



## Oracle Cloud for Midsize Service Companies

An Oracle Industry Brief



*“Through 2016, the accepted norm will be 20 percent project failure as organizations are forced to take on increased risk to achieve desired returns.”*

**GARTNER**

“PREDICTS 2013: PPM LEADERS MUST EMBRACE CONSTANT INNOVATION AND CHANGE,”  
NOVEMBER 2012

**FACT**

More than 54,000 professional service companies get better results with Oracle Applications.

Competition is everywhere. Clients are demanding. Top talent is scarce. Globalization of services keeps changing your market. Face these and other tough challenges head on with Oracle’s proven, reliable cloud services for midsize service companies.

## Differentiate Your Business: Oracle Cloud for Midsize Service Companies

Midsize service firms play a vital role in today’s economy. Every day, you are called upon to help companies better understand and improve core business operations at a strategic level. Demand for your services—including accounting, business consulting, and systems integration, among others—is expected to grow steadily through the end of the decade. As an experienced service professional, you understand that with this growth in demand comes increased competition. How can you address these and other challenges so you can grow your business and be successful?

To compete effectively, you need reliable and secure cloud services that are affordable and easy to maintain, and that enable you to predict the business outcomes of engagements with certainty as you move through your service delivery lifecycle. Oracle’s proven cloud services for midsize service companies enable you to

- » Strategically acquire new, high-value clients while retaining existing client relationships
- » Optimize use of project talent and reduce turnover of valued employees
- » Compete effectively in the globalized, low-cost service market
- » Standardize engagement delivery to bring projects in on time and within budget
- » Increase cash flow and profitability by improving cost controls and billing procedures
- » Improve decision-making with companywide visibility into consolidated, complete, secure business information
- » React quickly to emerging opportunities by establishing flexible business processes

## Differentiate with Oracle Cloud

You can run your complete business in the cloud with Oracle. Oracle has the broadest cloud portfolio in the industry, delivering a complete range of cross-functional business applications for each part of your organization that can share information seamlessly across Oracle Cloud and your other systems. Business users have the latest innovations at their fingertips across sales and marketing, customer service, finance and accounting, project portfolio management, supply chain management, and human capital and talent management—all enriched with social engagement and collaboration tools and an intuitive user interface that works on any mobile device. With the simplicity of a personalized, connected, secure modern cloud and the power of world-class applications, you can acquire and retain top talent, accelerate project delivery, and improve cash flow and profitability.



*“59 percent of midsize companies state they need to reduce IT costs and cannot afford large capital investments.”*

**ABERDEEN GROUP**

“SAAS AND CLOUD ERP  
OBSERVATIONS,”  
DECEMBER 2012

*“One of the really cool things about [Oracle Fusion Project Portfolio Management] is the whole idea of social project management. Project management is all about communication.... It gives the project manager the communication tools they need to be successful, right out of the box.”*

**FLOYD TETER,**

VICE PRESIDENT OF APPLICATIONS  
DELIVERY,  
INNOWAVE TECHNOLOGY

## Win the Right Business at the Right Price

Your top objective is to grow revenue. So you need full visibility into all opportunities. You also need to gain maximum value from project resources by effectively matching competencies with customer demands—quickly and easily.

Oracle Cloud helps ensure that you're pursuing the right opportunities and lets your sales representatives help grow the pipeline, access opportunities anytime and anywhere, and collaborate to close deals faster. Oracle also allows you to store and manage your customer data in a secure repository, so you operate with one version of secure customer data companywide. This ensures the integrity and accuracy of customer information, providing needed insight for your decision-making.

## Maximize the Strategic Value of Your Service Professionals

One of your highest priorities is attracting, retaining, and motivating skilled professionals. Oracle's talent management capabilities help you hire and deploy the best-fit resources, so you can successfully meet client demands. With automated tools and flexible processes you can execute a forward-looking strategy from social sourcing through talent management, succession planning, and project resource management. With Oracle Cloud, you can optimize your most valuable asset—your people—so you can meet and exceed utilization targets, boost productivity, and maximize profitability.

Oracle Cloud delivers direct peer-to-peer communication and enables knowledge sharing with social learning and career management for today's interconnected enterprise. A global repository of resource profiles helps you align employee skills and experience with project requirements, drawing on talent from resource pools that can extend beyond the company to include contingent labor as well as employees. You can focus precious resources on meeting strategic business needs and keep those workers engaged on the best assignments—for them, for the organization, and for clients.

## Standardize and Improve Project Delivery

To consistently deliver projects on time and within budget, it's important to adopt companywide best practices for your project management processes. In addition, today's project teams expect modern tools to plan and schedule projects collaboratively, and connect with each other instantly. Businesses need a strategic approach to managing the project lifecycle and collaborative content, or valuable knowledge is lost in disconnected silos.

