

Overview and Frequently Asked Questions

Overview

Oracle Buys Endeca

Combination Provides Best-in-Class Technology and Applications for Unstructured Data Management, Business Intelligence, and Web Commerce

On October 18, 2011, Oracle announced that it has agreed to acquire Endeca Technologies Inc. (Endeca), a leading provider of unstructured data management, web commerce and business intelligence solutions.

The transaction closed on December 5, 2011.

The explosion of data variety and volume, including enterprise content and application data, social media, sensor data and third-party feeds, has changed the way that companies and consumers interact and how businesses want to use this information. Unlike traditional forms of enterprise transactional data, the information contained in this data is unstructured and can be difficult to capture and analyze effectively. Companies want to store, manage and analyze both structured and unstructured data to provide a deeper understanding of consumer behavior and gain greater insight into their own business performance. By leveraging a common data management, cross channel commerce and business intelligence solution, that supports both structured and unstructured data requirements, customers are expected to improve productivity, innovation and growth.

Endeca's leading unstructured data management engine, customer experience management applications and business intelligence applications help enterprises improve decisions and deliver a superior customer experience. Endeca's MDEX Engine[®], enables enterprises to correlate and analyze unstructured data. Endeca InFront[™] is a leading customer experience management platform that enables businesses to deliver highly targeted and relevant customer

experience online with advanced merchandising and content targeting tools for web commerce. Endeca Latitude[®] is a technology platform that enables businesses to rapidly develop analytic applications bringing information from many unstructured and structured information sources together. Over 600 customers across industries rely on Endeca's highly intuitive products.

The combination of Oracle and Endeca is expected to create a comprehensive technology platform to process, store, manage, search and analyze structured and unstructured information together. After the transaction closes, Oracle expects to enable businesses to effectively use analytics to correlate and analyze structured and unstructured information together to make better decisions and to improve business process efficiency. Oracle also plans to enable businesses to merchandise, market, transact, fulfill and support customers more effectively across all commerce channels.

Endeca management and employees have significant domain expertise and are expected to join Oracle after the transaction closes.

BUSINESS RATIONALE

What is the rationale for this acquisition?

The convergence of structured and unstructured information is driving the need for a common data management and analytics platform to organize, analyze and maximize the value of information within the enterprise. There is significant growth of unstructured data being created by consumers and businesses alike, however unstructured forms of data that can be found in sources such as email, social networks and Weblogs can make it more difficult to organize, manage and analyze the data.

As a result, this has created a need for companies to seek a solution to manage both structured and unstructured data. A common data management platform is expected to provide companies with the ability to transform the enterprise in these areas:

- Information Management - Rapid information change across diverse data and content sources in the enterprise requires deep analytical and search capability on structured and unstructured data to uncover business opportunities
- Web Commerce – Increase of mobile and social commerce requires advanced search, navigation and relevant responses – driving more conversions and purchases
- Business Intelligence – Empower non-technical users to explore and analyze large, complex, and diverse collections of structured and unstructured information from a single user interface

What is unstructured data?

Unstructured data has no pre-defined data model and/or does not fit well into relational tables. Typically, there is no identifiable structure – it is text-heavy and generally in free form text. A few examples of this type of data are email, documents, presentations, web content and social media. Due to the explosion and proliferation of the internet and social media, unstructured data is growing exponentially – and companies are looking for better ways to manage this data.

What is structured data?

Structured data can be organized and is easily identifiable. Users can search by data type within the actual content. For example, SQL (Structured Query Language) allows user to select specific pieces of information based on columns and rows in a field. Structured data has traditionally been captured and stored by enterprises. For example, information generated by enterprise resource planning and supply chain applications is structured data.

What's the value of a common data management platform?

The more a company can analyze all the quality data available, whether it is structured or unstructured, the more it will allow them to fully understand customer dynamics and business opportunities. By correlating data across structured and unstructured sources, businesses can ultimately make stronger and more profitable decisions.

Why did Oracle select Endeca?

Endeca offers leading unstructured data management, web commerce, and business intelligence solutions. Endeca's products help enterprises analyze unstructured data, deliver better business intelligence, and provide a superior customer experience. More than 600 global enterprises rely on Endeca's solutions to increase the value of their online customer interactions and business knowledge through their advanced business intelligence and Guided Navigation[®] solutions. Oracle and Endeca have many of the same customers, across many industries – and our products are complementary. Endeca is recognized as a leader for its unique approach in hybrid-search-analytical technology that enables consistent search, navigation and analytics on diverse and changing information.

