

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

Oracle Applications Planning

Fusion CRM Current Release and Roadmap

11g Release 5 Q3-CY2012

- Extensibility Enhancements
- Customer Enhancements
- Tablet Support
- Sales Campaigns for B2C Customers
- Lead Management for B2C Customers
- Limit size of Sales Campaigns

What's Next 0-12 month planning cycle

- Complete B2C Sales Support
- Partner Management Enhancements
- Enhanced Mobile Functionality
- UI Enhancements
- Contact & Group Management
- Social/OSN Integration and Enhancements
- Social Marketing Channels, including Facebook, Twitter and G+
- Import/Export Standardization
- Extensibility Enhancements
- Incremental Migration
- Enhanced Survivorship
- Audit Trail Enhancements
- RightNow Integration – phase 1
- Vitruve Integration – phase 1
- Support for Web Landing Pages, Dynamic Forms, and Web Offers
- Automatic Link Tracking for Email Campaigns

Future Directions Post 12 month planning cycle

- Sales Agreements
- Quotes Integration
- Asset Management
- Partner Opportunity Enhancements
- Additional Social/OSN Integration
- Unit-based Sales Forecasting
- Product and Unit Sales Quotas
- RightNow Integration – phase 2
- Vitruve Integration – phase 2
- Enterprise Data Quality Support
- More Extensibility
- Configurable Response Funnels
- Support for Rules Based Profile Augmentation in Response Management
- Automated Lead Creation from Social Channels
- Automated Lead Routing
- Multi-campaign ROI Analysis

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RightNow & Oracle Knowledge Current Release & Roadmap

RightNow August 2012 Oracle Knowledge Release 8.5

Cloud Platform

- Security & Compliance Investments
- RN Knowledge API Enhancements
- Technology remediation

Web Experience

- Enhanced Rules for Proactive Chat Engagement

Social Experience

- Mobile discussions

Oracle Knowledge 8.5

- Expanded platform support on Oracle infrastructure
- Authoring & Publishing Improvements
- Search Performance Pack
- Extended language support

What's Next 0-12 month planning cycle

Cloud Platform

- M-to-M relationships
- Arabic support in email
- Cloud Operations Expansion

Web Experience

- Widget Versioning & Histories
- Packaged CP Widgets
- Widget Customization Wizards
- Virtual Assistant (Phase 1)

Contact Center

- Message template designer

Oracle Knowledge 8.6/9.0

- Advanced Knowledge for RightNow Agent Desktop & Customer Portal
- Knowledge for Siebel OpenUI
- KCS v5.0 & Hebrew Support
- Cloud Enablement Support

Future Directions Post 12 month planning cycle

Key Planned Oracle Integrations

- Oracle BI & Data Warehouse
- Endeca integration
- ATG Commerce & Click to Call
- Fusion Sales Integration (Phase 2)
- WSS for Siebel Customers
- OSN Agent to Agent Collaboration
- Social listening integration

Future Solution Investments

- Smart Interaction Hub for intelligent routing
- Virtual Assistant chat integration
- Partner Ecosystem
- Mobile desktop optimization
- Knowledge for Social
- Knowledge Authoring anywhere
- Expanded Content Federation
- NLP Optimization Analytics
- Cloud-enabled Knowledge Analytics

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Commerce Cloud Service Current Release and Roadmap

Release 1.0 CY Q4 2013

- Commerce Engine deployed into Oracle Cloud as a Rest based architecture.
 - Product Catalog and Import
 - Pricing and Promotions
 - Cart, Checkout, Orders
 - Account/Profile Management
 - Payment/Shipping Integrations
 - Social Selling w/ Vitruve
- Merchandising and Admin tools to allow for customer control of the storefront.
- Page Assembly tool to allow non-developers to define pages.
 - Drag and drop commerce functionality on a page.
 - Themes for look and feel
- Search and Guided Navigation provided by MDEX7 cloud service

12-24 Months

- **Integrations**
 - ATG Recommendations
 - Social Monitoring
 - ATG Live Help Engagement Engine as a content targeting system and general purpose rules engine
- **New Functionality**
 - Enhanced Search and Guided Navigation rules
 - Additional out of the box integrations (more 3rd party vendors for payments processing, imaging, etc...
- **Extensibility**
 - Architect for extensible "apps"
 - Additional Themes from selective 3rd party developers/Si's

24-36 Months

- **Integrations**
 - RNOW self service and agent integrations
 - Order Creation/Enquiries into Agent-facing UI
 - FAQ Widgets
- **New Functionality**
 - Handle physical store use cases (Pick up in store, etc...)
- **Extensibility**
 - App Exchange for adding new functionality to storefront. Purchase Themes, Commerce functionality or 3rd party integrations.

