



# Hardware and Software

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ORACLE®

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# Engineered to Work Together

**ORACLE®**

## **Applications Strategy**

Michael Schimmel

Application Leader

# Safe Harbor Statement

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

A 3D bar chart with several white bars of varying heights. The tallest bar in the center has a red sphere on top. Other white spheres are scattered around the base of the bars. The chart is set against a white background.

# What is Oracle's Applications Strategy?

ORACLE®

# **SOFTWARE. HARDWARE. ENGINEERED TO WORK TOGETHER.**

Complete Solutions.

Complete Choice.



# Oracle Acquires Best-in-Class Companies

Applications	<b>ORACLE COMMUNICATIONS</b> PORTAL   convergin   eSoy   USP   MiraSolv   nelsure   NetCall   <b>SOPHOS</b>	<b>ORACLE FINANCIAL SERVICES</b> i-flex   MANTAS	<b>ORACLE HEALTH SCIENCES</b> PHASE=FORWARD   RELSYS	<b>ORACLE INSURANCE</b> AdminServer   skywire	<b>ORACLE RETAIL</b> ProfitLogic   360Commerce	<b>ORACLE UTILITIES</b> SPL   LODESTAR
	PeopleSoft. SIEBEL   PRIMAVERA   agile   GO   JDE EDWARDS   haley   GLOBAL KNOWLEDGE SOFTWARE   Demantra   REVENUE TECHNOLOGIES   LogicalApps.   Conformaia   MARKET2LEAD					
Middleware	<b>Middleware Platform and Management</b> bea   TANGOSOL   AMBERPOINT	<b>Business Intelligence</b> SIEBEL   Data Integration   GOLDENGATE   Sunopsis   silvercreek SYSTEMS	<b>Identity &amp; Access Management</b> FORTYSTRING   THOR   oblix   passlogix (Pending)   Bridgestream	<b>Performance Management</b> Hyperion   Interlace Systems   HyperRoll	<b>Enterprise Content Management</b> STELLER   Captivation	
	MySQL   Sun   InnoDB   SLEEPYCAT SOFTWARE   TRIPLEHOP   TimesTen   SECERNO					
Operating Systems & Virtual Machine	<b>Operating Systems</b> solaris   Sun	<b>Systems Management</b> Auptyma   Sun   ACTIVE REASONING   mValent	MONIFORCE   ClearApp	<b>Virtual Machines</b> VirtualIron   Sun		
	Sun   STORAGE TEK					
Servers & Storage	Sun   STORAGE TEK					

