

datango announces powerful ROI for Oracle clients: Reducing Oracle application rollout and support costs by over 40%

Study and ROI calculation underscores requirement for ongoing user adoption optimization for Oracle applications such as JD Edwards and eBusiness Suite

Oracle OpenWorld, San Francisco, October 12, 2009 – datango AG, the leading independent provider of software that accelerates time-to-value and increases user acceptance of mission-critical systems, today announced that it is able to rapidly address the key factors that delay projects and inhibit ROI according to the findings of recent study on user adoption of enterprise software such as Oracle applications.

The study of more than 1,000 users, carried out by the market research company Tickbox, highlighted that four out of ten company employees believe their critical business software is highly complex and challenging to use. Further, the study also revealed that these are two of the most significant factors that lead to increased costs and a significant loss in user productivity every week.

According to the Tickbox study, approximately 90 percent of the office workers surveyed lost work time (between 30 minutes and five hours each week) because enterprise applications weren't user-friendly. Unessential functions, incompatibility with other software and inadequate training were cited as the primary reasons, according to those surveyed.

In a recent analysis conducted by datango of a representative 500 end user deployment, datango benchmarked two scenarios; with and without the datango solution deployed: Without datango, the company totaled approximately 1,000 requests for support each year from this user community. With datango, these support costs were reduced by 20 percent and, in addition, the analysis also revealed that 30 percent of training costs and 75 percent of costs for the creation of documentation and user training materials were saved. The most dramatic savings were realized in the

reduction of re-training that is typically required due to ongoing application updates, upgrades or user role changes/churn. In this area alone, a reduction in costs of more than 90% was accomplished, enabling cost-effective ongoing user adoption optimization throughout the application's entire lifecycle and increasing ROI. In aggregate, the total savings for this particular scenario were 41.67% versus previous methods.

Dr. Jochen Wiechen, Chief Technology Officer of datango comments, "Our datango performance suite addresses the inefficiencies and challenges presented by adhering to the traditional approaches for enterprise application deployments. By providing users with rapid and real-time access to intelligent, context-aware, help within the production Oracle environment we remove the time wasted by calling a help desk, asking a colleague or struggling to search through standard help systems or intranet portals. Our software allows businesses to take this lost time and put it back to work for the business."

Dr. Wiechen continues, "This, coupled with our ability to accelerate the production of documentation while automating the processes and workflows of the members of the project team, means that we make teams more agile and better able to beat budgets and deadlines. In the current economic climate, we believe that there's no better way to squeeze more value out of your Oracle and non-Oracle enterprise applications."

datango is exhibiting in booth #135 at Oracle OpenWorld 2009 and more information is available at www.datango.com.

About datango:

datango AG, founded in 1999 and headquartered in Berlin with offices in Europe and the Americas, provides software solutions that accelerate time-to-value and mitigate the risk of end user failure for mission-critical enterprise applications. Profitable since 2004 and with the support of Hasso Plattner Ventures and EXTOREL since 2006, datango took over the "Knowledge and Performance Solutions" business unit of the Swedish

company Enlight AB in 2007. datango now has more than 750 clients, millions of users and successful partnerships with leading system integration and enterprise software companies globally. For more information, visit www.datango.com.

Press Contact

Nina Butzke, Manager, Global Marketing

Tel.: +49 (0)30-44 35 5-336

Fax: +49 (0)30-44 35 5-222

E-Mail: nina.butzke@datango.de

datango AG

Schönhauser Allee 10-11

10119 Berlin

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