Oracle brings process to the cloud

Ovum view

Summary

Oracle's Process Cloud provides an as-a-service alternative to the company's on-premise BPMS platform. Process Cloud's easy-to-use modelling and execution environment makes it an attractive entry point for organizations in the early stages of BPM adoption and a lighter-weight complement to the Oracle BPMS for those organizations that are already delivering BPM.

If you are already using Oracle's BPMS, consider Process Cloud as a complementary technology

Oracle's core BPMS platform still has a significant role to play, particularly within organizations that have complex or high-volume processes that have to integrate with a number of core systems. Process Cloud is not intended as a replacement for the core BPMS, but can be used alongside it to address the long tail of less complex processes for which the full BPMS platform might be overkill.

If you are new to BPM, Process Cloud offers an attractive cost of entry

One of the biggest barriers to BPM has always been the up-front costs associated with delivering the first project. Process Cloud allows organizations to begin a BPM initiative without the need to make a large initial investment.

If your organization is looking at implementing a BPM initiative, you should consider Oracle's Process Cloud platform as a means to introduce BPM to your organization. Process Cloud provides process discovery and modelling tools that are easy to use and the as-a-service pricing model means that you can clearly link the costs you incur with the benefits you receive.

Process Cloud makes Oracle's BPM technology accessible to a much wider audience

Oracle's process cloud offering dramatically reduces the cost of entry to BPM, making it far easier for organizations to adopt process automation. Although Oracle is clear that for very complex processes or systems that have to support high transaction volumes its on-premise BPMS product is likely to be more suitable; however, the majority of process use cases do not demand the level of sophistication that Oracle's heavy-duty BPMS platform delivers.

By offering a lower cost (and less complex) entry point to its BPM ecosystem, Oracle can now reach a wider audience both within and beyond its existing customer base.

Oracle's Process Cloud is well positioned to integrate with its other as-a-service offerings

By transforming its products to make them available on an as-a-service basis, Oracle has invested in making the different components of its software portfolio easier to integrate than ever before. Not only do Oracle's applications benefit from a radical modernization to their user interfaces, they also boast a

set of web-based APIs that makes it easier to link them together using the Process or Integration cloud products.

Oracle has done a good job of positioning its Process Cloud platform alongside the Oracle BPMS

Oracle has not attempted to fudge the distinction between Process Cloud and the Oracle BPMS; the products are positioned as complementary rather than competitive. Process Cloud is a low-cost but functional platform for simple processes, whereas the Oracle BPMS is the company's heavy-duty process management solution. The two can coexist, and processes running on one platform can interact with processes running on the other.

Oracle's latest cloud announcements form part of a coherent and well-executed cloud strategy

In 2012 Oracle made a commitment to the cloud, announcing a string of cloud-based products and services and outlining is intention to become a dominant player in the world of cloud computing. Since then the company has released a host of cloud offerings and has been very open about the amount of new revenue it is deriving from its cloud portfolio.

At the time that Oracle announced its intention to embrace the as-a-service model across its entire portfolio, the vision was best described as "bold." When coupled with the timescales that Oracle promised, the strategy became "bold and challenging." Since then the progress that Oracle has made has been nothing short of astonishing.

The scale of this achievement is all the more significant because, rather than opting for a quick and dirty "lift and shift," Oracle has invested heavily in the underlying engineering effort required and in creating a consistent, attractive, and productive user experience across its entire cloud portfolio.

Oracle's timing has also been on the mark. Over the past five years Ovum has had occasion to challenge the company on its willingness to embrace cloud computing and the as-a-service model. However, rather than rushing to do something superficial, Oracle has managed to time its engineering efforts and product delivery so that it maps pretty closely to real customer demand.

The Process Cloud offering is a prime example of Oracle's delivery of an as-a-service alternative to its traditional on-premise BPMS platform just as the BPM opportunity tips in favor of cloud-based solutions.

Appendix

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Ovum Consulting

We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum's consulting team may be able to help you. For more information about Ovum's consulting capabilities, please contact us directly at consulting@ovum.com.

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