

ORACLE®

Disrupt or be Disrupted

Модерни облачни бизнес решения
от Оракъл

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5 Top Business Advantages of Being Disruptive*

- 1 ➤ Why a Complete Suite matters to your business
- 2 ➤ Why Connecting your processes is a game changer
- 3 ➤ Complete cloud suites minimize risk, can improve data Security
- 4 ➤ Personalized: empowers users, allows for faster innovation
- 5 ➤ How being Data-Driven contributes to rapid business growth

*Definitions of **DISRUP**:

verb

interrupt (an event, activity, or process) by causing a disturbance or problem.

THE

DIGITAL

DISRUPTION

WORKSHOP

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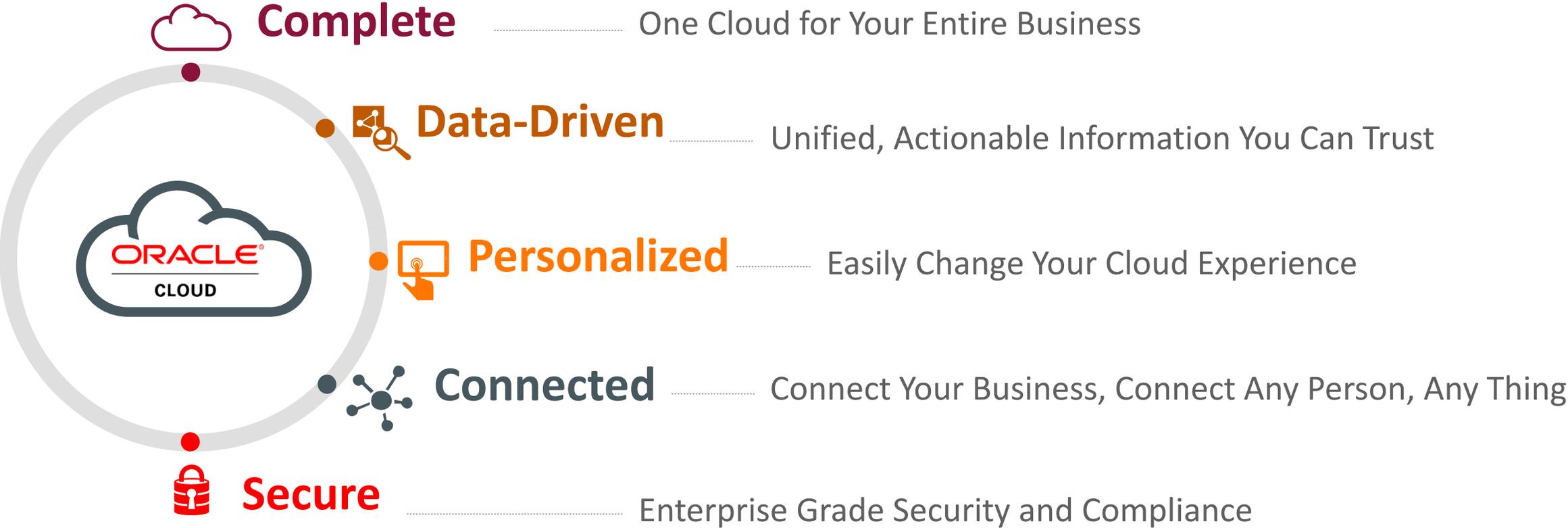
Why Does a Complete Cloud Matter to You?

