

# A PROVEN PATHWAY TO OPTIMIZED IT INVESTMENTS

## The **Enterprise Investment Program** Offers a Collaborative Evaluation Methodology to Optimize Technology Investments Now and for Years to Come

Information technology (IT) decision makers face a tough balancing act today. On one side, they must run and maintain their current IT infrastructure, including the implementation of updates and enhancements to accommodate future growth, which may involve new platforms and deployment models. On the other side, they need to develop a forward-looking IT roadmap, focused on the adoption and deployment of the latest technology.

These innovations are not simply about the latest features, but about a solution mix that is shifting to a higher composition of intangibles, such as software and services. This balancing act will require that IT decision makers understand the impact of diverse contractual options, and how to structure the financial aspects of their IT investment to yield optimal total cost of ownership (TCO) over time. The combination of these considerations has the potential to render the decision process both complex and time consuming. **Until now.**

**The Enterprise Investment Program (EIP) is a formal methodology designed to help IT and financial executives develop the best strategy for supporting business goals now and over the next two to four years.**

*How your  
IT investment  
is structured can  
substantially impact  
your corporate  
performance  
and returns*

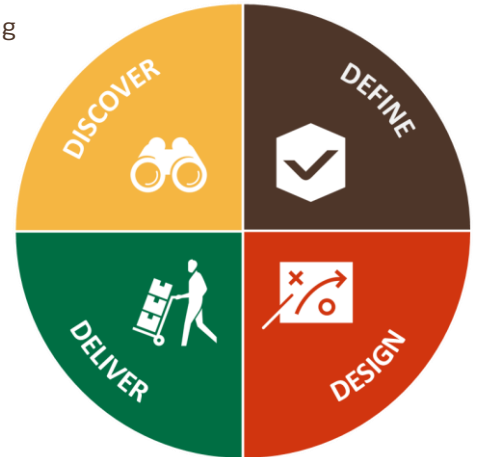


## ENTERPRISE INVESTMENT PROGRAM (EIP)

By taking into consideration multi-dimensional factors, this **proven four-step process** helps senior managers across all sectors make informed choices when selecting and acquiring the latest Oracle technologies to see the highest returns on their investments. Because the needs of each enterprise are unique, the EIP doesn't steer decision makers to generic, one-size-fits-all answers. Instead, the EIP offers a step-by-step process to help executives make optimal investment decisions for their organizations by:

1. DISCOVER
2. DEFINE
3. DESIGN
4. DELIVER

- Providing a framework for determining multi-year IT needs and the most effective acquisition options
- Helping enterprises define and formalize their technology roadmaps, including the role of important technologies like cloud, social, AI, big data, mobile, etc.
- Factoring in growth projections and the Oracle hardware, software and services that will support these growth levels
- Delivering a bill of materials based on a thorough analysis of core IT initiatives and growth projections
- Presenting a variety of licensing and acquisition options to ensure investments deliver high value over time
- Showing use cases that illustrate how Oracle customers in similar industries optimized amortization/depreciation strategies
- Understanding the risk and reward equation associated with alternatives



## FOUR PRINCIPLES OF ENGAGEMENT

Designed to help you optimize your economic relationship with Oracle, the EIP adheres to these four principles of engagement:



### INFORM & RECOMMEND

Oracle advisors work closely with your organization to craft strategic investment plans for complete IT solutions across every industry and every product that Oracle sells.



### NO AGENDA

The goal of the EIP is to objectively determine and deliver the optimal approach to extract business and financial value from your Oracle IT investment.



### COMPREHENSIVE ANALYSIS

The EIP analyzes key factors, such as: Technology Needs, Growth Strategy, Acquisition Models, Accounting Impact Over Time



### A STRONGER RELATIONSHIP

As technologies evolve and business dynamics change, your future IT needs can be met with greater speed and higher quality by establishing a long-term partnership with a strategic ally like Oracle.



## FOUR STEPS TO IT INVESTMENT SUCCESS

To accommodate the unique needs of each customer, the EIP is a highly flexible and proven methodology comprising four key steps.

### STEP 1. DISCOVER — Develop a two- to four-year project roadmap

The EIP facilitates in-depth discussions among Oracle technology experts and enterprise stakeholders to scope out each organization's IT roadmap for the next four years. The process also identifies how Oracle technology can support these plans. Deliverables include a detailed bill of materials for each project and a ranking of projects by priority.

### STEP 2. DEFINE — Outline company growth projections

Oracle EIP advisors then work closely with key executives to assess how the organization is likely to grow in the years ahead. This analysis plays a critical role in determining the timing and acquisition strategies behind future IT investments. Key considerations include organic and merger/ acquisition growth and changes in headcount and how these developments correlate to IT requirements. The EIP process considers all relevant correlations, including the type of growth that's impacting the organization, the need for new technology resources, opportunities for consolidating redundant systems and how all this alters acquisition plans.

### STEP 3. DESIGN — Evaluate acquisition models

Organizations have a range of options for acquiring Oracle technology. Choices include a Transactional Purchasing Model, which consists of multiple tactical transactions, and a Consolidated Purchasing Model, consisting of a single, larger transaction to acquire IT assets for both current and projected future needs. Each approach is valid for some situations, and the EIP methodology uses the results of Steps 1 and 2 to help decision makers determine which model best fits their needs.

### STEP 4. DELIVER — Assess the accounting impact over time

By factoring in key corporate financial metrics, such as cash flow, expenses and overall accounting practices, as well as amortization and depreciation best practices, the EIP shows decision makers how various IT investment options may impact corporate financial objectives.

### THE FINAL RESULT — A TCO-Based Economic Evaluation

With detailed insights into near-and long-term technology needs, corporate growth goals, IT acquisition models and financial considerations, Oracle works with stakeholders to develop a custom Enterprise Investment Plan that optimizes investments within a five-year TCO framework.



#### DISCOVER

- Customer & Industry Factors
- IT Strategy & Roadmap
- Industry Trends
- Growth Projections
- Acquisition Preferences
- Timing



#### DEFINE

- Transaction Objectives
- Solutions Included
- Demand
- Bill of Materials/Services
- Revenue Recognition (Amount? Upfront, ARR, or Blend? )
- Transaction Timing



#### DESIGN

- Transformation Methodology
- Transformational Framework
- Engineered Outcome



#### DELIVER

- Seamless & Cohesive
- Business & Technical
- Consistent & Repeatable

## GET STARTED TODAY

Learn how the Enterprise Investment Program can help you make informed IT investment choices.

Contact your Oracle representative or: [OracleFinancing\\_ww\\_grp@oracle.com](mailto:OracleFinancing_ww_grp@oracle.com)

