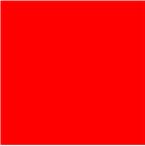




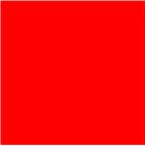
**For Additional Information on Oracle's July 1
Oracle Fusion Middleware Strategy Briefing visit:
www.oracle.com/goto/july1**



ORACLE®



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 decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.



Agenda for Oracle Middleware Briefing

July 1, 2008

- Charles Phillips, Oracle President
 - Oracle's Middleware Strategy
 - Integrating BEA Acquisition
 - Benefits of the Combination
- Thomas Kurian, SVP of Product Development
 - Oracle Fusion Middleware & BEA Product Directions
- How to Get More Information



ORACLE®

July 1, 2008

Charles Phillips

President
Oracle Corporation



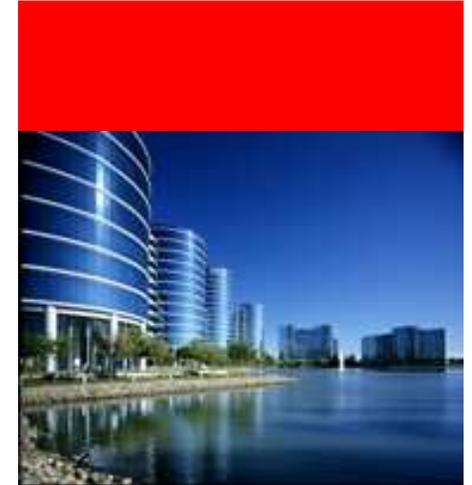
Welcome BEA Customers & Partners

ORACLE®



Oracle Corporation

- World's largest enterprise software vendor
- \$22.4 billion revenue in FY08
 - 25% total revenue growth
 - 28% new software license growth
- 300,000 global customers
- 84,000 employees
 - 20,000 developers
 - 7,500 support personnel
- 20,000 partners
 - 9,100 Independent Software Vendors
- Operating in 145 Countries





ORACLE®

▶ Database

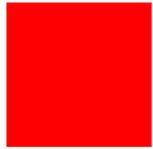
- Database
- Real Application Clusters
- Partitioning
- OLAP and Data Mining
- Security
- Spatial
- Oracle Lite
- Times Ten

▶ Middleware

- Development Tools
- TP-Monitor
- Application Server
- Application Grids
- Data Integration
- SOA / Integration
- Business Intelligence
- Content Management
- Identity Management
- Enterprise 2.0
- Enterprise Performance Management
- BEA

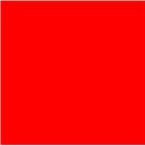
▶ Applications

- E-Business Suite
- PeopleSoft Enterprise
- Siebel
- JD Edwards
- Oracle Retail
- i-Flex
- Communications Billing
- Utilities
- ProfitLogic
- G-Log
- Agile PLM
- Oracle GRC



ORACLE FUSION MIDDLEWARE

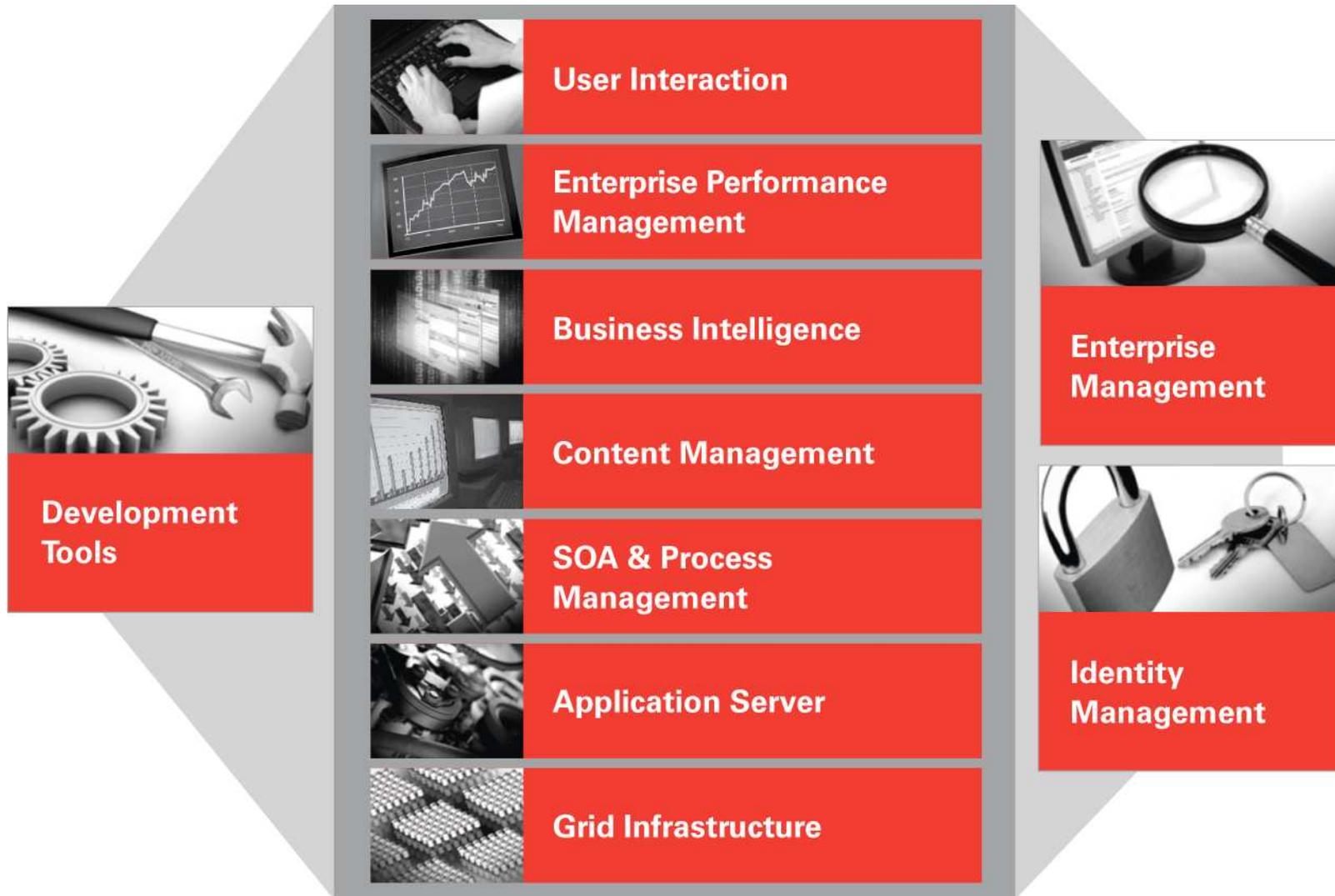
- Enables Enterprise Architecture Shift to SOA
- A Comprehensive Platform for Developing and Deploying Service-Oriented Applications
- Forms Foundation for Modernizing and Integrating Oracle Applications

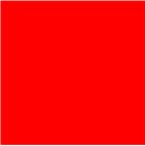


Oracle's Middleware Product Strategy

- ✓ Complete
- ✓ Pre-integrated
- ✓ Hot-Pluggable

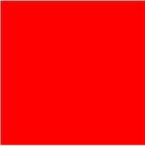
ORACLE FUSION MIDDLEWARE





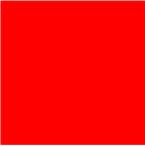
Oracle's Middleware Business

- 1 of 3 Primary Product Businesses
- Significant R&D Investment
- Fastest Growing Middleware Suite for 7 Years
- Surpassed \$1B in revenue during FY06
- 55,000 Customers Prior to BEA Acquisition
- Best-In-Class Products



BEA Acquisition Rationale

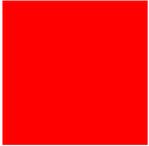
- Pioneer & Leader in Middleware
- Complementary Products and Architecture
- Innovative Team with Middleware Expertise
- Strengthens Presence in Strategic Markets
- Expands Partner & Channel Ecosystem



Oracle's Integration Principles

Immediate Benefits for Customers & Partners

- Strategic clarity & continuity
 - Well-defined, clearly communicated integrated product strategy
 - No fundamental changes in strategic principles (eg. Hot-Pluggable)
- Customer investment protection
 - All BEA products continue under existing BEA support lifetimes
 - No forced migration: no policy requires migration from BEA
- Increased Oracle investment in Middleware
 - Across Engineering, Sales & Global Support
 - Partner Ecosystem of 11,000 including 5,000 ISVs
- Unifies best-of-best products
 - Pragmatic integration of appropriate Oracle & BEA products
 - Accelerated product integration lowers cost and complexity



