

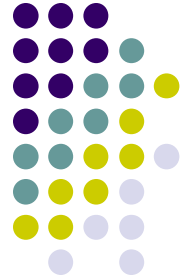


Brief Oracle Corporate Profile

Software Industry



Presenter



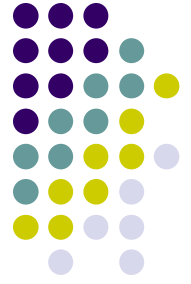
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ITC Technology Services
OCP, RAC since 2002, Systems Admin
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Blogger - <http://www.ardentperf.com>

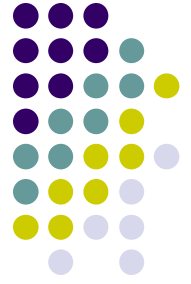


Software Industry



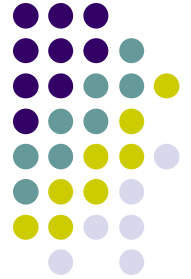
- **OSHA Standard Industrial Classification (SIC)**
 - 7372 – Prepackaged Software
- **North American Industry Classification System (NAICS)**
 - 511210 – Software Publishers

Software Industry



- **Standard & Poor's**
 - Computer Software
 - Computer Commercial Services
- **Gale Research (Encyclopedia of Global Industries)**
 - Packaged Software
 - Prepackaged Software

Software Industry



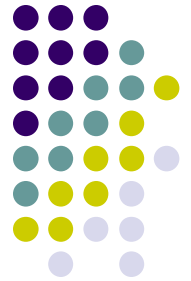
- **Consumer Market**

- Spreadsheets
- Word Processors
- Databases
- Utilities
- Presentations
- Drawings
- Entertainment

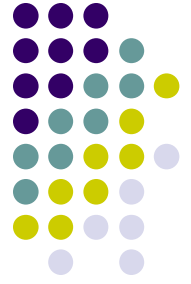
- **Enterprise Market**

- Data Center Management (Monitoring, Configuration, Security, Backup/Recovery, etc)
- Application Development and Maintenance Platforms
- Packaged Applications (ERP, CRM, Supply Chain, Accounting, etc)
- Database Management Systems
- Network Operation System

