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OAUG News Release

OAUG Launches its Knowledge Factory™, a User-Generated Content Platform

- Provides interactive educational resources to Oracle-related applications users -

ATLANTA, April 16, 2008 – The Oracle Applications Users Group (OAUG), the world's largest knowledgebase for Oracle Applications users, announces the launch of its Knowledge Factory™, a centralized, dynamic platform for user-submitted content that provides a comprehensive knowledge-sharing resource for the organization's members.

Using Web 2.0 technology, an online forum that facilitates information sharing and networking among users, the user-driven Web content management experience creates a master repository for user knowledge about the Oracle family of applications.

The platform provides a venue for users to discuss Oracle-related developments and manage, store and disseminate information in today's rapidly changing business environment.

As a community-driven, content and educational resource, the OAUG Knowledge Factory's comprehensive database contains informative articles, white papers and presentations covering topics ranging from quick tips to discussions about installation, customization and integration of Oracle Applications. Users submit articles, search for articles on topics of interest and rate articles' overall usefulness to help maintain the integrity of the resource. Approximately 4000 conference papers are available at the time of the initiative's launch, and the papers distributed at COLLABORATE 08 will supplement this initial upload. As more members become engaged, the library of user-driven content grows exponentially.

In addition to knowledge management, the platform fosters a sense of community among users through member profiles, blogs by selected knowledge experts and category tags that increase searchability. The OAUG Knowledge Factory provides users with a venue to showcase their personal knowledge; receive recognition, appreciation and constructive advice from their peers, get answers to their questions and establish credibility within the larger user community.

“The power of the Knowledge Factory lies in the contribution of the user community who are empowered to create a knowledge-rich environment based on their experiences with Oracle products,” said Steve Romeo, chairman of OAUG’s Knowledge Factory task force. “The primary focus of the project is to make it as easy as possible to search for knowledge, submit user experiences and create community.”

“In the fast changing Oracle landscape, the Knowledge Factory is a comprehensive, practical resource available to users of all Oracle Applications for collaborating, learning and networking,” said Jan Wagner, president of the OAUG. “This initiative fits OAUG’s mission of providing members with dynamic learning opportunities.”

About Oracle Applications Users Group (OAUG®)

The Oracle Applications Users Group (OAUG) is the world’s largest user knowledgebase for Oracle applications users. Representing more than 2,000 member companies worldwide and more than 35 percent of the Fortune 100, the OAUG provides users of Oracle Applications with education, networking, training and support via a wide range of activities including conferences, publications, special interest groups and online communities. The OAUG serves as an advocate to Oracle Corp. on behalf of all Oracle Applications users.

For more information about the OAUG, visit the Web site at oaug.org.

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