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INQUIRA®

Oracle Buys InQuira

Creates the Most Comprehensive CRM Solution with Advanced Knowledge Management Capabilities and Integrated Self-Service

September 1, 2011

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

All product roadmap information, whether communicated by InQira 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.

Cautionary Statement Regarding Forward-Looking Statements

This document contains certain forward-looking statements about Oracle and InQira, including statements that involve risks and uncertainties concerning: Oracle's proposed acquisition of InQira; plans for InQira's business and products upon completion of the proposed acquisition; anticipated customer and partner advantages and benefits; and general business outlook. When used on this document, the words "will", "believes", "expects" or "expected", similar expressions and any other statements that are not historical facts are intended to identify those assertions as forward-looking statements. Any such statement may be influenced by a variety of factors, many of which are beyond the control of Oracle or InQira, that could cause actual outcomes and results to be materially different from those projected, described, expressed or implied in this document due to a number of risks and uncertainties. Potential risks and uncertainties include, among others, the possibility that the transaction will not close or that the closing may be delayed, the anticipated synergies of the combined companies may not be achieved after closing, the combined operations may not be successfully integrated in a timely manner, if at all, and the possibility that Oracle or InQira may be adversely affected by other economic, business, and/or competitive factors. Accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do so, what impact they will have on the results of operations or financial condition of Oracle or InQira.

In addition, please refer to the documents that Oracle files with the U.S. Securities and Exchange Commission (the "SEC") on Forms 10-K, 10-Q and 8-K. These filings identify and address other important factors that could cause Oracle's financial and operational results to differ materially from those contained in the forward-looking statements set forth in this document. You are cautioned to not place undue reliance on forward-looking statements, which speak only as of the date of this document. Neither Oracle nor InQira is under any duty to update any of the information in this document.

What We Are Announcing

- **Oracle buys InQira**
 - Adds a leading provider of best-in-class knowledge management software that supports web self-service, agent-assisted service, and customer communities
 - The transaction has closed
- **About InQira**
 - Privately held company with headquarters in the San Francisco Bay Area
 - InQira's solutions help online customers find answers to questions through a scalable knowledge management platform and advanced search capabilities
 - Over 85 blue-chip companies rely on InQira to optimize the customer experience
- **The combination of Oracle and InQira is expected to deliver the most comprehensive cross channel customer support**
 - Adds advanced web self-service capabilities through intelligent search – provides answers based on the intent of the customer's inquiry that extend customer self-service for Siebel CRM and Oracle CRM On Demand customers
 - Integrated case management submission allows customers to submit, track, and review service requests quickly
 - Collaboration software empowers customers with social media tools to encourage community interaction that drives loyalty and extends the company's knowledge base

Strategic Importance to Oracle

- **Businesses require a comprehensive integrated knowledge management suite to improve the customer experience**
 - A complete knowledge management suite, integrated with self-service support, online customer forums and agent-assisted CRM requires replacement of first generation knowledge based tools
 - Increase in knowledge center support process adoption also drives the need for new technology
 - A high-value differentiated experience on-line and in the contact center improves customer service and satisfaction
- **Empower users to better serve customers with these capabilities:**
 - Automated capture of a customer's interactions eliminates repetitive entry – keeping focus on customer resolution
 - Embedded intelligent search and guided refinement delivers answers quickly and accurately –customers spend less time on research, more time on solving problems
 - Unified contact center management accelerates agent productivity with linked and managed answers, and desktop-ready agent knowledge tools
- **Advancing the customer experience through integrated knowledge management with Oracle and InQuira**
 - InQuira expected to serve as the centerpiece of Oracle Fusion CRM Service solution