Your **CUSTOMERS**
EXPECT a business to
be unified

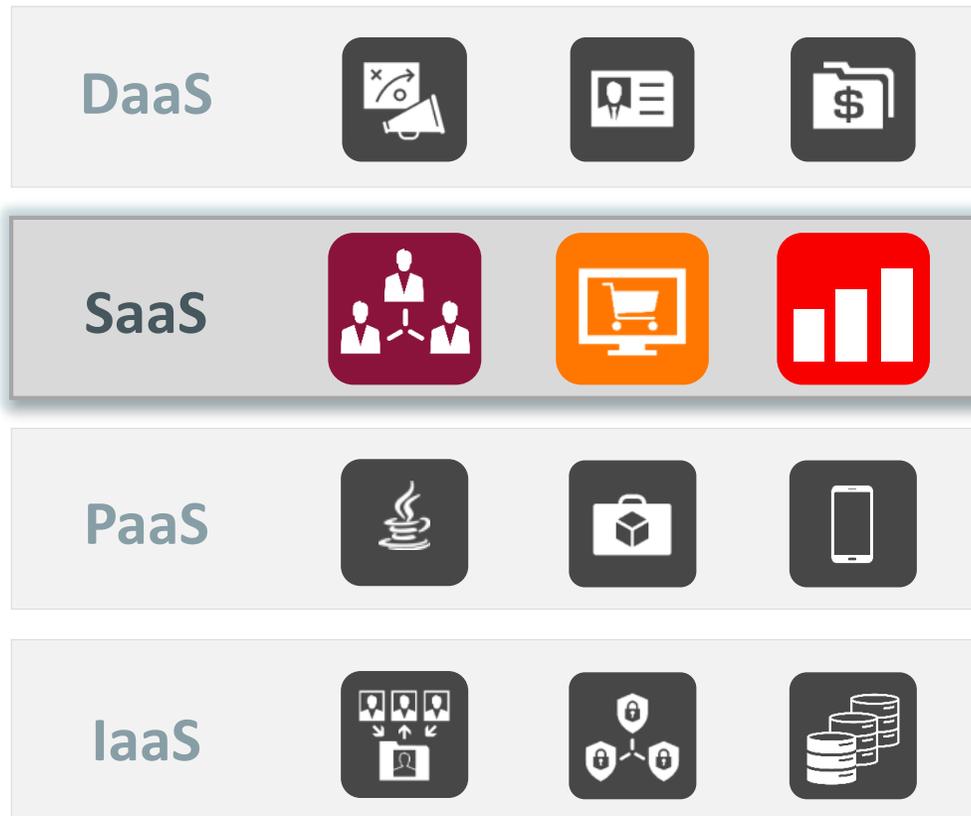
Not acting as independent
individuals, doing
individual jobs



Modern Cloud Design by Oracle



Oracle: Most **Complete**, Standards-Based **Stack**



- Personalize and configure apps to meet role-specific needs
- Standardize business processes with built-in Modern Best Practice
- Enrich, create apps and extend processes for an industry focus. Upgrade safe.
- Easily connect to on-premises, other clouds, any person and any “thing” securely.

Modern, Complete Suite of Cloud Applications

Designed to grow with you

 CX Cloud	Marketing	Sales	Configure, Price & Quote	Commerce	Service	Social
 HCM Cloud	Global HR	Talent Management	Workforce Rewards	Workforce Management	Work Life	
 ERP Cloud	Financials	Governance, Risk & Compliance	Project Portfolio Management	Procurement		
 SCM Cloud	Planning & Collaboration	Manufacturing	Order Management	Inventory & Logistics	PLM	Procurement
 Data Cloud	DaaS for Marketing	DaaS for Sales	DaaS for Customer Intelligence			
 EPM Cloud	Enterprise Planning	Financial Reporting	Account Reconciliation	Financial Consolidation & Close		

 **18 Leader** ratings in SaaS Categories


Apps Marketplace

Complete Functional Business Processes



Unified Cloud Applications Suite

The fastest way to a unified connected business



Unified Data Foundation

Built-in standardization

Social

Mobile

Analytics

Security

Process

Complete Cloud SaaS Applications

The **fastest** way to a unified connected business

Business Advantage #1

A Complete Cloud Suite is the FASTEST way to connect your business, modernize processes.... and GROW...

Complete suite, yet modular!



