Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle’s products remains at the sole discretion of Oracle.
Oracle Cloud

Summary

- Transforming Customer and Employee Experiences
- With a complete & functionally rich Suite of SaaS Applications
- Built on a complete & functionally rich Suite of PaaS Applications
- Enriched with rich Data Services & crowd-sourced Social Insight
- With all these capabilities working together seamlessly on a common infrastructure
Enabling The Experience Economy

the last mile of innovation and the only sustainable point of differentiation….

• Great Customer Experiences: Powering Brands
• Great Employee Experiences: Empowering People

Experiences that are:
Transactional, Analytical, Social & Mobile
Great Employee Experiences

What do I need to DO?

Exception-based Management

How do I get it DONE?

Configurable Applications & Processes

What do I need to KNOW?

Embedded Business Intelligence

WHO do I need to reach?

Embedded Collaboration
Great Sales Rep Experiences

**CRM Desktop**
CRM, not just PIM sync, available within Microsoft Outlook

**Fusion Mobile**
On your favorite mobile devices

**Social Networking**
Proactive real time notifications on customers and deals
Great Social Experiences

- Enterprise Social Networking
- Enterprise Social Graph
- Expertise Identification
- Document Sharing
- Activity Streams and Feeds
- Real Time Communications
Great User Experiences with Fusion Tap!

- For Managers and Sales Reps
- Manages Sales Objects & Relationships
  - Opportunities, Customers, Contacts
  - Notes, Interactions, Team, Revenue Items etc.
- Monitors Sales Performance
- Self-Service Extensibility Support
  - Custom Layout, Custom & Customized Fields, Custom Objects
- Explore the Sales Catalog for Rich Product Details
Oracle Cloud

Platform Services
Application Services
Social Services
Common Infrastructure Services
Platform Services

Complete, Standards-Based, Enterprise-Grade

Database Services
Java Services
Developer Services
Web Services
Mobile Services
Documents Services
Sites Services
Analytics Services

Common Infrastructure Services
Platform Services

Database Services

- Runs Oracle Database in the cloud
- **Choice:** APEX, SQL, PL/SQL, Java, REST APIs
- **Secure:** data, schema, table-space isolation
- **Easy to use:** self-service management
Platform Services

Java Services

- Runs any Java application in the cloud
- **Choice:** JDeveloper, Eclipse, NetBeans
- **Secure:** application and data isolation
- **Easy to use:** self-service management
Platform Services

**Develop**
- Enable development teams
- Lifecycle management

**Web**
- Script in popular languages
- Fast, secure, reliable

**Mobile**
- Native or HTML5 applications
- Cross-platform and device
Platform Services

Documents
- Team collaboration
- Document workspaces
- File & device synchronization

Sites
- Build rich media sites
- Visual drag & drop design
- Self-service publishing

Analytics
- Load data and model KPIs
- Build reports and dashboards
- Publish to Web, mobile
Platform Services: Key Features

• Built on industry standards – SQL, Java, HTML5, Web
• Transparently run in the cloud – zero application code changes
• Self-service control for users – develop, deploy, manage
• Complete data isolation and flexible upgrades
• Service-Oriented Architecture – on-premise integration
Platform Services Customers

Database and Java Services
Social Services

Social Network

- Enterprise social platform
- People and application feeds
- Conversations and communities

Social Data

- Aggregate and enrich data
- Social, enterprise, authoritative, private
- Integrate within business applications
Social Services

Social Marketing & Engagement

- Social Relationship Marketing
- Build brands on social
- Market, engage, transact socially

Social Intelligence

- Social media monitoring
- Collect and analyze social streams
- Respond and service
### Social Services Customers

