



Digital Transformation for High-Growth Companies

Build Your Tomorrow, **Today**

ORACLE®



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Simplify Digital Transformation

As a high-growth small-to-medium business (SMB), you have a unique opportunity to transform in a way that large enterprises can't.

Where they're burdened with complex, sprawling legacy systems, you have the agility and nimbleness to get ahead. By combining the connective capabilities of cloud applications with transformative technologies built in from the very beginning, you can begin your conversion from the inside out.

Keep reading and learn about the technologies you can take advantage of—including artificial intelligence (AI), machine learning (ML), blockchain, virtual reality, data analytics, and the Internet of Things (IoT) in a variety of foundational applications, including:

- **Enterprise Resource Planning (ERP)**
- **Enterprise Performance Management (EPM)**
- **Customer Experience (CX)**
- **Human Capital Management (HCM)**
- **Supply Chain Management (SCM)**

The status quo in business has changed, and it will change again. With the powerful combination of cloud and transformative technologies, you can do more than just keep up; you can economize, enable, and equalize.

Where do SMBs start with a digital vision?

Only **23%** of SMB leaders strongly agree that their company has a well-defined digital business strategy. Now is the time to embrace a digital vision and start the process of digitally transforming your growing company. Don't know where to start?

Read the blog →



The Five Pillars of Business

If you want to innovate, you're going to need to get your house in order first. And that means digitally transforming the five pillars that make up the foundation of your business:

- 1. Enterprise Resource Planning (ERP)**
Managing your financial resources carefully is vital for businesses of any size, but especially for smaller, high-growth companies.
- 2. Enterprise Performance Management (EPM)**
Accurately (and quickly) budget, plan, and forecast to ensure that work is getting done as efficiently and profitably as possible.
- 3. Customer Experience (CX)**
Deliver consistent, personalized customer experiences, setting the bar very high for your competitors.
- 4. Human Capital Management (HCM)**
Driven, talented people got the business this far, but to continue growing and innovating, you'll need to attract, hire, and retain the talent needed for every growth stage.
- 5. Supply Chain Management (SCM)**
Today's logistics and procurement processes require more-detailed data, integrated systems, automated workflows, and end-to-end visibility for all parties involved.

The Five Pillars of Business

By moving your foundational business functions to the cloud, you will have set the stage for continuous innovation—no matter where the market shifts. Why? Because you will be ready to take advantage of the most significant and promising new technologies, like AI, blockchain, machine learning, cognitive computing, intelligent process automation, virtual reality, and IoT.

So what are you waiting for?

Five areas of focus for high-growth SMBs.

What are the most important factors you need to focus on to profitably maintain high levels of growth?

Watch our quick video to discover why innovation, disruption, talent, speed, and technology are the five key elements of success.



Watch the video →

The Future of Finance

Finance relies on technology—and as your business grows in size and complexity, piecemeal ERP software just won't deliver needed results.

As tasks such as accounts payable, accounts receivable, expense management, [month-end close](#), and procurement grow in complexity, digital technologies pave the way for far more efficient and innovative ways of working. So it stands to reason that finance professionals across industries have a keen interest in them.

[According to our research](#), finance professionals are interested in or already exploring:



For many growing companies, process automation is the first step when utilizing these new transformative technologies. By automating routine, repetitive processes, finance teams can leave basic manual work behind and focus on high-value strategic planning and analysis.

Explore, Improve, and Innovate with Oracle ERP Cloud

Migrating to Oracle ERP Cloud is a key step to transforming how your business's back office works, with powerful analytics capabilities, secure storage for sensitive data, and even collaboration tools to help teams work together more effectively. Oracle ERP Cloud also gives finance leaders one overarching benefit: the ability to see all financial data, in its most accurate, up-to-date form, at any time.

The Future of Finance

AI, machine learning, and blockchain—critical for tomorrow’s ERP.

With AI and machine learning, finance leaders can automatically detect patterns in large, varied data sets and use those insights to make significant tactical and strategic decisions.

Blockchain offers a whole new way to safely transfer (and trace) financial assets. SMBs have the agility to embrace this method of financial transactions without the large-scale disruption that could plague those with on-premises financial software. But blockchain can be complicated to understand if you’re just starting out. Steve Cox, Oracle Group VP for ERP and EPM Cloud, has broken down exactly what blockchain is—and what it means for high-growth companies.

[Read the blog →](#)

Seven things every growing business needs in its ERP cloud.

What do SMBs need to ensure their ERP cloud really delivers the goods? Seven things. Seven things to get the scalability, rapid time to innovation, operational improvements, and cost they need.