Integrated Knowledge Management

Improving the Experience in the Customer Service Cycle

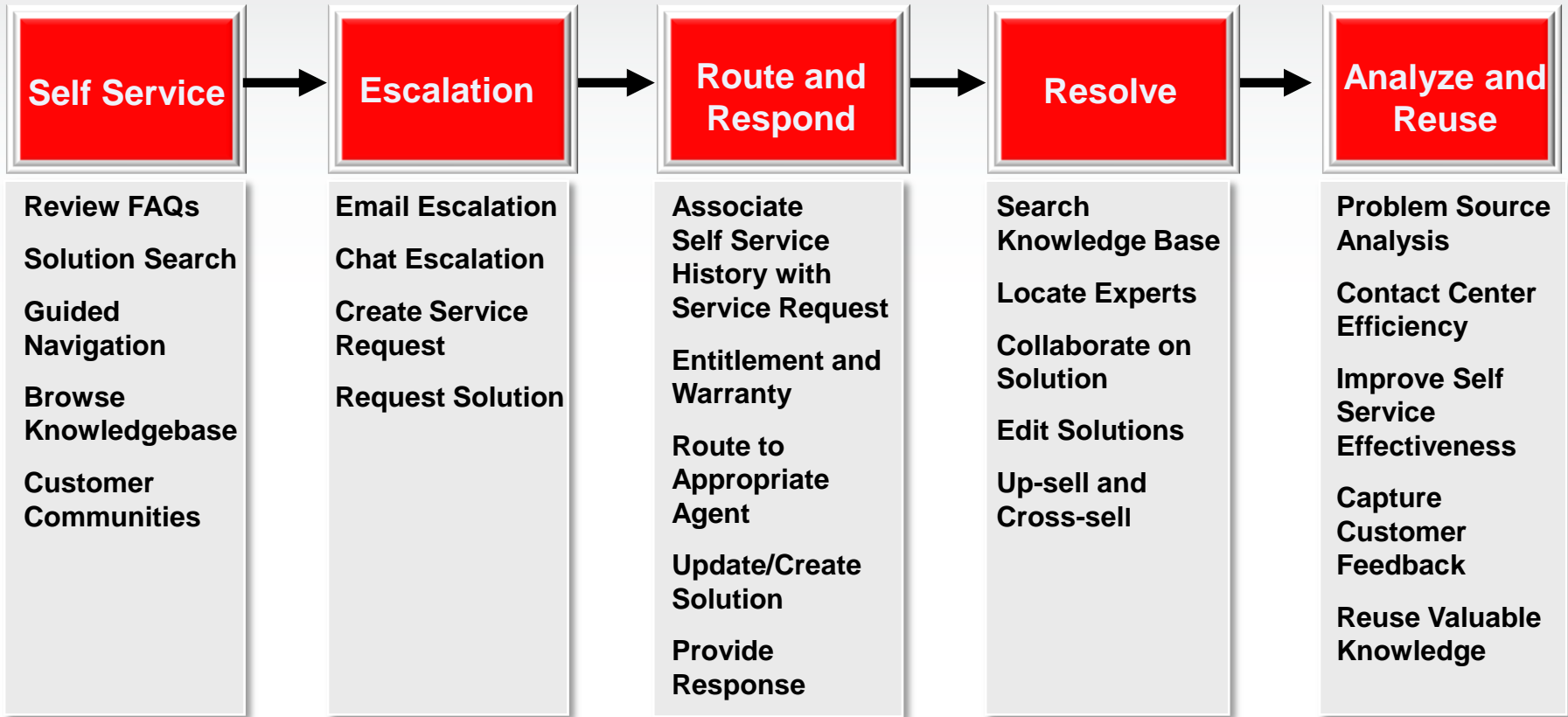


Right Answers when Customers Need It

- Deliver high-quality responses to customers across multiple channels
- Reduce customer resolution time and provide more accurate information
- Service customers with authority about their account and history – without redundant and repeated requests
- Enable organizational knowledge transfer to improve customer service
- Leverage social networks for feedback and collaboration
- Deliver a unified brand experience online, in kiosks and through mobile channels
- Increase customer loyalty with ongoing communications through social networks

Oracle and InQuira

Best-in-Class Knowledge at All Stages of Customer Service Cycle

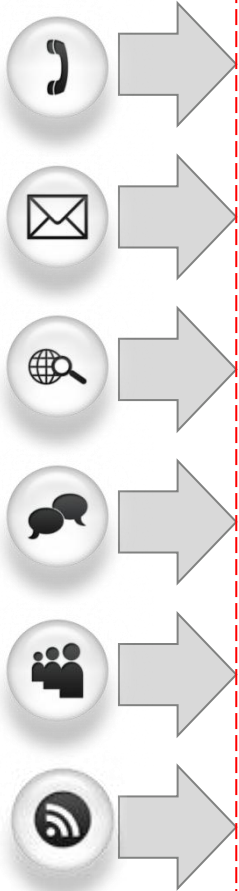


Knowledge-Driven Customer Service

InQuira's Best-in-Class Solutions

Empowering Users throughout the Enterprise


Multiple Channels




InQuira Knowledge Applications



Web Self-Serve
Improves customer experience and minimizes calls and escalations



Agent-Assisted Service
Improves agent efficiency and reduces customer wait times



Social Communities
Helps organizations tap social channels as part of a comprehensive, multi-channel support strategy

