

Sun/Oracle Media Coverage Highlights

The Register: Ellison: Sunacle is an IBM Killer, 22 September 2009

"Oracle CEO Larry Ellison plans to combine Sun Microsystems hardware - all of it - with Oracle software to take over the enterprise-computing world."

Larry Ellison, "We think with the combination of Sun technology and Oracle technology we can succeed and beat IBM," he said, "That's our goal."

"We have a deep interest in the systems business," he explained. "We think that by combining our software with hardware that we can deliver systems that can be the backbone of most enterprises in America and around the world."

Bloomberg: Oracle's Ellison Concerned by Delay in Sun Takeover (Update1), 22 September 2009

Oracle and MySQL don't compete and the company won't spin off MySQL, Ellison said. The plan is to save as many jobs as possible in the takeover, he said.

"Oracle has a pretty good track record of innovating," Ellison said. "We know how to deliver database, applications and middleware, and tune that to work on the hardware. As long as we continue to be innovative, we can deliver more value by engineering the pieces to fit together."

Computerworld: Ellison: We won't spin off MySQL, 22 September 2009

Larry Ellison, "He pledged to keep the multitude of Sun technologies that Oracle would acquire, including x86 technology, Sparc processors, tape, and storage. Ellison also lauded Java and the Solaris Unix OS. 'The Java [platform] already is the lingua franca of network computers."

"Sun has been a national treasure for the last couple of decades."

The Deal: Ellison: Sun deal key to beating IBM, 22 September 2009

"We've already beaten IBM in software, now, if everyone will let us, we will beat IBM in hardware," Ellison said. "That is our goal."

Illuminata: Oracle Returns Fire, 11 September 2009

Jonathan Eunice, "Oracle/Sun are constrained in what they can say back, and how specific they can be. Oracle, however, has begun to return fire. It started this with a recent advertisement boasting that an upcoming transactional benchmark will trounce IBM's ~6 million tpmC result. It's stunning in several ways. First, IBM's 6M transactions/minute result is nothing short of fantastic. It's 50% above any current Oracle result, at a lower price per transaction to boot. Moreover, it's well above the performance requirements of almost every application currently deployed, anywhere in the world, for any purpose. Second, Sun has eschewed such benchmarks for years. A major SPARC-based benchmark result is unheard-of in recent memory."

CNET: Gartner: Agenda behind EU's Sun-Oracle probe, 10 September 2009

Gartner database analyst Donald Feinberg says, "Look at Oracle's track record of supporting their acquisitions going back to their first major acquisition. They bought a DBMS called RDB from DEC back in the early '90s. They still have people using RDB, and Oracle is still supporting it."

The Wall Street Journal: Why Europe Won't Block the Oracle-Sun Deal, 3 September 2009

"That should bode well for the consummation of the Oracle-Sun deal because the Justice Department already has signed off on the deal. The approval came even as the antitrust division's new chief, Christine Varney has said she plans to take a much tougher stand on anticompetitive issues."

MarketWatch: Oracle and Sun will eventually go through; Commentary: MySQL market share is too small to worry about, 3 September 2009

"Investors worried about the European Commission's antitrust inquiry into Oracle Corp.'s deal to buy Sun Microsystems Inc. will have longer to wait, but the deal probably will get a go ahead at some point."

AP: EU probes Oracle-Sun deal, cites open-source issue, 3 September 2009

"Peter Alexiadis, a partner at the Brussels office of law firm Gibson, Dunn & Crutcher LLP, said he was surprised that the EU was taking a different tack from the U.S. on the deal. 'If ever there was a case for the U.S. and the EU seeing eye to eye, I would have imagined that this was an appropriate one,' he said, saying he was "hard pressed" to see how the deal would strengthen Oracle's position in a global and very varied database market. 'If the commission goes down the path of defining narrow database markets, they might be going down a path they may regret,' he said."

Dow Jones: UPDATE:US Justice Dept Regulators Clear Oracle-Sun Deal, 20 August 2009

"Oracle, based in Redwood City, Calif., has said its acquisition of Sun, which makes computer servers and owns the widely used Java technology platform, would transform the information-technology industry."

Forbes: Oracle-Sun Tie-Up Changes Everything, 20 July 2009

"So what does all of this mean for CIOs? Initially, at least, it will mean lower prices and probably better performance. Oracle's history is to sell bundles. In the enterprise space, it pioneered the bundling of applications running on commodity hardware."

"Buying Sun will allow Oracle to tweak both the hardware and the software--something it could never do in the past--to maximize both performance and power efficiency."

The Wall Street Journal: Sun Holders Approve Oracle Deal, 16 July 2009

"Although many analysts have questioned whether Oracle wants to make servers and storage equipment over the long-term, the company's chief executive, Larry Ellison, has said he is 'definitely not going to exit the hardware business.'"

Forbes: Why Oracle Wants Solaris, 16 June 2009

"With its future apparently secure, the benefits of Sun's operating system become compelling."

InfoWorld: Fear not Ellison's commitment to Java, 4 June 2009

"Oracle is as committed to Java as any company can be -- it's built its entire middleware and application strategy on Java."

The Wall Street Journal: Ellison Mulls Foray Into Netbook Market, 3 June 2009

"Mr. Ellison mainly focused on trying to reassure the audience -- made up of about 15,000 developers who use Java -- that Oracle would continue to support the software. 'I don't expect a lot of changes,' he said, adding that Oracle will invest heavily in Java."

CFO Magazine: Oracle Strikes Again, 1 June 2009

"The company said that Sun's Java platform is 'the most important software Oracle has ever acquired,' and that by acquiring Sun's Solaris operating system, on which Oracle's database often runs, it can optimize the combined system for greatly improved performance."

CNET: Larry Ellison Wants to be in Hardware, 7 May 2009

Gordon Haff is a principal IT adviser at Illuminata says, "Ellison begins by stating that 'we are definitely not going to exit the hardware business.' It doesn't get much more definitive than that as to Oracle's overall strategy of being a systems company."

Reuters: Oracle won't divest Sun's hardware business, 6 May 2009

"He believes that by jointly developing Oracle's existing arsenal of software with Sun's computers and SPARC chips, they can build machines designed for specific purposes that work better than ones pulled together from separate components.

IDEAS: Scrutinizing Oracle's Words for the Future of Sun's Hardware Business, 21 April 2009

Richard Partridge, Vice President and Senior Analyst at IDEAS International says, "By offering an end-to-end, vertically integrated platform including hardware and software, Oracle seeks to achieve a stronger bond with its customers, and higher profits."

The Wall Street Journal: Oracle Agrees to Acquire Sun Microsystems, 20 April 2009

"The Sun deal helps elevate Oracle into those ranks, giving the company the ability to sell hardware as well as more fully exploit some important Sun software--notably the popular Java programming technology and Sun's Solaris operating systems."

The Wall Street Journal: Sun Microsystems: Not So Dumb After All, 20 April 2009

"Oracle, on the other hand, is interested in Sun's software business, which many think has a much brighter future. 'Sun's Solaris operating system and Sun's Java programming language were instrumental in Oracle's decision to acquire Sun,' Oracle CEO Larry Ellison said on a conference call today."