Cloud

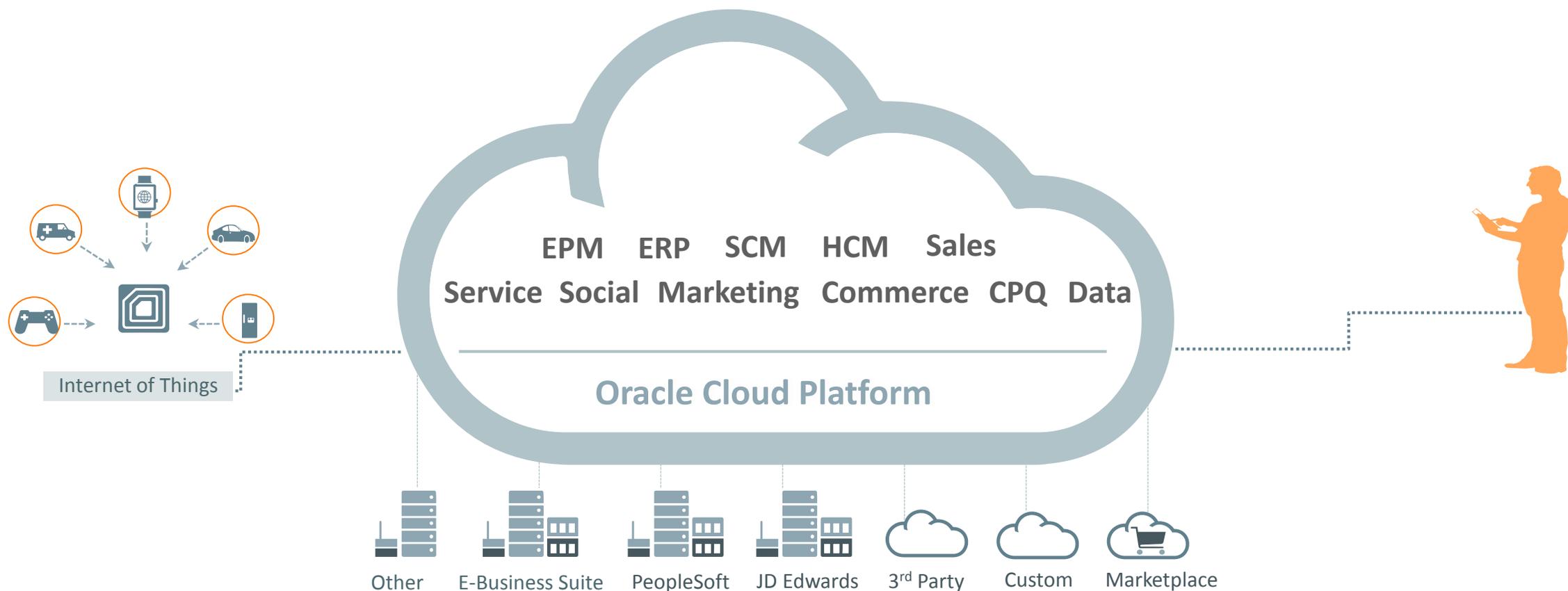
Process

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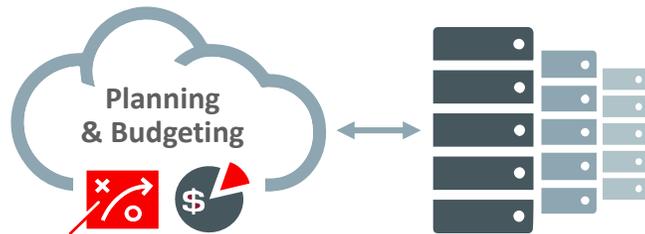
A Connected Business

Designed to co-exist: easily connect your business, process, people and things



3 Common “Connect to the Cloud” Business Scenarios

Single Function / Process

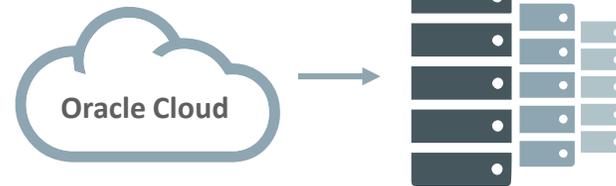


On-premises

Single function / process in the cloud:

Exs: Supplier’s qualification,
 Planning/Budgeting, IM, OTM
 Built-in data import/export
 Pre-built connectors: Oracle or partners

