

# Oracle Buys Dyn

Extends the World's Most Comprehensive Cloud Computing Platform with the Leading Cloud-based Internet Performance and Domain Name System (DNS) Solution

January 31, 2017

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Oracle is currently reviewing the existing Dyn 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 Dyn's product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by Dyn 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.

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This document contains certain forward-looking statements about Oracle and Dyn, including statements that involve risks and uncertainties concerning Oracle's proposed acquisition of Dyn, 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 Dyn, 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 Dyn 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 Dyn. 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 Dyn is under any duty to update any of the information in this document.

# The Announcement

## Oracle Buys Dyn

- Extends the world's most comprehensive cloud computing platform with the leading cloud-based Internet Performance and Domain Name System (DNS) solution

## About Dyn

- Dyn provides enterprises the ability to monitor, control, and optimize Internet applications and cloud services to deliver faster access, reduced page load times, and higher end-user satisfaction
- Dyn's solution is powered by a global network that drives 40 billion traffic optimization decisions for customers daily
- Dyn serves over 3,500 enterprise customers, including preeminent digital brands such as Netflix, Twitter, Pfizer and CNBC

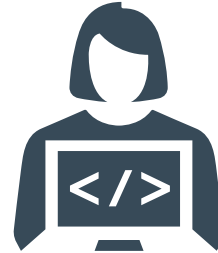
## The Oracle – Dyn Combination

- Oracle offers a complete, highly differentiated and enterprise-class cloud computing platform for building and running Internet applications and cloud services
- Adding Dyn's immensely scalable and global DNS solution extends the Oracle cloud and provides customers with a one-stop shop for Infrastructure-as-a-Service (IaaS) and Platform-as-a-Service (PaaS)
- Oracle cloud customers will now have unique access to Internet performance information that will help them optimize infrastructure costs, maximize application and website-driven revenue, and manage risk

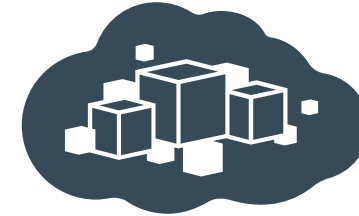
# Challenges to Delivering Differentiated Internet Applications and Cloud Services as a Leading Digital Enterprise



**Need to meet high end-user expectations for tailored applications that deliver unique customer experiences**



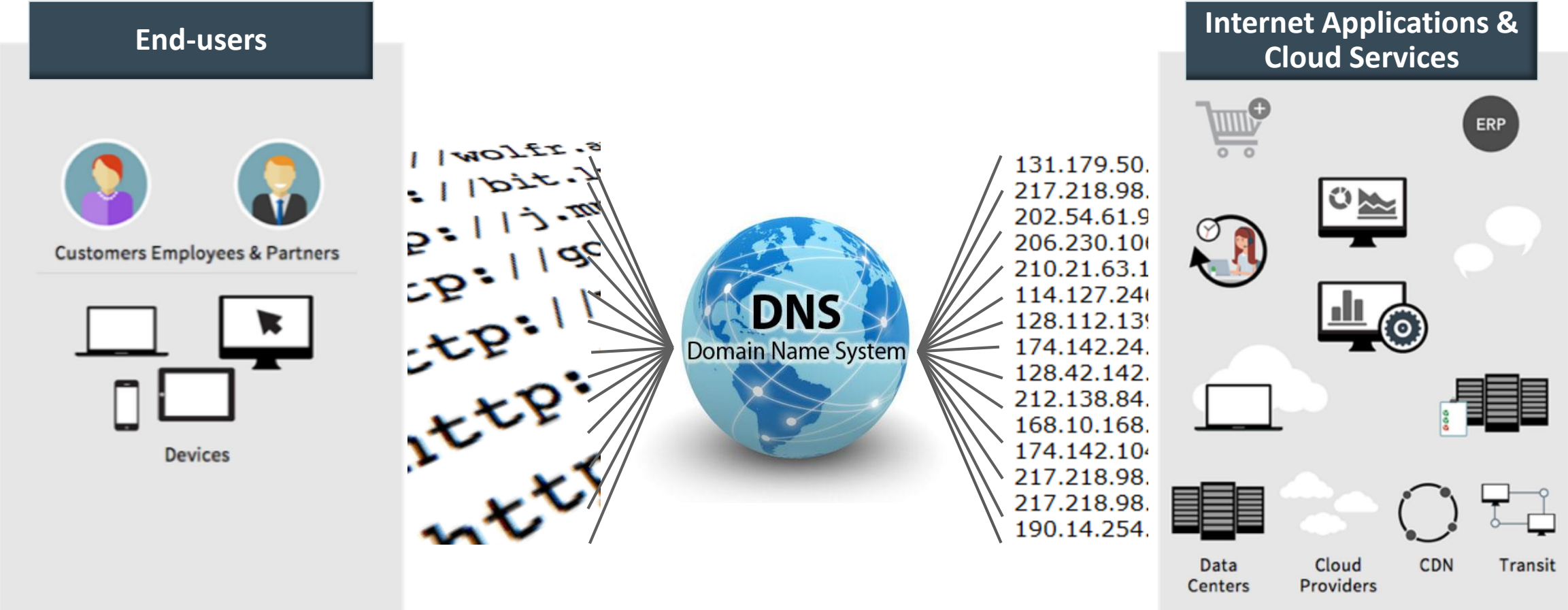
**Need to build highly responsive applications that can connect to any device, anywhere in the world**



