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Subject: Use the ETC. Close Now! Seeing is Believing.
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AMERICAS MARKETING FIELD FLASH

Oracle Internal and Confidential

** Use the ETC ** Close Now! ** Seeing is Believing **

Have you heard:

"I'd buy, but I've heard that Oracle can't really handle terabytes of data!"

-or-

"NT isn't ready for my data center. I can't scale it to meet my future needs."

Use the Enterprise Technology Center (ETC) to prove otherwise. We can help you CLOSE! The ETC, located in Oracle's Atlanta office, is a state-of-the-art computing facility showcasing Oracle's strategic vision for the data center of the future. The ETC integrates Oracle's three-tier Network Computing Architecture, with large scalable systems running Oracle8 and is dedicated to sales to help close business.

Unix or NT Clusters

The ETC harnesses the enabling technologies that allow us to support high-end applications: Oracle8 Parallel Server and Partitioning. Live demonstrations of these highly scalable and available solutions are accessible to your prospects, whether on Unix or NT, from two nodes to 32. Not on Tadpoles...on the largest and fastest machines that Oracle and our hardware partners can put together, with full-scale, 'real' world product demonstrations. Large machines, clusters, TP monitors, apps, thin client, fat client, PC or NC - the ETC has them. It's not just in PowerPoint!

Global Demos for Global Business

Have a customer that's heard we can't handle large DSS objects and wants a reference? Been there, done that. Call us; the ETC has a multi-terabyte real-world credit database on-line with a driving fact table that's greater than 1 Terabyte. Seeing is believing. Database down in Atlanta? See us failover to the UK. You can fly your prospect to Atlanta to see it all, or run the demos over the Oracle WAN. Either way you'll close your deal!

Proofs of Concept

Okay, the customer saw the demo; they were wowed, but they're still not sure it'll work for their business. Well, then have them bring their data in and we'll work through their issues one by one. Our "Proofs of Concept" use their own data and let them see what we can do with failover, thousands of users, terabytes of data and global implementations. Seeing is believing. It really is that simple.

Executive Briefings

Frustrated over finding the right person to talk to your customer at the

product or development level? We can! Because we use the latest code and hardware out of the labs (its true...we have one of the only two IBM Netfinity clusters manufactured in our ETC), we're developers in suits. If you need pocket protectors, we have them too.

Specialized Workshops

Need a 'real' terabyte DBA workshop for your customer to test their recovery plan? We have the gear and the expertise. Now there's no reason for your customer to lose their career to an untested multi-terabyte back-up plan. They'll even be around to buy again from you next year.

Your Vision, Our Experience, Shared Success

Oracle's ability to demonstrate these capabilities delivers a powerful message to your customers. No one else in the industry has such a facility dedicated to a sales force and their customers. Sell Software!

How to make your number!

Email ETCREQ or visit the Enterprise Technology Center web site at <http://etc.us.oracle.com>. For reservations for you and your customers, please contact the ETC reservation service at 770-551-5550 or use our on-line web scheduler.