Industry Leaders Combine to Deliver Best-In Class Cross-Channel CRM, Retail, and Commerce
The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any 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.
Agenda

- Oracle & ATG Together – Strategic Rationale
- Oracle & ATG – Unified Product Strategy
- Customer & Partner Feedback
Strategic Rationale
Oracle & ATG Together – Strategic Rationale

- Businesses want to reach customers and carry out commerce through multiple channels
- Businesses want to provide customers with common business processes and a unified experience across channels
- Oracle & ATG together provide a complete and best-of-breed suite of products - technology & applications (CRM, Retail, Supply Chain, ERP) - to enable cross-channel CRM, retail, and commerce
- Oracle & ATG have a clear strategy and phased roadmap to integrate their products and rapidly deliver this unified vision
- Customers, partners, and analysts have reacted positively to the acquisition and combined product roadmap
Oracle and ATG Address a Significant Market Opportunity

$4.2 billion  e-Commerce Software\(^1\)

$8.3 billion  Retail Applications Software\(^2\)

$15.7 billion  CRM Software\(^3\)

ATG is the Leading e-Commerce Software Provider
Oracle is the Leading CRM and Retail Applications Provider

7 Reasons Why Companies Need ‘Cross Channel’

1. Companies must interact with customers across more channels
2. These channels only support siloed processes, requiring duplication
3. These siloed channels dramatically increase integration expense
4. LOBs cannot make smart trade-off decisions to effectively align to KPIs across channels
5. CRM is not leveraged by today’s cross-channel customer journeys
6. Frustrated customers lead to lost wallet share, loyalty and revenue
7. Customer channels will increasingly leverage Web technology
Companies Must Interact with Customers Across More Channels

Store  Call Center  Field Service  Online

Mobile  Social  Kiosks  Clienteling
These Channels Only Support Siloed Processes

Social  Mobile  Online  Store  Call Center  Field Service

Pricing  Promotions  Order Capture  Logic  Data
Siloed Channels Dramatically Increase Integration Expense

- Integration of end-to-end processes spanning multiple systems
- Replication of business logic and rules across channels
- Replication of business process across channels
- Replication of data across channels
- Replication of business planning and management across channels
- Investment in multiple middleware systems and technology stacks
LOBs Cannot Make Smart Trade-Off Decisions to Effectively Align to KPIs Across Channels

Cross-Channel Merchandise Optimization

Cross-Channel Merchandise Execution

Store Merchandising

eCommerce/ Mobile Merchandising

Catalog Merchandising

Point-of-Sale Buying Behavior, Loyalty, & Returns Management

Web-Store/Mobile Buying Behavior, Loyalty, & Returns Management

Call Center Buying Behavior

Cross-Channel Inventory Visibility, Available to Promise, & Fulfillment

Customer Information & Loyalty
CRM Is Not Leveraged By Today’s Customer Journeys

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<th>Research</th>
<th>Shop</th>
<th>Buy</th>
<th>Pickup</th>
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- **Research:**
  - Comparison Site
  - Visit Retail Store
  - Kiosk
  - Browse Catalog
  - Google Search
  - Product Info
  - Facebook Fan Club

- **Shop:**
  - Buy Online
  - Chat
  - Place Order
  - Begin Catalog Order
  - Email Order Confirm w/Rec
  - Read Reviews

- **Buy:**
  - Buy Online
  - Call to Research Accessory
  - Local Store
  - Troubleshoot On Community

- **Pickup:**
  - Return in Store

- **Service:**
  - Return in Store

**Notes:**

- CRM is not leveraged by today’s customer journeys due to the fragmented and isolated nature of customer touchpoints across various channels.
Frustrated Customers Lead to Lost Wallet Share, Loyalty and Revenue

**CUSTOMER FRUSTRATION**

- 50% Percentage of customers dissatisfied with cross-channel experience

**LOST REVENUE**

- 59% Percentage of multi-channel customers that switch vendors after a single bad experience
- $338 Billion Revenue lost by enterprises in 16 key global economies due to customer defections and abandoned purchases

ORACLE
Customer Channels will Increasingly Leverage Web Technology

Mobile Shopping

Kiosk

Point of Sale

Clienteling

GET /index.html HTTP/2.0
Host: www.example.com

<!doctype html PUBLIC>
Companies Want a Single-Provider Solution That…

- Leverages customer information from all channels and systems
- Manages interactions across all channels
- Unifies commerce, merchandising, marketing, and service across all channels
- Provides personalized, choreographed consumer journeys across all channels
- Integrated to supply chain management, and order orchestration and fulfillment
Oracle and ATG Together

