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11 Attorneys for Defendant  
12 ORACLE AMERICA, INC.

13 SUPERIOR COURT OF THE STATE OF CALIFORNIA  
14 COUNTY OF SAN MATEO

16 RONG JEWETT, SOPHY WANG, XIAN  
17 MURRAY, ELIZABETH SUE PETERSEN,  
18 MARILYN CLARK AND MANJARI KANT,  
individually and on behalf of all others  
similarly situated,

19 Plaintiffs,

20 v.

21 ORACLE AMERICA, INC.

22 Defendant.

Case No. 17CIV02669

**DECLARATION OF STEVEN  
MIRANDA IN SUPPORT OF  
DEFENDANT ORACLE AMERICA,  
INC.'S MOTIONS FOR SUMMARY  
JUDGMENT OR, IN THE  
ALTERNATIVE, SUMMARY  
ADJUDICATION**

**FILED BY FAX**

23  
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**Exhibit P-290**

MIRANDA DECLARATION

1 I, Steven Miranda, declare as follows:

2 1. I am the Executive Vice President of Oracle Applications Product Development.

3 In that position, I am responsible for leading the product strategy, product development, and  
4 product delivery for Oracle's portfolio of applications and related services. I have held this  
5 position since 2006. I have worked at Oracle America, Inc. since 1992. Since 1992, I have held  
6 the following positions: Applications Engineer, Development Manager, Group Manager,  
7 Director, Senior Director, Vice President and Senior Vice President. I have personal knowledge  
8 of the matters contained in this declaration. If called as a witness, I could and would testify  
9 competently as follows.

10 2. In my role as Executive Vice President of Oracle Applications Product  
11 Development, I am familiar with the wide array of products and services Oracle develops,  
12 enhances, and offers to its customers. These products and services vary in several ways,  
13 including but not limited to target industry, customer type (consumer or enterprise), and  
14 technology. For example, at a very high level, many of Oracle's products and services can be  
15 thought of in four broad categories, each layered on top of one another: (1) Applications, (2)  
16 Middleware, (3) Database, and (4) Infrastructure. Generally speaking, Applications is responsible  
17 for developing, enhancing and servicing products and services for outside, third-party users  
18 (typically employers) such as accountants, human resource departments, payroll departments and  
19 sales departments. Database encompasses everything from Oracle's on premise database  
20 management platforms to new, cutting-edge, autonomous, and cloud-based data management  
21 systems. Middleware refers to the operating systems that allow Oracle's Applications and  
22 Database systems to function. And finally, Infrastructure refers to the physical hardware that  
23 interfaces with the Infrastructure. Even within these four broad categories, however, products  
24 and services vary greatly, depending on a variety of factors including those listed above.

25 3. Oracle's wide array of products and services translates to a similarly diverse set of  
26 skills, duties, and responsibilities among Oracle employees, depending upon the product or  
27 service (or the component of a product or service) on which an employee works. Stated another  
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- 1 -

MIRANDA DECLARATION

4163-7888-7193.1

1 way, just as the technologies themselves differ, so do the skills, duties and responsibilities needed  
2 to develop, enhance, modify, support or service those products and services. This can be true  
3 whether or not employees share the same job title. A developer who works on Middleware or  
4 Infrastructure generally needs familiarity (to differing degrees) with how the underlying hardware  
5 functions; a developer working exclusively on Applications, by contrast, may work at a level far  
6 removed from the hardware and thus may not need that same knowledge, although she would  
7 need to be familiar with other tools and techniques to develop and shape the software that creates  
8 that interface that the end user sees and works within. By way of very rough analogy, a mechanic  
9 who works on the body or exterior of a car needs very different knowledge and skills than one  
10 who fixes transmissions.

11       4. Many software developers across Oracle may have responsibility for “coding” at a  
12 high level. But the tools and computer languages they use to perform this coding work differs, as  
13 does the coding work itself, and knowledge and proficiency with the differing tools and languages  
14 are generally not fungible and take time and effort to learn and master. Similarly, some  
15 developers (namely, some of those who work in Applications) are responsible for writing  
16 business rules or building user interfaces, and often must have domain- or industry-specific  
17 knowledge in order to perform their work. Others (including developers on the Database teams)  
18 instead write algorithms that govern the data storage and management systems from which the  
19 Applications draw, and whose content they process and present to end users. The work  
20 performed to achieve these tasks is highly specialized and disparate, and employees responsible  
21 for those tasks (even if they share the same job title) often do not perform similar work. Again by  
22 way of very rough analogy, a mechanic who fixes transmissions for a semi needs different  
23 knowledge and employs different skills than a mechanic who fixes transmissions for race cars, or  
24 hybrid-electric passenger vehicles.

25       5. By way of another example, even among developers responsible for user interfaces  
26 or business rules (*i.e.*, Applications developers), employees often need to have functional  
27 knowledge of the type of user interface or business rule they are developing in order to perform  
28

1 their work. To take just one example, Oracle offers applications used by its customers to process  
2 payroll, and others that its customers use for accounting (*e.g.*, management of balance sheets and  
3 accounts payable and receivable). Developers working on the payroll applications need to be  
4 conversant with payroll “business rules,” *e.g.*, the required deductions and taxes. Developers  
5 working on the accounting applications, by contrast, must be familiar with accounting principles  
6 *e.g.*, GAAP Rules, so that the application will be of use to accountants. This type of specialized  
7 knowledge is not needed or developed across all applications. Indeed, the specialized knowledge  
8 needed for the payroll applications are generally not transferrable to the accounting applications,  
9 and vice versa.

10 6. I understand that several of the named plaintiffs in this case worked on aspects of  
11 Oracle Fusion Applications. Oracle Fusion Applications is a portfolio of cloud-based enterprise  
12 application software. Built to work with other enterprise and industry applications, Oracle Fusion  
13 Applications automate business processes and support better decision-making, while preserving  
14 customer choice of solutions and reducing IT costs. Many of its products are among those Oracle  
15 products in highest customer demand. Fusion Applications offers technology across seven core  
16 product areas: Financial Management, Procurement, Project Portfolio Management, Customer  
17 Relationship Management, Supply Chain Management, Human Capital Management, and  
18 Governance Risk and Compliance. The Human Capital Management (“HCM”) product line assists  
19 customers in managing their human resources. There are three primary products within HCM:  
20 Payroll, Compensation, and Global HR. These products are in turn comprised of various  
21 modules—for example, the Compensation product includes budgeting and salary modules. Among  
22 Oracle’s most important missions is to be a leader in innovation, providing its customers with  
23 cutting-edge technology to serve their evolving business needs. Paramount to this objective is  
24 ensuring Oracle’s products perform reliably, integrate seamlessly, and are fully supported.

25 7. Because not all products and services have the same value or profitability to  
26 Oracle, the value of the skills, duties, and responsibilities necessary to develop, enhance, or  
27 service Oracle’s wide array of products and services also differs and changes over time. For  
28

1 example (and there are plenty more), twenty years ago, employees skilled in Siebel technologies  
2 were highly sought after in the marketplace. Today, by contrast, there is high demand for (and  
3 comparatively limited supply of) employees with experience specifically in cloud-based  
4 technologies and artificial intelligence. As technology continually changes and develops, the  
5 competition and market demand for employees skilled in the latest technologies also changes,  
6 meaning the value to Oracle of various skills, duties and knowledge also fluctuates over time.

7 8. Oracle organizes its business, teams, and employees through a financial and  
8 accounting hierarchy. This financial and accounting hierarchy mirrors the managerial hierarchy at  
9 a high level but often diverges from the managerial hierarchy at a more granular level. That  
10 divergence occurs because managers may oversee more than one product team, as that team is  
11 defined for purposes of the financial and accounting hierarchy. Conversely, what is a single product  
12 team for financial and accounting purposes may have multiple managers. At the most granular  
13 level of the financial and accounting hierarchy, "cost centers" (sometimes called "organizations")  
14 are used for purposes of tracking budget and other financial outcomes. A cost center can encompass  
15 a single product or service team, but not every product or service team has its own cost center. Cost  
16 centers each roll up to what is known as a "leaf line of business," and in turn further roll up into a  
17 company-wide financial and accounting hierarchy (also known as an "organizational" hierarchy).

18 9. Attached as Exhibit A is a true and correct copy of Oracle's external-facing webpage  
19 "Oracle: Products A-Z," available at <https://www.oracle.com/products/oracle-a-z.html>.

20 10. Attached as Exhibit B is a true and correct copy of Oracle's external-facing  
21 webpage "Oracle: Strategic Acquisitions," available at  
22 <https://www.oracle.com/corporate/acquisitions/>.

23 11. Attached as Exhibit C is a true and correct copy of Oracle's external-facing  
24 webpage "Oracle: Acquired Products A-Z," available at  
25 <https://www.oracle.com/products/acquired-a-z.html>.

1           12. Attached as Exhibit D is a true and correct copy of Oracle's external-facing webpage  
2 "Oracle: What is CRM?," available at [https://www.oracle.com/applications/customer-](https://www.oracle.com/applications/customer-experience/what-is-crm.html)  
3 [experience/what-is-crm.html](https://www.oracle.com/applications/customer-experience/what-is-crm.html).

4           I declare under penalty of perjury under the laws of the United States of America and the  
5 State of California that the foregoing is true and correct.

6  
7           Executed at Redwood Shores, California on January 17, 2019.

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9  
10 

11 STEVEN MIRANDA

From the ...



