

BUILD YOUR TOMORROW, TODAY

with Oracle Cloud Applications

ORACLE®
Small and Medium
Business





SMALL TODAY. BIG TOMORROW.

When you're running a fast-growing company, your only constant is change. With new digital technologies transforming the landscape, new competitors appearing on the horizon, and everyone fighting for market share, the message is clear—adjust or die.

Oracle Cloud applications are a natural fit for small-to-medium businesses (SMBs), offering:

- Unmatched, fully-integrated, enterprise-grade solution sets to support critical business processes and functions
- The ability to dictate the adoption pace of new functionality to best align with growth
- Seamless integration into Oracle Cloud Platform to create fully compatible and extendable cloud solutions

Digitally transforming can seem daunting, but you can simplify the process with the right tools and the right partner. The big questions are where to begin and whom to work with?

Oracle offers many paths to the cloud. No matter where your company resides on the growth curve, Oracle works with you to streamline the migration of your current environment to a purpose-built destination cloud—one that effectively (and profitably) manages growth by:

- Increasing wallet (and market) share
- Boosting customer lifetime value (CLV)
- Reallocating critical resources to value-add activities
- Reducing employee attrition rates

But the most exciting part? All the new opportunities that will appear by having Oracle by your side, leading to a bigger, better, and faster tomorrow for your growing business.

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FUTURE-READY FINANCIAL MANAGEMENT

Digital transformation isn't just about letting your employees use their mobile phone or work from the local coffee shop. Well, those things are cool, but when you embrace digital technologies, your people can collaborate (and innovate) in much more powerful ways.

That innovation starts in your back-office, by modernizing the processes and systems that are crucial to business growth. That's where Oracle Enterprise Resource Planning (ERP) and Oracle Enterprise Performance Management (EPM) Cloud come in.

Both deliver the capabilities you need to automate and streamline all back-office activities today and scale seamlessly to face tomorrow's challenges.

With [Oracle ERP Cloud](#) and [Oracle EPM Cloud](#), you can effectively manage:

- Accounting and cash flow
- Financial planning, budgeting, and forecasting
- Workforce planning, budgeting and risk management
- Project planning
- Complete financial close process
- Tax reporting
- Management and statutory reporting

With Oracle ERP Cloud you can control, understand, and bring value to your financial operations.

ORACLE ERP CLOUD

Oracle ERP Cloud is a set of modern, connected cloud applications used to streamline transaction-based processes, no matter a company's size.

It includes everything high-growth businesses need to kickstart back-office transformation. For example:

- Voice recognition and intelligent chatbots perform routine tasks such as processing expense reports with greater efficiency
- Blockchain displays a shared record of transactions to all parties in a contract, eliminating the need for purchase orders, payables, and receivables—perhaps even employee credit cards.

- Built-in artificial intelligence (AI) capabilities analyze historical trends and business risk data to generate vendor-specific offers and ultimately optimize the procure-to-pay process.

ORACLE EPM CLOUD

Expand your financial footprint with Oracle EPM Cloud and map out the most efficient path to your company's future. With this flexible, integrated solution, you can:

- Access configurable/pluggable planning frameworks (with native Oracle EPM Cloud integration) to join all the dots between operations and finance
- Streamline both narrative and regulatory reporting capabilities
- Utilize powerful profitability and cost management analysis tools
- Support a quick and accurate financial close with built-in process automation

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BETTER EXPERIENCES FOR YOUR CUSTOMERS

Customers are the key to profitable growth. Consistently delight them with relevant and engaging experiences, and you'll win them for life. Disappoint them, and you'll lose them forever.

Consistency can seem like an impossible hurdle. But as a growing company with the right CX Cloud software, the impossible can become possible, putting your brand head and shoulders above that of your larger competitors.

Oracle CX Cloud is the comprehensive solution you need to maximize sales channels, protect margins, build loyalty, and boost customer lifetime value (CLV). When fully integrated to your back-office, it provides your sales, service and marketing teams with the right customer views that ensure a great, consistent customer experience every single time.

ORACLE ENGAGEMENT CLOUD

Eliminate the barriers between sales and service. Give all customer-facing employees access to the same customer data with our comprehensive, integrated, mobile-enabled solution. Oracle Engagement Cloud offers sales and service functionality on a single platform with a single interface. By providing the best sales capabilities (complete sales force automation with lead management) and service capabilities (knowledge management, mobile/web self-service, omnichannel service request management), your SMB can improve efficiency and provide a more consistent customer experience.

