

Payment Solutions by Oracle Financing

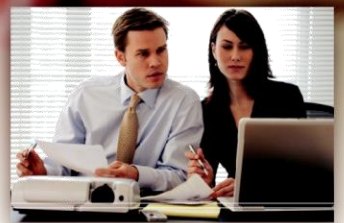
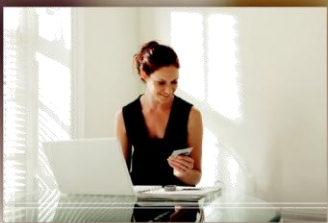


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Oracle Financing: The Easiest and Most Affordable way to Acquire IT Solutions

To compete effectively, companies of today need to adapt to a rapidly changing technology environment. Acquiring and implementing the IT a business needs, when they need it, is crucial to increasing both its efficiency and profitability. Whether its a point solution from Oracle or a complex, multi-vendor IT system, Oracle Financing can tailor a payment plan to get projects done today while freeing up budget to allocate towards other business needs. With competitive rates and streamlined processes, we can help you reduce total cost of ownership and accelerate the benefits of your Oracle solution.

For nearly 20 years, Oracle Financing's flexible payment solutions have helped thousands of customers around the world acquire IT with added ease and affordability. Because technology has become so complex, it's not uncommon that a company's business needs exceeds their budget. Faced with limited resources, budget constraints and large upfront costs many organizations are forced to rethink or delay necessary IT projects. That's where Oracle Financing comes in. By mapping project costs to benefits or deployment schedules, Oracle Financing enhances project returns and provides tangible benefits to organizations of all sizes, including:

- Accelerated time to value.
- One-stop-shopping for comprehensive IT solutions (Oracle Technology, Applications, Consulting and Education; Oracle Partner Network products and services and third-party hardware).
- Access to multi-year operating or capital
- budgets. Preserved credit lines.
- Simplified budgeting with predictable payments.

Today, IT financing and leasing is high on many analysts' top-10 trend list. Market researcher IDC reported that in 2006 worldwide IT leasing and financing exceeded \$70 billion and by 2010, the market will exceed \$100 billion. That is why Fortune 500 companies in all major industries, thousands of fast-growing companies, and the largest government agencies in the world use payments from Oracle Financing. Learn how we can help you meet your IT and business objectives.



Large Enterprise

IT acquisition can be a challenge for even the most cash rich companies. Uneven costs, long project payback periods, burdensome upfront investment requirements and lengthy approval processes can delay or derail necessary projects that put even the most successful businesses at risk of falling behind the competition.

Oracle Financing proactively addresses these IT acquisition obstacles with flexible payment options that make it easy for enterprise customers to acquire the right solution at the right time. We know that one size does not fit all for large enterprise businesses, so we have created a comprehensive portfolio of payment solutions that are easily customized to meet your specific needs and will reduce your total cost of acquisition and ownership.

INDUSTRY LEADERS USE ORACLE FINANCING

9 of the top 10	Commercial Banks
9 of the top 10	Telcos
8 of the top 9	Computer & Office Equipment Companies
7 of the top 8	Motor Vehicle and Parts Companies
5 of the top 6	Healthcare (Insurance & Managed care) Companies
8 of the top 10	Aerospace & Defense Companies
7 of the top 9	Energy Companies
7 of the top 9	Pharmaceuticals Companies



Fast-Growing Companies

Faced with capital constraints, changing business needs and tight cash flows, fast-growing companies must keep a close eye on IT budgets. To stay competitive, however, they must also invest in enterprise-strength IT systems that easily scale for future growth. By reducing upfront costs and providing the lowest price point for Oracle and multi-vendor systems, Oracle Financing makes it easy for you to get the solution you need, when you need it. Oracle Financing's flexible and predictable payment options, competitive rates and broad credit bandwidth give you the ability to adapt to business change, eliminate costly budget surprises and improve cash flow by spreading payments over time. With an Oracle Financing payment plan, you can increase your purchasing power and acquire the IT solutions you need to grow and succeed.