What is Oracle's strategy for unstructured data management?

Oracle plans to provide a comprehensive technology platform to process, store, manage, search and analyze structured and unstructured information together. With the combination of Oracle and Endeca products, Oracle expects to deliver a suite of analytic tools to correlate and analyze structured and unstructured data through common sets of user interfaces. After the close of the transaction, Oracle also expects to develop and deliver a broad suite of packaged analytics applications that will help to extend corporate and industry specific business process to include unstructured and structured data.

What is Oracle's strategy for eCommerce solutions?

Oracle currently provides a leading platform for CRM and cross-channel commerce. With the addition of Endeca products, Oracle expects to deliver an integrated suite of commerce and customer experience management products to help companies improve their customers' interactions across all channels. These solutions are expected to help customers improve customer relationships, increase sales and order values.

PRODUCT OVERVIEW AND STRATEGY

What products does Endeca currently develop and support?

Endeca is a provider of the following products:

Endeca's MDEX Engine enables enterprises to correlate and analyze semi-structured and unstructured data. Unlike traditional search technology, which treats unstructured data as text, Endeca's technology analyzes latent structure and correlates it to existing structured databases, allowing enterprises for the first time to combine structured and unstructured data in a single decision-making environment.

Endeca InFront is a leading customer experience management platform that enables businesses to deliver highly targeted and relevant customer experience online with advanced merchandising and content targeting tools for web commerce. Endeca's customers include 45 of the top 100 retailers, many of which are Fortune 100 firms.

Endeca Latitude is a technology platform that enables businesses to rapidly develop analytic applications bringing information from many unstructured and structured information sources together. Endeca Latitude provides IT organizations with the ability to deploy interactive search-analytical applications to help companies keep in synch with rapidly changing business needs.

How do Endeca's products complement Oracle's solutions?

- Oracle offers best-in-class structured data management and analytics; Endeca offers an unstructured data management and analytics engine (MDEX)
- Oracle offers leading e-Commerce and Merchandising solution; Endeca offers a leading catalog search, navigation, and customer experience management solution
- Oracle offers leading BI solutions for structured data analytics; Endeca offers leading unstructured data analytics solutions

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

Oracle has initiated a review of the Endeca 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

Endeca's solutions are expected to increase after the transaction closes, as they will then be able to share in Oracle's more than \$4.3 billion R&D investments.

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

The goal of the combination is to complement Oracle's solutions. Endeca brings significant domain expertise in the area of semi-structured and unstructured data management, web commerce and business intelligence. Endeca's management team and employees are expected to join Oracle after the transaction closes.

CUSTOMERS AND PARTNERS

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

Oracle and Endeca have many of the same customers across multiple industries. The transaction is expected to deliver a comprehensive platform to process, store, manage, search and analyze structured and unstructured data. With best-in-class technology and applications from Oracle and complementary solutions from Endeca, we expect to provide customers with a compelling combination that will help companies improve productivity, innovation and growth through a deeper understanding of consumer and business performance.

How will Oracle continue to support and broaden relationships with Endeca partners?

Partners are essential to Oracle's economic and growth strategy. After the transaction closes, in addition to increased product support and investment, Endeca partners are expected to benefit from Oracle PartnerNetwork (OPN), 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. The combination of OPN sales, marketing and training resources and the strength of Oracle's products with the addition of Endeca's products are expected to provide Endeca partners with an opportunity to expand their offerings and solutions for customers.

We expect business to continue as usual for Endeca partners, until the transaction closes. Endeca partner contacts for support, professional services, and sales are expected to remain the same. As contact information changes, we will communicate these changes through normal channels. Oracle Partners may also use their existing Oracle channels for support to answer any questions.

BUSINESS CONTINUITY

Can I still purchase Endeca products?

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

Should Endeca customers continue to call Endeca customer support?

Yes. Endeca continues to operate as a separate independent business. Endeca customers should continue to use existing Endeca 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 Endeca customers continue to contact their Endeca sales representatives?

Yes, customers should continue to rely on existing relationships.

Will training on Endeca products continue?

Yes, 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. After the transaction is complete we plan to combine the Endeca training services with Oracle University.

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

For more information, please visit oracle.com/endeca

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

Oracle is currently reviewing the existing Endeca 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 Endeca's product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by Endeca 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.