



ORACLE®

Oracle Edge Applications Overview



ERP & The innovations

ORACLE®

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(Enterprise Resource Planning) An integrated information system that serves all departments within an enterprise.



ORACLE



How
ORACLE®
Delivers

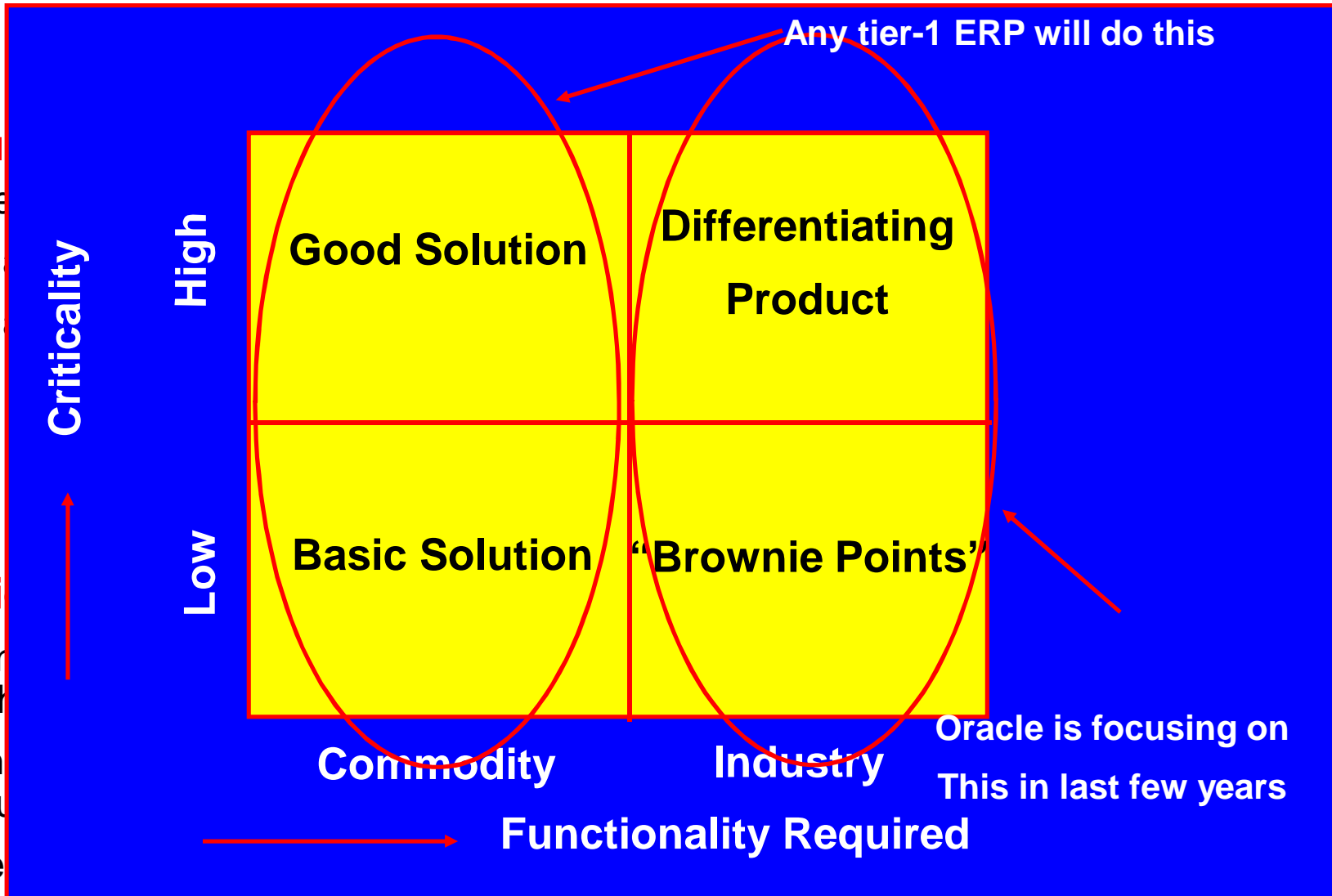
4-Pillars of Product Selection

Indu

- Doe
- Wh
- Wh

Easi

- Car
- tech
- Wh
- Issu
- Are
- to manage this?





