Oracle HCM Cloud a key focus at Oracle OpenWorld 2014
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Summary
Oracle OpenWorld 2014 focused on human capital management (HCM), especially Oracle HCM Cloud, and on announcements around Release 9. HCM has a real buzz about it this year, and a cloud delivery model opens up opportunities for enterprises that have perhaps not considered using HCM solutions beyond core HR and payroll.

Oracle HCM Cloud aims to hit the mark
According to Oracle, modern HR is talent-centric, collaborative, insightful (with comprehensive BI), engaging, and mobile. These are catalysts for enterprise change, and are what forward-thinking chief human resources officers (CHROs) want their HR solutions to deliver. Oracle expects Oracle HCM Cloud to meet these heavy demands, and it has already begun to do so. The user experience has been a significant focus for Release 9, with a clean and appealing interface aimed at both regular and infrequent users.

Oracle’s HCM client base ranges from customers with 200 employees right up to companies with hundreds of thousands of employees. Many of these are co-existence clients (using a combination of traditional on-premise and cloud-based HCM), and many existing customers are moving all of their Oracle HCM applications to the cloud. Oracle has designed its "Customer to Cloud" program to help on-premise clients make the transition to Oracle HCM Cloud applications (through financial incentives).

A significant percentage of “greenfield” clients are going straight to cloud-based HR – accounting for around 50% of Oracle HCM Cloud clients. Hearing about small organizations with 200 employees making use of Oracle HCM Cloud is fascinating stuff. Let’s face it, it isn’t Oracle’s traditional sweet spot, but, given the price points, greenfield clients with rapidly growing companies may be another target market for Oracle HCM Cloud.

Many organizations are realizing the potential of HCM in the cloud, and Oracle HCM Cloud is a powerful solution that looks the part.

Appendix

Further reading
"Social and cloud drives recruitment opportunities," IT0021-000029 (October 2014)

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