



coreNews

Core Services Focused on Consulting Service Expansion and Enhanced Global Support in 2010

Core Services Opens New 50,000 Square Foot Data Center in the USA

Core Services Corporation ("Core Services") announced the opening of a new 50,000 ft.² dual path ("2N") power data center, strategically located in Somerset, New Jersey. Formerly an Alternative Trading Floor/Disaster Recovery Center for a major Wall Street bank, no expense was spared to incorporate state-of-the-art infrastructure.

As part of Core Services' ongoing commitment to deliver superior client experiences and to enhance the value of its global support, the Somerset Data Center ("SDC") includes highly redundant infrastructure for power, cooling, and security, and ample room to grow with Core Services' increasing client requirements. Additionally, combining the most robust and flexible hardware architectures, systems management intelligence and technologies, and advanced security and integrated power management will ensure a cutting-edge, secure and sophisticated high-tech solution to meet Core Services' clients' requirements.

"The SDC will facilitate Core Services' ability to design, build, and maintain highly advanced Oracle ERP environments," says Jim Bistis, Core Services' President and CEO. "This will allow Core Services to provide its clients with extraordinary speed, security, and reliable performance at all times."

Bistis continues, "With perpetually growing databases, the demand for world class data centers continues to rise. Having redundant 13.2kV ("Kilo-Volt") electrical hookups from two separate and independent utility sources clearly separates us from many competitors. This capability places Core Services among an elite group of Application Service Providers, ("ASPs"), qualified to service both midmarket through large, global enterprises where maximum uptime and immediate scalability are essential. The industry is littered with horror stories where ASPs renting data center space routinely risk their landlord being power-, cooling-, and space-constrained, increasing costs, or closing abruptly. The SDC will provide Core Services with decades of unencumbered growth and scalability at a controllable and predictable cost."

Bistis adds, "Locating a data center in Somerset also provides us with ready access to a talented pool of highly educated IT professionals and recent graduates from area universities, including Princeton, Columbia, Penn, and Rutgers."

Operations and administrative teams will begin the transition to the new building immediately, along with a sequenced population of Core Services' hosted clients.

Core Services Consulting Drives Oracle Business Intelligence Applications, Hyperion, and OBI EE Solutions

To meet growing demand, Core Services announced a successful extension of its Business Intelligence ("BI") Applications, Hyperion, and Oracle Business Intelligence Enterprise Edition ("OBI EE") application-based consulting practices.

"Core Services is able to deliver Oracle's full spectrum of analytic applications with capabilities including corporate performance management, interactive dashboarding, and embedded analytic functionality, thus delivering value-added insights across multiple business units," explains Ernesto Espinoza, Core Services' National Oracle BI Practice Director. "Core Services' consultants can leverage a broad base of Hyperion and BI knowledge and expertise derived from over a decade of Oracle hosting and consulting leadership."

Especially in today's business climate, there is increased pressure to improve profits throughout business units in almost every size and type of organization. Addressing problems reactively through lack of real time visibility places an organization at a competitive disadvantage.

Espinoza concludes, "Core Services has seasoned BI and Hyperion architects to work with business organizations and technical teams to manage projects smoothly and cost-effectively.

Core Services Offers Fixed Price Oracle R12 Upgrades

Almost every product requires an upgrade at some point during its lifecycle. Often there is excitement surrounding these "new" models, with their latest features. However, when it comes to upgrading ERP software, there is a tendency to employ a "wait and see" strategy – hoping the "bleeding edge" pioneers debug it before one spends time and money to reap the benefits of the "latest and greatest."

Oracle's E-Business Suite Release 12 has been available for approximately three years and the question is no longer "Should I upgrade, but when?" Oracle customers are now more comfortable that there is enough experience by others who have upgraded successfully and that the product essentially is stable. Thus, this is the optimal time to upgrade.

Core Services has completed a number of successful R12 upgrades over the past year, and we are working with many clients on their current upgrade projects. "Oracle E-Business Suite R12 enables clients to make informed business decisions seamlessly, efficiently achieve immediate value with their Oracle solutions, and invest in innovative ways to simplify, standardize, and integrate their business processes, thus enhancing their IT capability while reducing cost and complexity", says Jim Bistis, Core Services' President and CEO. "As importantly, clients can harness available industry-specific tools to take advantage of proactive defensive and offensive business strategies."

Core Services' recent R12 upgrade successes demonstrate that it has proven consulting and hosting expertise with the Oracle E-business Suite. Recent client testimonials include:

"Core Services exhibited great technical expertise and executed the R12 upgrade plan with flawless and user-friendly project management. Their client-centric approach ensured the success of our upgrade project from the start. The Core Services team completed the upgrade on time and within budget, and they have proven to be invaluable, strategic partners."

Leo Rotondaro
Senior Director, Finance Business Operations
LipoScience Inc.

