

# INFORMATION ON DEMAND

## Oracle On Demand: Using Technology for Strategic Advantage



Building a solid information technology (IT) foundation means addressing the diverse needs of your organization: financial, operational, and technological. Oracle On Demand aligns strategic software solutions with these core business drivers.

“Any system failure would severely damage our reputation as a world-class supplier... Knowing that we have Oracle experts running our applications around-the-clock lets me get a good night’s sleep.”

**Alex Huang**  
Chief Operating Officer  
Thermos LLC

“Oracle On Demand cut our IT costs by more than half.”

**Javier Castillo Gutierrez**  
Chief Financial Officer  
Reebok of Mexico

In business, the challenge from an IT perspective is to align investments with the organization’s key business drivers, so you can demonstrate tangible business returns and deliver strategic value.

### **Realize Your Business Goals Faster**

Oracle On Demand provides a portfolio of industry-leading applications—available on a subscription or managed basis—that deliver a superior ownership experience and help you to achieve better business results.

Subscription applications, with no up-front cost, allow for a quick start without extensive IT department help. The application user interface allows business users to configure their software themselves and provides highly comprehensive solutions to meet varying business needs.

Oracle On Demand managed applications provide deep industry and sector specialization and are run on dedicated infrastructure. Customers own the Oracle software and rely

on Oracle to manage software, technology, and infrastructure on their behalf. This is a highly secure solution that gives you maximum control over your solutions.

In addition, you have direct, seamless access to the Oracle experts who develop, support, and maintain your solutions, allowing you to further leverage your relationship with Oracle.

### **Make Your Oracle Investment a Valuable Business Asset**

Customers often tell us that their IT departments spend more time on daily system maintenance than on strategic applications development or customer support. By consolidating your IT environment with Oracle On Demand, strategic solutions become your IT department’s top priority.

A portfolio of applications and technologies, combined with advanced software management and support services, Oracle On

Fact: According to a recent IDC survey, 79 percent of all companies are purchasing or reviewing an "on demand" offering.

Demand can transform how you manage technology. With Oracle On Demand, you can turn your focus from time-consuming, resource-intensive tasks such as system patching and maintenance to delivering enhanced business value and meeting your demanding business objectives. Oracle On Demand helps you see rewards faster, achieve lower total cost of ownership (TCO), and keep your solutions available and up-to-date.

And Oracle On Demand has been designed as a flexible service offering, so you can tailor it to meet varying complexities, environments, and business drivers. Oracle On Demand consolidates, standardizes, and improves your IT assets and environment while stabilizing your IT spend. In turn, you can focus more energy on meeting the goals of your organization.

### Don't Buy If You Don't Have To

By investing in Oracle On Demand's predictable, fixed-cost model, you integrate a software solution that scales to business requirements and lowers TCO.

Oracle On Demand delivers essential software services on a per user/per month basis so you can budget your IT expenses based on projected business volumes, with no worries about unexpected expenses for repairs and upgrades. Because of Oracle's expertise in managing Oracle products, investment in processes and automation, commitment

to operational excellence, and continuous improvement strategy, customers will always pay less than if they brought the same level of service in-house. In addition, Oracle On Demand enables IT governance by providing management processes and delivery accountability to you.

### Partner with the IT Experts

The largest returns from IT investments come in the form of increased productivity, competitive advantage, and business transformation. The strategic benefit of Oracle On Demand comes from trusting Oracle to manage and transform your applications so you can focus IT resources on your core competencies while you transform your business processes.

With Oracle On Demand, you can consolidate your IT infrastructure into a single managed solution that offers best-in-class availability, performance, security, and scalability. You can minimize the time, effort, and expense necessary to keep your solutions up and running so you can turn your focus to driving the IT innovations that impact company strategy.

With Oracle On Demand as your strategic technology partner, you are able to achieve your goals faster and with less risk. Plus, with Oracle software installed and managed by Oracle experts, you improve security, reliability, and scalability.



### Customer Successes Tell It All

Thermos LLC recently initiated a major overhaul of its business process and information systems by investing in Oracle On Demand, and recorded immediate savings by avoiding upfront capital outlays for hardware and facilities. Within months, the company began realizing improvements in its warehouse and inventory operations, finance department, and overall business information programs. Thermos' overall investment generated US\$6.2 million in benefits and a return on investment (ROI) of 222 percent.

As growth accelerated and the number of installations grew at Durham, NC-based Parata Systems, the company realized that, to meet continued customer demand, it needed to control the quality of its service and support. Parata turned to Oracle's Siebel CRM On Demand to support the ramp-up of its internal support and service organization and to standardize sales processes. Based on best practices and templates included in Siebel CRM On Demand, Parata has deeper insight into all trouble tickets and is resolving 7 out of 10 service calls by phone, rather than by deploying field service technicians.

### CONTACT US

To learn more, visit [oracle.com/ondemand](http://oracle.com/ondemand) or call +1.866.264.5909 to speak to an Oracle representative.