# Products A-Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

## A

- Aconex
- AddThis
- Apiary
- API Catalog, Oracle SOA
- API Gateway, Oracle SOA
- API Management, Oracle SOA
- Application Orchestrator, Oracle Communications
- ASAP, Oracle Communications
- ATG Commerce Applications, ATG
- ATG Web Commerce, ATG
- ATG Web Commerce Merchandizing, ATG
- ATG Web Commerce Service Center, ATG
- Accelerate for Midsize Companies
- Access Management, Oracle Fusion Middleware
- Accounts Payable, JD Edwards EnterpriseOne
- Accounts Payable, JD Edwards World
- Accounts Receivable, JD Edwards EnterpriseOne
- Accounts Receivable, JD Edwards World
- Active Data Guard, Oracle Database
- Active Retail Intelligence, Oracle Retail
- Advanced Analytics, Oracle Data Warehouse
- Advanced Benefits, Oracle E-Business Suite
- Advanced Collections, Oracle E-Business Suite
- Advanced Compression, Oracle Database
- Advanced Cost Accounting, JD Edwards EnterpriseOne
- Advanced Inbound Telephony, Oracle E-Business Suite
- Advanced Inventory Management, JD Edwards EnterpriseOne. See Advanced Stock Valuation, JD Edwards EnterpriseOne
- Advanced Outbound Telephony, Oracle E-Business Suite
- Advanced Pricing, Oracle E-Business Suite
- Advanced Pricing, JD Edwards EnterpriseOne
- Advanced Pricing, JD Edwards World
- Advanced Procurement, Oracle E-Business Suite
- Advanced Product Catalog, Oracle E-Business Suite Product Lifecycle Management(Oracle E-Business Suite)
- Advanced Real Estate Forecasting, JD Edwards EnterpriseOne
- Advanced Scheduler, Oracle E-Business Suite
- Advanced Security, Oracle Database
- Advanced Stock Valuation, JD Edwards EnterpriseOne
- Agile Product Lifecycle Management, Agile Product Lifecycle Management
- Agile Product Lifecycle Management for Process, Agile Product Lifecycle Management
- Agreement Management, JD Edwards EnterpriseOne
- Application Foundation, JD Edwards EnterpriseOne. See Advanced Cost Accounting, JD Edwards EnterpriseOne
- Application Development and Maintenance
- Application Express
- Application Integration
- Applications Unlimited
- Assets, Oracle E-Business Suite
- Asset Lifecycle Management, JD Edwards EnterpriseOne
- Asset Lifecycle Management, PeopleSoft
- Australia/New Zealand Payroll, JD Edwards EnterpriseOne
- Audit Vault and Database Firewall, Oracle Database
- AutoVue 2D Professional, Autovue
- AutoVue 3D Professional Advanced, Autovue
- AutoVue EDA Professional, Autovue
- AutoVue Electro-Mechanical Professional, Autovue
- AutoVue Mobile, Autovue
- AutoVue Enterprise Visualization, Autovue
- AutoVue Office, Autovue
- AutoVue Web Version, Autovue

Chat

## B

- Banking Contact Center Solutions
- Banking Digital Experience
- Banking Corporate Lending
- Banking Enterprise Collections
- Banking Enterprise Originations
- Banking Liquidity Management
- Banking Payments
- Banking Enterprise Product Manufacturing
- Banking Platform
- Base Configurator, JD Edwards EnterpriseOne  
See Configurator, JD Edwards EnterpriseOne
- Berkeley DB
- Big Data, Oracle Database
- Big Data Appliance, Oracle Database
- Big Data Cloud Service, Oracle Database
- Big Data Connectors, Oracle Database
- Big Data Discovery, Oracle Database
- Big Data Platform, Oracle Communications
- Big Data Preparation Cloud Service, Oracle Fusion Middleware
- Big Data SQL, Oracle Database
- Big Data Spatial and Graph, Oracle Database
- Billing and Revenue Management, Oracle Communications
- BPEL Process Manager, Oracle Fusion Middleware
- Branch Scripting, JD Edwards EnterpriseOne
- Budgeting and Planning, Oracle E-Business Suite
- Bulk Stock Inventory, JD Edwards EnterpriseOne
- Bulk Stock Management, JD Edwards World
- Business Analytics
- Business Intelligence, Oracle Fusion Middleware
- Business Intelligence Beans 10g, Oracle Developer Suite
- Business Intelligence Solution, Oracle E-Business Suite
- Business Intelligence Suite—Enterprise Edition Plus, Oracle Fusion Middleware
- Business Intelligence Suite—Standard Edition One, Oracle Fusion Middleware
- Business Intelligence Warehouse Builder, Oracle Data Warehouse
- Business Process Management Suite, Oracle Fusion Middleware
- Buyer Workspace, JD Edwards EnterpriseOne

## C

- Calendar Server, Oracle Communications
- Canadian Payroll, JD Edwards EnterpriseOne
- Canadian Payroll, JD Edwards World
- Campus Solutions, PeopleSoft
- Case Management, JD Edwards EnterpriseOne
- Cash Management, Oracle E-Business Suite
- CDD/Repository, Oracle Rdb
- Cloud Access Security Broker (CASB) Cloud Service
- Cloud Computing
- Cloud File System, Oracle Database
- Oracle Cloud Machine
- Cloud Service, Taleo
- Clusterware
- Codasyl DBMS, Oracle Rdb
- Coherence
- Configurator, JD Edwards EnterpriseOne
- Configurator, Oracle E-Business Suite
- Consulting, Oracle Consulting
- Contact Center Analytics, Oracle Fusion Middleware
- Content Management, Oracle Fusion Middleware
- Converged Application Server, Service Controller, Oracle Communications
- Convergent Charging Controller
- Core Session Manager, Oracle Communications
- Corentis Cloud Services Exchange
- Oracle in Corporate Banking
- Oracle CPQ Cloud
- Oracle CPQ Cloud for Channel Partners
- Oracle CPQ Cloud for eCommerce
- Oracle CPQ Cloud for Mid-Market
- Credit Management, Oracle E-Business Suite
- Crystal Ball
- CRM, JD Edwards EnterpriseOne. See Customer Relationship Management, JD Edwards EnterpriseOne
- Crystal Ball
- Customer Experience Analytics, Oracle Communications
- Customer Experience Cloud
- Customer Hub, Master Data Management
- Customer Insight for Financial Services
- Customer Order Management, JD Edwards EnterpriseOne

- Contracts, Oracle E-Business Suite
- Control Plane Monitor, Oracle Communications
- Converged Application Server, Oracle Communications
- Customer Relationship Management, JD Edwards EnterpriseOne
- Customer Self Service, JD Edwards EnterpriseOne

## D

- Daily Business Intelligence for Human Resources, Oracle E-Business Suite
- Daily Business Intelligence for Procurement, Oracle E-Business Suite
- Daily Business Intelligence for Projects, Oracle E-Business Suite
- Data as a Service for Marketing
- Data as a Service for Sales
- Data Center Transformation
- Data Integrator, Oracle Fusion Middleware
- Data Integrator for Big Data, Oracle Fusion Middleware
- Data Model, Oracle Communications
- Data Masking and Subsetting, Oracle Database
- Data Relationship Management, Oracle Fusion Middleware
- Data Warehouse
- Database
- Database, Automatic Storage Management (ASM)
- Database, Enterprise Edition
- Database, Standard Edition Two
- Database Appliance
- Database Appliance X7-2-HA
- Database Appliance X7-2M
- Database Appliance X7-2S
- Database High Availability, Oracle Database
- Database In-Memory, Oracle Database
- Database Machine, Oracle Database
- Database Migration, Oracle Database
- Database Options
- Database Security
- Database Vault, Oracle Database
- Demand Management, Oracle E-Business Suite
- Demand Scheduling Execution, JD Edwards EnterpriseOne
- Depot Repair, Oracle E-Business Suite
- Design Studio, Oracle Communications
- Developer Studio
- Diameter Signaling Router, Oracle Communications
- Directory Server Enterprise Edition
- Directory Services, Oracle Fusion Middleware
- Discoverer, Oracle Developer Suite
- Distribution Management, JD Edwards World
- Oracle DIVA 150c
- Oracle DIVA Cloud Service
- Oracle DIVAdirector
- Oracle DIVAnet
- Oracle DIVArchive
- Documaker
- Documaker Enterprise Edition
- Documaker Standard Edition
- Dyn Web Application Security Suite
- Dyn Bot Manager, included in Dyn Web Application Security Suite
- Dyn Web Application Firewall (WAF), included in Dyn Web Application Security Suite
- Dyn DDoS Protection, included in Dyn Web Application Security Suite
- Dyn Malware Protection, included in Dyn Web Application Security Suite
- Dynamic Catalog, Siebel

## E

- EAGLE, Oracle Communications
- E-Business Suite
- eEvents, Siebel
- Elastic Charging Engine, Oracle Communications
- Eloqua
- Email Center, Oracle E-Business Suite
- Email Marketing, Siebel
- eMarketing, Siebel
- Enterprise Metadata Management, Oracle Fusion Middleware
- Enterprise Operations Monitor, Oracle Communications
- Enterprise Pack for Eclipse, Developer Tools
- Enterprise Performance Management
- Enterprise Performance Management Cloud
- Enterprise Portal
- Enterprise Repository, Oracle SOA

- Employee Self Service, JD Edwards EnterpriseOne
- Encryption for Fibre Channel Arrays
- Endeca
- Endeca Experience Manager
- Endeca Guided Search
- Enterprise 2.0
- Enterprise Architecture
- Enterprise Communications Broker, Oracle Communications
- Enterprise Data Quality, Oracle Fusion Middleware
- Enterprise Edition, Oracle Database
- Enterprise Manager, Oracle Enterprise Manager
- Oracle Enterprise Manager Plug-in for Oracle ZFS Storage Appliance
- Enterprise Manager Ops Center
- Enterprise Single Sign-On, Oracle Fusion Middleware
- EnterpriseOne Customer Relationship Management, JD Edwards EnterpriseOne. See Customer Relationship Management, JD Edwards EnterpriseOne
- Environmental Accounting and Reporting, JD Edwards EnterpriseOne
- Equipment Cost Analysis, JD Edwards EnterpriseOne
- Essbase, Oracle Business Intelligence
- Event-Driven Architecture Suite, Oracle SOA
- Evolved Communications Application Server, Oracle Communications
- Exadata Database Machine X7, Oracle Database
- Exalogic Elastic Cloud, Oracle Middleware
- Expense Management, JD Edwards EnterpriseOne

