Content and Process in the Cloud

Drive Meaningful Collaboration and Mobility

Becoming a digital business is now an imperative for all organizations. The key to this transformation are the productivity tools and services that employees rely on to deliver business value. However, the digital workplace of today requires a new set of priorities, going beyond simple cloud-based file sharing to deliver the next wave of productivity, efficiency and workgroup innovation. Organizations need services that easily blend content, people, process and communications to enable better decisions and accelerate how work gets done. Unlike first generation content cloud vendors, Oracle provides an integrated productivity suite of cloud services that enables business users to easily collaborate anywhere, simplify business automation and communicate more effectively.

The Digital Workplace Requires **New Priorities**

COLLABORATE ANYWHERE   SIMPLIFY BUSINESS AUTOMATION   COMMUNICATE BETTER

Collaborate Anywhere

Your employees need instant access to content and to easily share this information with all constituents -- both inside and outside the organization. Whether they are at their desk, on the go, or working remotely, the ability to easily and securely access and collaborate on information is one of the keys to being a nimble enterprise. Oracle Documents Cloud Service gives you the file sync and share capabilities your employees need while providing the control and security your IT organization requires. It embeds social capabilities including real-time conversations, activity streams and recommendations to enhance content discovery, development and effectiveness. It also allows you to fully integrate these capabilities with your productivity applications (on-premise and SaaS) to deliver mobile experiences that are optimized for individuals and in the context of the work being performed. Finally, Oracle Documents Cloud Service ensures that your content is fully protected with robust security controls including content encryption at rest or in transit, user and content segregation, policy management and tenant isolation to eliminate document leaks.

Simplify Business Process Automation

In addition to managing and sharing information, it is essential to automate decision making to streamline and mobilize business processes, accelerating how work gets done. Examples of such processes include content reviews & approvals, work authorizations and service escalations. Oracle Process Cloud Service simplifies business automation by providing workflow services to improve productivity and eliminate manual repetitive tasks with flexible routing, configurable rules & approval

UNITING BUSINESS AND IT WITH ORACLE CLOUD SOLUTIONS

» Mobile workforce productivity for end users – anytime, anywhere, any device

» Fast – zero set-up, rapidly provision business applications and services

» Simple – intuitive, business-user focused

» Secure – safely share files and collaborate with internal and external colleagues.

"The software industry has seen a 47 percent growth in cloud processes, forcing companies to rethink their IT strategies."
—GARTNER, 2013

hierarchies and delegation support. It also allows users to dynamically alter process flows based on actionable alerts and process health & SLA monitoring to correct for improper business execution and bottlenecks. Business users can rapidly build, customize and change business applications in a collaborative manner. Pre-packaged process templates and starter patterns allow users to quickly and easily rollout new business services and custom applications in a zero-code, declarative fashion. Rich integrations with both Software-as-a-Service (SaaS) and on-premise applications allow you to extend and get more value from our existing technology investments.

Communicate Better

Effective communication is also essential for today's digital workplace in order to create the desired engagement with customers, employees and other constituents. Success depends on cutting through the clutter and noise with rich, compelling and interactive communications – including, mobile optimized websites, micro-sites and informational portals. The upcoming Oracle Sites Cloud Service allows any business user to visually create mobile-optimized experiences (both internally and externally), accelerating time to market, brand awareness and user adoption. Advanced management tools allow users to manage literally dozens to thousands of websites, micro-sites and other communications under a single view – ensuring brand consistency and operational efficiency.

A Connected Business Yields Better Business Outcomes

To bring this all together, let's look at a Lead > Order > Cash Process example. Today, the functions of marketing, sales, service, CPQ, order management, and revenue management need to be integrated together to create a unified customer and employee experience.

A Connected Business Yields Better Business Outcomes
Example: Lead → Order → Cash Process

Marketing needs the right collaborative capabilities to deliver an impactful campaign. They must use the right content to drive conversion to marketing leads and proper nurturing. Integration with CRM is key to drive sales effectiveness and the field needs to be equipped with the right information to follow up on opportunities. Collaboration and business automation are imperative to deliver the most competitive price point, and the best post sales experience. Finally, mobile access and collaboration has become a must to deliver best in class customer service. Throughout this complete end to end business process, Oracle enables you to better collaborate, automate specific white space of inefficiency and in the future, communicate better internally and externally.

COLLABORATION OBJECTIVES

» Mobilize enterprise content and social engagement

» Frictionless, secure and contextual access and sharing of information

» Avoid content silos, document leaks and process bottlenecks

» Accelerate business processes and decisions

""Today, 1.6 billion people around the world access the internet using a mobile device; by 2018, there will be 2.5 billion mobile internet users. In developed economies, more than 90 percent of the population accesses the internet using a mobile device."

—IDC, 2015

ORACLE CLOUD SERVICE

The Digital Workplace Reinvented

The modern digital workplace requires a new set of capabilities, one that leverages the best in consumerization, social engagement and business empowerment. Only Oracle provides an integrated suite of digital collaboration services that enable business users to collaborate better, automate their business processes & tasks and deliver rich, interactive mobile communications – all with the utmost security and control. As a result, organizations can harmonize and extend the value of their on-premise and SaaS-based applications to deliver the next wave of:

- **Increased Productivity** - Better decisions, through frictionless information exchange, social collaboration and mobility

- **Increased Efficiency** - Faster decisions, streamlined and simplified processes, reduced cost of operations and work

- **Rapid Innovation** - Deliver new products and services to market faster, rapidly create compelling communications and engagement

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