**Need to run these applications on a set of infrastructure services that are integrated and scale globally**

**An integrated cloud computing platform with DNS is critical to addressing these challenges**

# Enterprises Require a Global DNS Solution to Connect End-Users to Internet Applications and Cloud Services



DNS is the directory that maps easy to understand Internet names to IP addresses

# Dyn is the Only Global DNS Provider that:



- Runs a global network with **over 10 years of Internet traffic history** that provides unrivaled visibility into and management of cloud and public Internet resources
- Collects **240 billion data points** daily to create a global map of Internet traffic
- Applies proprietary analytics to select the **single best route to any content** worldwide
- **Routes traffic in real time** to optimize network availability, security, and performance



**Dyn's platform performs these optimization decisions over 40 billion times per day**

# Dyn's DNS Platform is Trusted by Over 3,500 Customers Including Some of the Most Preeminent Digital Brands

The logo for Etsy, featuring the word "Etsy" in a brown, serif font.

\* Customer information and logos provided by Dyn

# Dyn's DNS Helps CNBC Accelerate Page Load Times and Decrease Infrastructure Expenses



## Dyn Cloud-based DNS

Steers end-users to the highest performing location while reducing dependence on its expensive Content Delivery Network (CDN)

### Before Dyn

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**Suffered from Slow**  
PAGE LOAD TIMES

**Incurred High**  
CDN COSTS

**Ineffectively Used**  
IT INFRASTRUCTURE



### With Dyn

PAGES LOAD  
**30% FASTER**

CDN COSTS  
**80% LESS**

CDN WORKLOADS  
**REDUCED 80%**

\* Customer information and logos provided by Dyn



# Dyn's DNS Enables Pfizer to Securely Migrate and Operate in the Cloud



## Dyn Cloud-based DNS

Enabled Pfizer to migrate to the cloud from its legacy hardware solution, providing added threat protection and the ability to scale its infrastructure globally

### Before Dyn

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**Heightened Risks**  
DUE TO DIRECT THREATS

**High Cost & Inflexibility**  
TO SCALE AND MAINTAIN

**Unpredictable**  
PERFORMANCE ACROSS A  
GLOBAL AUDIENCE

### With Dyn

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➔ ADDED GLOBALLY DIVERSIFIED  
**RESILIENCE**

➔ GAINED RAPID AND EFFICIENT  
**SCALABILITY**

➔ RELIABLE PERFORMANCE IN  
**A GLOBAL NETWORK**

# The Combination of Dyn and Oracle Cloud Offers a Comprehensive Cloud Computing Platform

## Internet Applications and Cloud Services

MANAGEMENT  
SERVICES

### One-stop Shop for Complete Infrastructure-as-a-Service (IaaS) and Platform-as-a-Service (PaaS)

DATABASE  
as a Service

ANALYTICS  
as a Service

IDENTITY  
as a Service

INTERNET  
PERFORMANCE  
& DNS  
as a Service

COMPUTE  
as a Service

STORAGE  
as a Service

NETWORK  
as a Service



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