Open Your Office with Oracle Office

Harald Behnke
Oracle
Hamburg, Germany

Keywords:

Oracle Office, Open Office, Cloud Office, ODF, Web 2.0, Collaboration, Open Standards, Productivity Microsoft Office Format, Browser, Mobile, Tablet, iPhone, iOS, Android

Introduction

The presentation "Open Your Office with Oracle Office" informs about the 21st century key changes in office productivity and outlines resulting opportunities for Oracle customers to leverage open standards, latest web and mobile innovations and Oracle Application integration to decrease IT costs and increase productivity.

How Open Standards Change Office Productivity

The following key trends drive change in Office Productivity:

1. Internet: introduces new value-add and "service"
2. Globalization: increases cost pressure and need for global team work
3. Commoditization: open standards and open source enable lower costs
4. Mobility: users with second device want data online for seamless workflows

Obviously the internet is a key driver for new value-add in office software, but it also adds new challenges around employee usability, team productivity and integrated infrastructure strategies.
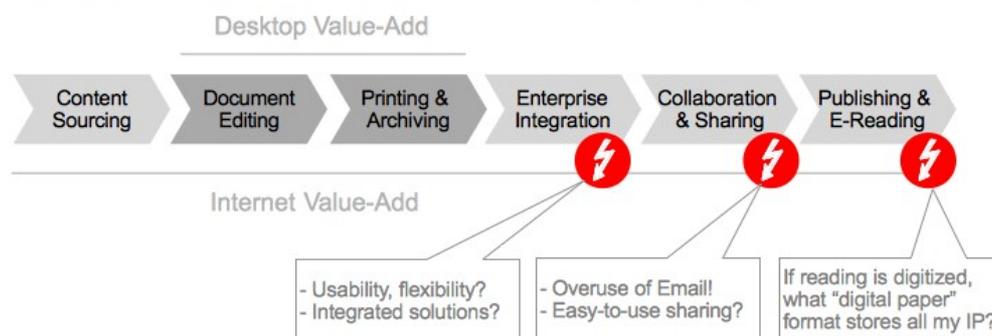

Illustration 1: Office Software Value Chain

Like MP3 or JPG changed the music or photography industries and user experience, the open standard ODF (Open Document Format, ISO standard) and open source enabled a disruptive commoditization process in the office software market. Customers benefit from **low prices**, **choice** and **open global standards** to store their **lifetime intellectual property**.
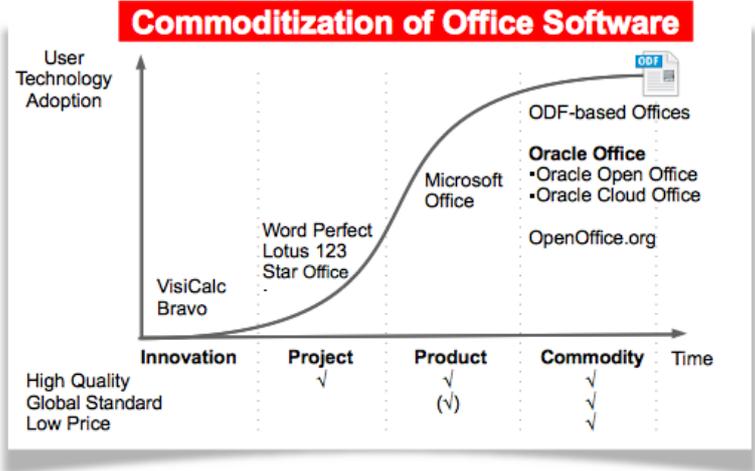

Illustration 2: Open Standards drive low prices

Oracle Office: Open Office and Cloud Office

The Oracle Office product family – Oracle Open Office and Oracle Cloud Office – enables business customers to leverage the key benefits of web 2.0 services, mobility, open standards and open source in a complete office productivity solution. Moreover, a major advantage for Oracle users is the seamless integration into their Oracle Applications.
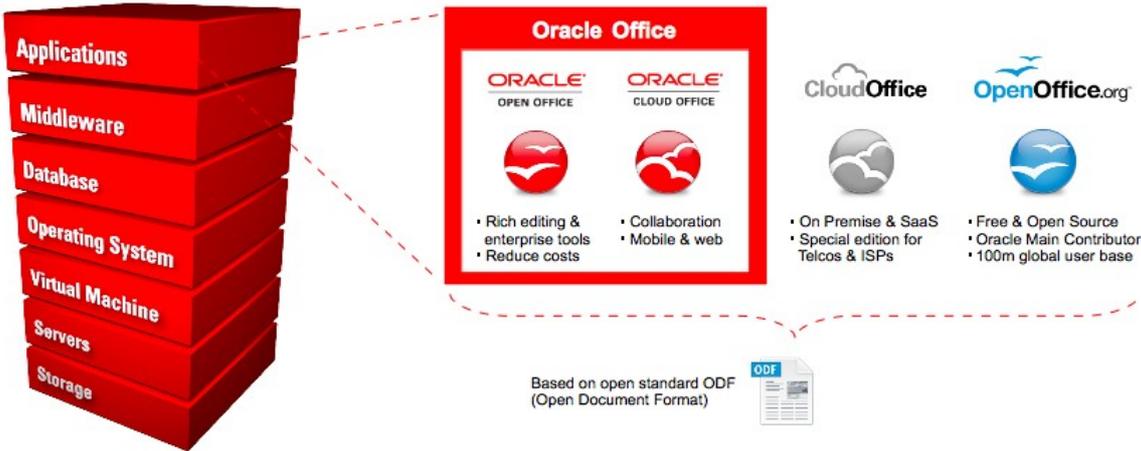

