

ORACLE®

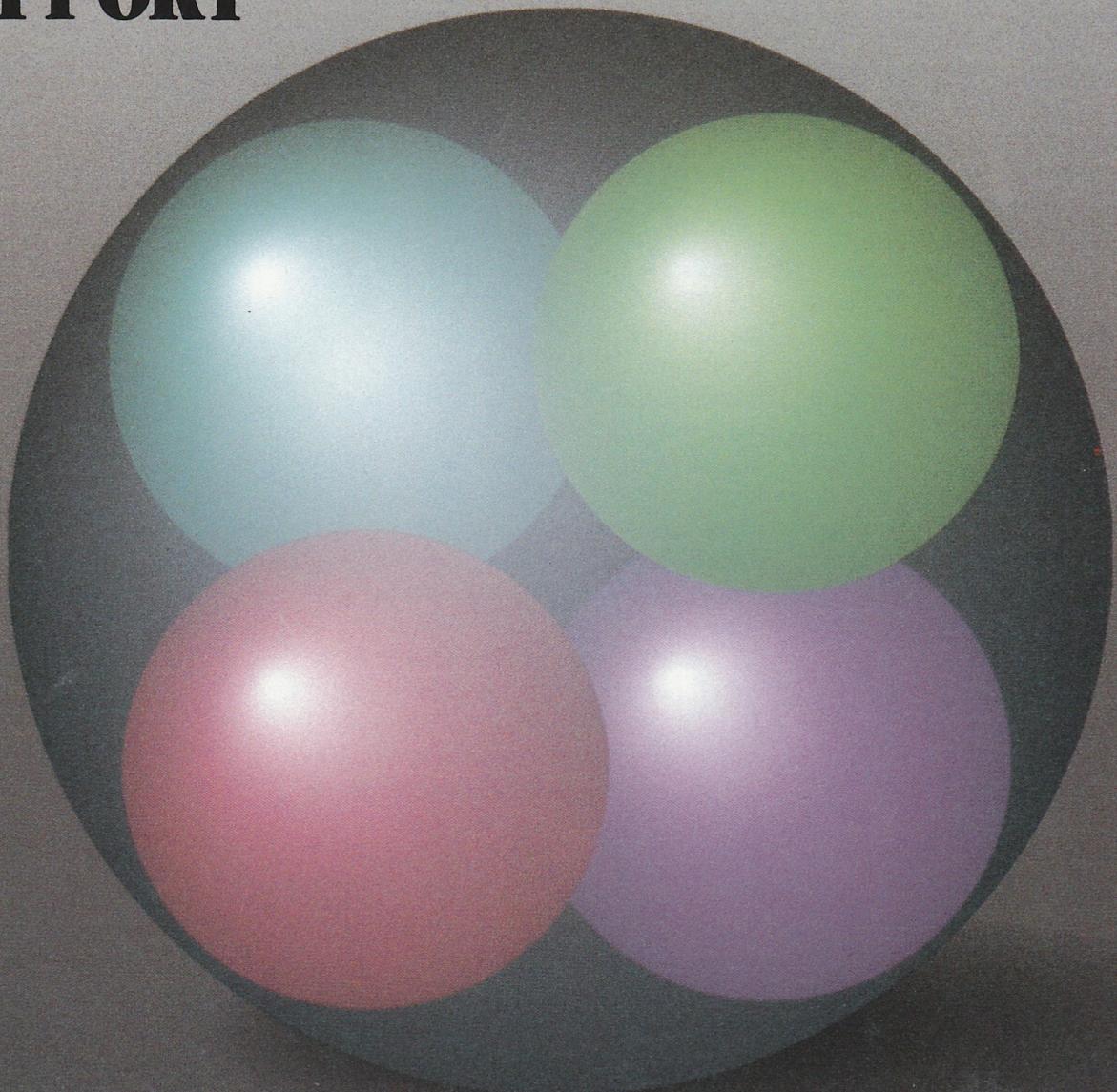
ORACLE CORPORATION

NEWS AND FEATURES

VOLUME 1, NUMBER 1

A NEW DIMENSION IN CUSTOMER SUPPORT

VERSION 5.1 RELEASED
INTERNATIONAL USER WEEK
ORACLE AT UNIFORUM
ORACLE IN HEBREW
AND JAPANESE



NEW NETWORK EXPANDS CUSTOMER SUPPORT

Backing its commitment to provide the most comprehensive support program in the software industry, Oracle has announced the expansion and realignment of Oracle Support Services. Adding to its customer support and educational services, Oracle has established a centralized network of support teams dedicated to a specific product or operating system and introduced a new class of optional support services, Premium Support.

