

ORACLE Press Release

Oracle Launches In-Memory Cost Management Application for Oracle E-Business Suite

Helps Transform Traditional Business Practices by Providing Real-Time Insight into Cost Data

Kuala Lumpur, September 18, 2013 – Oracle Corporation (NASDAQ: ORCL), the world's leading IT solution provider, today unveils a new suite of [Oracle In-Memory Cost Management](#) for the [Oracle E-Business Suite](#) to help organizations meet strategic cost management objectives.

Cliff Godwin, senior vice president, Oracle Applications Development shares that in today's global marketplace, manufacturing enterprises need cutting-edge technology to quickly process and analyze large volumes of complex cost data.

Expanding Oracle's cost management solutions, [Oracle In-Memory Cost Management](#) enables organizations to quickly view, analyze and visualize the impact of cost changes. Users now can perform complex what-if simulations on cost data and visualize its impact to inventory valuations and profit margins.

In addition, organizations can also analyze data to optimize operational and working capital by creating profitable product mixes and identifying the right products to increase penetration in existing and new market segments.

"With Oracle In-Memory Cost Management, organizations can now access real-time data to accurately perform 'what-if' scenarios and analyses, and quickly visualize its impact. This capability will be incredibly valuable to organizations to make faster, better decisions that impact the bottom-line and to drive their overall strategic cost management objectives," said Godwin.

To provide near real-time access to vast quantities of data, Oracle In-Memory Cost Management also includes Oracle's Cost Impact Simulator and Gross Profit Analyzer and Oracle's Cost Comparison Tool.

Oracle's Cost Impact Simulator and Gross Profit Analyzer enable organizations to perform a range of business functions not previously possible with the long wait times associated with batch processing of big data; whereas, Oracle's Cost Comparison Tool enables organizations to quickly view and analyze the details of complex cost structures across multiple locations to discover hidden opportunities.

The newly launched Oracle In-Memory Cost Management is a part of the [Oracle In-Memory Applications](#). Oracle In-Memory Applications for the Oracle E-Business Suite are certified and supported only on Oracle Engineered Systems. Combined with the extreme performance of [Oracle Engineered Systems](#), organizations can manage the large and complex data sets central to in-memory applications.

For more info about Oracle In-Memory Cost Management, please visit [Oracle In-Memory Cost Management](#).

About Oracle

Oracle engineers hardware and software to work together in the cloud and in your data center. For more information about Oracle (NASDAQ:ORCL), visit www.oracle.com.

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