#1 in Middleware



Best of Breed Middleware

InfoWorld Product of the Year - 2008

Best ECM Suite

InfoWorld Log-in | Register

HOME NEWS TECHNOLOGIES BLOGS/COLUMNS TEST CENTER AUDIO/VIDEO CAREERS IT EXEC-CONNECT

2008 Technology of the Year Awards: Data Management

Slide 2 of 6

Oracle UCM 10g R3

Oracle Universal Content Management is a unified solution for securely managing documents, images, and other digital assets, plus Web sites. Content is delivered -- to the Internet, intranets, applications, and wireless devices -- using various methods, including Web services, HTTP, and RSS. Version 10g R3 has extensive Windows Explorer and Outlook integration, works with Microsoft SharePoint, and includes comprehensive search, not to mention strong information rights and records management. [FULL STORY...](#)

Best Enterprise Content Management

E-mail to a friend

Best SOA Suite

InfoWorld Log-in | Register

HOME NEWS TECHNOLOGIES BLOGS/COLUMNS TEST CENTER AUDIO/VIDEO CAREERS IT EXEC-CONNECT

2008 Technology of the Year Awards: Applications and Middleware

Slide 3 of 7

Oracle SOA Suite 10g Release 3

The Oracle SOA Suite pulls together top-notch governance, business rules, security, and business activity monitoring into an ESB package replete with native BPEL orchestration and human workflow integration. Tools skew to the developer side (with the exception of BAM) but are well suited to the job. Ease of implementation and affordability make it a standout consideration. [FULL STORY...](#)

Best Enterprise Service Bus

E-mail to a friend

More Slideshows

Best of Breed Middleware

150+ Other Industry Awards



SearchSecurity.com
Excellence in
Directory Services
& Single Sign-On



Buyer's Choice
Information Integration



Progressive Manufacturing Award for Web
Content Management Implementation



Oracle SOA Suite
VAR Tech Innovator 2007

| Very Good 8.0 | | |
|---------------|-------|--------|
| criteria | score | weight |
| Management | 8 | 30% |
| Integration | 9 | 25% |
| Configuration | 7 | 20% |
| Cohesion | 8 | 15% |
| Value | 7 | 10% |

Highest Rated SOA
Product



2007 Finalist
Best Identity
Management Solution



Oracle Universal
Records Management
Trend-Setting Product



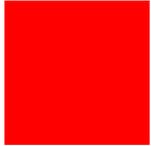
SD Times 100
Development Platforms &
Integration Middleware



Oracle won 15 of 20
awards in 2007

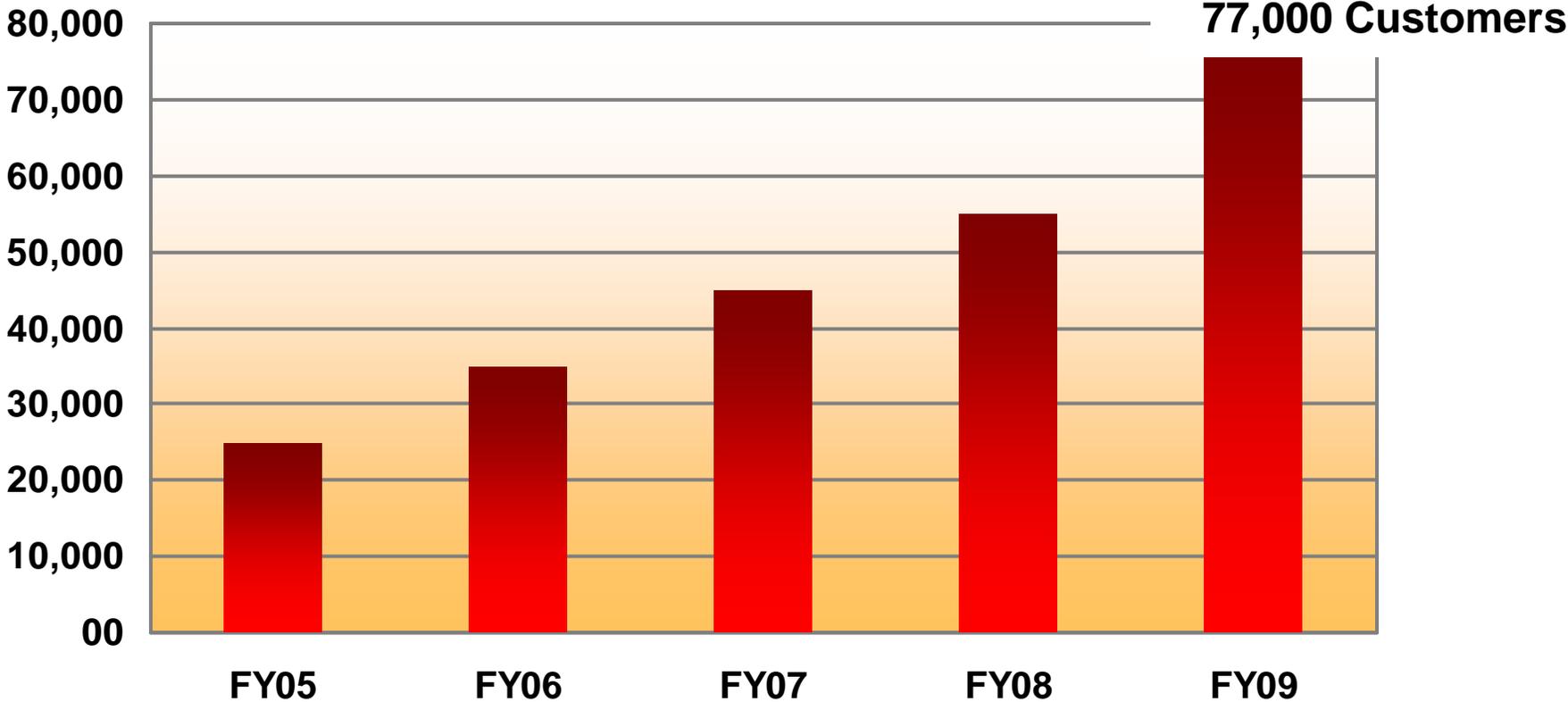


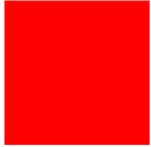
2007 Technology of the
Year Information Rights
Management