## F

- Field Service, Oracle E-Business Suite
- Field Service, Siebel
- Field Service Capacity Cloud Service
- Field Service Cloud
- Field Service Collaboration Cloud Service
- Field Service Core Manage Cloud Service
- Field Service Customer Communication Cloud Service
- Field Service Mobility Cloud Service
- Field Service Routing Cloud Service
- Field Service Smart Location Cloud Service
- Financial Analytics, Oracle Fusion Middleware
- Financial Data Manager, Oracle E-Business Suite
- Financial Management, JD Edwards EnterpriseOne
- Financial Management, JD Edwards World
- Financial Management, PeopleSoft
- Financials Centralized Solution Set, Oracle E-Business Suite
- Financial Services Analytical Applications Infrastructure
- Financial Services Anti Money Laundering
- Oracle Financial Services Anti Money Laundering Event Scoring
- Financial Services Asset Liability Management
- Financial Services Asset Liability Management Analytics
- Financial Services Balance Sheet Planning
- Financial Services Basel Regulatory Capital
- Financial Services BPO Services
- Financial Services Governance and Compliance Management
- Financial Services FRTB Solution
- Financial Services Funds Transfer Pricing
- Financial Services Governance and Compliance Management
- Financial Services Hedge Management and IFRS Valuations
- Financial Services ICAAP Analytics
- Financial Services IFRS 9 Solution
- Financial Services Institutional Performance Analytics
- Financial Services Know Your Customer
- Financial Services Lending and Leasing
- Financial Services Lending and Leasing Cloud Service
- Financial Services Liquidity Risk Management
- Financial Services Loan Loss Forecasting and Provisioning
- Financial Services Market Risk Measurement and Management
- Financial Services Model Risk Management
- Financial Services Operational Risk
- Financial Services Operational Risk Analytics
- Financial Services Operational Risk Economic Capital
- Financial Services Pricing Manager
- Financial Services PrimeSourcing
- Financial Services Profitability Management
- Financial Services Retail Performance Analytics
- Financial Services Regulatory Reporting Solution

Analytics

- Financial Services CECL Solution
- Financial Services Common Reporting Standard
- Financial Services Crime and Compliance Studio
- Financial Services Compliance Regulatory Reporting
- Financial Services Currency Transaction Reporting
- Financial Services Customer Screening
- Financial Services Data Foundation
- Financial Services Data Governance for US Regulatory Reporting
- Financial Services Economic Capital Advanced
- Financial Services Energy and Commodity Trading Compliance
- Financial Services Enterprise Case Management
- Financial Services Enterprise Financial Performance Analytics
- Financial Services Enterprise Stress Testing and Capital Planning Analytics
- Financial Services Foreign Account Tax Compliance Act Management
- Financial Services Fraud
- Financial Services FRTB Solution
- Financial Services Funds Transfer Pricing

- Financial Services Revenue Management and Billing Cloud Service
- Financial Services Trading Compliance
- Financial Services Transaction Filtering
- Financials, Oracle E-Business Suite
- Financing, Oracle Financing
- Fixed Asset Accounting, JD Edwards EnterpriseOne
- Fixed Assets, JD Edwards World
- FLEXCUBE Corporate Lending
- FLEXCUBE Direct Banking
- FLEXCUBE Enterprise Limits and Collateral Management
- FLEXCUBE Investor Servicing
- FLEXCUBE Islamic Banking
- FLEXCUBE Private Banking
- FLEXCUBE Universal Banking
- Forms, Oracle Developer Suite
- Fraud Monitor, Oracle Communications
- Oracle Fujitsu SPARC M12-1
- Oracle Fujitsu SPARC M12-2
- Oracle Fujitsu SPARC M12-2S
- Fujitsu M10-1 Server
- Fujitsu M10-4S Server

G

- General Accounting, JD Edwards World
- General Ledger, JD Edwards EnterpriseOne
- General Ledger, Oracle E-Business Suite
- GlassFish Server
- Global Human Resources, Fusion
- Global Payroll, Fusion

- Global Payroll Interface, Fusion
- GoldenGate, Oracle Fusion Middleware
- Oracle GoldenGate Cloud Service, Oracle Fusion Middleware
- Grower Pricing and Payments, JD Edwards EnterpriseOne

H

- Health Insurance Enterprise Rating
- Health Insurance Solutions
- Health Sciences Central Coding
- Health Sciences Central Designer
- Health Sciences Empirica Signal
- Health Sciences Empirica Study On Demand
- Health Sciences Empirica Topics
- Health Sciences InForm GTM
- Health Sciences iRT On Demand
- Healthcare Foundation
- Healthcare Precision Medicine

- Hospitality Symphony
- Hospitality Symphony First Edition
- Hospitality Symphony Venue Management
- Hospitality Suite6 Hotel Property (Available in EMEA and JAPAC only)
- Hospitality Suites Management
- Hospitality Web Booking Engine Cloud Service
- Hospitality Web Proposal Cloud Service
- Hospitality XBR<sup>1</sup> Loss Prevention
- Homebuilder Management, JD Edwards World
- HR Intelligence, Oracle E-Business Suite. See Daily Business Intelligence for Human Resources Oracle E-Business Suite

- HelpDesk, Siebel
- Oracle Hierarchical Storage Manager (formerly StorageTek Storage Archive Manager)
- Homebuilder Management, JD Edwards EnterpriseOne
- Hospitality Dining Management
- Hospitality Distribution Cloud Service
- Hospitality e7 Point of Sale
- Hospitality Fleet Management
- Hospitality Gift and Loyalty
- Hospitality Hotel Mobile
- Hospitality Inventory Management
- Hospitality Kitchen Display Systems
- Hospitality Labor Management
- Hospitality OPERA Booking Engine
- Hospitality OPERA Central Sales Cloud Service
- Hospitality OPERA Cloud Service
- Hospitality OPERA Customer Loyalty Tracking Cloud Service
- Hospitality OPERA Reporting and Analytics
- Hospitality OPERA Reservation System GDS Interface Cloud Service
- Hospitality OPERA Room Reservations Cloud Service
- Hospitality OPERA Sales and Catering Cloud Service
- Hospitality OPERA Vacation Ownership System
- Hospitality OPERA Web Suite System
- Hospitality Reporting and Analytics
- Hospitality RES 3700
- Hospitality Shipboard Property Management
- Human Capital Management, JD Edwards EnterpriseOne
- Human Capital Management, JD Edwards World
- Human Capital Management, PeopleSoft
- Human Capital Management Cloud
- Human Resources, Oracle E-Business Suite
- Human Resources Analytics, Oracle Fusion Middleware
- Human Resources Management, Oracle E-Business Suite
- Human Resources Management, JD Edwards EnterpriseOne
- Human Resources Management, JD Edwards World
- Hyperion Capital Expense Planning, Oracle Fusion Middleware
- Hyperion Data Relationship Management, Oracle Fusion Middleware
- Hyperion Financial Management, Oracle Fusion Middleware
- Hyperion Financial Reporting, Oracle Fusion Middleware
- Hyperion Interactive Reporting, Oracle Fusion Middleware
- Hyperion Performance Management Applications, Oracle Fusion Middleware
- Hyperion Performance Scorecard, Oracle Fusion Middleware
- Hyperion Planning, Oracle Fusion Middleware
- Hyperion Strategic Finance, Oracle Fusion Middleware
- Hyperion Web Analysis, Oracle Fusion Middleware
- Hyperion Workforce Planning, Oracle Fusion Middleware

- Identify Cloud Service
- Identity Governance, Oracle Fusion Middleware
- Identity Management, Oracle Fusion Middleware
- Incentive Compensation, Oracle E-Business Suite
- Intelligence, Oracle E-Business Suite. See DBI (Daily Business Intelligence), Oracle E-Business Suite
- Instantis EnterpriseTrack, Primavera
- Insurance Bancassurance Solution
- Insurance Calculation Engine
- Insurance Data Exchange
- Insurance Data Foundation
- Insurance Insbridge Enterprise Rating
- Insurance Policy Administration for Life and Annuity
- Interaction Center, Oracle E-Business Suite
- Interactive Session Recorder, Oracle Communications
- Internet Expenses, Oracle E-Business Suite
- Internet of Things
- Inventory Management, JD Edwards EnterpriseOne
- Inventory Management, JD Edwards World
- Inventory Management Base, JD Edwards EnterpriseOne. See Inventory Management, JD Edwards EnterpriseOne
- IP Service Activator, Oracle Communications
- iReceivables, Oracle E-Business Suite
- iRecruitment, Oracle E-Business Suite
- iStore, Oracle E-Business Suite
- iSupport, Oracle E-Business Suite

J

- Java
- Java DB
- Java Card
- Java ME for Embedded
- Java ME SDK
- Java Platform Enterprise Edition
- Java Platform Micro Edition
- Java Platform Standard Edition
- Java SE Advanced and Java SE Suite
- Java SE for Embedded
- Java TV
- Java Wireless Client
- JRockit
- JD Edwards EnterpriseOne, JD Edwards EnterpriseOne
- JD Edwards World, JD Edwards World
- JDeveloper, Oracle Developer Tools

