



**Contact:** Hope Malone  
Marketing Manager  
Solution Beacon  
(972) 548-0488  
[hmalone@solutionbeacon.com](mailto:hmalone@solutionbeacon.com)

**FOR IMMEDIATE RELEASE**

**Oracle Press Release**

**Solution Beacon and Oracle Team to Deliver a Highly Differentiated Solution for the Advertising Industry**

**Solution Beacon Will Create State-of-the-Art Technology Solution that will Optimize Business Processes, Reduce Costs and Enhance Profit Margins for the Advertising Industry**

**REDWOOD SHORES, Calif. 10-SEP-2007 05:05 AM** Solution Beacon, a Certified Advantage Partner in the Oracle PartnerNetwork, and Oracle today announced that Solution Beacon will provide an enhanced advertising industry-specific solution that will integrate to Oracle(r) Media and Entertainment solutions. Solution Beacon will develop this solution through its subsidiary, Sage View Enterprises, Inc. It will include customized front-end modules focused specifically on advertising industry requirements that will integrate to Oracle(r) E-Business Suite.

The software solution will provide state-of-the-art technology to estimate, manage and control all processes and costs of advertising and marketing campaigns, so that clients will maximize the use of time, efforts and people in order to enable results with the greatest possible profit.

The solution's main focus is on the integration of budgeting, scheduling and actuals to provide Account Managing Directors and Agency Executives with real-time information they need to effectively manage advertising campaigns and take corrective action to increase profitability. The solution will use business intelligence and a powerful research engine to improve the analysis of the client's products, competition, target demographic audience, media spend, ratings, buying trends and market conditions.

"The advertising industry continues to be challenged in its management of advertising and marketing campaigns that include many dynamic activities, creative teams across disparate geographies and collaboration across campaign agencies," said David Murphy, previously EVP for Young and Rubicam. "Automation of this process and real-time performance monitoring will have a positive impact on profit margins and the quality of operations."

"Isolated, stand-alone legacy systems are pervasive throughout the advertising industry. Managing a highly collaborative creative process with operational data in silos decreases an executive's ability to monitor and improve performance," said Steve Bamberger, Vice President, Media and Entertainment, Oracle Industries Business Unit. "This targeted solution will establish best practices across the industry, provide dashboard reporting in a format conducive to the industry's business processes and help executives proactively improve profit margins."

"Solution Beacon is pleased to continue its commitment to customers within and beyond the Oracle user community to enhance enterprise system effectiveness to support strategic business goals," said Craig Hobson, President of Solution Beacon.

Advertising industry customers can leverage this innovative solution - combined with Oracle's enterprise resource planning (ERP) applications, market-leading database technology, market-leading CRM, business intelligence tools and open standards-based architecture - to manage and improve performance for their entire business. In addition, Oracle's integrated end-to-end solution set enables organizations to extend workflow to customers, suppliers and human resources management to streamline business processes and improve service delivery.

#### **About Solution Beacon**

Solution Beacon, LLC is a woman-owned business and leading provider of expert-level resources for the most widely used Enterprise Management Systems and Technologies in the world. Solution Beacon is one of three "5 Star" OAUG partners in the world. Solution Beacon consultant resources contribute their Oracle Applications expertise to advertising, government, manufacturing, distribution, entertainment, telecommunications, healthcare, higher education and finance segments of the marketplace. <http://www.solutionbeacon.com>

#### **About the Oracle PartnerNetwork**

Oracle PartnerNetwork is a global business network of more than 19,500 companies who deliver innovative software solutions based on Oracle software. Through access to Oracle's premier products, education, technical services, marketing and sales support, the Oracle PartnerNetwork program provides partners with the resources they need to be successful in today's global economy. Oracle partners are able to offer their customers leading-edge solutions backed by Oracle's position as the world's largest enterprise software company. Partners who are able to demonstrate superior product knowledge, technical expertise and a commitment to doing business with Oracle qualify for the Oracle Certified Partner levels. <http://oraclepartnernetwork.oracle.com>

#### **About Oracle**

Oracle (NASDAQ: ORCL) is the world's largest enterprise software company. For more information about Oracle, please visit our Web site at <http://www.oracle.com>

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#### **Oracle Contact(s)**

##### **Caroline Yu**

Oracle  
+1.650.506.8920  
[caroline.yu@oracle.com](mailto:caroline.yu@oracle.com)

##### **Janice Hazen**

O'Keeffe and Company  
+1.770.938.4753  
[jhazen@okco.com](mailto:jhazen@okco.com)