Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decision. The development, release, and timing of any features or functionality described for Oracle’s products remains at the sole discretion of Oracle.
The Medical Devices Value Chain

R&D
- Innovation by OEMs or Suppliers
  - Regulatory Approvals

Development & Clinical Trials
- Suppliers
  - Regulatory Approvals

Manufacturing
- Contract Mfgs
  - High Volume
  - Complex, Low Volume

Distributors

OEMs

Distribution & Retail
- Hospitals, Physicians, Insurers
- Retail
- Hospitals, Physicians, Insurers
Industry Drivers

**Regulatory Compliance**
- How do I achieve and maintain tight control of manufacturing processes?
- How can I ensure compliance with government regulations such as 21 CFR Part 11 / 820?

**Cost Pressures**
- How can I maximize profitability in markets with government price controls?
- How do I prevent margin erosion in price-wars driven markets?

**Rate of Innovation**
- How can I keep pace with new technologies, competitive offerings, and market demands?
- What is the best way to manage new product design to strict reporting requirements?

**Customer Intimacy**
- What promotions are required to maximize channel revenues?
- How can I best service my customers, from answering questions to helping maximize equipment uptime?
A Need for Change

Leading Business Trends

- Increasing design re-use and partner collaboration
- Integrated access, analysis, mgmt & reporting of trials data
- Standardized, electronically managed policies & procedures
- Targeted, coordinated mktg to consumers & physicians
- Lean initiatives to reduce cycle time and waste
A Need for Change

Extend Lean Initiatives Across the Enterprise

Common Areas of Waste

- Poor Quality & Excess WIP
- High Material & Supply Costs
- Lengthy ECO Approval Process
- Error Prone Order Processing
- Incorrect Resource Dispatching
- Conflicting Demand Signals
- Duplicate & Erroneous Data
- Isolated Departmental Systems

Continually Improve Quality, Cost, and Cycle Time
Oracle’s Solution for Medical Devices

Support for Key Processes

- Research & Development
- Clinical Trials
- Manufacturing & Supply Chain Mgmt
- Sales, Marketing & Service
1. Optimize New Product Development Cycle Time
2. Improve Operational Efficiencies and Outcomes in Clinical Trial Management
3. Reduce Risk via Process Validation & Compliance
4. Increase Marketing, Sales & Service Effectiveness
Product Lifecycle Management

**Portfolio Management**
- New Product Introduction
- Phase-Gate Control
- Design for SC & Compliance
- BOM Mgmt & Release
- Component Sourcing
- Sales Configuration
- Issue/Change Management

**Product Intelligence**
- Concept
- Design
- Prototype & Test
- Release
- Ramp-up
- Volume Production
- Maintenance
- Retire

**Product Data Repository**

**Collaboration**
- Specifications
- Drawings
- Schedules
- Issues
- Ideas
- Changes

**Internal**
- Engineering
- Manufacturing
- Sales & Mktg
- Purchasing
- Service
- Finance

**External**
- Customers
- Suppliers
- Contract Mfrs

**Internal**
- Engineering
- Manufacturing
- Sales & Mktg
- Purchasing
- Service
- Finance

**External**
- Customers
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**Foundation: Common Product Repository**

*Centralize and Integrate All Product Information*

- Product Specifications
- Product Configurations / BOM
- Documents, Images
- Change Requests & Orders

- Issues / Ideas
- Product Relationships (Cross- / Up-Sell)
- Sales & Marketing Information

- Extensible and configurable data model

- Model each item once in data model

- Provides localizations for multiple geographies (languages, units of measure, currencies)

- Underlying product data model of Oracle E-Business Suite

✓ Collaborate Across the Extended Enterprise
✓ Streamline and Control Product Data Changes
Secure CAD File Sharing
Enhance Collaboration Across Product Lifecycle

Streaming-Based CAD View & Mark-up
- Structure hierarchy, parts lists & attributes
- Product data queries
- Mark-ups
- Perspective and sectioned views
- Animations
- CAD format neutral
- Spontaneous access without download
- Integrated Change Mgmt with product info

