

## Oracle becomes global partner of the DHL Innovation Initiative

- **Information technology and logistics industries share knowledge**
- **DHL uses Oracle Fusion Middleware components for integrating and evaluating AutoID data**

**Bonn, 22. Oktober 2009:** Oracle is now a global technology partner of the DHL Innovation Initiative. The company is using its technical expertise in processing logistics movement data to support the community of international companies who are working together. The DHL Innovation Initiative was conceived in 2007 and has its home at the DHL Innovation Center. Deutsche Post DHL houses all of its logistics research and development activities under one roof at a location near Group headquarters in Bonn. A central point of the relationship is the use of data from "AutoID systems" such as radio frequency identification (RFID) and sensors. The automatic acquisition of information, with the help of Oracle capabilities, will be integrated into DHL's logistics management and information systems. This will lay the foundation for new logistics services and notification systems. Entertainment electronics, automotive and trade are the preferred target industries for the newly developed services.

"Innovations in the field of logistics information concentrate primarily on generating greater transparency and improved management of logistics processes," explained Keith Ulrich, head of Technology and Innovation Management at Deutsche Post DHL. "Immense amounts of data need to be made manageable. Oracle technology helps us to integrate the automatically collected data into our systems and processes. We are looking forward to working together and the resulting opportunities, namely being able to offer our customers even better logistics services."

Oracle also attaches great significance to the new partnership. "The combination of Oracle's abilities to support efficient and automated supply chains together with DHL's expertise as the world's largest logistics provider will enable companies to further optimize their global supply chains. The partnership offers us many new and sustainable opportunities to develop practical logistics solutions for the future," said Rick Jewell, senior vice president of Application Development at Oracle.

Within the framework of the DHL Innovation Initiative, experts from the fields of technology, industry and science are developing together with DHL innovative logistics solutions for future customer needs. Members of the Innovation Initiative are contributing their innovative technologies to practical research projects and, in return, gaining insights into the logistics industry's business processes and requirements.

### **Media Queries:**

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