Oracle Communications
Industry Strategy

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“We’d like to become one of the most, strategic suppliers in Telcos . . . . . through our own engineering, innovation and acquisitions greatly broaden our footprint; as our ambition is to be the primary technology provider to the telecommunications industry.”

Larry Ellison
March 2013
Oracle’s Industry Strategy

**Build** industry capability at every layer of the stack

**Provide** best-in-class industry functionality

**Deliver** end-to-end industry functionality through integration points with customer and third party apps
Service Provider Network/IT Spend is Rising

High Speed Mobile Broadband Network Build Drives Investment

- Service Provider IT Spend = $55B
- Oracle is a leader in business and operational support systems and service delivery
- Acme Packet and Tekelec enable Oracle to expand into the Communications Network Infrastructure segment

Source: Ovum, 2012
User Expectations . . .
Any Service, Anytime, Anywhere, Any Device

INCREASED CONNECTIONS

• **Multi-Device**
  Phone, PC, Tablet, TV, Car, Security, Appliances

• **Multi-Media**
  Voice, Video, Chat, Text, Social

• **Multi-Network**
  3G, 4G/LTE, Broadband, WiFi

• **Multi-Persona**
  Consumer, Employee, Parent, Caregiver

• **Multi-Location**
  Home, School, Work, Play, Anywhere

INCREASED EXPECTATIONS

• **Seamless Service and Application Experience**
  Across Devices, Media, Networks

• **Guaranteed Quality and Reliability**
  Telemedicine, Surveillance, Emergency Services

• **Secure and Regulatory Compliant**
  Financial Services, Public Sector, Healthcare

• **Personalized**
  My Digital Life, My Enterprise Dashboard

• **Contextual**
  Right Information, Right Device, Right Now
Service Providers Are Moving to All-IP Networks

Delivering the Best of Both . . . Traditional Phone & Public Internet

**Traditional Circuit Switched**
- Voice oriented
- Trusted
- High quality
- Compromises: Costly to maintain, dedicated circuits and slow delivery of new services

**Internet**
- Data oriented
- Low cost packet routing
- Rapid application innovation
- Compromises: Delivers best-effort consistency and inconsistent quality

**All-IP Network**
- Voice, video, and data oriented
- Supports fixed and mobile convergence
- Rapid application innovation
- Tiered transport services
- Guaranteed quality and secure
- Lower Cost
Deploying All-IP Networks is Challenging

Service Providers

• Delivering scalable, next generation services presents security, reliability, and interoperability challenges
• Difficult to monetize and/or provide differentiated alternatives to “over-the-top” (OTT) services
• Traditional approaches have proven to be expensive, complex, and time-consuming

Enterprises

• Real-time communications over IP present unique security, interoperability, and reliability challenges
• Many mission-critical applications require solutions that provide complete security, absolute reliability, high service quality, or record-ability
• Customers and employees demand engagement through the channel, application, and device of their choice
Oracle Communications Product Strategy

**Complete** + **Open** + **Integrated** + **Flexible**

- Comprehensive Industry Portfolio
- Standards-Based Architecture
- Engineered to Work Together
- Engineered to Adapt to Change

More Value Less Complexity
More Choice Less Risk
Reduced Cost of Ownership
Faster time to Market
Built on Leading Communications Products

- CRM for Communications
- Billing for Communications
- Activation for Communications
- Telecoms Application Server
- NEBs Certified Hardware
- Session Delivery Networks
- Network Signaling
Most Comprehensive Industry Portfolio

X-Channel Customer Experience Management

Supply Chain, Finance, Procurement & Human Resource Management Solutions

Business & Operations Support Solutions

<table>
<thead>
<tr>
<th>Service Design &amp; Fulfillment</th>
<th>Network Resource Management</th>
<th>Pricing, Charging &amp; Policy</th>
<th>Billing &amp; Settlements</th>
<th>Subscriber Data Management*</th>
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Service Delivery Platform

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<tr>
<th>Service Creation</th>
<th>Service Exposure</th>
<th>Service Execution</th>
<th>Unified Communication &amp; Collaboration</th>
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Session Delivery Infrastructure

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<tr>
<th>Border Control</th>
<th>Core Signaling &amp; Routing</th>
<th>Communications Enabled Business Processes</th>
<th>Session Recording</th>
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Systems, Tools & Technology

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<tr>
<th>Engineered Systems &amp; Servers</th>
<th>OS &amp; VM</th>
<th>Database</th>
<th>Middleware</th>
<th>Java</th>
<th>Analytics</th>
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* Pending close of Tekelec transaction
Addressing the Complete Communications Customer Experience

From Front Office to Back Office and into the Core Network

- Cross-channel Engagement
- Personalized Offers & Services
- Secure & Reliable
- Regulatory Compliant
- Spanning Front & Back Office
Monetizing 4G/LTE and Over-the-Top Services

- Video Voice Mail
- Home Security Monitoring
- Parental Controls
- Unified Communications
- Location-based Mobile Coupons
- Fixed-Mobile Converged Television
- International Roaming Day Pass
- Mobile Health and Wellness
- Secure Enterprise Services
Tackling Service Provider’s Big Data Challenges
Linking Customer, Service, Usage and Network Data

- **Scale**: Networks and systems produce billions of events per day; largest data warehouses tripling in size every 2 years

- **Complexity**: Hundreds of systems and multiple lines of business; often result in multiple data marts & data warehouses

- **Change**: Service providers exist in a world of constant change – network technologies, regulatory, & business model
Enabling Real Time Unified Communications
Solving Critical Security, Reliability and Regulatory Challenges

• Faster, more secure solution for voice, video and unified communications
• Higher quality and more efficient contact centers
• More reliable and easy to use video conferencing
• Communications-enabled business processes and E-commerce
Q&A