A complete cloud applications suite is comprised of a set of software-as-a-services, that connects your data with end-to-end business processes in:

- Improve business IQ using data from across the WHOLE business, not just a piece of it. A complete cloud applications suite is modular, yet connected, eliminates data silos, and easily enables a connected intelligent business.

**WHY DO YOU WANT A CONNECTED INTELLIGENT BUSINESS?**

Your business’s IQ is based upon its ability to see and act beyond historical reporting.

**TRANSFORM BUSINESS IQ WITH:**

- The power of data from across your entire business
- Real-time external data:  
  - Behavioral,  
  - Locational (GPS),  
  - Weather,  
  - Click stream, and etc.
- Better, faster intelligent business outcomes

**RESPONSE TIME NEEDED:** Milliseconds versus Minutes or Hours or Days

**Business problem:** Cannot meet customer demands in today’s real-time response environment.

**Solution:**

- Have your business data all in one place in the cloud
- Have external data sources near apps to reduce latency
- Feed data to adaptive intelligent apps for faster response time

**INTERNAL DATA**

- Customer last purchase
- Customer payment history & credit
- Customer loyalty & frequency of purchase
- Customer service records

**EXTERNAL DATA**

- Customer current geo-location relative to a truck dealer
- Weather information: current and predicted next few months
- Customer’s life events
- Employment history
- Entertainment preferences

It is hard to make intelligent decisions when you have only partial facts.

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**WHAT IS A COMPLETE CLOUD APPLICATIONS SUITE?**

Improve business IQ using data from across the **WHOLE** business, not just a piece of it. A complete cloud applications suite is modular, yet connected, eliminates data silos, and easily enables a connected intelligent business.

**IT JUST MAKES SENSE**

It’s time to transform your business and provide the next level of experiences for your customers.

For more information please visit oracle.com/applications