




ORACLE® | **AMBERPOINT**

Oracle Buys AmberPoint

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

February 12, 2010



Oracle is currently reviewing the existing AmberPoint's 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 AmberPoints' product roadmap are at the sole discretion of Oracle.

All product roadmap information, whether communicated by AmberPoint 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 AmberPoint**
 - Strengthens Oracle Fusion Middleware SOA Suite and Oracle Enterprise Manager with best-in-class SOA Management capabilities
 - The transaction closed on February 12, 2010.
- **About AmberPoint**
 - A private company, based in Oakland, CA
 - Acknowledged as a leader in SOA (Service-Oriented Architecture) Management by respected industry analysts
 - Repeatedly awarded for its innovation and leadership in SOA Management, Business Transaction Management and run-time SOA Governance
 - Significant customer base across multiple industries
- **Combination further extends Oracle Fusion Middleware's industry leading SOA capabilities**
 - AmberPoint provides best-in-class and mature SOA Management products
 - AmberPoint's SOA Management products further extends Oracle's SOA offerings including SOA Suite, SOA Governance and Enterprise Manager
 - 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

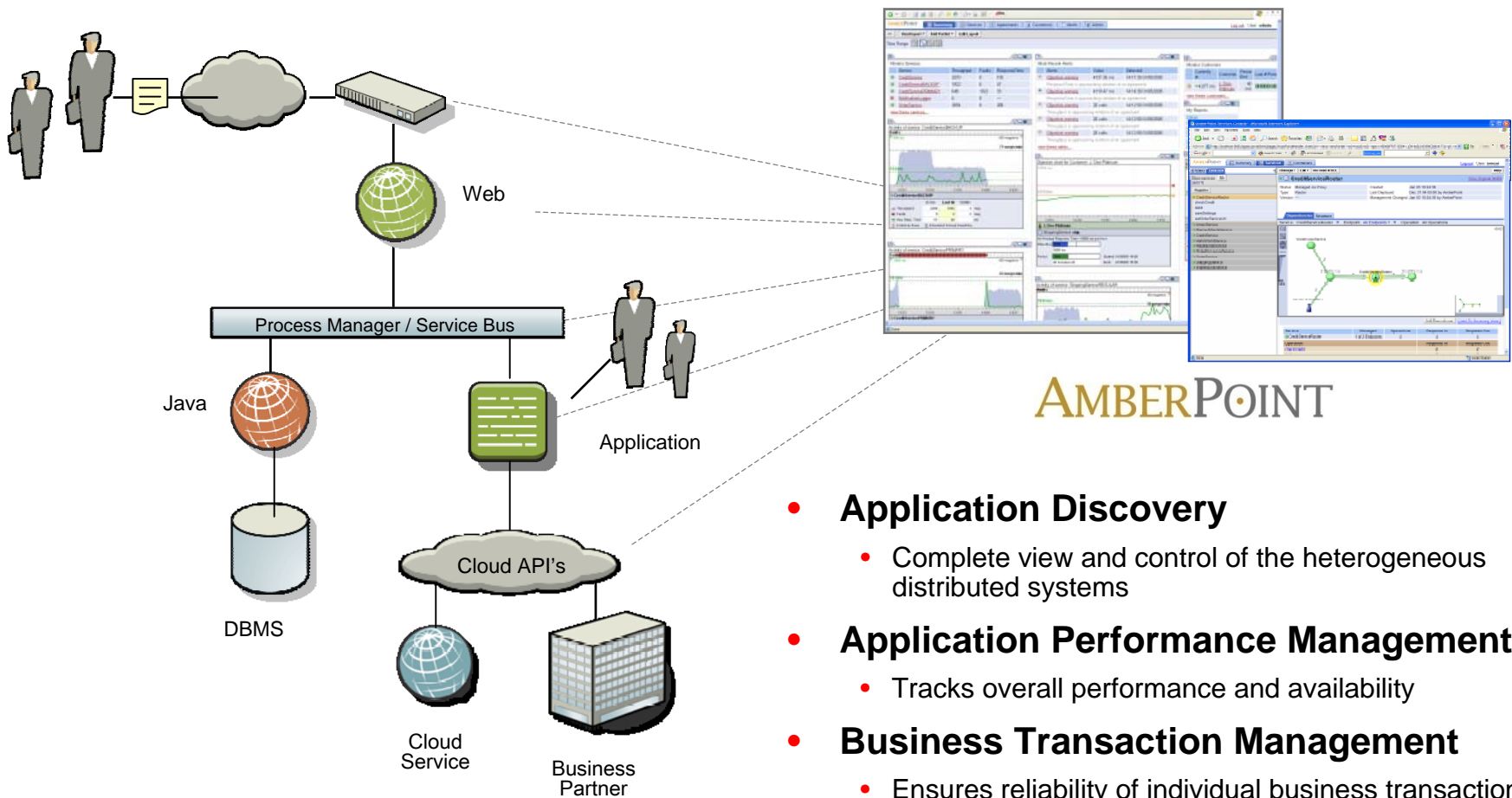


Strategic Importance to Oracle

- **Organizations rely on SOA Management to improve business processes and application performance**
 - Effective SOA Management accelerates the diagnosis and resolution of issues in application performance and business transactions before business is impacted
