ORACLE | **FatWire** SOFTWARE

Overview and Frequently Asked Questions

Overview

Oracle Buys FatWire

Combination Creates Most Comprehensive Web Experience Management Solution

Oracle has acquired FatWire Software (FatWire), a leading provider of web experience management solutions. The transaction has closed.

FatWire is recognized by industry analysts as a leading provider of web experience management solutions and has a history of developing innovative software to optimize the web experience for customers. FatWire brings significant domain expertise in delivering an integrated and scalable solution across web, mobile and social channels to global enterprises in many industries including Financial Services, Healthcare, Media, Manufacturing, Retail, and Travel and Entertainment. FatWire's solutions are designed for business users with easy-to-use tools, enabling marketers to optimize the online experience for customers.

As more companies rely on their web sites as their most important channel for communication, marketing, customer engagement and commerce – they realize that optimizing the online experience requires best-in-class capabilities delivered on an integrated platform with complete back-office and data integration.

FatWire's solutions complement and further extend Oracle's solutions including BI, CRM, Enterprise Content Management, WebCenter and ATG Web Commerce. Oracle and FatWire together expect to provide the most complete web experience management solution–enabling companies to fully optimize the multi-channel online customer experience through an integrated and scalable platform.

BUSINESS RATIONALE

What is the rationale for this acquisition?

The web and new communication channels such as mobile and social are playing an increasingly crucial role in a company's overall strategy. As companies accelerate their online presence and take advantage of these channels for communication, marketing, customer engagement and commerce, they require innovative tools for the business users in the organization to optimize the online experience. Traditionally, technology solutions focused on removing IT bottlenecks in web publishing and empowering content authors. Today, the trend is towards empowering web marketers–enabling them with sophisticated tools to manage and optimize the online experience.

Delivering relevant content to customers requires advanced applications that are designed for business users, enabling marketers to drive customer retention and increase revenue. FatWire's solutions provide business managers with the ability to easily modify site content and design, enable social interactivity, analyze and optimize content, and create customer segmentation to deliver tailored messages.

Many companies recognize the significant value created through a positive connection between the customer and the web, most though do not have an integrated technology platform that supports best-in-class capabilities for managing the online experience along with back-office and data integration–essential to understanding customers to optimize their experience.

FatWire's complementary products will address the unique requirements of a business's online presence. It is the combination of FatWire's solutions and the integration with Oracle's solutions including BI, CRM, Enterprise Content Management, WebCenter and ATG Web Commerce that create a comprehensive customer experience solution. This combined solution will help provide a 360 degree view of the customer relationship and a consistent user experience across all touch points and online channels.

What is Web Experience Management?

Web experience management enables organizations to build and deploy a targeted and interactive online presence that maximizes the interaction companies have with their customers.

- Target–Connect with prospects and customers with personalized and targeted campaigns

- Analyze and Optimize–Ensure campaigns and messages resonate with target audiences

- Convert–Engage prospects and customers to build a community around the company's products and services to convert prospects to customers–and build customer and brand loyalty

- Interact and Moderate–Collaborate with customers and within the organization

This compelling combination of Oracle and FatWire will provide customers with a unified strategy that crosses business processes –including sales, commerce, marketing and service. These processes can be enhanced with business intelligence, content management, composite applications and identity management to further advance the customer interaction throughout the web experience–from targeting, acquisition, conversion and commerce to social interaction. The combination of Oracle and FatWire's solutions is expected to provide the best applications and technology to power the online experience for the world's leading brands.

Why did Oracle select FatWire?

FatWire offers proven solutions in web experience management that deliver a high return on investment, contributing to businesses' top line growth and operational efficiencies. FatWire is a recognized leading choice across many industries with global brands and businesses as customers. Many of the world's leading companies including Barclays, Best Buy, Cisco Linksys, Ford and The Hartford trust FatWire to optimize their company web sites. Over 300 companies spanning multiple industries including Financial Services, Healthcare, Manufacturing, Media, Retail, Travel and more rely on FatWire to contribute to improving their customers' online experience.

PRODUCT OVERVIEW AND STRATEGY

How does FatWire accelerate Oracle's strategy to create the most comprehensive web experience management solution?

The proposed acquisition of FatWire supports Oracle's strategy to provide the broadest unified software suite for web experience management. Recently, Oracle acquired ATG, a provider of eCommerce software and related on demand optimization applications. ATG's solutions enable enterprises to provide a cohesive online commerce experience with sophisticated merchandising, marketing content personalization, automated recommendations and live-help services.

With FatWire, customer interactions in cross-channel touch points, including in-store, online store, contact center, and email will now be further extended to the web, mobile and social channels.

This compelling combination is expected to provide our customers with:

- The most complete web experience management solution– enabling organizations to fully optimize the multi-channel customer experience through an integrated and scalable platform

- The ability to deliver a relevant and engaging online customer experience–allowing companies to drive customer retention and increase revenue

- Complementary solutions to provide the best solutions that power the online experience for the world's leading brands

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

Oracle has initiated a review of the FatWire 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 FatWire's solutions are expected to increase after the transaction closes, as they will then be able to share in Oracle's R&D budget.

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

The goal of the combination is to complement Oracle's solutions. FatWire brings significant domain expertise in the area of web experience management.

CUSTOMERS AND PARTNERS

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

Oracle and FatWire have many of the same customers across multiple industries. The transaction is expected to further enable businesses to provide a more comprehensive web experience management solution across online channels. With best-in-class technology and applications from Oracle and complementary web experience management solutions from FatWire, we expect to provide customers with a compelling combination that will help companies drive more satisfied customers and revenue.

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

Partners are essential to Oracle's growth strategy. After the transaction closes, in addition to increased product support and investment, FatWire 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.

FatWire partner contacts for support, professional services, and sales are anticipated 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.

What benefit does the FatWire acquisition bring to Oracle partners?

FatWire is known and respected as a leading provider of web experience management solutions. Many of the world's leading companies use its products to optimize their company websites. Oracle is looking forward to providing partners with access to FatWire's well-recognized solutions that are in demand in the market. Its products have complementary capabilities that extend Oracle's Enterprise Content Management and ATG Commerce products. These new capabilities are expected to help partners address customers' needs for a complete end-to-end web experience management solution.

BUSINESS CONTINUITY

Can I still purchase FatWire products?

Yes. Please contact your existing FatWire sales representative to assist you, or visit www.fatwire.com for contact information.

Should FatWire customers continue to call FatWire customer support?

Yes. FatWire customers should continue to use existing FatWire 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 FatWire customers continue to contact their FatWire sales representative?

Yes, customers should continue to rely on existing relationships.

Will training on FatWire 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. Oracle plans to combine the FatWire training services with Oracle University.

Will the FatWire leadership and employees be retained?

The goal of the combination is to complement Oracle offerings. FatWire's management and employees have significant domain expertise in web experience management solutions and software, and are expected to join Oracle.

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

For more information, please visit oracle.com/fatwire

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

ORACLE IS CURRENTLY REVIEWING THE EXISTING FatWire 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 FatWire's PRODUCT ROADMAP ARE AT THE SOLE DISCRETION OF ORACLE. ALL PRODUCT ROADMAP INFORMATION, WHETHER COMMUNICATED BY FatWire 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.

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