



Changing the Game by Simplifying I.T.

Rex Wang

Vice President, Database and Cloud
Product Marketing

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.

We Know Your Priorities

59%

Plan To Improve The Customer Experience



Harness Big Data/Analytics

44%



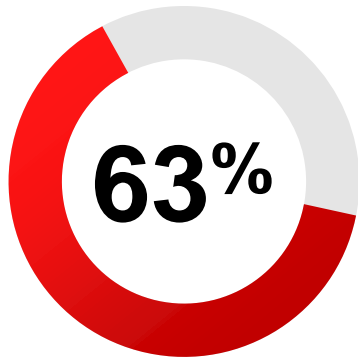
52%

Leverage the Cloud

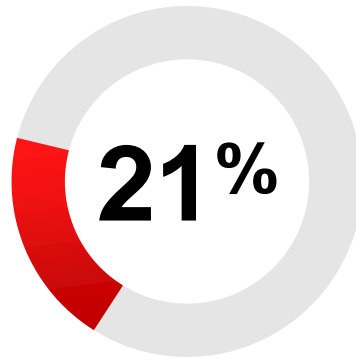


What We Hear

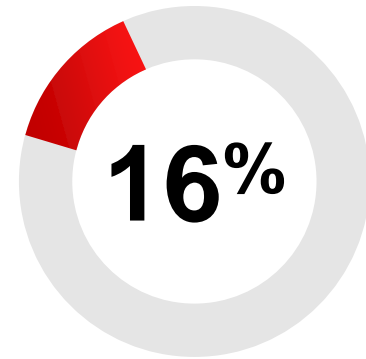




Run the
Business



Grow the
Business



Transform the
Business

Source: "IT Metrics: IT Spending and Staffing Report, 2012", Gartner Research, 2012



SIMPLIFY I.T.

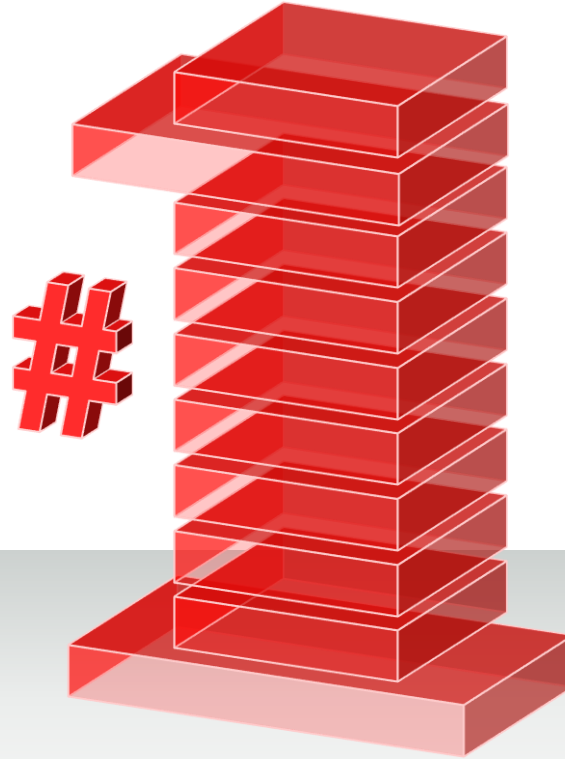
POWER

BROADEST & DEEPEST PRODUCT PORTFOLIO



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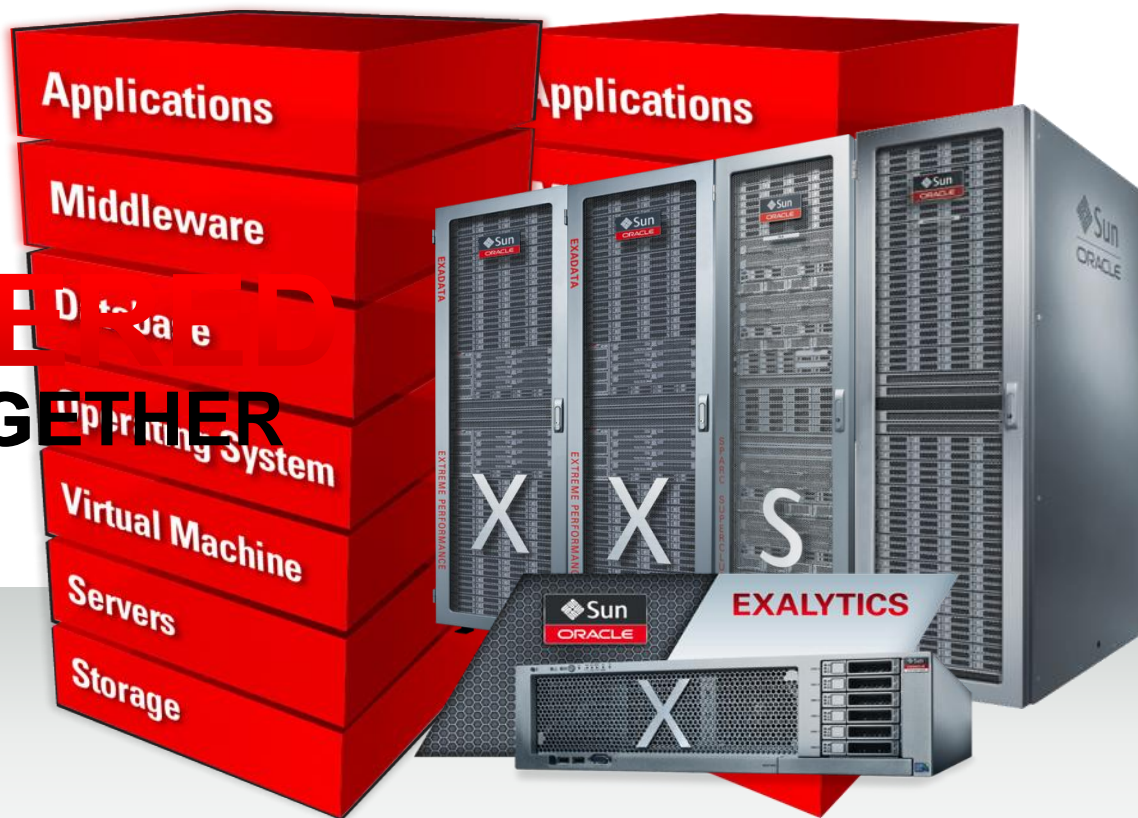
ASSEMBLING THE **BEST IN CLASS**