Q8 Knowledge Platform

Capture, create, understand, interact, deliver and refine information


Knowledge Management



Understand
Use context, meaning and role to personalize



Collaborate
Leverage social networking to enhance knowledge



Answer
Deliver highly relevant / accurate answers



Learn
Understand behavior to improve ongoing experience

Oracle CRM Customer Service Product Footprint

InQuira is Highly Complementary

Channels

Voice

Interactive Voice Response (IVR)

Web Chat

E-Mail

Agent

Case/Incident Management

Service Entitlements

Escalation Management

Agent Scripting/Guidance

Assignment Management

Agent-Agent Collaboration

Industry Specific Capability

BPM Designer

Knowledge Management

Knowledge Base

Content Authoring/Access

Dynamic FAQs

Guided Resolution

Self-Service

Web Self-Service

Voice Self-Service

Co-Browsing

Click-to-Call Back

Customer Feedback

Experience Designer

Social

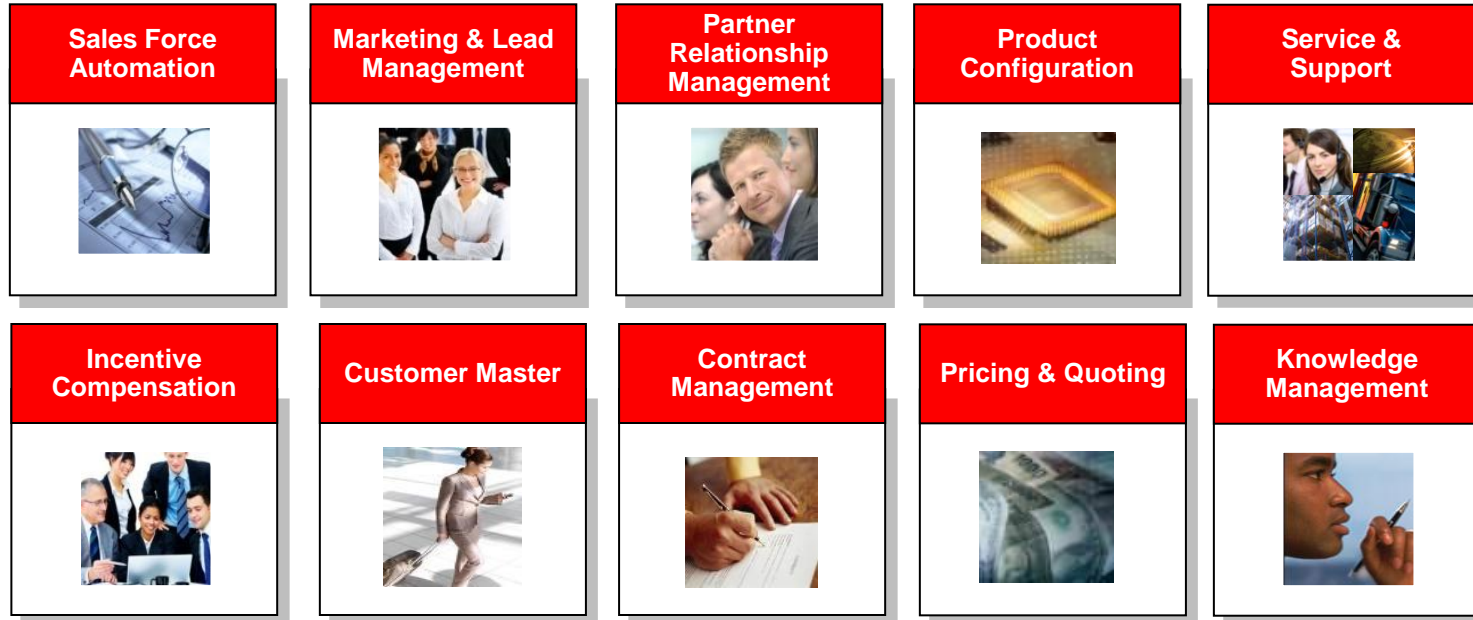
Community Forums

Cloud Monitoring (Partners)