BEST-IN-CLASS

Cross Channel

CRM | Retail | Commerce
Unified Product Strategy
Oracle and ATG Deliver Best-In-Class CRM, Retail and Cross-Channel Commerce

1. Deliver cross-channel sales, marketing, service and loyalty

2. Provide cross-channel merchandising, pricing and order capture

3. Support integrated order orchestration, order management, order fulfillment, and intelligent supply chain management

4. Exploit industry standard Fusion Middleware
Why Oracle + ATG for Retail - Today
Best-in-Class CRM, Retail, and Cross-Channel Commerce

1. Unify online and offline merchandising
   - Receive targeted offer via email
   - Go to Web, chat with agent and order
   - Ask cashier to place additional Web order for item not at store
   - Pick up items in store

2. Automate end-to-end cross-channel retail operations, including order capture, supply chain, fulfillment, and service
   - Receive thank-you SMS and loyalty reward

3. Deliver seamless cross-channel consumer experience
Why Oracle + ATG for Telecommunications - Today
Best-in-Class CRM, Retail, and Cross-Channel Commerce

1. Enable next-generation, integrated self-service channels

2. Reduce time to market for new products and services

3. Lower costs and improve operating efficiency through integrated cross-channel order and supply chain management

- Review product friend referred to on Facebook
- Receive thank-you email
- Activate service on smartphone
- Go to Web, click-to-call agent and add item to wishlist
- Visit store and complete order
Why Oracle + ATG for Financial Services - Today
Best-in-Class CRM, Retail, and Cross-Channel Commerce

1. Provide personalized recommendations for financial products and services

2. Enable continuous cross-channel processes

3. Support and integrate key customer interactions across channels
### Why Oracle + ATG for You

**Best-in-Class CRM, Retail, and Cross-Channel Commerce**

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<th>CUSTOMER</th>
<th>TODAY</th>
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<td><strong>atg.</strong></td>
<td><strong>Best-in-Class Commerce</strong></td>
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<td><strong>SIEBEL</strong></td>
<td><strong>CUSTOMER RELATIONSHIP MANAGEMENT</strong></td>
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Introducing ATG Commerce 10

• The culmination of 15 years of Commerce experience, innovation, leadership and customer success

• The largest and most significant release in 10 years

• Reflects and enables the evolution from ‘eCommerce’ to ‘Cross-channel commerce’
ATG Commerce 10
Driving Cross-Channel Commerce

ATG Commerce
- Market-leading Commerce
  - Rich, personalized shopping experience
  - Cross-Channel Merchandising

ATG Optimization
- OnDemand Solutions
  - Automated Product Recommendations
  - Customer LiveHelp

ATG Commerce 10 advancements
- Multi-Site
- Merchandising App
- Promotions

Business Users
Create and Manage

Personalized Experience
Customers
ATG Commerce 10
Empowering Business Users

• Built for simplicity and usability
• Enables personalized cross-channel merchandising
  – Catalogs, Pricing, Promotions, Content
• Drives consistent interactions across all ‘Sites’
  – Web, Mobile, In-store, Contact Center
ATG Commerce 10
Market-Leading Merchandising Applications
ATG Optimization

Optimizing Cross-Channel Interactions

• Live Help
  – Unified agent console with Click to Call, Chat & Email integration
  – Improved agent productivity and security features

• Recommendations
  – Live recommendations management & analytics
  – More powerful merchant control over relevancy and filtering
Integrating ATG with Oracle Fusion Middleware
Add Best-in-Class Oracle Technology to Industry-Leading Online Commerce Platform

- Integration with Oracle Business Intelligence Suite Enterprise Edition for full range of analytic and reporting capabilities
- Certification with Oracle WebLogic Server for high availability and scalability, and superior Oracle integration
- Integration with Oracle Coherence for leading replicated and distributed data management and caching
- Integration with Oracle Universal Content Management for enterprise-class content management
- Certification with Oracle Identity Management for management of high population B2C customer bases
- Certification with Oracle Database11g R2, and Oracle Exalogic for complete, integrated application-to-disk solution
- Integration with Oracle SOA Suite and Oracle BPM Suite for standards-based process orchestration
- Integration with Oracle WebCenter Services for communities and social collaboration within ATG
- Integration with Oracle Real-Time Decisions for cross-channel, unified real-time decisioning and messaging
Integrating ATG with Oracle Siebel CRM and Oracle E-Business Suite
Add Best-in-Class CRM and ERP to Industry-Leading Online Commerce Platform