Web Conferencing
- File sharing
- Desktop sharing
- Application sharing
- Co-browsing
- White boarding
Accelerated New Product Introduction
*Transition Smoothly from Design to Production*

**Manufacturing Process Planning**
- Define routing based on mBOM
- Model linear, network, and flow routings
- Define / roll-up lead-times for supply chain and assembly operations

**Prototype Manufacturing**
- Track prototype and first article builds as project work orders
- Collect parametric data for process improvements
- Capture issues and ideas for design and mfg improvements

**Quality Control**
- Collect, distribute & analyze quality data in your supply chain
- Determine root cause with statistical analysis
Integrated ERES* Framework

Support 21 CFR Part 11 / 820 Compliance

E-Records, E-Signatures

- Provide Consistent User Interface Across All Events
- Sign in On-Line or Deferred Mode
- Validate-able User Controls and Security Levels
- Reliable Audit Trail Capabilities as Required by GxP

GMP and Industry Best Practice Capture Points

- Recipe Components
- Quality Specs and Results
- Production
- Other Inventory Updates

*ERES = Electronic Records Electronic Signatures
Project-Based Portfolio Analysis

Drive Better Product Management Decisions

**Define Market Strategy**
- Capture and model goals (quantitative, qualitative)
- Define relative importance of goals

**Rationalize Projects**

- **Model Product Lives**
  - Create a project for each product
  - Capture expected cash flows & timing
    - Costs
    - Revenues

- **Monitor Portfolios**
  - Group projects into portfolios
  - Rank projects per strategic objectives and performance
  - Identify improvement opportunities

- **Run Scenarios**
  - Build alternate portfolios based on strategic objectives
  - Simulate change impact on financial perf (eg. NPV, IRR)
  - Determine best option

- **Route for Approval**
  - Circulate recommendations for management approval

**Product X**

- Best Option

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- vs -
1. Optimize New Product Development Cycle Time

2. Improve Operational Efficiencies and Outcomes in Clinical Trial Management

3. Reduce Risk via Process Validation & Compliance

4. Increase Marketing, Sales & Service Effectiveness
Logistics Mgmt for Global Clinical Trials

Manage Clinical Trials as Projects…

• Plan trials and monitor against performance milestones and events
• Assign resources based on skills and availability and re-balance based on business requirements
• Budget and track costs
• Integrate with MS Project (bi-directional)

…with Support for Global Execution

• Support multiple languages, currencies, and timezones
• Track studies by region, country
• Share clinical trial info in real-time via role-specific portals
  - CRAs
  - Investigators
  - Regional Trial Managers
  - Global Trial Managers
  - CROs
• Support disconnected field users
Participant Recruitment & Support

Investigators
Target campaigns based on analysis of investigator data (contact info, board certifications, FDA standing, etc.)

Support
- Provide convenient, personalized portal
  - Access key info (e.g., protocol)
  - Check payment status
- Deliver personalized, effective service and rapid resolution of problems
- Make timely payment to investigators via trigger-based automation

Subjects
- Conduct multi-channel, high-volume recruitment campaigns
- Screen and qualify candidates with on-line questionnaires
- Track subject enrollment status at site, region, protocol, and program levels

Support
- Answer subject queries competently and consistently across all communication channels
- Help subjects comply with trial protocols

Rapidly Enroll Qualified Participants
Improve Loyalty & Retention via High-Quality Support
Clinical Trials Data Management

Aggregate Clinical & Operational Data for Analysis / Reporting

1. Electronically capture Case Report Form (CRF) data
   - Site 1
   - Site 2
   - Site 3

2. Convert verbatim data to preferred terms
   - Detect and report adverse events

3. Load data or access-in-place

Life Sciences Data Hub

- Provide environment to develop PL/SQL and SAS programs for aggregating and manipulating data
- Produce reports
  - Formal / regulatory
  - Ad-hoc
- Document, manage, and execute analysis programs in a secure manner to help comply with 21 CFR Part 11

