LEADERSHIP INSIGHTS:
PRODUCTIVITY AND INNOVATION

Charles Homs
Vice President Industries Business Unit
DISRUPTIVE
Just adding something to make it go faster is not innovation
Just shrinking or removing something is not innovation
OF PRODUCTIVITY GROWTH COMES FROM INNOVATION
WORK REVOLUTION

6 OUT OF 10 COMPANIES HAVE MORE DATA THAN THEY CAN USE EFFECTIVELY ... INNOVATION WORKERS NEED INSIGHT BUILT INTO PROCESSES
MOBILE REVOLUTION

78% OF THE WORLD POPULATION HAS A MOBILE PHONE … 2.5 TIMES MORE THAN THE NUMBER OF PEOPLE ONLINE
SPENDING ON SOFTWARE-AS-A-SERVICE IS PROJECTED TO DOUBLE BY 2014.

CAPTURE NEW MARKETS

EMERGING MARKETS REQUIRE EXTREME PRODUCTIVITY THROUGH PRODUCT AND PROCESS INNOVATION
WATCH FOR SIGNALS

TOP PERFORMING ORGANIZATIONS USE ANALYTICS 5 TIMES MORE THAN LOW PERFORMERS
MATCH TECHNOLOGY TO THE JOB

INNOVATION WORKER PRODUCTIVITY CAN INCREASE BY 50% WITH SOLUTIONS TAILORED TO SPECIFIC JOBS OR ROLES
INNOVATION GROWTH PRODUCTIVITY +
ORACLE’S APPLICATION STRATEGY

COMPLETE SOLUTIONS
COMPLETE CHOICE
COMPLETE SOLUTIONS

COMPLETE ENTERPRISE APPLICATIONS
- ERP
- CRM
- GRC
- HCM
- SCM
- EPM

COMPLETE INDUSTRY APPLICATIONS
- Aero & Defense
- Automotive
- Chemicals
- Consumer Products
- Communications
- Education & Research
- Engineering & Construction
- Financial Services
- Health Care
- High Tech
- Industrial Manufacturing
- Life Sciences
- Media & Entertainment
- Natural Resources
- Oil & Gas
- Professional Services
- Public Sector
- Retail
- Travel & Transportation
- Utilities
- Wholesale Distribution

COMPLETE APPLICATIONS PLATFORM
- Business Intelligence
- SOA & Process Management
- User Experience
- Content Management
- Identity & Access
- Developer Tools
COMPLETE CHOICE

Lifetime Support
The most comprehensive support policy available.

Applications Unlimited
Commitment to ongoing enhancements & support of Oracle Apps.

Co-Existence
Apps designed to add value & work with your existing investments.

Years from Release G/A
- Premier
- Extended
- Sustaining

Fusion Middleware
New Applications
Applications Unlimited
FUSION APPLICATIONS

THE NEW STANDARD FOR INNOVATION
COMPLETE SUITE THAT IS EASY TO CONFIGURE AND EXTEND

THE NEW STANDARD FOR WORK
COMPLETE USER EXPERIENCE THAT SHOWS YOU WHAT YOU NEED TO KNOW AND DO

THE NEW STANDARD FOR ADOPTION
COMPLETE CHOICE OF OPTIONS, FROM CLOUD TO DEVICE AND MODULE TO SUITE
<table>
<thead>
<tr>
<th>Financial Management</th>
<th>Human Capital Management</th>
<th>Supply Chain Management</th>
<th>Customer Relationship Management</th>
<th>Governance, Risk &amp; Compliance</th>
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<tbody>
<tr>
<td>General Ledger</td>
<td>Global Human Resources</td>
<td>Product Master Data Mgmt</td>
<td>Customer Master</td>
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<td>Accounts Payable</td>
<td>Workforce Lifecycle Mgmt</td>
<td>Distributed Order Orchestration</td>
<td>Sales</td>
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<td>Asset Mgmt</td>
<td>Benefits</td>
<td>Global Order Promising</td>
<td>Marketing</td>
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<td>Payments &amp; Collections</td>
<td>Workforce Compensation</td>
<td>Inventory Mgmt</td>
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<td>Talent Review</td>
<td>Cost Mgmt</td>
<td>Mobile &amp; Outlook Integration</td>
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<td>Performance &amp; Goal Mgmt</td>
<td>Shipping &amp; Receiving</td>
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<td>Global Payroll</td>
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<td>Network @ Work</td>
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<td>Procurement</td>
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<td>Self-service Procurement</td>
<td>Issue &amp; Risk Manager</td>
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<td>Project Performance Reporting</td>
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<td>Project Contracts</td>
<td>Transaction Controls</td>
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<td>Configuration Controls</td>
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EASY TO CONFIGURE & EXTEND

Role-Centric User Experience
- Process
- Analytics
- Collaboration
- Content

Fusion Applications

Extensibility Tools
- Data Composer
- Page Composer
- Process Composer
- Report Composer

