

ORACLE®



المدينة الزرقاء
AL MADINA A'ZARQA

Oracle® E-Business Suite centralises property management for Blue City Company

Enables Blue City to conduct a global business, drive efficiencies, and manage key financial drivers

Muscat, Oman, April 07, 2008- Blue City Company One SAOC (BCC1), the real estate developer on mega project Al Madina A'Zarqa in Oman, has selected the Oracle® E-Business Suite as its Enterprise Resource Planning (ERP) solution in a move to gain greater control and visibility of its financial transactions, and manage sales and property management applications during the first phase of sales to potential investors.

Al Madina A'Zarqa is 15 kilometres of the newly developed Omani seafront with an area of around 20 million square meters for commercial, residential, and leisure purposes. The project will be completed over a span of 12-15 years at an estimated cost of US \$15- \$20 billion.

Phase one of the technology deployment will see the implementation of Oracle Financial Management, Oracle Telesales, and integration with Oracle Property Manager where plots available for sales will be listed. The project also includes the implementation of a Real Estate listing portal, based on Oracle Application Server that will provide potential customers and real estate brokers with online access to view available properties.

BCC1 needed a centralised system to manage sales activities and to store and control all financial transactions in one place of reference,” said Fari Akhlaghi, Managing Director & CEO, BCC1. “Oracle is a leader in providing real estate and ERP

capabilities with some of the region's premier real estate developers relying on its solutions. The integrated information architecture has enabled us to analyze and optimize all our business processes. The consistency and responsiveness of the Oracle team in their dealings with us, and their focus on the value that the investment could deliver to our business, rather than concentrating on price, were the key factors that led us to make Oracle our ERP partner of choice."

BCC1's sales force can interact in real-time with the financial department as well as have instant access to the property listings - from the Property Manager database - in one unified set of online applications.

Once live, BCC1 will have one management system to sell properties, search for availability of plots, and provide online access for potential investors to the property listings and prices, and allow them to book sales in real time. BCC1 will be able to manage all of its marketing campaigns with Oracle Marketing from inception of the campaign till its ROI evaluation. Oracle Financial Management introduces financial control and provides accurate and current visibility on financial statements and transactions.

"The Oracle E-Business Suite will enable BCC1 to manage by fact, reduce finance and accounting costs, reduce IT costs and improve operational efficiency. With Oracle Financial Management, BCC1 can conduct a global business, drive efficiencies, establish appropriate controls and manage key financial drivers," said Aron Khehar, VP, Oracle MEA.

Using Oracle Marketing, BCC1 will accelerate the marketing cycle, improve customer targeting, leverage multiple sales channels and enhance marketing effectiveness. Oracle Sales will help achieve sales force alignment with corporate objectives, improve sales effectiveness, grow revenue and enable sales collaboration across multiple channels.

BCC1 will be able to analyze and control real estate finances, improve payment and billing processes, automate sales administration, and later on manage space assignment, and optimize space utilization with Oracle Property Manager.

WIPRO Limited, a Certified Advantage Partner in the Oracle PartnerNetwork and Oracle's local partner IITC (part of OHI Group), a member in the Oracle PartnerNetwork emerged as winners of the bid after demonstrating their expertise in the real estate development industry. Using Oracle best practises, they are now managing the implementation of the project.

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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 to 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 can qualify for the Oracle Certified Partner levels.

About Oracle

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