Growing Middleware Installed Base

Combined Oracle + BEA Customers





Best of Breed Middleware

Used by the World's Leading Companies

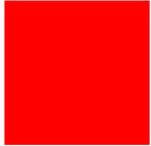
29 Dow Jones 30

92 Fortune 100

94 Fortune 100 Global

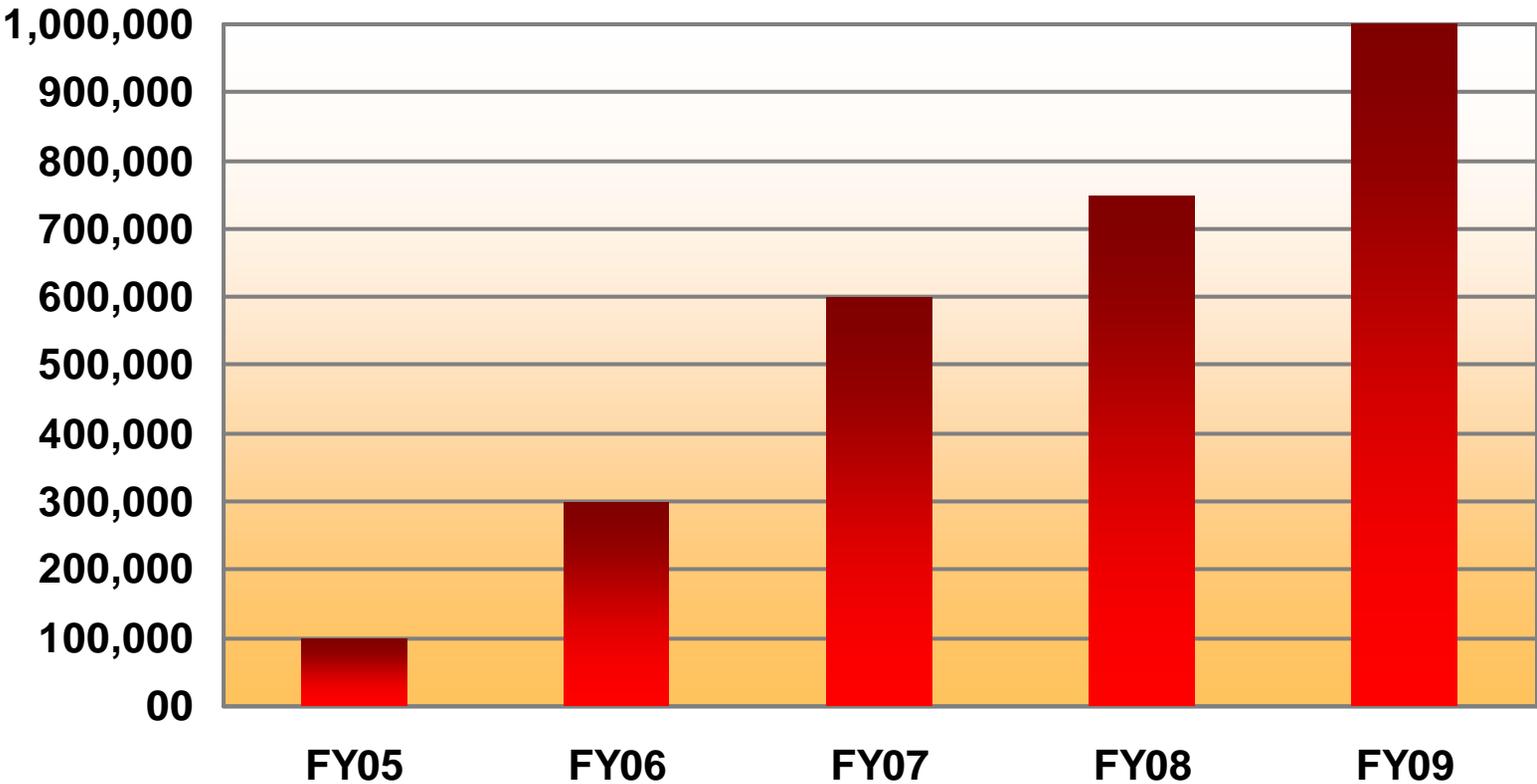
422 Fortune 500 Global

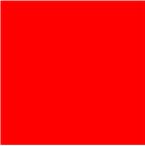
915 Business Week 1000



Rapidly Growing Java Community

1 Million Java Developers
in combined Oracle Community

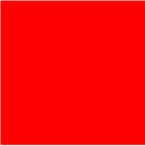




Developer & Architect Communities

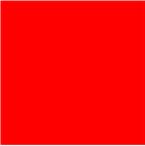
Program Continuity & Expansion

- Oracle Technology Network (OTN)
 - One of the largest Java communities: 1 million Java developers
 - One of world's largest SOA communities: 500K+ members
- Invest in BEA Dev2Dev & Arch2Arch programs
 - Dev2Dev merged into Oracle Java Developer community
 - Arch2Arch program will be broadened to Oracle community
 - Expert content, product downloads, forums, newsletters, and community on OTN.oracle.com and mix.oracle.com
 - Global series of developer and architect events
 - “Oracle ACE” evangelist program
 - BEA User Groups will become part of Oracle’s User Group



Partner Enablement Continuity

- Broad Partner Outreach for Technical Product Strategy Communication
 - 70+ cities world wide – starting week of July 7
 - Offered to Combined BEA and Oracle Partners
 - Executive level and Technical Deep Dive Sessions given by Development Engineers
 - Product Roadmap and 100-day Technical Details
- Hands-on Cross Training for Partners
 - BEA and Oracle Partners Quickly Gain Deep Skills in Complementary Products
- Contact Your Local Oracle Channels Representative



BEA Organizational Continuity

- Sales & Consulting
 - Vast Majority of BEA Sales Reps & SCs Retained and Integrated with Oracle Fusion Middleware Sales Teams
 - Oracle Fusion Middleware Sales Now 3,000 Strong
 - Enterprise Architect Initiative – Incorporates BEA Experts
- Support
 - Vast Majority of BEA Support Staff Retained
 - Existing Support Processes Continue Unchanged
 - Existing BEA Support Organization Continues to Support BEA Products as part of Oracle Fusion Middleware Support
- Engineering
 - Vast Majority of R&D Retained and Integrated with Oracle Fusion Middleware Development – Now 4,500 Strong
 - Retained **all** BEA Development Centers



Strong Acquisition Track Record

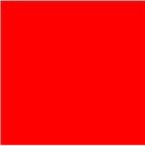
PeopleSoft®

PeopleSoft now at 96-percent renewal rate, higher than it was prior to the acquisition

SIEBEL

- Clear Communication
- Customer Investment Protection
- Increased R&D Investment
- World-Class Support

 **Hyperion™**



Customer Reactions

“We are a long-time business partner of both BEA and Oracle...This acquisition makes what was already a very successful vision of SOA service-oriented architecture (SOA) infrastructure even better. Any enterprise looking for a best-in-class middleware stack has got to consider them as a front-runner.”

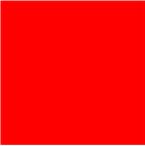
Evan Jafa
Corporate CTO
The First American Corporation

Customer Reactions

“By combining the best of Oracle Fusion Middleware and BEA middleware software, Oracle will be able to deliver a world class integration platform.”



Barry Libenson
VP & Chief Information Officer
Ingersoll Rand Company



Customer Reactions

“Our BEA collaboration platform and Oracle Fusion Middleware environment provides Novartis an important foundation on which we see opportunity to innovate and drive our business successfully in the future.”

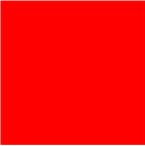
Rob James
Chief Information Officer
Novartis Pharma AG

Customer Reactions

“We are pleased that our investment in BPEL Process Manager, Oracle BPA Suite and Oracle WebCenter aligns with Oracle's product roadmap going forward. Technologies from BEA such as AquaLogic ESB and AquaLogic Enterprise Repository have the potential of adding value to Oracle's middleware offering.”



Mark Tonnesen
VP & CIO
Logitech

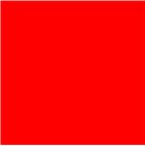


Customer Reactions

“...We are delighted to learn that both Oracle BPEL Process Manager and WebLogic Server are strategic components of Oracle's middleware offering going forward. We are optimistic about Oracle's acquisition of BEA and confident this will further strengthen Oracle's already very competitive middleware offering.”



Mike Rulf
VP of Advanced Engineering
USi, an AT&T Company

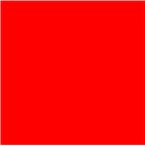


User Group Reactions

“Oracle has proven with its other acquisitions that they are dedicated to customer satisfaction and protecting and enhancing customer investments. We expect the same with its acquisition of BEA.”

John Matelski
Chair

International Oracle Users Group Community

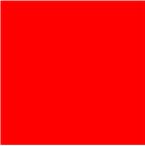


User Group Reactions

“Working with customers who use both BEA and Oracle today, this combination makes sense, and can increase the value they gain overall. It represents the best of all worlds.

Enterprise software based on an open-standards and SOA architecture. Seamless integration and interoperability for customers.”

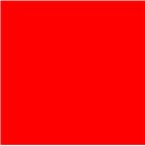
Ari Kaplan
President Emeritus
International Oracle Users Group



User Group Reactions

“Bringing BEA into the Oracle family should only increase the value to users and the user community, especially in Oracle's growing Fusion Middleware operations. It gives my company several options from one vendor where the integration to my ERP system is already done, saving both time and money.”

Steve McDowell
President
Quest International



BEA Welcome Events

- Global event series in 70 cities
- Beginning July 15th
- Specifically for BEA customers
- Register now at:

Oracle.com/events/welcomeBEA



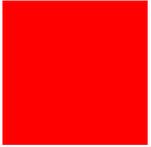
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OPEN
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| Connect Collaborate Learn

Your. Open. World.