Subsidiary / Division



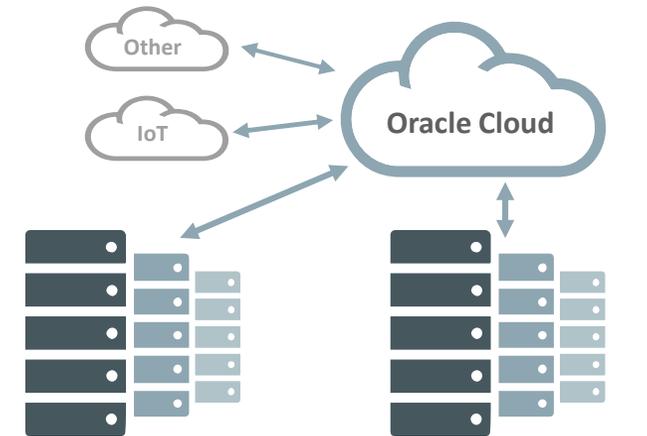
Subsidiary

HQ On-premises

Subsidiary / division in the cloud:

One way xfer of GL, orders...to HQ
 Use automated / scheduled file loaders
 Pre-built connectors: Oracle or partners

Shared / Outsourced Services



Location 1,2,3

Partners, Suppliers,
 Portals

Share services with partners, suppliers, locations:

Orchestrate data flow
 Drag and drop ICS / PCS

Modern Best Practice

Designed with built-in processes that connect your business

130+

modern best practices

Open, Standard, Free

Finance • Budget to Approval • Asset Acquisition to Retirement • Bank Transaction to Cash Position • Expense Report to Reimbursement • Supplier Invoice to Payment • Customer Invoice to Receipt • Customer Collection to Credit Policy • Daily Close to Financial Forecast • Period Close to Financial Reports

Procurement • Insight to Smart Sourcing • Requisition to Receipt • Contract Creation to Spend Compliance • Supplier Registration to Supplier Performance • Supplier Return to Settlement • Supplier Invoice to Payment

Order Management • Multi-channel Order to Promise • Fulfillment Orchestration to Invoice • Order to Drop Shipment

Marketing • Analytics to Insight • Insight to Campaign ROI • Campaign Execute to Lead • Event Execute to Lead • Disparate Sources to Unified Data • List Import to Prospect

Sales • Social Prospect to Lead • Lead to Opportunity • Opportunity to Quote • Quote to Order • Order to Close Opportunity • Opportunity to Forecast • Sales Play to Key Account Opportunity • Schedule Change to Sales Call • Vendor Lead to Channel Opportunity • Channel Lead to Vendor Opportunity

Sales Performance Management • Sales Strategy to Execution • Coaching Plan to Performance • Incentive Plan to Payment

Service • Customer Contract to Resolution • Social Listing to Resolution • Service Request to Dispatch • Knowledge Gap to Solution • Sensor Alert to Preventive Maintenance • Customer Sentiment to Preventive Maintenance

Commerce • B2C: Multi-Channel to Omni-channel Experience • B2C: Awareness to Interaction • B2C: Interest to Purchase • B2B: Multi-Channel to Omni-channel Experience • B2B: Product Search to Cart • B2B: Cart to Agreement

Logistics: Shipment to Dispatch • Inbound Shipment to Receipt • Freight Invoice to Approval • Lane Forecast to Carrier Contract

HR & Talent • Recruit to Onboard • Benefits to Payroll • Time Collection to Payroll • Payroll to Payment • Goal Setting to Performance Improvement • Talent Review to Succession • Absence Planning to Productivity Improvement • Employee Insight to Workforce Wellness • Employee Separation to Workforce Analysis

Project Management • Initiation to Project Plan • Resource Deployment to Utilization • Project Execution to Control • Project Expenditure to Cost Control • Grant Award Funding to Closeout • Project Contract to Revenue • Analysis to Project Optimization

Innovation • Social Monitoring to Idea Capture • Idea Capture to Business Case • Requirement Definition to Optimization • Concept Formation to Design • Product Proposal to Go-to-Market Candidate • Portfolio Review to Selection

Industry • **Higher Education** • **Insurance** • **Banking** • More coming soon

A Connected Business

Designed to co-exist: easily connect your business, process, people and things

Business Advantage #2

Designed to co-exist: Connects your business, process, people and things.

Built-in: No need to re-invent the process wheel.