Social Marketing & Engagement – Examples

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>McDonald's</td>
<td>Lowe's</td>
</tr>
<tr>
<td>Southwest</td>
<td>-amazonatic</td>
</tr>
<tr>
<td>at&amp;t</td>
<td>Friskies</td>
</tr>
<tr>
<td>Skype</td>
<td>Burger King</td>
</tr>
<tr>
<td>TLC</td>
<td>GameStop</td>
</tr>
<tr>
<td>Corona Extra</td>
<td>Aetna</td>
</tr>
<tr>
<td>GameStop</td>
<td>Hanes</td>
</tr>
<tr>
<td>Hanes</td>
<td>ThQ</td>
</tr>
<tr>
<td>P&amp;G</td>
<td>IMAX</td>
</tr>
<tr>
<td>Snapple</td>
<td>Maybelline</td>
</tr>
<tr>
<td>Maybelline</td>
<td>DustBusters</td>
</tr>
<tr>
<td>DustBusters</td>
<td>Florida's Natural</td>
</tr>
<tr>
<td>Florida's Natural</td>
<td>Special K</td>
</tr>
<tr>
<td>Special K</td>
<td>Samsung</td>
</tr>
<tr>
<td>Samsung</td>
<td>Yahoo!</td>
</tr>
<tr>
<td>Yahoo!</td>
<td>Domino's</td>
</tr>
<tr>
<td>Domino's</td>
<td>Arby's</td>
</tr>
<tr>
<td>Arby's</td>
<td>Johnson &amp; Johnson</td>
</tr>
<tr>
<td>Johnson &amp; Johnson</td>
<td>Motorola</td>
</tr>
<tr>
<td>Motorola</td>
<td>Dillard's</td>
</tr>
<tr>
<td>Dillard's</td>
<td>Diesel</td>
</tr>
<tr>
<td>Diesel</td>
<td>Gillette</td>
</tr>
<tr>
<td>Gillette</td>
<td>SOYJOY</td>
</tr>
<tr>
<td>SOYJOY</td>
<td>Publix</td>
</tr>
<tr>
<td>Publix</td>
<td>Tide</td>
</tr>
<tr>
<td>Tide</td>
<td>BBDO</td>
</tr>
<tr>
<td>BBDO</td>
<td>BBDO</td>
</tr>
</tbody>
</table>

Vitrue customers - transaction pending
Application Services: 100+ Cloud Applications

Complete Suite, Best-of-Breed, Enterprise Grade

- Human Capital Management
- Talent Management
- Sales & Marketing
- Customer Experience
- Financial Management
- Procurement, Sourcing, Inventory
- Project Management
- Governance, Risk, Compliance

Common Infrastructure Services
Application Services

ERP Services

- Manage your business effectively
- Planning and budgeting
- Financial accounting
- Project management and accounting
- Procurement and sourcing
- Costing, inventory, and products
- Financial and transactional controls
- Management and statutory reporting
Application Services

HCM Services

- Manage your workforce effectively
- Global Human Resources
- Global payroll
- Workforce lifecycle management
- Compensation
- Benefits
- Network@Work
Application Services

Talent Management Services

- Source, recruit, develop, retain the most talented employees
- Candidate sourcing
- Recruiting
- Learning and development
- Talent reviews
- Goal management
- Succession management
Application Services

Sales & Marketing Services

- Maximize your company’s revenues by optimizing sales and marketing
- Installed base
- Sales prediction
- Multi-channel marketing
- Territory management
- Leads, opportunities, forecasting
- Partner Relationship Management
- Quotas and incentive compensation
Application Services

Customer Experience Services

- Maximize your company’s revenues with great customer experiences
- Web and mobile self-service
- Contact centers
- Knowledge management
- Chat and co-browse
- Email management
- Support and innovation communities
Application Services: Key Features

• Broadest applications offering – enterprise customers
• Built on industry standards – Java, standards-based middleware
• Service-Oriented Architecture – simplifies integration
• Self-service control for business users – configure, extend
• Built in business intelligence, social and mobile
• Complete data isolation and flexible upgrades
• Modern user interface – Web, mobile, HTML5
Application Services Customers

ERP, HCM, Sales & Marketing – Examples
Common Infrastructure Services

- **Storage**
  - Object Storage

- **Compute**
  - Elastic Compute

- **Secure Identity**
  - Identity Administration

- **Cache**
  - In-Memory Cache

- **Queues**
  - Lightweight Queues

- **Search**
  - Information Discovery

- **Payments**
  - PayPal, Credit Cards

- **Notifications**
  - Mail, Push, Messaging
Enterprise-Grade Infrastructure

- Runs on Exadata and Exalogic
- Extreme performance
- Secure data isolation
- Highly available
- Capacity on-demand
- Global data centers
Extremely Easy-to-Use

- Monthly subscription
- Self-service sign-up
- Instant provisioning
- Self-service management
- Self-service monitoring
Oracle Cloud Business: SaaS $1 Billion Today

Platform Services
Application Services
Social Services
Common Infrastructure Services
Oracle’s Own Use of Application Services

- Sales & Marketing
  Live NOW
- Talent Management
  Live NOW
- Financial Management
  Live NOW
- Customer Experience for some Business Units
  Live NOW
Join the Conversation

www.facebook.com/OracleCloudComputing

@OracleCloudZone   #OracleCloud

@MyOracleSupport   #OracleSupport