

INFORMATION ENSURES SUCCESS

Get Ahead. Stay Ahead.

Oracle Premier Support for Your Oracle Solutions



ORACLE IS THE INFORMATION COMPANY

**Our Focus Is Your
Success. Get Ahead
with Oracle Premier
Support.**

You made an investment in Oracle solutions to make your business more efficient, cost-effective, risk-resistant, and competitive. Now get the most value from that investment with Oracle Premier Support.

Unprecedented fluctuations in economies around the globe are making “business as usual” a thing of the past.

While some companies struggle to survive, others are using this opportunity to focus cautiously on the road ahead. Companies that prepare for the future—while taking care of their current investments—will be in the best position to grow when normal economic conditions resume. Successful businesses know they must stay flexible and be prepared to take advantage of new opportunities. At the same time, they need to protect and maintain their technology investments under increasingly complex conditions.

At Oracle Support, we’re focused on one thing: our customers’ success.

With Oracle Premier Support—our award-winning support program—we provide highly personalized, preventive services for the complete Oracle technology stack. No matter where you are in the lifecycle of your Oracle solutions—planning, implementing, upgrading, or in production—we can help you accelerate the value of your Oracle solutions and maintain an agile, dependable information technology (IT) infrastructure that lets you respond quickly to changing business priorities.

With Oracle Support as your trusted advisor, you can get even more value from the investments you’ve already made in IT. So, while you focus on the challenges of today’s economy, let Oracle focus on your success.

Fact: Oracle has the highest number of service awards from the Technology Services Industry Association (TSIA) and recently received TSIA's 2009 SSPA STAR Award for Service Excellence in Integrated Services.



Get Ahead with Oracle Premier Support

“The Service & Support Professionals Association’s (SSPA) STAR Award recognizes Oracle for providing proactive, integrated services; people; and technology to help ensure outstanding customer experience and business results. Oracle’s long-standing focus and dedication to customer success is evidenced both in their world-class support offerings as well as their significant service-innovation contributions to the support industry.”

Stephen Smith
CFO and CIO
TSIA

Companies facing extraordinary global challenges need to get more value from the IT systems they already have in place. Your IT organization is on the front line, with the mandate to anticipate the technology needs of the business, respond immediately to changing markets, and maintain—no, improve—customer service. And in most cases, you’re meeting those demands with no budget increases and fewer resources.

In other words, like businesses all over the world, your organization is being asked to do more with less.

Oracle Premier Support can help. As a recognized leader in support excellence, Oracle Support is focused on making your business more successful and helping accelerate the business value of your Oracle solutions. With Oracle Premier Support, we provide the product innovation, tools, and support expertise that let you take advantage of changing market opportunities to become more competitive. Oracle Premier Support extends the investment your company has already made in Oracle technology and helps you

- Improve business value
- Reduce your total cost of ownership (TCO)
- Minimize business risks

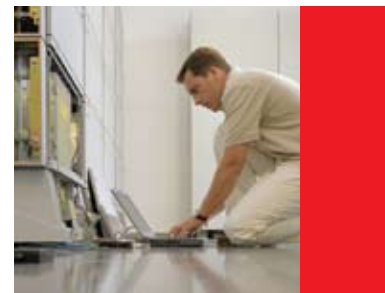
Improve Business Value—Make Better Use of Your Oracle Solutions

It’s not just about making IT better, it’s about making your company more successful and more responsive to customers. It’s about delivering business agility to increase your competitive edge, and then digging deeper into the investment you’ve already made in Oracle solutions to identify even more ways for your company to achieve its business goals.

Oracle Premier Support helps you align your Oracle solutions with company priorities to produce effective business outcomes. Oracle’s leadership in product and service innovation and our commitment to protect, extend, and evolve your current technology plays a leading role in improving business value for your company. For example, with Oracle’s Applications Unlimited and Lifetime Support Policy, you continue to use—and we continue to support—your current Oracle solutions as long as it makes sense for your business.

“The strategy to integrate personalized and proactive capabilities into one simplified support platform will streamline our interactions with Oracle Support. My Oracle Support should help Pella reduce unplanned downtime and resolve problems faster so we can focus on driving new initiatives and maximizing the value from our Oracle solutions to help drive our business forward.”

