



# Survey: Maximizing Oracle Database Applications

Summary Results

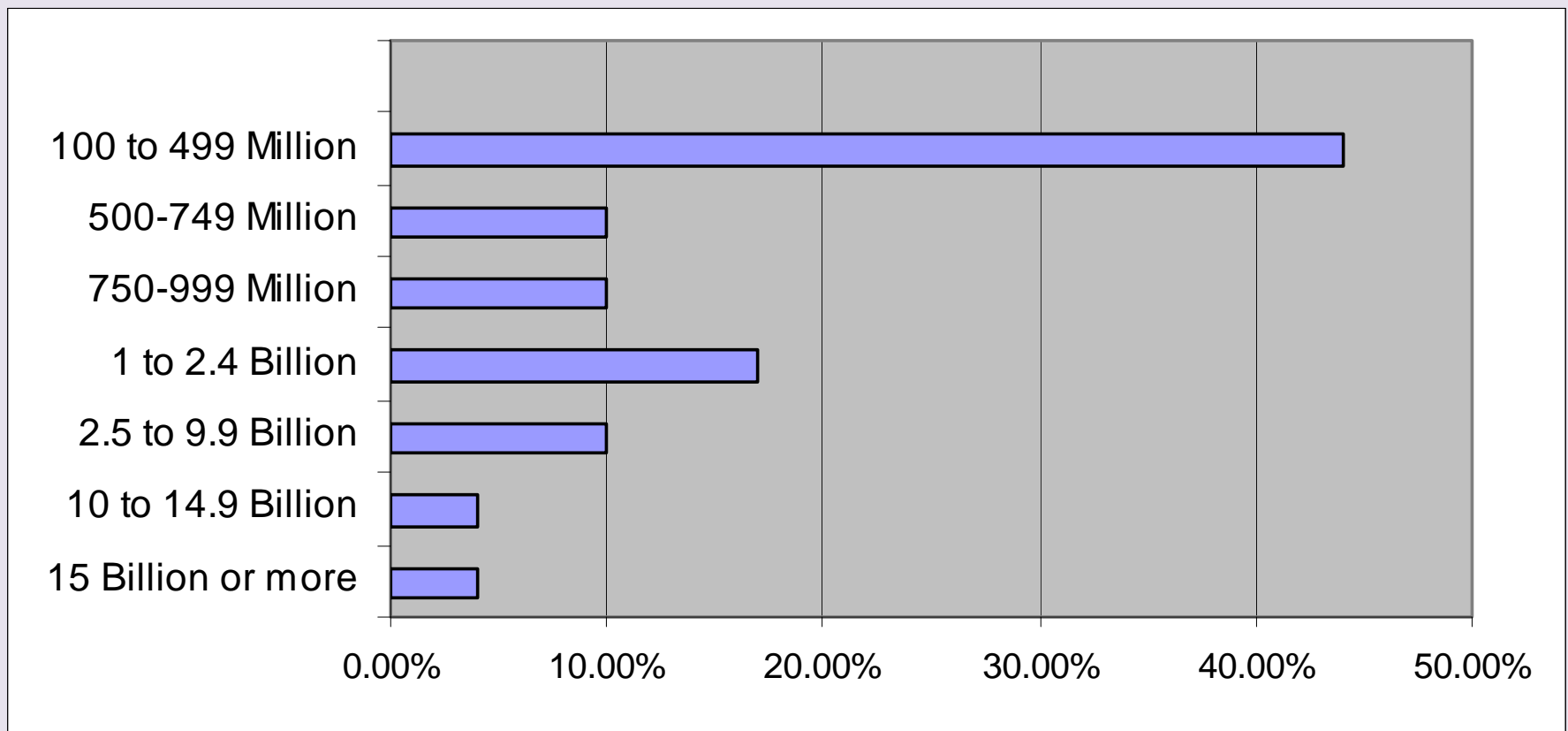
October 26, 2004

## Program Overview

- Between September 14 and October 24, 2004 SimplyDIRECT invited 1,862 professionals in selected industries to participate in a survey campaign.
- Candidates were invited via email and postal mail to participate in a survey themed “Maximizing Oracle Database Applications.”
- Response rate 5.6% of professions invited.
- 100% of respondents participated voluntarily; *none were engaged using telemarketing.*