"Reducing up-front cash outlays and mapping payments to project benefits is a key strategy for SMBs looking to leverage their IT spend. Oracle Financing has helped customers manage their IT budgets for nearly 20 years by consistently delivering industry leading programs."
Joseph C. Pucciarelli, Research Director, IDC

Public Sector / Government

In some countries, Oracle Financing addresses the needs of Public Sector organizations by serving their constituents' growing demands for service, speed and cost effectiveness. We offer a simple and convenient procurement facility—with single source bidding, contracting and invoicing—to ease the acquisition process and help you meet your strategic IT objectives. Our flexible payment solutions, which include standard non-appropriation language, can help you acquire and accelerate the value of Oracle and third-party software, hardware and services, while meeting your budget needs.



Arizona State University
Tempe, AZ
www.asu.edu

Industry:

Education & Research

Annual Budget:

\$1.0 billion

Employees:

8,291

Oracle Products & Services:

PeopleSoft Enterprise

- Campus Solutions Student
- Administration Recruiting
- and Admissions CRM for
- Higher Education
- Human Capital Management
- Financial Management
- Performance Management

Oracle Database

Oracle University

Oracle User Productivity Kit

Oracle Financing

Oracle Partner



CedarCrestone
www.cedarcrestone.com

Implementor:

Oracle Consulting

Arizona State University Leverages ERP Roll Out to Create “The New American University”

“With ASU’s ambitious and rapid growth plan, we knew that Oracle’s PeopleSoft was the only solution available that was flexible and scalable enough to meet our demands.” – Max Davis-Johnson, Associate Vice President, University Technology Office, Arizona State University.

Already the nation’s fourth largest university and one of the largest research institutions in the country, Arizona State University (ASU) is raising its profile even higher. The university is at the beginning of an aggressive 10-year plan to expand in scope and size, while simultaneously raising academic quality standards. ASU President Michael M. Crow envisions “The New American University,” which will provide top-quality and broadly accessible educational programs to Arizona. The ultimate goal is for ASU to produce a highly educated workforce that fuels the economic, social, and cultural vitality of the region.

Among many challenges, the aggressive plan calls for a 56% increase in enrollment from 63,000 students in 2006 to 95,000 students by 2020. According to ASU, no other American university has become both bigger and better at this scale and at this pace. In fact, no other American university has even tried. And ASU also plans to grow their extended education programs to 100,000 also.

Perhaps the most significant obstacle ASU faced with this endeavor was replacing its aging legacy systems with a scalable IT infrastructure to support its student administration, human resources, and financial management processes, while also enabling improved interactions with students, faculty, staff, alumni, and other community stakeholders. The university selected Oracle’s PeopleSoft Enterprise applications for student systems, human resources, and payroll systems as the cornerstone of this infrastructure; they will play a critical role in helping ASU become a world-renowned innovator in higher education.

ASU also leveraged Oracle Financing to purchase this wide range of applications and spread payment out over time, enabling the university to maintain an aggressive implementation timeline.

Key Benefits:

- Automate annual admissions impacting 60,000 student applications.
- Reduced time of adding a new campus, college, or department from 3 months per change to less than 1 hour per change.
- Moving to a real-time registration process eliminating pre-registration.
- Building the technical application infrastructure to support “The New American University”.
- Avoided upfront cash crunch by leveraging Oracle Financing’s competitive rates.

Focusing on Core Activities to Provide Better Service

ASU made a strategic decision to distinguish between core activities (supporting the academic enterprise, supporting the research enterprise, and serving as stewards of the online experience for students) and context activities (developing, implementing, and hosting administrative systems). The university decided to partner with strategic vendors—like Oracle and implementation and hosting partner CedarCrestone—to manage these context activities, freeing ASU staff to focus on their primary objectives to better serve students, faculty, and staff.

The university’s massive enterprise resource planning (ERP) project called OASIS—Online Administrative & Student Information System—sought to replace legacy systems with the new integrated Oracle system in just 18 months.

“By working with Oracle and CedarCrestone, we were able to hit the ground running and start focusing right away on how to apply the technology to help our students, faculty, and staff,” said Davis-Johnson.

While the phased implementation of Oracle’s PeopleSoft Enterprise applications is a work in progress, ASU is already reaping substantial benefits from systems that are operational today. Benefits include:

- Real-time student registration through PeopleSoft Enterprise Student Administration.
- High-yield marketing campaigns using PeopleSoft Enterprise Customer Relationship Management (CRM).
- Reduced application cycle times using PeopleSoft Enterprise Recruiting and Admissions.
- Instant campus integration enabled by standardization on the People Soft platform.