Oracle Corporation

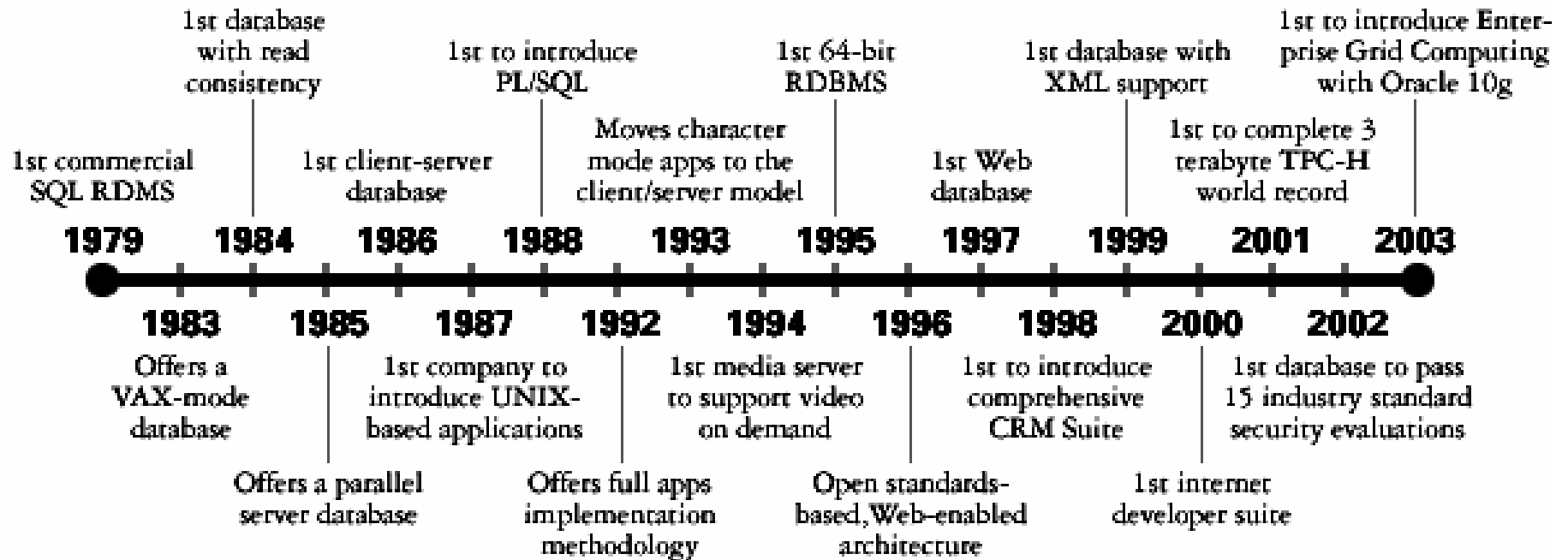


Oracle Corporation



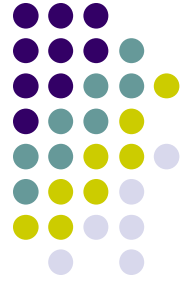
- **1977:** System Development Laboratories founded
- **1978:** Finished 2-year CIA project, spent next year developing commercial DBMS
- **1979:** Release Oracle v2 – first SQL database
- **1982:** Renamed to Oracle Systems
- **1984:** Opened offices in Canada, Netherlands and UK
- **1986:** Initial Public Offering (IPO)
- **1988:** Leading DBMS company in the world
- **2004:** US\$10.3 billion PeopleSoft takeover
- **2005:** US\$5.9 billion Siebel acquisition
- **2008:** US\$8.5 billion BEA acquisition (or takeover?)

Oracle Corporation



source: oracle.com

Oracle Corporation



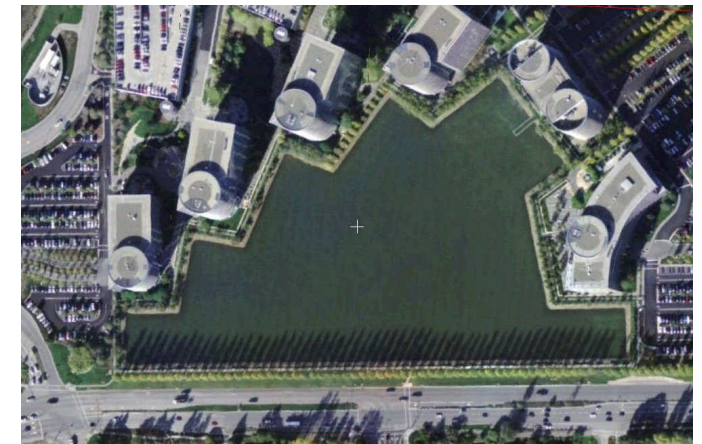
- **Employees**

- Headquarters: Redwood Shores, CA
- CEO Larry Ellison, Chairman Jeff Henley
- 75,000 employees worldwide

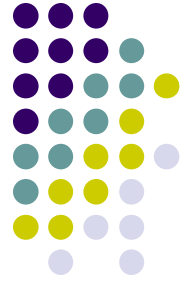


- **Financials**

- Financial Years ends in May
- FY2007 Revenue: US\$18 billion
- FY2007 Operating Profit: US\$6 billion



Oracle Corporation



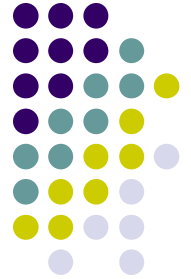
- **Software**

- Licenses - 33% of Revenue
- Upgrade Protection and Support - 46% of Revenue

- **Services** - 21% of Revenue

- Consulting
- Education
- On-Demand

Oracle Corporation



- **Database**

- Enterprise, Standard, Std One, Personal, XE

- **Middleware**

- J2EE Fusion Middleware (AS, Portal, BPEL, Directory, etc)