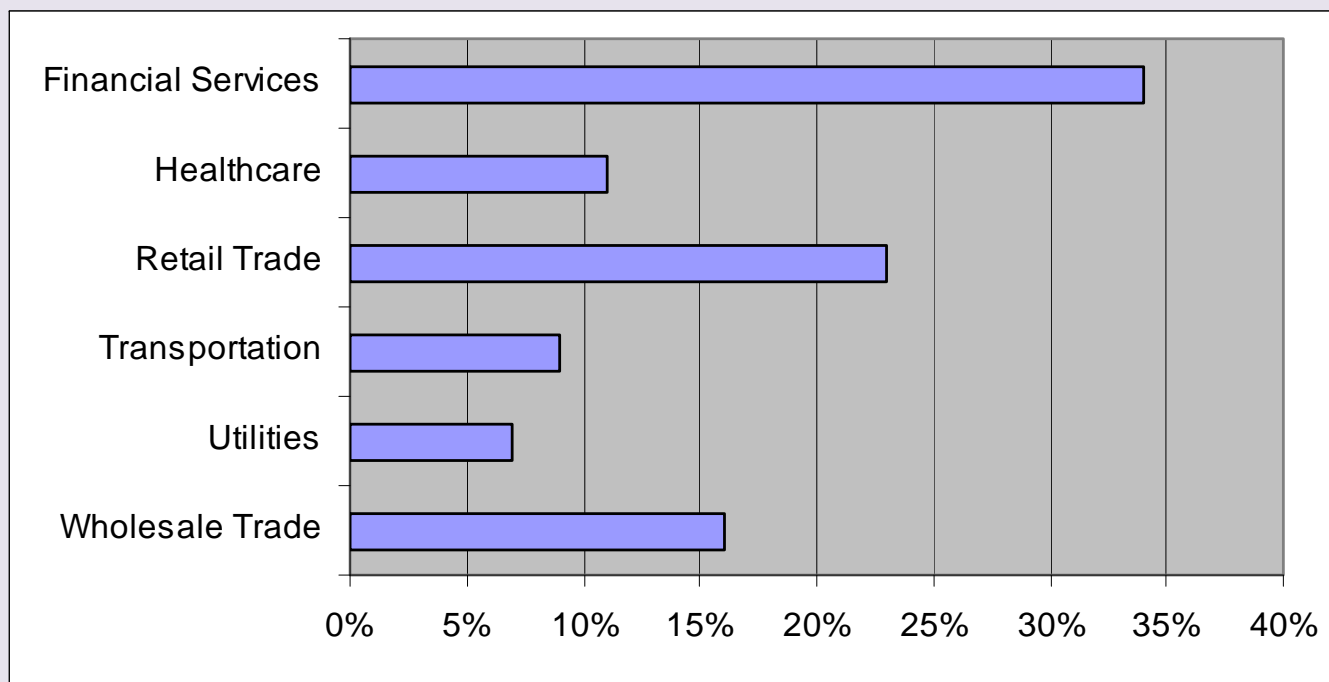
# Profile of Responding Companies

*Responders were overwhelmingly from mid-market organizations.*



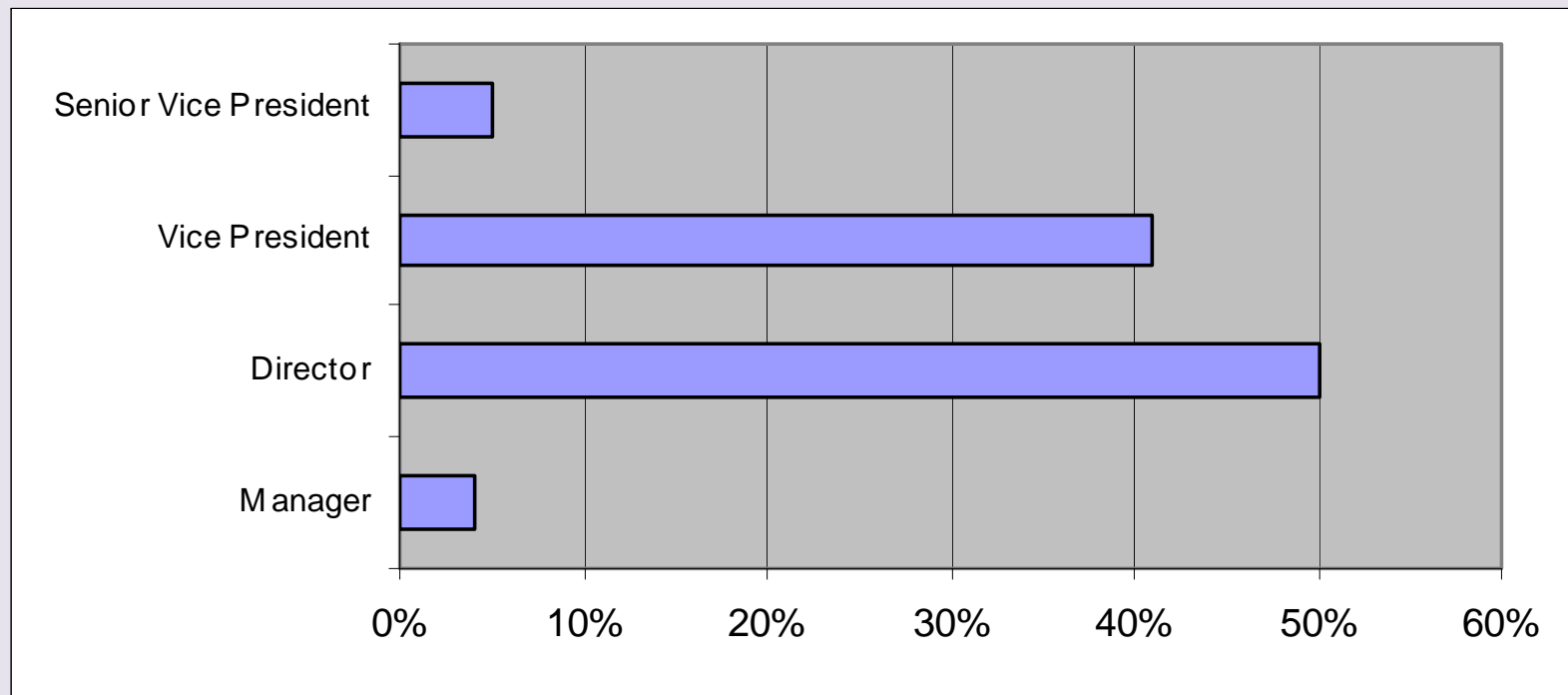
# Profile of Responding Companies

*Over