"At Oracle we know that customers measure a company not only by its products but by how it stands behind them," said Gary Kennedy, Vice President of U.S. Sales and Service. "As our customer base expands and our product groups extend across numerous operating system platforms, we decided the best way to serve our customers was to form a centralized support group with a high degree of specialization."

This centralization and specialization is enhanced by a computerized call tracking network.

Every incoming support call is now immediately qualified and directed to the appropriate support team. In addition, each call is

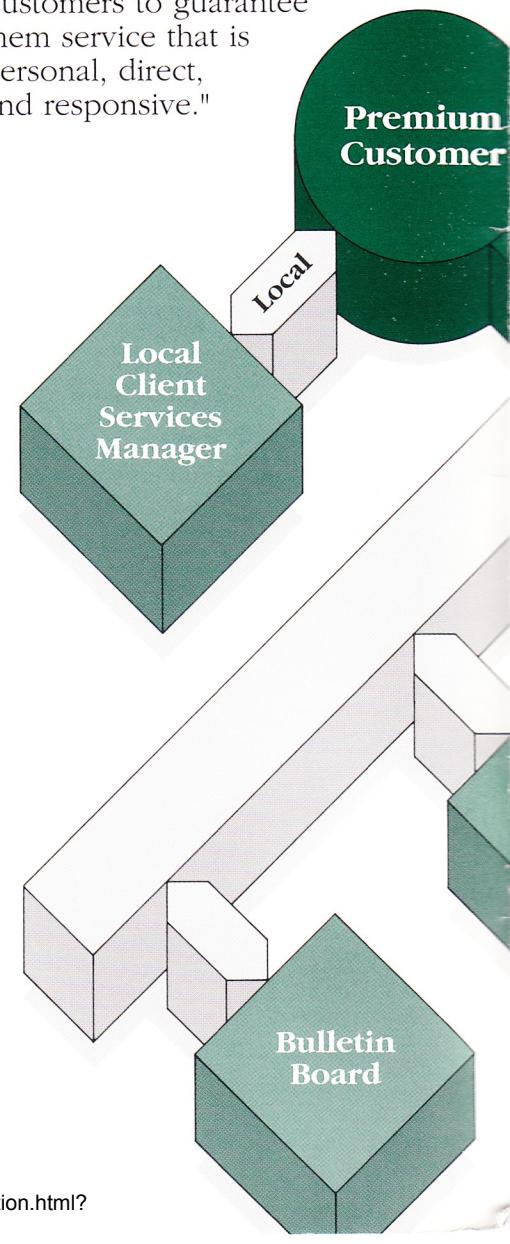
"Every incoming call is directed to the appropriate support team and tracked through the new Call Tracking Network."

tracked through the new Call Tracking Network. Specialists can then query the network's database for similar problems and potential solutions. "We also keep the customer profile and history of system usage on-line," said Mary Winslow, Director of Corporate Support. "This allows our support teams to more quickly and effectively diagnose the problem and determine the appropriate solution."

Recognizing that many customers have needs that extend beyond problem assistance, Oracle has introduced a new

suite of optional services called Premium Support, which provides users with customized support tailored to their unique needs.

"At Oracle we recognize that support isn't a 'one-size-fits-all' proposition," said Ken Marshall, Vice President of Professional Services. "The level of support customers require depends on a number of factors: data needs, budget, application backlog, and staff experience, to name a few. Our goal is to form a working partnership with Premium Customers to guarantee them service that is personal, direct, and responsive."



Each Premium Support Customer is assigned a local Client Service Manager. These managers are fully accountable for both the technical and business relationships between Oracle and the customer and are evaluated solely on customer satisfaction.

