

Known for its pioneering leadership in management and technology consulting, BearingPoint helps clients in 50 countries increase revenue, improve cost-effectiveness, manage compliance, integrate information, and transition to next-generation technology. Oracle spoke with Mark Vayda, executive vice president of BearingPoint's Global Sales and Alliance Partner Program, about how partnership with Oracle helps organizations apply informed decision-making across their strategic and daily business priorities.

IN POSITION



BearingPoint and Oracle: A Deep, Vital Partnership

Q *Discuss the BearingPoint 2008 partnership strategy and its benefits for Oracle and BearingPoint.*

A BearingPoint is solidly positioned for profitability in 2008 and beyond. We are focusing on priority industries, higher-growth market sectors, and solutions where our experience works to achieve and sustain profitability.

BearingPoint's Oracle partnership is essential to our business model. We are building momentum and growing revenue through our differentiated solutions in energy, communications, commercial healthcare, and insurance sectors, as well as state, local, and federal government agencies and higher education.

Our key strategy this year is focus and execution—driving growth through industry experience and solutions that complement Oracle software. We are at a clear inflection point with Oracle, investing confidently in our people, solutions, and global footprint for a stronger, more agile, and effective partnership.

Q *Can you share examples of how BearingPoint's 2008 strategy for focus and execution delivers benefits to Oracle?*

A BearingPoint, an Oracle Certified Advantage Partner, has been an Oracle partner for 15 years. Our dedicated Oracle sales team carries out field alignment in targeted markets and drives only Oracle products—creating an organic bond with sales and generating new license sales.

BearingPoint and Oracle continue to grow our footprint across the government and commercial markets, expanding and selling client-centric solutions that address workforce automation, business intelligence, and enterprise performance management. One exciting expansion area is focused on helping clients become leaders in supply chain management, and Oracle's Demantra footprint is one of the leading demand planning solutions in the marketplace. BearingPoint's large installed base of enterprise resource planning (ERP) clients allows us to identify potential growth and drive revenue across those accounts.

In the public sector markets, the civilian and defense sectors present a lucrative opportunity for Oracle E-Business Suite upgrades, while state and local agencies are using ERP and enterprise tax and revenue

management. We support higher education with campus security management and ERP, and the commercial payer/provider healthcare market continues to focus on ERP and business intelligence. Recently, we completed one of the world's largest Oracle Financials ERP implementations with the U.S. Department of Health and Human Services.

Q *What is the latest news about BearingPoint's focus on growing differentiated solutions locally and globally?*

A BearingPoint is focused on delivering innovative, repeatable solutions and capturing new wins in high-growth markets. We will continue to marshal our people to help the regions go after priority industries, win bigger deals, and grow stable revenue streams. We have huge opportunities in Japan, where we were 2007 Hyperion partner of the year. Most importantly, our teams are building an internal network of executives and sales personnel across key industries and regions for better field alignment and improved licensing for Oracle. Our innovative BearingPoint information management portfolio is helping clients master data governance, data quality, business intelligence, and data management. And our 2008 focus on business intelligence and performance management with Oracle provides a solid portfolio of more than 2,000 information management clients worldwide.

We will continue to partner with Oracle to expand our onboarding solution, helping companies to streamline, simplify, and secure worker movement by leveraging the latest Oracle Fusion Middleware technologies.

As a key Oracle development partner in human capital management, we will continue to help clients attract, develop, and retain talent.

Q *How do the skills and strengths of BearingPoint people benefit clients and build sustainable relationships in a time of marketplace challenges and uncertainty?*

A Our Oracle team is 3,000 people strong and offers an average 12 years of experience with Oracle Applications—including those from PeopleSoft, Siebel, and Hyperion. Recently, we were recognized in *Forrester Wave: Oracle Implementation Providers, Q1 2008*, where we earned the highest possible score in client satisfaction. In our public services business, we retained 100 percent of our top 50 customers in 2007, further strengthening our position as a strategic Oracle partner.