KEY PRODUCT LINE FROM ORACLE

- Oracle E- Business Suite
- JD Edwards
- Siebel CRM
- Hyperion
- Primavera
- Agile
- Autovue
- Demantra
- G-log
- Retek
- i-Flex

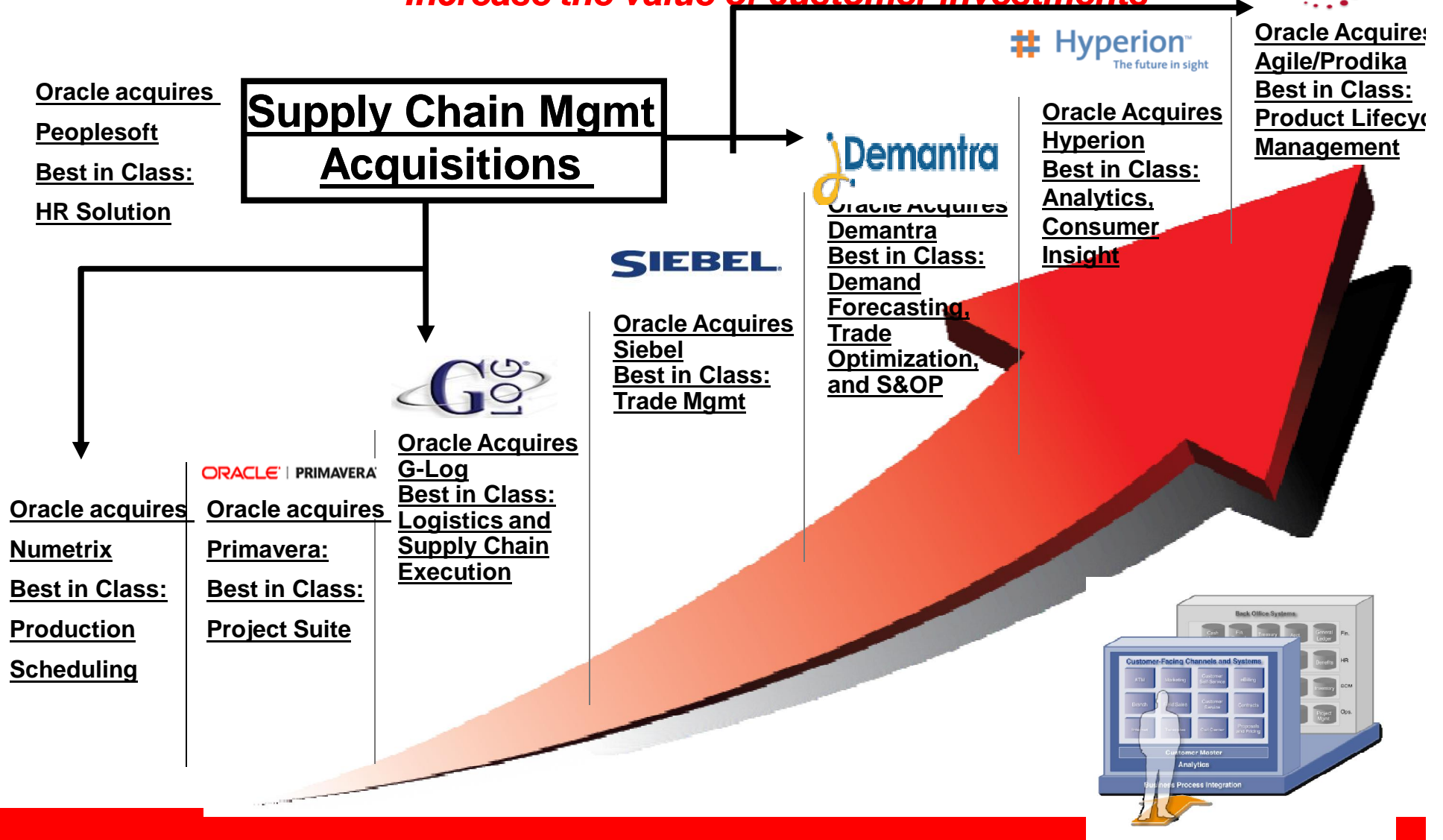


How Oracle Delivers



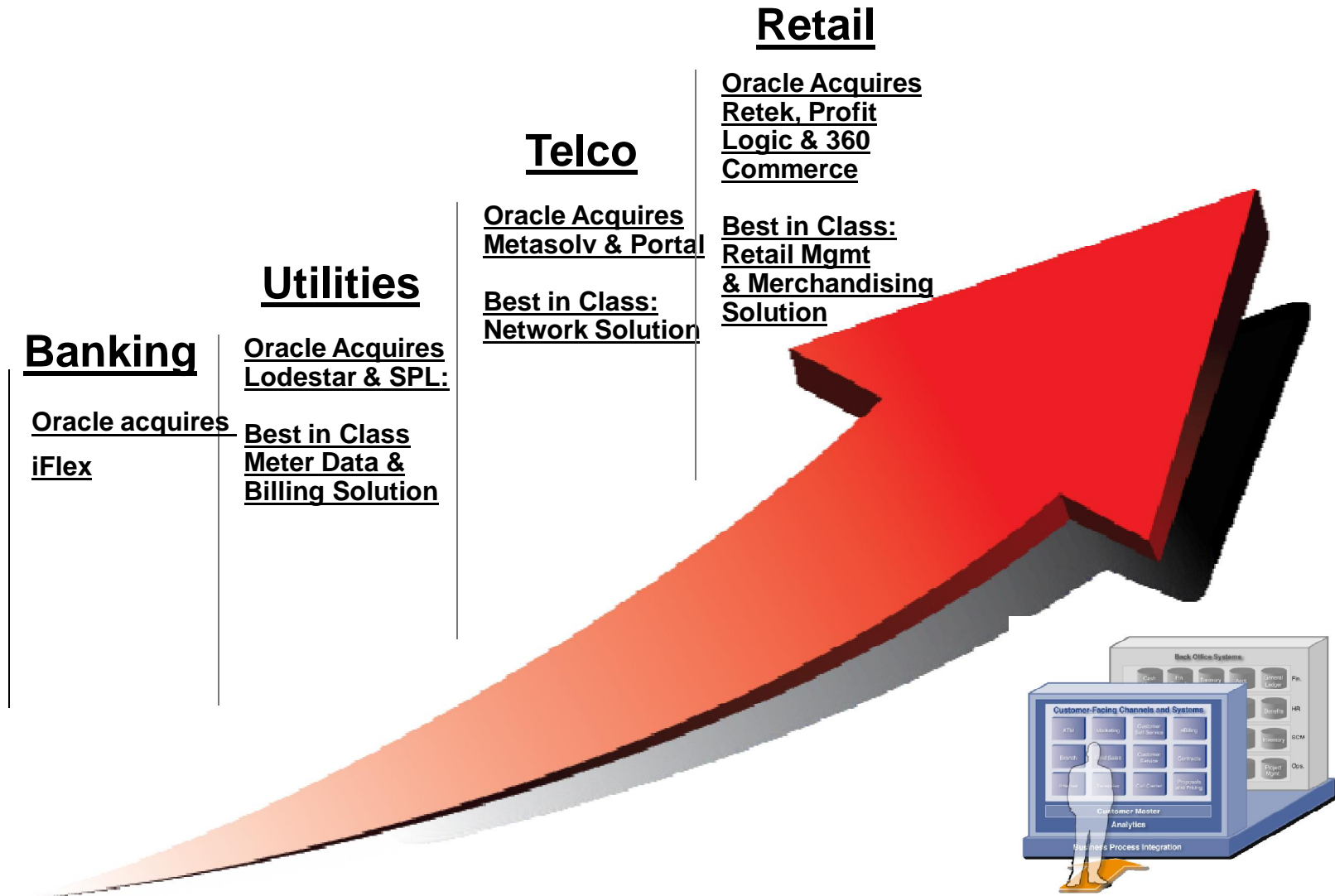
Acquisition Strategy: Best-in-Class Horizontal / Vertical Solutions