ENGINEERED TO WORK TOGETHER



ENGINEERED TO WORK TOGETHER



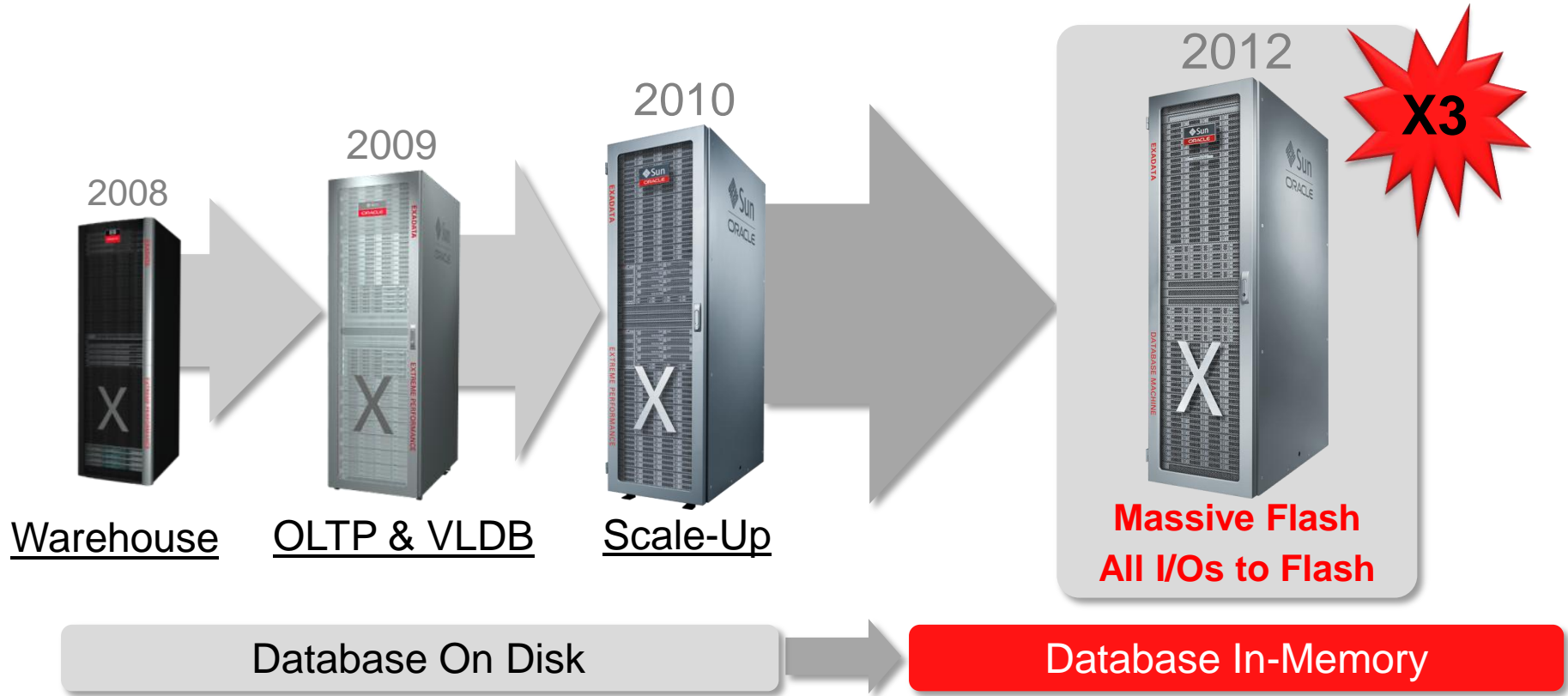
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introducing
EXADATA X3
DATABASE IN-MEMORY MACHINE



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Exadata X3 – Database In-Memory Machine

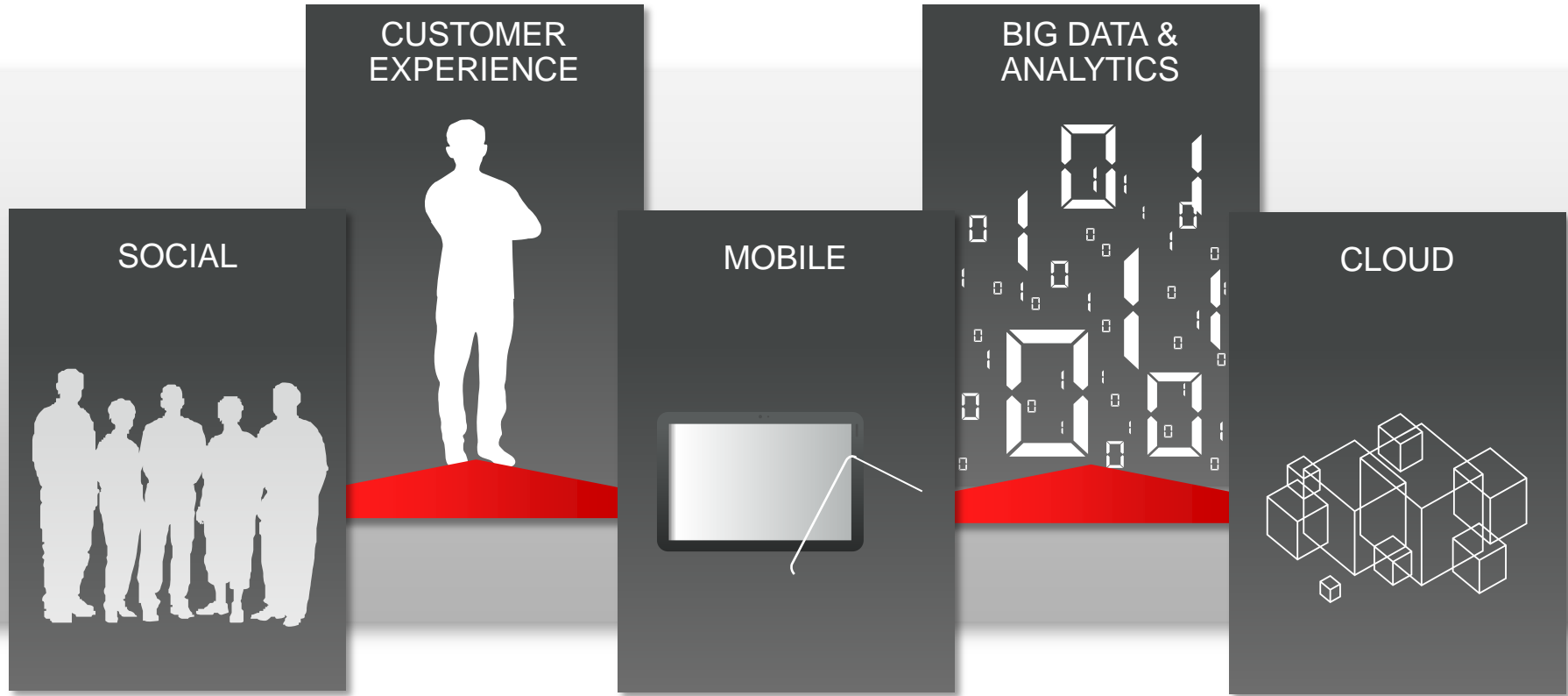


Exadata X3 Eighth-Rack



- Lowest cost Exadata – hardware list price \$200K
- Fault tolerant configuration with all Exadata features
- Capacity upon demand - upgrade to Quarter-Rack with software command

The Innovation Agenda



CUSTOMER EXPERIENCE







Updating Inventory

Complete!

Item	QTY
PH086	23
ST171	47
PR251	145
HT102	82
OR337	5
NT649	79
ET849	214
TK014	83
NA229	22
HR646	27
PY504	175
TS747	15
LS992	3

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Mservice.com

Mservice Live Chat



Can I help you today?