 - Executing transactions such as account provisioning, insurance claim processing requires multiple applications and services to work together
 - Management of these transactions is complex since they involve multiple applications that are often developed, deployed and managed by different teams
- **AmberPoint's products augment Oracle Fusion Middleware SOA Suite and Oracle Enterprise Manager**
 - Provide visibility and management across heterogeneous systems
 - Real-time monitoring and diagnosis of critical business transactions
 - Provide for stronger end-to-end governance that allows customers to manage the entire lifecycle of SOA based solutions
- **Combination underscores Oracle's product strategy to provide customers with a comprehensive Oracle Fusion Middleware SOA offering that improves performance and lowers IT costs**

AmberPoint's Management System

Incorporates Multiple Aspects of SOA Management



- **Application Discovery**
 - Complete view and control of the heterogeneous distributed systems
- **Application Performance Management**
 - Tracks overall performance and availability
- **Business Transaction Management**
 - Ensures reliability of individual business transactions
- **SOA Governance**
 - Run-time governance for services

Unique Qualities of AmberPoint's Solutions

Adds Capabilities to Oracle Fusion Middleware SOA Suite

Application Discovery

- Automatically discovers components and their interactions
- Ensures visibility of the entire heterogeneous SOA environment

Application Performance Management

- Tracks overall performance and availability
- Monitors customer-oriented service level agreements