Serving Students in Real-Time

The launch of Oracle’s PeopleSoft Enterprise Student Administration is enabling ASU to live up to its pledge to improve student services. PeopleSoft Enterprise Student Administration enables all 63,000 ASU students to view and update information relevant to their enrollment in real time. Users can access information including financial aid status, grades, and class schedules from a single location. This capability makes life much easier for students, while reducing or eliminating labor-intensive tasks on the part of staff.

The new class registration process exemplifies the value offered by PeopleSoft Enterprise Student Administration. Prior to the rollout, ASU's registration process was multi-processed, rendering it both labor- and time-intensive.

According to Max Davis-Johnson, associate vice president in the University Technology Office, "In the past we had pre-enrollment, where students would create a list of classes they wanted. After a month we ran this large process, and let students know which classes they got. If they did not get every class they wanted, they would have to go back and register again."

Each registration demanded countless hours on the part of administration staff and students, and would take more than a month to complete. PeopleSoft Enterprise Student Administration streamlined the process virtually overnight. According to Davis-Johnson, "With PeopleSoft, students register in real time; in fact they are registering while we speak. This is a huge timesaver for everyone."

Executing High-Impact Marketing Campaigns

To increase enrollment by more than 25,000 residential students and grow to 100,000 for extended education, ASU must execute highly targeted marketing campaigns. Oracle's PeopleSoft Enterprise CRM for Higher Education is already helping ASU in this regard. For example, ASU is using the application extensively in its Extended Education area, which provides distance-learning programs.

According to Max Davis-Johnson, "Extended Education has really aggressive growth goals—basically they have to grow by 15,000 per year starting next year. We are using CRM to drive marketing campaigns for Extended Education, as well as for our MBA program. The system enables us to track all communications, record responses, and determine with whom we should follow up."

In addition to tracking every communication, the system integrates with PeopleSoft Enterprise Student Administration, which enables staff to optimize communications based on characteristics of the target population.

Davis-Johnson explained the value of this feature, "We have tremendous amounts of information like class rank, test scores, and colleges that students are interested in. We then load this into the CRM system and use it to inform our marketing efforts."

"In order to provide the best possible environment for our students, we need the best technology. We are already seeing the benefits of our Oracle implementation as manifested in improved service delivery and efficiency. When the ERP implementation is complete, we will have a solid, efficient foundation to carry the University into the future."

Adrian Sannier
Chief Technology Officer
Arizona State University

Reducing Business Process Cycle Times from Months to Minutes

As ASU continually expands its student body and academic facilities, establishing highly efficient business processes is critical. Oracle's PeopleSoft Enterprise applications are already generating these efficiencies throughout Arizona's campuses.

One example is the area of Admissions, which ASU now manages with Oracle's PeopleSoft Enterprise Student Administration admissions module. ASU currently processes more than 60,000 student applications each year—a number that will only increase as ASU raises enrollment targets. With increasing volume, ASU began developing a substantial application backlog during the cutover from the existing admissions systems to PeopleSoft. After migrating to PeopleSoft and reengineering key business processes, the backlog disappeared virtually overnight.

“By automating with PeopleSoft, we basically caught up with our backlogs in three weeks. We could not have done this with the old system,” said Davis-Johnson.

A second case of efficiency gains can be seen in the area of IT integration of new campus locations. Prior to migrating to Oracle's PeopleSoft suite of products, integrating a new campus location, or adding a new college or department could take several months and hundreds of man-hours. Now, with all campuses standardized on PeopleSoft products, ASU's IT department estimates that integration can occur in less than an hour. By expediting IT integration, ASU can achieve its aggressive growth objectives, while minimizing costs typically associated with such growth.

Realizing Great Gains with Innovative Financing Plan

ASU was also able to embark on its aggressive application migration, in part by leveraging the benefits of Oracle Financing.

In major technology integration projects like ASU's, the bulk of cash expenses typically occur in the first two years. Nervous about the large cash outlays, management often rejects these projects regardless of the benefits. Even when management approves such projects, IT often must sacrifice valuable pieces of functionality in order to reduce cash expenses. Oracle Financing enables IT executives to avoid this trade-off.