Agenda: 5 Top Business Advantages

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Multi-Layer Secure Cloud Innovations

Designed to be secure at every layer

Secure Features and Benefits



Role-based Access



Global Access Controls



Backup and Redundancy; 19 Global Data Centers



Local Data Residency



24x7 Oracle Security Experts



Data Center Man Traps, Biometric IDs, etc.

SaaS



PaaS



IaaS



Applications

Platform

Storage

Compute

OS

Chip

Network

Physical

Multi-Layer Secure Cloud Infrastructure

Designed to be secure at every layer

Secure Features and Benefits



Roles



Business Advantage #3

Complete cloud suite minimizes risk at every layer.
Oracle has experts to oversee
cloud data security for you



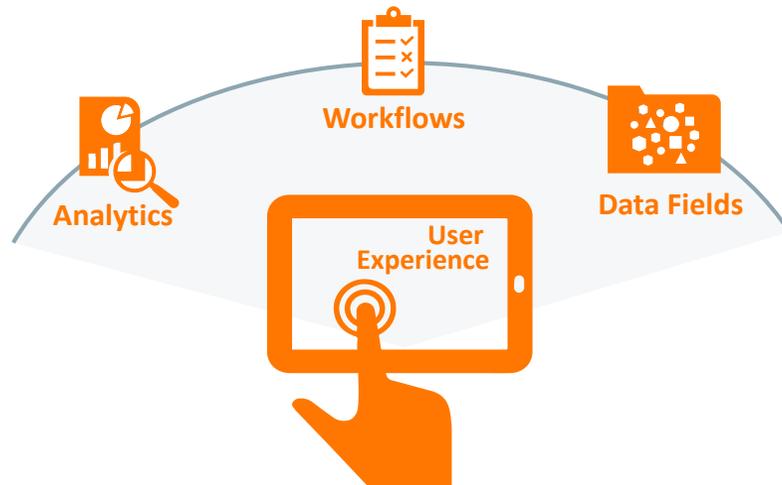
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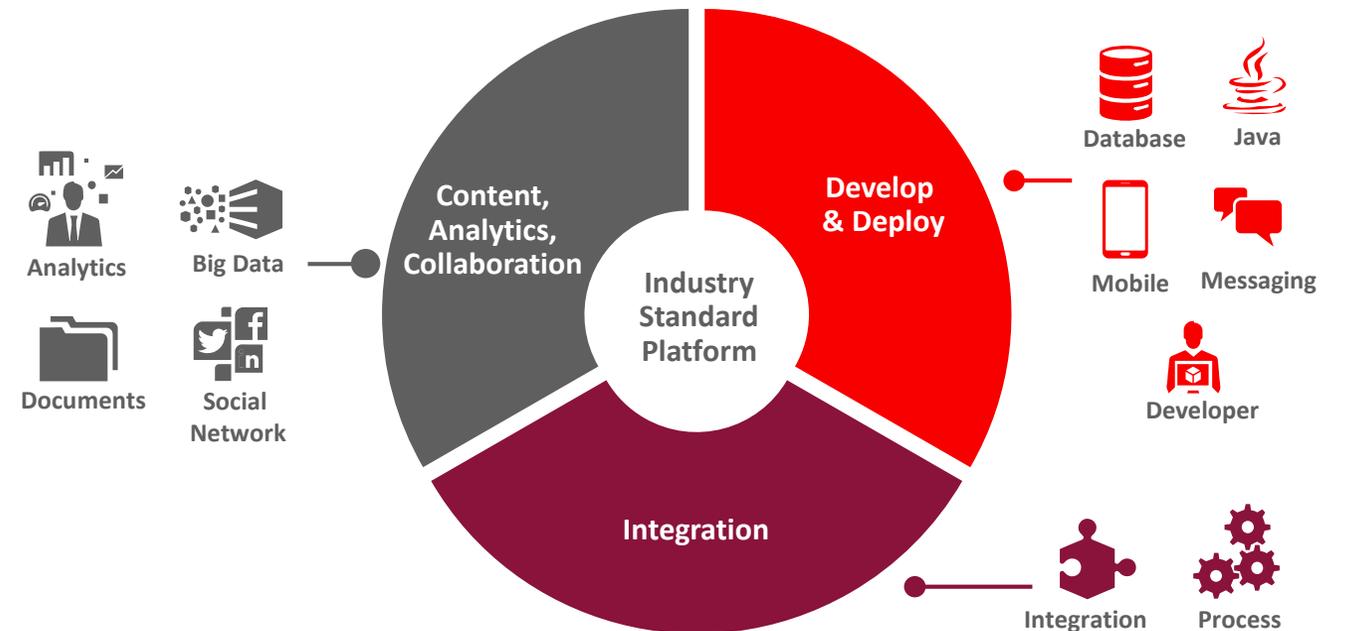
Easily Change Your Cloud Experience