BearingPoint's growing reputation as a flexible, collaborative partner, capable of delivering measurable client results, solidifies our position as Oracle's partner of choice for renewed growth and revenue.

"I believe there is a tremendous opportunity for BearingPoint and Oracle to truly drive business and client results. Our commitment to clients was recently cited in *Forrester Wave: Oracle Implementation Providers, Q1 2008*, where we earned the highest possible score in client satisfaction." Mark Vayda, Executive Vice President, Global Sales and Alliance Partner Program, BearingPoint



Management
& Technology
Consultants

BearingPoint gets things **done. Differently.**

The best approach leads to the best results. Period. We roll up our sleeves and work side by side with clients until we find the best solution. Our flexible, collaborative, and innovative approach, combined with unique passion, dedication and experience allows us to solve our clients' most pressing needs.

**We are BearingPoint.
Management and Technology Consultants.**

To find out how we can help you get things done. Differently. Go to:

BearingPoint.com/donedifferently

Visit the BearingPoint kiosk in the Information Exchange at **Oracle FY09 Global Kickoff.**



Fujitsu, a pioneer in information technology and communications, creates limitless opportunities for customers to prevail in their marketplaces. Fujitsu has always been deeply committed to environmental responsibility, sponsoring vital programs and activities around the world. Oracle spoke with Fujitsu Senior Vice President Richard McCormack about Fujitsu's progressive green initiatives.

IN POSITION




Fujitsu and Oracle Take the Lead in Green IT

Q *What is the first step for a large enterprise in moving to a greener, more cost-efficient data center?*

A At Fujitsu, we believe the first move is undertaking a comprehensive inventory of the systems already in place. Frequently, those who are running a large data center can be so involved with day-to-day responsibilities that they may be unaware of their own total asset picture. Documentation may have become obsolete and inaccurate, so it's important to understand what you have and what it does—because each unnecessary piece of equipment costs you money. By disposing of assets in an environmentally responsible way, you open the door to great benefits for your bottom line and the environment. Virtualization and consolidation may uncover underused assets—but you needn't await server virtualization to power down inefficient equipment.

Q *Should IT take the lead in guiding an organization's plans to go green?*

A Since the data center is often the most significant user of power in a company, it's ideally positioned to lead the way in saving power and demonstrating environmental awareness and responsibility. The IT manager definitely has the goal to reduce power consumption, but even greater benefits can be attained by setting recycling goals, reducing lighting, and lowering air-conditioning levels. Rather than being defined as a glutton of energy consumption, IT and the data center can be the heroes in reducing overall usage.

Q *What is the latest green joint offering from Fujitsu and Oracle?*

A Oracle and Fujitsu have developed an important, progressive joint offering called FlexFrame for Oracle—the first dynamic IT solution based on Oracle grid technology, giving companies a bridge to grid computing and increased business agility. FlexFrame for Oracle uses intelligent automation and virtualization to reduce costs and increase service quality, creating the infrastructure for service-oriented architecture. This approach lets customers drive down energy costs and improve the availability and performance of Oracle services. Customers enhance their usage profile through virtualization and shared components. All Oracle services are managed

by a control center. Servers are switched on only when required—rather than wasting energy in “idle mode.”

Companies deploy resources only when they need them, while using fewer servers to meet their various service-level agreements.

Q *What is a CSR, and does Fujitsu have one?*

A A corporate sustainability report (CSR) defines and tracks the fulfillment of a company's environmental goals and initiatives. As a proof point, such a document is invaluable. Nowadays, the business landscape is filled with “greenwashing”—companies that insist they're environmentally committed when that may not be the case. With a corporate sustainability report, you can see the truth in black and white. At Fujitsu, we have had a deeply committed and well-documented environmental program in place since 1993.

