



The Power of Possibility

Oracle Solutions for the Small & Midsize Business



STRENGTHEN YOUR ADVANTAGE

No one knows better than you about the challenges small and midsize companies face. You live with competitive pressures every day. There are always business rivals with deeper pockets, customers demanding more for less, and suppliers giving preferential treatment to larger organizations.

Because of your company's size, however, you may have at least one powerful advantage over bigger organizations—and that's business agility. You can respond quickly to changing market and economic conditions. While the larger players are still deciding what to do, you can size up potential business opportunities or threats—and act fast—before they do.

How can you sharpen your competitive edge? First, by having a secure and reliable information system that provides superior business intelligence, collaboration power, and transactional efficiency. But it's not just about buying the right software products. It's also about forming a strategic relationship with an information management provider that knows how to implement best practices, create competitive advantage, and facilitate growth.

Oracle, in conjunction with a network of partners, has worked with small and midsize companies for more than a decade, providing powerful and integrated business solutions that are easy to use and inexpensive to maintain. Together with our partners, we provide industry knowledge and local expertise in information management, to help you achieve stronger performance and greater profitability.

Now the power of Oracle is within your grasp.



SHARPEN YOUR COMPETITIVE EDGE

Your company needs information management solutions that can help you solve business challenges rapidly. But, at the same time, you want to minimize risk and achieve a faster return on investment. How can you create the competitive advantages you need?

Shorten Your Time to Benefit

Return on investment is a key consideration for any technology project. IT investments must demonstrate their value—and the sooner the better. To be competitive, your company needs solutions that are quick to implement, easy to use, and inexpensive to maintain.

The last thing you need is downtime—or a protracted and costly IT project that diverts precious resources away from core business activities. Oracle's prepackaged solutions for the midmarket deliver value by providing functionality that improves business operations while reducing your IT costs.

Turn Information into Your Most Valuable Asset

Do you know where all your critical information is? How quickly can you calculate the quarterly cost of sales, monthly employee travel and entertainment expenditures, or the development hours spent on each project? More important, do you have software that enables you to share all this information among many

different business processes? Oracle offers easy-to-use, highly available, secure technology and applications that allow you to store, manage, and share your information—all at a low cost. With Oracle you can get the information you need, when you need it.

Choose Smart and Affordable Solutions

The right IT system can make all the difference between business success and failure. A growing business should not settle for anything less than high performance, advanced security, and transactional efficiency. With Oracle's new entry-level pricing, companies of all sizes can benefit from the world's most powerful business software.

GETTING THERE — SOLUTIONS THAT GROW WITH YOU

Every company needs to be ready to capitalize on new opportunities. Oracle lets you start small and grow as your business grows. Oracle builds its open, industry-standard technology and applications to encourage choice, so you are not limited to one type of operating system, hardware, or development tools. Oracle offers proven performance, reliability, and security on all popular systems, including Windows, Mac OS, Linux, and UNIX.

“Oracle Database Standard Edition on Windows helps us do more with less. It came with a low price tag, yet its efficiency has helped us increase our workload dramatically with less staff time.”

— HON. BOBBY W. EDMISTON
Bossier Parish Assessor

**Oracle Database Standard Edition One:
Easy to Install, Easy to Use**

Oracle makes technology that meets business requirements for companies of all sizes, from small startups to large enterprises. Oracle has long been the database of choice among large enterprises—and now Oracle’s industry-leading technology is available at a low entry cost.

Oracle Database Standard Edition One includes everything you need for building and deploying business-critical applications. It’s easy to install, with only one CD, and has an easy-to-use interface.

Oracle Database Standard Edition One also includes new self-managing capabilities and eliminates many time-consuming and error-prone administrative tasks. Your database administrators will save time by avoiding

performance and availability fire drills. They can focus instead on strategic issues, which will help you achieve your business objectives.

For less up-front cost and a lower total cost of ownership than Microsoft SQL Server, you can run your database on various operating systems, including Windows, Linux, and UNIX—even if you have no previous Oracle experience.



Bossier Parish

Bossier Parish is the local government for an area of northwestern Louisiana that borders the Red River. In the late 1990s, the riverboat tourist boom created growing pains for the Bossier Parish Tax Assessor’s Office, which compiles information for 100,000 taxpayers as well as for Louisiana tax authorities. “We evaluated several databases, including Microsoft SQL Server and FoxPro, but felt that Oracle was the way to go, because it was the most dependable database on the market,” says Tyler Dean, systems analyst for the Bossier Parish Tax Assessor’s Office. Since 1999, Oracle Database Standard Edition has delivered more than the organization hoped for in transaction speed, scalability, stability, and reliability.

