

**Lesson 1 (Oracle Background)**

**Oracle - the Database Bounty and Wonder**  
**The company Profile**

Oracle founded in 1977. For more than 25 years, Oracle has worked on ways to help our customers manage critical information. Oracle built the only unbreakable database, with 15 international security evaluations. Oracle developed the first complete suite of business applications for the internet.

The globalization of IT systems has also given rise to deeper changes at Oracle—changes in the culture and values of the company and its management. Oracle had been a company made up of many independent business groups, managed by self-reliant generalists who valued their autonomy. Oracle has become a company of interdependent business groups, managed by specialists who value their knowledge and excel at teamwork. As a result, it's more fun to work at Oracle these days. There's less management conflict, because decisions are based on up-to-date, shared information. Facts, not force of personality, rule the day.

**Community: Oracle in the Community**

Oracle software is the foundation of the information age, supporting huge advances in technology, science, and quality of life. We're mindful that not everyone has shared in this bounty. That's why Oracle as a corporation, and Oracle employees as individuals, work actively to improve the quality of life for people and communities beset by problems and challenges

**How Does Oracle Touch Your Everyday Life?**

Probably in more ways than you realise. When you go shopping on the Web, do your banking, trade in stocks and bonds, send flowers to your mom, make airline, hotel, or car reservations, visit your doctor or pharmacist, chances are, Oracle is there. So seamless is our technology, you might not have noticed that we are powering the enterprises that you come into contact everyday.

Oracle creates software that makes it possible for businesses, schools, and governments to manage vast amounts of data and conduct the transactions that can impact your life in so many different ways. The United States Geological Survey, for example, uses our software to make sure the water you drink is safe. NASA uses our software to help launch space shuttles. And Amazon.com uses our software to make it possible for you to buy almost anything you want online. Oracle is here, there, and everywhere. Everyday life runs on Oracle.

*"Every child should be unique, but not every software system."*

**Oracle Executive Biographies**

**Lawrence J. Ellison**  
 Chairman and Chief Executive Officer  
 Oracle Corporation



Larry Ellison has been CEO of Oracle Corporation since he founded the company in 1977. Mr. Ellison has received numerous honors and awards, including Entrepreneur of the Year from the Harvard School of Business. Mr. Ellison sits on the board of the Dian Fossey Gorilla Fund.

Twenty-six years ago, Larry Ellison saw an opportunity other companies missed when he came across a description of a working prototype for a relational database and discovered that no company had committed to commercialising the technology. Ellison and his co-founders, Bob Miner and Ed Oates, realised there was tremendous business potential in the relational database model—but they may not

have realised that they would change the face of business computing forever.

Today Oracle (Nasdaq: ORCL) is still at the head of the pack. Oracle technology can be found in nearly every industry around the world and in the offices of 98 of the Fortune 100 companies. Oracle is the first software company to develop and deploy 100% internet-enabled enterprise software across its entire product line: database, business applications, and application development and decision support tools. Oracle is the world's leading supplier of software for information management, and the world's second largest independent software company. Oracle has always been an innovative company. It was

one of the first companies to make its business applications available through the internet—today, that idea is pervasive. Now Oracle is committed to making sure that all of its software is designed to work together—the suite approach—and other companies, analysts, and the press are beginning to acknowledge that Oracle is right. What's in store for tomorrow? We will continue to innovate and to lead the industry—while always making sure that we're focused on solving the problems of the customers who rely on our software.

*S. M. Darraj Hossain*

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