"We had selected another vendor to help us with our R12 upgrade and the project was not successful. We engaged with Core Services and progress to date is the difference between night and day. Core Services brought an experienced team to our site that provided a road map to a successful upgrade and we are ready to move R12 into production next month. The project is on time and on budget"

Ralph Groen
Director of Information Systems
Coach USA

"Core Services' Consulting team has been very active with R12 upgrades in 2010," says Robert Laughlin, Core Services' Vice President of Consulting and Client Services. "For clients who have minimal customizations or business process changes, the project duration often is under four months."

For a limited time, Core Services is offering an affordable, fixed price R12 upgrade solution. To take advantage of this attractive offer, please contact us at +1 877-267-3797 or info@coreservices.com for a complimentary R12 upgrade evaluation.

This enables our clients to derive more value from their data, with substantial benefits to revenue enhancement, cost control, and implementation of leading edge competitive strategies."

To learn more about Core Services' BI and Hyperion Application Consulting and Hosting Services, please contact us or visit <http://www.coreservices.com/solutions/oracle-edge-applications.php>.

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Did you know?

... That the OAUG will be celebrating its 20th anniversary in 2010? The OAUG is one of the software industry's most successful user groups. For more information about OAUG, visit <http://www.oaug.org>.

...That Jim Bistis, Core Services' President and CEO, delivered the Key Note Address at OAUG Connection Point- Dubai on March 17th, 2010? Contact us if you would like to download his presentation, "What does Virtualization and Cloud Computing mean to Oracle E- Business Suite?"

.... That Core Services is continuing its long tradition of sponsoring community events with its participation at Katy Ski Jam 2010? (<http://www.katyskijam.com>) Core Services is providing event volunteers and will be attending with local clients,

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Core Services Extends OAUG Three-Star Partner Sponsorship Platinum Sponsor for OAUG Connection Point® - Dubai and COLLABORATE 10 – Las Vegas Exhibitor

As part of its ongoing drive to deliver superior client experiences and to enhance the value of its global support, Core Services recently announced its continued commitment to the Oracle Applications Users Group ("OAUG") as a Three-Star Partner in 2010. As part of that commitment, Core Services participated as the Platinum Sponsor for OAUG Connection Point® — Dubai for a second year and will be a major exhibitor at COLLABORATE 10: Technology and Applications Forum for the Oracle Community, taking place April 18 – 22, 2010 in Las Vegas.

"OAUG Star Partners provide industry-leading tools and solutions that help Oracle Applications users to enhance their productivity and to improve the quality of their Oracle software," says , Core Services' Vice President of Sales and Marketing. "Core Services has established a long-standing commitment to help its clients maximize the return on their Oracle Applications investments. This focused commitment is aligned with the OAUG's program to optimize users' experience with Oracle E-Business Suite, PeopleSoft, Siebel, Hyperion, and other Oracle

Applications through its connection to the extensive network of OAUG Star Partners."

In addition to the two major events above and the Three-Star Partnership in 2010, Core Services has taken on a leadership role in the OAUG Community. Bimal Doshi, Core Services' Vice President of Operations, serves as a member of the OAUG Connection Point® — Dubai 2010 Presentation Steering Committee.

And serving for a fourth year on the OAUG Exhibitor Advisory Council in 2010, Jennifer Lasida, Core Services' Director of Marketing and Events, provides the OAUG exhibit management team with industry input and suggestions that help improve the exhibitor and attendee experience at OAUG conferences. Lasida says, "Core Services has supported the OAUG for more than 10 years and expects to stay active in the Oracle community through the OAUG Star Partner Program and ongoing leadership roles at regional, national, and international OAUG events."

partners, and prospects to this family friendly event. Other community event contributions include The Far Hills Race, National Night Out, and The American Cancer Society's Starlight Gala.

...That the 2010 Starlight Gala will be celebrating having donated \$1.4+ million to the American Cancer Society since the Gala's inception 15 years ago? This is Core Services fourth year as a table sponsor at this one-of-a-kind American Cancer Society Event.

Core Services Partner Lead Registration

Core Services embraces and rewards our partners who are important to our success. We provide a convenient website where our partners can register new hosting and consulting opportunities for Core. Core Services will compensate companies or individuals with up to a 5% referral fee. To participate in Core Services' Partner Lead Registration go to:

<http://www.coreservices.com/partners/plr.html>

Upcoming Events:



April 18-22, 2010
Mandalay Bay Convention Center
Las Vegas, Nevada, USA

About COLLABORATE 10

The Independent Oracle Users Group ("IOUG"), the Oracle Applications Users Group ("OAUG"), and Quest International Users Group ("Quest"), present COLLABORATE 10, Technology and Applications Forum for the Oracle Community. As an educa-

tional conference, COLLABORATE 10 will help users of the full family of Oracle business applications and database software gain greater value from their Oracle investments. Created by and for customers, COLLABORATE 10 offers a blend of customer-to-customer interaction and insights from technology visionaries and Oracle strategists. **Visit Core Services in the Exhibit Hall at Booth #2024.**

For more information about COLLABORATE 10, visit <http://oaug.collaborate10.com/>.