Oracle Buys DataScience.com

Adds Leading Data Science Platform to the Oracle Cloud, Enabling Customers to Fully Utilize Machine Learning

June 6, 2018

Oracle is currently reviewing the existing DataScience.com 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 DataScience.com's product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by DataScience.com or by Oracle, does not represent a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. 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 DataScience.com, including statements that involve risks and uncertainties concerning Oracle's proposed acquisition of DataScience.com, anticipated customer benefits and general business outlook. When used in this document, the words "anticipates", "can", "will", "look forward to", "expected" and 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 DataScience.com, 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 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, general economic conditions in regions in which either company does business may deteriorate and/or Oracle or DataScience.com 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 DataScience.com. 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 DataScience.com is under any duty to update any of the information in this document.

The Announcement

- **Oracle buys DataScience.com**
  - Adds leading data science platform to the Oracle Cloud, enabling customers to fully utilize machine learning

- **About DataScience.com**
  - DataScience.com's enterprise platform centralizes data science tools, projects and infrastructure in a fully-governed workspace
  - Data science teams use the platform to organize work, easily access data and computing resources, and execute end-to-end model development workflows
  - Leading organizations like Amgen, Rio Tinto, and Sonos are using the DataScience.com platform to improve productivity, reduce operational costs and deploy machine learning solutions faster to power their digital transformations

- **With the combination of Oracle and DataScience.com, customers will harness a single data science platform to more effectively leverage machine learning and big data for predictive analysis and improved business results**
  - DataScience.com empowers data scientists to deliver the business-changing insights executives expect in less time with self-service access to open source tools, data and computing resources, while also improving the ability of IT teams to support that work
  - Oracle embeds Artificial Intelligence (AI) and machine learning capabilities across its software as a service (SaaS) and platform as a service (PaaS) solutions, including big data, analytics and security operations, to enable digital transformations
  - Together, Oracle and DataScience.com will provide customers with a single data science platform that leverages Oracle Cloud Infrastructure and the breadth of Oracle's integrated SaaS and PaaS offerings to help them realize the full potential of machine learning

Data Science and Machine Learning have Quickly Developed into a Large and Growing Segment

$57.6B

Estimated spend on AI and machine learning by 2021 compared to $12B in 2017*

61%

Organizations identify machine learning as the most significant data initiative for next year**

$3.5-5.8T

Potential annual AI-derived business value across 19 industries***

Despite Demonstrated Results, Inefficient Workflows Cause the Full Potential of Machine Learning to Fall Short

Data Scientists *Cannot work efficiently*	App Developers *Cannot access usable ML*	IT Admins *Too much time on support*	Business Executives *Do not see full ROI*
• Lengthy waits for resources and data • Difficulty collaborating with teammates • Long delays of days or weeks to deploy work	• No access to well-trained models • Access points not flexible for deployment in all scenarios • Scalability of deployment left out to the app developer	• Growing list of open source tools • Continually building and updating environments • Limited standardization across workflows	• No model integration with decision making systems • Unable to access or share outputs • Difficult to collaborate with data scientists

* Source: Deloitte, Machine learning: things are getting intense, 2017
** Source: 2018 Outlook: Machine Learning and Artificial Intelligence, A Survey of 1,600+ Data Professionals. MEMSQL
*** Source: Notes from the AI frontier: Applications and value of deep learning, Mckinsey Global Institute

Data Science Requires a Comprehensive Platform to Simplify Operations and Deliver Value at Scale

DATASCIENCE.COM

**A Robust, Easy-to-Use Data Science Platform Removes
Barriers to Deploying Valuable Machine Learning Models in Production**

Manage data and tools
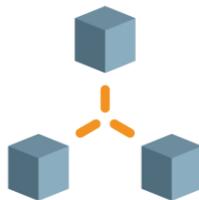
Work in standardized environments

Collaborate securely

Power business

- Accelerate use of proper tools, frameworks and infrastructure
- Overcome restricted skillsets with a simple, collaborative platform
- Quickly leverage predictive analytics to drive positive business outcomes

ORACLE®

Working in the DataScience.com Platform Streamlines the Data Science Project Lifecycle