SEPTEMBER 21-25, 2008 | MOSCONE CENTER, SAN FRANCISCO

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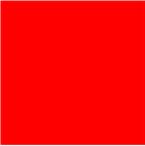


Oracle Middleware Strategy Briefing

July 1, 2008

Thomas Kurian

Senior Vice President, Development

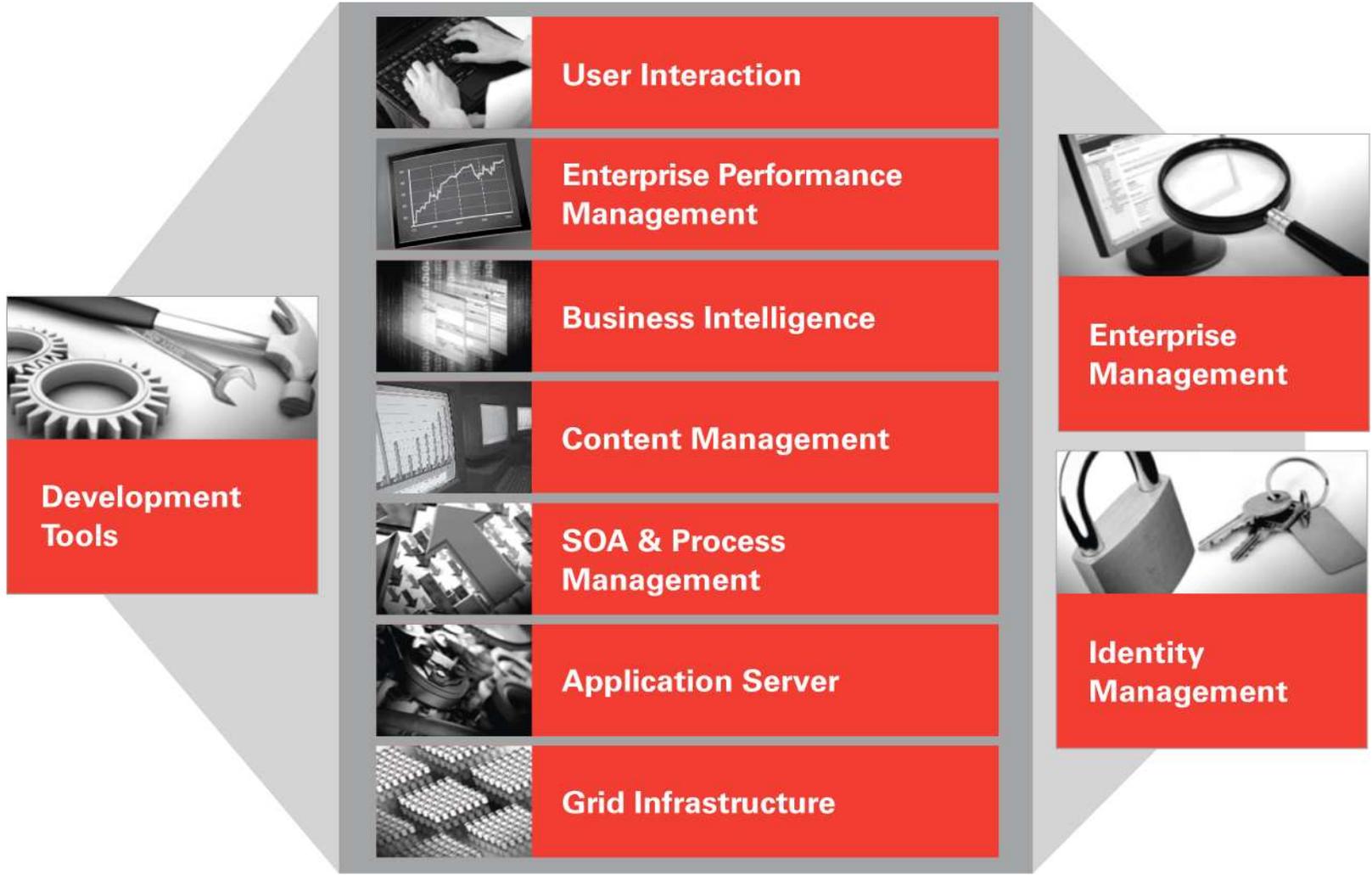


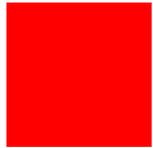
Product Strategy

Oracle Middleware Strategy

- Provide Complete & Integrated Middleware Suite
 - Unified, Modular, Standards-based, Open, Hot Pluggable
- To Develop & Deploy Applications on Internet
 - Unifying Service-Oriented Architecture, Process Management, Business Intelligence, Content Management, & Enterprise 2.0
- With Lowest Total Cost of Ownership
 - By Managing Systems, Applications, & User Identities on Low Cost Hardware & Storage

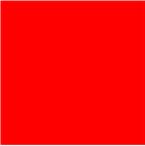
Oracle Fusion Middleware





Product Roadmap





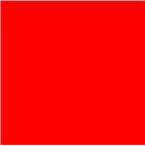
Product Roadmap

Definition of Product Offerings

- Strategic Products
 - BEA Products being adopted immediately with limited re-design into Oracle Fusion Middleware
 - No corresponding Oracle Products exist in majority of cases
 - Corresponding Oracle Products converge with BEA Products with rapid integration over 12-18 Months
- Continue & Converge Products
 - BEA Products being incrementally re-designed to integrate with Oracle Fusion Middleware
 - Gradual integration with existing Oracle Fusion Middleware Technology to broaden features with automated upgrades
 - Continued development & maintenance for at least 9 Years
- Maintenance Products
 - BEA had EOL'd due to limited adoption prior to Oracle M&A
 - Continued Maintenance with appropriate fixes for 5 Years



Development Tools



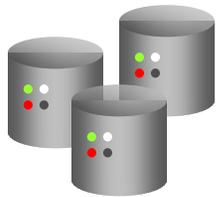
Product Strategy

Development Tools

- Offer Complete & Integrated Development Toolset
 - Unified Standards-based Development across entire Lifecycle
- To substantially enhance Developer Productivity
 - Through Declarative Development & Customization
- While preserving Developer Choice
 - Development Style; Technology; & Deployment Platform

Product Strategy

Development Tools



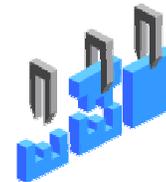
Databases



Applications



Web Services



Messaging/JMS



XML

Product Offering

Development Tools

▶ Oracle JDeveloper

- Integrated Development Tool spanning entire Middleware Suite

▶ Oracle ADF

- Declarative, Standards-based MVC Framework (JSF, EJB, AJAX)

▶ Oracle Eclipse Pack

- Broad Suite of Best-in-Class Eclipse Add-ins (Java EE, SOA, JPA, ..)

▶ Oracle Forms & Reports

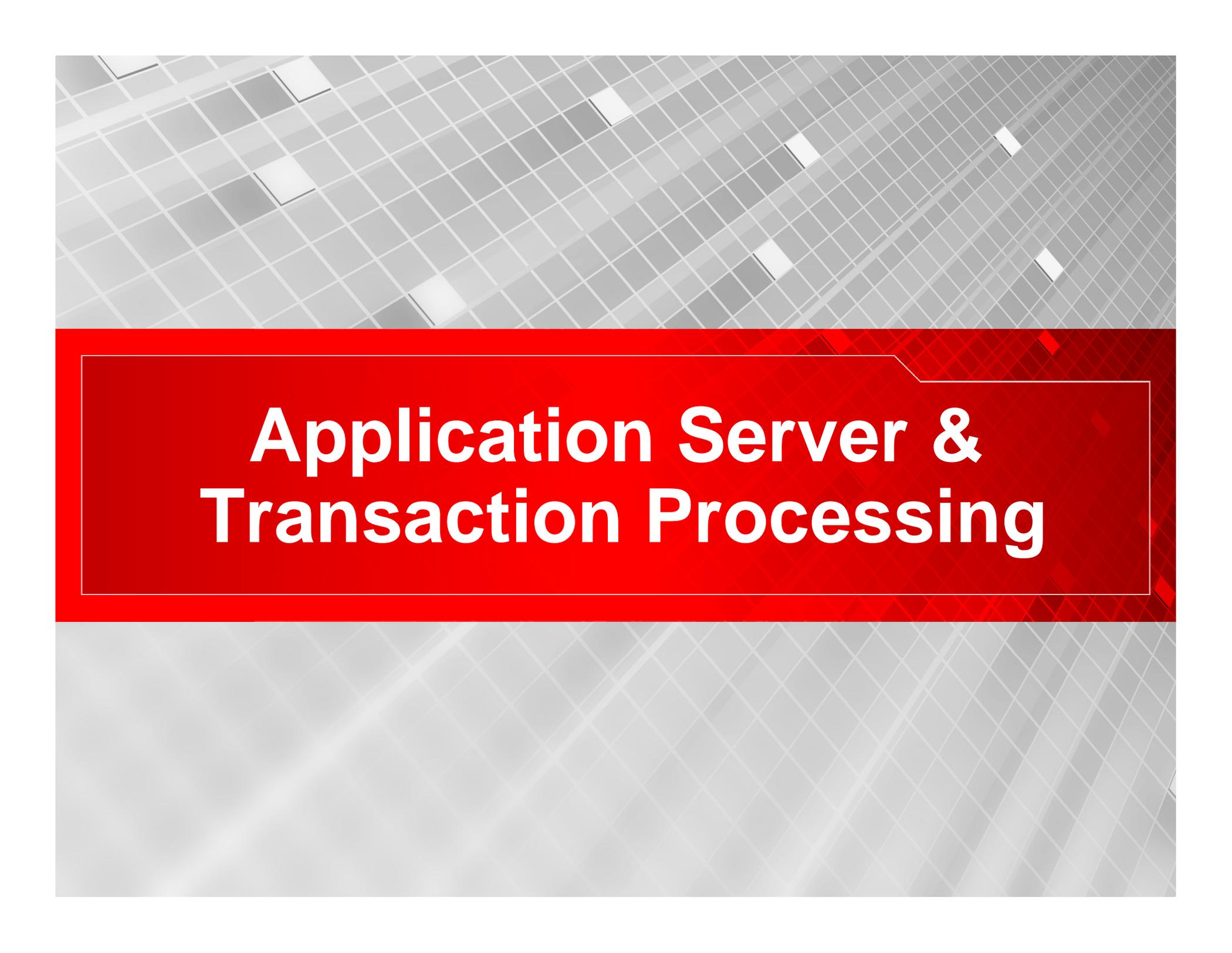
- Complete PL/SQL Development Tool & Report Writer

▶ BEA Workshop

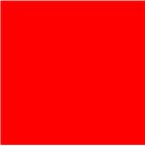
- Components packaged in Eclipse Pack

▶ BEA Beehive

- Older BEA Development Tools Suite

The image features a grey grid background with a central red banner. The banner has a white border and contains the text "Application Server & Transaction Processing" in white, bold, sans-serif font.

