

# APPITAT KEY MESSAGING

1

## **(CEO'S) WITH APPITAT, YOUR ORACLE TECHNOLOGY BECOMES A SOURCE OF BUSINESS STRENGTH AND GROWTH.**

- Trust your Oracle technology to Appitat so you can devote more time to what you do best—building your organization.
- Stay ahead of your competition by taking full advantage of the newest, most powerful Oracle functions and information technology.
- Grow revenues by fully leveraging your investment in time, talent and capital related to Oracle technology.

2

## **(CFO'S) WORKING WITH APPITAT FREES UP CAPITAL BUDGET AND PAYROLL FOR MORE STRATEGIC USES.**

- Make predictable regular investments for Appitat services versus large, risky capital investments in an Oracle license, staffing, equipment, Internet connectivity and more.
- Appitat is expert in optimizing Oracle environments, so you get the maximum cost-efficiency from your Oracle investment.
- Pay for only the infrastructure and staff support you need, when you need them.

3

## **(CIO'S/CTO'S) CONFIDENTLY OFFER YOUR ORGANIZATION A STATE-OF-THE-ART ORACLE ENVIRONMENT THROUGH APPITAT SERVICES.**

- Appitat hosts, maintains and continuously upgrades your Oracle environment.
- Longtime Appitat DBAs experienced in Oracle environments give you prompt, expert support.
- Appitat's staff, hardware and infrastructure devoted to your business can grow or shrink whenever you or your customers are ready.
- Appitat's technology assures your data is always safe and available.

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## **(COO'S) APPITAT HELPS YOUR ORACLE SYSTEM AND PEOPLE HANDLE MORE INFORMATION IN LESS TIME.**

- The information you gather through your Oracle-enabled application is always available when you need it and, most important, usable.
- By letting Appitat host and maintain your Oracle system, you free your IT staff's time so they can work on improving your overall business-technology efforts.

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## **APPITAT IS A SERVICE FROM SOFTREK, A COMPANY THAT HAS HELPED CUSTOMERS MAKE THE MOST OF THEIR ORACLE ENVIRONMENTS FOR NEARLY 20 YEARS.**

- SofTrek works with 60 major customers.
- SofTrek's use of hosted Oracle management evolved naturally over the past seven years as a way to meet its customers' needs.
- SofTrek's proven know-how and experience ensure your organization will get the maximum performance from your Oracle environment.