Rick Hassman, Director of Oracle Applications, Pella



When you do decide to upgrade, you have access to the latest innovations in Oracle Database, Oracle Fusion Middleware, Oracle industry solutions, Oracle Applications, and Oracle Fusion Applications—our next-generation suite of applications that delivers best-of-business capabilities on Oracle’s open technology. Take advantage of all this and more—for no additional charge—when you have a current Oracle Premier Support subscription.

Reduce Total Cost of Ownership—Increase Productivity and Be More Competitive

It’s more than cutting costs. It’s also about streamlining your operations and working smarter to increase productivity and get ahead of the competition. It’s about using proven best practices, standards, proactive support, and expert guidance to optimize systems maintenance and to make continual operational improvements to your Oracle solutions. But most of all, it’s about driving down costs by resolving issues faster and increasing the availability of your IT systems.

The current economic climate demands support solutions that work harder. Leveraging the industry-leading capabilities of Web 2.0, Oracle Premier Support features My Oracle Support—our innovative support platform that provides personalized, proactive, collaborative support with advanced integrated services, such as simplified configuration management. Add to that the hundreds of proactive tools and services integrated into Oracle Premier Support, and you have the elements for increased productivity and a reduced TCO.

Minimize Risk—Avoid Business Disruption and Enhance Security

It’s not enough to prepare your business to handle expected problems—you also need to handle the unexpected. You need to be proactive and manage risk so you can anticipate and resolve problems before they affect your business—or better yet, so you can avoid problems altogether.

With so many platforms, applications, vendors, and technologies, it’s good to know that Oracle Premier Support has you covered no matter where you are in your Oracle lifecycle. From planning and implementation, through upgrades, and into production, Oracle Premier Support offers single-point accountability for the complete Oracle technology stack. It also gives you access to expert guidance across Oracle’s hardware and software partner ecosystem, to help you minimize business disruptions and keep your systems secure.

“Oracle always gives the right to upgrade to a new version during the maintenance contract, which allows us to maximize our asset value.”

Sung-Woo Min
Team Leader, Medical IT Team
Seoul Ahsan Hospital

Combining the Best: Oracle Fusion Applications

As an Oracle Premier Support subscriber, you have access to Oracle Fusion Applications as they become available. Licensed support customers have unlimited access to this next generation of applications that combines the best business capabilities into a complete suite—delivered on Oracle’s open technology and built completely on industry standards.

All Oracle Applications have an evolutionary path to Oracle Fusion Applications, so customers can choose to upgrade to these applications when it makes sense for their business.



“The greatest benefit we get from My Oracle Support is to forewarn BT of any potential issues and avoid expensive and untimely system outages in the future. My Oracle Support has significantly improved our problem resolution and reduced IT risk: the initial 36 hours usually spent on trying to understand the configuration was taken out of the equation completely.”

Paul Mardle, HQ SD/EMP Delivery Director, BT

Industry Leaders Rely on Oracle

Leading companies understand that Oracle’s investment in industry-specific solutions means a complete solution at a lower cost. Leading companies across multiple industries use Oracle technology, including

- 25 of the top 25 electronic original equipment manufacturers (OEMs)
- 20 of the top 20 pharmaceutical companies
- 10 of the top 10 global banks
- 11 of the top 11 aerospace and defense firms
- 20 of the top 20 communications service providers
- 9 of the top 10 global industrial manufacturers
- 6 of the top 7 oil and gas companies

Stay Ahead with the Oracle Difference

Since 2005, Oracle has spent more than US\$40 billion to acquire best-in-class companies in key horizontal and vertical markets. Each year, Oracle spends almost US\$3 billion for in-house research and development to ensure innovation and continuous improvement across the industry’s most robust portfolio of complete, open, and integrated products. The size and scale of Oracle investments is unmatched in the industry.

Against this backdrop, Oracle Support presents the most comprehensive support offering in the industry—Oracle Premier Support. As the recognized industry leader in support excellence, our award-winning Oracle Support team is focused on one thing: ensuring your success. Consider the differences that make Oracle Premier Support an acknowledged leader.