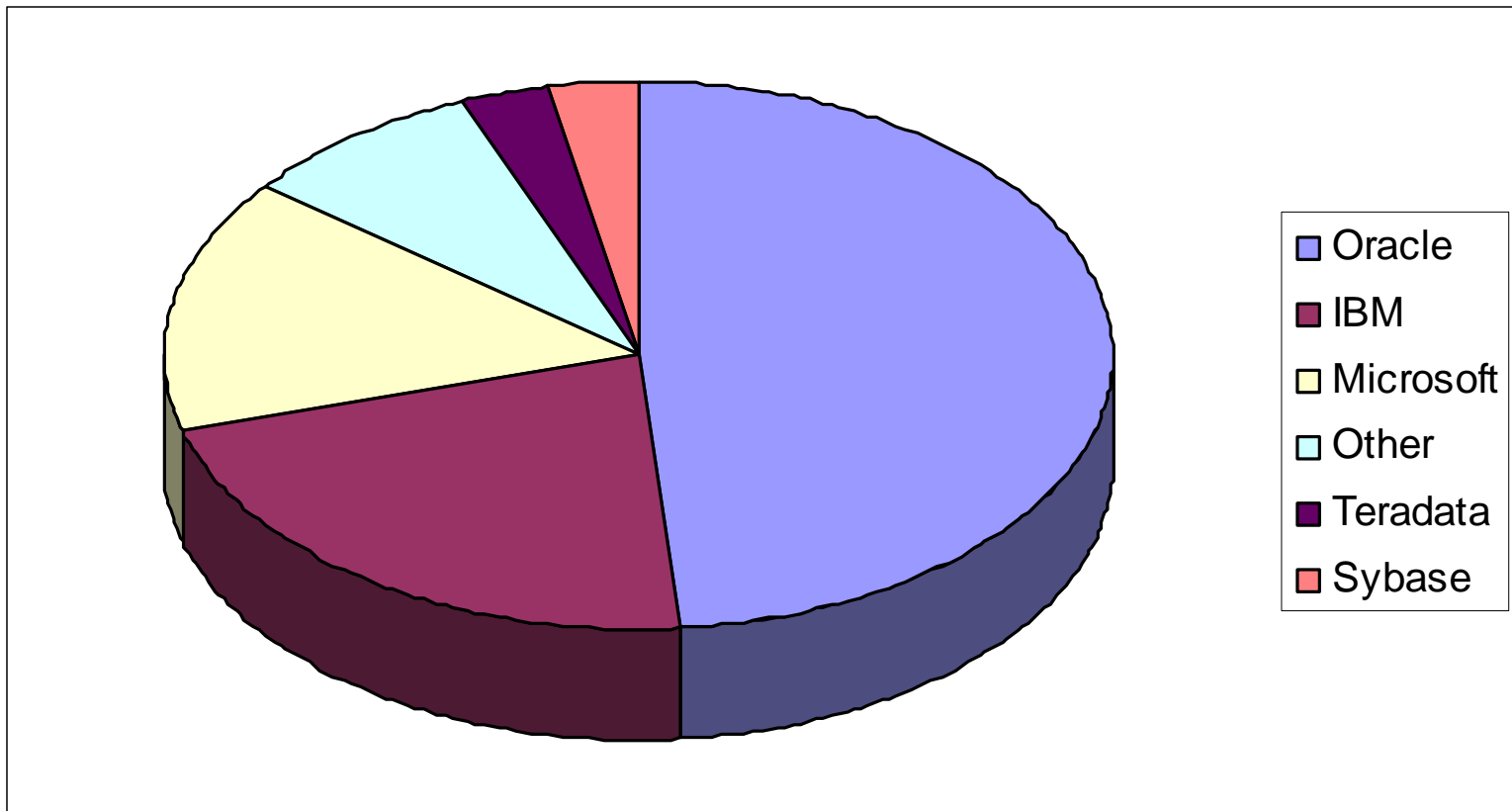
- **Applications**

- E-Business Suite, PeopleSoft Enterprise, Siebel

Competition

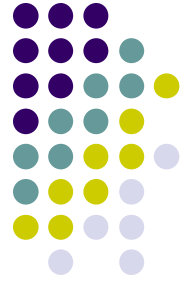


- **Database Market**



Gartner, 2005 – published in "RDBMS Software Industry Worldwide, 2005." Business Wire, May 2, 2006.