- ✓ Reduce safety risks
- ✓ Improve productivity
- ✓ Shorten reporting times
- ✓ Lower TCO

*Planned candidate for future release

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1. Electronic Data Capture

**Accelerate CRF* Data Capture and Improve Accuracy**

- Enable direct, online entry of data instead of re-typing from handwritten notes or forms
- Display electronic CRFs in PDF format with the same look and feel of paper version
- Flag incomplete or incorrect entries in real-time for immediate correction
- Provide easy-to-use UI designed with medical users in mind to manage electronic CRF creation and submission
- Maintain audit trail for all changes made to entries to support compliance with 21 CFR Part 11

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*CRF = Case Report Form*
2. Verbatim Data Conversion

Rapidly Standardize Recorded Language to Preferred Terms

- Provide centralized repository of dictionary terms and associated verbatim terms
- Hierarchically search for preferred terms corresponding to original verbatim entries
- Support all dictionaries required by international regulatory authorities
- Create "snapshots" of dictionaries to support FDA audit reporting at the close of studies
- Support migration from one dictionary to another (e.g., COSTART to MedDRA) with dictionary-to-dictionary mapping

Leverage the same system used by the FDA and MedDRA MSSO
3. Adverse Events Management

Enable Active Adverse Events Monitoring & Timely Report Submission

- Receive auto-alerts triggered by increased frequencies of adverse events for a given product
- Use pre-built queries to identify cases requiring safety surveillance, including those that involve death, overdose, pregnancy, etc.
- Build ad hoc queries as needed and save for re-use to simplify recurring safety surveillance
- Use wizard to determine reportability based on case attributes and product licensing status

- Automate narrative generation to speed report creation
- Build and save queries to simplify creation of recurring periodic reports
- Auto-generate standard regulatory reports such as MedWatch 3500A, IND Safety Update, and CIOMS I
- Submit reports via E2B interchange
- Track reports submitted to regulators, distributors, or partners
1. Optimize New Product Development Cycle Time
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Multi-Tier Collaborative Planning

Synchronize Planning To Reduce Lead Times

Extend Visibility to Multiple Tiers
- Communicate requirements to all suppliers

React Faster to Supplier’s Constraints
- Get visibility to supplier capacity
- Reallocate key components
- Make alternate sourcing decisions

Reduce Obsolescence
- Understand impact of BOM changes to your contract manufacturer or supplier

Reduce Non-Value Added Costs and Exception Overload
- User-configurable exceptions
- Automated exception handling via workflow
Sourcing from Approved Suppliers

Control Critical Purchases

Generate ASL*
- Establish sourcing criteria
- Identify & analyze suppliers
- Create and maintain ASL

Check Quality
- Establish sampling criteria and rules
- Perform item receipt inspections based on preset quality procedures and specifications

Procure Electronically
- Source items / commodities and services from approved suppliers
- Route and verify purchase order approvals via workflow

Receive & Inspect

Inventory or Disposition

Dispose
- Receive quality data from receipt and transfers to inventory
- Electronically send notifications & initiate action on non-conformances

Analyse & Select

Sourcing from Approved Suppliers

Control Critical Purchases

Generate ASL*
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Analyse & Select

Continuously Monitor Performance
- Monitor supplier performance based on price, quality, and service
- Control ASL status based on quality inspection results

*ASL = Approved Supplier List
Produce High-Volume & Engineered Products

**Planning**
- Planned Orders
- Schedule Changes
- Component Substitutes
- Resources Substitutes

**Mixed Mode Mfg Execution**
- Repetitive, Project
- ETO
- ATO / CTO
- MTS
- Standard WIP
- Lot-Based

**Real-Time WIP Visibility**
- Flow / Lean
- Model Shop Floor
- Contract Mfgs
- Suppliers

**Quality**
- cGMP / QSR (21 CFR 820)

**Lot / Serial Genealogy Tracking**

**Service**
- Production Status
- Material Availability
- Mfg Capacity
- Schedules / Changes
- Ship Notices
- Invoices / Payments

