

Oracle buys Web management firm FatWire

June 21 2011



The Oracle logo is displayed on the company's headquarters in Redwood Shores, California. US business software giant Oracle announced the acquisition on Tuesday of Web management company FatWire Software.

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Financial terms of the transaction were not disclosed.

"Increasingly, more companies have come to rely on their websites as the most important channel for communication, marketing, customer engagement and commerce," Oracle said in a statement.

"FatWire's proven solutions provide organizations with the ability to deliver relevant customer content, build community engagement and drive site stickiness and [loyalty](#)," it said.

Oracle [senior vice president](#) Hasan Rizvi said the addition of FatWire products to Oracle's offerings "will give Oracle the ability to provide a complete suite of software that empowers Web marketers to engage visitors."

FatWire president and chief executive Yogesh Gupta said the acquisition "is expected to provide FatWire customers with dramatically expanded products and services to help them achieve their online customer experience goals."

Oracle said the deal is expected to close in mid-2011.

Fatwire was founded in 1996 and is based in Mineola, New York. It boasts 500 customers in 11 countries in various sectors including financial services, media, technology, manufacturing, the [public sector](#), retail and health care.

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