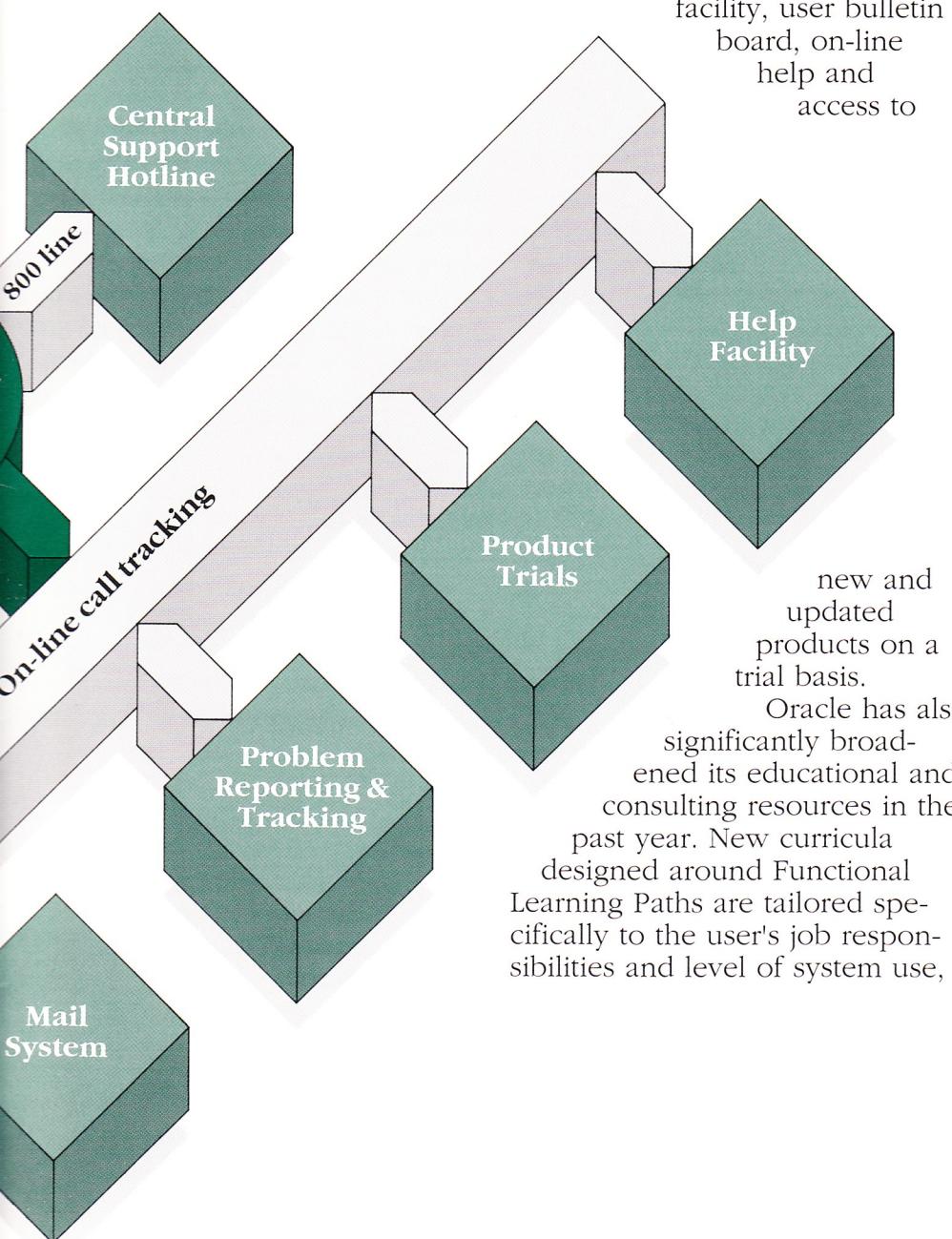
Premium Support Customers will have 24-hour toll-free access to Central Support as well as 24-hour access to a comprehensive on-line support system to be introduced June 1, 1987. This system includes a problem reporting and tracking system, mail facility, user bulletin board, on-line help and access to

from the casual user to the systems professional. Courses are also being developed in the areas of system design, methodology, SQL and application development.

"Premium Support provides users with customized support tailored to their unique needs."

Customers needing more extensive assistance, ranging from consultative review to turnkey system development, can call on the resources of over 100 consultants who make up Oracle Consulting Services. With expertise in RDBMS design, development, implementation and performance tuning, these consultants offer users a valuable resource in maximizing their system's performance.