Application Server & Transaction Processing



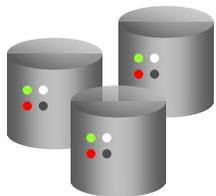
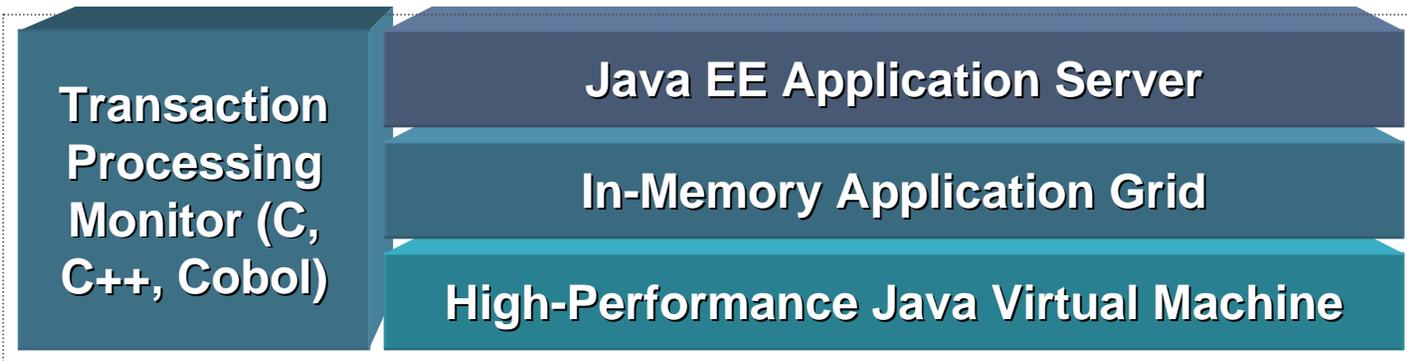
Product Strategy

Application Server & Transaction Processing

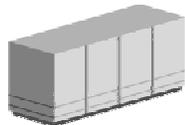
- Offer Fastest, Most Scalable, & Most Reliable Transaction Processing Platform
 - For Variety of Styles of Applications & Programming Models
- On Different Styles of Computing Architectures
 - Traditional SMP; Computing Grids; & Virtualized Grids
- With Comprehensive Tools and Middleware
 - Unifying Development; Deployment; & Management

Product Strategy

Application Server & Transaction Processing



Databases



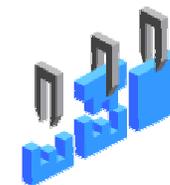
Legacy/
Mainframe



Applications



Web Services



Messaging/JMS



XML

Product Offering

Application Server & Transaction Processing

▶ BEA Tuxedo

- TP-Monitor for C/C++, Cobol Applications & Mainframe Modernization

▶ BEA JRockit, Real Time, Liquid VM

- High Performance “Real Time” Java VM optimized for Virtualized Intel-32 &64

▶ BEA WebLogic Server

- Strategic Java EE 5.0 Application Server – Features integrated from OC4J

▶ Oracle TopLink

- Strategic JPA & EJB 3.0 Provider integrated with WebLogic Server

▶ Oracle Coherence

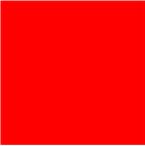
- High Performance, Transactional, In-Memory Application Data Grid

▶ Oracle Application Server (OC4J)

- Key Features integrated with WebLogic Server with seamless migration

The image features a background of a grey grid pattern. A prominent red banner with a white border is centered horizontally, containing the text "Service-Oriented Architecture" in white. The banner has a slight shadow effect, making it stand out against the grid background.

Service-Oriented Architecture



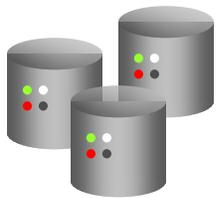
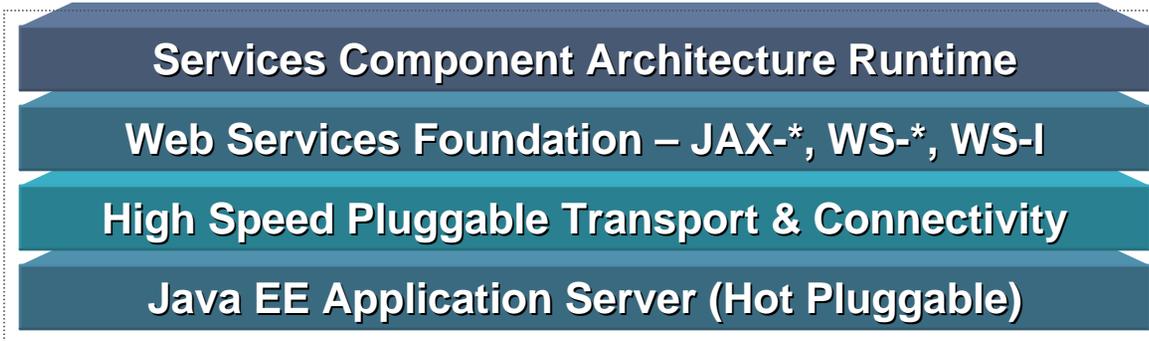
Product Strategy

Service-Oriented Architecture

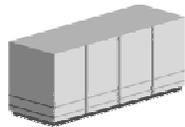
- Offer Complete & Integrated Service-Oriented Architecture Platform (SOA)
 - Tools; Middleware; Governance; Packaged Composites
- To enable variety of Enterprise SOA Patterns
 - Including Data Integration; Application Modernization; Enterprise Integration; & Composite Applications
- To provide greater Business Flexibility
 - By Integrating Applications & Systems using Standards

Product Strategy

Service-Oriented Architecture



Databases



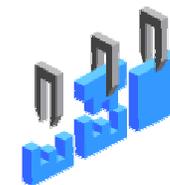
Legacy/
Mainframe



Applications



Web Services



Messaging/JMS



XML

Product Offering

Service-Oriented Architecture

▶ Oracle Data Integrator

- High Performance Heterogeneous Data Integration & Batch ETL Tool

▶ Oracle Service Bus (AL-SB & Oracle ESB)

- Unifies AquaLogic Service Bus & Oracle Enterprise Service Bus

▶ Oracle BPEL Process Manager

- Strategic Service Orchestration & AIA/Composite Application Infrastructure

▶ Oracle Complex Event Processor

- In-Memory Event Computation Engine integrated with WebLogic Event Server

▶ Oracle Business Activity Monitoring

- Dashboards to Monitor Business Event & Business Process KPIs

▶ BEA WL-Integration

- Continued Development with common services & technology with BPEL PM

▶ BEA AL-Data Services Platform

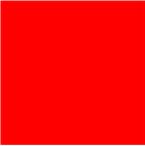
- Continued Development and integration into Oracle Data Integration strategy

▶ BEA Cyclone & RFID Server

- Already EOL'd BEA Products

The background features a light gray grid pattern. A prominent red diagonal band runs from the top-left to the bottom-right, bisecting the grid. The text is centered within a white-bordered box on the red band.