“Whether you’re using Standard or Enterprise Edition, let’s face it—Oracle databases provide excellent reliability and performance. We chose Oracle Database Standard Edition because we needed to speed up the rate of getting real estate listing data out to our Web site. MySQL just wasn’t cutting it.”

— ELIZABETH MOON

Oracle DBA

Metropolitan Regional Information Systems, Inc.

Oracle Standard Edition with Real Application Clusters

You can get a database with 24/7 availability and unlimited scalability at a low entry cost. Oracle Real Application Clusters, previously available only as an add-on with Oracle Database Enterprise Edition, is now included as a feature of Oracle Database 10g Standard Edition.

With Oracle Real Application Clusters, you can take advantage of capacity on demand—allowing you to buy additional hardware as you need it, so you don’t have to make a large initial investment in more hardware than you need.

With Oracle Database 10g Standard Edition, you get all the core automated management features that have been optimized for Oracle Database 10g Enterprise Edition, such as quick and easy server and client installation; fast and easy user-error correction; nonescalating row-level locking; a powerful built-in Web development tool; analytics, statistics, and modeling; and automatic storage management.

Businesses large and small choose Oracle Database more than any other database on the market today, because of its high availability and proven reliability, security, and scalability.

Now you can get all of this at a new low cost with Oracle Database 10g Standard Edition with Real Application Clusters.





Oracle Web Conferencing: Enhance Productivity, Training, Support, and Sales

Oracle Web Conferencing delivers secure, real-time collaboration to small and midsize companies, enabling employees, customers, and partners to interact in all types of online meetings easily and at a greatly reduced cost. It enhances productivity and information sharing while saving time and reducing travel expenses. Individuals and groups can meet online to share presentations, applications, or their entire desktop.

Yet, Oracle Web Conferencing is much more than a tool for ad hoc meetings.

Think of the resources you can save by using Oracle Web Conferencing to deliver training and education, without having to worry about all the logistics associated with providing a classroom. You can use Oracle Web Conferencing to improve customer support and increase customer satisfaction. And your sales and marketing people can use it to provide more-effective demos and sales pitches.

With Oracle Web Conferencing, you get a predictable and fixed rate (at a flat fee per user). Many small and midsize companies prefer this pricing model, because there are no surprises—unlike with a metered model, with which you may receive an unexpectedly large bill at the end of the month. You don't pay for every e-mail you send, so why pay for every Web conference?

Oracle Web Conferencing is easy to use and provides a fast return on investment. License it once—and use it forever.

“Smaller companies need to enhance their competitiveness but are often held back by the cost and time it takes to implement core systems. Oracle’s E-Business Suite Special Edition not only provides a strong solution for such companies but also does so with very low risk.”

— NIGEL MONTGOMERY
AMR Research
December 2003

Why Oracle?

- **Simplicity**
A single integrated software suite unifies systems, streamlines processes, and drives better business performance.
 - **Scalability**
A uniform business platform gives you the freedom to grow, without expensive reimplementation.
 - **Affordability**
A low-cost computing platform and rapid implementation reduce cost from day 1, allowing you to achieve fast ROI. You’ll realize the shortest time to benefit and the lowest total cost of ownership.
-

ORACLE E-BUSINESS SUITE SPECIAL EDITION: POWERFUL SOLUTIONS AT AN AFFORDABLE PRICE

Small and midsize businesses need to deploy today’s most powerful technologies while keeping IT costs as low as possible. Oracle responds to these requirements by offering a fast, affordable, low-risk way to access the power of Oracle E-Business Suite.

Oracle E-Business Suite Special Edition applications are easy to install, use, and maintain. Special Edition empowers companies by providing access to accurate information, delivered when and where it’s needed, for improved decision support and superior business control.

Oracle E-Business Suite Special Edition includes these applications: Financial Management, Inventory Management, Purchasing Management, Sales Order Management, Discrete Manufacturing, Daily Business Intelligence, TeleService, TeleSales, and Field Sales.

With Oracle’s modular architecture, you can start with core business processes and expand as your business grows.

Gain Financial Confidence

Oracle E-Business Suite Special Edition’s integrated financials architecture lets you consolidate financial management into a single system with real-time information management and on-demand reporting.