The benefits of this extensive new support system are obvious: "Our corporate strategy is to continue to provide the most technologically advanced software with the most comprehensive support services," says Kennedy. "The result is a total solution to our customers' system development needs." ■



ORACLE VERSION 5.1 RELEASED

In July of 1986 Oracle made software history with the introduction of Version 5 of its Relational DBMS, the first product to allow true distributed data processing. Oracle has now released Version 5.1 and associated products, a significant step toward providing distributed solutions to database problems.

Employing the important features of these new releases, users can now:

- build distributed ORACLE applications on IBM PCs connected to minis and mainframes;
- run SQL*Calc® and Easy*SQL™ under VMS;
- create forms with a dramatically improved screen painter;
- benefit from increased performance in the RDBMS, communications, and forms products.

All new Oracle application development and end user tools utilize **heterogeneous networking**, the linking together of dissimilar computers via SQL*Net™. Key features of the resulting distributed processing environment include:

- PCs and MicroVAX computers provide cost-effective CPU cycles;
- large central computers act as database servers, storing data inexpensively;
- operators back up critical data centrally and dependably

- centralized storage provides data security.

"The Version 5.1 release of the RDBMS and its associated tools delivers a solution that information managers have been searching for," according to Mike Thoma, Vice President of Product Marketing. "The benefits of true distributed processing for serious production applications are now attainable. The result will be the first cost-effective use of PCs in a distributed environment." ■

PC PRODUCT SET FOR SPRING RELEASE

Springtime of '87 marks the eagerly anticipated introduction and shipment of Oracle's new product for PC users.

Version 5.1 for the PC brings with it the same enhancements and improvements found in Version 5.1 in other environments, including PC participation in SQL*Star™ distributed databases. In addition, the new ORACLE for the PC has been specially tailored for today's demanding PC users, especially those with LANs.

For further information on Version 5.1 for the PC, contact your Oracle sales rep or call (800) 345-DBMS.

END USER PRODUCT SCHEDULE

The following end user products will be available with Version 5.1 of ORACLE:

Easy*SQL gives users the power of SQL and the ORACLE RDBMS through simple cursor or mouse-driven menus. It allows novice and casual users to build and use ORACLE databases without learning SQL command syntax.

SQL*Calc combines the power of the ORACLE RDBMS with an easy-to-learn spreadsheet user interface.

Product Availability:

Easy*SQL 2.1

- VMS

Easy*SQL 2.2, with enhanced graphics and editing capabilities:

- VMS
- MS-DOS
- DG AOS/VS
- selected Unix machines

SQL*Calc 1.1

- VMS
- MS-DOS

SQL*Calc 1.2, with ability to read and write .WKS and .WK1 files:

- VMS
- MS-DOS
- DG AOS/VS
- selected UNIX machines ■

SQL*FORMS: REVOLUTION IN APPLICATION DEVELOPMENT

In building applications, developers have always been faced by the large gap between the power of programming languages and the simplicity of typical development "aids." But with Version 2.0 of Oracle's SQL*Forms™, a 4th-generation application development tool, that gap has been closed.

SQL*Forms is a revolutionary approach to application development. Forsaking the rigors and complications of programming languages and codes, SQL*Forms employs a non-procedural structure to allow developers to create forms-based applications quickly and efficiently. A default form, which the developer defines in less than a minute, handles all transactions between the form and the database, all screen-editing functions, and all data validation and error-checking.

The developer then uses menus to further specify data validation and field attributes, and employs the screen painter's powerful drawing and text manipulation facilities to bring the screen to life. The result is that developers have all the power they need and the speed and ease that comes from "applications without programming".

SQL*Forms utilizes an open architecture to allow users to extend SQL*Forms' built-in power to build robust production applications and process information any way they want. In addition to the menus and screen painter, users can customize their applications with procedural macros, SQL statements which access any database table, or even existing programs written in most programming languages.

The result of this impressive combination of built-in functionality and open architecture, according to Ron Wohl, Marketing Manager for Application Tools, is increased productivity. "Users now have the power to tackle even the most demanding

applications. And the development time for such an application is now a fraction of what it would be with traditional programming. The result is that not only can developers significantly reduce their application backlog, but the applications they build will be exactly what their users want."

For more information about SQL*Forms call Oracle Corporation, (800) 345-DBMS. ■

ORACLE RDBMS NOW AVAILABLE ON WANG VS

Under terms of a recent agreement between Oracle Corporation and Wang Laboratories, Version 5 of Oracle has been ported to the Wang VS product line, giving Wang minicomputer users the benefits of SQL and relational database management systems. This represents the first implementation of a SQL-based DBMS on Wang super-minis.