- Lifetime support
- Global support
- Complete support
- Proactive support
- Innovation

Receive Lifetime Support and Upgrade on Your Timetable

Oracle’s Lifetime Support Policy puts you in charge of your product upgrade strategy. With coverage for the entire Oracle technology stack, lifetime support means you make important IT decisions based on the priorities of your business—not ours.

The significant investment that Oracle makes in research and development every year helps extend and evolve current applications and protects the value of your software investment. With Oracle Premier Support, you receive future product releases that incorporate the latest

“The [Oracle] Lifetime Support model provides benefit to our business because it gives us flexibility. We can choose when we need to upgrade and how we need to upgrade.”

Vito Forte, CIO, WorleyParsons



technologies and new features; upgrades to new architectures; industry best practices; patches and fixes; and annual tax, legal, and regulatory updates—all at no additional charge. You can continue to use the current version of your existing applications or you can upgrade to future technologies if, and when, it makes sense for your business.

Protect, Support, Extend: Applications Unlimited

Applications Unlimited is Oracle’s commitment to extend and evolve our applications to protect the investment you’ve made in Oracle solutions. Your organization can continue to derive value from existing product lines (including Oracle E-Business Suite and applications in Oracle’s PeopleSoft, Siebel, and JD Edwards product lines), or you can take advantage of continuing product releases and upgrades as they become available.

Support on Your Time Line: Oracle’s Lifetime Support Policy

Simple and predictable, Oracle’s Lifetime Support Policy is the industry’s most comprehensive and flexible support policy. It covers your entire Oracle technology environment and ensures that—no matter which release of an Oracle product you’re using—Oracle will be there for your business. Oracle’s Lifetime Support Policy has three options.

- **Premier Support**—Five years of Oracle Premier Support that includes product and technology releases; updates, fixes, and security alerts; tax, legal, and regulatory updates and upgrade scripts; and certification with new third-party products and releases
- **Extended Support**—Three years of extra support for specific Oracle releases for an additional fee
- **Sustaining Support**—Oracle Premier Support for as long as you license your Oracle products

Reducing Administrative Downtime: A Customer Success Story

The Johns Hopkins University Applied Physics Laboratory (APL) serves as a technical resource for the U.S. government. The APL team looked to Oracle Support to help with its many IT challenges, including how to

- Enable a team of 8 administrators to support more than 80 developers and 5,000 users
- Ensure high availability and high performance of Oracle solutions
- Lower total cost of ownership
- Identify relevant issues and ensure the availability and performance of its mission-critical, Oracle-based applications

Ultimately, the team reduced the time needed to install quarterly security patches by nearly 80 percent. They also reduced the time spent collecting environment information for service requests from several days to just minutes.

Fact: Each year, 21,000 Oracle engineers implement more than 6,000 product enhancements, saving your IT staff from the burden of managing costly customizations.



Unparalleled Global Support

The Unparalleled Scale of Oracle Support

Deep Support Expertise

- More than 21,000 application and technology developers
- More than 8,000 support professionals worldwide
- More than 3,000 products covered in a support knowledgebase of more than 800,000 solutions

Complete Support Coverage

- 145 countries
- 29 languages
- Support for the complete IT solution lifecycle
- Support for the complete Oracle technology stack

When you subscribe to Oracle Premier Support, you have access to the largest global support infrastructure in the industry. No matter where you are, no matter what the issue, Oracle Support is there. Our 18 global hubs give us extensive global reach and let us support you in 29 local languages, in 145 countries, and in any time zone.

As you go through each phase of the IT lifecycle, you can count on Oracle Support to be there to help. And when it comes to troubleshooting, no one knows more than we do about Oracle solutions. With more than 21,000 application and technology developers and more than 8,000 support professionals worldwide, we offer support for the complete Oracle technology stack and provide solutions for more than 3,000 products.

Experts on More Than 800,000 Solutions Lead the Way

Whether you're looking for answers on your own or are working with your Oracle Support team, you have access to more than 800,000 solutions in the vast database of information that is Oracle's support knowledgebase.

Oracle customers can find answers from our experience with root-cause analysis, best practices, and preparation for new product releases, and then use those answers to avoid known issues, reduce risk, and minimize disruptions to their business. Innovations in guided search techniques provide increased precision in problem-based searches, giving you faster results and more-specific recommendations from the knowledgebase.