Discover the must-haves for your ERP cloud:

[Read our ebook →](#)

Real-Time Information, Right-Time Decisions

With growth comes the need to have effective planning, budgeting, and forecasting systems in place. But that same growth mandates that your planning, budgeting, and forecasting processes move beyond spreadsheets, manual data transfers, and siloed data in multiple systems. You need the right tools to build an accurate picture of where you are, where you're going, and what you need to do to get there.

Much like ERP, an effective EPM solution is automation for basic tasks and streamlining complicated processes. With Oracle Enterprise Performance Management (EPM) Cloud, your planners can retain a spreadsheet-like environment and produce realistic, useful plans and budgets for your company's future.

Actionable Data and Meaningful Insights with Oracle EPM Cloud

Every day, high-growth businesses miss out on actionable intelligence and profitable growth opportunities because they don't have the processes in place to capture and analyze data.

Oracle EPM Cloud is comprehensive and connected to all other vital systems, so your decision-makers have what they need to easily support digital transformation and, ultimately, growth. Your team can:

- Identify products/services that are profit winners or profit losers
- Support narrative reporting for a more attractive and differentiated picture of the business
- Speed up and optimize the financial close process
- Construct accurate workforce planning models to ensure strategy is supported by the right talent
- Run a variety of "what-if" financial models
- Forecast, plan, and budget effectively to stay steady on the growth curve

Move away from spreadsheets—and trust your own data.

Spreadsheets have been the backbone of ERP and EPM processes for years—but the speed they offered in the past is no longer a competitive differentiator. In fact, their manual, error-prone nature means they're probably slowing you down and putting you at risk with inaccurate outputs.

Click to read the solution brief and see how Oracle EPM Cloud can enhance your financial reporting and planning processes.

Read the brief →

Customer Experiences That Make a Difference

Customer experience (CX) is important. And in a business environment of large, established companies, niche upstarts, and innovative power players, providing meaningful, personalized experiences is becoming ever more vital.

So how do you keep your customers with you? It comes down to three things:

1. Sell them a value-add product or service.

Giving your customer the option to expand or enhance their product shows you understand their needs—and how to meet them.

2. Develop a relationship with them after the sale.

Customers are more likely to return—and recommend your services to others—if you cultivate a long-term relationship with them after the deal has been closed.

3. Be micro-moment-ready.

Your digital transformation needs to have a CX focus—so you are ready when your customers are ready and demanding your attention.

With Oracle Customer Experience (CX) Cloud, you can deliver all this and more. By connecting your customer-facing employees to your back-office functions, they'll have access to everything they need to build and grow more rewarding relationships—both for the customer and the business.



“There is only one boss. **The customer.**

And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.”

—**Sam Walton, Founder, Walmart**

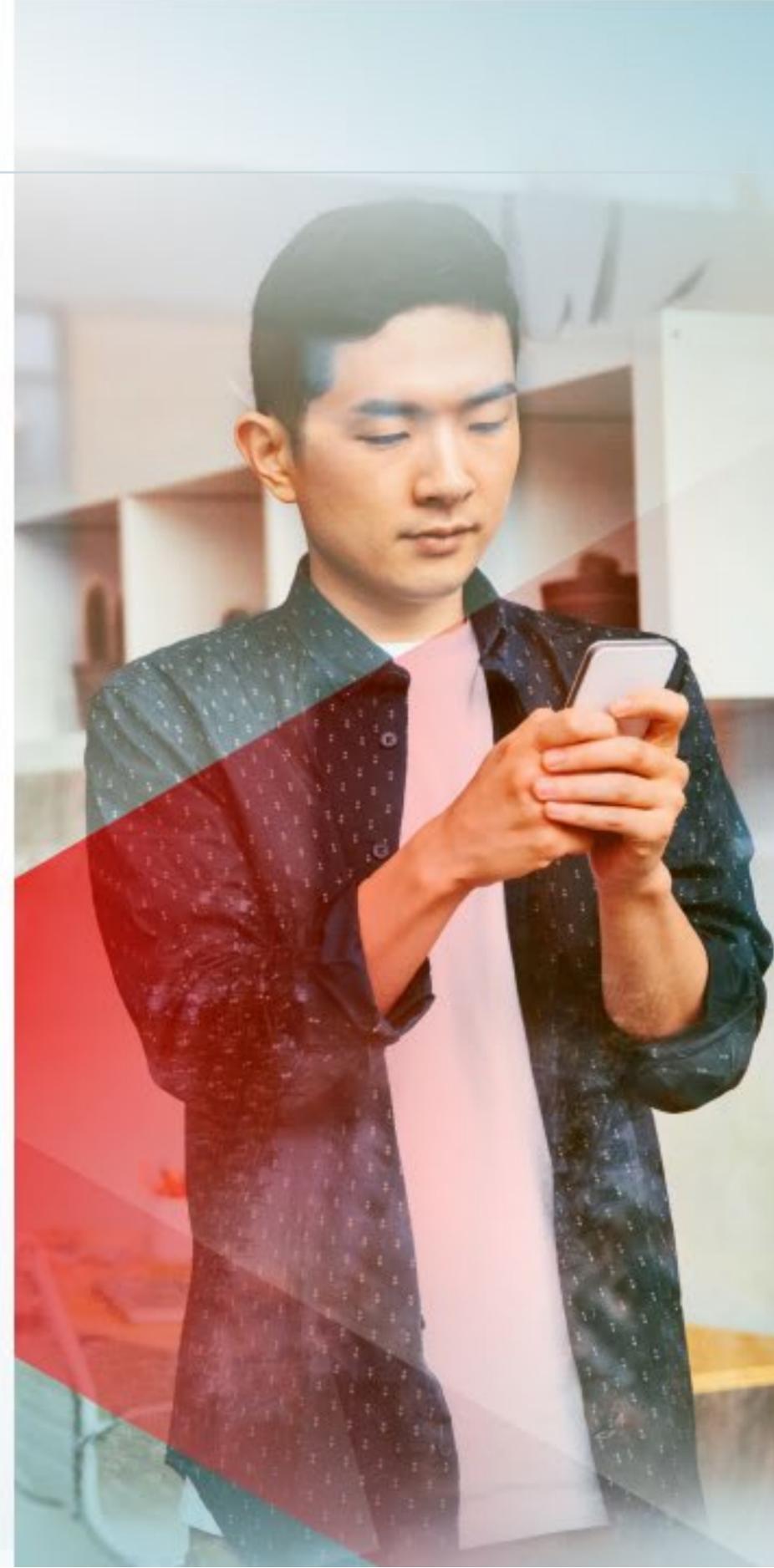
Customer Experiences That Make a Difference

