Controlling Costs with Flexible Processes
A Guide for Midsize Companies
You know as much as anyone about the challenges that midsize companies face. There are always competitors with deeper pockets, customers demanding more for less, and suppliers giving preferential terms to larger organizations. However, your company’s size does give you one key advantage—business agility. You can respond more quickly to changing market and economic conditions, but only if that agility is founded on valuable data, meaningful information, and adaptable processes.

Data, Information, and Processes

These three elements are the key to capitalizing on business opportunities:

Data. Data is an organization’s smallest unit of value. Almost every business decision is based on data—market intelligence, customer data, or process traceability. The performance, collaboration, and governance of an organization can improve immediately if its data is secure, and its operations are consolidated and based on an open information infrastructure.

Information. A world-class management team can only fulfill its potential with a complete and reliable view of information from a variety of sources. This holds true irrespective of business function. In addition, an organization’s IT infrastructure, on premises or in the cloud, should enable it to extract more value from its data by simplifying access and reporting. This supports insight generated by enabling the management and compilation of data from multiple sources, and its presentation as clearly understandable and actionable information.

Processes. Industry-leading sales tactics are important, but reacting first to emerging opportunities depends on the efficiency of an organization’s underlying business processes. For example, channel or supplier network diversification, and expansion into new segments or other countries can only be accelerated by flexible business and IT processes that can be adapted whenever necessary.

Why Oracle?

How can you sharpen your competitive edge? By forming a strategic relationship with an information management provider that knows how to create the organizational flexibility to enable you to establish a competitive advantage and facilitate growth.

Oracle and its network of expert partners have been working with more than 290,000 midsize companies, providing powerful and integrated business solutions that eliminate the complexity and simplify IT. Together, we provide industry knowledge and local expertise in information management to help you achieve stronger performance and greater profitability.
WHY ORACLE ACCELERATE FOR MIDSIZE COMPANIES

Oracle Accelerate for Midsize Companies combines Oracle Applications, rapid implementation tools, and Oracle partner expertise to help growing businesses reap the benefits of an integrated enterprise applications strategy. With Oracle Accelerate solutions, you can

» Upgrade current business processes to modern best practices to better meet your business challenges

» Add high-value processes quickly, with fixed-scope implementations that deliver fast time to benefit

» Ease budget concerns with flexible financing and deployment options on premises or in the cloud

» Gain a robust IT infrastructure that scales to meet your current and future business needs

» Drive your organization’s use of industry best practices with enterprise-class software

» Use technology, not added staff, to manage complex global needs

» Deploy only what you need, when you need it

» Count on Oracle’s lifetime support policy to protect the value of your software investment

Now the power of Oracle is within your grasp.

» Oracle offers simple-to-deploy, highly available, secure technology and applications on premises or in the cloud that allow you to store, manage, and share your information at a low cost.

» Oracle enables you to be competitive. Your company needs solutions that are quick to implement, easy to use, and inexpensive to maintain. Oracle’s prepackaged solutions for midsize organizations deliver value by providing functionality that improves business operations while reducing your IT costs.

» Oracle builds its open, industry-standard technology and applications to encourage choice: choice of deployment options in the cloud or on premises, choice of hardware, choice of development tools, and choice of operating system—Windows, Mac OS, Linux, and UNIX.

Oracle’s reliable and proven information technology can give you the agility you need to stay competitive and grow.

Helping Midsize Organizations Lower Costs by Enabling Process Flexibility

How to Win from Change

Change just keeps accelerating, whether it’s caused by the launch of disruptive products, customers’ changing tastes, tougher economic conditions, or rapidly evolving regulation. In this environment, reacting to change faster than your competitors could give you a significant advantage. That’s why it’s vital to have a flexible IT infrastructure to support the development of flexible business processes that can also be optimized to lower costs. The result is a real competitive edge. By working with Oracle to help you achieve it, you can either use our best-in-class business and IT processes, or optimize your own with our solutions—the choice is yours.

More Effective, More Efficient, More Engaged

Streamlining and automating your business and IT processes reduces complexity and improves the productivity of all employees. For example, more-efficient business processes can help improve customer satisfaction without additional direct customer service expenditure—essential for cost-effective customer retention. In addition, integrating internal processes with those of suppliers to share information is another area that can create powerful incremental efficiencies.

Oracle provides applications, middleware, and database software as well as hardware and infrastructure solutions tailored to the needs of midsize organizations. This paper explains how these solutions improve business and IT process flexibility and reduce costs through open standards and ease of integration with your existing infrastructure.