Business Process Management



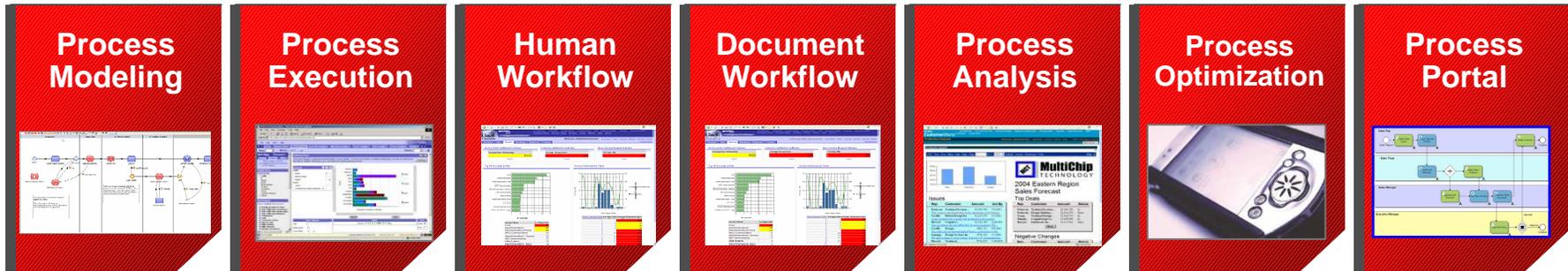
Product Strategy

Business Process Management

- Offer Complete & Integrated Business Process Management Platform
 - For System-centric, Human-centric, Document-centric, and Decision-centric Business Processes in a single runtime
- For Business Owners & Developers to Collaborate
 - To Define Processes across Systems & Lines of Business
- To improve Business Process Efficiency
 - By Monitoring; Analyzing; Simulating; & Optimizing Processes

Product Strategy

Business Process Management

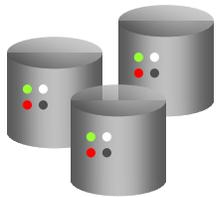


Shared BPMN & BPEL Model for Business & I/T

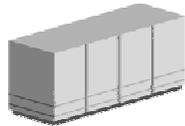
Process Execution, Monitoring & Auditing

Services Component Architecture Runtime

Java EE Application Server (Hot Pluggable)



Databases



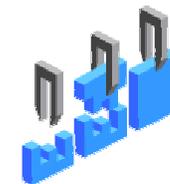
Legacy/
Mainframe



Applications



Web Services



Messaging/JMS



XML

Product Offering

Business Process Management

▶ Oracle BPA Designer

- Structured BPM Designer for Rigorous Process Modeling & Simulation

▶ BEA AL-BPM Designer

- Agile BPM Designer for Iterative Process Modeling

▶ Oracle BPM (BEA AL-BPM & Oracle BPEL PM)

- Converged BEA AL-BPM & BPEL Process Manager for Human & Structured BPM in Single BPMN & BPEL Runtime

▶ Oracle Document Capture & Imaging

- Paper Document Capture, Imaging & Document Workflow with ERP Integration

▶ Oracle Business Rules

- Declarative Rules Engine to express Business Policies

▶ Oracle Business Activity Monitoring

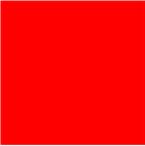
- Dashboards to Monitor Business Events & Business Process KPIs for Optimization

▶ Oracle WebCenter

- Process Portal Interface to visualize Composite Processes

The image features a grey grid background with a central red banner. The banner has a white border and contains the text "Enterprise 2.0 Portals" in white. The grid pattern is composed of thin, light grey lines forming a diamond shape, with some lines being slightly thicker or darker to create a 3D effect.

Enterprise 2.0 Portals



Product Strategy

Enterprise 2.0 & Portals

- Offer Complete & Integrated Multi-Channel, Composite User Interface
 - Unify Process of Developing Rich Media Web; Rich Internet Applications; Enterprise Portals; & Social Computing
- With Integrated Enterprise Content Management
 - To capture & manage Content across its Entire Lifecycle
- To transform how people share information
 - Using Internet & E2.0 Technology as communication medium

Product Strategy

Enterprise 2.0 & Portals



Design Framework, Composition, Personalization

Unified Content Management, Integration, Search

Declarative Binding via REST, JSR-168, WSRP

Java EE Application Server (Hot Pluggable)



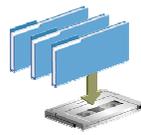
Database



Business Intelligence



Business Process



Content Repositories



Custom/LOB Apps



Enterprise Applications



Web Services

Product Offering

Enterprise 2.0 & Portals

▶ Oracle Universal Content Management

- Content Management Repository, Security, Publishing, Imaging, Records, & Archival

▶ Oracle WebCenter Framework

- Standards-based Portal Development Framework & Enterprise 2.0 Services

▶ Oracle WebCenter Spaces & Suite

- Packaged Self-Service Portal Environment with Social Computing Services

▶ BEA Ensemble & Pathways

- Lightweight REST-based Portal Assembly & Social Interaction Analytics

▶ BEA WL-Portal

- Continued Development & Integration with WebCenter Framework

▶ BEA AL-User Interaction

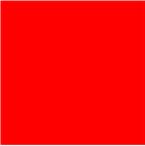
- Continued Development & Integration with WebCenter Spaces & Suite

▶ Commerce Services & Collabra

- Products in Maintenance (Already EOL'd)

The image features a background of a light gray grid pattern. A prominent horizontal band of solid red color runs across the middle of the frame. Within this red band, the text "Identity Management" is centered in a white, bold, sans-serif font. The red band has a slight shadow effect, making it stand out against the grid background.

Identity Management



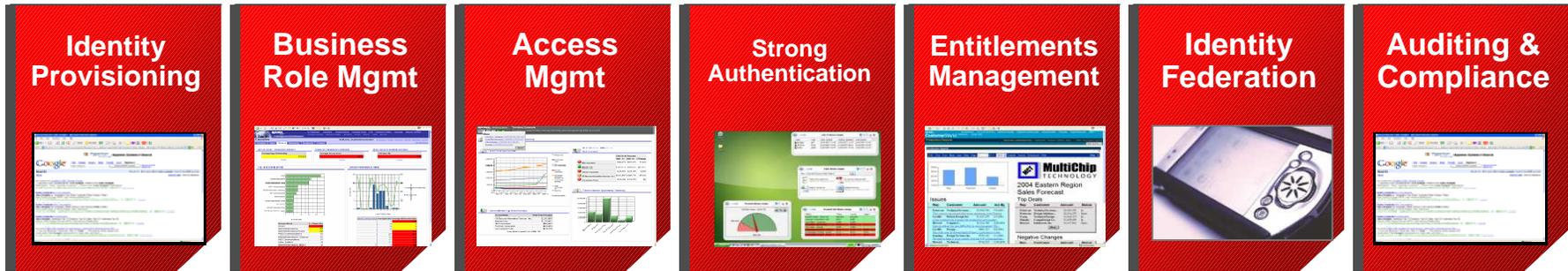
Product Strategy

Identity Management

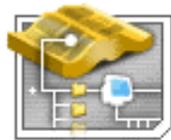
- Offer Complete & Integrated Identity & Access Management Platform
 - To manage Users & Roles across Information Systems, Enterprise Applications, & Physical Assets
- To Centrally Manage Enterprise Security
 - Identities & Roles; Access & Entitlements; & Controls (SoD)
- To Lower Cost of Security Administration
 - By reducing Vulnerabilities & enforcing Compliance with Controls

Product Strategy

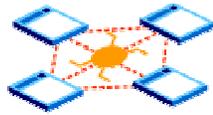
Identity Management



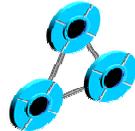
Standards-based Access & Identity Interfaces
 Comprehensive Identity Lifecycle Administration
 Integrated Security & Directory Infrastructure
 Java EE Application Server (Hot Pluggable)



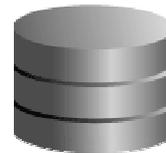
Active Directory



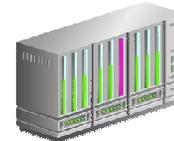
X.500 Directory



OID (LDAP Directory)



Databases



Mainframes



Applications

Product Offering

Identity Management

▶ Oracle Directory Services

- Scalable & Reliable LDAP Directory, Meta-Directory & Virtual Directory

▶ Oracle Identity Manager

- Physical Asset & User Account Provisioning with Identity Administration

▶ Oracle Role Manager

- Business Role Analysis, Provisioning & Management

▶ Oracle Access Manager

- Single Sign-On for Web, Client-Server, & Mainframe Applications

▶ Oracle Adaptive Access Manager

- Risk-based Strong Authentication for Access Management

▶ BEA AL-Enterprise Security

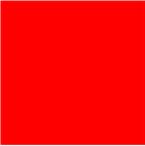
- Centralized Management of Entitlements or Authorization Privileges

▶ Oracle Identity Federation

- Standards-based, Cross-Domain Identity Federation

The image features a grey grid background with a central red banner. The banner has a white border and contains the text "Systems Management" in white. The grid pattern is composed of thin, light grey lines forming a diamond shape, with some lines being slightly thicker or darker to create a sense of depth and perspective.