“In the continuously changing IT environment, as applications are linked to other software, it is important to maintain the latest version of software using upgrades and patch products. It is also critical to keep software current through software maintenance, since vendors are constantly improving development productivity and the capabilities and manageability of applications.”

Sang-Won Lee, PhD, Associate Professor, School of Information and Communication Engineering, Sungkyunkwan University



The Industry’s Most Complete Coverage

Oracle’s strategy—to provide software that is complete, open, and integrated—is the right approach for today’s cost-conscious companies and their management. Because of this strategy, Oracle has the most complete set of applications in the industry, with a best-in-class portfolio of horizontal and vertical solutions designed to provide end-to-end, industry-specific business processes for customers in more than 20 industries.

CIOs who want to continue investing in business innovation, but also need to cut costs, understand that Oracle’s strategy makes it easier to create opportunities with customers, partners, and stakeholders across the extended enterprise and around the globe. IT organizations can quickly modify Oracle solutions to adapt to changing market conditions and capitalize on new opportunities.

Support for the Complete Technology Stack

The necessary complexity of today’s IT environments often makes it difficult to identify and resolve potential product problems. Piecemeal support for individual products covers only one dimension of a multidimensional problem, so Oracle Support offers integrated, end-to-end support for your Oracle-based technology and applications ecosystem. Through formalized joint escalation teams (JETs), Oracle Support works closely with independent software vendors to help you resolve issues faster—and even prevent them from happening in the first place.

At Oracle Support, we’re committed to maximizing the performance, security, and availability of your Oracle systems. We help you reduce the cost and complexity of maintaining your systems by providing a single, integrated support platform for all your interactions with Oracle Support. We can help you streamline processes, improve productivity, and reduce your TCO with cost-cutting technologies such as virtualization and Linux. No other software vendor gives you a more complete support experience.

Unifying Enterprise Operations: A Customer Success Story

Serving customers in diverse global markets, Ingersoll Rand is a multibrand commercial products manufacturing company with 64,000 employees. Acquisitions and growth have steered the company away from its heavy-machinery profile of the past, but have resulted in IT barriers that threaten to compromise the company’s ability to compete effectively in emerging global markets.

Ingersoll Rand used My Oracle Support for a simpler way to manage the company’s IT systems. The results were impressive.

- A 30 percent reduction in the time required to create and manage service requests
- A 25 percent reduction in service requests by using security and general alerts
- A 99 percent availability rate achieved through Oracle HealthChecks



“Oracle has taken the support experience to the next level with My Oracle Support. We partner with Oracle because of their innovation and leadership to provide the best support offerings in the industry. Using My Oracle Support, we have saved 25 percent of internal support time across our DBA team.”

Eduardo Carrasquilla, Corporate Infrastructure Director, Grupo Carvajal

Transforming the Customer Support Experience

With My Oracle Support Community, Oracle takes a collaborative approach to deliver a personalized community that includes

- Live Oracle Advisor Webcasts hosted by community members and Oracle product experts
- Best practices
- White papers
- Lessons learned

Oracle customers drive community topics by telling us what matters most to them.

With Web 2.0 technologies at the core, My Oracle Support Community offers you direct access to industry peers and Oracle expertise, helping your organization solve problems faster.

Advanced, Personalized, Proactive Support

As the variety of software applications in a company grows and the demand to support these applications increases, IT organizations look for help in managing increasingly complex environments. Oracle’s long-term commitment to delivering faster, easier, and more cost-effective ways to operate and maintain Oracle solutions means that we continue to automate more of the support process and build supportability into every Oracle product.

Oracle’s ongoing investments in knowledge management, knowledge capture, Web 2.0, and advanced support capabilities—all delivered within a single, integrated platform—help you diagnose and resolve issues up to 40 percent faster. In addition, Oracle Premier Support provides more than 500 proactive, automated tools to help you prepare for product upgrades and maintain a more reliable software infrastructure.

For example, our innovative, next-generation support platform, My Oracle Support, provides proactive, personalized, and collaborative support across the entire Oracle technology stack. My Oracle Support offers secure, 24/7 online access to tools and Oracle expertise. With its preventive HealthChecks, customized knowledge articles, and configuration-specific security and product alerts, My Oracle Support provides immediate access to the critical information you need to streamline the entire support process and is a key part of our support strategy to help ensure your success.