Modern user experience. One cloud platform

SaaS Tailor User Experience

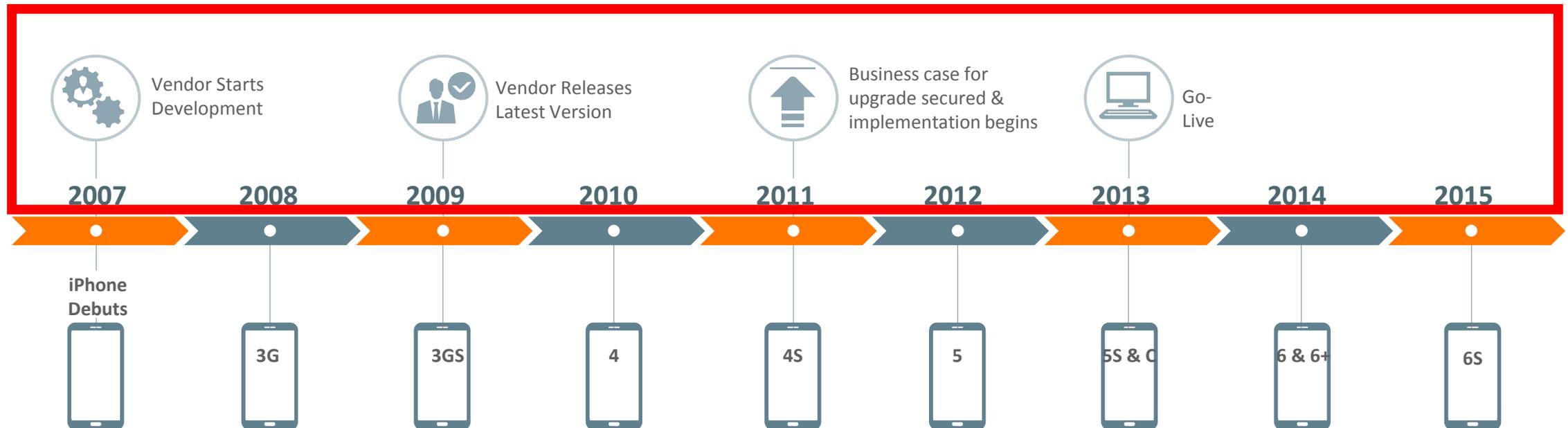


PaaS Enrich and Create New Apps



On-Premises Upgrade-Innovation Timeline

Lengthy upgrade cycles are a barrier to innovation consumption



SaaS Innovation Availability: Every 6 Months

Easily Change Your Cloud Experience
Modern user experience. One cloud platform

SaaS Tailor User

Business Advantage #4

Oracle's personalized cloud empowers users... and allows for faster innovation ...with less headaches