Davis-Johnson explained, “The biggest challenge was convincing the Administration and Board of Regents that we needed to do this. Having the ability to spread the cost out over a period of time with Oracle Financing was extremely beneficial.”

He continued, “Oracle Financing definitely helped us from the perspective of bundling everything together. Rather than thinking, ‘maybe we can’t afford this,’ we were able to spread the payments out and bring everything to the table that we needed.”

Why Oracle?

Prior to implementing Oracle, ASU maintained outdated administrative systems that were difficult to adapt to the university’s needs. The institution knew it needed to update its systems rapidly in order to scale to anticipated growth. After thoroughly reviewing the market’s student system providers, ASU concluded that Oracle’s PeopleSoft application suite was simply the only solution that provided the scalability and flexibility needed for the ASU environment.

Implementation Process

ASU’s ERP project is more aggressive than most projects of this type, both in terms of complexity and the compressed implementation time frame. Despite the unique challenges, the results achieved thus far are remarkable. CedarCrestone along with Oracle Consulting and Oracle University have served as key enablers of this success. ASU partnered with CedarCrestone for both consulting and hosting to implement Campus Solutions and HCM in the aggressive timeframe. ASU has worked extensively with Oracle Consulting to roll out the CRM application. In addition, as part of the partnership with Oracle, ASU obtained a large block of training credits. More than 60 ASU employees have already completed training courses through Oracle University. Educated in the products, staff can take full advantage of application features and streamline implementation of projects across the University.

ASU is also using Oracle User Productivity Kit to generate content and deliver online courses to its system users. The tool’s prepackaged content has given the university a jump on its training programs and involved users who were unable to attend in-person training sessions.

Max Davis-Johnson explained his satisfaction with the implementation process, “One way to put it in perspective is on February 28th of last year we signed our licensing agreement.

One year later, on March 1st, we are registering students with the new system. That is unheard of.”

ASU will next further streamline business processes with the deployment of Oracle’s PeopleSoft Enterprise Human Capital Management and PeopleSoft Enterprise Performance Management. ASU plans to complete the implementation of the full ERP system—which will serve more than 75,000 users—at the beginning of the fall 2007 school year.

Arizona State University is a leading public metropolitan research university, enrolling nearly 64,000 students. The university offers a comprehensive array of undergraduate, graduate, and professional degree programs and is the fourth largest university in the country by enrollment.


PARKER

INTERNATIONAL, INC.

Parker International, Inc.
Salt Lake City, UT
www.parkerintl.com

Industry:

Retail & Distribution

Annual Revenue:

\$101 to \$500 million

Employees:

33

Oracle Products & Services:

Oracle Financing
Oracle Financials
Oracle Order Management
Oracle Purchasing
Oracle Cash Management
Oracle Assets

Oracle Partner:

Impac Services, Inc.
www.impacservices.com

“Oracle Financing offered a flexible payment option that enabled us to purchase the robust ERP solution we need to support our rapid growth. As important, we were able to finance our third-party implementation services through Oracle Financing, an important service that many financing companies do not provide.”

Steve Johnson, Chief Financial Officer, Parker International, Inc.

Parker International, Inc. Capitalizes on Affordable Financing Option to Create Robust IT Infrastructure

Parker International, Inc. is a trading company specializing in the export of meat, eggs, fruits and vegetables, processed foods and animal feeds to customers around the globe. The company is the largest exporter of eggs in the United States.

Challenges

- Identify a financing strategy to enable the purchase of a scalable enterprise resource planning (ERP) system that would help Parker International drive continued growth.
- Secure executive approval of proposed ERP solution.
- Keep project costs manageable and predictable.

Solution

- Purchased Oracle E-Business suite applications using Oracle Financing, which enabled Parker International to finance its solution—including software and implementation services from multiple vendors—with a single monthly payment.
- Leveraged flexible financing options available through Oracle Financing to help secure executive approval for the purchase of a comprehensive ERP system that would help Parker International support rapid growth as well as meet long-term requirements.
- Reduced up-front capital requirements, while preserving Parker International’s credit line with their financial institution.
- Worked with Impac Services, Inc., an Oracle Certified Advantage Partner, to reduce project risk and accelerate implementation.