# Complete Solutions



## Enterprise Applications



- ERP
- CRM
- GRC
- HCM
- SCM
- EPM

## Industry Applications



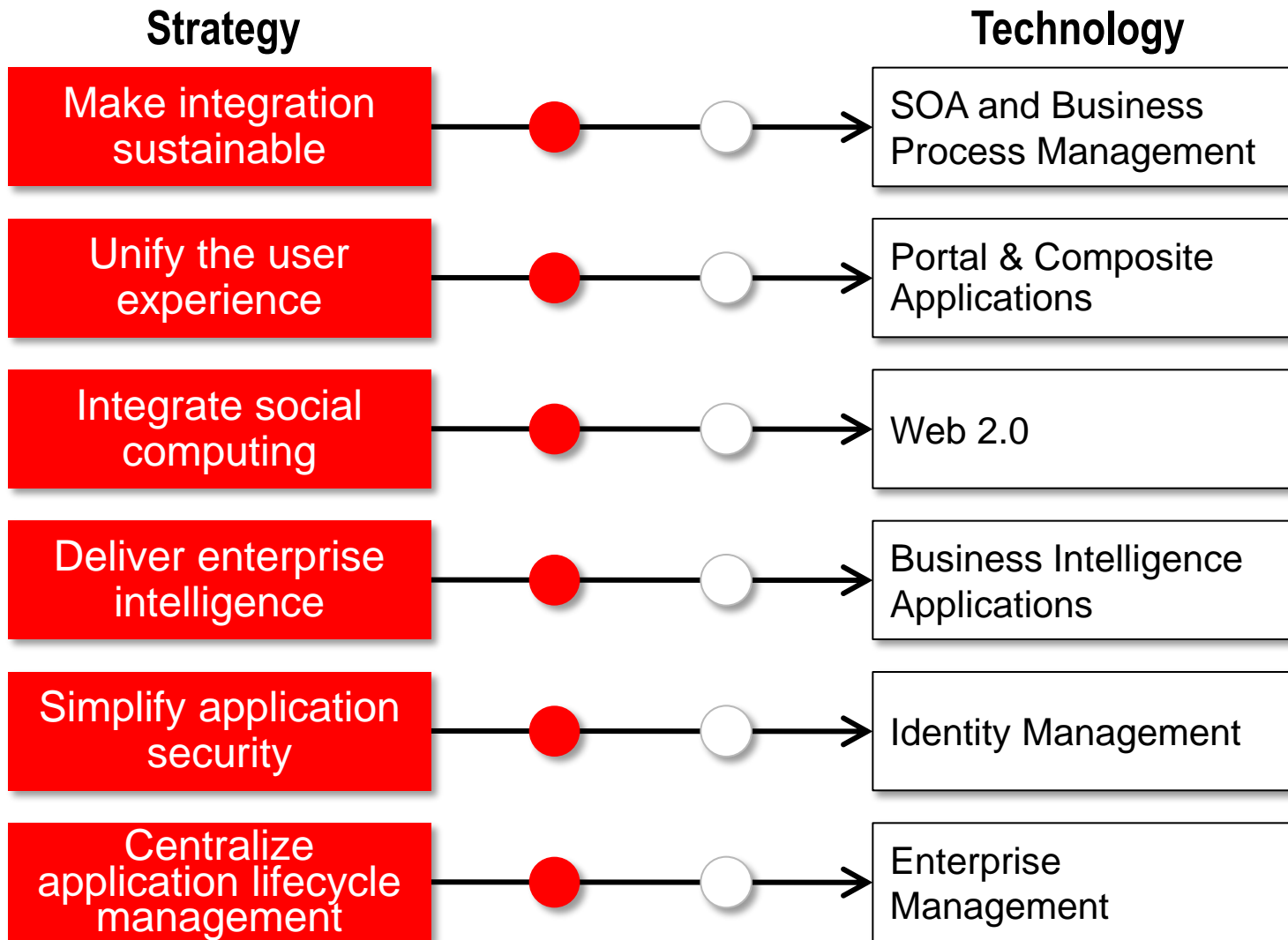
Aero & Defense, Automotive, Chemicals, Consumer Products, Communications, Edu & Research, Engr & Construction, Financial Services, Health Care, High Tech, Industrial Mfg, Life Sciences, Media & Entertain, Natural Resources, Oil & Gas, Prof Services, Public Sector, Retail, Travel & Transport, Utilities

## Applications Platform



- User Experience
- Business Intelligence
- Content Mgmt
- Identity Mgmt
- SOA & Process Mgmt
- Enterprise Mgmt

# Strategies for Optimizing Applications



# Complete Choice



## Upgrades

- Applications Unlimited
  - Lifetime Support
  - Continued Innovation
  - Frequent Releases