**Contract Mfgs**
- MES APIs
- MES Direct Access

**Suppliers**
- Suppliers

**Enterprise Shop Floor**

**Customer**

**Partner Collaboration**

**Complete Support for FDA 21 CFR Part 11**
Flow Mfg for Cost-Effective Production

- Graphical line design and balancing
- Graphical Kanban planning
- Sequencing to build different products on the same production line

Support Lean Manufacturing Practices to Reduce Cycle Time and Waste
Built-In Quality Management

Seamlessly Execute Quality Improvement Programs

**Line Level**
- Incorporate mandatory quality tasks into flow sequence
- Collect quality data with work-orderless completions
- Collect quality data as the assembly passes through line operations
- Manage Corrective Action Requests (CARs) with complete audit trail and history

**Enterprise**
- Ensure compliance with government regulations, market demands (e.g., cGMP*), or internal quality mandates
- Track lot and serial number details enterprise-wide
- Improve responsiveness and cost of quality traceability

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*cGMP = Current Good Manufacturing Practices*
A Single, Consolidated View of Inventory…

*Locate and Disposition Products with Confidence*

- Provide Inventory Visibility
  - In-transit inventory
  - At trading partners
  - Between manufacturing operations

- Enable Postponement
  - Optimize inventory location (manufacturing, distribution centers, central warehouses)

- Plan for Demand & Supply Variability
- Achieve More Accurate Promise Dates
- Increase Delivery Efficiency
- Proactively Respond to Exceptions

*ORACLE*
Accept? → Status = RELEASED
Reject? → Status = SCRAP
Rework? → Status = HOLD

✓ Prevent product / material mix-up
✓ Over time, reduce rework
✓ Meet regulatory requirements
✓ Workflow-driven with notifications
Lot Genealogy and Tracking

- Trace a customer shipment back to the original source
- Trace a lot or individually serialized product across all organizations
- Assist with 21 CFR Part 11 / 820 compliance
1. Optimize New Product Development Cycle Time

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3. Reduce Risk via Process Validation & Compliance

4. Increase Marketing, Sales & Service Effectiveness
Intelligence-Driven Marketing

Increase Effectiveness and Return on Campaign Investment

Identify & Segment Customers Based On:

- Value
- Behavior
- Preferences

Target Customers

- ...with the right offer, at the right time...
- ...to improve campaign responses

Execute Campaigns

- Develop Offer
- Launch Program
- Manage & Act on Responses

- Segment customers (consumers, physicians, administrators, hospitals) by current and potential value to maximize response rate
- Collaboratively design campaigns and shorten development time / cost
- Deliver targeted offers that strengthen and differentiate products, build loyalty
- Optimize allocation of marketing resources and align spending on programs
Direct Selling: Improve Rep Effectiveness
Optimize Selling with Productivity Tools

- Identify, qualify, and create winning plans for closing critical sales opportunities
- Effectively manage complex customer relationships and proactively analyze “white space” opportunities
- Share and synchronize account information across the sales team

- Automate routine selling tasks
  - Coordinate team selling: manage calendars, resources, and activities
  - Generate quotes/orders, proposals, and contracts; route for approval
  - Capture signatures, complete call reporting & track samples on mobile devices

- Efficiently manage sales execution
  - Manage territories and compensation to align with company objectives
  - Increase forecasting accuracy with triangulated analysis incorporating field assessments, pipeline, and historical trend
  - Measure individual and team quota performance
**Indirect Selling**: Improve Channel Sales

*Capture Accruals and Analyze Sell-Through Effect*

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**Provide Incentives to Distribution Channel and Retailers**

*Group Purchasing Organization*
Representative-Assisted Response
Speed Resolution & Provide Consistent Service Across Channels