Q *Why should I care if my vendor is green?*

A Buying from a green supplier might not be enough to meet actual governmental compliance requirements, so a company is wise to get ahead of the curve in addressing compliance issues. Purchasing from vendors that can make and keep you compliant as standards become mandatory is simple and smart. Find out how green your vendor is by referencing *Computerworld* magazine's “Top Green IT Vendors” list (Fujitsu is currently number 5 on that list). Energy Star has stepped up with new server and data center compliance standards. Additional resources include the independent electronic product environmental assessment tool, which ranks a product's environmental safety.

Q *What can I expect in terms of energy savings and reduction of total cost of ownership?*

A Companies are now selectively powering down servers to save money and reduce environmental impact. By employing FlexFrame for Oracle, a company reduces energy consumption by as much as 70 percent versus a non-FlexFrame environment. This reflects the ability to have Oracle applications brought up and down in 15 minutes across a pool of energy-efficient server blades. Nobody else can do that. In addition, FlexFrame can be automated and self-managed, so you lower maintenance costs and free IT personnel for other projects.

Q *How do I learn more about green initiatives for the data center?*

A Consult ClimateSaversComputing.org, which evaluates how well a company conforms to best standards and practices. Additionally, Green Grid, on the server blade side, offers advice on greening the data center. Environmental organizations will thrive and benefit if only vendors, customers, and individuals participate, so we encourage that.

“Fujitsu and Oracle now offer a total integrated data center solution to reduce energy consumption by up to 70 percent.”
Richard McCormack, Senior Vice President, Fujitsu Computer Systems



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A Fujitsu PRIMERGY TX120 tower server with a Dual-Core Intel® Xeon® UP processor uses up to 40 percent less power than previous towers.

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TX120 Tower Server

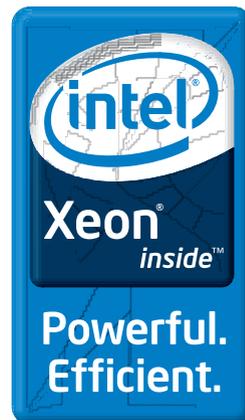
TX300 S3 Tower Server

RX300 S3 Rack Server



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The mission of ANTs Software is to help customers reduce hardware, software, and development costs by providing exceptional data management solutions. Oracle talked to ANTs CEO and Chairman Joe Kozak about his company's ANTs Compatibility Server—a landmark middleware solution that accelerates database consolidation from non-Oracle databases to Oracle.

IN POSITION



ANTs Compatibility Server Accelerates DB Consolidation to Oracle

Q *Do Oracle customers have a need for database consolidation?*

A Yes. Customers that have undergone server consolidations are still under pressure to reduce IT cost. By consolidating their databases, customers lower their license, support, and infrastructure costs—and optimize their DBA expertise. Reducing the number of database vendors means that the infrastructure does not need to provide high availability, disaster recovery, DBA support, and other functions for retired databases. In fact, a well-implemented database consolidation strategy not only reduces cost and complexity for customers; it can free up millions of dollars of IT budget that can be reallocated to new Oracle projects.

Q *What is the real opportunity for the Oracle sales organization with ANTs Compatibility Server?*

A ACS accelerates and streamlines consolidation to Oracle Database from Sybase and SQL Server. Oracle sales can help clients unlock tens of millions of dollars of IT budgetary funds currently directed to Oracle Database competitors. They can sit down with the CIO, look at the database environment, and offer superior price/performance by moving applications to an Oracle Real Application Clusters environment in record time. Customers may not even have known that these millions were available for redeployment toward additional Oracle products and services—with no increase in IT budget! It's all about doing more with less and providing a very lucrative opportunity for sales to push Oracle Real Application Clusters.

