

An Executive Guide to Oracle Applications Unlimited

Summary of Applications Unlimited:

1. Applications Unlimited is Oracle's plan to provide ongoing enhancements to all our application product lines beyond the delivery of Oracle Fusion Applications. The key driving factor is the protection of our customer's investments. Our commitment has been demonstrated by new major releases of all our applications product lines.
2. Not only will we keep enhancing our applications, we will also keep supporting them. Oracle's Lifetime Support Policy further extends Oracle's support for its applications.
3. Applications Unlimited does not impact the timeline around Oracle Fusion Applications. The scale of our applications business allows us to continue investing in all of our existing product lines, including our Fusion Applications, which in turn allows us to address a wide range of customer requirements.
4. "Choice" is the operative word. Customers can stay where they are for as long as they want or move to next-generation applications when they are ready. Everybody can get there, in time, based on their business needs. There will be no forced migration.

Applications Unlimited is Oracle's plan to provide ongoing enhancements to all our applications product lines beyond the delivery of Oracle Fusion Applications. Applications Unlimited will provide customers with more **visibility into** our plans and help you derive continual success with your current applications by delivering dedicated, world-class development and support for years to come. The key driving factor behind this strategy is **protecting our customer's investments**.

To further protect our customer's investments, Oracle offers a **Lifetime Support Policy**. Oracle's industry-leading support policy covers your entire technology environment, from database to middleware to applications. Oracle's Lifetime Support Policy puts our customers in control of their upgrade strategy. Our flexible support policy stages make it easier to plan and budget for Oracle's product upgrades.

Along with the Lifetime Support Policy, Applications Unlimited is **beneficial to customers** because Oracle is giving customers the option to choose what is best for their business. Customers can continue to **derive value from their existing applications**, which we plan to continuously update, or they can upgrade to future technologies if there is a business case to do so. It is entirely the customer's choice. There will be **no forced migrations**.

Applications Unlimited **will not impact the planned delivery of Fusion Applications**. In addition to providing ongoing enhancements to the current Oracle Applications, Oracle has **dedicated development teams** designing the first release of Oracle Fusion Applications and working through upgrade scenarios with customer advisory boards and user groups. Our strategy allows us to protect the investments customers have made in Oracle Applications.

Oracle has the **resources to continue working on our existing product lines**. When Oracle acquired PeopleSoft, JD Edwards, and Siebel, the vast majority of their development and support teams were retained. In addition, we are leveraging our Oracle Fusion Middleware platform and infrastructure investments across all product lines. Prior to the acquisitions, each of the product lines had significant resources allocated to individual next-generation initiatives. The combined companies have **more resources** than the acquired companies



had separately. These **resources can be focused on functional enhancements** instead of overlapping development on infrastructure for each of the product lines.

With the simultaneous launch of five new product releases, Oracle is delivering on our promise of Applications Unlimited: providing customers with continued releases in each product line, lifetime support, and a clear upgrade path to future releases. Oracle is working closely with our **customer communities** - including our CIO Advisory Board, Product and Industry Strategy Councils, and Customer Advisory Boards (CABs) - and with individual customers to determine product direction. We are also dedicating extensive time to analyzing customer enhancement requests across all product lines. In addition, Oracle's

independent global User Groups have created a single "Fusion Channel", through which user group members worldwide can assist and provide feedback directly into our development effort. To learn more about how to get involved with the Fusion Channel initiative, contact your local User Group, or go to www.iouc.org for more information.

More Resources:

www.oracle.com (search word: applications unlimited)

<http://www.oracle.com/applications/applications-unlimited.html>

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