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Siebel Current Release and Roadmap

Siebel 8.1 & 8.2 Innovation Packs Q4 2012

- **Customer Experience**
 - New employee and partner experience on any device, channel and browser (Open UI)
 - iPad and Android tablet apps for field sales and field service
 - Real-time rewards and recognition with high performance loyalty engine
- **Industry Innovation**
 - Connected mobile for Consumer Goods (CG) and Life Sciences (LS)
 - Advanced process enforcement using hierarchical state model for Public Sector
 - Utilities Order-to-Bill customer and product integration with CC&B (Customer Care and Billing)
- **Lower TCO**
 - Standardization on Oracle technology for Web Services deployment, Reports (BI Publisher) and Secure Enterprise Search
 - EDQ integration for improved data quality
 - Optimized marketing campaign performance

What's Next 0-12 month planning cycle

- **Customer Experience**
 - Cross-channel commerce, loyalty and marketing experience with Siebel –ATG, WC Sites and Social integration
 - Improved service experience with integrated Oracle Knowledge and social interactions
 - Intelligent offer presentment and execution with Next Best Action (Siebel-RTD integration)
- **Industry Innovation**
 - Banker's desktop for FINS, Retail apps for Communications (Siebel integrated PoS, Clienteling), Disconnected mobile for CG & LS
 - Advanced bundling, mobile commerce and multi-site ordering for Communications and Utilities
 - Improved citizen experience and case processing for Public Sector
 - Function space diary and Loyalty for Hospitality
- **Lower TCO**
 - Application life cycle mgmt – development (IRM), deployment, monitoring and diagnostics
 - OPA integration for privacy and survivorship
 - Concept-to-Cash integration for industries

Future Directions Post 12-month planning cycle

- **Customer Experience**
 - Cross-channel sales and service experience with Siebel- ATG, Retail and Endeca integration
 - Extended 360 view of the customer with social insights and integrated analytics
 - Integrated portal experience for employee and customer collaboration with integrated Oracle Social Network (OSN)
- **Industry Innovation**
 - New mobile app for Retail Banking
 - Enhanced integration between Trade Promotion Management and Customer Order Management
 - Appeals Management, Case State and Temporal Event Management for Public Sector
 - Remote monitoring and telematics integration for Manufacturing and Service industries
- **Lower TCO**
 - Performance improvements using in memory database for caching
 - Integration with BPEL for business process innovation
 - Enterprise Management user console for monitoring

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Oracle Applications Planning

CRM On Demand Current Release and Roadmap

Release 20 June 15, 2012

Customer Experience

- Business Planning Analytics mesh Customer Data, Related Items, and Assessments to improve customer visibility
- Order Processing

Industry Innovation

- Life Sciences iPad v 1.6
- Automotive Business Intelligence for Dealers, Product, and Contact
- Business Intelligence for FINS customizations

Lower TCO

- Shared Address to improve data quality
- Territory Management automation, pre-test, and configuration enabling efficient sales alignment
- Tabbed UI & enhanced search improve usability and performance
- More Life Cycle Management to improve development and test efficiency
- iPhone and Blackberry list based UI and performance improvements

Release 21

Customer Experience

- Customizable Account-Contact Relationship provides a more complete view of the customer

Industry Innovation

- iPad for Life Sciences v 1.7

Lower TCO

- Analytics usability improved with foundation and multi-lingual pick list support for Account, Contact & Activities (Phase I).
- Contact Assessments integration enables automation with Web Services 2.0
- Improved Web Services reliability and error reporting
- Improved development productivity with report migrate utility to move reports between development and production
- Integration Events and Workflow added to enable more robust Shared Address integrations

Release 22

Customer Experience

- Turkish language support
- Quick Create Form facilitate efficient customer interactions
- Service Request Integration Events and Workflow speed customer issue resolution

Industry Innovation

- iPad for Life Sciences v 1.8

Lower TCO

- Analytics usability improved with more multi-lingual pick list support (Phase II).
- Expanded Import coverage reduced integration costs
- Marketing automation to export Campaign Members & ability to leverage multiple Marketing account to one CRM account
- Tools to help existing customers leverage Shared Address
- Expanded browser support for Analytics developers: IE9, FF, and Chrome

Release 23+

Customer Experience

- Browser certification on Android
- Enhanced gesture support to enhance mobile user experience
- Influence network applet to clearly understand customer relationships

Industry Innovation

- iPad for Life Sciences v 1.9+
- Add Web Service API and Audit for FINS Portfolio and other objects

Lower TCO

- User Interface API to enable customer and partner extensions
- Complete Analytics multi-lingual pick list support (Phase III).
- Multi-Sales Force, Multi-Region Support to enable complex, international sales organizations with data visibility restrictions
- Data archive to focus users on current data and improve enterprise performance

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