K

- Key Vault, Oracle Database

L

- Label Security, Oracle Database
- Learning Management, Oracle E-Business Suite
- Lease Management, Oracle E-Business Suite
- Linux
- Logistics, JD Edwards EnterpriseOne
- Loyalty Analytics, Oracle Fusion Middleware
- Loyalty Management, Siebel
- LWUIT

M

- Management Pack for Oracle Data Integrator, Oracle Fusion Middleware
- Manager Self Service, JD Edwards EnterpriseOne
- Manufacturing, JD Edwards EnterpriseOne
- Manufacturing Management, JD Edwards World
- Marketing, Oracle E-Business Suite
- Marketing, Siebel
- Marketing Analytics, Oracle Fusion Middleware
- Marketing Resource Management, Siebel
- Master Data Management
- Maxymiser
- MetaSolv Solution, Oracle Communications
- MICROS Tablet 720
- MICROS Workstation 6
- Microsoft
- Middleware
- MiniCluster S7-2
- Mobile Field Service, Oracle E-Business Suite
- Mobile Sales, Siebel
- Mobile Security, Oracle Fusion Middleware
- Mobile Solutions, Siebel
- Modern Best Practice for Insurance
- Multi-Currency, JD Edwards World
- Multitenant, Oracle Database
- MySQL
- MySQL Cluster
- MySQL Community Server
- MySQL Embedded (OEM/ISV)
- MySQL Enterprise

N

- NoSQL Database
- NetBeans
- Netra Server X5-2
- Netra SPARC S7-2
- Network Integrity, Oracle Communications
- Network Intelligence, Oracle Communications
- Network Resource Management, Oracle Communications



## Communications

O

- OLAP, Oracle Data Warehouse
- On Demand, Oracle On Demand
- Open Source and Open Standards
- OpenSSO
- Operations Monitor, Oracle Communications
- Operational Sourcing, JD Edwards EnterpriseOne
- Utilities Opower Peak Management Cloud Service
- Utilities Opower Customer Service Interface Cloud Service
- Utilities Opower Digital Self Service Cloud Service
- Utilities Opower Energy Efficiency Cloud Service
- Utilities Opower Proactive Alerts Cloud Service
- Ops Center Provisioning and Patch Automation (PDF)
- Ops Center Virtualization Management Pack (PDF)
- Orders and Inventory Management
- Oracle Applications Cloud
- Oracle Ethernet Switch ES2-64
- Oracle Key Manager 3
- Oracle OpenStack
- Oracle OpenStack for Oracle Solaris
- Oracle Quad Port 10GBase-T Adapter
- Oracle Quad 10 Gb Ethernet Adapter or Oracle Dual 40 Gb Ethernet Adapter
- Oracle Real-Time Scheduler
- Oracle Server X7-8
- Oracle Server X7-2
- Oracle Server X7-2L
- Oracle Server X5-4
- Oracle Server X5-8
- Oracle Server X6-2
- Oracle Server X6-2L
- Oracle ZFS Storage ZS5-2
- Oracle ZFS Storage ZS5-4
- Oracle ZFS Storage ZS3-BA
- Order and Service Management, Oracle Communications
- Order Management, Oracle E-Business Suite

P

- Partitioning, Oracle Data Warehouse
- Partner Analytics, Siebel
- Partner Management, Oracle E-Business Suite
- Partner Manager, Siebel
- Partner Portal, Siebel
- Payables, Oracle E-Business Suite
- Payments, Oracle E-Business Suite
- Payroll, Oracle E-Business Suite
- PeopleSoft, PeopleSoft
- PeopleTools, PeopleSoft
- Performance Intelligence Center, Oracle Communications
- Performance Management, Fusion
- Planning and Budgeting, JD Edwards World
- Plant and Equipment Maintenance Management, JD Edwards World
- Policy Automation
- Policy Management, Oracle Communications
- Portfolio Management, Primavera Enterprise Project Portfolio Management
- Premier Support for Software, Oracle Support
- Premier Support for Systems, Oracle Support
- Procurement Management, JD Edwards World
- Procurement Intelligence, Oracle E-Business Suite. See Daily Business Intelligence for Procurement, Oracle E-Business Suite
- Product and Catalog Management, Siebel
- Product Costing/Manufacturing Accounting, JD Edwards World
- Product Hub, Master Data Management
- Product Lifecycle Management, Oracle E-Business Suite
- Product Variants, JD Edwards EnterpriseOne
- Production and Distribution Planning, JD Edwards EnterpriseOne
- Production Scheduling, JD Edwards EnterpriseOne
- Production Scheduling—Process, JD Edwards EnterpriseOne. See Production Scheduling, JD Edwards EnterpriseOne
- Project Billing, Oracle E-Business Suite
- Project Portfolio Analysis, Oracle Oracle E-Business Suite
- Project Portfolio Management, PeopleSoft
- Project Collaboration, Oracle E-Business Suite
- Project Contracts, Oracle E-Business Suite
- Project Costing, JD Edwards EnterpriseOne

- Primavera P6 Professional Project Management
- Primavera Risk Analysis
- Primavera Submittal Exchange
- Primavera Unifier
- Oracle Private Cloud Appliance (formerly Virtual Compute Appliance)
- Oracle Process Cloud Service
- Procurement and Spend Analytics, Oracle Fusion Middleware
- Procurement and Subcontract Management, JD Edwards EnterpriseOne
- Procurement and Supplier Relationship Management, PeopleSoft
- Project Intelligence, Oracle E-Business Suite. See Daily Business Intelligence for Projects, Oracle E-Business Suite
- Project Management, JD Edwards EnterpriseOne
- Project Planning and Control, Oracle E-Business Suite
- Project Portfolio Management, Instantis EnterpriseTrack
- Project Portfolio Analysis, Oracle E-Business Suite
- Project Resource Management, Oracle E-Business Suite
- Projects, Oracle E-Business Suite
- Property Management, JD Edwards World
- Proposals, Oracle E-Business Suite
- Public Cloud

Q

- Quality, JD Edwards EnterpriseOne. See Quality Management, JD Edwards EnterpriseOne
- Quality Management, JD Edwards EnterpriseOne
- Quote and Order Lifecycle Management, Siebel
- Quoting, Oracle E-Business Suite

R

- Rapid Offer Design and Order Delivery, Oracle Communications
- Rdb
- Real Application Clusters, Oracle Database
- Real Application Clusters One Node, Oracle Database
- Real Application Testing, Oracle Database
- Real Estate Management, JD Edwards EnterpriseOne
- Real Time Decisions, Oracle Fusion Middleware
- Real User Experience Insight, Oracle Enterprise Manager
- Receivables, Oracle E-Business Suite
- Reports
- Requirements Planning, JD Edwards EnterpriseOne
- Requirements Planning, JD Edwards World
- Revenue Management and Billing for Payment Processors
- Retail Allocation, Oracle Retail
- Retail Business Intelligence Accelerator, Oracle Retail
- Retail Category Management, Oracle Retail
- Retail Corporate Administration, Oracle Retail
- Retail Data Model, Oracle Data Warehouse
- Retail Extract, Transform, and Load, Oracle Retail
- Retail Integration Bus, Oracle Retail
- Retail Integrator, Oracle Retail
- Retail Invoice Matching, Oracle Retail
- Retail Merchandise Financial Planning, Oracle Retail
- Retail Merchandise Operations Management, Oracle Retail
- Retail Price Management, Oracle Retail
- Retail Price Optimization, Oracle Retail
- Retail Sales Audit, Oracle Retail
- Retail Space Optimization, Oracle Retail
- Retail Store Inventory Management, Oracle Retail
- Retail Trade Management, Oracle Retail
- Revenue Management and Billing for Banking
- RightNow Chat Cloud Service, Oracle RightNow
- RightNow Email Management Cloud Service, Oracle RightNow
- RightNow Innovation Community Cloud Service, Oracle RightNow
- RightNow Mobile Cloud Service, Oracle RightNow
- RightNow Self Service for Facebook Cloud Service, Oracle RightNow
- RightNow Social Experience, Oracle RightNow
- RightNow Social Monitor Cloud Service, Oracle RightNow
- RightNow Support Community Cloud Service, Oracle RightNow
- RightNow Web Self Service Cloud Service, Oracle RightNow