WANG

Wang PC users can now use ORACLE to transport databases to Wang VS machines for use in multi-user environments. Version 5 of ORACLE is supported on the complete VS product line.

This porting of ORACLE to the VS line, according to Wang officials, allows Wang to offer its customers application portability in a multi-vendor environment. ■

SQL*Forms

ORDERS							
Order No.	22	Date	30-SEP-86				
Client Code	103	Name	JUST TENNIS				
Order Total	150.00	Sales Code	13				
Check Total	150.00	Commission	B				
Status Message	Shipped on time						
		Shipdate	2-OCT-86				
ORDER LINE ITEMS							
Item No	Product Code	Product Description	STD Price	Actual Price	Qty	Item Total	
1	100861	ACE TENNIS RACKET II	45.00	40.00	2	80.00	
2	100890	ACE TENNIS NET	58.00	58.00	1	58.00	
3	100870	ACE TENNIS BALLS-3 PACK	2.00	2.00	6	12.00	

ORACLE EXCEEDS FIRST HALF FORECAST

With record second quarter financial results, Oracle Corporation continued a pattern of spectacular quarter-to-quarter growth. This growth reflects and supports the software market's increasing awareness and approval of Oracle products and the positioning goals the company has worked towards since its founding ten years ago.

"They've positioned their product line perfectly...Every piece you ask for, they seem to have."

Oracle's revenues for the second quarter of fiscal 1987 were up 148%, to \$28.3 million, from the same period last year. Net income increased 165%, to over \$3.0 million, from the second quarter of fiscal 1986.

These formidable results exceeded the expectations of industry analysts and investors alike, many of whom are now upwardly revising their earnings forecasts for the rest of Oracle's fiscal year. The result has been a steady rise in Oracle's stock price to all-time highs.

These analysts attribute Oracle's unprecedented growth—at least doubling its revenues in eight of the last nine years—to

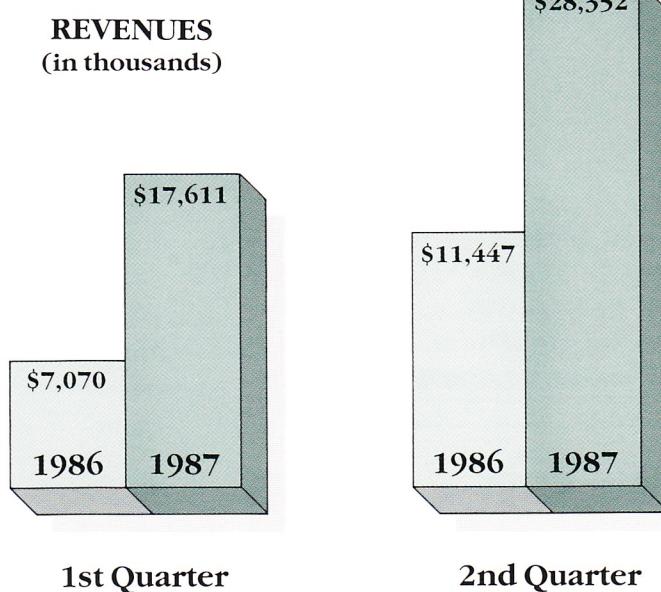
sound and progressive product strategies. "They've positioned their product line perfectly," said Paul Cubbage, market analyst at Dataquest.

The fundamental product decisions the company made ten years ago—to write a database management system which was relational and based on IBM's SQL language—have given Oracle products a technological edge that today's market is acknowledging. Conceding the undeniable ease of use and functional richness of the relational model, nearly every database vendor in the market today calls its product relational. IBM's implementation of SQL in its own relational offerings, and ANSI's adoption last year of SQL as the standard data language, have

caused other vendors to glue SQL or SQL-like front ends onto their existing products.

Oracle Corporation, however, was the first company to bring a software product combining these attributes to market, and was alone in that market until 1982. A year later, the first portable version of ORACLE was released, and ports to OEM mainframes, minicomputers and personal computers began. Today, Oracle products run on more than thirty different computers and operating systems: more than any other vendor's SQL-based RDBMS.