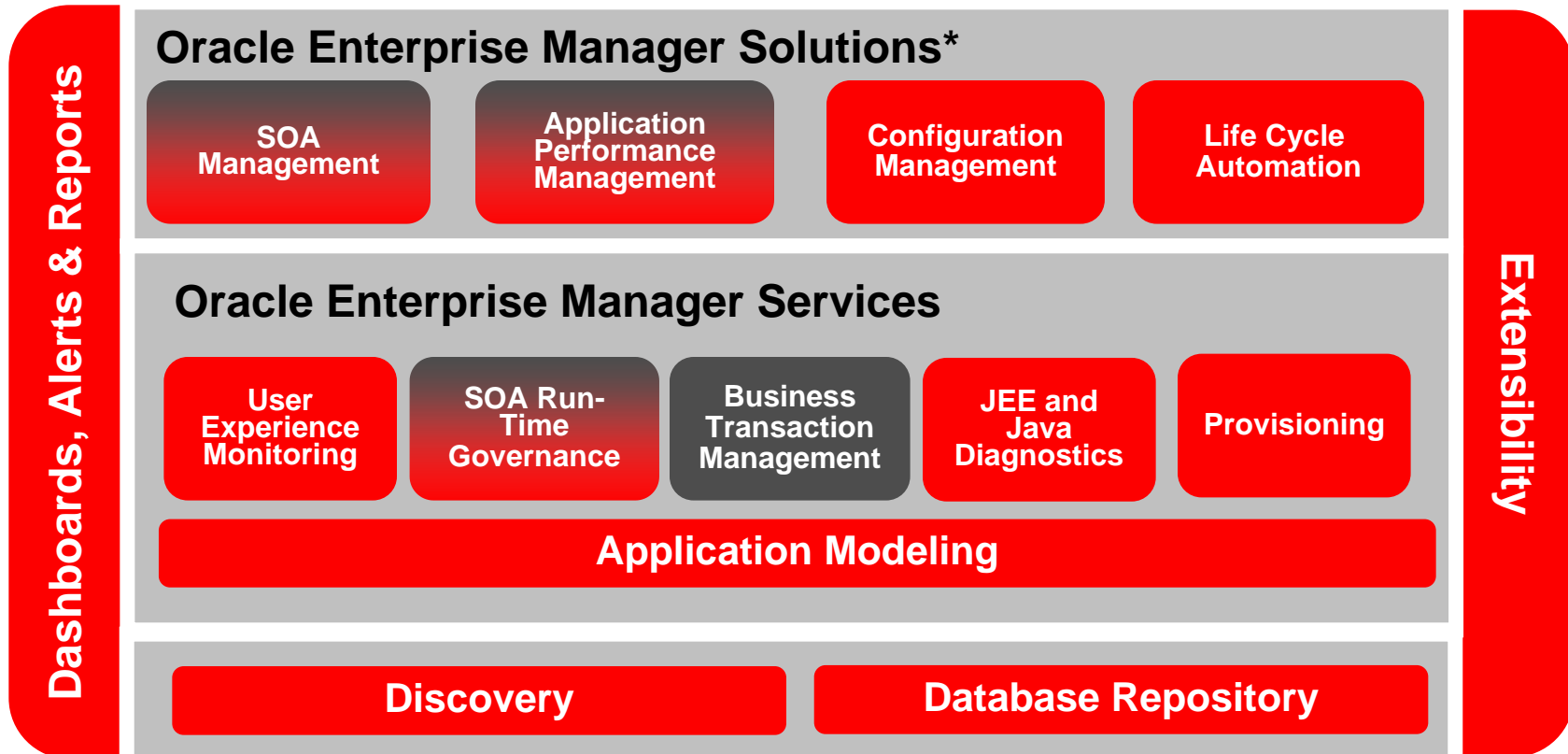
Business Transaction Management

- Tracks business transaction progress in real-time and pinpoints issues as they develop
- Identifies impacted customers to provide for improved customer retention

SOA Governance

- Discovers and reports run-time services and metrics to governance repositories

AmberPoint Complements Oracle Solutions




* A subset of Oracle Enterprise Manager's capabilities focusing on application management