Increase the value of customer investments



Acquisition Strategy: Niche Vertical Solutions

Increase the value of customer investments



Oracle's strategy is to buy and integrate, not just buy

 Hyperion™ The future in sight	 Demantra	 GIGAMONITORS	Numetrix
 agile™	 i-flex®	 TELEPHONY@work	PORTAL®
STELLENT™	 Retek	360Commerce®	TempoSoft®

The combination of build, buy and integrate has allowed for...



Oracle EBS Solutions

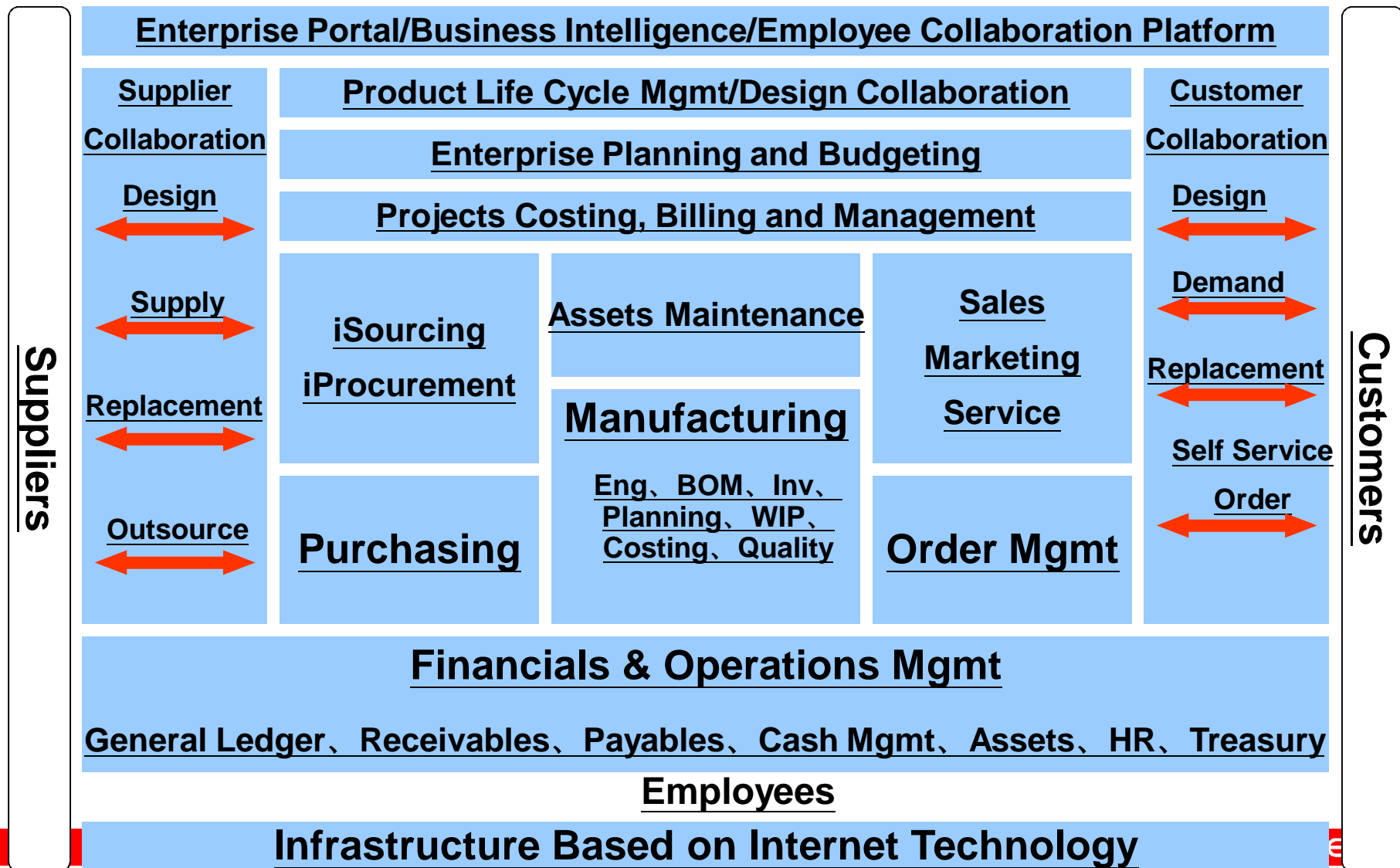
- *Procurement*
- *Financials and property manager*
- *Logistics*
- *Supply Chain Planning*
- *Manufacturing*
- *Maintenance*
- *Projects*
- *CRM*
- *Business Intelligence*
- *HR*

