

# Overview and Frequently Asked Questions

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## Overview

### Oracle Buys InQuira

#### **Creates the most comprehensive CRM solution with advanced knowledge management capabilities and integrated self service**

On July 28, 2011, Oracle announced that it has agreed to acquire InQuira, a provider of best-in-class knowledge management solutions that support web self-service, agent-assisted service and customer communities.

The transaction has closed.

Recognized as a leader in knowledge management, InQuira is highly regarded for its innovative solutions that improve the customer experience. InQuira solutions enhance productivity in support centers, guide customers to more relevant content on-line and substantially reduce operating costs.

Businesses are increasingly looking for a comprehensive integrated knowledge management suite, including integrated self-service support, online customer forums and agent-assisted Customer Relationship Management (CRM), to improve their customers' experience. They are also looking for new technology to enhance knowledge center support processes.

The combination of Oracle and InQuira is expected to further extend Oracle's leadership in CRM by adding web self-service, customer communities and knowledge management capabilities.

After the close, Oracle expects InQuira's solution to enhance Oracle's Siebel CRM and Oracle Fusion CRM Service products.

By adding InQuira's knowledge management capabilities, Oracle expects to provide customers with a complete and integrated solution that enables companies to improve and personalize their customers' experience.

## BUSINESS RATIONALE

### What is the rationale for this acquisition?

Increasingly, businesses are realizing the value of providing customers with consistent, cross-channel customer service and support. Organizations must contend with heightened competition and a sophisticated customer base that is gaining empowerment through social media and has come to expect a personalized experience – across on-line and contact environments. Customer service has become a key differentiator that can help businesses retain customers, grow revenue, and drive financial and customer success. In order to excel, companies must provide their customers with accurate and relevant answers quickly, whether they are in store, on-line or engaged in an agent-assisted call. Oracle and InQuira plan to help their customer reach this goal by delivering Customer Relationship Management (CRM) software with integrated knowledge management.

InQuira products help customers create an experience that focuses on customer resolution. InQuira solutions enable a company to automatically capture the customer's history and interactions, and apply those findings to deliver the right answer to their questions in the shortest time possible. Users are empowered with real-time information that delivers better results to customers in a faster resolution time, resulting in improved customer satisfaction.

### What can customers expect from InQuira's solutions?

- Embedded intelligent search and guided refinement capabilities deliver answers quickly and accurately – less time on research, more time on solving problems
- Unified contact center management accelerates agent productivity with guided assistance, linked and managed answers, and desktop-ready agent knowledge tools
- Integrated case management provides agents with full customer interaction history, including knowledge articles viewed by customers to streamline case resolution
- Customer communities leveraging rich Web 2.0 social media capabilities that foster valuable customer-to-customer collaboration, help deflect contact center escalations and build customer champions

### Why did Oracle select InQuira?

InQuira's proven knowledge management solutions deliver higher customer loyalty, which contributes to top line growth and operational efficiencies. InQuira is a recognized leading choice for global businesses across many industries. Many of the world's leading companies, including Farmers Insurance and Blue Coast, trust InQuira to improve their customers' experience. InQuira's solutions help companies empower employees to become company experts and deliver superior customer service and support.

## PRODUCT OVERVIEW AND STRATEGY

### What is integrated knowledge management?

Integrated knowledge management helps organizations deliver the right answer to questions when their customers need it. Knowledge management provides organizations with the ability to significantly improve the customer service experience and loyalty by driving engagement via social forums and web self-service. Knowledge driven customer service requires complete visibility at every stage of the customer service cycle.

To fully optimize the customer experience and deliver on a unified brand experience, companies need a fully integrated knowledge management suite with self-service support, online customer forums and agent-assisted CRM. The combination of Oracle and InQuira is expected to provide organizations with the most advanced and integrated suite delivering a highly personalized experience for every customer.

### How will InQuira's solutions accelerate Oracle's strategy to create the most comprehensive customer and support offering in CRM?

InQuira's products are expected to serve as the centerpiece of the Oracle Fusion CRM Service offering. With InQuira's industry leading knowledge management products, Oracle plans to further help our customers improve and personalize their customers' experience. Every stage of the customer service cycle will be supported by knowledge management capabilities. From selfservice, escalation, route and respond, resolve to analyze and reuse – companies are expected to be more equipped to provide a high value differentiated experience at every customer interaction.

### What products does InQuira currently develop and support?

InQuira's solution is comprised of best-in-class knowledge management that supports web self-service, agent-assisted service and customer communities.

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

Oracle has initiated a review of the InQuira product portfolio, and when the evaluation is complete, Oracle will provide guidance to customers in accordance with Oracle's standard product communications policies. Research and development investments in InQuira's solutions are expected to increase after the transaction closes.

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

The goal of the combination is to complement Oracle's solutions. InQuira brings significant domain expertise in the area of knowledge management. The InQuira management team and employees are expected to join Oracle after the transaction closes.

## CUSTOMERS AND PARTNERS

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

Oracle and InQira have many of the same customers across multiple industries. The transaction is expected to further enable businesses to provide a more comprehensive knowledge management solution across multiple channels. With best-in-class technology and applications from Oracle and complementary knowledge management solutions from InQira, organizations are expected to be able to drive deeper relationships with their customers.

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

Partners are essential to Oracle's growth strategy. After the transaction closes, in addition to increased product support and investment, InQira partners are expected to benefit from Oracle PartnerNetwork (OPN), Oracle's global world-class partner program.

OPN is expected to provide InQira partners with access to a broader portfolio of solutions and comprehensive resources. The combination of OPN sales, marketing and training resources and the strength of Oracle's CRM Service capabilities enhanced by InQira's knowledge management, functionality is expected to provide InQira partners with an opportunity to expand their services for customers.

For InQira partners, it's business as usual. As contact information changes, we will communicate these changes through normal InQira channels. Oracle partners may also use their existing Oracle channels for support.

### What benefit does the InQira acquisition bring to Oracle partners?

InQira is a leading provider of best-in-class knowledge management solutions that can be leveraged across sales, services and marketing. It has a successful track record of deployments at some of the largest companies. InQira products have complementary capabilities that are expected to enhance Oracle's Siebel CRM and Oracle Fusion CRM Service offerings. OPN members are expected to benefit from additional sales and service delivery opportunities.

## BUSINESS CONTINUITY

### Can I still purchase InQira products?

Yes. Please contact your existing InQira sales representative to assist you, or visit [www.inqira.com](http://www.inqira.com) for contact information.

### Should InQira customers continue to call InQira customer support?

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

Yes, customers should continue to rely on existing relationships.

### Will training on InQira 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 InQira training services with Oracle University.

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

For more information, please visit [oracle.com/inqira](http://oracle.com/inqira)

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

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