Oracle SOA, BPM* and Integration

A Comprehensive Offering



 **AIA Process Integration Packs**
 Packaged Integration Flows For Specific Applications & Processes

AIA Foundation Packs



Reference
Process Models




Common Object Definitions
& Standard Shared Services




SOA/BPM Framework
& Methodology


SOA Infrastructure



Messaging & Events,
ESB




CEP, BAM




B2B

Process Infrastructure




Process
Management




Document
Workflow

Governance



Registry &
Repository

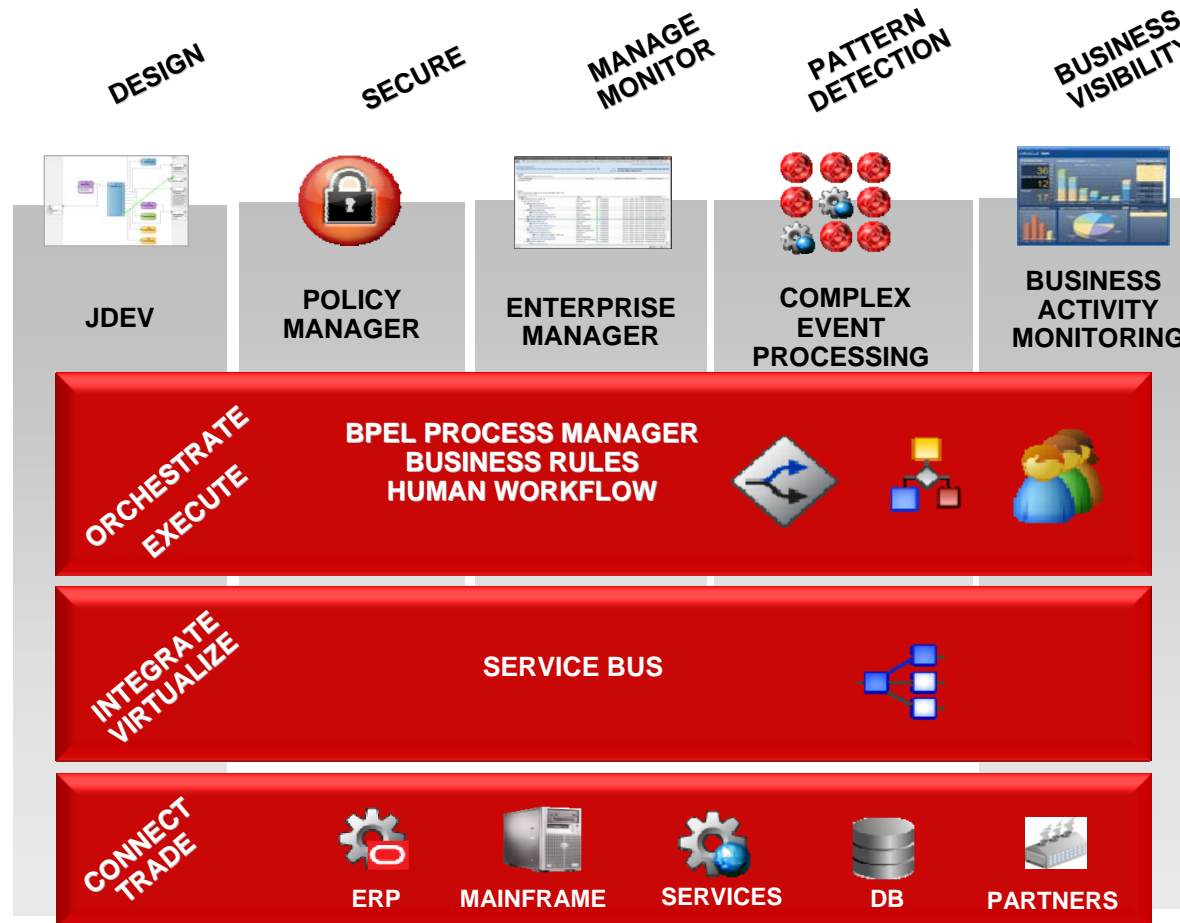


Service
Management

*Business Process Management

Oracle SOA Suite

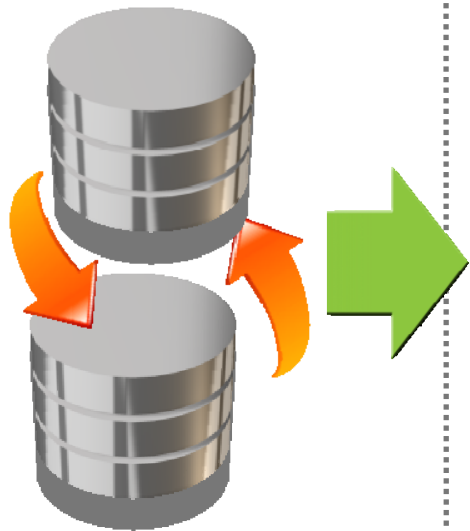
Complete. Open. Integrated. Best-of-breed.



Oracle SOA Governance

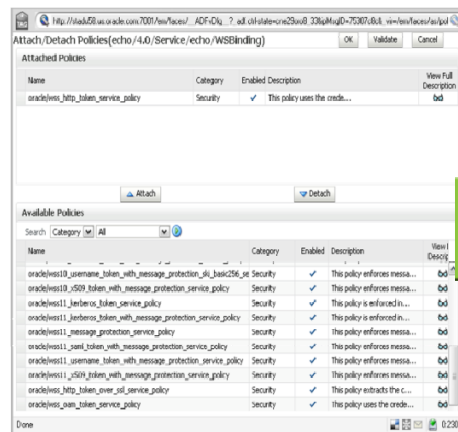
Comprehensive Governance & Policy Management

Registry/Repository



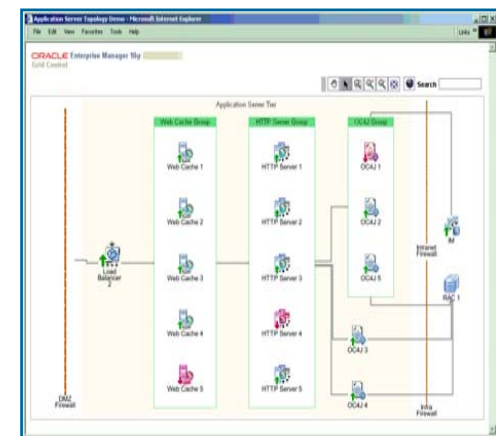
**Publish, Discover,
Change Manage
Services**