Oracle has solidified its position as the industry leader with the addition to its product line of an integrated set of advanced application development and decision support tools, such as spreadsheet, graphics and networking packages. "Every piece you ask for," Cubbage concluded, "they seem to have." ■



INTERNATIONAL USER WEEK TO HIGHLIGHT ORACLE'S 10TH BIRTHDAY

As Oracle Corporation turns 10 years old this year, plans are well under way to celebrate this event with our users. The forum for the celebration will be the Oracle 1987 International User Week, a three to five-day user conference to be held the week of September 27 at the Washington Hilton in Washington, D.C.

The highlight of the week, as in past user conferences, will be the presentation of papers and seminars by select users as well

"This is our users' event...designed by our users themselves to meet specific user needs."

as announcements of new product directions and enhancements by Oracle personnel. Committees of Oracle users have been at work since November planning the agenda and soliciting user papers and seminar topics.

As the title suggests, however, User Week is more than a user conference, with participants having a wide range of activities to complement the papers and



Washington D.C.

seminars. Special Interest Groups are being established to focus on key user issues, with "campgrounds" for each group located throughout the facility. These areas will be staffed by resident ORACLE experts available for questions and informal discussions.

The agenda will also include exhibitions by Oracle's wide base of value-added resellers, third-party resellers and OEMs as well as ongoing demonstrations of the entire ORACLE line. In addition, Oracle personnel will be conducting a wide range of classes—from introductory product training to advanced seminars for the sophisticated user. The proposed schedule is so full that the Planning Committee has expanded conference hours to 8:30am—8:30pm to allow participants to take full advantage of the list of events.

The purpose of User Week, according to Jeffrey L. Walker, Oracle's Chief Financial Officer, is a three-way communication—from Oracle to its users, from users to Oracle, and from users to other users. "This is our users' event," Walker emphasizes. "It is being designed by our users themselves to meet specific user needs. Oracle is just helping coordinate the resources."

The User Week Planning Committee has scheduled a series of mailings in the coming months to announce details of the conference and its agenda. In the meantime, mark the week of September 27 on your calendar and watch your mail for future details. ■

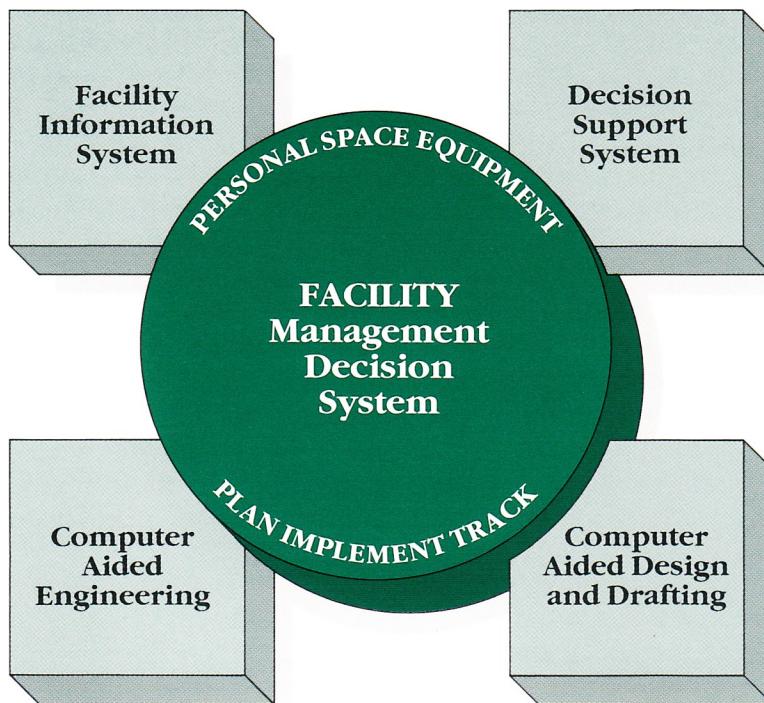
A NEW APPROACH TO FACILITIES MANAGEMENT

McDonnell Douglas Manufacturing and Engineering Systems Company, a leading supplier of integrated software solutions, has contracted with Oracle Corporation to distribute Oracle products with its Graphics Decisions System of Turnkey CAD/CAE products.