Oracle Fusion CRM

Next Generation CRM



Common Fusion Applications Data Model and Services

- Built on a modern, Fusion Middleware platform based on open standards – fully configurable, extensible and secure
- Designed for modularity and co-existence with other Oracle, partner and legacy applications
- Architected and ready for the Cloud

InQaira Has a Strong Global Customer Base

Leading Brands Across Key Industries

High Tech



Financial Services



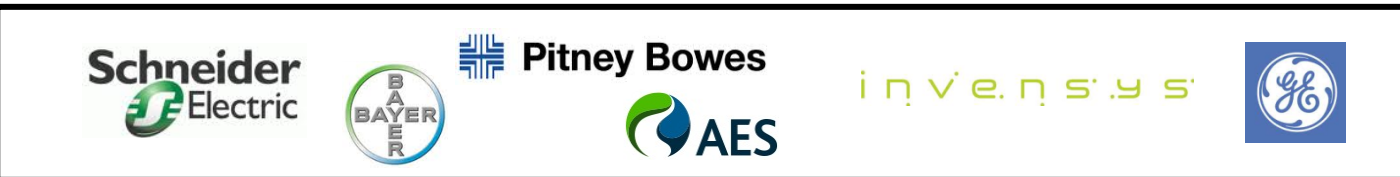
Communications



Retail / CPG



Manufacturing and Industrial



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InQuira Customer Success Story

Best-in-Class Multi-Channel Customer Experience with Oracle Siebel CRM



INQUIRA PROVIDES:

- InQuira for Web Self-Service
 - Pre-packaged integration to Oracle Siebel CRM to deliver knowledge within the online service request creation process
- InQuira for the Contact Center
 - Pre-packaged integration with Oracle Siebel CRM to deliver knowledge to the case resolution process for Blue Coat agents
- Knowledge delivery to Social Media and Mobile devices

ORACLE ALSO PROVIDES:

- Oracle-Siebel CRM, Oracle Database

COMPANY OVERVIEW:

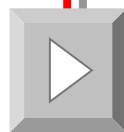
- Founded in 1996, Blue Coat Systems provides application delivery networking infrastructure to more than 15,000 customers worldwide, including 81% of the Fortune® Global 500

CHALLENGES:

- Inconsistent experience across web, phone, retail, and social channels
- Support access from anywhere – mobile, social, etc. with consistent brand identity
- Inability to capture contributions from user community into reusable knowledge assets

RESULTS:

- 20% web self-service case deflection resulting in savings of \$240k per month
- Right channeling of service requests to ensure high-value requests are handled by assisted service and repeatable requests via the web
- Tightly integrate community forums to disseminate and capture knowledge on a very large scale – 10's of millions of customers collaborating in multiple interest-based communities



InQira Customer Success Story

Automating Critical Customer Support Processes with Oracle Siebel CRM



FARMERS

INQUIRA PROVIDES:

- A single, cross-channel InQira Knowledge platform enabling timely and consistent understanding, collaboration, capture, and delivery of knowledge for:
 - Customer service reps integrated into their Siebel CRM desktop
 - Agents via their "ServicePoint" self-service portal

ORACLE ALSO PROVIDES:

- Oracle Siebel CRM

COMPANY OVERVIEW:

- Farmers Insurance Group of Companies is the third-largest U.S. insurer of private Personal Lines passenger automobile and homeowners insurance
- Farmers operates in 41 states in the U.S., has approximately 20,000 employees, who, together with agents, are responsible for more than 15 million customers

CHALLENGES:

- Improve customer experience by automating critical customer support processes for the Farmers Customer Service Reps (CSRs)
- To integrate InQira Knowledge into the critical customer processes across touch points

RESULTS:

- Reduced time to process resolution by 30%
- Reduced average time to find answers from 87 seconds to 34 seconds
- Reduced agent training time by 25%
- Consolidated 12 call centers into 3 large call centers



Oracle and InQuira

Creating a Comprehensive Customer Experience with Advanced Knowledge Management and Oracle Solutions for CRM

- **Provide the most relevant solutions to customer problems**
 - Deliver fast, accurate and consistent answers across all customer channels
- **Utilize social collaboration tools to facilitate active knowledge discussion and resolution**
 - Harness knowledge from the community, and enable real-time information to better serve customers
- **Personalize the customer experience**
 - Integrated suite of proven solutions that deliver a comprehensive and highly personalized experience for every customer, in every channel

For more information please visit oracle.com/inquira

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