Fact: Customers using the embedded configuration-management capabilities within My Oracle Support have experienced 25 percent fewer issues.

Web 2.0 Technologies for My Oracle Support Community

My Oracle Support Community is an integrated, multichannel, online collaboration portal that leverages the latest Web 2.0 technologies to provide real-time access to Oracle's knowledge repository. Customers can access the latest product and support information, learn about best practices, participate in discussions, and exchange knowledge with an extensive network of peers and Oracle experts.

By offering real-time collaboration and knowledge exchange, My Oracle Support Community brings together Oracle customers and partners to discuss and quickly address product-related questions.

The Power of Diagnostics

Diagnostics is a key area of focus for any IT organization that provides proactive support. Based on lessons learned from millions of customer interactions each year—as well as close interactions with Oracle product engineering—Oracle Support has developed more than 500 tools and scripts that combine a user-friendly interface with a powerful set of tests designed to prevent downtime and increase performance and productivity.

In addition, system administrators can combine these tools and scripts with the embedded diagnostics already available in some Oracle products to identify concerns before they become problems. These embedded diagnostics can help your IT group automate, optimize, and integrate manual support processes and drive down the cost of maintaining Oracle solutions.

"My Oracle Support Community takes knowledge sharing to the next level for customer support, bringing the power of Web 2.0 (in the form of discussions and podcasts, for example) to valuable support topics and issues. Oracle's new capability empowers and connects me with my vast community of peers and Oracle experts."

Steve Romeo
Vice President
Information Technology
BREG

Fact: Customers using My Oracle Support have reported a reduction of up to 80 percent in the time needed to manage patching activities.



Leading the Support Industry

Support Industry Firsts

- 2008—Best Embedded Product Support
- 2007—Services Industry Leader
- 2006—First enterprise software provider to receive global certification under the J.D. Power and associates certified technology service and support program

Service Excellence Awards

- 2009—Service Excellence in Integrated Services
- 2008—Service Innovation Award (from Global Telecoms)
- 2008—Black Book Top 50 Best Managed Outsourcing Vendors
- 2007—Best Value-Added Support
- 2007—Best Knowledge Management
- 2006—Multivendor Support Champion Award (from TSANet)
- 2006, 2005, 2004, and 2002—Four-time winner of the STAR Award for Innovative Support
- 2006—Four-year winner (since 2003) of the WebSTAR Service Excellence Award

Managing Change, Performance, and Upgrades More Efficiently

Proactive support also means managing the processes in your software solutions. Oracle Premier Support provides tools for managing change, performance, and upgrades.

- **Change management**—Automated tools and best practices to assess, analyze effects, and set up changes that help minimize disruptions to your business.
- **Performance management**—Tools to perform tuning and monitoring.
- **Upgrade management**—Tools to simplify the upgrade process and use fewer IT resources. Subscribers have access to tools, documentation, packaged upgrade kits, and lessons learned.

Oracle Innovation Means Award-Winning Support and Industry Leadership

Oracle was the first enterprise software provider to receive global certification under the J.D. Power and associates certified technology service and support program, for providing “An Outstanding Customer Service Experience” to customers worldwide. Oracle Support received high marks from numerous industry organizations for delivering exceptional support and providing sophisticated solutions to problems in mixed or otherwise complex environments. To you, these awards mean that you are backed by the best support in the industry.

For more than thirty years, Oracle has provided industry-leading information solutions for organizations around the world. Today, with Oracle Premier Support, we help customers accelerate the value of their IT solutions with 24/7, mission-critical support for the entire Oracle technology stack.

“...Oracle is a phenomenally profitable and stable company whose technology across the board is highly regarded. Its expertise in vertical markets, its long history with high-end databases, its innovative expansion into optimized hardware/software bundles...and its powerful global presence can and should give CIOs complete confidence that the company’s financial, technical, and global capabilities are beyond question.”