Fusion Middleware
COMPLETE USER EXPERIENCE

What you need to DO

What do you need to KNOW

HOW do you get it done

WHO can help you
FUSION ON MOBILE DEVICES
EMBEDDED SOCIAL

Activity Streams provide real time updates

Network at Work allows you to build collaborative teams

Discussion forums fuel collaboration on important topics

Social networking access via Facebook & LinkedIn integration
EMBEDDED BUSINESS INTELLIGENCE

Dashboards
Multi-dimensional Calculations
Decision Support
Real-time Optimization
CHOICE OF DEPLOYMENT

PUBLIC CLOUD
PRIVATE CLOUD
ON PREMISE
HYBRID
CO-EXISTENCE SOLUTIONS

ORACLE APPLICATIONS

- Fusion CRM
- Fusion Sales Performance Management
- Fusion Distributed Order Orchestration
- Fusion Incentive Comp
- Fusion Talent Management
- Fusion HCM
- Fusion Project Portfolio Management
- Fusion Shared Spend, Sourcing & Contracts
- Fusion GRC
- Fusion Accounting Hub
“With Oracle Communications Billing and Revenue Management, we have revolutionized the Slovenian mobile market by introducing mobile packages that were not previously available on the market. Oracle also enabled us to launch new mobile packages in days, while the competition is spending several weeks or even months to do the same.”

Ognjen Antonič, Billing Technical Lead, Tušmobil d.o.o
Allegro Group – Poland

Allegro Group Ensures Enterprise Scalability with Flexible, Integrated Data Warehouse Solution

“Oracle’s data warehouse solution has accelerated system performance by up to 100 times. In addition, this implementation has greatly improved the user experience with vast new analytical capabilities, such as generating dynamic reports on-the-fly and real-time data updates.”

Rafał Kudliński, Data Warehouse Manager, Allegro Group

Itella NLC Russia

ItellaNLC LLC Automates Order Processing, Enables Online Inquiries to Improve Service and Reduce Costs

“Oracle’s solutions enabled us to increase the effectiveness of our logistics services and achieve high flexibility in satisfying our customers’ specialized demands. Oracle helped us lay the IT foundation for our long-term leadership in the Russian logistics market.”

Alexander Cherkashin, Acting General Director IT Director, ItellaNLC LLC

CSX ON TRACK FOR GROWTH

SITUATION

- Over 180 years old, one of the oldest and largest U.S. rail companies
- Resurgence in rail shipping due to 4x better fuel efficiency than trucking
- CSX relies on E-Business Suite Financials and PeopleSoft HCM
CSX ON TRACK FOR GROWTH

CHALLENGES
• Aging mainframe freight revenue accounting application had high maintenance costs
• Management needed tool to track workforce skills for the future

SOLUTIONS
• Retire freight revenue accounting system and migrate to Oracle
• Lay foundation for the future by upgrading to E-Business Suite 12.1 & PeopleSoft 9.1

RESULTS
• Eliminated costly application maintenance
• Improved visibility into HR metrics
• Created foundation for long-term innovations (i.e. SOA, analytics, talent management, succession planning)
OOCL RIDES INNOVATION WAVE

SITUATION

• Orient Overseas Container Line Limited (OOCL) is one of the world’s biggest cargo shipping lines
• Highly competitive, commodity business
• OOCL differentiates itself with quality of service
OOCL RIDES INNOVATION WAVE

**CHALLENGES**
- Become more customer-focused
- Develop platform for sharing detailed shipment status info throughout lifecycle and across multiple channels

**SOLUTIONS**
- Service oriented architecture that links legacy system with new apps & processes
- Custom Java apps for unique business needs
- BI to measure & analyze customer behavior

**RESULTS**
- Book & monitor shipments faster due to real-time market, pricing & status data
- Customize products & services based on detailed customer insight
Fusion Applications Deployment Examples

**Fusion CRM Stand-alone**
- **Fusion Customer Relationship Mgmt**
  - Customer Master
  - Sales
  - Marketing
  - Enterprise Contracts
  - Mobile & Outlook Integration
  - Territory & Quota Mgmt
  - KPIs, Dashboards, & Extensibility FW

**Fusion Talent Management**
- PSFT/EBS Human Resources
  - Core HR
  - Payroll
  - Time & Labor
  - Benefits

**Fusion HCM Stand-alone**
- **Fusion Human Capital Mgmt**
  - Global Human Resources
  - Workforce Lifecycle Manager
  - Benefits Management
  - Compensation Management
  - Talent Review
  - Performance & Goal Mgmt
  - Global Payroll
  - KPIs, Dashboards, & Extensibility

Footprint: **Fusion CRM** including Sales Planning and Performance, Marketing, and Enterprise Contracts
Deployment Model: **SaaS**