The first Oracle RDBMS-based application developed under this agreement is the Facility Management Decision System (FMDS). FMDS integrates decision support software, relational database management, computer-aided engineering, and computer-aided design/drafting into a single comprehensive computer facility management system. The result is

an innovative, built-environment management tool for corporate facility managers, real estate and financial executives, and interior architects.

McDonnell Douglas' overall objective is to provide a total integrated solution for the life cycle of a project. For buildings, this life cycle ranges from concept and architectural design through engineering, construction, and ongoing facility management. In the infrastructure marketplace this integrated approach is applicable to projects such as land improvements, highway systems, and utilities. Here Geographic Information Systems assist the facility management tasks.



The system is being developed on a platform consisting of the ORACLE SQL-based RDBMS, McDonnell's object-oriented CAD System GDS, and SQL CAD link. Employing graphics enhanced SQL commands, users can insert, update, delete, and display data-

"The overall objective of FMDS is to provide a completely integrated solution for the total lifecycle of a project."

base contents through graphics objects on maps and building floor plans.

"The choice of relational database was clear," says Paul Scarpone, Product Manager, Database Applications for McDonnell Douglas. "The portable, flexible and extendable nature of ORACLE was consistent with our system philosophy. Oracle's position as the leading relational technology vendor confirmed our selection of a database."

FMDS operates on the full line of DEC VAX hardware. It addresses such functions as inventory, forecasting, affinity optimization, stack planning, lease management and space calculations. ■

If you have an application or success story based on your use of ORACLE, we'd like to include it in these pages. Call Tom Hogan at (415) 598-8232 or send him a brief description of your project at 20 Davis Drive, Belmont, CA, 94002.

UNIFORUM: SITE OF ORACLE UNIX ANNOUNCEMENTS

In addition to demonstrating SQL*Star on five UNIX ports at the UniForum tradeshow in Washington, D.C., Oracle announced six new UNIX ports and three new OEM agreements.

The UNIX port additions make ORACLE available to an even larger UNIX audience. "All of these machines enjoy a large number of faithful users, who can now have the most powerful UNIX DBMS on the market today," explained Bruce Cleveland, Oracle's Director of UNIX Product Line Marketing.



Customers are now able to choose from over twenty different computers. "Knowing that ORACLE will run identically on over twenty different computers allows our corporate customers to choose the proper hardware for their applications. As applications grow or shrink, customers will not be stuck with a single computer," Cleveland said.

The six new UNIX ports include: NCR, Sun, DEC Ultrix, Sequent, Altos, and Plexus.

Each port will be equipped with: ORACLE RDBMS 5.0,

SQL*Forms 2, SQL*Plus™, SQL*Net (Sun only), Pro*C, Pro*Fortran™, and Standard Utilities (e.g., ODS and ODL).

Under the NCR OEM agreement, NCR has non-exclusive worldwide marketing rights to Oracle products. The software versions for Tower 32/600 and Tower XP are available immediately.

ORACLE: GATEWAY TO UNIX AND BEYOND

In an imaginative demonstration of its distributed database capabilities, Oracle sponsored a contest at UniForum, entitled "ORACLE: Gateway to UNIX and Beyond."

UniForum attendees were given passports and floor maps with instructions to follow the map to each of the designated OEM booths, or "realms," including: Republic of AT&T, Burgh of Harris, Sulphanate of Sequent and Nation of NCR.

After obtaining a stamp from each realm, participants were asked to return their passports to the Oracle

The Altos OEM arrangement is an exclusive one, providing Altos with worldwide marketing rights to sell ORACLE on all current Altos computers, including the 3068 supermicros.

The Plexus OEM agreement allows for non-exclusive worldwide marketing rights to ORACLE for the entire Plexus product line. ■

booth in order to become eligible for the grand prize drawing.

Over 3,000 UniForum attendees participated in the game, gaining an increased awareness of Oracle's products and the wide range of computers that now run ORACLE.

Congratulations to winners Frank Smith of Reynolds & Reynolds, Kang Yuet-Yueh of AT&T, and Michael Fallavollita of Johns Hopkins University.

PASSPORT



NLS: ORACLE SPEAKS YOUR LANGUAGE

Wherever you live, whether in Europe, Asia, Latin America or the Middle East, there is probably a version of ORACLE available in your language.