Java



Messaging



Developer



Integration



Process

Agenda: 5 Top Business Advantages

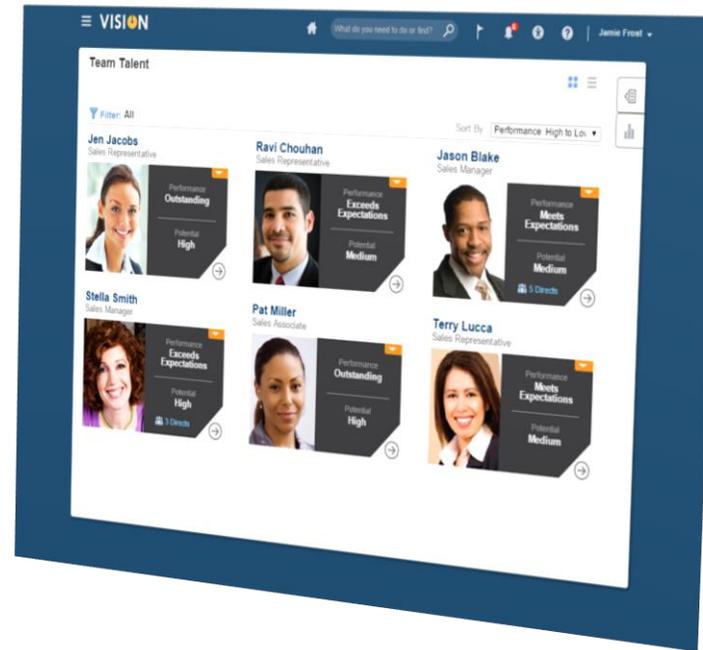
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Unified, Actionable Data You Can Trust

Built-in BI within Oracle Cloud Apps. Unlock the value of data for every role



Employee
role based, collaborative



Manager
detailed information quickly



Executive
contextual graphics

Oracle's Cloud is Data Driven at Every Level

Enrich data, analyze data, visualize data



Enriched Data



Embedded Transactional BI



Enterprise Level Performance



Data Visualization & Analytics



Big Data Processing

BENEFITS

- Get, validate, consolidate latest customer, prospect, product, audience data
- Built-in BI: HCM, CX, ERP, SCM
- Cross functional BI available, presented within Oracle Apps
- Expanded visibility across business
- Driver based planning
- Advanced modeling and forecasting
- Next generation management reporting
- Account reconciliation
- Consolidation and close
- Easy 3rd party data imports, imports from other databases
- Flexible data model
- Analyze & mashup away from production apps
- Enhanced data visualization capabilities
- Discover new trends, patterns
- Process real-time any data type fast: streaming, log data, graph, spatial, docs
- Hadoop or ORCL DB 12c in memory concurrent row & columnar support
- Advanced algorithms in ORCL DB 12c to extract only relevant data
- Issue one query against both trans data & big data

Unified, Actionable Data You Can Trust

Built-in BI within Oracle Cloud Apps unlock the value of data for every role

Business Advantage #5

Oracle has built-in BI within its cloud applications – no extra charge!

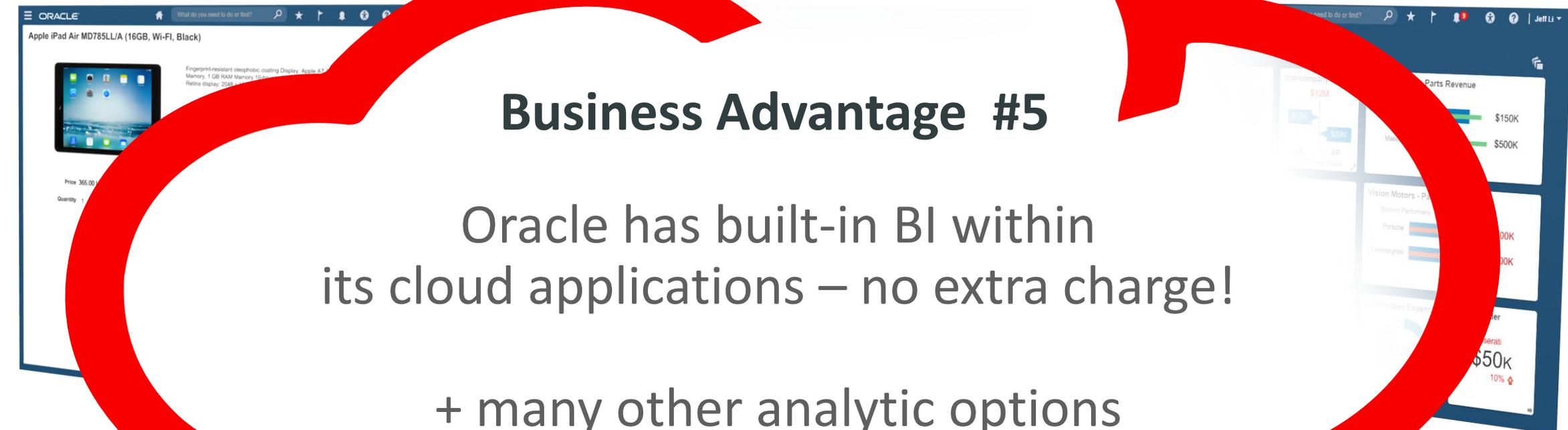
+ many other analytic options

Employee

role based, collaborative

get detailed information quickly

contextual graphics



Oracle's Complete Cloud Suite

Top 5 Business Advantages Summary...