Competition



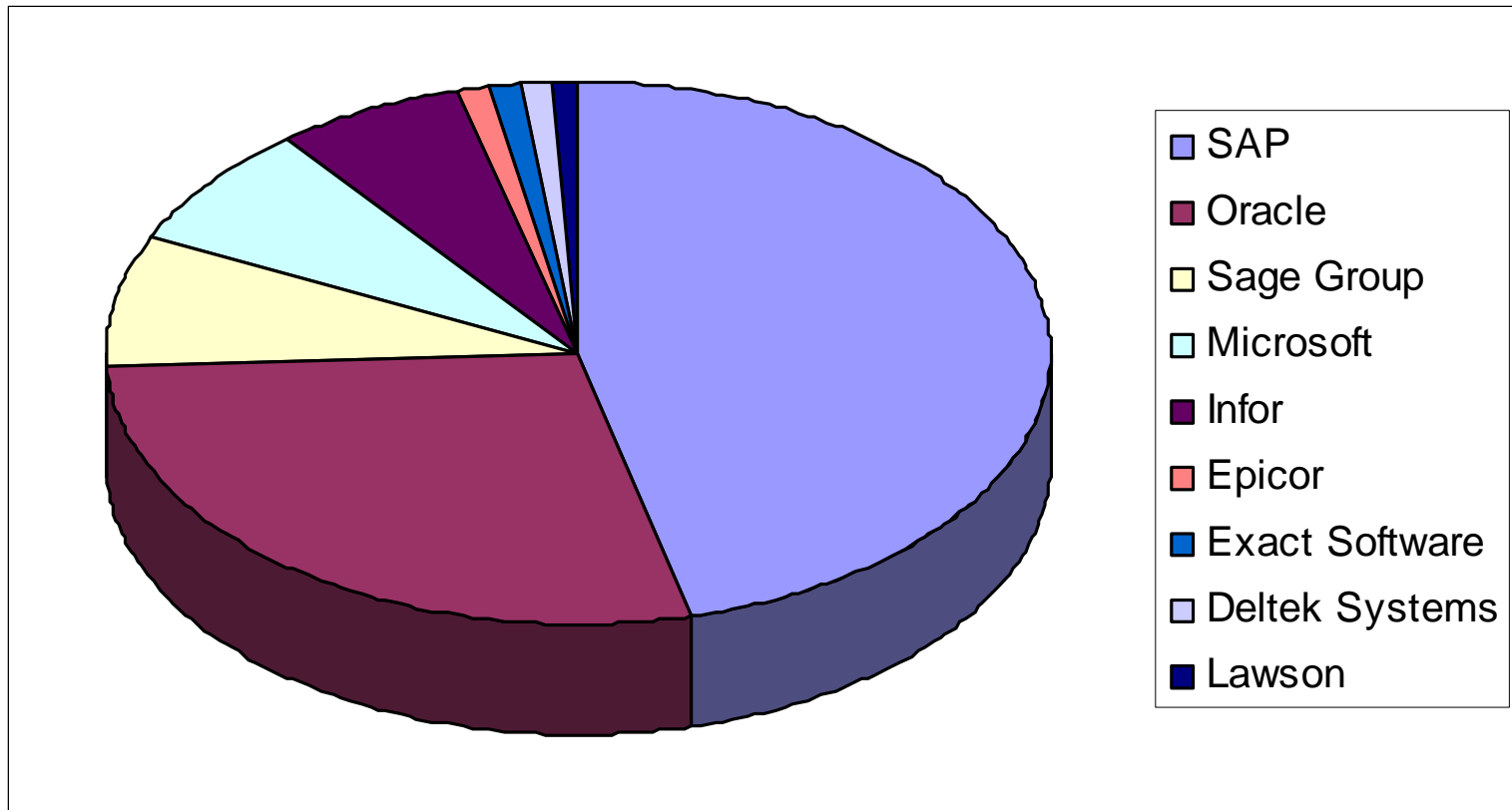
- **Middleware Market**

- IBM Leading Vendor (Websphere)
- BEA WebLogic/Oracle AS
 - BEA acquisition (Jan 2008) has shaken things up; Oracle is expected to be number two after acquisition is finalized
- Other players
 - Sun (Java AS)
 - Red Hat (JBoss)
 - SAP (SAP AS)

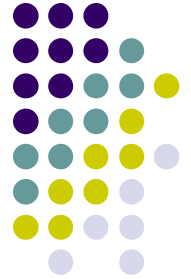
Competition



- **ERP Market**



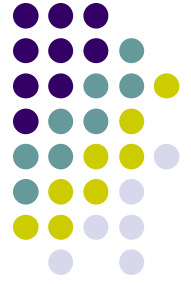
AMR Research, 2006 – published in CFO Magazine, 23 (11): 35, November 2007.