- Sales, Siebel
- Sales Analytics, Oracle Fusion Middleware
- Sales, JD Edwards EnterpriseOne. *See* Sales Force Automation, JD Edwards EnterpriseOne
- Sales Contracts, Oracle E-Business Suite
- Sales Force Automation, JD Edwards EnterpriseOne
- Sales for Handhelds, Oracle E-Business Suite
- Sales Order Management, JD Edwards World
- SCM, JD Edwards EnterpriseOne. *See* Manufacturing and Supply Chain Management, JD Edwards EnterpriseOne
- Scripting, Oracle E-Business Suite
- Secure Backup, Oracle Database
- Secure Global Desktop
- Self-Service for Employees, JD Edwards World
- Self-Service for Vendors, JD Edwards World
- Self-Service Human Resources, Oracle E-Business Suite
- Server Sync for Microsoft Exchange Server, Siebel
- Service, Oracle E-Business Suite
- Services Gatekeeper, Oracle Communications
- Service Analytics, Oracle Fusion Middleware
- Service Bus
- Service Bus for Financial Services
- Service Contracts, Oracle E-Business Suite
- Service Management, JD Edwards EnterpriseOne
- Service-Oriented Architecture Management Pack Enterprise Edition, Oracle SOA
- Service-Oriented Architecture Suite, Oracle SOA
- Service-Oriented Architecture Governance, Oracle SOA
- Session Border Controller, Oracle Communications
- Session Delivery Manager, Oracle Communications
- Session Router, Oracle Communications
- Snap Management Utility for Oracle Database
- Software Configuration Manager (SCM), Oracle Developer Suite
- SOA Suite
- Social Network
- Solaris 10
- Solaris 11
- Solaris Cluster
- Solution Advisor, JD Edwards EnterpriseOne
- SPARC M3-8 Server
- SPARC S7-2 Server
- Software (ACSL) Manager Software
- StorageTek Dual 8 Gb Fibre Channel Dual GbE ExpressModule HBA
- StorageTek Enterprise Library Software
- StorageTek Linear Tape File System (LTFS), Library Edition
- StorageTek Linear Tape File System, Open Edition
- StorageTek LTO Data Cartridges
- StorageTek LTO Tape Drives
- StorageTek SL150 Modular Tape Library
- StorageTek SL3000 Modular Library System
- StorageTek SL4000 Modular Library System
- StorageTek SL8500 Modular Library System
- Oracle Hierarchical Storage Manager (formerly StorageTek Storage Archive Manager)
- StorageTek T10000 Data Cartridges
- StorageTek T10000D Tape Drive
- StorageTek Tape Analytics Software
- StorageTek Ultra320 SCSI Host Bus Adapters
- StorageTek Virtual Storage Manager (VSM) and Virtual Library Extension (VLE) System
- Stream Explorer Platform, Oracle Fusion Middleware
- Subscriber-Aware Load Balancer, Oracle Communications
- Sun Data Center InfiniBand Switch 36
- Oracle Dual Port 25 Gb Ethernet Adapter
- Sun Dual Port 10 GbE PCIe 2.0 Networking Cards with Intel 82599 10 GbE Controller
- Sun Dual Port 10GbBase-T Ethernet Networking Cards
- Sun Multithreaded 10 Gigabit Ethernet (10GbE) Networking Cards
- Sun Multithreaded Quad Gigabit Ethernet Networking Cards
- Sun PCI-Express Dual Gigabit Ethernet Adapter
- Sun Quad Port PCIe 2.0 Gigabit Ethernet Networking Cards
- Sun Solid State Drives
- Sun Storage 6 Gb SAS PCIe HBA
- Sun Storage 10GbE FCoE ExpressModule Converged Network Adaptor
- Sun Storage 10 GbE FCoE PCIe Converged Network Adapter
- Sun Storage 16 Gb FC PCIe Universal HBA
- Sun Storage 16 Gb FC ExpressModule Universal HBA
- Sun Storage 16 Gb FC PCIe Universal HBA, Emulex
- Sun ZFS Appliance Monitor
- Sun ZFS Backup Appliance

- SPARC T8-2 Server
- SPARC T8-4 Server
- Spares Management, Oracle E-Business Suite
- Spatial and Graph, Oracle Database
- SQL Developer
- Oracle SuperCluster M8
- SRM, JD Edwards EnterpriseOne. See Supply Management, JD Edwards EnterpriseOne
- Standard Edition Two, Oracle Database
- StorageTek 8 Gb Fibre Channel PCIe Host Bus Adapters
- Supplier Self Service, JD Edwards EnterpriseOne
- Supply Chain and Order Management Analytics, Oracle Fusion Middleware
- Supply Chain Execution, Oracle E-Business Suite
- Supply Chain Management, Oracle E-Business Suite
- Supply Chain Management, JD Edwards EnterpriseOne. See Manufacturing and Supply Chain Management, JD Edwards EnterpriseOne
- Supply Chain Management Cloud
- Supply Management, JD Edwards EnterpriseOne
- Support, Oracle Support
- Oracle Systems

T

- Taleo
- Technology Solutions
- TeleService, Oracle E-Business Suite
- Textura Payment Management
- Textura Pre-Qualification Management
- Time Accounting, JD Edwards World
- Time and Labor, JD Edwards EnterpriseOne
- TopLink, Oracle Fusion Middleware
- TimesTen Application-Tier Database Cache, Oracle Database
- TimesTen In-Memory Database, Oracle Database
- Trade Compliance
- Trade Management, Oracle E-Business Suite
- Transaction Business Intelligence for Human Capital Management, Fusion
- Transaction Processing, Oracle Database
- Transportation Management, JD Edwards EnterpriseOne
- Transportation Management, Oracle E-Business Suite
- Treasury, Oracle E-Business Suite
- Tunneled Session Controller, Oracle Communications

U

- Utilities DataRaker
- Utilities Analytics
- Utilities Customer Care and Billing
- Utilities Customer Self Service
- Utilities Load Analysis
- Utilities Meter Data Management
- Utilities Mobile Workforce Management
- Utilities Network Management System
- Utilities Operational Device Management
- Utilities Smart Grid Gateway
- Utilities Work and Asset Management
- Unified Communications Suite, Oracle Communications
- Unified Inventory Management, Oracle Communications
- Unified Session Manager, Oracle Communications
- Unified Storage Management and Analytics Software
- User Productivity Kit
- U.S. Federal Financial Analytics, Oracle Fusion Middleware
- U.S. Payroll, JD Edwards EnterpriseOne
- User Interaction, Oracle Fusion Middleware
- Utilities Data Model, Oracle Database

V

- Virtualization
- VM Server for SPARC
- VM Server for x86
- VM VirtualBox

- Warehouse Builder, Oracle Data Warehouse
- WebLogic Server Multitenant, Oracle Fusion



EnterpriseOne

- Warehouse Management, JD Edwards World
- Waveset
- WebCenter, Oracle Fusion Middleware
- WebCenter Social, Oracle Fusion Middleware
- WebCenter Content, Oracle Fusion Middleware
- WebCenter Imaging, Oracle Fusion Middleware
- WebCenter Portal, Oracle Fusion Middleware
- WebCenter Sites, Oracle Fusion Middleware
- WebLogic, Oracle Fusion Middleware
- Oracle WebLogic Server Continuous Availability, Oracle Fusion Middleware

Fusion Middleware

- WebLogic Server Standard Edition, Oracle Fusion Middleware
- WebLogic Suite, Oracle Fusion Middleware
- WebRTC Session Controller, Oracle Communications
- Wercker
- Workforce Compensation, Fusion
- Workforce Directory Management, Fusion
- Workforce Management, Oracle E-Business Suite
- Workforce Scheduling, Oracle E-Business Suite

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Z

- Oracle ZFS Storage Appliance

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Through our acquisition activities, Oracle seeks to strengthen its product offerings, accelerate innovation, meet customer demand more rapidly, and expand partner opportunities. An integral part of Oracle's Mergers and Acquisitions philosophy is our consistent commitment to customer service and product support while achieving our financial return objectives and creating value for our shareholders.

Applications

Middleware

Industry Solutions

Servers, Storage, and Networking

## Applications

- AddThis (January 2016)
- BigMachines (October 2013)
- BlueKai (February 2014)
- Collective Intellect (June 2012)
- Compendium (October 2013)
- Crosswise (April 2016)
- DataFox (October 2018)
- Datalogix (December 2014)
- Eloqua (December 2012)
- Grapeshot (April 2018)
- Involver (July 2012)
- Indize (September 2018)

- LogFire (September 2016)
- LiveLOOK (June 2014)
- Maxymiser (August 2015)
- Moat (April 2017)
- NetSuite (July 2016)
- Responsys (December 2013)
- SelectMinds (September 2012)
- Taleo (February 2012)
- TOA Technologies (July 2014)
- Vitruve (May 2012)
- Vocado (April 2018)

## Industry Solutions

Communications and Media

- Acme Packet (February 2013)
- Tekelec (March 2013)
- Talari Networks (November 2018)

Construction and Engineering

- Aconex (December 2017)
- Instantis (November 2012)
- Skire (July 2012)
- Textura (April 2016)

Health Sciences

- ClearTrial (March 2012)
- goBalto (October 2018)

Hospitality and Retail

- MICROS Systems (June 2014)

Utilities

- DataRaker (December 2012)
- Opower (May 2016)

## Middleware

- Apiary (January 2017)
- Bitzer Mobile (November 2013)
- CloudMonkey (August 2015)
- DataScience.com (May 2018)
- Nimbula (March 2013)

- Palerra (September 2016)
- Ravello Systems (February 2016)
- SparklineData (April 2018)
- StackEngine (December 2015)
- Wercker (April 2017)

## Servers, Storage, and Networking

- Corente (March 2014)
- Dyn (November 2016)
- Front Porch Digital (September 2014)
- GreenBytes (May 2014)
- GreenBytes (May 2014)
- Nirvanix (December 2013)
- Xsigo Systems (July 2012)
- Zenedge (February 2018)

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Oracle Products and Services /

Oracle Acquired Products A-Z

Products A-Z →

 December 2017	 July 2016	 May 2018	 April 2018
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Company	Original Product Name	Oracle Product Name	Acquisition Date
Acme Packet	Acme Packet Net—Net 6300	Oracle Acme Packet 6300	February 2013
	Acme Packer Palladion Application Session Controller	Oracle Communications Applications Session Controller	
	Acme Packet Enterprise Operations Monitor	Oracle Enterprise Operations Monitor	
	Acme Packer Palladion Fraud Detection and Prevention	Oracle Communications Fraud Monitor	
	Acme Packer Net Net et Interactive Session Recorder	Oracle Communications Interactive Session Recorder	
	Acme Packet Palladion Communications Operations Monitor	Oracle Communications Interactive Monitor	
Aconex	Aconex	Oracle Aconex	December 2017
AddThis	AddThis	AddThis	January 2016
Apiary	Apiary	Oracle Apiary Cloud Service	January 2017
BigMachines	BigMachines	CPQ Cloud	October 2013
	BigMachines Channel Sales Engine	Oracle CPQ Cloud	
	BigMachines B2B eCommerce Engine	CPQ Cloud for eCommerce	
	BigMachines Express	CPQ Cloud for Mid-Market	
BlueKai	BlueKai Audience Data Marketplace	Oracle Data Cloud	February 2014
ClearTrial	ClearTrial PLAN and SOURCE Standard	Oracle Health Sciences ClearTrial Plan and Source Enterprise Edition Cloud Service	March 2012
	ClearTrial TRACK	Oracle Health Sciences ClearTrial Track Cloud Service	
Collective Intellect	Involver Channels	Social Engagement and Monitoring Cloud Service – Additional Topics	June 2012
	Involver Conversation Suite	Social Engagement and Monitoring Cloud Service, Conversation Suite	
Compendium	Compendium	Eloqua Content Marketing Cloud Service	October 2013
Corente	Corente	Corente Cloud Services Exchange	January 2014