Fundación
Santa Fe de Bogotá

Fundación Santa Fe de Bogotá
Bogotá, Colombia
www.fsfb.org.co

Industry:
Healthcare

Annual Budget:
US\$ 47 million

Employees:
1,050

Oracle Products & Services:
Oracle Financing
Oracle Database Enterprise Edition

“Oracle Financing provided a payment plan that enabled us to apply additional resources to the operation, maintenance, and investment of the IT department.”

*Luís Enrique Rodríguez, Head
of the IT Department,
Fundación Santa Fe de Bogotá*

Fundación Santa Fe de Bogotá Controls IT Spending to Meet Core Business Needs

Fundación Santa Fe de Bogotá is a private, non-profit healthcare organization committed to offering the best in medical services. The Fundación is known for its team of highly trained and trusted physicians and healthcare professionals, who offer the best service using world-class, leading-edge technology. Founded in 1972, the organization is constantly seeking excellence and educating others to contribute in solving the sector's problems, and improving the healthcare of individuals and the community. The main programs of the Fundación are University Hospital, Education, Research, and Community Health.

Challenges

- Implement a healthcare information system (HIS) that provides suitable storage infrastructure and quick response time to support hospital management applications.
- Maintain sufficient resources to fulfill financial obligations outside of current IT projects.
- Acquire necessary IT infrastructure in a timely manner, while optimizing cash flow.
- Determine total costs and plan future budgets more efficiently.

Solution

- Implemented Oracle Database Enterprise Edition, while conserving valuable capital resources to fulfill other financial obligations, allowing for high-priority investments in other departments.
- Controlled spending with an affordable IT acquisition, spreading payments over several monthly installments.
- Obtained quick approvals through Oracle Financing's streamlined processes, allowing the organization to meet its IT and budget needs within project timelines.
- Optimized cash flow with a flexible payment plan from Oracle Financing.



Elucid Solution S/A
São Paulo, Brazil
www.elucid.com.br

Industry:
High Technology

Annual Revenue:
US\$30 million

Employees:
300

Oracle Products & Services:

Oracle Financing
Oracle Server Enterprise Edition
Oracle Real Application Clusters
Oracle Billing On Demand

“With the acquisition through Oracle Financing it was possible to implement the Billing On Demand project, helping Elucid become an extremely competitive company.”

Paulo Fernando Hirata,
Operations Vice-President, Elucid

Simple and Efficient Financing Helps Elucid Solutions Invest in IT and Other Strategic Business Areas

Elucid Solutions S/A is an IT consultancy specializing in the development of utility management software. With its management systems, Business Intelligence software and loss recovery project used by 45% of Brazil's energy companies, Elucid has become one of the fifteen largest IT consultancies in Brazil. Currently, Elucid solutions are run in companies throughout Brazil and benefit more than six million consumers.

Challenges

- Acquire Oracle solutions needed for company growth, while also conserving the capital required for strategic (non-IT) business investments.
- Identify an alternative payment model to reduce upfront costs of software acquisition.
- Closely align project costs to service revenue.
- Optimize cash flow management.

Solution

- Leveraged a payment plan from Oracle Financing to free up capital resources for other business needs.
- Maintained financial flexibility by spreading its costs over time.
- Reduced upfront costs with monthly payments aligned to service revenue.
- Obtained a quick and simple financing plan, providing Elucid with enough time to prepare for the implementation.
- Acquired the necessary Oracle Billing On Demand solution while meeting cash flow needs with affordable payments.

COPESA

Consortio Periodístico de Chile
Santiago, Chile
www.copesa.cl

Industry:
Media & Entertainment

Annual Revenue:
\$100 million to \$120 million

Employees:
1,600

Oracle Products & Services:

Oracle Financing
Oracle E-Business Suite

Implementor:
Oracle Consulting

“Oracle Financing allowed us to directly update our systems at very attractive rates.”

Max Alberto Sichel, Chief
Executive Officer, Consortio
Periodístico de Chile

Consortio Periodístico de Chile (COPESA) Integrates Systems for Lower Costs and Greater Efficiency

Consortio Periodístico de Chile, or Copesa, is a Chilean media company with a combined readership of 1.5 million for all of its printed products. Copesa, whose publications include the newspapers La Tercera, La Cuarta and La Hora and the magazines Qué Pasa, and Paula, is among the biggest media companies in the market. It also has a network of six radio stations nationwide. Copesa ranks first in circulation in the newspaper market, second in radio business, and first in commercial printing.