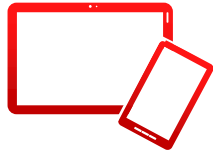
I would like to
upgrade my services

Account

Customer Journey Across Channels



Web



Mobile



Social



In-store

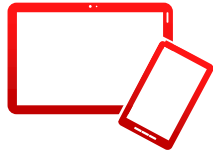


Kiosks

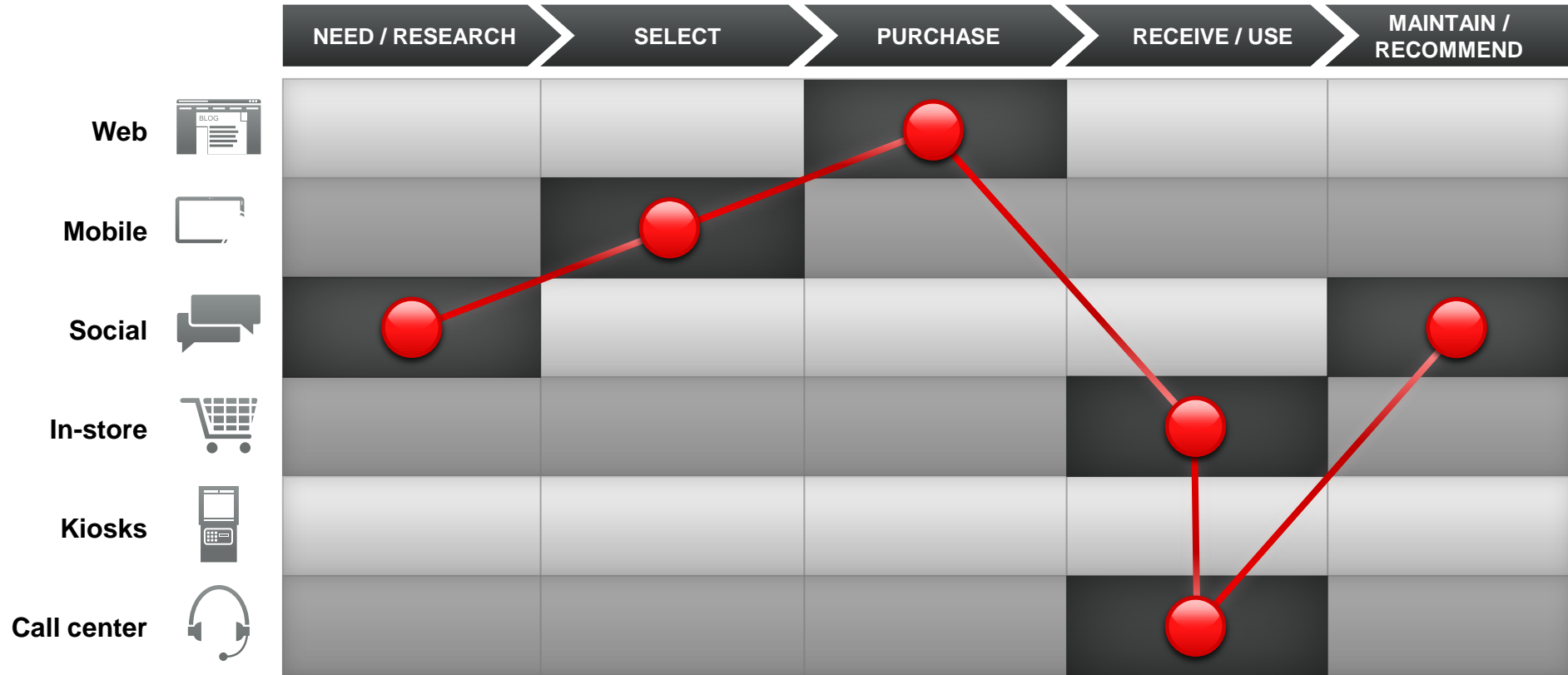


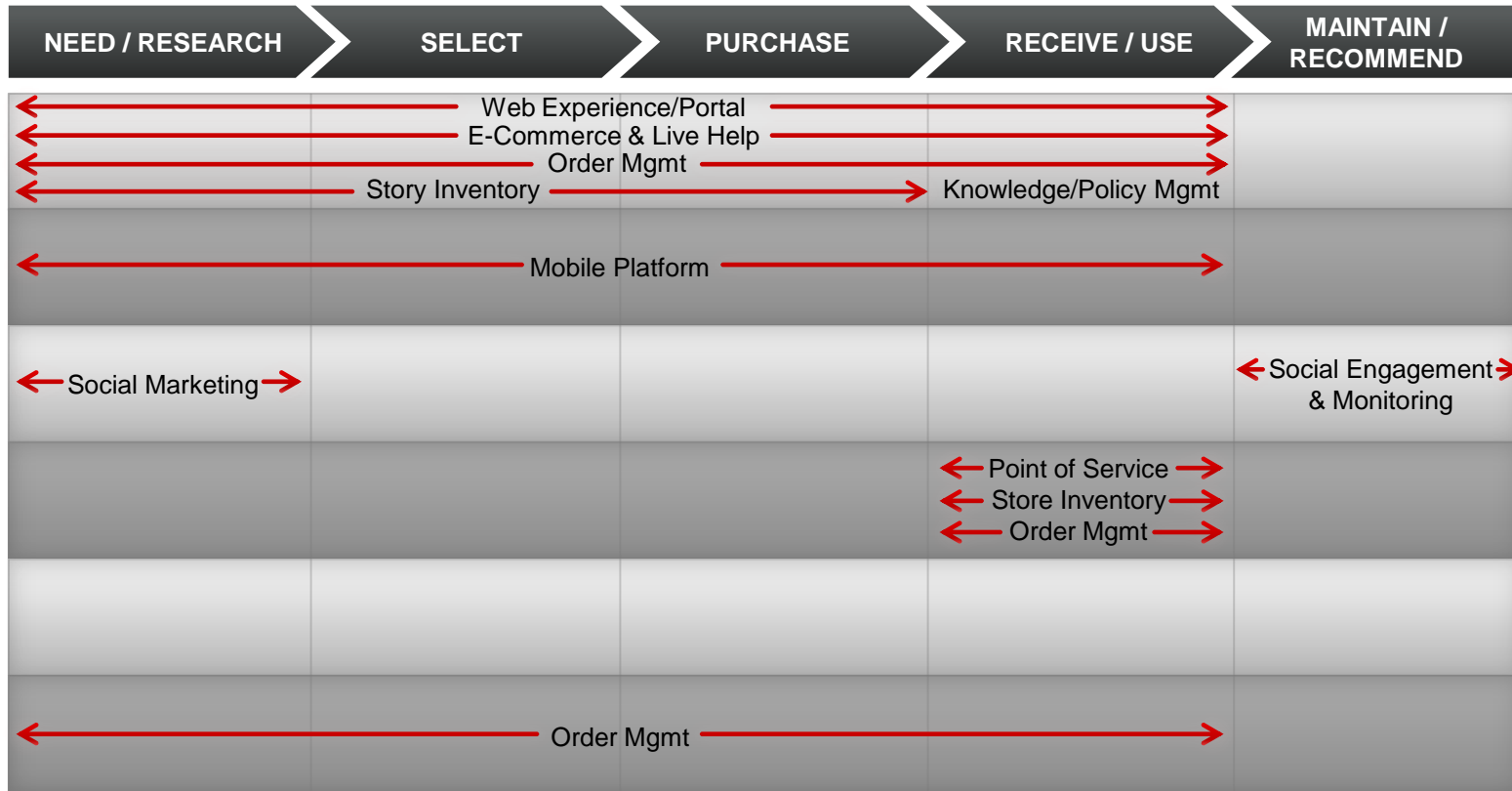
Call center

Customer Journey Across Channels

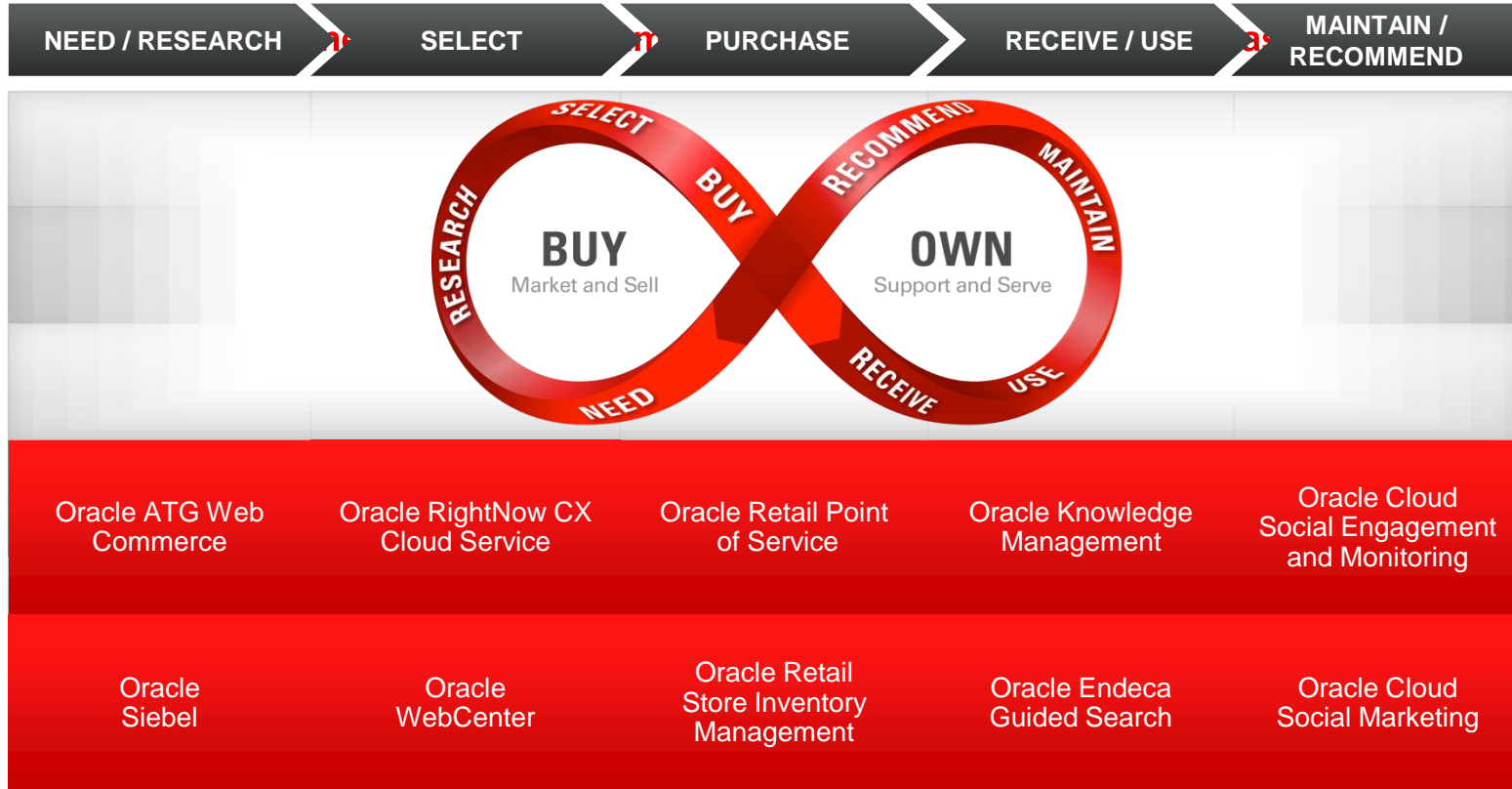


