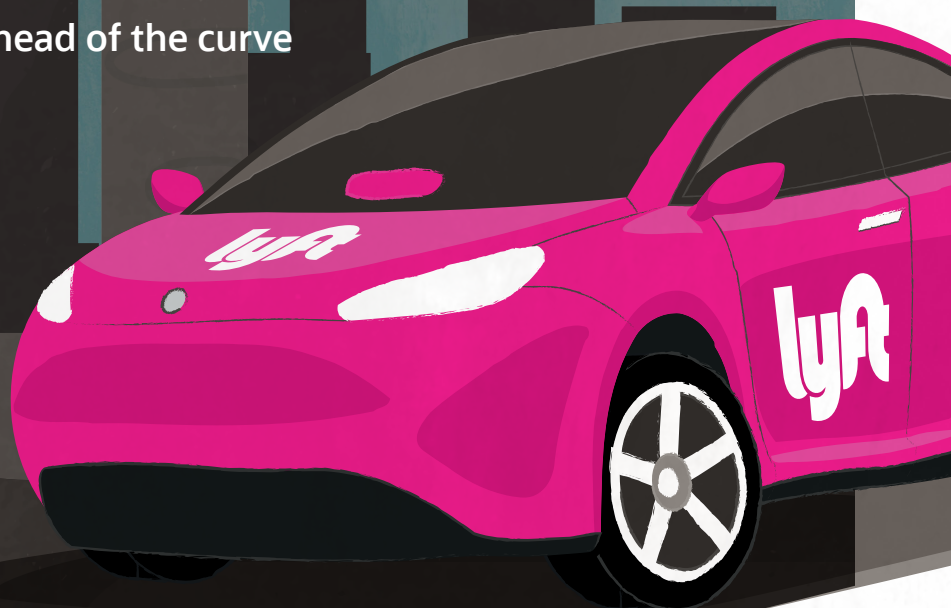


Driving the future of transportation

How executives at this ridesharing innovator drove a financial transformation to stay ahead of the curve and power its future growth

With transportation networks evolving at breakneck speed, Lyft sought to unify a mix of **business systems to streamline operations and improve decision-making.**

The ridesharing and self-driving pacesetter turned to Oracle and Deloitte to help make its **vision a reality.**



Disrupting mobility

Lyft's mission is to **improve people's lives with the world's best transportation.**

From rideshare to bikes and scooters, Lyft is constantly **innovating new ways to get around.**

Operates in:
644 cities in the U.S.
12 cities in Canada

"The power of doing analytics across billions of records is amazing."
- Director of financial solutions, Lyft

Operating at Lyft Speed with Deloitte

With the help of Deloitte and Oracle, Lyft **designed and virtually deployed** the first phase of its **financial transformation** in just four months.

Solutions in the cloud

- **Oracle ERP Cloud** covering every aspect of financial management
- **Oracle Analytics Cloud (OAC)** for continuous business insights
- **Deloitte Analytics Objects (DAO)** for tailored use cases from experts

Fast remote implementation

- Managed entire project remotely during the pandemic
- Leveraged Deloitte's optimized timeline

Timely expertise

- Leveraged Deloitte's leading practices and experts for each financial process
- Provided tailored communications and change management tools

Driving finances forward

Lyft needed access to **better insights, faster** - and that meant creating a single source of truth.

Facing disruption

- Legacy of 30-plus financial systems with high costs, complexity and errors
- Lacked a single source of truth, slowing decision-making
- Needed cost control in wake of COVID-19

Transforming the future

- Meeting the demands of a new public company (SOX compliance)
- Flexibility to quickly move into new markets



Accelerating Lyft into the future

After moving to a single cloud-based financial platform, Lyft is gearing up for what's next in transportation.

Continuous insights

- Created a unified cloud financial platform
- Everyone sees all the information they need in real time

Speeding up the business

- Single view drives faster decisions
- Financial close cycles to be cut in half
- Finance becomes revenue generator instead of cost center

Built for growth

- AI and ML cuts manual work so people can be more strategic
- Autonomous data warehouse scales automatically, saving on idle capacity
- "Touchless" close now within reach

"A shockingly good virtual implementation of Oracle Cloud ERP"

- Lyft project team

Deloitte.

Learn more about how Oracle and Deloitte can help your company harness insights to propel growth at deloitte.com/oracle and oracle.com/applications