



ORACLE

Solutions for business innovation



The strengths of an alliance



IBM, Oracle and you

Regardless of your organization's size, location or type of business, staying ahead today depends on your ability to address both opportunities and threats quickly, efficiently and, often, collaboratively. More than ever, this requires innovative business processes coupled with an open, flexible and stable IT infrastructure that, combined, provide world-class connectivity and responsiveness.

For more than two decades, Oracle and IBM have worked as a team to supply customers with these benefits, integrating their best-of-breed technologies and services to enable organizations of all types and sizes to improve the way they operate. With a close relationship and complementary offerings supported by executive commitments from the highest levels of each company, we've helped more than 100,000 organizations streamline and integrate their business processes. The result? Faster growth, higher profitability, and better ways to attract and retain customers as well as top employees.

What's more, leaders attract leaders. Oracle's many achievements gained it entry into IBM's select PartnerWorld Program, while IBM's own accomplishments earned it status as an Oracle Certified Advantage Partner, the highest level of membership in the Oracle PartnerNetwork and granted by Oracle only to its long-term strategic business partners.

But there is another reason why we are better together and thereby better for our customers. We share the ability to provide you with true choices in the solution elements you need now and those you'll need in the future. And the breadth of those choices can make your decision to go with the Oracle and IBM alliance a very profitable one indeed.

Accolades for the IBM and Oracle alliance

Consistent recognition for IBM as the leading Oracle systems integrator and partner

- 2008 Asia Pacific Government Education and Health (GEH) Partner of the Year
- 2008 UK Customer Service Partner of the Year
- 2008 UK Cost Effective Partner of the Year
- 2008 UK Small Business Partner of the Year
- 2007 North America Applications Momentum Award
- 2006 North America Applications Momentum Award
- 2006 Partner of the Year Asia Pacific
- 2005 Global Systems Integrator of the Year
- 2005 Outstanding System Integrator and Partner for Asia Pacific
- 2005 E-Business Suite Partner of the Year for Japan
- 2004 North America Applications Partner of the Year

“Rabobank, Oracle and IBM have set up a successful partnership with executive sponsorship from all parties involved. This partnership is one of the key factors in the success of Rabobank’s ambitious road towards the first true multi-channel bank.”

– Toine Straathof, CIO Rabobank CRM program

What could be easier?

Our alliance is ready to help you eliminate many of the complexities and delays of selecting, customizing, integrating, implementing and running the high-performance applications and infrastructure that companies of any size need today.


We believe in putting client needs first and providing accountability for delivering value from our solutions. Large and mid-sized organizations alike will gain from technologies geared to their specific needs and backed by teams of consultants, technicians and others ready to get your project off to a fast, smooth start and provide further expertise at any other point in the application cycle.

Right from the start, you can benefit from support provided by experts cross-trained on IBM and Oracle technologies who will supply time-saving guidelines to help you size and specify a solution appropriate to your needs. The solutions you choose will have been pre-integrated, tested and certified for maximum performance by professionals from each company working shoulder to shoulder to bring you the best of their combined offerings.

Through our collaboration, for example, we’ve performance-optimized Oracle Applications on the IBM System x, IBM System i,[™] IBM System p,[™] IBM System z[®] and IBM System Storage. Both IBM and Oracle technologies are based on open, Web-based standards. This can bring additional savings now and into the future, by helping you maximize your options and avoid the problems of customizing, integrating and running mismatched solutions.

Of course, as critical as pre-tested, industry-leading hardware, software and middleware are, successful solutions can still be hard to achieve without the skills and knowledge to properly implement them. That’s where IBM and Oracle show even more leadership, working together to develop and deploy resources that further help you ensure successful implementations.

Need extra expertise? We can find the skills you need within one of the largest and most skilled consultant teams in the world – including more than 10,000 IBM Global Services professionals knowledgeable about both Oracle and IBM solutions, and 7,500 dedicated specifically to Oracle and IBM projects. They can help you identify and address key implementation issues up front, and in ways that best advance your overall business and strategic objectives.



“PNC, IBM and Oracle all worked as one team that was committed to making the implementation a success. The transition to the new Siebel CRM application was seamless. Our senior executives were pleased with the results and the high level of business continuity during the migration.”

– Cathy Preuhs, SVP, Management Information Systems Department, PNC

Reducing total cost of ownership – and building solution value

The financial advantages you gain from our combined solutions only begin with our proven ability to help you reduce costs, redeploy scarce resources and unlock new revenue by adding value to your enterprise while maintaining your existing platforms and investments.


Oracle products are widely hailed for their ability to streamline financial and business processes, improve supply-chain and customer relationship management, and keep workforces mobilized for higher productivity – all based on industry best practices. Likewise, IBM is noted for helping customers become more efficient and competitive through a broad portfolio of industry-leading hardware, middleware and services.

But the real story is in what happens when we work together. Our companies’ combined solutions have helped our clients consolidate IT environments and achieve 30 percent IT savings in the first year, and five percent each year after that. What’s more, the highest performance benchmarks achieved with many Oracle Applications and technology products have been attained with operating systems optimized by our experts – including AIX,[®] IBM i, z/OS,[®] Linux,[®] Linux on System z, Linux on Power, and Microsoft[®] Windows. IBM Virtualization technologies can further boost performance and productivity of Oracle Applications by driving higher system utilization. IBM has even built systems designed to help you keep energy costs down by delivering more Oracle performance per watt.

Meanwhile, the thousands of consultants and other professionals trained and experienced on both IBM and Oracle technologies are available to supplement your internal resources and reduce your fixed costs with efficient services delivered on an as-needed basis. Applying their technological and industry experience, they can help you extract even more performance and value from your solutions.