Customer Journey Across Channels



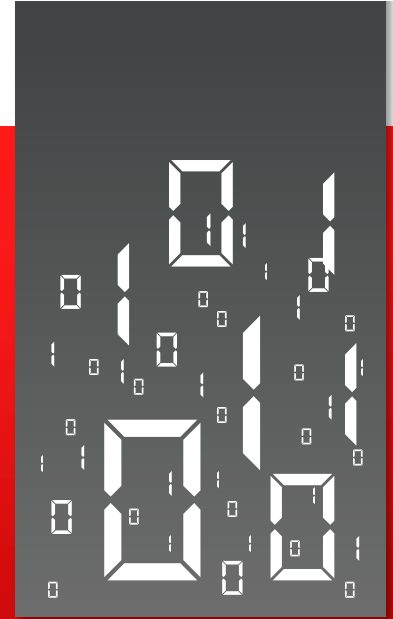


Oracle's Complete Customer Experience



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BIG DATA & ANALYTICS



CONNECTED devices

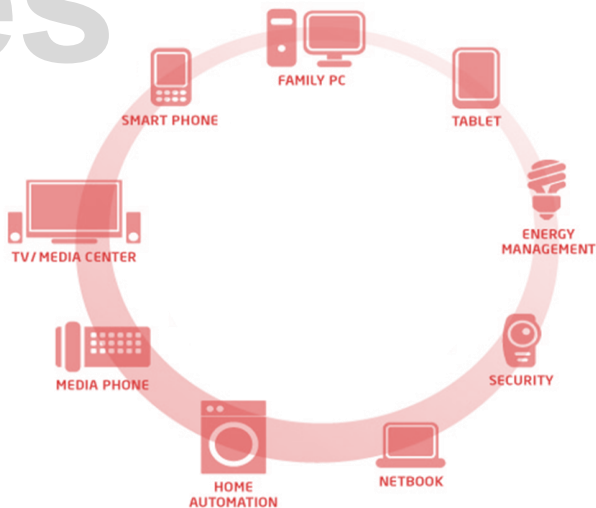


24

BILLION

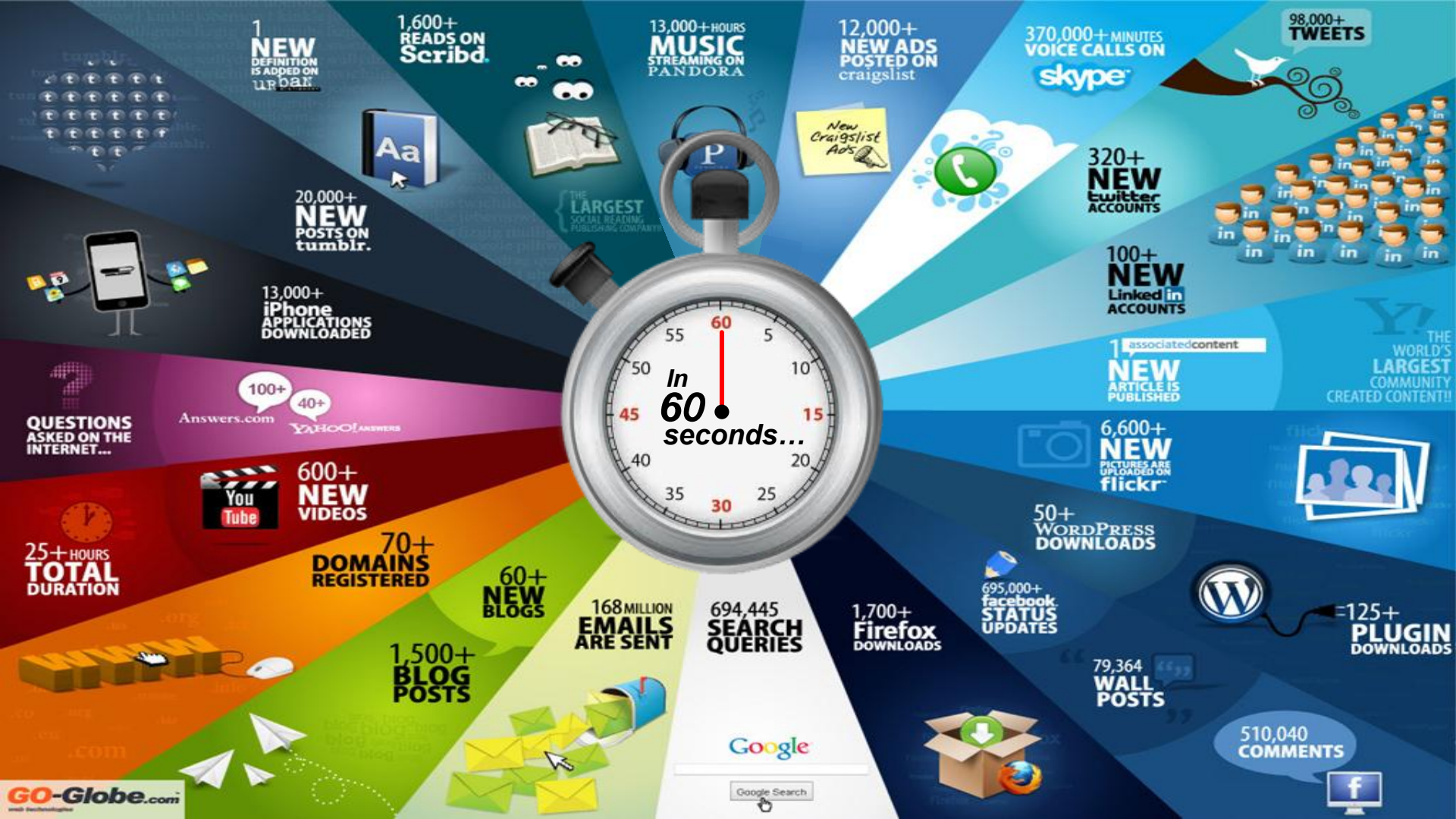
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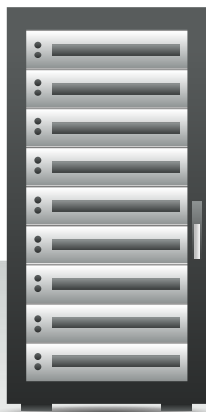
BILLION