- Match customers and service reps based on business rules and policies
- Support any customer service need such as bills, orders, info requests, etc.
- Efficiently guide interactions with scripting, knowledge search, and workflows
- Verify coverage and manage issues to meet SLAs and prevent contract leakage
- Provide CSR context and data for up- and cross-selling
Leverage Proven Processes and Procedures to Ensure Quality
Receive & Process Work Orders from Field Service for Internal Repair
Enable Third Party Repair Processes
Track Repair Status and Actual Costs
Automatically Update Product Configuration and Repair History
Integrated Field Service
Reduce Repair Time & Cost, Leverage Mobile Capabilities

Mobile Capabilities
• View and update schedule
• Access service levels
• Update svc request data real-time
• Order parts remotely
• Report time, material & expenses

Access Options
• Wireless connected
• Disconnected with periodic synchronization
• Voice / IVR

ORACLE
Integrated Throughout Entire Offering…

Business Intelligence and Corporate Governance
Deliver Daily Business Intelligence
Real-Time Access to Complete Business Information

How can I allocate **production resources** to meet **variable demand**?

How can I best adjust to **planning exceptions**?

What is the **schedule & budget impact** of **design changes**?

Are **service backlog & issue resolution time** on target to plan?

Which of my **sales channels** is most effective?

---

**Manage By…**

- **Objective:** Set institutional targets
- **Fact:** Provide performance-based metrics
- **Exception:** Continuously evaluate performance
Focus: Operational Business Intelligence
Better, Faster Decision Making at Dramatically Lower Cost

- Out-of-the-box management reporting system
- Summary information with intuitive drill down
- Role-based views:
  - R&D
  - Planning
  - Purchasing
  - Manufacturing
  - Warehouse Mgmt
  - Customer Service
  - Field Service
Focus: CRM Analytics
Insight Across all Customer Touchpoints

- Capture data from any source
- Graphically rich, intuitive UI; tailorable
- Pre-built (yet extensible) analytics
- Support mobile / handheld devices
- Designed for tight integration with customer interaction systems
- Role-based dashboards:
  Sales
  - Sales Quotas and Performance
  - Territory Management
  Marketing
  - Campaign Performance
  - Product / Brand Management
Corporate Governance

A heightened business focus on accuracy in reporting to investors brought on by fraudulent practices of several major corporations.

**Sarbanes Oxley Act (SOX)**
- Senior mgmt personal liability for financial result accuracy
- Senior mgmt and outside auditor attestation to the effectiveness of internal controls
- Accelerated SEC filing deadlines

*For all U.S. companies & companies issuing securities in the U.S.*

**EU Anti-Fraud Directive (Mar 2004)**
- Collective Board liability for financial result accuracy
- Senior mgmt and outside auditor attestation to the effectiveness of internal controls
- Select Corporate Governance Code

*For all E.U. companies & companies issuing securities in Europe*

Oracle Helps Drive Compliance through **Visibility, Control, and Efficiency**
Corporate Governance: Visibility, Control, Efficiency

Visibility
- Identify issues early
- Enable real-time information access & performance mgmt
- Consolidate global financials
- Unify corporate reporting

Provide Single Source of the Truth

Control
- Integrate and centralize business operations
- Document processes and support compliance
- View, test, and certify internal controls
- Manage corporate communications

Centrally Manage Policies & Procedures

Efficiency
- Consolidate and reconcile information rapidly
- Automate business processes and broaden use of self-service
- Simplify IT infrastructure
- Leverage best practices from different groups / regions

Automate Processes and Extend to Customers & Suppliers

ORACLE
All Supported by Leading Technology

ORACLE FUSION MIDDLEWARE

- J2EE Application Server
- Development Tools
- Process Orchestration
- Business Intelligence
- Collaboration Tools
- Data Hubs
- Security / Identity Mgmt
- Enterprise Portal
- Web Services Mgmt

ORACLE DATABASE 10g

- Real Application Clusters
- Partitioning
- Advanced Security
- Data Mining
- Spatial Data
- OLAP
- Warehouse Builder
- Enterprise Management
- Secure Backup
### Oracle Medical Devices Solutions