Oracle Cloud lets project teams hit the ground running through rapid, repeatable, and standardized project initiation, provides them with mobile- and social-enabled project and task management tools to help them get their work done in a highly connected way, and provides a single source of project truth for all stakeholders. Service companies can empower remote resources who work on multiple projects at the same time with these social, mobile, self-service, and analytic tools—ultimately speeding time to deployment and lowering costs.

Oracle is the only cloud provider that develops the entire cloud technology stack that powers its cloud—a true one-stop modern cloud that grows with your business:

**PERSONALIZED,  
CONNECTED, AND SECURE  
CLOUD**

- Simplicity and speed of software as a service (SaaS), with ability to personalize your cloud to your business
- Complete customer data isolation and security at multiple layers
- Flexibility to decide timing of automated upgrades

**ACTIONABLE INSIGHT**

- Identification and management of potential project risks with timely, insightful, role-based intelligence
- Improved decision-making with companywide visibility
- Optimized project performance with real-time status reports that monitor engagement progress

**SOCIAL AND MOBILE  
INTEGRATION**

- Real-time collaboration, workspaces, and social task management keep business moving forward
- Anytime, anywhere access for mobile service organization to keep on top of business—on the go or at client site
- Modern user experience optimized for today's collaborative, connected, and mobile workforce

Self-monitoring project dashboards provide timely, insightful, role-based embedded intelligence, so you can manage the complete service delivery lifecycle by exception, with real-time performance indicators, progress, and contract compliance—letting you better predict project outcomes and keep clients happy.

## Improve Cash Flow and Profitability

It's exciting when your consultants are fully engaged on high-margin contracts, sales are growing, and you face new opportunities. Yet unless you can translate all this activity into accurate bills that then transform swiftly into cash, your business will falter. You need innovative tools and flexible processes for a highly responsive approach to billing that keeps your cash flow moving.

Oracle offers comprehensive project financial management cloud services for midsize firms, so you can increase cash flow by accurately invoicing customers based on contract terms and conditions. Robust billing capabilities allow stakeholders to collaborate on creating, reviewing, and submitting invoices, all in the format your customers expect. And, world-class reporting delivers consistent and accurate reporting how, when, and where you need it.

## Flexible Solutions for Your Dynamic Market

Oracle is constantly innovating to deliver the next generation of cloud services that are fully integrated and best in class for midsize businesses. Offering flexible, reliable, and secure software solutions for midsize service firms, Oracle empowers you with the simplicity of the cloud to maximize talent resources, accelerate project delivery, and improve cash flow and profitability. With Oracle Cloud services, your business can reap quick results—even in the most competitive and rapidly evolving markets.

## Oracle Cloud for Midsize Organizations

Oracle delivers the simplicity of a personalized, connected, secure modern cloud with the power of world-class applications. With complete out-of-the-box modern processes to connect employees, customers, and partners in new ways, you can solve your business problems with solutions that give you visibility and end-to-end execution from customer experience (CX) to human capital management (HCM) to enterprise resource planning (ERP).

The Most Complete Suite of Enterprise SaaS Apps

ORACLE APPLICATIONS CLOUD

CX Cloud HCM Cloud ERP Cloud

Mobile • Social • Analytics

The graphic features a large white cloud shape on a red background. Inside the cloud, the Oracle logo and 'APPLICATIONS CLOUD' are at the top. Below that are three red buttons labeled 'CX Cloud', 'HCM Cloud', and 'ERP Cloud'. At the bottom of the cloud is a red bar with the text 'Mobile • Social • Analytics'.

*“Only 48 percent of companies successfully execute projects to deliver strategic results.”*

**THE ECONOMIST,  
INTELLIGENCE UNIT LIMITED 2013**  
WHY GOOD STRATEGIES FAIL:  
LESSONS FOR THE C-SUITE

Oracle Cloud provides the speed and agility midsize organizations need along with the ability to make your cloud unique to your business. Choose when to upgrade to the latest technology with built-in timing flexibility for automated upgrades. Offering complete customer data isolation and security at multiple levels, Oracle is the only cloud provider that develops the entire cloud technology stack that powers its cloud.

You can respond more quickly to changing market and economic conditions with the agility that is offered with Oracle Cloud. You know as much as anyone about the challenges that midsize companies face. Competitors have deeper pockets, customers are demanding more for less, and suppliers are giving preferential terms to larger organizations. However, your company's size does give you one key advantage: business agility. Stay agile with one mobile, social, cloud strategy from Oracle.

## Why Oracle?

Your company needs solutions that are quick to implement, easy to use, and inexpensive to maintain. Oracle Cloud solutions for midsize organizations deliver rapid time to value by providing functionality you can implement quickly to improve business operations, reduce your IT costs, and become more competitive.



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### Hardware and Software, Engineered to Work Together

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