"When your software is used all over the world, portability takes on a whole new meaning," says Allen Miner, Project Manager of National Language Support (NLS). "ORACLE runs in so many countries that it makes NLS particularly challenging. But the

*"In the Hebrew version...SQL*Forms edits alphabetic text from right to left and numbers from left to right."*

strides we have already made are very encouraging," says Miner.

Several architectural enhancements to ORACLE Version 5.1 have laid the foundation which makes NLS possible. Building on this foundation, Oracle affiliates in Europe, Israel, Japan and China have implemented versions of ORACLE that satisfy local language requirements.

This is rarely as simple as just translating error messages. In the Hebrew version, for example, SQL*Forms edits alphabetic text from right to left and numbers from left to right. When a field contains a mixture of letters and numbers it has to change directions mid-string.

Japanese uses literally thousands of characters and often mixes one, two, and three-byte characters in a single string. In spite of these difficulties, the Japanese version of ORACLE handles all the possible combinations smoothly.

Oracle's NLS efforts are being well-received. Brian Cassidy, Oracle Europe Vice President of Corporate Sales, notes that "our ability to demonstrate National Language versions of ORACLE has been an important factor in strengthening Oracle's position as the RDBMS technology and market leader in Europe." These efforts will continue, according to John Luongo, International Division Vice President. "We will continue to match ORACLE technology to customer needs in a way that exemplifies our global commitment." ■

1986 EUROPEAN USER CONFERENCE PROCEEDINGS AVAILABLE

Copies of last year's European Oracle User Conference Proceedings are available at a cost of \$10.00 from:

European User Group
The Berghuis
Huizerstraatweg 111
NL-1411 GM Naarden
The Netherlands
Attention: Jenny Forsberg

MUNICH TO HOST EUROPEAN USER CONFERENCE

The fifth annual European Oracle User Conference will take place April 26-28 at Bayerische Hof, Munich, Germany. The conference, organized and conducted by ORACLE users, attracts customers from all parts of Europe and the Oracle worldwide customer base.

This year's agenda includes formal presentations by ORACLE users and developers. Areas of focus are: application experiences, new products, enhancements and the latest technical advances.

For more information, contact Oracle's International Division in Belmont, California: (415) 598-8290. ■

SQL DECLARED STANDARD LANGUAGE BY ANSI

After four years of exhaustive review, the American National Standards Institute (ANSI) declared Structural Query Language (SQL) the standard language for relational database management systems.

The ANSI subcommittee unanimously approved the standard in February 1985. "After the subcommittee's acceptance of the SQL standard, the proposal was submitted for approval to the business and technical community," explained Dr. Jerry Baker, Oracle's Director of Product Line Development and an ANSI board member.

SQL was first developed as a research effort by IBM in the early 1970's. In 1977 Larry Ellison and Bob Miner used the IBM blueprints to develop the first commercially available, full-function relational database management system. The standardization of SQL became increasingly necessary as corporations began to develop their own versions of the original product.

The ANSI standard consists of Level 1, the minimal subset, and Level 2, the complete standard. The ANSI subcommittee is currently developing ANSI SQL 2, extensions to the existing standard which will add additional functionality.

The ANSI standard creates a common definition for SQL, allowing users to access heterogeneous machines. Every corporation that produces a variation of SQL must add to their existing language in such a way as to become ANSI compatible.

The International Standards Organization is currently reviewing the ANSI standard. With ISO approval, "SQL will truly become the international standard language for relational databases," stated Baker. "The popularity of relational systems indicates that the relational DBMS is here to stay.... With the approval of SQL as a standard, the trend toward relational systems will gain increasing momentum," he concluded. ■

CORRECTION

In the previous issue of this newsletter, Glenn Barber, new president of the International ORACLE User Group, was incorrectly represented as an independent consultant working with Oracle. Mr. Barber is the president of GABA, Inc., an application and system software development organization located in southern California. ■

DOUBLE DEC AWARDS FOR ORACLE

Oracle swept a DEC double-header by winning two first place software awards in December. Oracle's SQL*Star received the "Best Database Management Product" award at the *Digital Review* Target Awards Ceremony during the DEXPO-EAST Exposition in New York. To complete the sweep, Oracle won the number one rating in the "Digital News 50" software category.

The Target Awards are of special distinction because "the awards are for the industry, by the industry. Eighty thousand qualified buyers in the DEC industry do the voting," according to Jonathan Cohler, Editor-

in-Chief of *Digital Review*. ■



ORACLE

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