## Solutions

- Oracle Applications
  - Suite
  - Family
  - Module
- Integrations



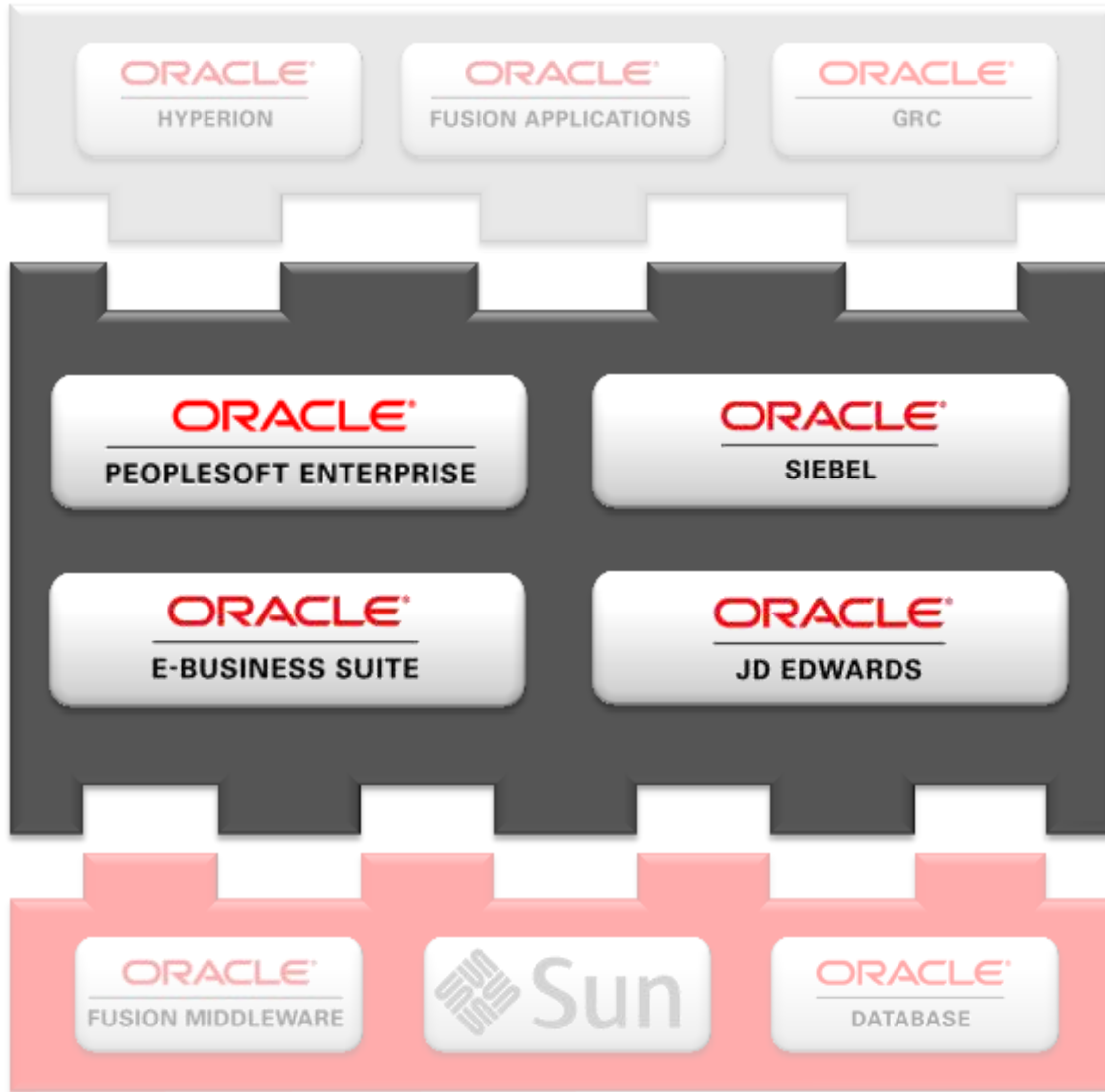
## Deployment

- Public Cloud
- Private Cloud
- On Premise
- Hybrid



# Applications Unlimited

Extending the Value of Your Investment Through...