a third of responders were from Financial Services organizations.*



# Profile of Responding Professionals

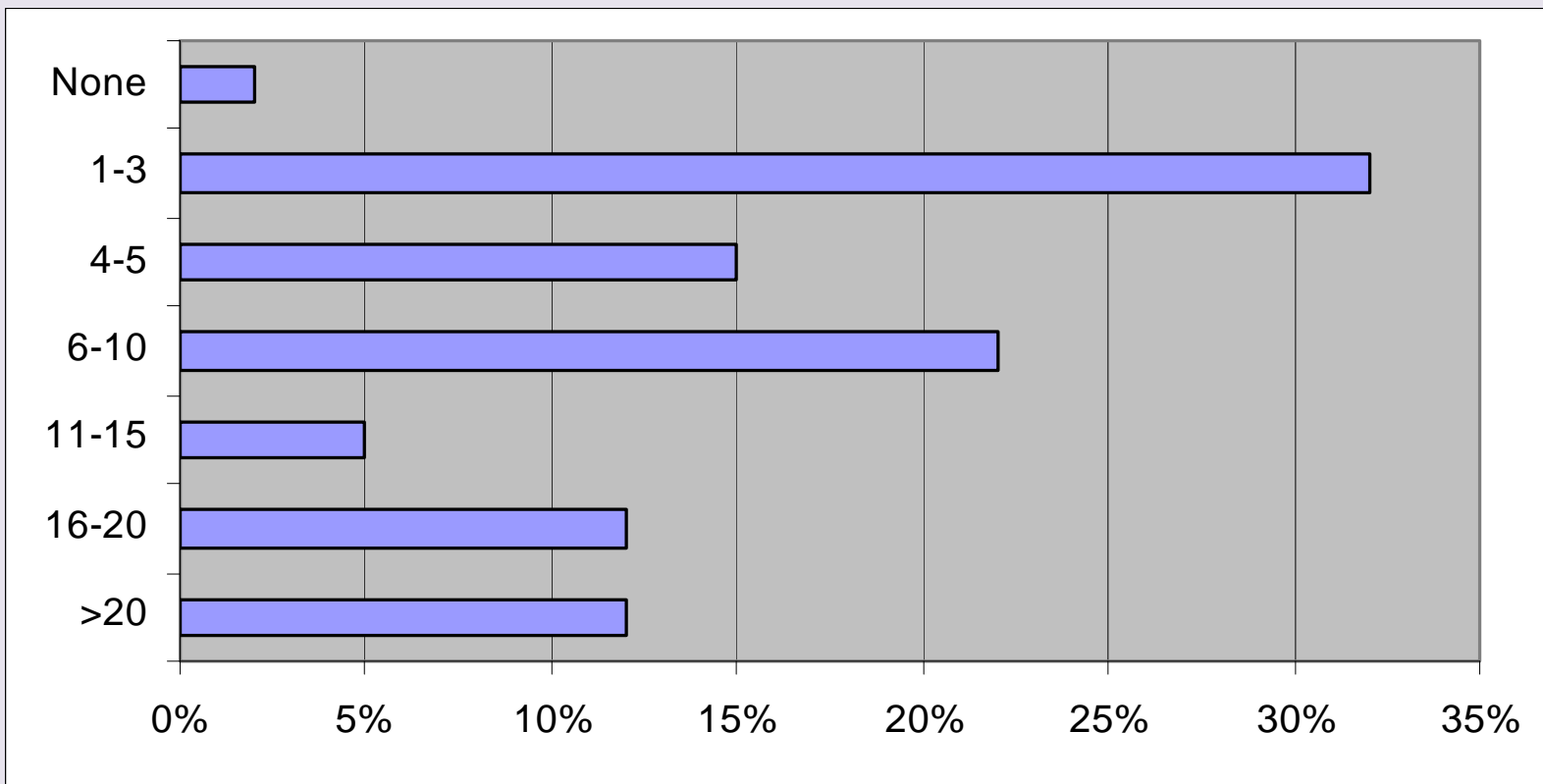
*96% of survey responders held the title of Director or higher.*