Oracle Edge Product Solutions

- Demand Planning
- PLM
- Transportation Management

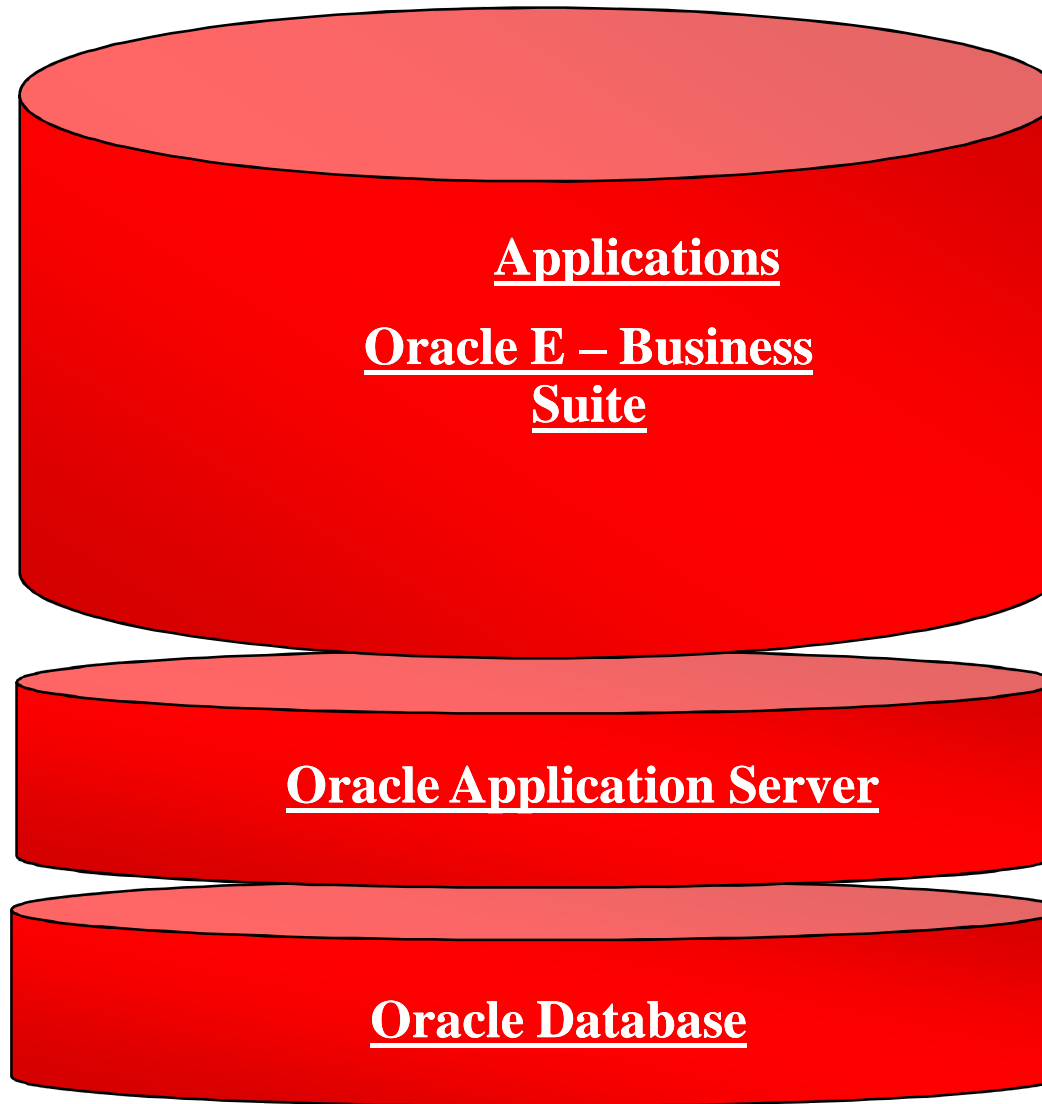
Oracle E-Business Suite

Complete Integrated Suite



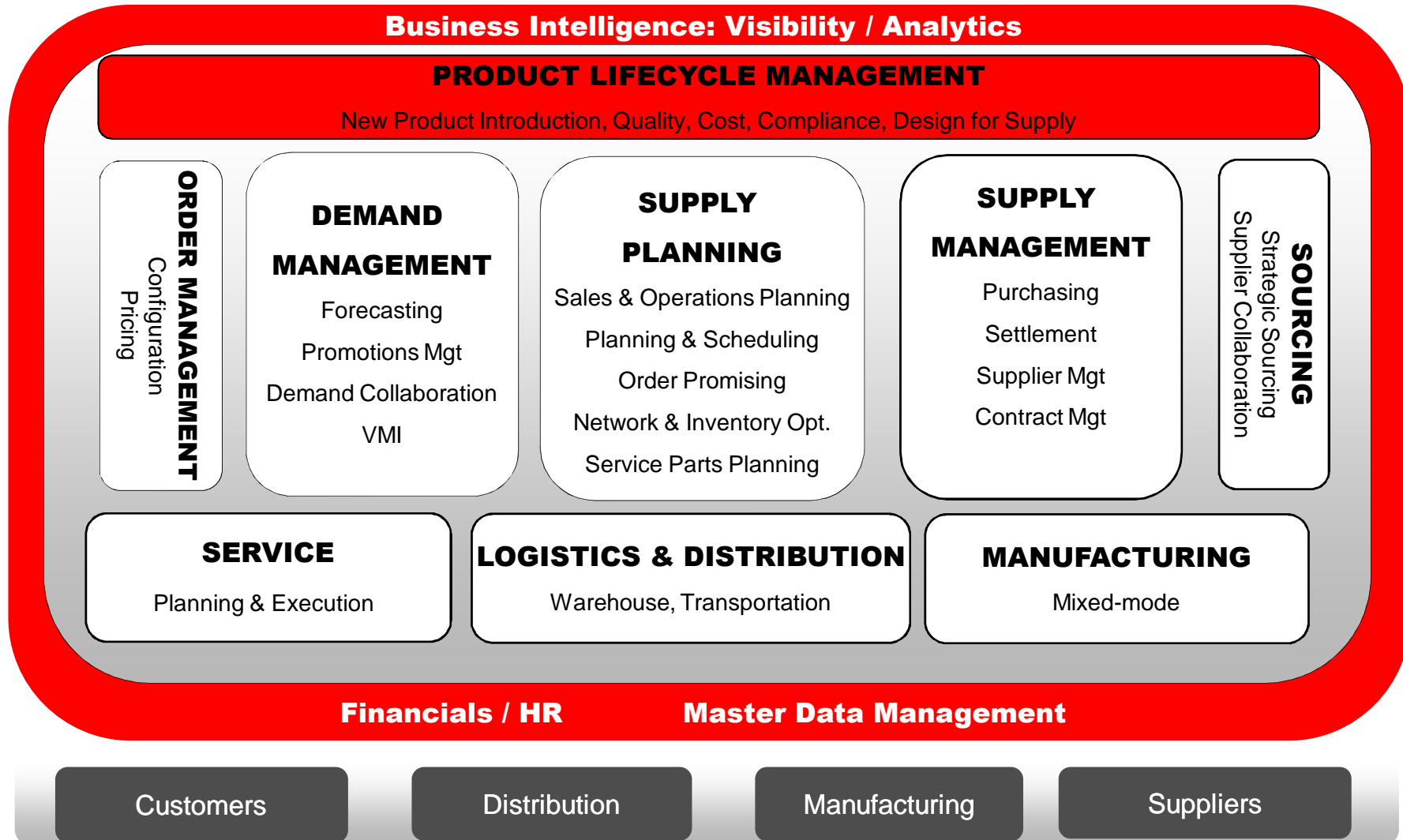
Integrated Solution Offering

Ships
with
Oracle E-
Business
Suite for
Free! –
No extra
license
charge



ORACLE

The Industry's Best-in-Class Footprint



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Why Demantra

- Demand-driven planning is a large, growing segment
 - Represents 3 of the 4 top initiatives in planned SCM investments*
 - Market dynamics need sophisticated demand management solutions
 - Managing new products and cannibalization key to profitability
 - Effective trade spend is a necessity in retailer dominated market
 - Traditional forecasting giving way to demand sensing and shaping
 - Increasing complexity of supply chains causing demand data to explode
- Demantra has proven segment leadership
