

Object Edge Achieves Oracle Validated Integration Between ExactTarget's Interactive Marketing Hub and Oracle ATG Web Commerce 10

SAN FRANCISCO (October XX, 2011) – [Object Edge](#), a Gold level member of Oracle® PartnerNetwork (OPN) today announced its ExactTarget Plug-in Module has achieved Oracle Validated Integration with Oracle ATG Web Commerce 10. The industry's first integration of ExactTarget's [Interactive Marketing Hub™](#) with Oracle ATG Web Commerce 10 gives retailers a new solution to transform e-commerce data into real-time marketing.

Unveiled today at [Oracle OpenWorld 2011](#), the integration allows retailers to more fully leverage Oracle ATG Web Commerce 10 e-commerce data to power automated real-time campaigns, including abandoned cart remarketing, order confirmations and alerts, and personalized email offers and content. Launched in September 2010, ExactTarget's [Interactive Marketing Hub™](#) is a cross-channel interactive marketing platform that enables marketers to engage in real-time marketing, consolidate all data to create a common view of the consumer and deliver targeted, permission-based interactions across email, mobile, social media and the Web.

"With this integration delivered by Object Edge and ExactTarget, marketers can unlock the power of their e-commerce data to create compelling interactive marketing programs tailored specifically to the unique needs and preferences of customers around the world," said Scott Roth, senior director of partner marketing and alliances at ExactTarget, a global interactive marketing solutions provider.

"Achieving Oracle Validated Integration allows marketers to derive more value from the Oracle ATG Web Commerce and ExactTarget platforms, by connecting more closely and relevantly with customers," said Jags Krishnamurthy, Chief Operating Officer and Chief Architect of California-based Object Edge.

Oracle Validated Integration provides customers with the confidence that the integration has been tested as technically and functionally sound, and will perform as documented, which can help to reduce risk and simplify implementations and upgrades.

"This Oracle Validated Integration signals to our joint customers that this integration has been validated by Oracle which helps reduce risk and drive improved marketing results," said Darren Burris, Vice President, Strategic Alliances, Oracle. "We are pleased to see Object Edge and ExactTarget collaborating to maximize the capabilities of ATG Web Commerce and help enable real-time marketing campaigns."

Marketers can learn more about how to use Object Edge's ExactTarget Plug-in Module for Oracle ATG Web Commerce 10 by visiting www.objectedge.com/ecommerce-plugin-marketing.html. OpenWorld attendees can also visit Object Edge and ExactTarget at Booth 4038 in Moscone West.

The debut of Object Edge's ExactTarget Plug-in Module for Oracle ATG Web Commerce 10 follows the launch of an ExactTarget-commissioned study by Forrester Research Inc. that found that 48 percent of interactive marketing executives rank "understanding customers' cross-channel interactions" as one of the top challenges facing marketers today. The report entitled "[The New Campaign Management Mandate](#)," finds the lack of cross-channel insights is resulting in brands interacting through disconnected channels, which then fail to deliver seamless brand experiences and the real-time, relevant dialog consumers expect.

ExactTarget is a Gold level member in Oracle PartnerNetwork.

About Object Edge

Object Edge is an IT Strategy, Software Consulting and Development firm, specializing in solutions for the E-Commerce, Telco, Finance, Insurance, and Healthcare industries. We have delivered award winning E-Commerce solutions globally for clients on the Oracle/ATG platform, and to Fortune 50 companies in North America and Europe. Our core competence lies in

business & technology architecture, system integration and solution delivery. For more information please contact us at bizdev@objectedge.com or visit us at www.objectedge.com.

About ExactTarget

ExactTarget is a leading global provider of on-demand email marketing and interactive marketing solutions. The company's Interactive Marketing Hub technology provides organizations a single solution to connect with customers via email, integrated text messaging, landing pages and social media. Supported by collaborative global services teams, ExactTarget's technology integrates with more sales and marketing information systems than any other in the industry, including Salesforce.com, Microsoft Dynamics CRM, Omniture and Webtrends among many others. ExactTarget powers permission-based multichannel communications for thousands of organizations around the world including Expedia.com, Best Buy, Papa John's, CareerBuilder.com, Gannett Co., Inc., The Leukemia & Lymphoma Society, The Home Depot and Wellpoint, Inc. For more information, visit www.exacttarget.com.

About Oracle Validated Integration

Oracle Validated Integration through the Oracle PartnerNetwork gives customers confidence that the integration of complementary partner software products with Oracle Applications and Oracle Technology (including Oracle Enterprise Manager, Oracle Content Management, and Oracle Identity Management) have been validated and the products work together as designed. This can help reduce risk, improve system implementation cycles, and provide for smoother upgrades and simpler maintenance. Oracle Validated Integration applies a rigorous technical process to review the integrations of third-party software to Oracle Applications and Technology products, including productized repeatable integrations from system integrators. Oracle provides access to Oracle Applications and Technology software, tools, technical resources and training to assist partners in developing integrations based on Oracle standards and best practices. Partners who have successfully validated their integrations are authorized to use the "Oracle Validated Integration" logo. For more information, please visit Oracle.com at <http://www.oracle.com/us/partnerships/solutions/index.html>.

About Oracle PartnerNetwork

Oracle PartnerNetwork (OPN) Specialized is the latest version of Oracle's partner program that provides partners with tools to better develop, sell and implement Oracle solutions. OPN Specialized offers resources to train and support specialized knowledge of Oracle products and solutions and has evolved to recognize Oracle's growing product portfolio, partner base and business opportunity. Key to the latest enhancements to OPN is the ability for partners to differentiate through Specializations. Specializations are achieved through competency development, business results, expertise and proven success. To find out more visit <http://www.oracle.com/partners>.

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Media Contact:

Mitch Frazier (ExactTarget) – 317.275.5034 or mfrazier@ExactTarget.com

Jags Krishnamurthy (Object Edge) – 925.943.5558 or jags@objectedge.com