

## ORACLE<sup>®</sup> Press Release

### Oracle Positioned in Leaders Quadrant in Higher Education Administrative Suites in Leading Analyst Firm's Report

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#### News Facts

- Gartner, Inc.'s October 2008 *Magic Quadrant for Higher Education Administrative Suites* positions Oracle in the Leaders Quadrant.
- The annual report evaluates higher education administrative suite vendors based on the completeness of their vision and ability to execute on that vision.
- Gartner notes that vendors in the Leaders Quadrant “have the highest combined measures of ability to execute and completeness of vision. They are performing well, are prepared for the future and have strong customer bases that have fully implemented their suites. Additionally, each of the vendors in this space has functionality beyond the minimum requirements for inclusion in this Magic Quadrant. These vendors’ assets include strong channel partners, consistent financial performance, broad platform support, good customer support, the most-comprehensive and scalable products in the market, and the ability to deliver all the key higher education administrative suite capabilities. Strong vision reflects a solid product and go-to-market strategy for higher education, combined with a management vision for higher education.”
- Oracle offers a comprehensive application suite for the higher education industry, including student information, financial management, human resources, constituent relationship management (CRM), grants management, alumni development and complementary enterprise performance management. These integrated applications, combined with Oracle’s secure infrastructure software and advanced business intelligence tools, help education institutions operate efficiently, manage the evolving constituent lifecycle, and deliver personalized service to compete in today’s dynamic higher education industry.
- The Magic Quadrant report evaluates vendors on ability to execute (including Product/Service, Overall Viability, Sales Execution/Pricing, Market Responsiveness and Track Record, Marketing Execution, Customer Experience and Operations) and completeness of vision (including Market Understanding, Marketing Strategy, Sales Strategy, Offering (Product) Strategy, Business Model, Vertical/Industry Strategy, Innovation and Geographic Strategy).
- The full report, compliments of Oracle, is available here:  
<http://mediaproducts.gartner.com/reprints/oracle/article46/article46.html>.

#### Supporting Quote

- “We believe our inclusion in Gartner’s Magic Quadrant is acknowledgement of Oracle’s clear, straightforward vision for the higher education industry and reaffirms our strategy to deliver the most comprehensive, integrated products to institutions around the world. Oracle is dedicated to continuing the advancement of higher education through our software, services and management teams. We look forward to continuing to work with our customers to help meet their unique needs today and in the future,” said Curtiss Barnes, vice president, industry strategy, Oracle Higher Education.

## **Supporting Resources**

[Oracle Higher Education: http://www.oracle.com/industries/education/map.html](http://www.oracle.com/industries/education/map.html)

[Oracle Higher Education Products:](http://www.oracle.com/industries/education/map.html)

<http://www.oracle.com/industries/education/map.html>

[Higher Education Customer Success Stories:](http://www.oracle.com/customers/industries/highered.html)

<http://www.oracle.com/customers/industries/highered.html>

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## **Contacts**

Katie Barron  
Oracle  
+1.703.364.2488  
[katie.barron@oracle.com](mailto:katie.barron@oracle.com)

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