Oracle Industrial Exhibit

Amy Pogue

Oracle Corporation,
500 Oracle Parkway,
Redwood Shores, CA 94065

apogue@us.oracle.com

1 Oracle

Oracle Corporation, the world's second largest software company, is the leading supplier of software for enterprise information management. The company has two major businesses—one providing the lowest cost information technology infrastructure and another offering business and competitive advantage through high-value applications

Oracle is one of the first software companies to implement its model of enterprise software management through network computing, and is the first major software company to make full-featured products available electronically on the Internet. Oracle is the only company capable of implementing end-to-end enterprise IT infrastructure and applications solutions on a global scale.

2 Advanced Data Servers

Exceptional Oracle products like Oracle8 are designed to meet the performance, reliability, and scalability demands of network-centric computing and object development methods. Whether for traditional enterprise applications or electronic commerce on the Web, Oracle8 and Network Computing Architecture provide the power, performance, robustness, network integration, and flexibility to support the most demanding applications, all at a lower cost of ownership.

Oracle8 is one of the only databases able to support data warehousing featuring improved star-query processing, partitioning, and parallel DML operations; online transaction processing with advanced queuing; and decision support solutions all in one product. And Oracle8's support for Java and multimedia datatypes—including Time Series, ConText, and Visual Image Retrieval cartridges—extend the functionality of the data server for dynamic E-commerce applications.

3 Oracle Tools

Oracle tools provide the most productive development environment for building database applications. Using modeling tools such as Designer/2000, customers build what they model, automatically generating complete Developer/2000 applications. And Oracle tools provide the most productive development environment for building database applications in Java.

4 Oracle Applications Provides Answers

With Release 11 of Oracle Applications, organizations can go beyond traditional automation of manual process to gain access to integrated information. This access can provide answers to tough business questions and can ultimately help make better decisions.

Oracle Applications provides this unique combination of process automation and information access not only for the traditional realm of ERP applications—manufacturing and supply chain, financial accounting, and human resources—but also for businesses with integrated applications for front office management.

5 Enter the Information Age with Oracle

Backed by a 20-year history in helping customers better store and manage information, and streamline their business transactions, Oracle is forever changing the way organizations operate and conduct business in the Information Age.

For more information, please visit our website at www.oracle.com.