Systems Management



Product Strategy

Systems Management

- Offer Complete & Integrated Systems & Business Application Management
 - Manage Business Transactions & Technology Infrastructure for Business Applications in Heterogeneous Environments
- Across the entire Systems & Application Lifecycle
 - Provision, Deploy, Monitor, Diagnose, Configure, Patch, Migrate
- To Lower Cost of Ownership & Administration
 - By Automating the Management of “Many Systems as One”

Product Strategy

Systems Management



Product Offering

Systems Management for Fusion Middleware

▶ EM Provisioning Pack for Middleware

- Packaged Solution to Provision Middleware (being extended to BEA)

▶ EM Configuration Pack for Middleware

- Configure & Change Manage Middleware (being extended to BEA) – BEA Guardian will be integrated with EM

▶ EM Diagnostics Pack for Middleware

- Includes Application Diagnostics for Java (AD4J) & JRockit Mission Control

▶ EM Management Pack for SOA Suite

- Single Console & Solution to Manage SOA Suite

▶ EM Management Pack for Identity Management

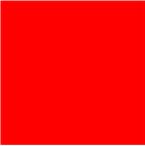
- Single Console & Solution to Manage Identity Mgmt. Suite

▶ EM Management Pack for Business Intelligence

- Single Console & Solution to Manage Business Intelligence Suite

The slide features a background of a grey grid pattern with several white dashed lines forming a path that curves across the top half. A prominent red horizontal band spans the middle of the slide, containing the title text. The bottom half of the slide returns to the grey grid pattern.

SOA Governance



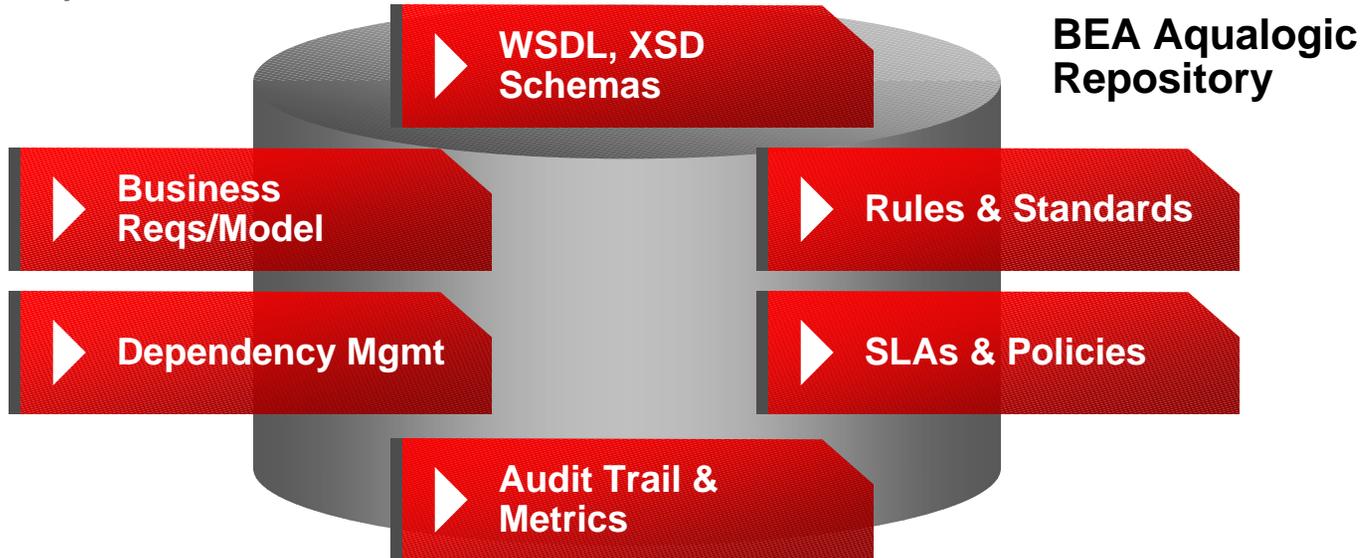
Product Strategy

Service-Oriented Architecture Governance

- Offer an Integrated & Complete Lifecycle SOA Governance Platform
 - Tools; Registry; Repository; Policy Manager; Console
- For visibility into an organization's Service Portfolio
 - Discover, Categorize, Manage Change, Audit Usage, Monitor
- To provide better control over lifecycle of services
 - Enforce Policy Compliance from Development to Operations

Product Strategy

SOA Governance



Product Offering

Service-Oriented Architecture – SOA Governance

▶ BEA AquaLogic Enterprise Repository

- Repository to capture, share, & change manage SOA Artifacts across lifecycle

▶ Oracle Service Registry

- Standards-based UDDI v3.0 Registry to publish & discover Services

▶ Oracle Web Services Manager

- Policy Manager to define & manage Security & QOS Policies on Services

▶ EM Service Level Management Pack

- Management Console to Monitor Service Level Response Times & Availability

▶ EM SOA Management Pack

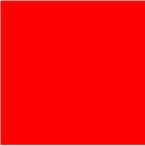
- Management Console to Monitor, Trace, & Change Manage SOA

▶ BEA AquaLogic Services Manager

- OEM Product & Redundant with Oracle Enterprise Manager

The image features a grey grid background with a central red banner. The banner has a white border and contains the text "Service Delivery Platform" in white, bold, sans-serif font. The grid pattern is composed of thin, light grey lines forming a diamond shape, with some lines being slightly thicker or darker to create a sense of depth and perspective.

Service Delivery Platform



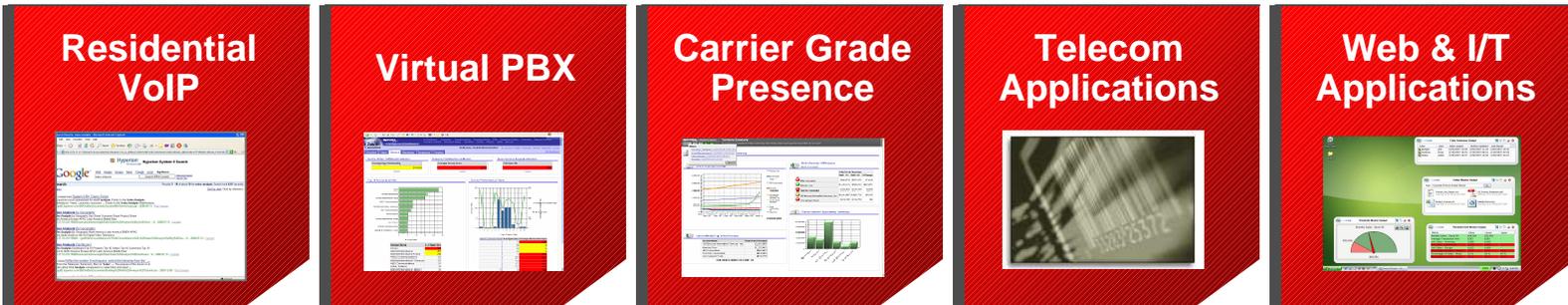
Product Strategy

Service Delivery Platform

- Offer Complete & Integrated Communications Service Delivery Platform
 - Service Creation; Enablement; Orchestration; Management; & Delivery using standard IMS & SOA Architecture
- To enable Creation of Converged Network Services
 - 3rd Generation Services with End-to-end Processes integrated with existing OSS & BSS
- Rapid Delivery of these Converged Services
 - Across Traditional & Emerging Telecommunications Networks

Product Strategy

Service Delivery Platform



Product Offering

Service Delivery Platform

▶ BEA WebLogic SIP Server

- Now Oracle Communications Converged Application Server

▶ BEA WebLogic Network Gatekeeper

- Expose Network Services - Now Oracle Communications Services Gatekeeper

▶ Oracle Presence

- Carrier Grade SIP-based Presence Application

▶ Oracle Virtual PBX

- Carrier Grade Packaged VoIP-based Virtual PBX Application

▶ Oracle Telephony Application

- Carrier Grade Residential Telephony Application

▶ Oracle Unified User Profile

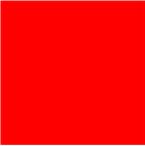
- Unified User Profile Management across Multiple Operator Systems

▶ Oracle SIP Server

- Replaced by WebLogic SIP Server

The image features a grey grid pattern that is slightly blurred and has a perspective effect, appearing to recede into the distance. A prominent red banner with a white border is centered horizontally across the middle of the image. The word "Summary" is written in a bold, white, sans-serif font within this banner.