<table>
<thead>
<tr>
<th>Objective</th>
<th>Description</th>
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</table>
| **Optimize New Product Development Cycle Time** | • Reduce time-to-market for new products via accelerated NPI and workflow-driven ECR/ECO mgmt  
• Control data integrity by consolidating all product info in a secure location & by using auditable ERES events |
| **Improve Operational Efficiencies & Outcomes in Clinical Trial Mgmt** | • Systematically manage logistical and administrative aspects of clinical trials, including participant recruiting  
• Accelerate data processing and reporting for clinical trials from data capture to adverse events reporting |
| **Reduce Risk via Process Validation and Compliance** | • Source and procure goods from approved suppliers; ensure suppliers adhere to contractual obligations  
• Utilize a lean-oriented, mixed mode mfg system for “built-in” quality and secure inventory mgmt |
| **Increase Marketing, Sales, & Service Effectiveness** | • Target hospitals & physicians more effectively via closed loop marketing, sales, and channel activities  
• Improve customer loyalty via proactive maintenance programs & convenient self- and on-site service |

*…With Integrated Business Intelligence & Corporate Governance*
Medical Devices -- A History of Commitment

Evolution of Oracle E-Business Suite in Medical Devices

**Base Differentiators...**
- Lot and Serial Genealogy
- Integrated Quality Management
- Approved Supplier Lists
- Returns & RMA Processing
- Inventory Optimization
- Skills Database
- Project Management
- Vendor Managed Inventory (VMI)
- Clinical Trials Data Mgmt
- Adverse Event Reporting
- Clinical Remote Data Capture
- Flow Manufacturing

**New in 11i.9...**
- Corrective Actions Mgmt
- Nonconformance & Disposition Tracking
- WIP Serial Number Tracking
- Consigned Inv from Supplier
- Product Data Management
- Ability To Track Label Print History in WMS
- Shared Services Support To Manage Supplier Relationship
- Supplier Collaboration for RFQs Over The Internet
- Partner Program Mgmt
- Integrated Maintenance and Production Planning
- CRF* Design & Layout Utility
- Multi-Lingual Remote Data Capture Entry & Monitoring

**New in 11i.10...**
- Multinational Study Data Mgmt
- 21 CFR Part 11 Compliance for Discrete Manufacturing
  - Electronic Signatures
  - Electronic Records
- E-Signatures on Documents
- Product Data Hub
- Project Portfolio Analysis
- Enhanced Tiered Price Discounts
- Process Rebates & Chargebacks
- Product Development Change and Policy Management
- Self-Svc Repair Order Tracking
- Customer Consigned Inventory
- International Drop Shipment
- RFID-Based Transactions

*CRF = Case Report Form

Medical Devices -- A History of Commitment
Lower Total Cost of Ownership (TCO)

**Business Applications On Demand**
- **Roles:** App Admin, DB/AS Admin, Sys Admin, HW Admin
- **Needs:** Availability, Security, Performance, Change, Problems

**Oracle Manages:**
- 50% Lower Cost
- 50% Better Svc
- Core Competence
- Predictable Cost

**Oracle’s Experience with Linux**
- Production Midtiers: 100% Linux
- Production DB: RAC Cluster (Unix)
- Demo Environments: 100% Linux
- Development: 100% Linux
- Outsourced Customers: 90% Linux

**Low Cost Linux Hardware**
- 3x Faster, 5x Cheaper
- Easy to Automate en Mass
- Highly Reliable

**Standardized Open Integration Platform**
- Business Events Infrastructure
- Industry Standard Protocols
- Central Integration Repository

Oracle Medical Devices Solutions

Optimize New Product Development Cycle Time

Improve Operational Efficiencies and Outcomes in Clinical Trial Management

Reduce Risk via Process Validation and Compliance

Increase Marketing, Sales, and Service Effectiveness
Appendix

Optional slides
About Us

- Founded in 1977
- Headquarters: Redwood Shores, CA
- Employees: 57,000+
- Operating in 145 countries

- Largest enterprise software company
- Leading supplier of information management software
- 230,000 database customers
- 30,000 applications customers
Bringing Together The Best

