

Oracle Buys LogFire

Extends Oracle's Leading Supply Chain Management Cloud with SaaS-based Warehouse Management Capabilities

Overview

On September 6, 2016, Oracle announced that it has signed an agreement to acquire LogFire, a provider of cloud-based warehouse management applications. LogFire's built-for-the-cloud solution provides an integrated warehouse, inventory and workforce management platform that easily scales with increased volume and complexity. Customers from the retail, consumer goods, third-party logistics and ecommerce sectors use LogFire's solutions to fulfill over 100 million global orders annually. The transaction has closed.

Product Overview and Strategy

Q: What is the rationale for this acquisition?

A: Supply chain organizations are under enormous pressure to capitalize on evolving business trends such as omni-channel fulfillment, integrated logistics and dynamic sourcing, while simultaneously increasing efficiency and reducing costs. To meet these challenges, Oracle offers the Oracle Supply Chain Management (SCM) Cloud, a broad suite of innovative applications that enables organizations to modernize their supply chain processes. The addition of LogFire will complement the logistics functionality of the Oracle SCM Cloud by adding innovative warehouse management capabilities.

Q: What products and services does LogFire offer?

A: LogFire is a provider of innovative cloud-based warehouse management applications.

Q: How does Oracle plan to maintain LogFire's domain expertise?

A: LogFire brings tremendous domain expertise. LogFire's management team and employees will join the Oracle SCM Cloud team. The combination will provide comprehensive cloud-based solutions to modernize supply chain operations.

Q: How will the proposed acquisition impact the LogFire product roadmap?

A: Oracle is committed to protecting and enhancing customer investments in LogFire solutions. Oracle plans to continue to invest in Supply Chain Management Cloud. We expect this will include more functionality and capabilities at a quicker pace. In addition, LogFire customers will benefit from better integration and alignment with Oracle's other product offerings.

Business Continuity

Q: Can I still purchase LogFire products and services?

A: Yes. LogFire products and services continue to be available. Please contact your existing LogFire sales representative to assist you, or visit www.logfire.com for contact information.

Q: Should LogFire customers continue to call LogFire for account management and professional services?

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

Q: Should LogFire partners continue to contact LogFire?

A: Yes. LogFire partners should continue to use existing LogFire contacts to address immediate and ongoing needs. 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.

Q: Where can I find out more information about the proposed Oracle and LogFire combination?

A: For more information, please visit oracle.com/logfire.

Product Roadmap

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



Oracle Corporation, World Headquarters

500 Oracle Parkway
Redwood Shores, CA 94065, USA

Worldwide Inquiries

Phone: +1.650.506.7000
Fax: +1.650.506.7200

CONNECT WITH US

-  blogs.oracle.com/blogs
-  facebook.com/oracle
-  twitter.com/oracle
-  oracle.com

Integrated Cloud Applications & Platform Services

Copyright © 2016, Oracle and/or its affiliates. All rights reserved. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark of The Open Group. 0816