Footprint: **Fusion HCM** – Talent Review, Compensation Mgmt, Performance Mgmt, Goal Mgmt, Workforce Directory
Deployment Model: **SaaS**

Footprint: **Fusion HCM** – Global HR, Compensation Management, Performance Management, and Transaction BI for HCM
Deployment Model: **SaaS**

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**GMCR**

**BROCADE**

**Elizabeth Arden**
Fusion Applications Deployment Examples

Incremental Adoption

Fusion Distributed Order Orchestration
- Order Decomposition
- Order Orchestration
- Distributed Invoicing
- Order Workbench
- Data Transformation
- Business Process Management
- Business Activity Monitoring

Fusion ERP – Financials, Procurement, and Project Portfolio Mgmt
Deployment Model: On Premise

Fusion SCM – Distributed Order Orchestration, Global Order Promising, Product Hub, Transactional BI for SCM, BI for SCM
Deployment Model: On Premise

Adopt Complete Fusion ERP Family

Oracle Fusion Financials
- General Ledger
- Accounts Payable
- Asset Management
- Payments & Collections
- Accounts Receivable
- Cash & Expense Management
- Common Modules
- KPIs, Dashboards, & Extensibility

Oracle Fusion Project Portfolio Management
- Project Costing
- Project Billing
- Project Control
- Project Integration Gateway
- Project Performance Reporting
- Project Contracts
- KPIs, Dashboards, & Extensibility

Adopt Complete Fusion Suite

Oracle Fusion Project Portfolio Management

Oracle Fusion Supply Chain Management

Oracle Fusion Procurement
- Purchasing
- Self-service Procurement
- Spend & Performance Analysis
- Supplier Portal
- Procurement Contracts
- KPIs, Dashboards, & Extensibility

Oracle Fusion Financials
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Oracle Fusion Procurement
- Self-service Procurement
- Sourcing
- Spend & Performance Analysis
- Supplier Portal
- Procurement Contracts
- KPIs, Dashboards, & Extensibility

Oracle Fusion Supply Chain Management
- Global Order Planning
- Inventory Management
- Cost Management
- Shipping & Receiving
- KPIs, Dashboards, & Extensibility

采纳完整的 Fusion 套件

脚印：Fusion 供应链 – 分布式订单协调、全球订单承诺、产品目录、交易型 BI 用于 SCM、BI 用于 SCM
部署模型：On Premise

采纳完整的 Fusion ERP 家族

Oracle Fusion 财务
- 一般账簿
- 应付账款
- 资产管理
- 支付和收款
- 应收账款
- 货币和费用管理
- 共享模块
- KPIs、仪表板和可扩展性

Oracle Fusion 项目组合管理
- 项目成本
- 项目计费
- 项目控制
- 项目集成网关
- 项目性能报告
- 项目合同
- KPIs、仪表板和可扩展性

Oracle Fusion 采购
- 购买
- 自助服务采购
- 支出和性能分析
- 供应商门户
- 采购合同
- KPIs、仪表板和可扩展性

Oracle Fusion 供应链管理
- 全球订单规划
- 库存管理
- 成本管理
- 发货和收货
- KPIs、仪表板和可扩展性

Oracle Fusion 采购
- 自助服务采购
- 采购
- 自助服务采购
- 供应商门户
- 采购合同
- KPIs、仪表板和可扩展性

Oracle Fusion 供应链管理
- 全球订单规划
- 库存管理
- 成本管理
- 发货和收货
- KPIs、仪表板和可扩展性

Fusion ERP – 财务，采购，和项目组合管理
部署模型：On Premise

Fusion ERP – 财务，采购，库存，和项目组合管理
部署模型：On Demand

Fusion ERP – 财务，采购，库存，和项目组合管理
部署模型：On Demand
RECOMMENDATIONS

Upgrade to Latest Oracle Applications Release
- E-Business Suite 12.1
- JD Edwards E1 9.0
- JD Edwards World A9.2
- PeopleSoft Enterprise 9.1
- Siebel CRM 8.1/8.2
- VCP 12.1 Demantra 7.3
- OTM 6.2 WMS 12.1
- Agile PLM 9.3
- Agile PLM for Process 6
- ATG Commerce 10

Optimize Performance with Oracle Technology & Systems
- Oracle SOA Suite and AIA
- Oracle ADF & WebCenter
- Oracle Content Management
- Exadata
- Oracle OBIEE
- Oracle Identity Mgmt
- Oracle Enterprise Mgr
- Exalogic

Extend Business Value with Co-existence Opportunities
- BI Apps
- Hyperion EPM
- GRC
- ATG
- SCM Apps
- Fusion Apps
- CRM Cloud
- HCM Cloud
- Industry Apps
Recap

• Innovation is more than adding something or leaving something out, or speeding things up a little
• Innovation always comes with some form of disruption
• Growth = Productivity + Innovation
• Oracle offers choice with
  – Co-existence
  – Deployment choice
Hardware and Software
Engineered to Work Together