# How many Oracle CPUs does your organization monitor, manage or use?

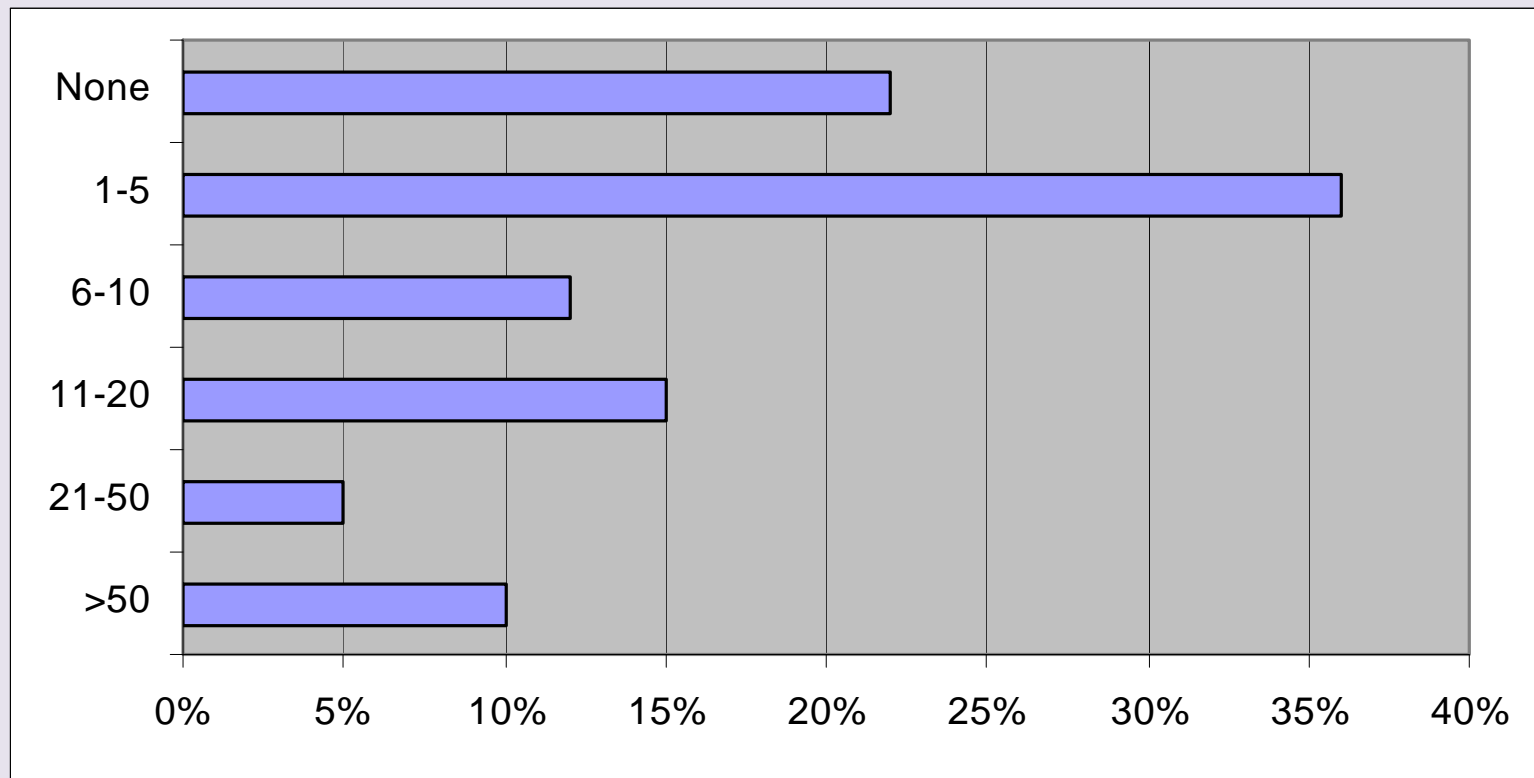
*Over half (51%) of all responders said that their organization monitored, managed or used 6 or more Oracle CPUs.*