Overview Products A-Z Acquired Products A-Z



Datafox	Datafox	Datafox	October 2018
DataScience.com	DataScience.com	DataScience.com	May 2018
Dyn	Dyn	Dyn	November 2016
Eloqua	B&D Boost	Oracle Marketing Cloud	December 2012
	Branding and Deliverability—Gold	Oracle Marketing Cloud	
	Branding and Deliverability—Platinum	Oracle Marketing Cloud	
	Branding and Deliverability—Silver	Oracle Marketing Cloud	
	Custom Data Objects and Data Tools Upgrade	Oracle Marketing Cloud	
	Custom Security Roles and Access Upgrade	Oracle Marketing Cloud	
	CX Marketer Tier	Oracle Marketing Cloud	
	CX Team Tier	Oracle Marketing Cloud	
	Eloqua Agency Partner Platform	Oracle Marketing Platform	
	Eloqua All Star	Oracle Marketing Platform	
	Eloqua Asset Management	Oracle Marketing Platform	
	Eloqua Discover for Salesforce.com	Oracle Marketing Platform	
	Eloqua Engage	Oracle Marketing Platform	
	Eloqua Engage for the iPad	Oracle Marketing Platform	
	Eloqua Enterprise (edition)	Oracle Marketing Platform	
	Eloqua for Sales Bundle	Oracle Marketing Platform	
	Eloqua Health Connect	Oracle Marketing Platform	
	Eloqua Insurance	Oracle Marketing Platform	
	Eloqua Insurance	Oracle Marketing Platform	
	Eloqua Non Profit	Oracle Marketing Platform	
	Eloqua Profiler	Oracle Marketing Platform	
	Eloqua Team (edition)	Oracle Marketing Platform	
	Enhanced Microsites to Support Any Verisign Certification	Oracle Marketing Cloud	
	Enhanced Microsites to Support Verisign EV Certificates	Oracle Marketing Cloud	
	Event Management Upgrade	Oracle Marketing Cloud	
	Multi-initiative Module	Oracle's Instantis EnterpriseTrack	
	Multi-Model Lead Scoring and Routing Upgrade	Oracle Marketing Cloud	
	Multi-Region Support Add-on	Oracle Marketing Cloud	
	Priority Email Package	Oracle Eloqua Priority Email Cloud Service	
	Salesforce Identity Provider for Eloqua (SSO)		





	Sandbox Marketer	Oracle Eloqua Standard Additional Test Environment Cloud Service	
	Secure Hypersites	Oracle Marketing Cloud	
	Sandbox Team	Oracle Eloqua Enterprise Additional Test Environment Cloud Service	
	Web Services API Development Upgrade	Oracle Marketing Cloud	
Endeca	Advanced Merchandising Workbench	Oracle Commerce Experience Manager	October 2011
	Advanced Publishing Module	Oracle Commerce Experience Manager	
	Advanced Query Module	Oracle Commerce Platform	
	Endeca Mobile	Oracle Endeca for Mobile	
	Endeca Social	Oracle Endeca for Mobile	
	Endeca Text Enrichment	Oracle Endeca Information Discovery	
	Endeca Text Enrichment with Sentiment Analysis	Oracle Endeca Information Discovery	
	Relationship Discovery—English	Oracle Endeca Relationship Discovery, English	
	Relationship Discovery—French	Oracle Endeca Relationship Discovery, English	
	Text Enrichment	Oracle Endeca Text Enrichment	
	Text Enrichment with Sentiment Analysis	Oracle Endeca Text Enrichment with Sentiment Analysis	
FatWire	FatWire Analytics	Oracle WebCenter Sites	June 2011
	FatWire Community Server	Oracle WebCenter Sites	
	FatWire Content Integration Platform	Oracle WebCenter Sites	
	FatWire Content Server	Oracle WebCenter Sites	
	FatWire Engage	Oracle WebCenter Sites	
	FatWire Gadget Server	Oracle WebCenter Sites	
	FatWire Language Packs	Oracle WebCenter Sites	
	FatWire Remote Satellite Server (Sold in Japan and EMEA)	Oracle WebCenter Sites Satellite Server	
	FatWire Satellite Server	Oracle WebCenter Sites	
Front Porch Digital	Front Porch Digital DIVAnet	Oracle DIVAnet	September 2014
	Front Porch Digital DIVArchive	Oracle DIVArchive	
	Front Porch Digital LYNX	Oracle DIVA on Oracle Cloud	
GoBalto	GoBalto	GoBalto	October 2018
Grapeshot	Grapeshot Contextual Intelligence Platform	Contextual Intelligence Platform	April 2018
Iridize	Iridize	Iridize	September 2018
InQuira	InQuira Customer Experience Platform	Oracle Knowledge for Contact Center	July 2011



	InQira for Social Forums—External Use	Oracle Knowledge for Contact Center	
	InQira Occasional Users	Oracle Knowledge for Contact Center	
	InQira Process Modeler	Oracle Knowledge for Contact Center	
Instantis	EnterpriseTrack	Instantis EnterpriseTrack	November 2012
Involver	Involver Channels	Oracle Social Engagement and Monitoring Cloud Service	July 2012
	Involver Conversation Suite	Oracle Social Engagement and Monitoring Cloud Service	
LogFire	LogFire Warehouse Management	Oracle SCM Solutions—Warehouse Management	September 2016
Maxymiser	Maxymiser	Oracle Maxymiser	August 2015
MICROS Systems	MICROS Cruise Dining Management System	Oracle Hospitality Cruise Dining Management	June 2014
	MICROS Cruise Fleet Management System	Oracle Hospitality Cruise Fleet Management System	
	MICROS Cruise Ships Property Management System	Oracle Hospitality Cruise Shipboard Property Management System	
	MICROS e7 Point of Sale	Oracle Hospitality for Food and Beverage—e7 Point of Sale	
	MICROS iCare Gift and Loyalty	Oracle Hospitality for Food and Beverage—Gift and Loyalty	
	MICROS Kitchen Display Systems	Oracle Hospitality for Food and Beverage—Kitchen Display Systems	
	MICROS mWorkstation	Oracle Hospitality for Food and Beverage—Oracle MICROS Workstation 6 Family	
	MICROS myinventory	Oracle Hospitality for Food and Beverage—Inventory Management	
	MICROS myLabor	Oracle Hospitality for Food and Beverage—Labor Management	
	MICROS myMicros.net (Reporting and Analytics)	Oracle Hospitality for Food and Beverage—Reporting and Analytics	
	MICROS OPERA Vacation Ownership System (OVOS)	Oracle Hospitality for Hotels—OPERA Vacation Ownership System	
	MICROS OPERA 9	Oracle Hospitality for Hotels—OPERA Cloud Services	
	MICROS OPERA Business Intelligence (OBI)	Oracle Hospitality for Hotels—OPERA Advanced Reporting and Analytics	
	MICROS OPERA Channel Manager	Oracle Hospitality for Hotels—OPERA Channel Management—Self Service	
MICROS OPERA Customer Information System (OCIS)	Oracle Hospitality for Hotels—OPERA Customer Loyalty Tracking		
MICROS OPERA GDS Interface	Oracle Hospitality for Hotels—OPERA Channel Management—Self Service		
MICROS OPERA Mobile	Oracle Hospitality for Hotels—Hotel Mobile		



	MICROS OPERA Reservation System (ORS)	Oracle Hospitality for Hotels—OPERA Room Reservations	
	MICROS OPERA Sales and Catering	Oracle Hospitality for Hotels—OPERA Sales and Catering	
	MICROS OPERA Sales Force Automation (SFA)	Oracle Hospitality for Hotels—OPERA Central Sales	
	MICROS OPERA webHotel	Oracle Hospitality for Hotels—OPERA Channel Management—Self Service	
	MICROS OPERA webProposal	Oracle Hospitality for Hotels—Web Proposal	
	MICROS OPERA WebSuite	Oracle Hospitality for Hotels—OPERA Channel Management—Self Service	
	MICROS RES 3700	Oracle Hospitality for Food and Beverage—RES 3700 Point of Sale	
	MICROS Symphony	Oracle Hospitality for Food and Beverage—Symphony POS	
	MICROS Symphony First Edition	Oracle Hospitality Food and Beverage—Symphony First Edition	
	MICROS Symphony Venue Management	Oracle Hospitality for Sports and Entertainment—Symphony First Edition Venue Management	
	MICROS Suite8 Property	Oracle Hospitality for Hotels—Suite8 Property	
	MICROS Suites Management	Oracle Hospitality for Sports and Entertainment—Symphony First Edition Suites Management	
	MICROS Tablet 720	Oracle MICROS Tablet 700 Series	
	MICROS XBRI Loss Prevention	Oracle Hospitality for Food and Beverage—XBRI Loss Prevention Cloud Service	
Moat	Moat	Moat	April 2017
Ndevr	Greenhouse Gas Accounting Software	Oracle Environmental Accounting and Reporting	February 2011
NetSuite	NetSuite	Oracle NetSuite	July 2016
Opower	Opower Behavioral Demand Response	Oracle Utilities Opower Peak Management	May 2016
	Opower Bill Advisor Customer Service Interface	Oracle Utilities Opower Customer Service Interface	
	Opower Enterprise Web and Digital Engagement	Oracle Utilities Opower Digital Self Service	
	Opower Energy Efficiency	Oracle Utilities Opower Energy Efficiency	
	Opower Bill Advisor Proactive Alerts	Oracle Utilities Opower Proactive Alerts	
Palerra	Palerra LOGIC	Oracle CASB Cloud Service	September 2016
Ravello Systems	Ravello	Ravello Cloud Service	February 2016
Responsys	Interact	Responsys Marketing Platform Cloud Service	December 2013
RightNow	Additional Mailbox	Oracle RightNow Additional Mailbox	October 2011



