

## **Oracle Scene Issue 24 - And finally column**

I thought it would be interesting for the end of year conference edition to analyse what's been happening in the world of Oracle when it comes to takeovers and deals. Here's a quick synopsis of the various companies Oracle has either taken over or bought large shareholdings in:

### **Peoplesoft and J.D.Edwards ([www.oracle.com/peoplesoft](http://www.oracle.com/peoplesoft))**

By acquiring Peoplesoft, Oracle also took control of J.D.Edwards which had only just been bought by Peoplesoft. In January 2005, the Peoplesoft acquisition was completed and the Oracle and PeopleSoft product roadmap and support plans were announced. Project Fusion, "The Successor Product" was launched.

### **Oblix ([www.oracle.com/oblix](http://www.oracle.com/oblix))**

In March, Oracle announced the purchase of Oblix, a leading provider of identity management solutions.

### **Retek ([www.oracle.com/rettek](http://www.oracle.com/rettek))**

In April, Oracle acquired Retek, a leading provider of end to end retail solutions. Shortly afterwards, in June, they announced they had completed the first product integration between itself and Retek which consisted of an Oracle Portal providing a single sign-on and common user interface for Retek Systems.

### **TimesTen ([www.oracle.com/timesten](http://www.oracle.com/timesten))**

In June, Oracle purchased TimesTen, Inc., a leading provider of real-time data management software, to extend Oracle Database and Oracle Fusion Middleware.

### **Context Media ([www.oracle.com/contextmedia](http://www.oracle.com/contextmedia))**

In July, Oracle acquired certain technology assets of Context Media, a leading provider of enterprise content integration (ECI) software, to extend Oracle Fusion Middleware and to complement the enterprise content management (ECM) capabilities in Oracle Collaboration Suite.

### **ProfitLogic ([www.oracle.com/profitlogic](http://www.oracle.com/profitlogic))**

In July, Oracle also announced the purchase of ProfitLogic, a leading provider of Retail Profit Optimization solutions. According to Oracle, "the combination of Oracle, ProfitLogic and Retek will create the retail industries most comprehensive software solution."

### **i-flex (<http://www.oracle.com/iflex>)**

In August, Oracle announced an agreement to buy Citigroup's 41% equity interest in i-flex. Oracle also announced an open offer to purchase up to an additional 20% ownership interest in i-flex. This purchase now makes Oracle a player in the banking industry and indicates their intention to move into new verticals within the software industry.

### **Siebel (<http://www.oracle.com/siebel>)**

In September came the news that Oracle had finally purchased Siebel for \$5.85 billion, after months of speculation. This was certainly good news for Siebel who had been going through a number of struggles before the acquisition.

## **In Conclusion**

It looks like Oracle is going to have it's hands full for the next couple of years. I wonder who could be on their shopping list for next year? Rumour has it the list might include Hyperion, Business Objects or BEA Systems. Whether these purchases make sense from an integration perspective may not really matter. Oracle may simply do it to gain market share.

### **About the Deputy Editor**



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