# How many developers are there in your organization developing Oracle applications?

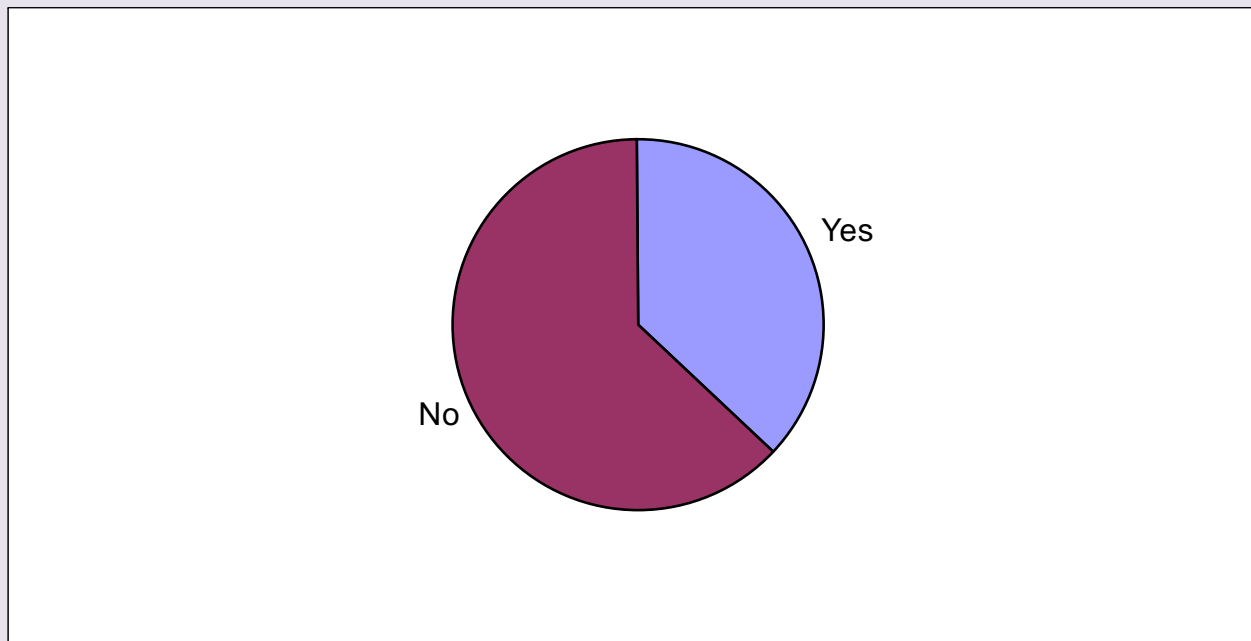
*Nearly half (42%) had six or more developers in their immediate organization developing applications for their Oracle enterprise.*