	Co-Browse Pilot	Oracle CX—Customer Experience Solutions	
	Custom Domain SSL Application Hosting	Oracle RightNow Custom Domain SSL Application Hosting	
	Dedicated Outbound IP Address	Oracle RightNow Dedicated Outbound IP Address	
	Network VPN to Hosting Facility	Oracle RightNow Network VPN to Hosting Facility	
	RightNow Cloud Service Portal	Oracle RightNow	
	RightNow Customer Portal	Oracle RightNow	
	RightNow Enterprise Contact Center Desktop	Oracle RightNow Dynamic Agent Desktop Cloud Service	
	RightNow Innovation Community	Oracle Service Cloud Community Self Service	
	RightNow Innovation Starter Community	Oracle Customer Service and Support Cloud	
	RightNow Managed Service	Oracle RightNow CX Cloud Managed Services	
	RightNow Project Methodology	Oracle RightNow Project Methodology	
	RightNow Social Designer	Oracle RightNow Social Experience	
	RightNow Social Media Communities	Oracle RightNow Social Experience	
	RightNow Stand-Alone Chat Desktop	Oracle Customer Service and Support Cloud	
	RightNow Support and Innovation Community	Oracle RightNow Social Experience	
	RightNow Support and Innovation Starter Community	Oracle RightNow Social Experience	
	RightNow Support Community	Oracle Service Cloud Community Self Service	
	RightNow Support Starter Community	Oracle RightNow Social Experience	
SelectMinds	Select Implementation—Learn	Talent Management Cloud	September 2012
	Select Implementation—Performance Goals	Taleo Performance Management Cloud Service	
	Select Implementation—Performance Review	Taleo Enterprise Cloud Service	
	Select Implementation—Performance Succession	Taleo Performance Management Cloud Service	
	Select Implementation—Recruiting	Talent Management Cloud	
Skire	Skire	Primavera Unifier	June 2012
SparklineData	SNAP	SNAP	June 2018
Taleo	Advanced, Pre-Defined TBE Recruit to HRIS Integration (Candidates)	Oracle TBE Performance to HRIS Integration	February 2012
	Advanced Reporting Additional User Right(s)	Oracle Taleo Platform Cloud Service	
	Advanced System Health Check—Perform and Comp	Oracle TBE Performance and Compensation System Health Check	
	Advanced System Health Check—Recruit and OnBoard	Oracle TBE Recruiting and Onboarding System Health Check	



Candidate Communication Agent (option in Taleo Recruiting)	Oracle Taleo Recruiting Cloud Service
CommunityConnect	Oracle Taleo Community Connect Cloud Service
Comp Configuration Services	Oracle TBE Compensation Implementation
Conceptual Search (option in Taleo Recruiting)	Oracle Taleo Recruiting Cloud Service
Database Encryption Solution	Oracle Taleo Platform Cloud Service
Enterprise—Additional Product Line	Oracle Taleo Remote Systems Administration
Enterprise	Oracle Taleo Remote Systems Administration
Express Implementation—Taleo Recruiting	• Oracle Taleo Recruiting Cloud Service
Foundation Learn Configuration Services	Oracle TBE Learn Implementation—Foundation
Learn System Health Check	Oracle Taleo Learn Systems Health Check
LearnCenter Advantage	Oracle Taleo Learn Cloud Service
LearnCenter Enterprise	Oracle Taleo Learn Cloud Service
LearnCenter External User	Oracle Taleo Learn External User Cloud Service
LearnCenter—Pre-Defined Batch User Integration**	Oracle Taleo Learn Predefined Batch User Integration
LearnCenter—Pre-Defined Data Extract**	Oracle Taleo Learn Predefined Data Extract
LearnCenter—Pre-Defined Historical Data Load	Oracle Taleo Learn Predefined Historical Data Load
LearnCenter—Pre-Defined Web Service User Integration**	Oracle TBE Learn Predefined Web Service User Integration
LearnCenter—SAML Single Sign-On Authentication	Oracle Taleo Learn SAML Single Sign-On Authentication
LearnCenter—Standard Single Sign-On Authentication	Oracle TBE Learn Standard Single Sign-On Authentication
LearnCenter—Tailored Batch User Integration	Oracle Taleo Learn Tailored Batch User Integration
LearnCenter—Tailored Web Service User Integration	Oracle Taleo Learn Tailored Web Service User Integration
OGO Streams	Oracle Taleo Professional Services
On Demand RSA	Oracle Taleo Professional Services
OnBoard Express Configuration Services	Oracle Taleo Professional Services
Online two-tier Application Form	Oracle Taleo Professional Services
Perform and Review Cycle Rollout Preparation	Oracle TBE Performance Cycle Preparation
Premier Hosting Service	Oracle Marketing Cloud
Premier Learn Configuration Services	Oracle Learn TBE Cloud Service
Premier OnBoard Configuration Services	Oracle Taleo Professional Services

Chat



Premier Position Control Configuration Services	Oracle Taleo Professional Services
Premier Recruit Configuration Services	Oracle Taleo Professional Services
Premier Upgrade Package—Marketer	Oracle Marketing Cloud
Premier Upgrade Package—Team	Oracle Marketing Cloud
PremierPlus Learn Configuration Services	Oracle TBE Learn Cloud Service
PremierPlus Perform Configuration Services	Oracle Taleo Professional Services
PremierPlus Recruit Configuration Services	Oracle Taleo Professional Services
Recruiter Storage (option in Taleo Recruiting)	Oracle Taleo Recruiting Cloud Service
Resume Parsing (option in Taleo Recruiting)	Oracle Taleo Recruiting Cloud Service
RSA	Oracle Taleo Remote Systems Administration
Select Implementation—Learn	Oracle Taleo Learn Implementation
Select Implementation—Performance Goals	Oracle Taleo Performance Goals Implementation
Select Implementation—Performance Reviews	Oracle Taleo Performance Review Implementation
Select Implementation—Performance Succession	Oracle Taleo Performance Succession Implementation
Select Implementation—Recruiting	Oracle Taleo Recruiting Implementation
Setup	Oracle TBE New Customer Setup Cloud Service
Smart Sourcing	Oracle TBE Smart Sourcing Base Cloud Service
Staging Zone	Oracle Taleo Platform Cloud Service
System Health Check—OnBoard	Oracle TBE Onboarding System Health Check
System Health Check—Perform	Oracle TBE Performance System Health Check
System Health Check—Recruit	Oracle TBE Recruiting System Health Check
Talentvine—Social Jobs Distribution, Talent Community, Social Referral	Oracle Taleo Social Sourcing Cloud Service
Taleo [Advanced] Reporting	Oracle Taleo Cloud Service
Taleo [Enterprise] Development Planning	Oracle Taleo Development Planning Cloud Service
Taleo [Enterprise] Goals Management	Oracle Taleo Goals Management Cloud Service
Taleo [Enterprise] Onboarding	Oracle Taleo Onboarding Cloud Service
Taleo [Enterprise] Performance Management	Oracle Taleo Performance Management Cloud Service
Taleo [Enterprise] Recruiting	Oracle Talent Management Cloud
Taleo [Enterprise] Succession Planning	Oracle Taleo Succession Planning Cloud Service
Taleo Analytic Dashboard	Oracle Taleo Cloud Service





	Taleo Assessments Authoring	Oracle Talent Management Cloud	
	Taleo Assessments Platform	Oracle Talent Management Cloud	
	Taleo Bridge	Oracle Taleo Cloud Service	
	Taleo Connect [Integration Platform]	Oracle Taleo Cloud Service	
	Taleo Content: Hourly/Retail Assessments	Oracle Taleo Hourly Assessment Content Cloud Service	
	Taleo Content: Store Manager Assessments	Oracle Taleo Cloud Service	
	Taleo Contingent Hiring	Oracle Talent Management Cloud	
	Taleo Learn	Oracle Talent Management Cloud	
	Taleo Learn External Users	Oracle TBE Learn Cloud Service	
	Taleo Passport	Oracle Taleo Cloud Service	
	Taleo Scheduling Center	Oracle Talent Management Cloud	
	TBE Comp	Oracle TBE Compensation Cloud Service	
	TBE Custom Integration	Oracle TBE Compensation Cloud Service	
	TBE Onboard	Oracle TBE Compensation Cloud Service	
	TBE OnBoard to LearnCenter Integration	Oracle TBE Compensation Cloud Service	
	TBE Partner Integration	Oracle TBE Compensation Cloud Service	
	TBE Perform	Oracle TBE Compensation Cloud Service	
	TBE Perform to LearnCenter Integration	Oracle TBE Compensation Cloud Service	
	TBE Recruit Manager license	Oracle TBE Compensation Cloud Service	
	TBE Recruit Premium	Oracle TBE Compensation Cloud Service	
	TBE Recruit Standard	Oracle TBE Compensation Cloud Service	
	TBE Standard Integration	Oracle TBE Compensation Cloud Service	
	TEE PM Customer Option One	Oracle Taleo Performance Management Cloud Service	
	TEE PM Customer Option Two	Oracle Taleo Performance Management Cloud Service	
	TEE Recruiting 7.5 Migration Package	Oracle TBE Recruiting Cloud Service	
	User Defined Fields	Oracle Taleo Platform Cloud Service	
	Virtual Private Network (VPN)	Oracle Taleo Platform Cloud Service	
Tekelec	Diameter Signaling Router	Communications Diameter Signaling Router	March 2013
	EAGLE	Communications EAGLE	
	Performance Intelligence Center	Communications Performance Intelligence Center	
	Multimedia Policy Engine	Communications Policy Management	
Textura	Textura Payment Management		April 2016



