Hardware and Software
Engineered to Work Together
Oracle Fusion Middleware Product Update

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Topics for Today

• What is Oracle Fusion Middleware?
• Strategy, Differentiation, Adoption
• Middleware Integrated System: Exalogic
• Foundation for Fusion Applications
Fusion Middleware

• Complete set of technologies, solutions and services for our customers to:
  • Develop
  • Extend
  • Integrate
  • Deliver

IT services using modern architectures
Product Strategy

• Provide Complete & Integrated Middleware Suite
  • Modular, Open Standards-based, Hot Pluggable, Best-of-Breed

• To Develop & Deploy Applications on Internet and Cloud
  • Tools and Solutions for IT and Lines-of-Business users

• With Lowest Total Cost of Ownership
  • Integrated Systems Management tools to lower cost across entire applications lifecycle
  • Support for Commodity Hardware and Storage
  • Fully Integrated Systems to further lower TCO
Oracle Fusion Middleware
Complete, Open, Integrated, Best-in-Class

Development Tools

User Experience

Content Management

Business Intelligence

SOA & Process Management

Data Integration

Application Grid

Identity Management

Enterprise Management
Very Strong Product Cycle

- Launched major release of Fusion Middleware called 11g starting July 2009
- Since then every product suite has an 11g release including seven 11g suite releases in 2010, e.g.
  - Business Intelligence 11g
  - Business Process Management 11g
  - Enterprise Content Management 11g
  - Data Integration 11g
- Major product cycle across entire portfolio increasing rate of adoption across new customers and current installed base
Fusion Middleware 11g: Innovations Inside

Analytics Driven
- Process large volumes of data
- Available in-context

Enable Services-based Delivery
- Public and Private Clouds
- Platform-as-a-Service

Flexibility & Agility
- Declarative design
- Efficient development and configuration

Support Modern Data Center Architecture
- Consolidation
- Virtualization

End-User Empowerment
- Self-service access
- Collaborative environment

Exploit Latest Systems
- Multi-core processors
- Very large memories
Result: Oracle the Market Leader

#1 Application Server – Gartner 2010

Total Market: $3.2B

Source: Gartner: Market Share, All Software Markets Worldwide 2010 - Colleen Graham, Joanne Correia, Fabrizio Biscotti, Matthew Cheung, Ruggero Contu, Alan Dayley, Yanna Dharmasthira, Tom Eid, Chad Eschinger, Bianca Granetto, Hai Hong Swinehart, Teresa Jones, Sharon Mertz, Rene Millman, Chris Pang, Asheesh Raina, Dan Sommer, Bhavish Sood and Laurie Wurster – March 30, 2011
Result: Oracle the Market Leader

#1 SOA - Gartner 2010

Source: Gartner: Market Share, All Software Markets Worldwide 2010 - Colleen Graham, Joanne Correia, Fabrizio Biscotti, Matthew Cheung, Ruggero Contu, Alan Dayley, Yanna Dharmasthira, Tom Eid, Chad Eschinger, Bianca Granetto, Hai Hong Swinehart, Teresa Jones, Sharon Mertz, Rene Millman, Chris Pang, Asheesh Raina, Dan Sommer, Bhavish Sood and Laurie Wurster – March 30, 2011
Oracle Fusion Middleware
Leader in Middleware – Gartner Magic Quadrants

- Enterprise Application Servers
- Application Infrastructure
- Application Infrastructure for Composite-Applications
- Application Infrastructure for New Service-Oriented Business Application Projects
- Application Infrastructure for Back End Application Integration Projects
- User Provisioning
- Web Access Management
- Horizontal Portal Products
- Enterprise Content Management
- Corporate Performance Management Suites
- Business Intelligence Platforms
- Data Integration
Oracle Fusion Middleware
Leader in Middleware – Forrester Waves

• Application Server Platforms – All
• Application Server Platforms – Web
• Application Server Platforms – SOA
• Application Server Platforms – Java/ J2EE
• Application Server Platforms – Independent SOA Platforms
• Enterprise Content Management Suites
• Identity Management
• Integration-Centric Business Process Management Suites
• Business Performance Solutions
• Enterprise Business Intelligence Tools
• Enterprise Search & Reporting
• Information-As-A-Service
Best of Breed Middleware
The World’s Leading Companies

105,000 Global Customers
29 Dow Jones 30
98 Fortune 100
Oracle Fusion Middleware
Leader in Middleware

• Leader in Performance
• Leader in Price Performance
• Largest Partner Ecosystem
• Largest Developer Community
Oracle Exalogic Elastic Cloud
World’s Best Foundation for Cloud

• Fastest Java performance
  • Application performance improved up to 10x
• Foundation for Mission Critical Cloud
  • Best for application consolidation
  • Best for elastic capacity on demand
• Engineered System
  • Lowest cost to deploy and operate
  • Fastest path to production
Optimized for Enterprise Java, Ready for Everything

Oracle Apps

3rd Party Apps

Custom Apps

Extreme Performance

Oracle Linux or Solaris Applications

Oracle Exalogic Elastic Cloud
Fastest Java Performance

- **Internet Applications**
  - 12x improvement
  - Over 1 Million HTTP requests/sec.

- **Messaging Applications**
  - 4.5x improvement
  - Over 1.5 Million messages/sec.

- **Database Applications**
  - 1.4x improvement
  - Almost 2 million JPA operations/sec.

On Single Exalogic Rack
Exalogic: World’s Best Foundation for Cloud
Hardware and Software Engineered to Work Together

Building the 21st Century Datacenter
Oracle Fusion Middleware Strategy for Oracle Applications

- Oracle Fusion Middleware is the **foundation** for Fusion Applications
- Oracle Applications are **certified** to run on, integrate to, and interoperate with Oracle Fusion Middleware
- **Value-added solutions** include best-practices for managing processes, data models, delivering content, optimizing infrastructure, improving insight
Fusion Applications
The New Standard for Business

The New Standard for Innovation
Complete applications platform that adapts to your business

The New Standard for Work
Complete user experience that shows what you need to know or do

The New Standard for Adoption
Complete choice of options, from cloud to device and suite to module
Oracle Fusion Middleware
Foundation for Oracle’s Applications

Industry Applications

- Health Sciences
- Communications
- Public Sector
- Financial Services
- Retail
- Utilities

Business Intelligence
Business Process Management
Portals & Embedded Collaboration
Identity Management & Governance Controls
Grid Computing & Maximum Availability
Systems & Operational Management

Oracle Fusion Middleware 11g
Oracle Database 11g
Oracle Fusion Middleware

• Leader in Performance
• Leader in Price/Performance
• Largest Partner Ecosystem
• Largest Developer Community
Hardware and Software
Engineered to Work Together