provide customers with a comprehensive Fusion Middleware SOA Management offering that is complete, open and integrated to support modern IT environments.

AmberPoint offers proven technology, awarded for its innovation and leadership for its solutions in SOA Management, SOA Governance and Business Transaction Management. AmberPoint's solution has been successfully deployed across many industries including Government, Financial Service, Healthcare and others. AmberPoint also provides an experienced team with deep domain expertise in SOA Management and is expected to join Oracle.

The AmberPoint solution will provide several critical capabilities requested by customers.

- Application Discovery – Automatically discovers components and interactions and ensures visibility of the entire heterogeneous SOA environment
- Application Performance Management – Tracks end-to-end performance and availability
- Business Transaction Management – Ensures reliability of individual business transactions and tracks the progress in real time to pinpoint any issues
- SOA Governance – Provides closed-loop governance by reporting run-time results to design-time governance solutions

PRODUCT OVERVIEW AND STRATEGY

What products does AmberPoint currently develop and support?

AmberPoint currently develops and supports AmberPoint Management Systems, AmberPoint Express and AmberPoint Governance System. These solutions provide customers with end-to-end visibility and compliance across composite applications.

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

With this acquisition, Oracle has initiated a review of the AmberPoint 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 AmberPoint's solutions are expected to increase after the closing, as they will then be able to share in Oracle's \$2.7 billion R&D budget.

How compatible are AmberPoint's products with Oracle's products?

AmberPoint's products are highly complementary to Oracle's technology and adhere to open industry standards. They specifically augment Oracle's offering by:

- Providing visibility and management across heterogeneous distributed system
- Diagnosing and pro-actively managing performance of business transactions
- Providing business monitoring for key performance metrics
- Providing for stronger end-to-end governance that allows customers to manage the entire lifecycle of Oracle Fusion Middleware SOA based solutions

How does Oracle plan to maintain AmberPoint's domain expertise after the closing?

The goal of the combination is to complement Oracle's solutions. AmberPoint brings significant domain expertise in the area of SOA Management and Business Transaction Management. After the close of the transaction, AmberPoint employees are expected to join Oracle.

CUSTOMERS AND PARTNERS

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

AmberPoint products are complementary to Oracle Fusion Middleware SOA offerings and the combined solution is expected to provide a more comprehensive solution than available today. AmberPoint 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 AmberPoint partners?

We expect business to continue as usual for AmberPoint partners. To provide for a smooth transition, existing AmberPoint 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. 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, AmberPoint partners are expected to benefit from 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 AmberPoint products?

Please contact your existing AmberPoint sales representative to assist you, or visit www.amberpoint.com for contact information.

Should AmberPoint customers continue to call AmberPoint customer support?

Yes, AmberPoint customers should continue to use existing AmberPoint contacts for support, professional services and sales to address immediate and ongoing needs. We will communicate all changes and transitions occurring after the close of the transaction well in advance through these familiar channels.

Should AmberPoint customers continue to contact their AmberPoint sales representative?

Yes, customers should continue to rely on existing relationships.

Will training on AmberPoint products continue?

Yes, we plan to combine the AmberPoint 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 AmberPoint leadership and employees be retained?

The goal of the combination is to complement Oracle offerings. The acquisition of AmberPoint demonstrates Oracle's commitment to providing leading solutions for our customers. AmberPoint's management and employees have significant domain expertise in SOA Management, and are expected to become an integral part of Oracle.

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

For more information, please visit oracle.com/amberpoint

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. THE DEVELOPMENT, RELEASE AND TIMING OF ANY FEATURES OR FUNCTIONALITY DESCRIBED FOR AMBERPOINTS PRODUCTS REMAINS AT THE SOLE DISCRETION OF AMBERPOINT.