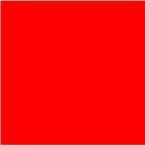
Summary



Product Strategy

Implications for Oracle Applications Customers

- Oracle continues to integrate Fusion Middleware into its Applications Suites
 - Consistent, modern Technology Foundation for Applications
 - SOA, Business Intelligence, Content Management, Identity Management, WebCenter, Systems Management
- No changes to Fusion Middleware adoption strategy
 - Some BEA Products already certified by Oracle Applications
 - Other new “Strategic” Products will be introduced gradually
 - Specific Timelines & Applications releases being made available
- New Technologies transparent to Applications Customers
 - Several components “external” to Applications: eg. AL-ER & AIA
 - No loss of Customization or Application Functionality: eg. Customizations are encapsulated via ADF, BPEL, BI Publisher
 - No forced migration for E-Business Suite customers to WebLogic



Simplified Pricing & Packaging

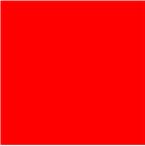
- Simplified & Standardized Pricing
 - Standard Oracle Named User Plus Metric Definition
 - Standard Oracle Processor & Core Metric Definition
 - Single Global Price in all countries
 - Standard Oracle Pricing structures for Partners (ASFU, ESL)
 - New Price List has been available since June 16, 2008
- Simplified Product Packaging
 - From 100+ Pages & 3 Price Lists to a Few Pages
 - Packaging of Combined Products as Middleware Suites
 - Simplified Support Offerings with standard Oracle Metrics
- No Forced Customer Migrations
 - For ANY BEA or Oracle customers
 - Existing Price Lists continue to be available as an alternative



Simplified Packaging

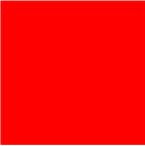
Combined Suites

- | | |
|-------------------------------|-----------------------------|
| ▶ Enterprise Manager Packs | ▶ SOA Governance |
| ▶ WebCenter Suite | ▶ Identity Management Suite |
| ▶ Business Intelligence Suite | ▶ Content Management Suite |
| ▶ SOA Suite | ▶ BPM Suite |
| ▶ WebLogic Suite | ▶ Data Integration Suite |
| ▶ Tuxedo Suite | ▶ WebLogic Application Grid |



Expanded Support Arrangements

- All existing BEA Products continue under existing BEA Support Lifetimes
 - No change in existing product lifetimes with Oracle
 - Existing support processes continue unchanged
 - Existing BEA Support Organization continues to support BEA Products and are part of Oracle Fusion Middleware Support
- Re-released BEA 10^gR3 Products
 - Will be offered with Oracle Fusion MW Support Lifetimes
 - Standard Oracle Support Offerings, Terms, & Prices
- Oracle Fusion MW Support Lifetime extended
 - For existing Oracle Fusion MW 10gR2 and 10gR3 Releases
 - By 1 Additional Year to provide customers additional time



Product Strategy

Key Messages

- Clear Well-Defined Integrated Product Strategy
 - Unifies Best-of-Best Products with Clear & Pragmatic Strategy
- Protects & Enhances existing Customer Investments
 - In existing products while significantly broadening offering
- Broadens Oracle & BEA Investment in Middleware
 - More resources across Engineering, Sales, & Support
- Broad range of choices for Customers
 - Well Defined Options available from your Oracle Teams



For More Information

The Latest Product Information

Oracle.com/goto/july1

| ORACLE FUSION MIDDLEWARE | |
|---|-------------------------|
| PRODUCT AREA | LISTEN |
| Developer Tools | Podcast |
| Application Server | Podcast |
| Transaction Processing (Tuxedo) | Podcast |
| Service-Oriented Architecture | Podcast |
| Event-Driven Architecture | Podcast |
| Business Process Management | Podcast |
| Enterprise 2.0 and Portals | Podcast |
| Enterprise Content Management | Podcast |
| Identity Management | Podcast |
| SOA Governance | Podcast |
| Service Delivery Platform | Podcast |

Drill down into information on specific products and the new Suites



Oracle WebLogic Suite

Oracle WebLogic Suite brings together unparalleled performance, scalability, and manageability in a single, unified application server offering. Simultaneously meeting the compute demand of thousands while maintaining quality-of-service and manageability is at the heart of Oracle WebLogic Suite. The proliferation of access device types and high expectations for fast application response times are increasing the load on IT infrastructure. Oracle WebLogic Suite meets these demands with scale out data grids, dynamic system provisioning, and predictable performance.

BENEFITS

- **Scale out performance**—Caching at the data tier affords fast access and scale for heavy demand
- **Dynamic resource allocation**—Easily and dynamically provision systems in response to changing need
- **Predictable Runtime**—WebLogic Real Time helps ensure predictable and smooth performance of deployed applications

ORACLE WEBLOGIC SUITE PRODUCTS

- [Oracle WebLogic Server Enterprise Edition](#)
- [Oracle WebLogic Operations Control](#)
- [Oracle Application Server Enterprise Edition](#)
- [Oracle WebLogic Real Time](#)
- [Oracle Coherence Enterprise Edition](#)

Technical Information & Downloads on OTN (otn.oracle.com)

RECENTLY POSTED



Download Oracle WebLogic Server, Oracle JRockit, and More

Many BEA-related products in the Oracle Fusion Middleware family are now available for download under the OTN Developer License. Documentation, Discussion Forums, and other resources are also available at their respective [Product Centers](#). (See also: [Welcome, Dev2Dev & Arch2Arch FAQ](#))

posted 7/1/08 16:51:22 GMT - Tags: [middleware](#), [java](#), [soa](#)

Welcome, Dev2Dev and Arch2Arch Members

The Oracle Technology Network is happy to welcome members of the BEA Dev2Dev and Arch2Arch communities. The OTN team, which now includes some of the very same people behind those BEA communities, is hard at work merging the best of Dev2Dev and Arch2Arch into OTN. In the coming weeks, all your familiar BEA community resources will emerge on OTN, enhanced by improved tools and increased opportunities for peer interaction and collaboration.

Interaction, Insight, Expertise

With more than five million members, the Oracle Technology Network is the world's largest community of developers, DBAs, and architects using Oracle products and industry-standard technologies. Every day, members collaborate via OTN to share real-world insight, expertise, and best practices on how to build, deploy, manage, and optimize applications. OTN is largely powered by the community itself, with most Technical Articles and blogs authored by non-employee community members.

Join Up!

As a member of the Oracle Technology Network you will enjoy access to [software downloads](#), [discussion forums](#), [documentation](#), [wikis](#), [podcasts](#), and [blogs](#) just as you do via Dev2Dev and Arch2Arch, plus so much more.

- Download Oracle-BEA software.
- Explore new [Oracle-BEA product homepages](#) (works in progress).
- Join the "[BEA Developers & Architects](#)" Group on Oracle Mix (the official Oracle-centric social network).
- Subscribe to [Oracle's Arch2Arch Newsletter](#) (first edition in August).
- Listen to the podcast, "[Community Update: Dev2Dev2OTN](#)".

Community Stats*

Number of registrations:
5.5 million+

Number of Discussion Forum
Threads:
600,000+

Number of Discussion Forum
Messages:
2 million+

Number of Published Technic
Articles/Notes:
670

Countries/Territories contain
OTN members:
255

Country/Territory with most
members:
U.S., with 1.8 million and count

Country/Territory with fewest
members:
Myanmar, with 2 and count

* As of May 2008

FEATURED DOWNLOADS

- ↓ [Oracle Database 11g Release 1](#)
- ↓ [Oracle WebLogic Server](#)
- ↓ [Oracle JRockit](#)
- ↓ [Oracle VM](#) Free product
- ↓ [Oracle SQL Developer](#) Free product
- ↓ [Oracle Database XE](#) Free product

► MORE DOWNLOADS

DEVELOPER EVENTS

OracleDays 2008

7/14/2008 - 7/18/2008 — Bellevue, Wash.

OTN Developer Day - Fusion Development Experience

7/22/2008 — Philadelphia, Pa.

► MORE DEVELOPER EVENTS

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Attend a BEA Welcome Event

70 Cities Across All Geographies

- Amsterdam
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- Birmingham
- Brussels
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- Copenhagen
- Dublin
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- Frankfurt
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- Lisbon
- Madrid
- Manchester
- Milan
- Munich
- Oslo
- Prague
- Reading
- Stockholm
- Bangalore
- Brisbane
- Hong Kong
- Taipei
- Jakarta
- Kuala Lumpur
- Melbourne
- New Delhi
- Singapore
- Seoul
- Cincinnati
- Dallas
- Denver
- Detroit
- Hartford
- Los Angeles
- Milwaukee
- Minneapolis
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- New York
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- San Diego
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Register Now at:

[Oracle.com/events/welcomeBEA](https://www.oracle.com/events/welcomeBEA)



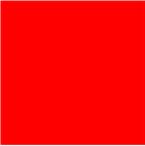
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| Connect Collaborate Learn

Your. Open. World.

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