	Textura Pre-Qualification Management	Oracle Textura Pre-Qualification Management Cloud Service	
	Textura Submittal Exchange	Oracle Primavera Submittal Exchange Cloud Service	
TOA Technologies	TOA ETAdirect SmartCapacity	Field Service Capacity	July 2014
	TOA ETAdirect SmartCollaboration	Field Service Collaboration	
	TOA ETAdirect SmartCommunication	Customer Communication	
	TOA ETAdirect SmartLocation	Field Service Smart Location	
	TOA ETAdirect SmartManage	Field Service Core Manage	
	TOA ETAdirect SmartMobility	Field Service Mobility	
	TOA ETAdirect SmartRouting	Field Service Routing	
Vocado	Vocado	Vocado	May 2018
Vitruv	Facebook Pages	Oracle Social Marketing Cloud Service for Facebook Pages	May 2012
	Google+ Streams	Oracle Social Marketing Cloud Service for Google+ Streams	
	Twitter Streams	Oracle Social Marketing Cloud Service for Twitter Streams	
	Vitruv Accelerator Program	Oracle Social Marketing Cloud Service	
	Vitruv Games Subscription	Oracle Social Marketing Games Cloud Service	
	Vitruv Shop Subscription	Oracle Social Marketing Shop Cloud Service	
Wercker	Wercker	Oracle Container Pipelines	April 2017
Xsigo Systems	Xsigo 1 x 10Gb Ethernet Module for "Fabric Director" Chassis	Oracle Fabric Interconnect Single Port 10 Gb Ethernet Module	July 2012
	Xsigo 10 x 1Gb Ethernet Module for "Fabric Director" Chassis	Oracle Fabric Interconnect Quad Port 10 Gb Ethernet Module	
	Xsigo 2 x 8Gb Fibre Channel Module for "Fabric Director" Chassis	Oracle Fabric Interconnect Dual Port 8 Gb Fibre Channel Module	
	Xsigo 4x10 Gb Ethernet Module for "Fabric Director" Chassis	Oracle Fabric Interconnect Quad Port 10 Gb Ethernet Module	
	Xsigo Datacenter Fabric	Oracle Fabric Interconnect Quad Port 10 Gb Ethernet Module	
	Xsigo Fabric Accelerator	Oracle Fabric Interconnect Quad Port 10 Gb Ethernet Module	
	Xsigo Datacenter Fabric	Oracle Fabric Interconnect	
	Xsigo Fabric Director	Oracle Fabric Interconnect	
	Xsigo Fabric Manager Enterprise	Oracle Fabric Manager	
	Xsigo Fabric Performance Monitor	Oracle Fabric Monitor	
	Xsigo VP560 QDR Chassis	Oracle Fabric Interconnect	

Overview Products A-Z **Acquired Products A-Z**



Zenedge	Zenedge Cybersecurity Suite	Oracle Dyn Web Application Security	February 2018
	Zenedge Bot Manager	Oracle Dyn Bot Manager	
	Zenedge WAF	Oracle Dyn Web Application Firewall	
	Zenedge DDoS Protection	Oracle Dyn DDoS Protection	
	Zenedge Malware Protection	Oracle Dyn Malware Protection	
	Zenedge API Security	Oracle Dyn API Security	

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## What is CRM?

# Experience Tomorrow's CRM, Today

Customer relationship management (CRM) software is considered "table stakes" technology to help businesses store and utilize customer data at scale. Traditional CRM solutions have evolved to become complete customer experience (CX) platforms integrating cross-functional capabilities to help businesses manage customer relationships and deliver consistent omnichannel experiences across sales, marketing, commerce, and customer service.

[Learn about Oracle CX platform →](#)

### The importance of connected CX technology.



#### Data is everything.

In the past, CRM tools and technology were considered to be only relevant to sales and marketing, but increasingly other departments such as customer support, supply chain, HR, and partner management have come to rely on the same customer data. A common customer data profile is critically important when sharing information across front- and back-office operations. It also heavily influences a company's overall CX strategy and how effectively the business can meet modern customer expectations.

#### In the beginning, there was CRM.

Using software to manage customer data, build relationships, and drive sales has its roots in the 1970s when organizations began to store and track increasingly complex customer data. But it wasn't until the twenty-first century that online CRM took hold. As mobile technology gained popularity, Siebel, Oracle, and other companies developed mobile CRM and cloud-based solutions. By 2010, there was a plethora of point CRM systems and CRM quickly became the center of front-office activity and customer knowledge at companies large and small.

#### The problem with CRM silos.

Businesses today leverage a wide array of cloud-based CRM software for multiple lines of business including sales (sales force automation), service (customer service automation), and marketing (marketing automation). This proliferation of point CRM solutions is due to isolated decision-making at the line of business (LOB) level. In fact, it's not uncommon for a company to have several CRM technologies harboring multiple versions of customer data. Today, modern organizations now realize that this tactical cloud adoption is a costly inhibitor to reaching future digital growth goals. Which is why many organizations are now looking to consolidate point CRM solutions and partner with leading all-in-one technology vendors.

### The case for intelligent, integrated CRM.

Our digital lives increasingly mandate more from CRM software. There are more customer channels and more data than ever before. The sheer amount of data created today outpaces the capabilities of many CRM systems that were developed years ago. Instead of adopting more point solutions from multiple vendors, businesses are considering a single technology and innovation partner who can deliver a complete customer experience platform that connects all LOB applications, consolidates customer data, embeds analytics and artificial intelligence, and offers preferred experiences at scale. This is otherwise known as CX technology.

<b>Integrated LoB Applications</b>	A connected CX platform helps businesses break through functional silos and provide connections throughout the buyer's journey to make operations more efficient.
<b>Single Customer Data Profile</b>	Shared customer data across LoBs can help close sales faster, resolve service issues faster, and improve omnichannel conversion rates.
<b>Ready to Support Artificial Intelligence (AI)</b>	As the cornerstone of innovation, AI stretches the bounds of most traditional CRM solutions. It takes a connected CX platform with embedded AI to take sales, marketing, commerce, and service to the next level of CX. data comes from websites and social media platforms other than your own. Can be used to reach a wider audience.

[Learn about Smarter CX →](#)

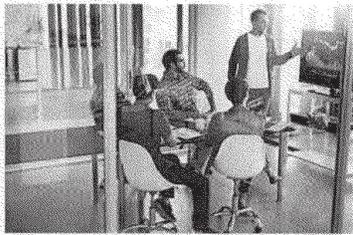


progress and close deals. Sales management needs real-time insight into pipeline opportunities and sales numbers and an efficient way to manage sales reps on the go.

- Deploy quickly and take advantage of an intuitive user interface
- Drive sales results via complete mobility and multiple screens
- Optimize sales performance with powerful analytics
- Drive productivity via integrated communication, coaching, and team selling
- Drive demand across all channels with modern selling tools

[Experience CX Sales →](#)

### What Is Marketing Automation?



#### CRM for Marketing Teams

Marketing automation refers to the technology and processes that deliver the right message to the right person at the right time. This is accomplished using a variety of communication channels and requires the ability to quickly collect customer data, gain insight, and parlay that insight into action. Just like SFA technology, connecting this data is key. As part of a connected CX platform, modern marketing automation technology enables marketers to create personalized, meaningful experiences for customers, turning casual prospects into passionate advocates and achieving more revenue faster.

- Aggregate marketing data and target the right customers to simplify and streamline the customer experience
- Orchestrate individualized, relevant customer experiences across channels
- Analyze marketing performance, attribute revenue, and gain better insight into the customer experiences you provide

[Explore Marketing Cloud →](#)

### What Is Customer Service Automation?



#### CRM for Customer Service

A modern, integrated customer service CRM leverages a multichannel CX environment to provide better service at a reduced cost, monitor social media to identify and address potential service issues, and help drive higher sales conversions. When service and support are required, understanding the complete customer journey is critical. Bottom line: customer service is better when reps leverage a complete customer profile shared by sales and marketing.

- Make it easy for customers to engage with businesses—and get the information they need
- Make it easy for businesses to serve customers more efficiently through self-service content, online chat, click-to-call, and virtual assistants
- Easily adapt to business needs by bringing flexibility to the customer service organization

[Exceptional Customer Service experiences →](#)

### Rising Expectations Turn Customer Experience into a Competitive Advantage

Customers expect consistent experiences regardless of where the interaction takes place—on social media, in-store, on a mobile app, or through a call center. Businesses that fall short of these modern CX expectations stand to lose revenue. In hypercompetitive, commoditized markets, customer experience is a competitive advantage and businesses need more than siloed CRM solutions. They need a complete CX platform of modular, yet connected, CRM systems across sales, marketing, customer service, and ecommerce.



### Get Started



[What is Smarter CX?](#)



[Oracle Sales Cloud](#)



[Oracle Marketing Cloud](#)



[Oracle Service Cloud](#)



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