 - Quickest way to close gaps and get to next-generation
- Complementary customer base provides immediate benefits
 - Consumer Goods, Life-Sciences, Media specific functionality
- Suitable infrastructure
 - Demantra products built on Oracle database
 - Over 75% of Demantra customers own Oracle applications

* AMR: The SCM Spending Report: 2005-2006.




G-Log Acquisition

- Oracle has acquired Global Logistics Technologies, Inc. (“G-Log”)
 - Transaction closed Nov 2, 2005
- Country organisation legal merge is ongoing
 - UK merged Dec 1, 2005
 - NL merged Jan 1, 2006
 - D merged Jan 1, 2006
- About G-Log
 - Leading provider of logistics and transportation management solutions used globally
 - G-Log’s GC3 (Global Command and Control Center) is a segment leading solution
 - Marquee customers in multiple key industries: retail, manufacturing, and logistics service providers
 - World-class talent with deep domain expertise across R&D, sales and services

Oracle BI Applications

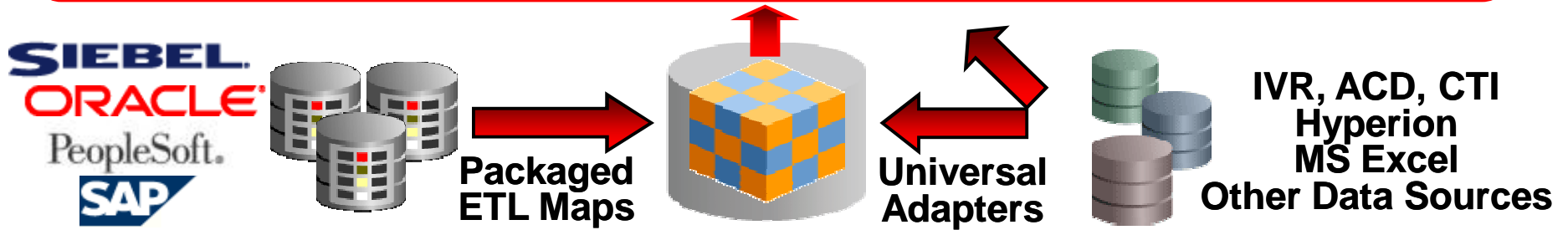
Multi-source Analytic Apps Built on BI Suite EE Plus

Interactive Dashboards 	Reporting & Publishing 	Ad-hoc Analysis 	Proactive Detection and Alerts 	Disconnected Analytics 	MS Office Plug-in 	Web Services 
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Sales	Service & Contact Center	Marketing	Procurement & Spend	Supply Chain & Order Management	Financials	Human Resources
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Oracle BI Applications

Oracle BI Apps built on Oracle BI EE Plus	<ul style="list-style-type: none">• Common Enterprise Information Model• Prebuilt Hierarchies, Drill Paths, Security, dashboards, reports• Based on industry and analytic best practices
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**FOR DETAIL OVERVIEW ON ANY
PRODUCT DO LET US KNOW**

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For More Details



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