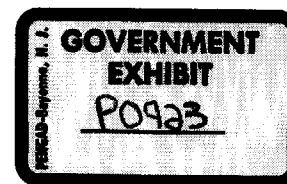


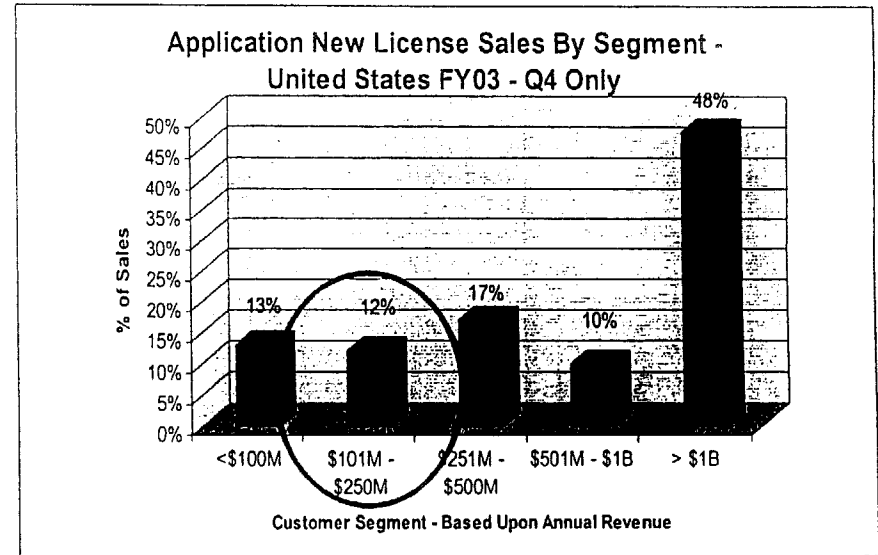
North America's Applications Mid-Market Pilot Program Briefing Document



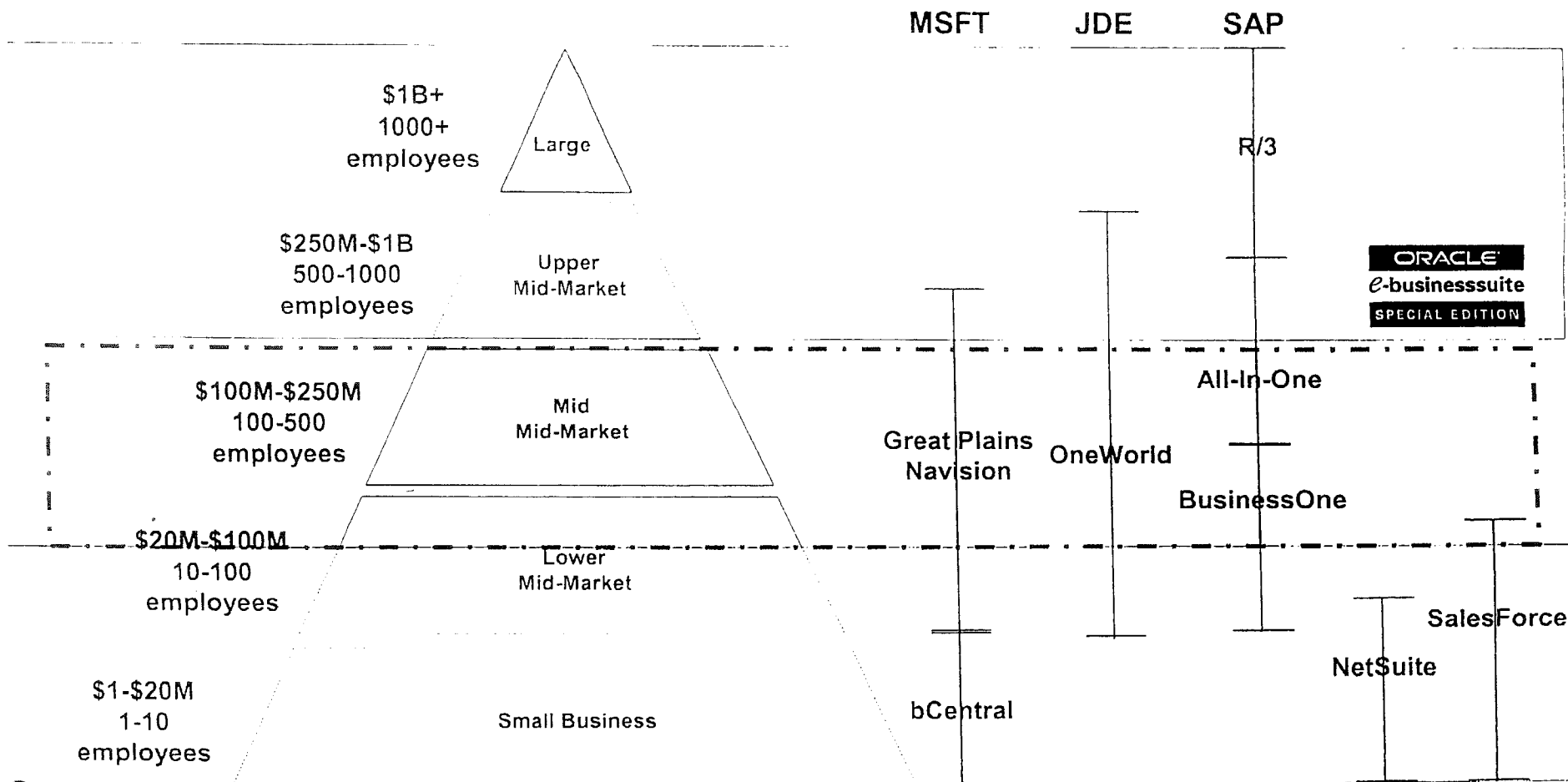
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Target US Mid-Market Segment with the Greatest Potential for Incremental Growth to Oracle

Segment	Revenues	# Companies
Upper Mid-Market	\$250M - \$1B	8,483
Middle Mid-Market	\$100M - \$249M	84,385
Lower Mid-Market	\$20M - \$99M	515,977



Special Edition Competitive Landscape



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