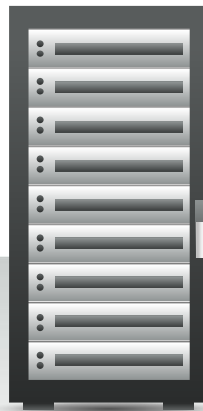
2011

2020

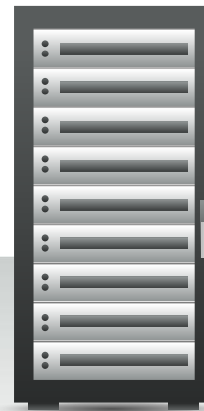




VOLUME



VELOCITY



VARIETY

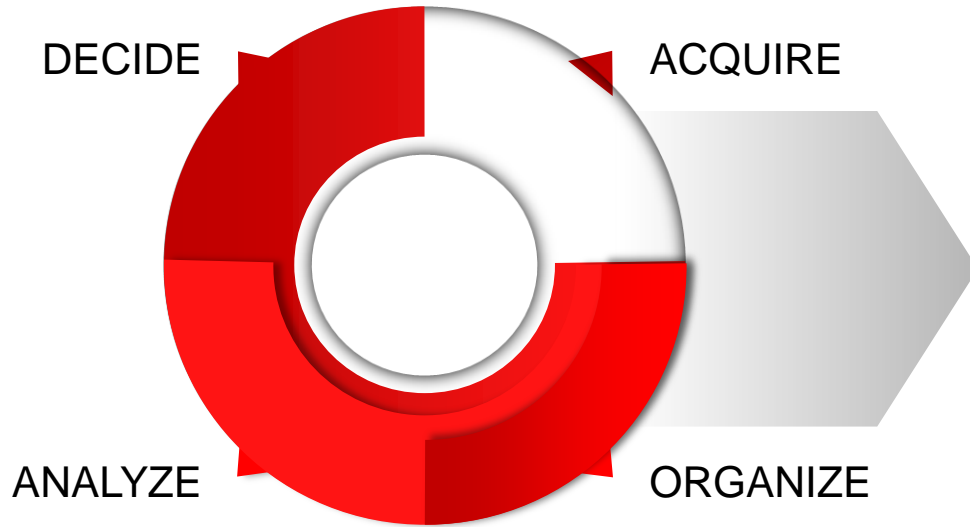


VALUE
IS HARD TO FIND

VOLUME

VARIETY

BIG DATA LIFECYCLE



NEW REQUIREMENTS

New Tools for Acquiring
& Organizing Information

Easy Integration of
New Infrastructure

In-Memory Processing

Advanced Analytics

Comprehensive Big Data Solution

ACQUIRE

ORGANIZE

ANALYZE

DECIDE

DECIDE



Big Data
Applian

ACQUIRE



Exadata



Exalytics

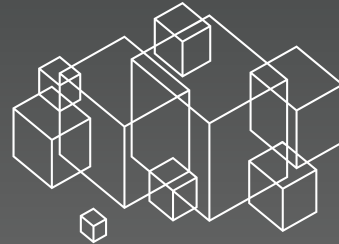
ANALYZE
Hadoop
NoSQL Database

ORGANIZE
Hybrid Columnar
Compression
Advanced Analytics

Analytic Applications
In-memory Processing

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SOCIAL. MOBILE. CLOUD.