Policy Manager



**Federated Policy
Manager**

**SOA Management
Pack**



**Provision Services &
Monitor SLAs**

Oracle SOA Customers

Over 6,000 Customers Across Multiple Industries

Finance/ Banking



Public Sector



Manu. / Logistics



Telecom



High Tech



Healthcare



Retail/ CPG



Other Industries



ORACLE

Oracle and AmberPoint Solutions

Expected Differentiators for Customers

ORACLE®
AMBERPOINT™

IBM®

TIBCO®

	ORACLE® AMBERPOINT™	IBM®	TIBCO®
Single Integrated Designer	✓		
Declarative Standard MVC Framework	✓	✓	
Full Lifecycle Governance Tools	✓	✓	
Heterogeneous Platform Support	✓		
Business Transaction Management	✓		
Closed Loop Process Optimization	✓		✓
Single Integrated Metadata Manager	✓		
End-to-End Application Performance Mgmt	✓		
Business Data based monitoring and Mgmt	✓		
SOA Performance Analysis	✓	✓	

AmberPoint Benefits Oracle Customers

AmberPoint brings unique and complementary advantages to Oracle SOA Suite and Governance

- Strong synergy with Oracle's Fusion Middleware stack based applications and technology
- Provides out-of-box support and management of heterogeneous distributed applications
- Expands Oracle's expertise in the SOA Management and Business Transaction Management segment
- Expected to leverage AmberPoint's products for Application Performance Management
- Make AIA integrations easier to monitor and manage

AmberPoint's products provides critical functionality requested by customers

- Automatic discovery and management of heterogeneous environments
- Real-time monitoring of critical business transactions and completion of business processes
- Tracking business and user service level agreements
- Provide for end-to-end governance that allows management of the entire lifecycle of SOA solutions

Leading AmberPoint Customers



Government



Healthcare



Financial Services



Other Services



Customer Success

Global Leader in Communications Solutions



COMPANY OVERVIEW

With sales of over \$30 billion, Motorola provides a broad range of communications and mobile solutions used by individuals, businesses, and governments worldwide

CHALLENGES

- Difficult to diagnose transaction failure across SOA architecture used to improve application integration
- Ensuring system performance in a heterogeneous SOA environment

AMBERPOINT PROVIDED

- Management across entire heterogeneous application environment
- Service level visibility across application components, service buses and databases

RESULTS

- Able to ensure consistent performance results across services running on a variety of platforms
- Reduced costs by simplifying the management of their complex SOA environment
- Detailed visibility into transaction issues that facilitates rapid resolution and increased customer satisfaction

Customer Success

Worldwide Leader in Travel Insurance and Services



COMPANY OVERVIEW

Mondial Assistance Group is a worldwide leader in travel insurance and related services. The Mondial Assistance Group has more than 8,550 employees and work with a network of 400,000 service providers and 180 correspondents worldwide

CHALLENGES

- Their distributed eCommerce applications for selling insurance through partners required manual management
- The company had to meet stringent Service Level Agreements (SLA's) with key partners or face penalties

AMBERPOINT PROVIDED

- Real-time visibility into system performance and behavior across the complete SOA environment
- Management of service levels to meet formal SLA's
- Automated reporting on key operational metrics for business partners

RESULTS

- Higher quality of service for travel industry partners
- Cost savings from avoiding penalties from non-compliance of SLA's
- Lower overhead costs to maintain eCommerce operations





Oracle + AmberPoint

A Compelling Combination

- ✓ AmberPoint and Oracle have a shared vision to provide customers with a comprehensive Oracle Fusion Middleware SOA Suite offering that is complete, open and integrated to support modern IT environments
 - Demonstrates our commitment to provide customers with leading capabilities to enable improved performance while reducing IT costs

- ✓ AmberPoint's technology and Oracle's solutions are highly complementary and is expected to provide customers more agility and visibility into their business processes
 - Adding AmberPoint's industry-leading technology to Oracle Fusion Middleware SOA Suite & Governance will further enable increased control and performance of critical applications

- ✓ The combination is expected to further extend Oracle's leadership in Fusion Middleware SOA Management Solutions and provide customers with:
 - Advanced capabilities in SOA Governance and Business Transaction Management through a comprehensive Fusion Middleware SOA Management offering



Next Steps

- Public announcement
 - The transaction has closed.
- 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/amberpoint



ORACLE IS THE INFORMATION COMPANY