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OAUG Backgrounder

Oracle Applications Users Group

The Oracle Applications Users Group (OAUG) was formed in the San Francisco Bay Area in May 1990. At that time, 32 Oracle Applications users gathered to create a forum for the exchange and expression of information concerning the effectiveness of Oracle Applications. The members agreed that the OAUG would promote education, networking, communications and information sharing and opened a dialogue with Oracle representatives about product development, quality and support.

Today, the OAUG serves a global community of users of Oracle Applications products including Oracle Fusion Applications, Oracle E-Business Suite, Oracle's PeopleSoft Enterprise, Oracle's Agile, Oracle Hyperion Performance Management, Oracle Retail, Oracle Communications, Oracle's Siebel CRM, Oracle's Primavera Enterprise Project Portfolio Management (EPPM) and others. OAUG members represent more than 35 percent of the Fortune 100 companies and come from diverse backgrounds, industries and geographic locations. Members include end users, service providers, hardware vendors and third-party software solution providers.

With its wide range of activities and resources, the OAUG works to increase its members' knowledge and understanding of Oracle Applications, facilitate peer networking and communicate the user community's issues and needs to Oracle. Such activities and resources include conferences, educational events, publications, virtual communities and more than 95 affiliated geographical and special interest groups.

The OAUG's mission is to:

- Provide a forum for members to share information and experience on selecting, implementing and effectively using Oracle Applications products.
- Establish and communicate the OAUG members' collective priorities for the development, direction and enhancement of Oracle Applications products to Oracle Corp.
- Maintain an effective worldwide communications channel with Oracle Corp. regarding the company's applications.
- Promote the optimal benefit-in-use of Oracle Applications, supporting education and training programs and events associated with their use, as well as developing conferences, publications and electronic meeting places dedicated to the Oracle Applications products.

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