Keep your costs under control and stay flexible—with Oracle solutions for midsize organizations.
How Midsize Organizations Can Improve Process Flexibility While Cutting Costs

Midsize businesses are well positioned to be more flexible than larger competitors, thanks to their size. This flexibility, however, must be enabled within the context of limited resources, skills, and budgets. Based on open standards, Oracle’s software and hardware products meet that need with affordable, easy-to-use solutions that integrate easily with existing infrastructures. Oracle’s products also help control costs in the following ways:

Delivering Efficiency-Driven Cost Savings

Overly complex business processes generate unnecessary costs. Consider the manual tasks involved in bridging the gaps between incompatible systems or searching for inventory. Streamlining and automating business processes using IT solutions that integrate seamlessly with one another is key to generating savings. This is best achieved by selecting IT software that is designed around industry-leading best practices with open standards.

Enhancing Customer Satisfaction Without Increased Customer Service Costs

Acquiring new customers is expensive. It is far less costly to focus on customer satisfaction and customer retention. By introducing flexible and efficient business processes, you are able to improve customer service and increase satisfaction levels without generating additional costs.

Enabling Greater Adaptability That Cuts the Cost Base

Reacting quickly to changes in customer needs, tastes, or wider market developments can offer midsize businesses a key competitive advantage over larger organizations. Streamlined, automated business processes running in the cloud or over an infrastructure based on open standards can support this adaptability and simultaneously lower the overall cost base of your business.

Generating Supplier Integration Efficiencies

Leading business processes based on open standards are easier to integrate—not just internally but also with external partners, such as suppliers. Sharing information more closely with partners creates opportunities for further cost savings, such as being able to replenish stock exactly when it is needed rather than storing it for days or weeks.
Cutting the Total Cost of Ownership for IT by Extending the Life of Existing Infrastructure On Premises or in the Cloud

There really is no need to rip and replace IT infrastructure as your business grows. It’s possible to create efficient, flexible, and best-in-class business processes from the on-premises or in-the-cloud systems and applications your organization already uses. How? By implementing only the Oracle products that are needed. As your organization grows, you can easily scale current products or introduce additional Oracle products that will be supported by the investments you have already made. Oracle offers midsize organizations the same solutions that larger enterprises use—not watered-down versions. This lengthens the replacement cycle and helps lower future expenditures for both on-premises and in-the-cloud solutions.

![Streamlined processes improve overall business agility, maximize operational efficiencies, and lower costs.](image)

**Figure 1.** Streamlined processes improve overall business agility, maximize operational efficiencies, and lower costs.

How to Use Process Flexibility to Control Costs Across the Organization

Many organizations’ IT and business processes are hampered by incompatible and/or dispersed systems that require manual intervention to produce a reliable supply of meaningful information, especially when deploying cloud solutions. This lowers productivity, increases costs, and puts pressure on already scarce IT and business resources. However, the cost of having to replace significant parts of the infrastructure or building and maintaining integrations often prevents midsize organizations from addressing the issue.

Oracle solutions are different. They’re designed to work with your existing on-premises or in-the-cloud infrastructure to connect disparate systems together using open standards. They are also priced to match the budgetary and resource constraints of midsize organizations, without hampering the opportunity for scalable future growth. Oracle’s software and hardware technologies help you transform your IT and business processes, making them simpler, more efficient, and easier to manage. This enables you to better control costs across your organization. Oracle’s applications, database, middleware, hardware, and infrastructure products help to do the following:
Maintain Operational Efficiency

Operational efficiency and continuity are essential to business success. This is particularly the case for midsize organizations that may be working through a business transition driven by growth, technology needs, or market developments. Oracle solutions allow you to take advantage of the opportunities these business transitions provide by supporting efficiency through best-in-class business processes.

Automate Manual Administration

Building automation into routine business processes or systems administration significantly and permanently reduces the cost of manual administration on your business and IT budget. Automation also improves the organization’s performance, increasing productivity and maximizing the return on your existing investments.

Support Greater Agility

The openness of Oracle solutions supports the creation of flexible, transparent processes. They allow you to respond to change more quickly than your competitors. The result is an information infrastructure that makes business process adaptation faster and easier than before.

Ensure Scalability

The ability to scale without needing to continually reinvest in IT infrastructure is vital for the ongoing success of midsize businesses. Oracle solutions excel in this area. The open standards on which they are based help you get more from your existing infrastructure and grow with your organization, without having to rip and replace your infrastructure as your business grows. These solutions are packaged to support scalability, retaining familiar interfaces and features as your requirements grow, allowing new applications to be integrated, and giving you the same powerful functionality that larger enterprises have enjoyed for years.