Challenges

- Acquire a system that integrates the financial departments of Copesa's 23 companies to reduce system integration costs.
- Invest in technology over the long term at rates that allow for capital investment in the company's main business.
- Find a technology provider that offers fast credit approval and attractive financial advantages.

Solution

- Used Oracle Financing to purchase Oracle products, enabling the company to update its systems with lower costs and greater efficiency.
- Selected a four-year payment option to finance over US\$ 1 million in local currency.
- Integrated the systems of Copesa's 23 companies, reducing high integration and management costs for higher profitability.
- Obtained financing from Oracle in 30 days, allowing Copesa to install its Oracle solution quickly and take advantage of new efficiencies.
- Allowed the company to invest in its core business and apply any budget surpluses to other projects, including the acquisition of five more companies over the last couple of years.
- Expected to yield a full return on investment in 24 to 36 months.



Financiera Compartamos S.A.
Ciudad de México, México
www.compartamos.com

Industry:
Financial Services

Annual Revenue:
US\$120 million

Employees:
2,500

Oracle Products & Services:

Oracle Financing
Oracle E-Business Suite
Oracle Financials
Oracle Human Resources
Oracle Cash Management

“Oracle Financing allowed us to invest in our business and enhance the information technology infrastructure within the company.”

Federico Hernandez Martinez, IT Manager, Financiera Compartamos

Financiera Compartamos S.A. Leverages Flexible Financing Options to Build IT System for Growth

Financiera Compartamos S.A. is a socially progressive micro finance bank committed to developing opportunities within the lower economic segments and offering credit for working capital. Financiera Compartamos is the first microfinance organization in the world to issue debt on the stock market with its own collateral, thereby serving as an intermediary between big investors and low-income populations. Currently the bank offers financial services to more than 500,000 people.

Challenges

- Identify a financial strategy that allows the company to have flexible investments and scalable information technology solutions.
- Apply new IT resources to its core business for greater efficiencies in the long term.
- Structure system payments to plan for growth and account for future corporate expenses.

Solution

- Established a relationship with Oracle Financing, giving the bank the ability to invest in information technology while still conserving its cash flow.
- Leveraged Oracle Financing's flexible payment options, positioning the company for growth.
- Freed up budget resources for areas outside of technology, enabling the company to retain its commitment to lower-income populations.
- Improved internal administration and helped overall budgeting control with predictable payments spread over time.



Tokyo, Japan
www.anymusic.jp

Industry:

High-Technology

Employees:

30

Oracle Products & Services:

Oracle Database
Oracle Real Application Clusters
Oracle Financing

Key Benefits:

- Ensured stability and high availability of music downloading service through the use of clustering technology.
- Reduced initial investment by adopting a flexible financing plan with clearly defined incremental payments
- Enabled capital to be utilized more efficiently

Any Music Brings Sweet Sounds to the Masses with Innovative Downloading Service

“Our customers are sensitive to quality and want the process of downloading music to be smooth and easy. Oracle clustering technology ensures we deliver a seamless, high quality service.” – Akira Kurihara, General Manager, Service Business Division, Any Music Inc

Founded in February 2004 with joint funding from eight audio and video equipment manufacturers, Any Music allows customers to download music from the internet and enjoy high-quality playback on their electronic devices.

To ensure the service is highly available and powerful enough to support thousands of simultaneous downloads, Any Music’s core systems—customer relationship management, product administration, and payment—are underpinned by a robust database platform consisting of Oracle Database and Oracle Real Application Clusters.

The reliability, scalability, and industry leading performance of Oracle Database with Oracle Real Application Clusters ensures music downloads can be completed quickly and seamlessly. This is particularly important for a market that does not tolerate slow, erratic service.

Moreover, Any Music’s ability to construct a high-quality system while keeping initial investments down was made possible through its use of Oracle Financing, a flexible payment method that enabled the company to pay for licenses incrementally.

Bringing Music to the Masses

Any Music was established to revitalize the audio industry while responding to advances in networking technologies. The company’s mission is to uncover a market in which both the audio hardware and music content industries can prosper together.

“Any Music’s existence requires the cooperation of music labels and equipment manufacturers, and since each of these entities has its own policies and priorities, it hasn’t been easy for all of us to march in step,” said Toshikazu Minoshima, general manager of the systems development division at Any Music. “If the introduction of equipment compatible with Any Music was delayed, we would not be able to attract the number of users we were targeting.”