Automate Procurement End to End

Oracle E-Business Suite Special Edition helps you automate and streamline the complete procure-to-pay process and analyze purchase transactions to further drive continuous process improvement.

Improve Inventory Control

Oracle E-Business Suite Special Edition helps you gain inventory visibility; automate internal processes; and readily collaborate with your suppliers, customers, and partners.

Meet Customer Commitments

Oracle E-Business Suite Special Edition provides visibility, from order promising and scheduling to shipping execution. Oracle’s order management solution provides the agility you need in order to satisfy customers.

Optimize Production Capacity for Discrete Manufacturing

Oracle E-Business Suite Special Edition’s manufacturing applications give you the flexibility and functionality you need for manufacturing each of your products, driving continuous process improvement, lowering operating costs, and complying with manufacturing regulations.

Manage Your Business by Fact

Oracle E-Business Suite Special Edition provides integrated, accurate reporting that turns information into immediate knowledge, giving you instant visibility into reliable information.

“Oracle E-Business Suite Special Edition gives small and medium-size businesses the functionality they need in order to compete effectively with world-leading organizations, at a fraction of the cost of a typical enterprise resource planning implementation.”

— JIM HOGAN
Chief Operating Officer
IsoTis-Switzerland

OPTIMIZE YOUR INVESTMENT WITH ORACLE SERVICES

Buying the right software to solve your business problems is the first critical step. Then you need to implement, use, and manage it efficiently, so you can achieve measurable results. Oracle Services has a comprehensive set of offerings to help you optimize your Oracle investment.

Oracle On Demand

Oracle On Demand is a complete software management service. You can gain efficiencies by allowing Oracle experts to manage your Oracle software. This frees your IT staff to focus on high-value activities while Oracle maintains your software and improves system availability, security, performance, problem resolution, and change management.

Oracle Consulting

Oracle Consulting works with you throughout each phase of your technology plan's lifecycle. From strategic planning to rapid, low-risk implementations using the Business Flow Accelerator approach to system enhancement and upgrade, Oracle Consulting offers services that help you realize your business objectives.

Oracle University

Learn Oracle from Oracle. Oracle University protects your Oracle investment by ensuring that IT professionals, line-of-business (LOB) managers, and end users are fully trained and prepared to make the best use of Oracle's technology and applications.

Oracle Financing Division

Affordable, flexible, and predictable payment options from Oracle Financing make it easy for you to acquire the solution you need, when you need it. Oracle Financing provides US\$1 billion in financing solutions annually.

Oracle Support

Oracle Support Services provides the technical and operational expertise to help you maximize your Oracle investment. With a team of on-site consultants, extensive online assistance, 24/7 phone help, and IT management experts, Oracle can connect you with the resources you need.



“Buying enterprise software is the ultimate act of faith. You’re not just buying software. You’re buying a relationship. That’s why it’s so critical for Oracle to build strong relationships with partners, customers, and user groups.”

— CHARLES PHILLIPS
President
Oracle Corporation

Oracle Partner Statistics

- 13,250 partners worldwide
- Operating in more than 120 countries
- Covering 20 industries

ORACLE PARTNER SOLUTIONS

Oracle’s extensive network of partners supports the needs of small and midsize companies. With local market knowledge and industry expertise, our partners understand the unique challenges you face and can tailor solutions for your specific requirements.

Oracle partners have also been specially trained to provide the highest quality of implementation and support, so you can achieve fast return on investment.

They can provide customized solutions that deliver value to your business from day 1, as well as integration and migration services that allow you to grow your business.

Looking for a Partner Solution?

Search for a joint solution or services in the Oracle PartnerNetwork Solutions Catalog, at partner.oracle.com.

ORACLE: SIMPLE AND AFFORDABLE

Oracle’s reputation for performance, reliability, and security has made it the choice of the world’s leading companies. Small and midsize businesses can also access the power of Oracle, with low-cost solutions that fit their business needs—both now and in the future.

NEXT STEPS

For more information about how to take advantage of Oracle solutions for your small or midsize business, call an Oracle representative at +1.800.633.0795 or go to oracle.com/solutions/mid.



ORACLE®

Oracle Corporation

World Headquarters

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

Worldwide Inquiries

Phone
+1.650.506.7000
+1.800.ORACLE1

Fax
+1.650.506.7200

oracle.com

Part # C14422-01

Copyright © 2004 Oracle. All Rights Reserved. Published in the U.S.A.

This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor is it subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle is a registered trademark of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.