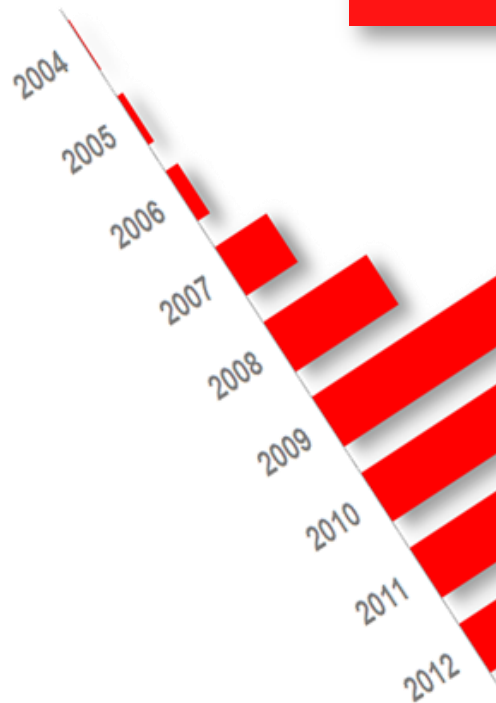
twitter



July 2012

500 MILLION USERS

April 2010: **106 MILLION**



1 BILLION

October 2012

facebook®

1 OUT OF EVERY
5 MINUTES IS SPENT

SOCIAL NETWORKING



Social Business



59%

of Facebook users
have "liked" a brand
about a brand

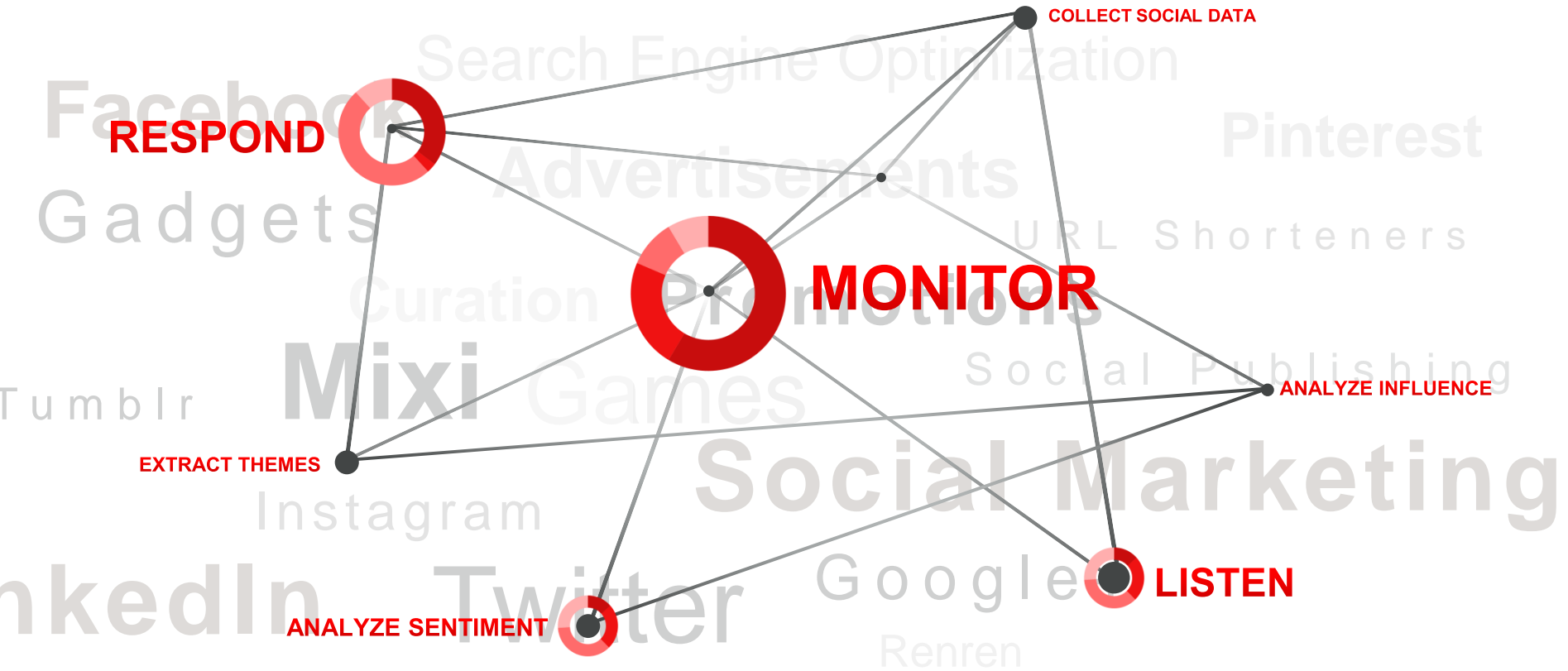
70%

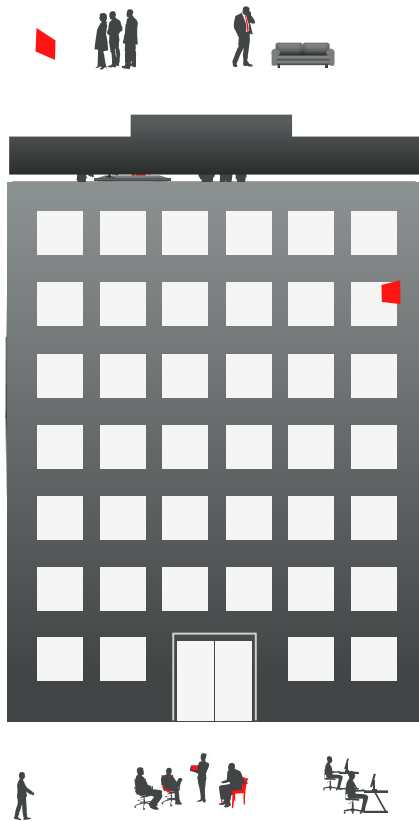
of marketers have little
understanding of social media
conversations happening
around their brand

Sources: "10 Facts about Consumer Behavior on Facebook" and consumer behavior study on Twitter, Constant Contact® and research firm Chadwick Martin Bailey Alterian's 8th annual marketer survey, 2011

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Social Interactions: Orchestrate and Engage





