



Oracle Acquires Sun: The Services Road Map

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On [January 27](#), 2010, Oracle hosted a conference to outline the strategy for integrating Sun Microsystems into Oracle. This follows the completion of the acquisition on January 26, 2010. The combined company will have over 100,000 employees and more than \$30 billion in annual revenue. During the announcement, a considerable amount of time was dedicated to discussing the integration of various products. However, there was also a considerable amount of time spent discussing how the integration will impact Oracle's ability to support its customers. In fact, ongoing support and services were mentioned in all of the keynote presentations, indicating that ongoing support will be critical to ensuring the success of this acquisition.

My Oracle Support

The most immediate impact on the combined support organizations will be the extremely fast integration of the Sun customers to the My Oracle Support portal. During his presentation, Juergen Rottler, EVP, Oracle Customer Services, announced that Sun customers would start to be able to perform some of their support functions through Oracle's My Oracle Support platform within the next two weeks, while all capabilities and a full migration of Sun customers will be completed within a quarter from now. IDC believes this is a very fast migration, as the integration of support systems often takes several months. Further, since the My Oracle Support platform has integrated several key aspects of support, customer community, and technology, IDC believes that Sun customers will quickly recognize the benefits of the platform.

Investment in Integrated Support Tools

Oracle has made significant investments in developing tools that can be used for predictive and preventative maintenance. Specifically, Oracle combined the functionality from Software Configuration Manager and MetaLink to create the My Oracle Support portal in 2008. Oracle also announced plans to integrate Oracle Enterprise Manage into My Oracle Support at OpenWorld in 2009, with the goal of providing a more robust support experience. With the acquisition of Sun, Oracle is in a position to be able to extend these tools down to the hardware layer, thus providing a more comprehensive view of the enterprise IT environment. IDC believes that once these tools have been fully integrated, Oracle will be in a much better position to provide support to its customers — as well as to potentially improve the supportability of its integrated product stack..

Single Point of Contact

Finally, the integration of Sun into Oracle enables Oracle to become the single point of contact for entire systems that have been designed to address a specific enterprise IT workload. In many cases, one of the main challenges in supporting a customer is the interaction of various systems from various vendors. Coordinating support activities can take a considerable amount of time and generally slows the resolution of the problem. As a result, several enterprises are moving to a lead services provider model or a managed support model. Through this acquisition, Oracle is now in a position to be able to offer that type of experience for its own products.

Conclusion

IDC believes that from a support perspective, this acquisition could result in a marked improvement in the overall customer support experience. However, there remain a few details that need to be explained. The first of these is the pricing structure for ongoing support. Oracle and Sun had different pricing structures, and as a result, they will need to be integrated into one approach. The second is the integration of the various field services and support personnel. Integration of the technology is generally easier than the integration of the support personnel, as different vendors have different support processes and cultures. While these integrations generally take longer than the technology integration, they are just as critical to the overall success of the merger. In conclusion, IDC believes that this acquisition can result in better customer support if Oracle is able to successfully execute on the integration of the two support organizations.

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