Project Definition
Bring Users Together to Collaborate in Shared Workspace

Model Development
Build and Train Models for Enterprise Use

Data Scientists

App Developers

IT Admins

Business Executives

Model Management
Monitor and Optimize Model Performance

Model Deployment
Operationalize Models as Scalable APIs

ORACLE®
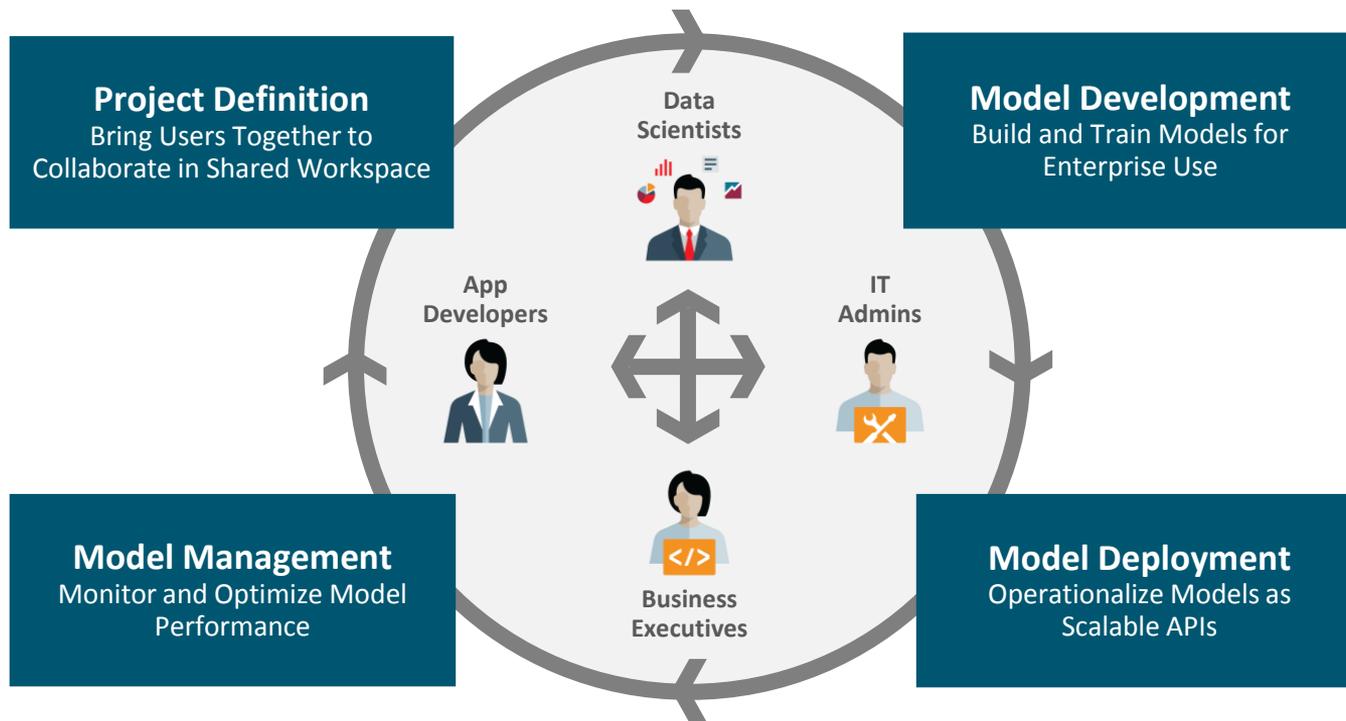
Industry Leaders Use the DataScience.com Platform to Differentiate and Win with Machine Learning

"Companies need a data science platform to overcome barriers to reproducibility and collaboration. What DataScience.com has built is designed to do just that."

- DJ Patil, Former U.S. Chief Data Scientist

ORACLE®

DataScience.com Customer Success Story

EBTH Predicts Dynamic and Highly Complex Auction Revenue with Over 90% Accuracy

EBTH

CHALLENGES

- The final bid on any auction item is determined by bidders, making revenue difficult to predict
- Analysis could only be performed on an ad hoc basis
- Employees were manually updating auction listings

SOLUTION

- Deployed the DataScience.com Platform to serve as the central data science hub for the organization

COMPANY OVERVIEW

- Online marketplace with more than 1,000 employees
- Auctions receive over 1.3 million bids per month from 150+ countries
- Sells 80,000+ items per month, ranging from handbags to artwork and cars
- Proceeds are 3-5 times higher than a conventional sale

BENEFITS

- Deployed a predictive model that, in the first month, forecasted the average per item revenue within 36 cents
- The model directly updates a database via Scheduled Runs
- The website pings an API deployed in the platform to automatically update the order of auction listings, resulting in higher revenue and less employee overtime

* Customer information and logos provided by DataScience.com

Oracle + DataScience.com Enables an End-to-End Data Science Platform and Modern Autonomous PaaS and SaaS

ORACLE® + **DATASCIENCE**.COM

Oracle Applications

SCM	CX	HCM	ERP	EPM

Oracle Autonomous PaaS

Database	AppDev	Integration	Data Science
Big Data	Management	Analytics	

Oracle Cloud Infrastructure

Data Science Cloud Platform

Model Training	Cloud AI Infrastructure
Project Definition	Model Deployment
Model Development	Team Collaboration

Oracle	DataScience.com