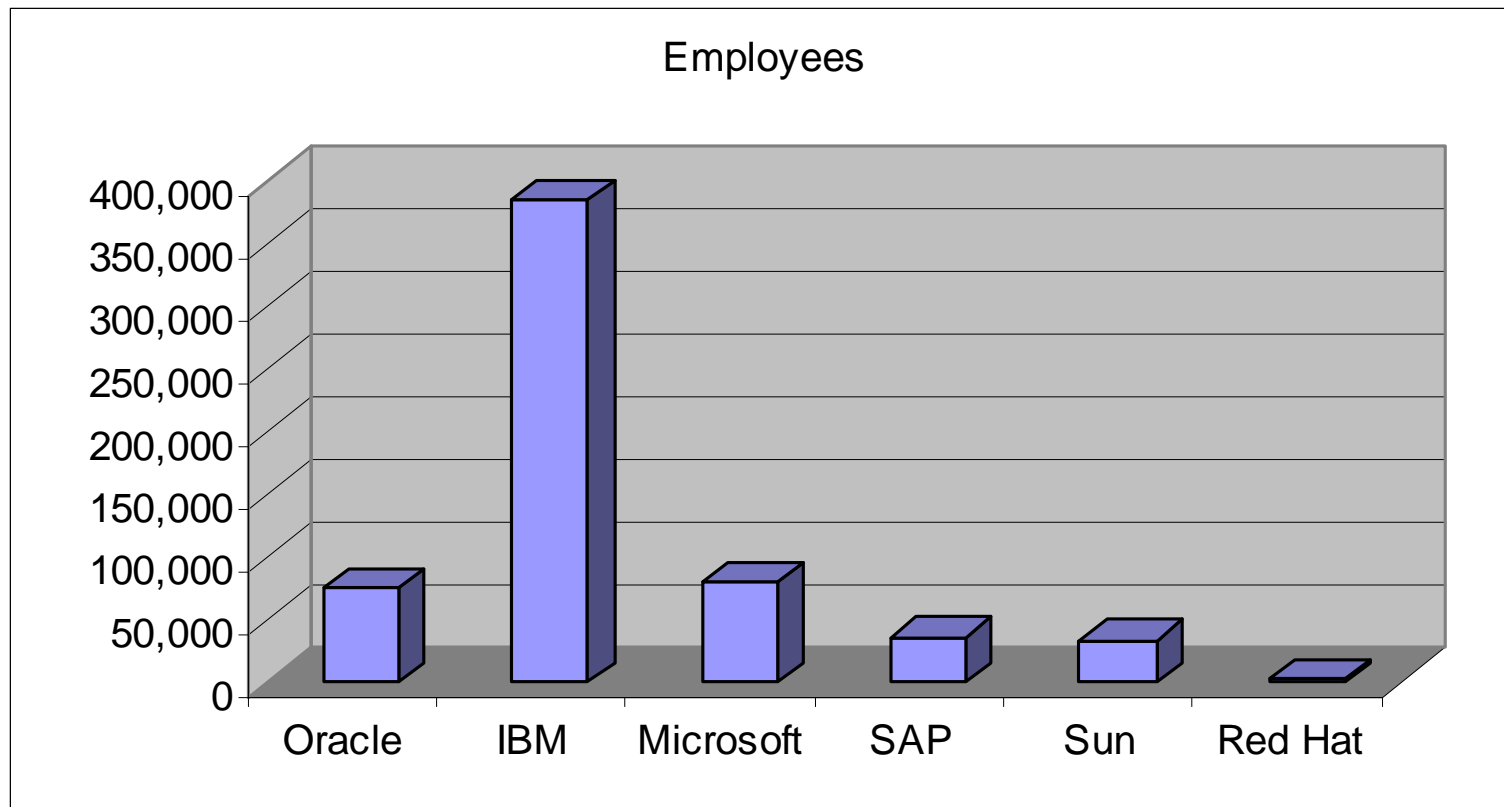
Competition

- **Open Source Databases**
 - PostgreSQL
 - MySQL (Just acquired by Sun)
- **Other Oracle Products**
 - Oracle Enterprise Linux (Red Hat EL)
 - Oracle VM (Xen)

Competition

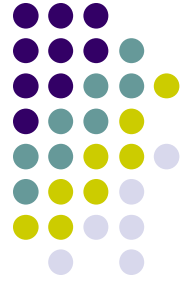


- **Employees**



Employee counts from Yahoo Finance as of February 2007, except SAP. SAP data from 2005 Annual Report.

Current Developments

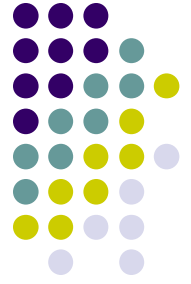


- **Local**

- Moving Oracle University from Sears Tower to old IBM Tower (330 N Wabash)

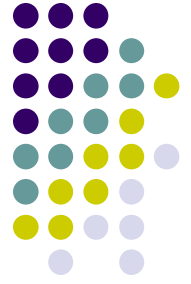
- **Global**

- BEA Acquisition
 - Middleware Marketshare
 - Presence in China (BEA #1 there)



Sources

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- Encyclopedia of Global Industries, s.v. “Packaged Software.” Thomas Gale, 2007.
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- Pezzini, Massimo, Yefim V. Natis and Gene Phifer. “Oracle Buys BEA to Strengthen Position in Middleware Market.” Gartner Research, Jan 18, 2008.
- *The four pictures were stolen off the internet. :-)*



Q&A

Questions, comments, suggestions?