Illustration 3: The Oracle Office product family

Oracle Open Office

- Enterprise class, fully featured Office Productivity Suite
- Mac OS, Windows, Linux
- Compatible with MS Office and PDF
- Based on the Open Document Standard (ODF)
- Up to 5x lower cost

Oracle Cloud Office

- A feature rich office suite in your web browser
- Web 2.0 style collaboration
- Compatible with ODF, Microsoft Office, PDF
- Workplace connects to remote file systems, email, calendar
- Release 1.0 planned 2010

Building an Open Standard Office Stack

Business and IT experts know the "IMAP-effect": with the transition to open standards (IMAP, SMTP, related standards) the productivity service of email sending, receiving and archiving became low cost, easy-to-use and ubiquitous across software, devices or operating systems. With ODF and related open standards, the same benefit transfers to the **complete office environment** of documents, communication, calendar and address-book. Oracle Office enables business and private users to build an Open Standard Office Stack.
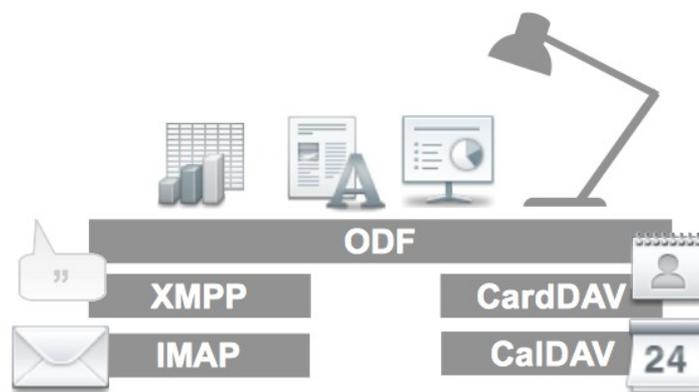
Illustration 4: The Open Standard Office Stack

Key benefit for Oracle Office customers building an Open Standard Office Stack:
- OS platform and device choice (Windows, Mac, Linux, Mobile, Tablets)
- No vendor lock-in by data format
- Device-optimized usability by integrating native OS browser and applications where available
- Dramatically lower software license and hardware costs
- Long-term access to corporate intellectual property based on open document format (ODF)
- High security by on-premise or on-demand deployment of server-side software
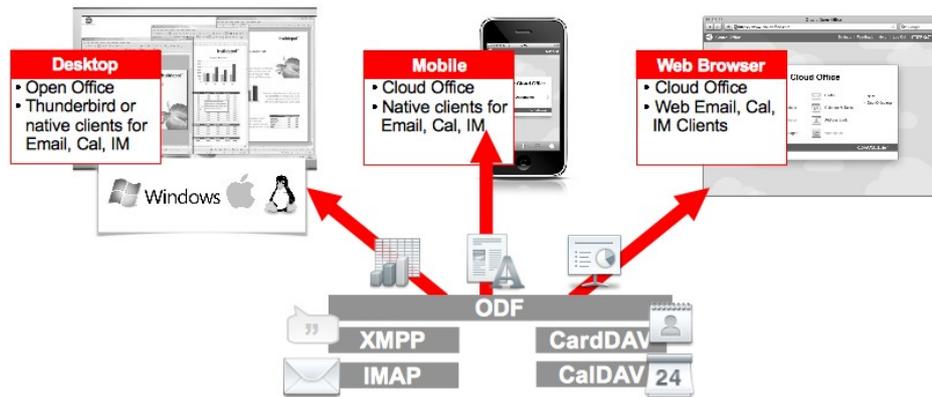

Illustration 5: Oracle Office enables an Open Standard Office Stack

Summary

Why should customers consider Oracle Office?

1. World's Largest Business Software Company with complete, open, integrated office suite
2. Migrate to Open Standard Office Stack for cost reduction, strategic and usability advantages
3. Increase team collaboration leveraging web and mobile technology for office productivity

Contact address:

Name	**Harald Behnke**
Company	Oracle
Address	Nagelsweg 55,
Postal code, city	20097 Hamburg, Germany
Phone:	+49.40.23646.0
Fax:	
Email	harald.behnke@oracle.com
Internet:	www.oracle.com/office