Each of the founding manufacturers installed an Any Music button in its home audio equipment. Using simple remote control features on the Any Music service screen, users can:

- Sample, purchase, and download the latest songs from Japanese and Western artists on the music download site Mora.
- Order and buy CDs from HMV, Japan's largest music store.
- Display the names of programs, song titles, and artists playing on FM radio and download that music or purchase it on CD.

Use of this service requires customers to register as an Any Music user. A registration fee and monthly fees apply. A single song can be downloaded for ¥150 (US\$1.28) and album prices start at ¥525 (US\$4.49).

Not only does the service enable users to enjoy a wealth of songs with high-quality sound, but it also allows them to download music without using a computer. In addition, music is not streamed. Users download the songs they buy, so they can play them back as often as they like and transfer them to their cell phones and music players.

“In short, the Any Music service provides new ways for users to enjoy music to their heart's content, via the internet,” said Minoshima.

Ensuring Smooth Music Downloads

Oracle clustering technology provides Any Music with a powerful and highly reliable database server platform. The company runs Oracle Database and Oracle Real Application Clusters as a two-node cluster. If one server fails or needs to be shut down for maintenance, the workload is automatically transferred to the second server in the cluster.

This configuration ensures users can download music files quickly and easily. The service is smooth and seamless even at peak times such as when a new music album is released.

“Since we launched the Any Music service in 2004, our database has performed steadily with no problems, despite the numerous, complex connections between various systems,” said Akira Kurihara, general manager, service business division, Any Music.

“The high quality of the service has earned the trust of users and is one of the reasons for Any Music’s success. I have no doubt Oracle can continue to support further business growth.”

Any Music is now planning to broaden its range of services, link up with cell phone providers, and diversify its fee structures and payment methods.

Flexible Financing Strategy

Based on its financial strategy, Any Music wanted to avoid buying all the required licenses at once. The company was introduced to Oracle Financing, which provides flexible payment plans to companies adopting Oracle solutions, including software, hardware and services.

After detailing its business plan and licensing concerns to Oracle, a payment plan was proposed under which Any Music would purchase its licenses from Oracle in installments, while acquiring its software upfront. The ability to do this was a factor in Any Music’s final decision to adopt Oracle.

Manabu Yoshihara, senior manager in Any Music’s business planning section, said, “We had three choices: buy all the licenses at once, leasing, or rental. Oracle provided an efficient solution that gives us integrated support in both the technical and financial aspects of the project.”

Another benefit of this approach is that it can ease the tight cash flow experienced by startup companies. “Since the cost of the licenses also includes maintenance costs, the amount we have to pay each month was made clear,” said Yoshihara. “We were able to devote the difference between the cost of the financing plan and that of purchasing the licenses all at once to other investments.”

Why Oracle?

The decision to adopt Oracle technologies was based on Any Music’s policy of maximizing the quality of its services at all levels. “Any Music is an online service, and in this market, any system downtime is unacceptable,” said Minoshima. “The products underlying our systems had to be highly reliable. This is why we focused on Oracle, which has an established reputation for database stability.”

Another consideration arose from the fact that, unlike personal computers, consumer electronics devices are used for long periods of time, often five to 10 years. “In terms of business continuity, we wanted to build a relationship with a vendor that has a substantial service structure and that would look out for our interests over the long term,” said Minoshima.

“Although we compared a number of other database products, I knew from past experience that Oracle could provide technical information during the development process,” added Kurihara. “As a developer I felt confident with the choice of Oracle.”

Implementation Process

The design and installation of Any Music’s database infrastructure was undertaken in-house. The Any Music downloading service was launched in two years and nine months.

Any Music offers an integrated music distribution service, where customers can download sound files or purchase albums online from music stores using audio devices manufactured by the company’s founders.

About Oracle Financing:

- Over twenty years of experience
- 10,000+ customers
- 60+ countries
- Fortune 1000 to small and midsize enterprises
- All major global industries
- Commercial and government

Establish a dialogue with Oracle Financing. Let us show you how to quickly structure a flexible payment solution that allows you to acquire the IT you need within your budget.

Oracle Financing Worldwide Sales Professionals:

North America

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