



Media contacts:  
Sarah Wroble  
For OAUG  
(678) 781-7236  
[sarah@williammills.com](mailto:sarah@williammills.com)

Chuck Meyers  
For OAUG  
(678) 781-7204  
[chuck@williammills.com](mailto:chuck@williammills.com)

## OAUG News Release

### OAUG Welcomes Agile Software Users to Oracle Community

*- Benefits available to users through outreach initiative, annual conference, Special Interest Group -*

**ATLANTA, May 13, 2008** – The Oracle Applications Users Group (OAUG), the world's largest knowledgebase for Oracle Applications users, is expanding its Oracle Community Integration Initiative to include Agile Software user groups to enable them to quickly incorporate into the Oracle community.

OAUG's initiative was designed to assist user groups representing companies recently acquired by Oracle. To meet the needs of the new Agile applications members, OAUG offers the following benefits and resources:

- E-learning sessions and educational workshops
- Networking opportunities such as support for independent projects and regional or industry meetings
- Guidance on how to align specific business practices with current Oracle initiatives
- Participation in established collaborations with Oracle on matters such as enhancements, Fusion, pricing and customer support
- A role in COLLABORATE annual conferences

At the COLLABORATE 08 conference, OAUG offered Agile-specific presentations by Brocade Communications' Joseph Barrows and Oracle's Dries D'hooghe and Hardeep Gulati that focus on topics such as how Oracle Application Integration Architecture (AIA) interfaces with Enterprise PLM and how to increase profits through the use of PLM applications.

The OAUG also formed a Product Lifecycle Management Special Interest Group (Oracle PLM-PIM SIG) to serve as a link to the Oracle community for Oracle's Agile PLM users. This SIG also facilitates interaction between Oracle PLM and Oracle PIM Data Hub customers and partners.

“As part of the OAUG’s mission to foster greater links among members of the Oracle community, we look forward to working with Agile applications users,” said Jan Wagner, president of the OAUG. “By working together, Oracle-related applications users can increase the impact of our collective voice, connect with Oracle on additional collaborative efforts and further build the applications community.”

**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](http://oaug.org).

**###**