

## Oracle OpenWorld On Demand: Delivering OpenWorld Content Beyond San Francisco

Oracle is the world's largest enterprise software company and OpenWorld San Francisco is the world's largest computer-related event dedicated to helping enterprises harness the power of information, through 2,264 presentations over five days attended by over 42,000 visitors. In addition to Oracle's world-renowned database management solutions, the OpenWorld conference showcases products from Oracle's many recent corporate acquisitions, including Sun, PeopleSoft, Global Logistics Technologies, Siebel Systems, Portal Software, Stellent, MetaSolv Software, Hyperion Solutions, BEA Systems, and others. An event of this magnitude requires an exceptionally well-engineered solution to capture several thousand hours of diverse technical content and make it available for attendees to review and refresh their memories with critical information long after the live conference event has closed its doors. And to provide archived conference materials to others who could not attend. That's why Oracle selected the Altus365 Collaborative Knowledge Sharing solution to power its innovative OpenWorld On Demand conference portal that enables attendees to view video presentations with searchable scrolling transcripts and supplemental materials such as Powerpoint presentations and related digital documents. Altus365 helps Oracle extend the influence of its event and corporate messages for many months after the live event has ended.

### Hundreds of Archived Sessions

"OpenWorld is the world's largest gathering of Oracle customers, partners, developers and technology enthusiasts offering more opportunities than ever for learning, collaborating and connecting with experts and peers," explained Sebastian Grady of Altus365. "The OpenWorld On Demand portal powered by Altus365 gives attendees a chance to revisit virtually any presentation made

at the show from a notebook or desktop computer from almost anywhere in the world with an Internet connection." Altus365 helps companies like Oracle digitally capture corporate event and conference knowledge like TiVo, make it searchable like Google and deliver it like YouTube to employees, partners and customers. Altus365 records people sharing knowledge, transcribes their presentations verbatim, synchronizes the various components, and makes them all searchable and accessible down to the spoken word.

"OpenWorld On Demand gives users the ability to search all sessions from one central media repository," Grady added. "This includes keynotes and executive solution sessions available in streaming video format with synchronized slides, scrolling transcripts and downloadable MP3 and MP4 files. In total, nearly 1,700 OpenWorld conference sessions with digital media and downloadable presentations and associated content are available and reviewable through OpenWorld On Demand for one full year after the conclusion of the live event."

### Seamless Integration with Other Event Marketing Tools

The OpenWorld On Demand solution, powered by Altus365, was integrated with event marketing agency George P. Johnson's Global LINKS® platform, a patented technology used at OpenWorld for registration, planning, overall event management, operations and communications. "Altus365 made an important and significant contribution to OpenWorld 2008 by capturing potentially perishable knowledge live at the source point and converting it into searchable, reusable digital assets," said Chris Meyer, Senior Vice President - Client Services Worldwide for the George P. Johnson agency. "This enhances the overall OpenWorld live experience for attendees