Q *How does ANTs Compatibility Server accelerate database consolidation to the Oracle Database?*

A Global 1000 customers have traditionally deployed thousands of applications with the same 7 to 10 database vendors—an inefficient approach that required a continual cycle of backing up, restoring, replicating, and securing multiple database environments. These unproductive processes demanded further investment in duplicate software solutions for each database. Since Oracle offers the most feature-rich product, why

should companies continue keeping their applications on inefficient databases?

Oracle and others had been trying to consolidate databases for years, but the massive application rewrites were costly and defeating—until ANTs Compatibility Server (ACS). Requiring no application rewrites, ACS automates migration by rehosting applications running on Sybase onto Oracle. ACS is been deployed in large Oracle customers, and these companies can now dramatically simplify database consolidation, save millions from their IT budgets, and reallocate that money to strategic Oracle projects that yield new Oracle revenue and market share.

As a middleware solution, ACS allows server-side code (queries, functions, and stored procedures) from non-Oracle databases to run natively and transparently against Oracle with minimal to no application rewriting. The legacy application operates as if it were still communicating with the original database, and the new Oracle Database operates as if it were communicating with a native application. The first release of this database consolidation technology is focused on migrating Sybase and SQL Server applications to Oracle Database, and migrations from and to other databases are also planned.

Q *What is the main benefit of migrating to Oracle with ACS? What's in it for Oracle customers today?*

A Database consolidation saves money, benefits the environment, raises efficiency, and boosts performance. With customers spending tens of millions of dollars on database vendors such as Oracle, Microsoft, Sybase, IBM, Informix, and others, costs can soar to upward of US\$100 million a year for licenses and support, plus the costs of maintaining separate teams to administer the databases. Enabling databases to move onto Oracle Database, ANTs Compatibility Server, and Oracle Real Application Clusters dramatically cuts maintenance costs because fewer resources are needed and non-Oracle servers can be shut down. Companies can take those millions and deploy them on mission-critical products and activities, many of which are Oracle-based.

Q *Are there any other benefits to Oracle customers?*

A Oracle offers enterprise license agreements for its database, but many customers have had a difficult time justifying the investment because their applications were spread out among so many other databases. Now, an account executive can say, "You may have been unable in the past to take advantage of the Oracle licensing agreement, but now we can consolidate your applications onto Oracle Database and dramatically decrease your costs while optimizing the value of the enterprise license agreement."

“By automating and accelerating the process of consolidating databases onto Oracle, you drive significant market share for Oracle, while reducing cost and complexity for customers. That is the mission of ANTs Compatibility Server.”

Joe Kozak, ANTs CEO and Chairman

Help Your Customers Migrate Away From SQL Server and Sybase **FAST!**

Learn How at Kiosk # 116 (Information Exchange)

The ANTs Compatibility Server (ACS)

Revolutionary Database Consolidation Technology:
Middleware that runs all legacy SQL Server and Sybase
applications against Oracle!

1. Innovative

Not a database migration tool. New middleware technology to transparently port Sybase and SQL Server applications to Oracle.

2. Easy

No painful migration process, no massive application re-write. Same application, no need to recompile.

3. Cost-Effective

Inexpensive way to migrate your customers away from Sybase and SQL Server.



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APPLICATION



SYBASE
APPLICATION

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COMPATIBILITY
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Natively runs all non-Oracle
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For 25 years, SGI's pioneering high-performance solutions have defined how the world computes—from the Nobel Prize-winning platform that predicts global weather, to the world's largest, most secure supercomputers. Oracle spoke with SGI senior vice president Doug Britt about the company's highly scalable adaptive data warehouse.

