

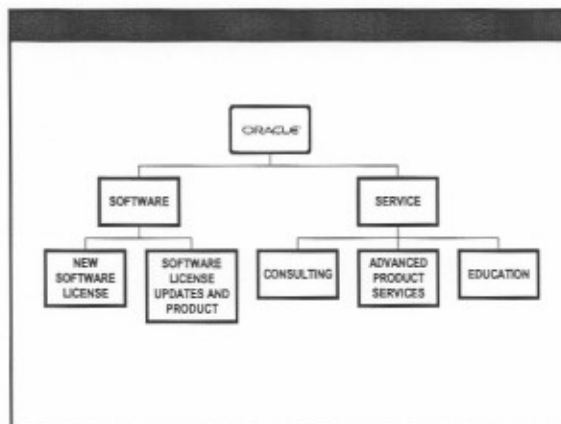
ORACLE Strategy

Presented by: Team 2

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Business Description

- Oracle Principal Activities
 - Develop
 - Manufacture
 - Market and
 - Distribute Computer Software



Background and History

- Founded in 1977 as System Development Laboratories by Larry Ellison, Bob Miner and Ed Oates
- Worked on C.I.A. Project "Oracle" for a relational database system.
- Moved to Menlo Park and changed name to "Relational Software Inc."
- 1982 name change went to Oracle (Source of Wisdom)
- 1986 IPO and the year's revenue was \$55 million

Discussion Topics

- Larry Ellison, the Leader
- Innovation Through Vision and R&D
- Customers
- Oracle Revenues
- Marketing
- Competition
- Conclusion

Chief Dis-organizer

- "Be a dis-organizer. Wage war on smugness and arrogance. Never stop doubting and challenging. Challenge habits and conventional wisdom. Always look for a better way to develop alternative and better paths. **Be the organization's primary agent for change.**"

– The Leadership Secrets of Colin Powell, Oren Harari, McGraw-Hill, New York 2002, p. 92

The Leader

The True Measure of Leadership is Influence,
Nothing More, Nothing Less.

- Natural Leader Approach
 - Personal magnetism
 - Enthusiasm
 - Ability to inspire
 - Forcefulness
- Context Leader Approach
 - Vision
 - Consistency
 - Enthusiasm

ORACLE[®] Vision

- Simplify
- Standardize
- Automate
- Innovate

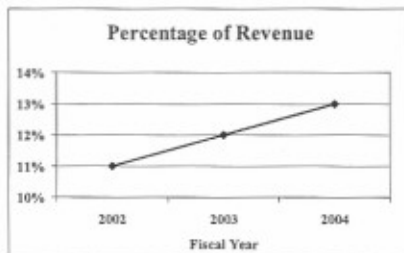
Success

- How has Oracle become successful?
 - Oracle became the world's second largest software company by listening to its customers, making smart decisions, building great products, and staying ahead of the technological and marketing curve.
-Clearly, these guys are innovators.

Innovation and R&D

- At the heart of Oracle is a single focus: finding better ways to manage information.
- "We are innovative because Oracle encourages its employees to continuously defy conventional wisdom in our drive to give customers ever-better ways to use, share, protect, and manage the information that is the lifeblood of their organizations." - Oracle.com

R&D Expenditures



Customers and Markets

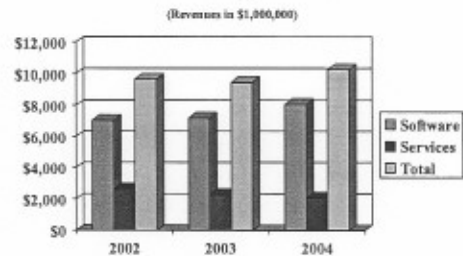
- Customers
 - Companies of many different sizes
 - Government agencies
 - Educational Institutions
- Primary Markets
 - Defense and Government
 - Education
 - Financial Services
 - Technology
 - Transportation



Business Strategy

- Oracle found in the offices of 98 of the Fortunes top 100 companies.
- Potential for growth in large enterprises is shrinking.
- Developed a strategy to move into the middle market companies.
- PeopleSoft

Revenues by Business

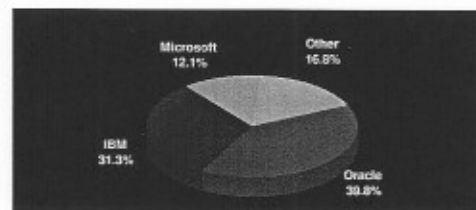


Revenues

- “In 1985, with sales running at \$24 million, Ellison had declared that from that point on, Oracle would double its revenues each year. Amazingly, for the next five years, Oracle did precisely that, hitting \$916 million in 1990.”

– Softwar, Matthew Symonds, Simon & Schuster, New York, 2003, p. 94

Database Revenue by Company fiscal year 2003



Marketing

- Marketing Strategies
 - Convenient distribution channels
 - Product differentiation
 - Advertising
 - Online Market Place
 - Target market

ORACLE Education

- Oracle Education Foundation
- Think.com and ThinkQuest
- Oracle Academy
- Oracle Academic Initiative
- Workforce Development Program