Overview and Frequently Asked Questions

Overview

Oracle Buys BigMachines

**Adds Leading Configure, Price and Quote (CPQ) Cloud
to the Oracle Cloud**

On October 23, 2013, Oracle announced that it has agreed to acquire BigMachines, a leading cloud-based Configure, Price and Quote (CPQ) solution provider.

The transaction has closed.

BigMachines' CPQ Cloud accelerates the conversion of sales opportunities into revenue by automating the sales order process with guided selling, dynamic pricing, and an easy-to-use workflow approval process, accessible anywhere, on any device. More than 275 organizations of all sizes across a wide range of industries rely on BigMachines' CPQ Cloud to streamline their sales processes.

Companies that use sales automation technology often rely on manual, cumbersome and disconnected processes to convert opportunities into orders. This creates errors, adds costs, delays revenue, and degrades the customer experience. BigMachines' CPQ cloud extends sales automation to include the creation of an optimal quote, which enables sales personnel to easily configure and price complex products, select the best options, promotions and deal terms, and include upsell and renewals, all using automated workflows.

In combination with Oracle's enterprise-grade cloud solutions, including Marketing, Sales, Social, Commerce and Service Clouds, Oracle and BigMachines will create an end-to-end smarter selling cloud solution so sales personnel are more productive, customers are more satisfied, and companies grow revenue faster.

The BigMachines team brings significant knowledge and capabilities in CPQ practices, and is expected to join Oracle to continue facilitating excellence in sales automation.

PRODUCT OVERVIEW AND STRATEGY

What is the rationale for this acquisition?

Companies have universal need for revenue growth, profitability, and customer satisfaction, which is driving the transformation towards smarter selling. To enable smarter selling, companies need an end-to-end process that connects every interaction their sales teams have with their customers. BigMachines' CPQ cloud extends sales automation to include the creation of an optimal quote, which enables sales personnel to easily configure and price complex products, select the best options, promotions and deal terms, and include upsell and renewals, all using automated workflows.

What product does BigMachines offer?

BigMachines' Configure, Price and Quote (CPQ) Cloud securely automates the sales order process with guided selling, dynamic pricing and an easy-to-use workflow approval process.

Key elements of BigMachines' CPQ Cloud include:

- Guided Selling - Guide users to the optimal products and options based on customer needs with guided selling functionality

- Product Configurator - Ensure 100% accurate quotes and orders and eliminate data-entry errors

- Pricing and Quoting - Ensure consistent application of pricing and discounting rules, and automatically generate customer-friendly quotes in multiple formats

- Proposal Generator - Create, customize and brand proposals for sales reps, channel partners or sales channels, and customers

- Workflow Approvals - Route orders for review and approval, ensure 100% accuracy and eliminate approval bottlenecks with automated workflow

- Reporting - Improve quote management, forecasting, and product management with better information and insights

- Channel Management - Standardize and enhance the sales process for channel partners, VARs and distributors

- Contract Execution - Automate contracts, route contracts for approvals and signatures, store contracts with accounts or opportunities and analyze trends

- Order Execution - Eliminate manual and repeated data entry into multiple systems

CUSTOMERS AND PARTNERS

How will the transaction between Oracle and BigMachines benefit customers?

The combination of Oracle and BigMachines is expected to drive more sales and increase customer satisfaction with integrated end-to-end processes from marketing and sales, to pricing and quoting, to fulfillment and service.

BigMachines' leading CPQ cloud will be an important addition to Oracle's enterprise-grade cloud solutions, including Marketing, Sales, Social, Commerce and Service Clouds. Together, Oracle and BigMachines will create an end-to-end smarter selling cloud solution so sales personnel are more productive, customers are more satisfied, and companies grow revenue faster.

How does Oracle plan to maintain BigMachines' domain expertise?

The goal of the combination is to retain BigMachines' domain expertise. The BigMachines team is expected to join Oracle and continue facilitating excellence in sales automation and capabilities in the area of CPQ practices and automation.

How will this transaction impact customers of BigMachines?

Oracle is committed to ongoing support and enhancement of the BigMachines product lines, as standalone solutions, integrated with other cloud platforms, and as part of Oracle's overall cloud strategy.

The combination of BigMachines expertise in cloud-based CPQ, together with Oracle's breadth and depth of resources and solutions, will offer expanded choice and increased investment protection to all existing BigMachines customers.

How will this transaction impact customers of Oracle's existing CPQ solutions?

Oracle is committed to ongoing support and enhancement of its existing on-premise CPQ products. The addition of BigMachines as a cloud-based option gives those customers an additional choice of how to deploy this aspect of their overall solution footprint.

What does this mean for Oracle's previous plans for cloud-based CPQ solutions?

The acquisition of BigMachines accelerates Oracle's ability to make this key solution area available on the Oracle Sales Cloud. Our prior internal development in these areas will be in concert with that of BigMachines to accelerate the delivery of future innovations in this space.

Will Oracle continue support for integrations with third party sales force automation systems?

Oracle and BigMachines will continue to invest in the development and support of existing integrations with third party sales force automation systems.

BUSINESS CONTINUITY

Can I still purchase BigMachines products?

Yes. Please contact a BigMachines sales representative to assist you, or visit www.bigmachines.com.

Should BigMachines customers continue to call BigMachines for customers support?

Yes. BigMachines customers should continue to use existing BigMachines contacts for support, professional services, and sales to address immediate and ongoing needs. We will communicate all changes and transitions well in advance through these familiar channels.

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

We expect business to continue as usual for BigMachines partners. If contact information changes, we will communicate these changes through normal channels. Oracle partners may also use their existing Oracle channels for support to answer any questions.

Will training on the BigMachines products continue?

Yes. Oracle wants to ensure that customer investments and the use of product and solutions are maximized. We know excellent training is a key part of attaining that goal.

Where can I find out more information about the combination of Oracle and BigMachines?

For more information, please visit www.oracle.com/bigmachines.

Oracle is currently reviewing the existing BigMachines 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 BigMachines' product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by BigMachines 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 BigMachines, including statements that involve risks and uncertainties concerning Oracle's acquisition of BigMachines, 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 BigMachines, 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 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 BigMachines 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 BigMachines. 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 BigMachines is under any duty to update any of the information in this document.