Delivering Micro-moments with Oracle CX Cloud.

Micro-moments occur when your customers instinctively use a device to learn, to watch, or to buy something. This reliance on technology means it's no longer enough to sell to your customers—you need to engage with them on their timeline.

Provide relevant, engaging experiences across all channels and any device. For many SMBs, this can be a daunting challenge. However, your size gives you the capabilities to deliver personalized service in a way your larger competitors simply can't—preserving what made you successful in the first place.

But, to make this all work, integration (at all levels) is necessary. With Oracle CX Cloud, your service team can see exactly what your sales team is doing, both teams can monitor marketing efforts, and every customer-facing employee can have access to data held within the ERP and SCM systems.



Nine ways to outmaneuver the big guys.

SMBs make up 99.7% of US companies—and in such a busy, competitive environment, it is difficult to differentiate yourself and deliver seamless, high-value customer experiences in the same ways that the big guys (with huge budgets) can.

We've identified nine steps SMBs can take to give their customers exactly what they want—and knock the big guys down to size.

Get the ebook →

Talent-Centric HR—From Recruitment to Retirement

Bright ideas from bright employees got you to this point—and your future growth relies on them too. As you transform, every aspect of business will feel the change, but none so significant as the impact it will have on your employees.

As your company grows and your needs change, the role of human capital management (HCM) must change as well.

- In the initial stages, your focus is all about **talent acquisition**: the sourcing, recruiting, hiring, and onboarding of key employees
- Then, as you grow, you need to focus on **talent management**, which includes talent acquisition but takes it one step further to include engagement strategies and long-term career planning
- Finally, you'll need a **complete HCM solution** that covers recruiting and hiring, employee engagement, review, and appraisal processes, as well as succession planning, benefits, and retirement processes

The fact is, HR professionals have much more value to provide than just the basic, transactional processes many of them spend their days dealing with. By digitally transforming HCM, your HR team (recruiters and all) can use their time more productively. They can find the right people at the right time and deliver meaningful employee support—the things that really drive engagement and retention.

Oracle HCM Cloud—Expandable HCM for High-Growth Companies

In the past, dedicated enterprise-grade HCM tools have been out of reach for many SMBs. They were expensive, complicated, and often needed many customizations. But with Oracle HCM Cloud, you can have access to the capabilities you need and can add more as you grow. Seamless, easy, powerful Oracle HCM Cloud takes care of your most important asset: your people.

Awesome transformative technologies that will revolutionize HR.

We've been using AI, blockchain, IoT, and ML to boost the power of Oracle HCM Cloud for a while—and now we've taken significant steps forward in using this new, innovative tech.

Read our newest blog to discover how we are embedding AI and ML into Oracle HCM Cloud to revolutionize hiring, onboarding, career advancement, and more.

[Read the blog](#) →

The Power of an Innovative, Connected Supply Chain

A traditional supply chain hinders innovation and lacks the flexibility needed to respond appropriately and quickly to continually changing customer needs. In fact, supply-chain rigidity not only hinders growth but can jeopardize an organization's very survival.