### The Company

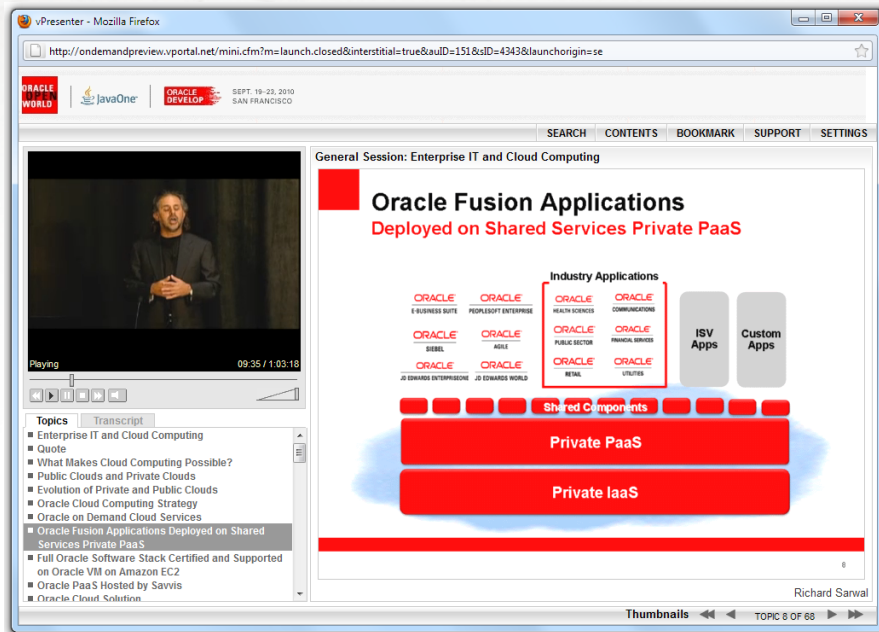
#### Description

**Oracle (NASDAQ: ORCL) is the world's largest enterprise software company and a leader in the software industry for more than 30 years. In areas ranging from the relational database, to Linux and grid computing technology in the enterprise, to service oriented architecture, Web services, XML, and virtualization through Oracle VM, Oracle continues its technology leadership. In fiscal year 2008, Oracle spent US\$2.7 billion in research and development costs — 12 percent of total revenue.**

"The on-demand, searchable media repository idea is great time saver and a good way to review conference sessions later in my office or in my car using my iPod," Kerr added. "I am also planning to show some of the presentations to my staff, to help improve their understanding of the Oracle and PeopleSoft applications that we are using back in Buffalo."

-- Joseph Kerr, Oracle Customer Advisory Board member from the State University of New York at Buffalo





and helps Oracle expand the reach of its brands, services and products to prospects, customers and partners a round the world via globally accessible online media." Visitors Rave About the Power of OpenWorld On Demand

"Imagine visiting one of the world's largest computer-related events with hundreds of sessions and having to decide which presentations to attend and which to skip,"

Grady added. "We had people sending us messages thanking us for helping them save their sanity. They would attend three to five live sessions a day, and then create a written plan to review the ones they couldn't make after they returned home the following week. That allowed them to dedicate more hours to networking with people from all over the world and visit the vendor exhibits in the various exhibit halls

and hotels around San Francisco. Oracle Customer Advisory Board member Joseph Kerr of the State University of New York at Buffalo is an example of one visitor who flew 2,300 miles to attend OpenWorld and found an overwhelming number of ways to spend his available time at vendor exhibits, solution sessions and peer-to-peer meetings. "Networking with employees from Oracle and comparing notes with other Oracle users was the best part of the conference," Kerr reported. "I did manage to attend 14 or 15 conference sessions over four days and there were another 20 or 30 sessions that interested me, but there just wasn't enough time to see them all." The solution, for Kerr, was to prioritize the presentations he absolutely had to attend in person, then schedule a few hours each day back home with OpenWorld On Demand to review the sessions he missed. "The on-demand, searchable media repository idea is great time saver and a good way to review conference sessions later in my office or in my car using my iPod," Kerr added. "I am also planning to show some of the presentations to my staff, to help improve their understanding of the Oracle and PeopleSoft applications that we are

### Enterprise Benefits of Altus365 vSearchSales

- ▶ Oracle OpenWorld On-demand extends the influence of the event and long after the live event has ended
- ▶ Video files and related event transcripts are searchable down to the spoken word
- ▶ Over 2,264 additional conference sessions are available in streaming audio with downloadable MP3 files and PDF documents
- ▶ All knowledge content, including video, audio, PowerPoint, and documents, is fully searchable down to the spoken word and is accessible, referenceable, and reusable
- ▶ Visitors can search conference sessions from one central media repository
- ▶ Keynotes and executive solution sessions can be viewed as streaming video with synchronized slides, scrolling transcripts and downloadable MP3 and MP4 files
- ▶ OpenWorld On-demand subscribers have fully-searchable archival access to all presentations and materials online after the live event has ended



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