ORACLE SERVICE CLOUD

Improve customer service and decrease service-related costs while supporting your customers' desire to engage through a variety of channels. Oracle Service Cloud is a comprehensive service offering, allowing your business to deliver consistently satisfying service experiences across every touchpoint, especially as your customer base multiplies. Oracle continues to innovate Service Cloud with virtual assistants, IoT investments, and augmented reality with analytics. With Oracle Service Cloud's powerful, integrated analytics package, you can measure effectiveness and productivity across a variety of channels, gaining actionable insights to improve products, services, and processes.

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ORACLE SUBSCRIPTION MANAGEMENT CLOUD

Companies are embracing subscription consumption models that allow customers to adjust intake as their needs grow or change. Why subscription services? Because recurring revenues deliver a guaranteed income, which provides growing companies with a consistent level of capital to staff more efficiently, scale effectively, and increase customer loyalty.

Oracle Subscription Management is an end-to-end subscription solution that manages billing and revenue recognition. It links front and back office subscription processes, supporting sales, service, fulfillment, invoicing, revenue recognition, customer success, satisfaction, and renewals. This helps growing companies provide a consistent experience across all customer touchpoints, utilize complex and recurring pricing models, and support the management of mixed orders with recurring services and physical products.

ORACLE COMMERCE CLOUD

Bring new products to market quickly—whether you are operating in B2B or B2C markets. As your business grows, Oracle Commerce Cloud allows you to utilize an extremely economical sales channel. Oracle's investment in AI and other transformative technologies delivers smarter, real-time, personalized interactions to each customer through "next-best" product recommendations and intuitive search. Oracle Commerce Cloud bridges the gap between front-office and back-office as well. Tight integration with Oracle Supply Chain Management (SCM) Cloud provides more efficient inventory management, fewer order errors, and a greater number of options for logistics and delivery.

ORACLE CPQ CLOUD

Oracle Configure, Price, Quote (CPQ) Cloud is a flexible, scalable, mobile-ready configure, price, and quotesolution that speeds the sales cycle, improves margins, and improves the customer experience. It is a best-in-class CPQ solution that contains a pre-configured and pre-packaged Oracle Engagement Cloud integration connector for fast time-to-value, streamlined automation and workflows, and lower maintenance.

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MAXIMIZE YOUR PEOPLE POWER

Brilliant people with game-changing skills were vital in getting your company where it is today, and how you manage your talent moving forward will have a massive impact on where you go next.

Oracle HCM Cloud for Midsize gives growing businesses the same powerful talent acquisition, talent management, and HR solutions as their larger competitors. Not only that but when combined with Oracle EPM Cloud, you can maximize workforce planning. Build and align budgets to support headcount, skillset, and salary needs. Add in Oracle ERP Cloud, and you can maintain workflows and processes, no matter how many organizational, policy, or personnel changes you undergo.

Power growth and streamline, manage, and optimize your HR functions as your employee base grows. And the best part? Implement only the capabilities you need today and add new functionality as your needs change.

ORACLE TALENT ACQUISITION CLOUD FOR MIDSIZE

Use our powerful multichannel sourcing tools to help your business quickly source and hire the best talent available. Then, onboard new hires with intelligent tools to help them get up to speed and productive so that your growing business does not miss a beat.

ORACLE TALENT MANAGEMENT CLOUD FOR MIDSIZE

Once hired, ensure that your employees remain engaged and have the best employee experience possible. High engagement levels are one of the most critical factors contributing to a company's ability to innovate, adapt to change, identify and pursue new opportunities, and build a loyal customer base. From learning and development to succession management, go beyond talent acquisition and help your people grow alongside your business.

ORACLE GLOBAL HR CLOUD

Maintain consistency and compliance across HR as your company's market footprint reaches new heights. Give your HR professionals the tools they need to automate processes and eliminate the mundane. What they will gain in return is the time to tackle the HR challenges unique to a growing business, including communication, improving the recruiting process, managing culture change, establishing a mentor program, or just getting to know the employees.