- 1 • Fastest way to connect, unify and grow your business
- 2 • Built-in Modern Best Practice business processes
- 3 • Minimizes security risk, less headaches
- 4 • Brings innovation to the business faster
- 5 • BI built-into SaaS applications at no extra charge

Modern Business. Modern Cloud.

 **Complete**

 **Data-Driven**

 **Personalized**

 **Connected**

 **Secure**

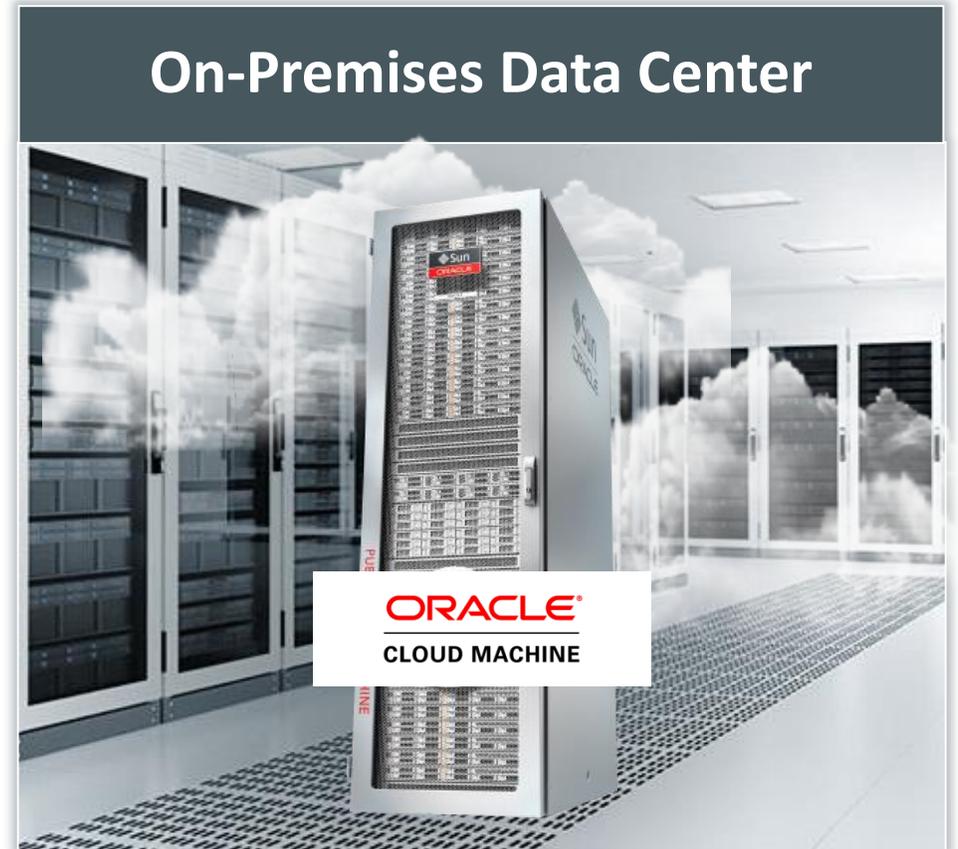
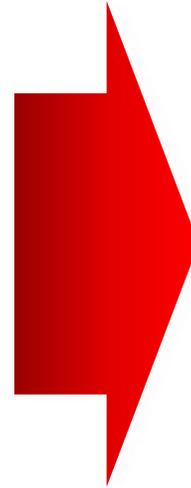




How Do You Bring the Power of the Public Cloud to Your Data Center?

Bringing the Power of the Cloud Model to Your Data Center

SaaS at Customer - Complete deployment choice with public cloud benefits in your data center



Integrated Cloud

Applications & Platform Services

ORACLE®