In addition, our IBM and Oracle team can take responsibility for the ongoing maintenance and support of your applications. By combining our specialized skills and defined service levels, you can optimize performance while improving the predictability of your costs.

Thus, even though practically any single component from IBM or Oracle can help reduce your total cost of ownership, using them in concert can yield synergies with an enormous multiplying effect on your overall cost reductions and investment returns.



Three men in business attire are standing in a modern office hallway with large windows. They are engaged in a conversation, with one man in the center smiling broadly. The hallway has a curved ceiling and a light-colored floor.

Massive or modest – we can provide pre-integrated, right-sized solutions

Businesses seeking smaller, close-to-home solutions needn't be deterred by the global reach and resources of the IBM and Oracle alliance. Working together, we've helped thousands of mid-sized companies with blended offerings of products and services specifically designed for their scale and competitive challenges.

For example, the Oracle Accelerate Program includes industry-specific IBM enterprise solutions packaged and priced specifically for mid-sized businesses and delivered by IBM Global Business Services. These solutions, which are also part of the IBM Express Advantage portfolio, can greatly simplify your acquisition of leading applications. Examples include JD Edwards EnterpriseOne, Oracle E-Business Suite and other Oracle products, as well as the robust, world-class IBM technologies on which they'll run – IBM Power Systems,[™] IBM BladeCenter[®] applications, System x[™] and System Storage.[™]

All of our mutual offerings are designed for quick implementation and lower total cost of ownership. All supply a wide range of functionality for industries such as electronics, life sciences and industrial manufacturing. And all can be financed with attractive rates and terms that reflect the realities of IT economics.



Solutions for greater value – now and over the long term

Solutions that can grow with your business are solutions that combine uncompromising performance now with the flexibility to quickly adapt to rapidly changing business needs. Long into the future, optimized and integrated solutions from Oracle and IBM can help clients of any size sense and capitalize on change, innovate beyond their expectations and become more globally integrated and profitable.

Within our combined solutions are technologies that can arm you with new abilities to quickly sense and respond more effectively to the latest changes in areas such as financial performance and customer behavior. Together, IBM and Oracle provide dozens of unique, repeatable industry solutions that solve the most critical business challenges of organizations in banking, insurance, retail, healthcare, life sciences, government, social services, travel/transportation, consumer products, manufacturing and distribution. We've helped clients make real, quantifiable business improvements, such as 25 percent savings in processing cycles and the elimination of 90 percent of the previous required work.

What's more, you can benefit from top-performance, open standards-based infrastructures built to handle the requirements of a changing environment—offering reliability, flexibility, scalability, availability and security, and based on multiplatform servers, databases, middleware, storage solutions and other technologies.

For example, IBM Power Systems can literally power your growth by unifying the best of IBM System i and IBM System p to run not only the full Oracle enterprise resource planning (ERP) and customer relationship management (CRM) applications but also the newest best-of-breed applications, all on a single IBM system. Likewise, IBM BladeCenter can run all Oracle Applications on either Windows or Linux platforms, and with either Intel® or AMD processors.

And for the future? Oracle has announced its intention to protect your investments by continuing to define and enhance additional releases of JD Edwards EnterpriseOne and World, PeopleSoft Enterprise, Siebel and Oracle E-Business Suite, while simultaneously developing the next generation Fusion Applications. Add to that degree of risk mitigation the expert support you'll have from IBM's extensive, worldwide network of services and IBM Business Partners. This network is ready to be your source for complete, customized Oracle hosting, outsourcing, management, training, finance and other services—a comprehensive range of expertise and resources available nowhere else.

“With the added stability and efficiency of this new solution from IBM and Oracle Retail, we have improved our daily operations and our customer service, as well as our ability to develop systems and grow our company.”

– John Mitchell, CIO, Pep Boys

Build a stronger future through the combined strengths of Oracle and IBM

For organizations of any size or reach, the alliance between IBM and Oracle brings customers more than the best of the two companies. It can deliver powerful, combined end-to-end solutions to help you reduce the complexity and costs of your applications environment, all the while serving as both a base and driver of business growth.

The close working relationship between Oracle and IBM, IBM's dedicated Oracle consultants with decades of Oracle expertise, and the ongoing collaboration between the two companies in solution development means even greater value for you.

For more information

The Oracle and IBM alliance can help make your organization more competitive with faster responses to the unexpected; speedier, better-informed decisions; higher efficiencies; greater customer satisfaction; and faster returns on your investments.

Find out how by contacting your sales representative, or visiting us at:

ibm.com/oracle

or

oracle.com/ibm

All within your reach

IBM and Oracle can provide IT financing to help put the Oracle and IBM alliance to work for you, quickly and affordably.

IBM is the world's largest provider of IT financing with an asset base of US\$34 billion, operations in more than 50 countries and a client list that includes more than 90 percent of the FORTUNE 100 as well as organizations with as few as ten employees. IBM Global Financing can accelerate your acquisition of leading technologies and services with realistic monthly payments, minimal budget impacts and lower total cost of ownership. Convenient credit lines can help you expand credit accessibility, even in today's credit-constrained environment. The IBM Global Financing portfolio of offerings includes customized or standardized leases and loans; certified, used equipment; and hassle-free asset recovery solutions.

Customers can also choose Oracle Financing which can provide competitive rates and streamlined processes that make IT acquisition easier, more affordable and can accelerate your return on investment. With flexible payment options that help you control costs, Oracle Financing can help you manage, share, use and protect the information that is critical to your success.

IBM and Oracle can bundle hardware, software and services from multiple vendors in a single financing facility to help you preserve cash flow for other strategic investments—whether that is growing your core business or funding additional innovation.



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