Social Commerce

Social Marketing

Social Service

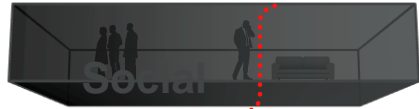
Social Selling

Social Recruiting

Social Collaboration

Social HR

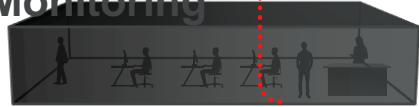
SOCIAL FOR THE ENTERPRISE



Social Marketing



Engagement & Monitoring



Social Commerce

Social Marketing

Social Service

Social Selling

Data & Insight

Social Recruiting

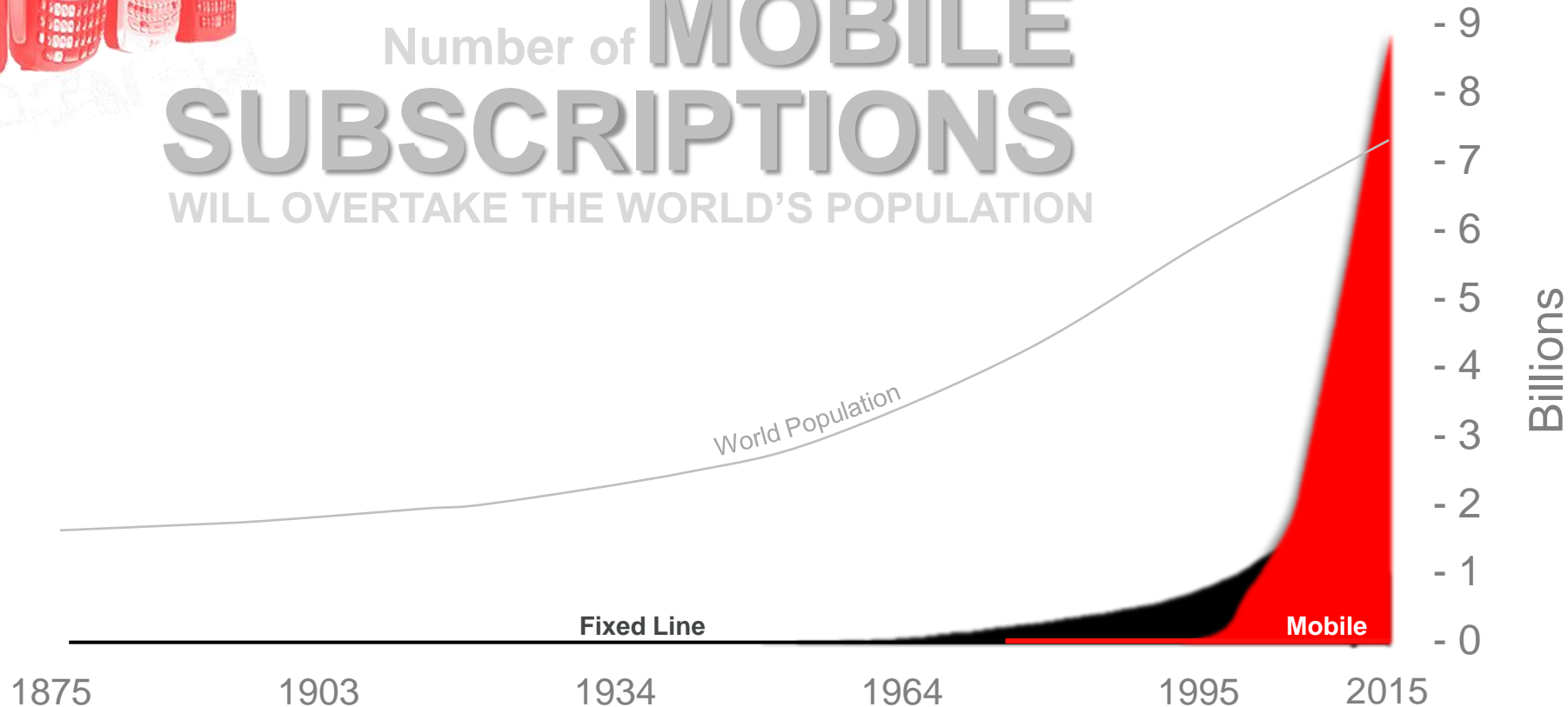
Social Collaboration

Social HR

Oracle Social Relationship Management



Number of **MOBILE** **SUBSCRIPTIONS** WILL OVERTAKE THE WORLD'S POPULATION



1876: First two-way phone conversation

1978: First commercial mobile services

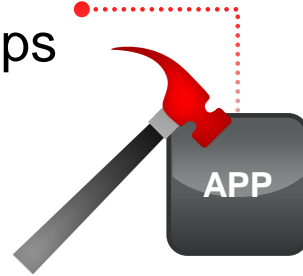


67%
of staff use a **MOBILE**
device for work

Source: Microsoft research as quoted in the Financial Times, September 26, 2012

ORACLE®

Build Your
Own Apps



Oracle's
Mobile Apps



ORACLE'S MOBILE PLATFORM

PRODUCTIVITY • DEVICE DIVERSITY

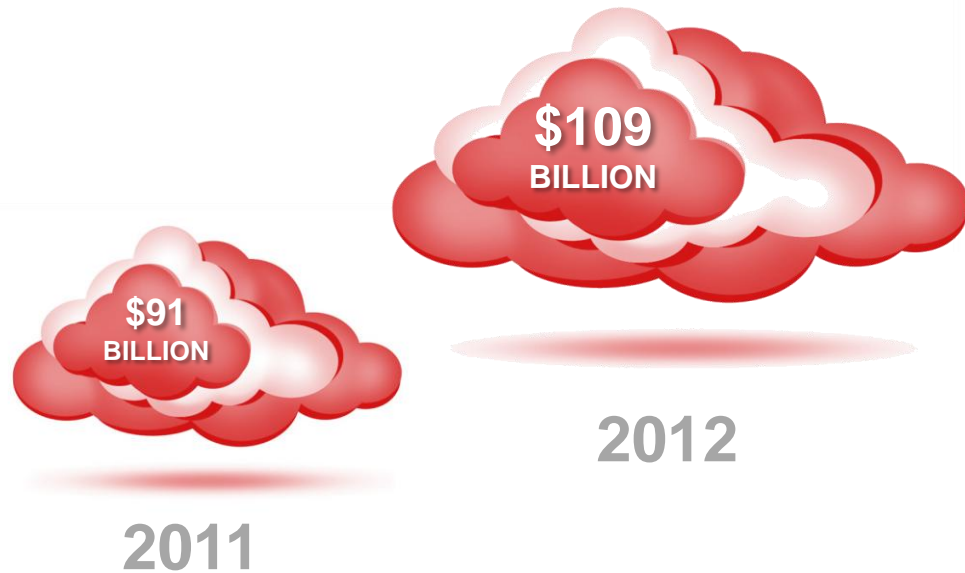


Secure enterprise data at every layer—database, business logic and user interface

Connect your enterprise and mobile applications

Build applications once that run on any device

PUBLIC CLOUD services market



Challenges with First Generation Clouds



Sources: "Return of the Silos", 2011 InformationWeek Report; "Cloud at the Crossroads: 2012 OAUG Survey on Application Delivery Strategies"; "Private Cloud Vision vs. Reality", InformationWeek Report, 2012

Oracle Cloud: **Mission**

Bring Oracle's leading
Enterprise Technology and
Business Applications Software
to any customer or partner,
anywhere in the world,
through the Internet



