

Oracle and Involver

On July 10, 2012, Oracle announced that it has entered into an agreement to acquire Involver, a leading provider of SML™ (Social Markup Language), a social media development platform that enables developers to create highly customized marketing applications for social media sites and web campaigns.

The transaction has closed.

Companies are looking to harness the full potential of social media to increase brand loyalty, connect with potential customers and anticipate buyers' needs. The combination of Involver with Oracle is expected to create the most advanced and comprehensive cloud-based social platform across marketing, sales and service touchpoints. Involver's SML technology is expected to extend Oracle's social platform to help customers more easily and cost-effectively collaborate and build engaging applications and social experiences across their social campaigns and sites.