- Integration with Oracle E-Business Suite (EBS) for unified supply chain management, available to promise (ATP), fulfillment, and unified product master
- Integration with Siebel and Oracle EBS Order Management for cross-channel, consistent commerce processes, pricing and promotions, content personalization and real-time product recommendations
- Integration with Siebel Loyalty to reward and recognize customers and enable loyalty currency for commerce across channels
- Integration with Siebel Marketing for cross-channel, closed-loop campaign management and dynamic 1:1 personalized communication
- Integration with Oracle Fusion Distributed Order Orchestration for cross-channel order orchestration and fulfillment across heterogeneous supply chains
- Integration with Siebel Service to enable cross-channel support, including knowledge management and live help
Integrating ATG with Oracle Retail Applications

Add Best-in-Class Retail Applications to Industry-Leading Online Commerce Platform

- Integration with Oracle Retail Point of Service for unified customer recognition and cross-channel order execution
- Integration with Oracle Retail Merchandising for cross-channel inventory visibility & reservations and endless aisle product assortments
- Integration with Oracle Retail Price Management and Price Optimization for optimized pricing and promotions across all channels
- Integration with Oracle Retail Assortment and Category Planning for optimized cross-channel assortments
- Integration with Oracle Retail Demand Forecasting for accurate cross-channel sales and inventory demand
- Integration with Oracle Retail Advanced Inventory Planning for optimized inventory distribution across the supply chain using commerce information
Customer & Partner Feedback
Customers and Partners Respond Positively

“As a customer of both Oracle and ATG, we view the integration of the two companies as a natural fit. We look forward to new efficiencies that address our online and cross-channel business strategies and help us further provide superior customer experiences.”

Kevin Cunningham, Global Head of Online

“With customers rapidly moving to online digital channels for commerce, Oracle and ATG combined will offer leading companies all of the capabilities they need, from a single provider, to deliver consistent and high quality cross-channel customer journeys that result in high-value brand experiences.

Ewen Sturgeon, CEO, LBi EMEA
Analysts Respond Positively

"Oracle has already assembled quite a few key components to the new connected commerce offering with robust CRM, merchandising, analytics, inventory management, etc. and with this addition to its portfolio extends the platform significantly. In particular, ATG adds a robust platform that works across online, in store and mobile channels creating the new omni-channel commerce offering."

–Michael Fauscette, Group Vice President, Software Business Solutions

"Oracle’s acquisition of ATG is important for current Oracle Retail users who’ve been contemplating an ecommerce refresh, but it also creates an opportunity for the mid-market, with end-to-end-to-end-to-end solutions available from a single vendor. Oracle is assembling a stunning suite of retail products."

–Paula Rosenblum, Managing Partner

"eCommerce sits at the gateway for Social CRM, Mobile, and Cloud. Companies now realize the need to consolidate multi-channel efforts onto common platforms. ATG gives Oracle one of the leading eCommerce platforms."

–R "Ray" Wang, Principal Analyst and CEO

Note: IDC Quote Source -- “Modern eCommerce, or is that just next gen commerce?” Michael Fauscette, IDC, November 8, 2010
Press Respond Positively

“Analysts said the acquisition, due to close early next year, was a good move for Oracle as it boosted its competitive position against Salesforce.com, as well as International Business Machine Corp…” “It's a nice, safe acquisition for Oracle,” said Avian Securities analyst Jeff Gaggin, adding that the deal will expand Oracle's retail software portfolio, which includes Retek, a retail software company it acquired in 2005.” (11/2/2010)

“While ATG’s e-commerce application may not be industry-specific, it will complement Oracle’s already extensive CRM software.” (11/3/2010)

“The news is that Oracle is buying independent ecommerce software provider, ATG of Cambridge, MA for $1 billion. I think it’s a good move for both companies.” (11/2/2010)

“Oracle can now offer a complete multi-channel commerce solution across web, branch, call-to-click and mobile.” (11/11/2010)
Summary
Oracle & ATG Together – Strategic Rationale

- Businesses want to reach customers and carry out commerce through multiple channels
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