ORACLE

Complete Suite of Integrated Services



Application Services

Human
Capital
Management

Talent
Management

Sales &
Marketing

Customer
Service &
Support

Enterprise
Resource
Planning

Planning &
Budgeting

Financial
Reporting



Social Services

Social
Marketing

Social Engagement
& Monitoring

Social
Network

Social
Sites

Data
& Insight



Platform & Infrastructure Services

Database

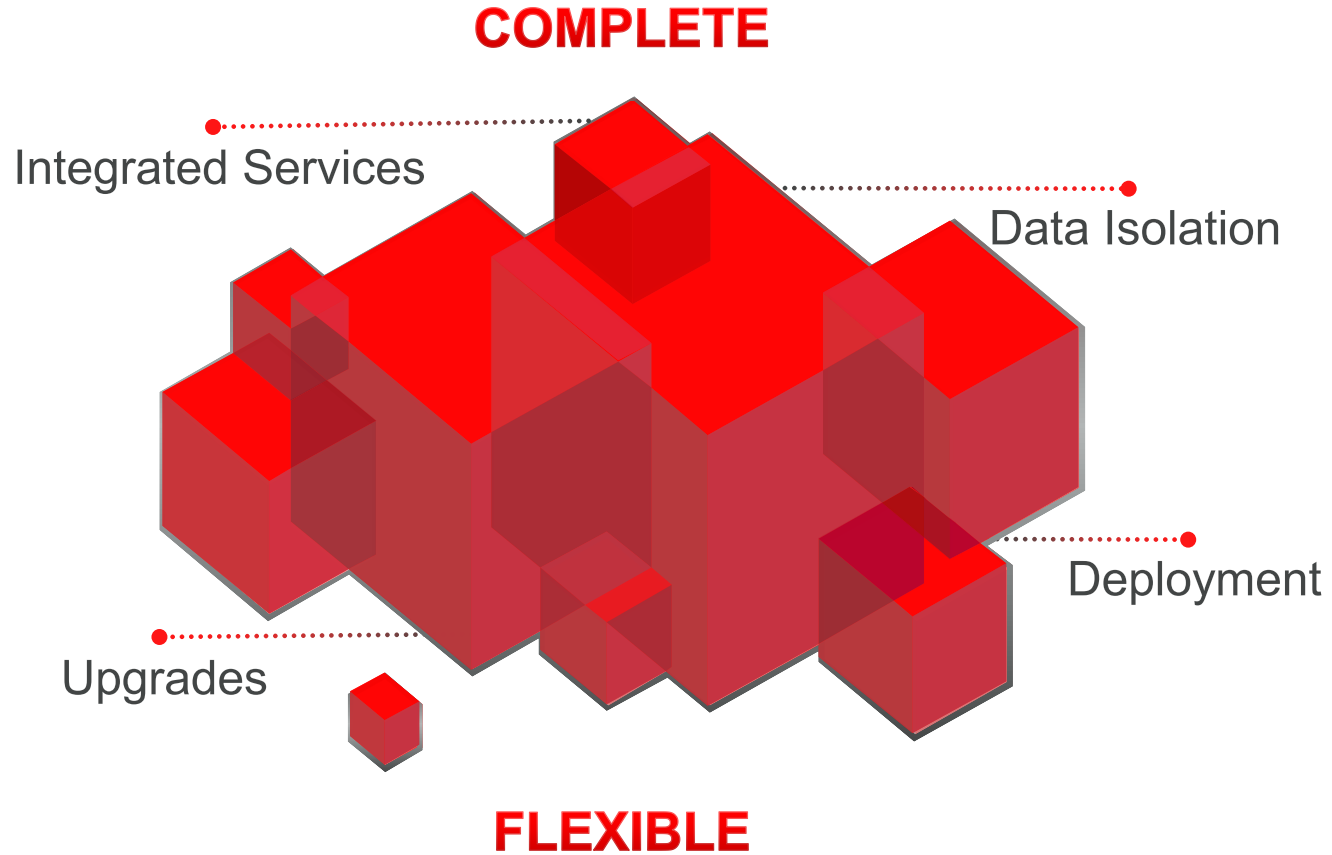
Java

Developer

Storage

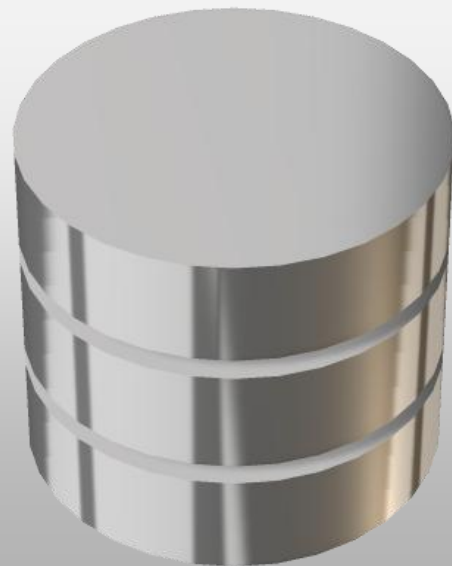
Messaging

ORACLE CLOUD



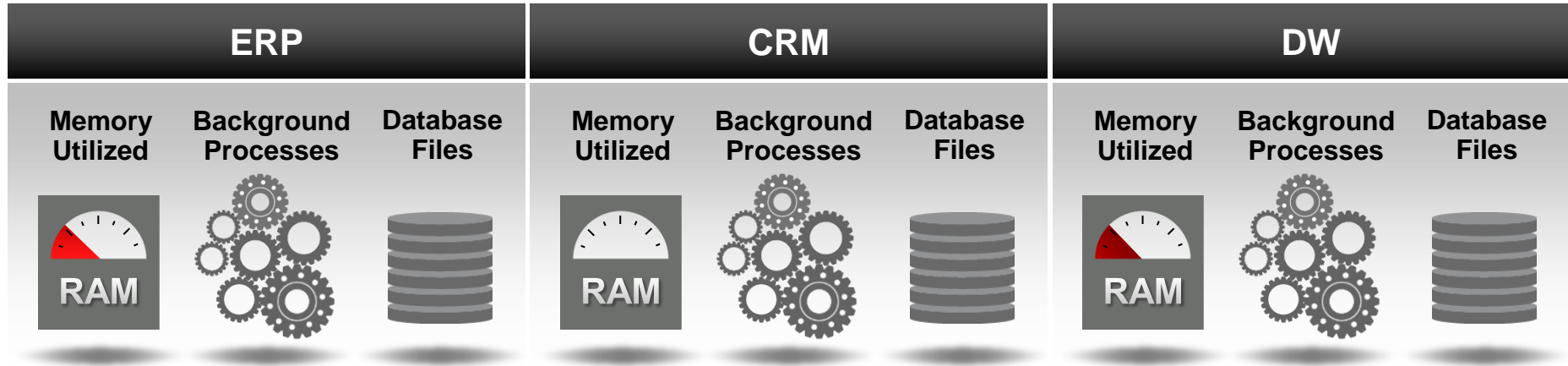
ORACLE'S NEXT-GENERATION DATABASE

A Multitenant *Database* for the Cloud



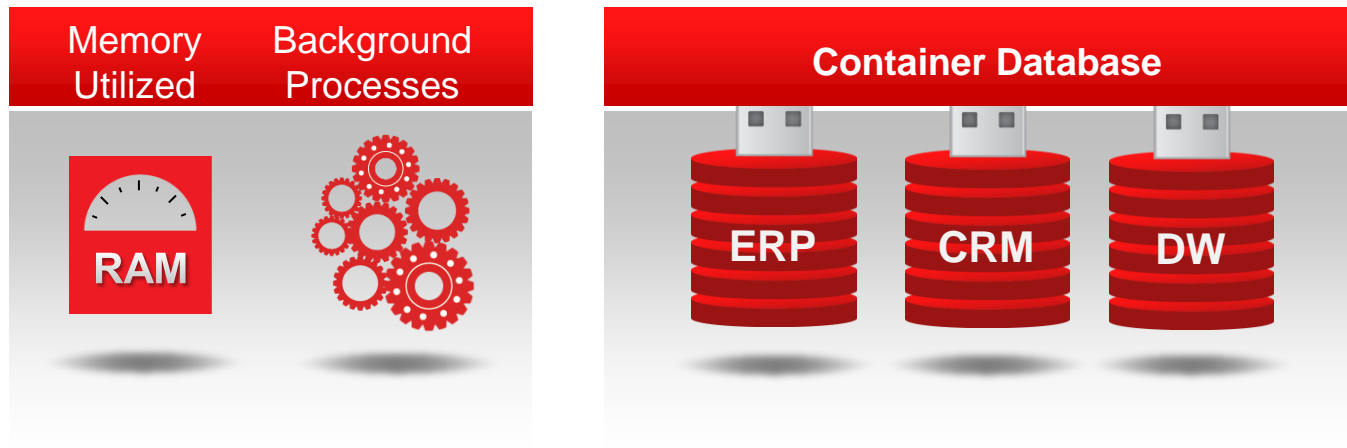
Traditional Database Architecture

Separate Memory and Processes Allocated to each Database



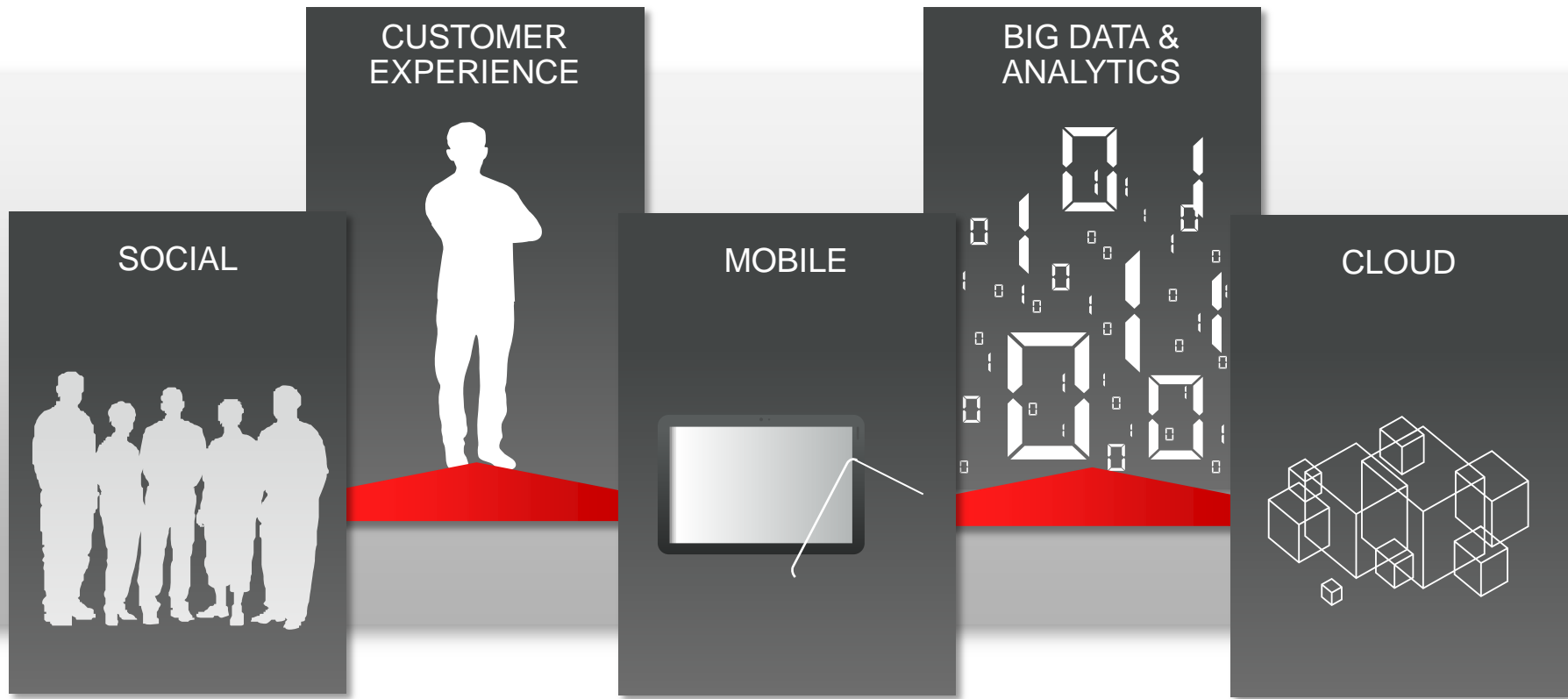
Multitenant Pluggable Database Architecture

Multiple Databases' Memory, Processes, Storage: All in One Container



- Efficient: More Scalable, Less Hardware
- Lower Operational Costs: Manage Many as One
- Transparent: No Application Changes

POWER INNOVATION | SIMPLIFY IT



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