IN POSITION



SGI: Oracle's Ideal Data Warehousing Partner

- Q** *How does SGI work with Oracle, and what opportunities does SGI bring?*
- A** SGI specializes in solutions for very large-scale data warehousing, offering the ability to build and manage robust configurations for demanding applications such as weather forecasting and satellite imagery. As a tested vendor in the Oracle Optimized Warehouse Initiative, we partner with Oracle to provide customers a complete platform solution—the SGI Adaptive Data Warehouse.
- Q** *What are the most pressing business challenges around data warehousing?*
- A** Customers today face increasing amounts of complex data to manage. Without the right solution, system performance degrades and response times lengthen. These consequences affect decision-making, and ultimately, revenue and viability in an unforgiving competitive environment. To respond effectively to change, they need superior insight into customer and operational data, along with powerful analytics for users across the extended enterprise. Efforts by IT to address these needs have resulted in a cumbersome quilt of disparate databases, logs, and records. To make volume data relevant for accurate, verifiable compliance and decision-making, companies need a data warehouse that is exceptionally scalable and responsive. SGI's installations range from gigabytes to 3.2 petabytes (for NBA Entertainment) to nearly 40 petabytes (for NASA). Our capacity and expertise are major advantages for SGI, Oracle—and customers.
- Q** *How is SGI suited to address customer challenges, and where is SGI's focus?*
- A** SGI's architecture is unmatched for relevance, performance, and scalability. Available solutions range from very affordable servers based on Intel Xeon processors to the largest processing and storage platforms on the planet. SGI's solutions-based server and storage offerings take data management to new levels, leveraging our Nobel Prize-winning technology. This leadership in highly scalable system architecture offers the high performance that data warehouses need. Add to that SGI's experience in

architecting large-scale systems—and SGI's edge against competitors such as Netezza and Teradata becomes clear. SGI solutions are not only based on Linux and Intel open standards, but SGI is the only major hardware platform vendor that is totally Linux OS-based. In fact, SGI is a major contributor of Linux code.

Q *What is SGI's data warehouse strategy?*

- A** SGI's high-performance business solutions are based on SGI Altix servers with Intel Xeon and Itanium processors running Oracle Enterprise Linux, Red Hat, and Novell. In addition, SGI provides a complete line of SAN, NAS, and storage management software and solutions. SGI's superior price/performance is substantiated by record-breaking results for Oracle E-Business Suite: up to five times faster query performance, as well as unparalleled scalability, I/O, and memory. Your customers can start with a perfect fit for their current data center and then scale CPUs, I/O, or memory—independently of one another. The SGI Adaptive Data Warehouse supports mixed workload and complex query environments, maximizing overall system effectiveness by avoiding bottlenecks and allowing configurations to be fully balanced along the entire I/O path, from CPU to disks.

Q *Why should Oracle sales reps work with SGI?*

- A** SGI offers Oracle the ideal strategic business alignment. As the price and performance leader, we save your customers money that they can then invest in Oracle databases, middleware, and applications—that you can sell to them. SGI's zero software conflict with Oracle offers another advantage over HP and IBM: SGI sells only hardware and complementary software—no operating system, database, application server, or middleware. SGI architecture, built to open Linux and Intel standards, is a significant market differentiator and competitive advantage. In fact, SGI is the sole major hardware platform based on Linux, so Oracle sales reps receive 100 percent of software revenue. SGI designs its own servers, and because hardware is less expensive, customers have more funds available for software investment—and more revenue for Oracle sales.

“Oracle's robust database manages complex queries and volume data warehousing, while SGI builds very large-scale, proven servers and storage. Together, we offer an industry-leading hardware and software solution for handling massive data warehouses.”

Doug Britt, Senior Vice President, SGI Worldwide Sales Organization



SGI—the partner to call when facing Netezza or Teradata

If Netezza or Teradata are factors in your account or if your customer's large scale data warehouse is performing sluggishly, you'll want to call SGI. SGI has extensive experience architecting and deploying very large systems with multiple installations using over 1,000 cores and multiple petabytes. SGI uniquely knows how to fulfill your customer's largest data warehousing needs. Couple this expertise with Oracle's robust database and together we offer an unbeatable solution. And because SGI is a price/performance leader in servers and has no software conflict with Oracle, you sell more Oracle software when you partner with SGI.

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