Increase Transparency

Business process and information transparency is essential to help you meet compliance requirements for all the latest data security, retention, and privacy legislation, as well as your own internal governance standards. Streamlined business processes enhance traceability within your organization’s infrastructure and help deliver the accountability that regulatory controls demand.

“We reviewed other vendors, but only Oracle E-Business Suite Release 12.1 has the flexibility and scalability to meet our business requirements. We have accelerated the speed of preparing sales quotes by 40 percent and reduced inventory holding costs by up to 25 percent.”

KUNAL MUKHERJEE
SENIOR MANAGER, IT
KARAM CHAND THAPAR & BROS. (COAL SALES)
CONTROLLING COSTS WITH FLEXIBLE PROCESSES

GAIN FROM ORACLE’S EXPERIENCE
Oracle has more than 30 years of experience in building a wide range of secure and stable information management solutions that are
» Easy to install and deploy
» Flexible in terms of both open standards and scalability
» Priced affordably and realistically
» Designed to control costs and maximize the return on your existing investments
» Deployed with powerful automated task management for improved infrastructure performance and reduced maintenance costs

Figure 2. Oracle’s applications, database, and middleware technologies deliver a competitive advantage with flexible processes to control costs.

Keep Your Costs Under Control: Enabled by Oracle
With flexible and powerful products, Oracle can help you deliver the best possible value for your budget—not just today, but for years to come.

Oracle Database 12c Standard Edition One and Standard Edition
The foundation for your IT solution is the Oracle Database 12c Standard Edition One solution. Based on open standards, it provides a solid base for streamlining, synchronizing, and automating business processes, thereby increasing their flexibility. Built-in scalability means your organization can move up seamlessly through the Oracle Database 12c product family from Standard Edition One and Standard Edition to Enterprise Edition. This offers you additional functionality and maximum return on your existing investments.

Oracle Database 12c introduces a new multitenant architecture that makes it easy to deploy and manage database clouds. Innovations such as Oracle Multitenant, for consolidating multiple databases quickly, and Automatic Data Optimization with Heat Map, for compressing and tiering data at a higher density, maximize resource efficiency and flexibility. These unique advancements, combined with major enhancements in availability, security, and big data support, make Oracle Database 12c the ideal platform for private and public cloud deployments.

Benefits
» Outstanding performance on Windows and other operating systems provides flexible platform selection
» Gain enterprise class performance, security, availability, and scalability
» Centralization and automation reduce management and administration costs
» Open standards ensure easy integration with existing infrastructure, maximizing the value of prior investments
» Scalability and interface continuity minimize the cost of future expansion and training

Figure 2. Oracle’s applications, database, and middleware technologies deliver a competitive advantage with flexible processes to control costs.
Oracle WebLogic Server Standard Edition

Oracle WebLogic Server Standard Edition is a proven, highly reliable enterprise-class application server for building and running applications and services. It provides robust support for the latest emerging Java EE APIs, including web services, transactions, persistence, and security. Comprehensive and straightforward management is enabled by an easy-to-use graphical console and/or automation.

Benefits
» Offers choice in development frameworks and tooling
» Provides developers with a flexible choice of reliable programming models, frameworks and tools to match skill sets and project needs for service-oriented architecture (SOA), Web 2.0/rich internet applications (RIA), and messaging
» Delivers Oracle WebLogic Server’s reliability and performance, which has been tested over years of enterprise-grade production use in demanding customer environments
» Reduces connection and configuration problems with easy linkage to Oracle Database, Oracle Fusion Middleware, and Oracle Applications

Oracle Business Process Management Suite

Oracle Business Process Management (BPM) Suite is the industry's most complete and business-user-friendly BPM solution. It supports design and implementation of all process types and case management flows, delivering immediate and impactful ROI and driving enhanced customer experience and intelligent operations.

Benefits
» Enables business managers to create and customize business processes in a web-based tool, especially designed for business
» Helps manage the complete process lifecycle across organizational divisions and applications with a unified process foundation
» Increases flexibility by improving process efficiency and quality via enhanced utilization and throughput
» Enhances performance visibility through streamlined processes that remove the boundaries and accelerate the interaction between applications, systems, and people

Oracle Accelerate for Midsize Companies

Oracle Accelerate for Midsize Companies is Oracle’s approach for providing simple-to-deploy, packaged, enterprise-class software solutions to growing midsize organizations through its network of expert partners.

Benefits
» Simple-to-deploy, integrated solutions tailored to meet the needs of fast-growing companies
» Industry-focused solutions with embedded best practices
» Packaged and delivered to reduce project risk and provide fast time to benefit
Additional Oracle Products and Services for Midsize Businesses

These Oracle products and services can further enhance the operational efficiencies and cost savings for your midsize business.