- Number 1 in CRM; Global leader in customer-facing solutions
- 4 million live users
- 5,000 employees
- 2005 revenue of $1.5 billion

- Number 1 in HCM
- Approximately 8,000 employees prior to acquisition of JDE
- Approximately 4,000 customers prior to acquisition of JDE

- Statistics about JDE go here
- Statistics about JDE go here
- Statistics about JDE go here

- Marketing leading Financials
- Industry leading database platform
- Fusion middleware

- Statistics go here
- Statistics go here
- Statistics go here

Optional slide
Protect Your Investments
- Lifetime support and unlimited development runway for existing applications provides maximum flexibility and choice

Extend Your Capabilities—Applications Unlimited
- Modernize and extend the value of your product lines and current application releases
- Stay on the product lines and releases of your choice with no forced upgrades

Evolve Your Business
- Move your business forward and get positive results with Fusion Technology today
Rabobank Customer Success Profile

COMPANY OVERVIEW

• Put brief overview here

CHALLENGES/OPPORTUNITIES

- Improve multi-channel customer service
- Link the call center, the internet & local branches
- Reduce time to market for new products
- Increase focus on individual customer

SOLUTIONS

- Standardize front office application “cockpit”
- Set up and implement new business processes
- Provide continuity, stability, simplicity and cohesion

CUSTOMER PERSPECTIVE

“The single, complete view of the customer and prospects means we are now able to track and trace lead management from start to end.”

Tonnie van der Horst, Program Manager

RESULTS

- All 300 community banks use one front office system
- Rolled out to all users in 18 months
- Client data, client contact information, lead and sales information is consistent across the bank
- Lead-management process and management control successful
- Sales/banker/day increased 45%
- Cross-selling up 1% a month
- Can now measure results & reward performance
### Oracle in Life Sciences

**Did You Know?**

<table>
<thead>
<tr>
<th>Medical Device Companies</th>
<th>Oracle Technology</th>
<th>Medical Device &amp; Diagnostic Industry Magazine</th>
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<th>Oracle Apps</th>
<th>Pharmaceutical Executive Magazine</th>
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What Customers are Achieving…

- moved from manual financial operations to 80% automation
- improved on-time delivery by 20%
- reduced finance admin costs, accelerated project execution
- enabled sales reps to create service requests via self-service

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Oracle

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**Dade Behring**  
“It is clear we have positioned our sales force for success. We are expanding the reach of our core capabilities to achieve incremental efficiencies and value through the Siebel application.”  
-- Tony Stephan, Director, Global Sales & Service Systems

**Hologic**  
“The Oracle system ties together all of our financial and manufacturing data. It has been instrumental in enabling us to reduce inventories and provides comprehensive real time information to monitor our business.”  
-- Mike Parrilla, VP of Mfg
• Leading manufacturer of medical imaging systems dedicated to serving the healthcare needs of women
  - $287M in revenue, over 800 employees

• Live on E-Business Suite 11i
  - Projects net benefit of $3.5M through 2010

“The Oracle [EBS] system ties together all of our financial and manufacturing data. It has been instrumental in enabling us to reduce inventories and provides comprehensive real time information to monitor our business.”

-- Mike Parrilla, VP of Manufacturing

✓ Reduced inventory at two key plants by 35% and 48%
✓ Improved quarterly financial forecast accuracy by 80%
• Provider of quality medical diagnostics applications & equipment
  - Division of Toshiba Medical Systems, one of the world’s largest manufacturers of diagnostic imaging equipment
  - Products include CT and MRI scanners, and systems for x-ray examinations and ultrasounds

• Live on E-Business Suite Service 11i
  - TeleService, Field Service, Mobile Field Service, Service Contracts
  - Increased field service productivity with clear views of customer complaints and response times

“The Oracle CRM solution provides a broad spectrum of information about our service and our customers, helping us deliver better service to European hospitals.”

-- Rob Ridder, Senior IT Manager

✓ Enabled immediate field access to customer and contract info
✓ Accelerated service billing cycle time
A Few More Customers…