# Are you using tools to monitor database performance?

*Two thirds (63%) did not currently use tools to monitor database performance.*

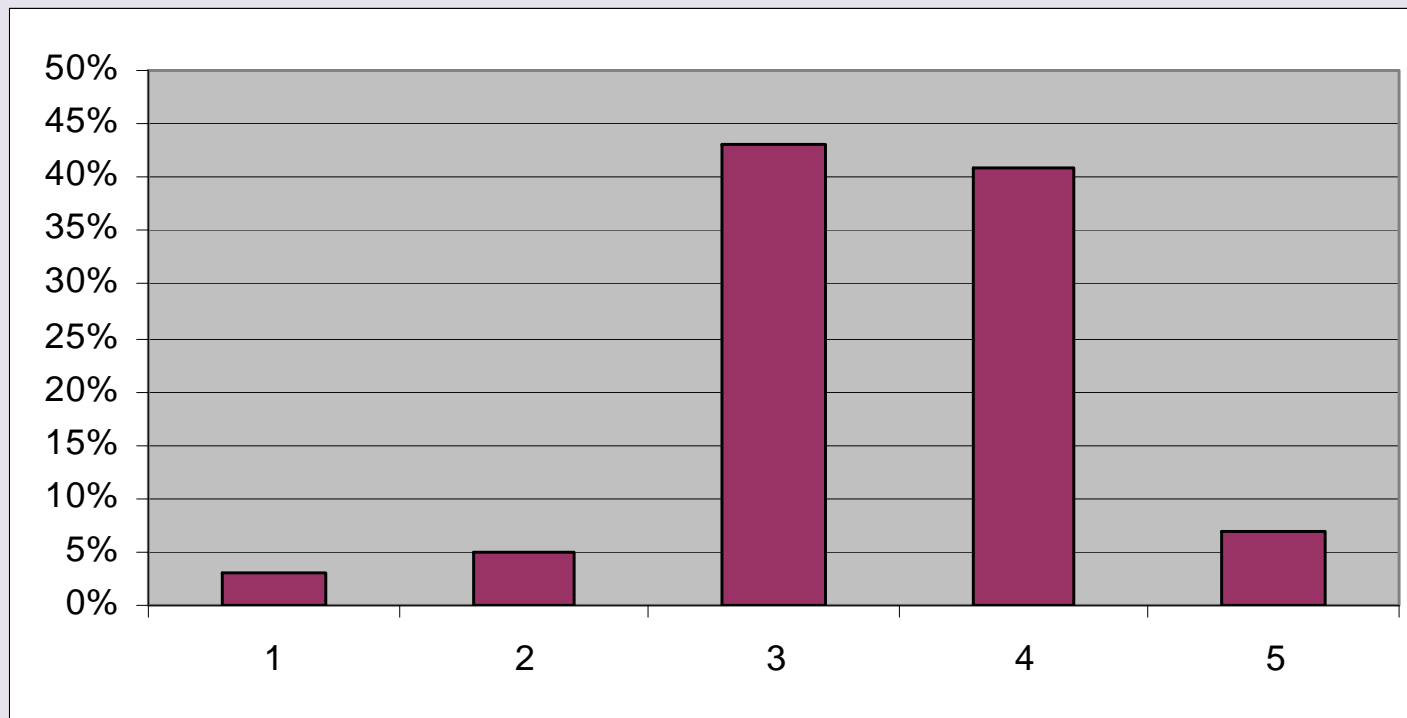


Red = No tools used, Blue = Yes, tools used



# How satisfied are you with the ROI on your database investments?

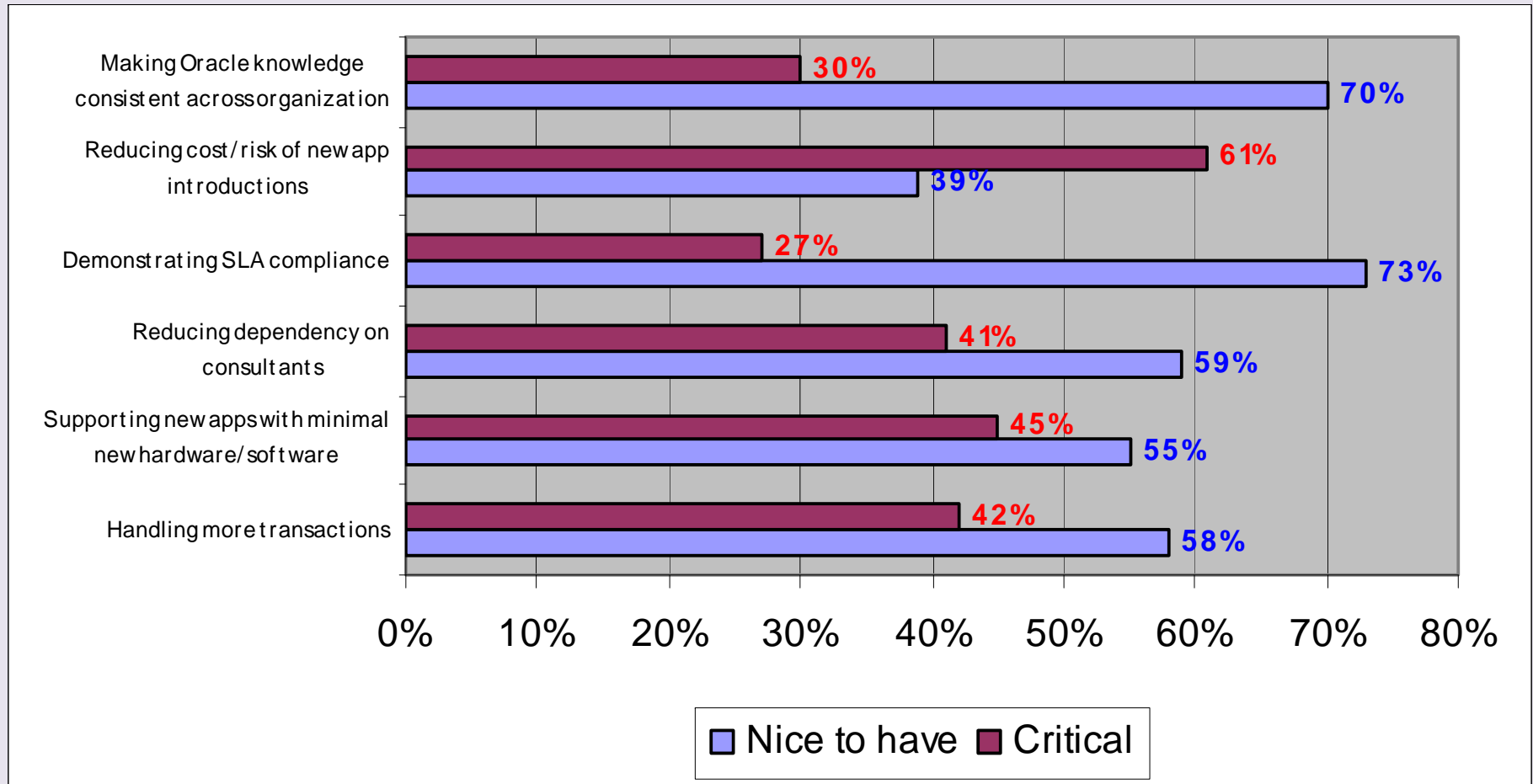
*The vast majority of responders expressed satisfaction with the ROI they were achieving on their database investments.*



1 = very unsatisfied, 5 = very satisfied

# Regarding monitoring and optimizing your Oracle databases, what is the status of...

*Reducing the cost/risk of new appln intros was the area of greatest concern.*



## Observations and Conclusions

### The survey results provided some notable findings:

- Most respondents had a meaningful number (>6) of Oracle CPUs and Oracle developers.
- Two thirds of these organizations (63%) did not currently use tools to monitor database performance.
- Though most were satisfied with the ROI they were achieving with their database investments, they feared the costs and risks of introducing new applications associated with their Oracle databases.