



NEWS ANNOUNCEMENT

For Immediate Release

Softlinx and Oracle Present a Joint Breakfast Seminar on Enterprise Content Management to New England Executives

North Billerica, MA (February 15, 2011)—Softlinx Inc., an Oracle Certified Gold Partner and a leading provider of e-document delivery and enterprise content management solutions, today announced an upcoming educational event on Enterprise Content Management to be held at Oracle facility in Burlington, MA on March 10th.

A joint breakfast seminar to be hosted by Softlinx will offer a keynote presentation on “A strategic view of how to manage and leverage unstructured content within the enterprise” followed by two breakout sessions: “Closer Look at Oracle ECM” and “Real-World Case Study.” At the end of the event, there will be a business card drawing for Apple iPad and One-Day Free Professional Services from Softlinx.

“In today’s information-driven workplace, businesses need efficient access to information content throughout their entire business process cycle. Unfortunately, over 85 percent of enterprise information content is known to be “unstructured”—from new web content, to data from a third-party ERP system, archived images of past transaction documents to recent social media content—which makes it difficult to manage,” says Frank Woo, COO of Softlinx. “If finding and using these information contents easily and efficiently is mission-critical, so is the ability for workers to create and repurpose it. The critical nature of these business drivers is self-evident. That is, the health of the enterprise clearly depends on the ability of its information workers to create, access, and use information easily and productively regardless of its form or location.”

Attendees will not only learn about the benefits of managing unstructured content and the latest capabilities of the Oracle ECM, but also specific use case of the Oracle ECM solution.

About Softlinx

Softlinx, an Oracle Certified Gold Partner, provides Oracle UCM Consulting, Implementation and Outsourced Management Services. For over 15 years, Softlinx has been helping companies successfully manage their e-document delivery and unstructured content for better performance, faster service delivery and lower costs. Founded in 1993, Softlinx, Inc. is a privately held corporation headquartered in North Billerica, MA. For more information, visit www.softlinx.com.

About Oracle

Oracle provides the world’s most complete, open, and integrated business software and hardware systems, with more than 370,000 customers—including 100 of the Fortune 100—representing a variety of sizes and industries in more than 145 countries around the globe. Oracle's product strategy provides flexibility and choice to customers across their IT infrastructure. Now, with Sun server, storage, operating-system, and virtualization technology, Oracle is the only vendor able to offer a complete technology stack in which every layer is integrated to work together as a single system. In addition, Oracle's open architecture and multiple operating-system options gives customers unmatched benefits from industry-leading products, including excellent system availability, scalability, energy efficiency, powerful performance, and low total cost of ownership.

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