Strategy & Country Direction

K. Raman
Managing Director
Oracle: Complete and Open Software “Stack”

**Database**
- OLTP Database
- Data Warehousing
- Analytics
- Data Security
- High Availability
- Information Lifecycle Management
- In-Memory Caching
- Embedded Databases
- Multimedia
- Enterprise Search
- Database Development Tools
- Management Tools

**Middleware**
- Application Server
- Application Grid
- SOA / Application Integration
- Business Process Management
- Business Intelligence
- Content Management
- Identity Management
- Data Integration
- Enterprise Portals
- Collaboration
- Java Development Tools
- Management Tools

**Applications**
- E-Business Suite
- PeopleSoft Enterprise
- Siebel
- JD Edwards
- Oracle Retail
- i-Flex
- Communications
- Utilities
- ProfitLogic
- G-Log
- Agile PLM
- Oracle GRC
- Enterprise Performance Mgmt
- AdminServer

**Infrastructure**
- Linux Operating System
- Clusterware
- Storage Mgmt
- Server Virtualization
- Management Tools
Acquisitions Accelerate Oracle’s Leadership

The Database Leader
- Database
- Data Warehousing
- Database on Linux
- Database on SAP
- Embedded Database

Applications: Oracle a Leader
- Customer Relationship Management
- Human Capital Management
- Enterprise Performance Management
- Retail
- Communications
- Banking
- Financial Services
- Public Sector
- Professional Services

Middleware: Gartner Magic Quadrant Leader
- Application Infrastructure
- SOA Application Infrastructure
- Composite Application Infrastructure
- Back-end Integration
- Enterprise Application Server
- Enterprise Portal
- Enterprise Content Management
- Business Intelligence
- Corporate Performance Management
- Web Access Management
- User Provisioning

Unified Product Strategy
- More Complete, Better Integrated, Open Standards
- Unified business processes, infrastructure, management, and business intelligence
- Unified security and governance
- Built with open standards
- One support call
- Extensive ecosystem

© 2009 Oracle Corporation – Proprietary and Confidential
# Oracle Acquisitions

## Applications

<table>
<thead>
<tr>
<th>Enterprise Deals</th>
<th>PeopleSoft</th>
<th>Siebel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Applications</td>
<td>Logical Apps</td>
<td>haleu</td>
</tr>
<tr>
<td>Project-Intensive</td>
<td>Primavera</td>
<td></td>
</tr>
<tr>
<td>Retail</td>
<td>Retek</td>
<td>360 Commerce</td>
</tr>
<tr>
<td>Communications</td>
<td>Portal</td>
<td>Net4Call</td>
</tr>
<tr>
<td>Health Sciences</td>
<td>Relsys</td>
<td></td>
</tr>
<tr>
<td>Utilities</td>
<td>Spl</td>
<td>Lodestar</td>
</tr>
<tr>
<td>Banking</td>
<td>I-flex</td>
<td>Mantas</td>
</tr>
<tr>
<td>Insurance</td>
<td>AdminServer</td>
<td>Skywire</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>Demantra</td>
<td>Agile</td>
</tr>
</tbody>
</table>

## Technology

<table>
<thead>
<tr>
<th>Enterprise Deals</th>
<th>Sun Microsystems (Pending*)</th>
<th>Bea</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middleware Management</td>
<td>Tangosol</td>
<td>GoldenGate</td>
</tr>
<tr>
<td>Performance Management</td>
<td>Hyperion</td>
<td>Interlace Systems</td>
</tr>
<tr>
<td>Identity Management</td>
<td>OctetString</td>
<td>Thor Technologies</td>
</tr>
<tr>
<td>Content Management &amp; Collaboration</td>
<td>Stellent</td>
<td>Context Media</td>
</tr>
<tr>
<td>Database</td>
<td>TimesTen</td>
<td>Sleepycat Software</td>
</tr>
<tr>
<td>Systems Management</td>
<td>Virtual Iron</td>
<td>e-Test Suite</td>
</tr>
</tbody>
</table>
Supporting Growth
Where Acquisitions Have Brought Us

- ‘Best in Class’ Applications
  - Broad and Growing Portfolio
  - Horizontal and Industry Applications

- ‘Best in Class’ Foundation
  - Fusion Middleware and Database
  - Coexists with existing investments
  - End-to-End Policy Enforcement

- Pre-Built Integrations

- Strategy of Choice
  - Continued New Releases
  - No forced Upgrades
  - Lifetime Support
Oracle Software
Complete. Open. Integrated.

Applications
Middleware
Database
Infrastructure & Management
The Future of Information Technology

IT: The Past
• Build
• Multi year projects
• Complex integration
• Proliferation
• Diverse interfaces
• On premise

IT: The Future
• Configure
• Speed
• Standard integration
• Consolidation
• Standard
• Leverage cloud
Sun Oracle Database Machine

Extreme Performance. Simplified Deployment.

- Fastest for data warehousing
  - 2X faster than Exadata V1
  - 5X faster than competition

- World’s only OLTP machine
  - 4X faster than comparable IBM hardware

- Eliminates complexity
  - Months of configuration, troubleshooting, tuning
  - Pre-built, tested, standard, supportable configuration
  - Runs existing applications unchanged
Solving Business Challenges with Oracle Integrated Solutions
Asia Pacific Markets

Database. Middleware. Applications.

Database Market Share
- Oracle 54%
- IBM 20%
- Microsoft 15%
- Others 15%

Middleware Market Share
- Oracle 34%
- IBM 31%
- Microsoft 19%
- Others 16%

Applications Market Share
- Oracle 12%
- SAP 25%
- Others 52%
- Others 12%

Source: IDC, October 2009, “Asia Pacific Semi-annual Software Tracker (DB, ADS, EA) 1H 2009” Business-to-Business Middleware, Contact Center excluded. Change % based on Half-on-Half
Oracle Asia Pacific
Expectations for Fiscal 2010

1. Win Big & Win Often in Key Accounts - Sell Oracle’s Unique Value
2. Accelerate our business in Every Region
3. Demonstrate Value thru successful implementations
4. Surround SAP in every Opportunity
5. Extend our Technology Lead
6. Be Focused & Disciplined
Oracle Asia Pacific

Keys to Success

- **3Ps** – People, Partner, Pipeline,
- **3Cs** – Customer, Closing, Can-Do
- **One RED Team**
- **Always Think and Act Positively**
Thank You

Extraordinary effort in FY09
Well done, OPN Partners