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EMBRACE THE 4TH INDUSTRIAL REVOLUTION

Oracle Supply Chain Management Cloud (SCM) is the key to managing the digital supply chain of the 21st century. Oracle SCM Cloud manages the complex and demand-driven marketplace of the future by connecting operations to the customer, finance, inventory, taking SMBs beyond traditional supply chain operations and into integrated business planning. Oracle's digital supply chain fully utilizes transformative technologies and offers an architecture that supports AI, blockchain, IoT, and machine learning. Meet the challenges of the fourth industrial revolution and build tomorrow's digital supply chain, today—all without costly consultants or upgrades.

ORACLE WAREHOUSE MANAGEMENT CLOUD

Streamline and automate warehousing and fulfillment processes with Oracle Warehouse Management Cloud. Gain complete global visibility to inventory across the extended supply chain from distribution centers down to the store shelf to improve labor and space utilization, reduce fulfillment costs, and improve inventory and shipment accuracy. With Oracle Warehouse Management Cloud, your growing company gets the speed and savings of the cloud along with the robust functionality to handle multi-channel demand and execution processes so

customers can buy anywhere, fulfill anywhere, and return anywhere, all with the scalability needed to meet the challenges of seasonal demand or significant market changes.

ORACLE TRANSPORTATION MANAGEMENT CLOUD

With customers demanding more fulfillment and delivery options, transportation has become a strategic enabler, but nearly 80% of fast-moving companies have no idea what happens to their goods while in transit. Oracle Transportation Management Cloud (OTM) provides global visibility to items, orders, and shipments. OTM Cloud is easy to implement and is low-risk; it supports the most complex deployments and grows with your company. SMBs can now optimize the movement of goods across all transportation modes to lower costs, improve service, and gain logistic process maturity, delivering customer success across all industries and geographic regions.

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ORACLE PRODUCT DATA HUB CLOUD

Keeping your growing company's Item Master clean and up-to-date is essential as your SMB grows. With growth comes second and third product iterations, which will make the supply chain more complex. And don't forget that your customers will always demand "more and better." Oracle Product Data Hub Cloud can centralize and govern all this product information; it provides purpose-built Item Mastering processes that sustainably enforce best practice change control as your business needs evolve. With complete ERP, supply chain, and CX application integration, Oracle Product Hub Cloud provides a clean Item Master for your business processes, accelerating time-to-market, reducing costs, and improving customer satisfaction.

ORACLE PLANNING CENTRAL CLOUD

Today's manufacturing practices are getting more dynamic and complex, causing many tough planning challenges. Oracle Planning Central Cloud is your first step towards eradicating those challenges by providing a solid foundation for a best-practices planning process. Oracle Planning Central Cloud is simple to use; planners of all experience levels can plan demand, supply, and safety stock/inventory simultaneously; monitor performance, analyze changes and diagnose root causes (with the help of advanced analytics); and prioritize and take action on the most important orders first.

ORACLE PROCUREMENT CLOUD

Leveraging technology to do more with less is the key to scalability and profitability. Oracle Procurement Cloud is the complete, cloud-based source-to-settle solution for your growing SMB needs. It enables companies to reduce costs, improve productivity (by simplifying, standardizing, and automating the procurement process), manage supplier risk, and ensure revenue growth. With Oracle Procurement Cloud, you will achieve significant cost savings through the support of competitive bids, reduce compliance risk through the assessment and continual monitoring of supplier qualifications and status, and enforce contractual agreements and pricing.

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DISCOVER THE POWER OF CLOUD CONSISTENCY

Change is inevitable for any growing business. What sets long-term success apart from the newest fad is how well change is embraced and the types of transformation that take place (today) to remain agile, flexible, and proactive tomorrow.

That level of transformation is not difficult, but it can only be supported in the cloud.

Engineered for deep integration and seamless interoperability, Oracle Cloud applications do more together—ensuring that as your business grows, critical processes and the operations they support don't break apart. And with Oracle's commitment to transformative technologies (blockchain, AI, machine learning, and IoT), your growing company will always stay one step ahead.

So migrate to the cloud and let Oracle help. It will be the last upgrade you ever do.

SCHEDULE A 1-ON-1 SESSION WITH AN ORACLE SMB EXPERT TODAY!

Find out more about the transformational solutions that only Oracle can offer.