Bob Evans, *InformationWeek*, July 23, 2009



Get the Right Support for Your Business with Oracle Premier Support

	WHAT YOU GET	THE ORACLE DIFFERENCE
Lifetime	<ul style="list-style-type: none"> • Unlimited subscription to future product and support innovations • Tax, legal, and regulatory updates • Platform certification of new product enhancements and updates 	<ul style="list-style-type: none"> • The most comprehensive support policy in the industry • Upgrades always included at no extra cost • Sustaining support for as long as you own your Oracle product included at no extra cost
Global	<ul style="list-style-type: none"> • Mission-critical support 24/7, 365 days a year • More than 8,000 support professionals in 18 global hubs around the world • 145 countries; 29 local languages 	<ul style="list-style-type: none"> • Unparalleled global reach and depth of expertise • Guided search, guided resolution, and multivendor support • Best support scale across widest footprint
Complete	<ul style="list-style-type: none"> • Support for more than 20 industry solution portfolios • Simplified system maintenance • Enterprise-level support for virtualization and Linux 	<ul style="list-style-type: none"> • Integrated support platform across more than 50 acquisitions • Reduced TCO with single-vendor management • Coverage for the complete Oracle technology stack
Proactive	<ul style="list-style-type: none"> • Embedded, automated configuration-management capabilities • Personalized, proactive advice • Collaboration with industry experts and peers 	<ul style="list-style-type: none"> • Proactive problem prevention • Web 2.0 peer and expert support communities • Single, integrated support platform with access to more than 500 support tools
Innovation	<ul style="list-style-type: none"> • Recognized industry leader in support excellence • A focus on elevating customer satisfaction and success • More than 6,000 product enhancements delivered annually by 21,000 Oracle engineers 	<ul style="list-style-type: none"> • More support services awards since 2002 than any other technology company • Industry-leading customer satisfaction results • Almost US\$3 billion spent annually for in-house research and development

“My Oracle Support is instrumental in helping us lower our total cost of ownership. We’ve been able to reduce the amount of time to apply critical patch updates by up to 80 percent.”

Raymond Payne
Principal Architect
Johns Hopkins University
Applied Physics Lab

Global Customer Hub: Focused on Your Success

Need nontechnical help? Don’t know whom to ask for the information you need? Contact Oracle’s Global Customer Hub.

This unique service—part of your annual contract with Oracle Premier Support—lets you talk to Oracle professionals with proven track records in customer service. Get help with your support-related issues, including logging technical and nontechnical service requests, escalations, ordering software and upgrades, or locating the information you need to be successful.



Fact: Oracle spends almost US\$3 billion annually on in-house research and development to back up its commitment to innovation and continuous product improvement.

Fact: Since 2005, Oracle has spent more than US\$40 billion in acquisitions that cover industry and operational business processes and technology.

Get Ahead with Oracle Solutions— Stay Ahead with Oracle Premier Support

“We partner with Oracle because of its leadership in continuously providing innovative products in the support industry. By adding more value into support products, Oracle is further helping IKON to be successful with our technology investment.”

Balaji Rangaswamy
Vice President, Enterprise Solutions
IKON Office Solutions, Inc.

With the rapid changes characterizing today’s global economy, it’s good to know that your investment in IT solutions is backed by an organization with the capital structure and financial stability to take you into the future. From database to middleware to applications, and from infrastructure to system management tools, no one protects your investment like Oracle, and no one supports your enterprise software like Oracle Support.

As an established leader in the support industry, Oracle Support offers a superior support experience that helps improve the business value of your IT solutions, reduce your total cost of ownership, and minimize business risks. Oracle Premier Support provides the innovation, tools, and expertise that your business needs to generate growth and take advantage of changing market opportunities. Across the enterprise and around the globe, there’s no better way to protect the value of your software investment than with a subscription to Oracle Premier Support.

Get more from the investments you’ve already made in your Oracle solutions. Stay ahead with Oracle Premier Support and watch us deliver—there’s even more innovation to come.

CONTACT US

For more information, please visit oracle.com/support or call **+1.800.ORACLE1** to speak to an Oracle representative.

Outside North America, visit oracle.com/corporate/contact/global.html to find the phone number for your local Oracle office.



Oracle Corporation

Worldwide Headquarters

500 Oracle Parkway
Redwood Shores, CA
94065
U.S.A.

Worldwide Inquiries

Phone
+1.650.506.7000
+1.800.ORACLE1

Fax
+1.650.506.7200

oracle.com

C16630



Oracle is committed to developing practices and products that help protect the environment

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