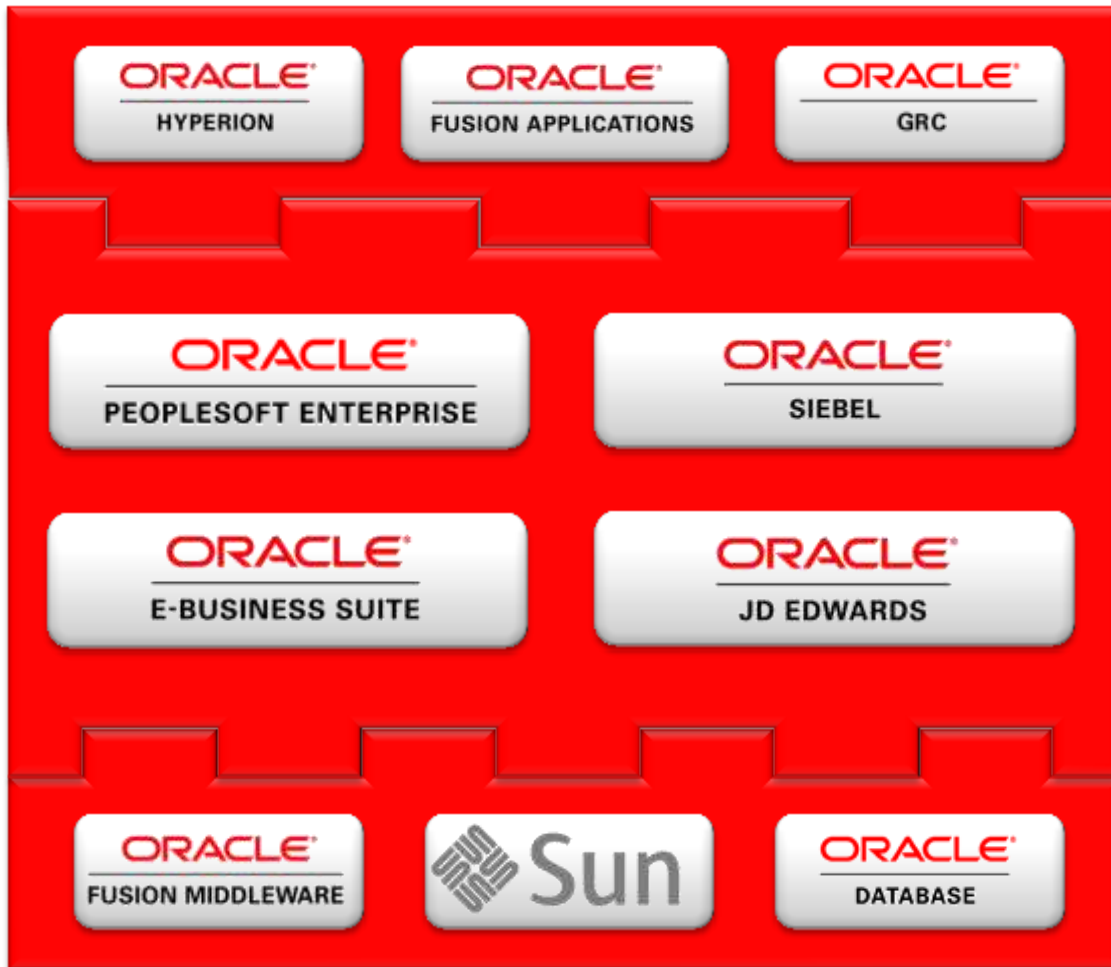
**Solutions Engineered to Work Together**

**Continued Releases**

**Optimized for Oracle Technology**

# Applications Unlimited

Extending the Value of Your Investment Through...



**Complete Solutions**

**Complete Choice**

ORACLE<sup>®</sup>

# Why did we build Fusion Applications?



# The Driving Force: A New Inflection Point

## Applications Platform

Standards

SOA

## User Experience

Web 2.0

Embedded Intelligence

## Technology Adoption

Cloud/SaaS

Modularity

# The Making of Fusion Applications



## **Started with a Modern Platform**

Industry-leading, standards-based, configurable, adaptive and secure Fusion Middleware

## **Built Best Practice Business Processes Based On Hundreds of Years of Learning**

E-Business Suite, PeopleSoft, JD Edwards, Siebel

## **Reinvented the User Experience**

Role-based user interface, embedded decision support, pervasive collaboration

## **Made Ready for the Cloud**

Private or public cloud

## **All in Collaboration with Oracle's Customers and Partners**

# Fusion Applications

The New Standard for Business

## The New Standard for Innovation



Complete applications platform that adapts to your business

## The New Standard for Work



Complete user experience that shows what you need to know or do

## The New Standard for Adoption



Complete choice of options, from cloud to device and suite to module

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