» **Oracle Customer Experience Cloud.** Oracle Customer Experience Cloud delivers consistent, personalized customer experiences with complete, integrated cloud solutions that connect every customer engagement with your brand across marketing; sales; services; commerce; social; and configure, price, and quoting (CPQ).

» **Oracle Human Capital Management Cloud.** Oracle's human capital management (HCM) solutions give your enterprise the power of Oracle’s rich HR, talent management, and social solutions through Oracle Cloud. From collaboration to predictive modeling for performance and retention, Oracle HCM software supports all aspects of the HR cycle.

» **Oracle Enterprise Performance Management Cloud.** Analytics are what drive effective enterprise performance management (EPM). Oracle Business Analytics solutions help organizations of all sizes thrive by enabling them to discover new ways to strategize, plan, optimize business operations, and capture new market opportunities.

» **Oracle Enterprise Resource Planning Cloud.** Oracle's enterprise resource planning (ERP) solutions include financials; project portfolio management; procurement; and governance, risk, and compliance. They are proven, trusted foundations for your core business operations.

» **Oracle Supply Chain Management Cloud.** Oracle's supply chain management (SCM) solutions transform supply chains from a functional necessity to a competitive advantage. Oracle's SCM products help modernize your operations across the demand, supply, and product pillars to deliver operational and innovation excellence.

» **Oracle server and storage solutions.** Oracle's servers are engineered to deliver record-breaking performance, simplified management, high availability, and cost-saving efficiencies. They include built-in virtualization and cloud and systems management, and are optimized to run Oracle Solaris, Oracle Linux, Oracle VM, and Oracle Enterprise Manager Ops Center. They support Oracle and non-Oracle applications and solutions.

» **Oracle Support.** Oracle Support provides accelerated support requests and resolution for reduced administration costs and enhanced productivity.

For further information on the Oracle products listed here, visit [oracle.com/midsize](http://oracle.com/midsize).

Top Five Ways to Lower Costs with Oracle Solutions

1. **Automate Manual Tasks**

Use the automation built into Oracle solutions to reduce the time and money spent on the manual operation, management, and maintenance of IT and business processes. This is especially useful for core parts of your infrastructure, such as Oracle Database, for which diagnostics, tuning, failover, monitoring, disaster recovery, and backup can all be automated. It’s like adding an additional administrator to your team at no extra cost.

2. **Use Your Existing Infrastructure**

Increase the return on your existing infrastructure investments by extending the performance and functionality of your existing infrastructure with Oracle solutions based on open standards. For example, **Oracle Active Data Guard** disaster recovery technology allows you to leverage an existing commodity server for disaster recovery to relieve the primary server of responsibility, thereby extending the life of both.
3. Build In Scalability

Choose Oracle solutions that let you buy only what you need right now and upgrade easily as needed. Interfaces stay familiar, so new technology and retraining costs are reduced, while performance and functionality evolve as required. For example, maintain interface continuity with an upgrade from Oracle Database 12c Standard Edition One to Standard Edition, instead of overpurchasing on an expensive, proprietary enterprise solution.

4. Increase Reliability

Avoid the costs and risks associated with downtime by choosing Oracle solutions that are renowned for their stability and reliability. This also helps ensure that your processes are not interrupted when they are required to adapt to new demands. For example, choose Oracle Database 12c, the industry’s most reliable and secure database.

5. Remove Complexity

Use Oracle solutions to streamline processes by removing task duplication, eliminating manual infrastructure management and maintenance, simplifying fault detection and resolution, and facilitating the straightforward reporting of actionable data drawn from multiple sources. Also simplify the management of key infrastructure elements such as your database with the Cloud Control feature of Oracle Enterprise Manager 12c, enabling you to manage, monitor, and tune your implementation through an intuitive interface.

Why Choose Oracle?

Oracle solutions are tailored to the requirements and goals of midsize businesses. They are designed to be

» Affordable for companies with limited budgets
» Easy to use, manage, and maintain to allow for scarce IT resources
» Reliable and stable to minimize the costs and risks of downtime
» Open to integrate with existing infrastructures
» Secure to ensure that data assets are always protected
» Flexible to accommodate growth and changing market requirements

Technology That Grows with Your Business

Finally, Oracle solutions for midsize organizations are based on enterprise-class technology. That means they provide a straightforward, low-cost migration path for your business. You receive the same powerful technology larger enterprises have been using for years. There’s no need to replace certain elements or engage in complex, time-consuming, and expensive redevelopment work as you grow. This ensures that your investments are protected and deliver long-term value—both today and in the future.