When too much time is spent on manual processes, too much money is spent maintaining the status quo, and no time is spent on innovating and looking for ways to make the supply chain a competitive differentiator. What's needed is a new approach: a new way of driving innovation and differentiation, and a new way of delivering solutions that can be scaled (up or down) based on business need and customer demand—without substantial upfront investments.

With Oracle Supply Chain Management Cloud, you can create a single, trusted 360-degree view of your whole supply chain operation to:

- **Lower operating costs**
- **Source more effectively**
- **Reduce inventory costs**
- **Improve space use in warehouse**
- **Increase inventory accuracy**
- **Ease productivity analysis**

Embracing IoT.

For many SMBs, digitally transforming the supply chain is a key opportunity to use the Internet of Things (IoT) to revolutionize logistics models.

IoT offers an unprecedented level of connectivity between vehicles, assets, and warehouses—and, combined with the comprehensive interconnected capabilities of the cloud, that data can now inform decision-making throughout your business.

Six reasons SMBs are moving supply chain to the cloud.

Smart small-to-medium businesses are moving their supply chains to the cloud.

Read our ebook to discover the six characteristics of an innovative, connected, cloud-based supply chain, and the six simple steps to building one, from design to delivery.

Get the ebook →



Integration—The Keystone of Digital Transformation

As they grow, many companies look to solve one need at a time. A solution is purchased to solve that need, and very little thought is put into how it will scale with company growth and integrate with other present and future solutions. This creates a disparate infrastructure—a patchwork of solutions from different providers that won't give the business what it needs—flexibility and agility.

Without the cloud, there can be no transformational technologies. Without complete SaaS integration, there can be no digital transformation. And when you're pursuing large-scale digital transformation, it's not enough just to integrate individual modules within your ERP, EPM, CX, and so on. They need to connect and communicate across those pillars to ensure everyone has the most-accurate, up-to-date information and access to the data and tools they need.

That is how to positively change and grow your business.

For businesses of all sizes, shifting on-premises applications to the cloud—or connecting the cloud to the on-premises applications that you just can't migrate—can be a significant barrier.

But the right cloud solution will be a bridge between your applications, not a barrier. It'll span the gap between common operational silos, so your back-office functions—ERP, EPM, HCM, and SCM— and front-office systems (i.e. CX)—sales, service, commerce, and so on—are connected.



Integration—The Keystone of Digital Transformation

Twelve ways that connected finance and HR support growth.

Buying your finance and HR solutions separately is fine when you're just starting out, but without tight integration between those functions, your business is going to struggle in the long term.

Read the ebook to discover 12 key ways that choosing a comprehensive cloud-based solution enables both departments to share and communicate more effectively, including aligning budgets, improving reporting processes, and boosting productivity.

Get the ebook →

Integrated CX delivers a differentiated, world-class experience.

If you want your employees to deliver consistent, world-class customer experiences, they need to be able to access and use relevant data from every part of your company.

By combining Oracle CX Cloud and Oracle ERP Cloud, you can build a 360-degree view of your customers, create more-efficient processes, speed up the sales cycle, and gain the competitive advantage to take your company to the next level.

Read more →

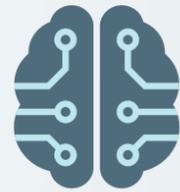
When Your Company Transforms, Everything Changes

With digital transformation, every aspect of your business changes. Your company becomes more connected than ever, business processes become easier, faster and more efficient, and the way you and your team approach everyday tasks is more efficient.

For SMBs, this level of digital transformation can seem out of reach. But with Oracle Cloud applications, the transformation is simplified. This gives even the smallest business the reach and impact of the largest enterprise.

The Way Oracle Does Digital Transformation is a Little Different

We've been working with the latest technologies to build comprehensive cloud solutions that don't just transform your business—they put you ahead. For example:



Artificial Intelligence (AI)

We've embedded AI directly into Oracle ERP Cloud, Oracle HCM Cloud, and Oracle SCM Cloud, so you can use deep learning, and historical trend and business risk analysis to revolutionize your talent-acquisition and planning processes.



Chatbots

Combined with AI, we're using technologies like chatbots and real-time video to optimize customer interactions, drive more sales, and automatically detect the next best step for front-office staff.



Internet of Things (IoT)

Oracle SCM Cloud has IoT-enabled capabilities built in, so operation managers can keep a close eye on productivity and reduce downtime. We're even supporting augmented reality to help employees work more effectively, with easy access to metadata.

**If you want to take advantage of these advances,
a cloud-based solution is a necessity.**

Contact Oracle today to request a demo of our industry-leading cloud solutions and learn how to begin building a foundation that will level the playing field and enable you to challenge global players—whatever your size.

Visit oracle.com/smb

