



# Oracle Cloud Infrastructure: Built for Enterprise

## Oracle Global IT

### Oracle deploys a next-generation contact center (NGCC) solution for 30,000 users, built on Oracle Cloud Infrastructure

Oracle Global IT provides the backbone for all shared IT services at Oracle Corporation. The major areas of service include voice, network, desktop support, field support, and managed compute services, among others.

Oracle had been using an aging contact center solution based on acquired technologies that have reached the end of the product lifecycle. The Oracle Contact Center team, along with other lines of businesses, decided to modernize our customer experience both externally and internally. Through an extensive evaluation phase, they made the strategic decision to partner with Genesys, a contact center market leader, for this modernization effort. The Genesys solution is deployed on Oracle's own cloud platform for faster time-to-solution and global coverage. The Contact Center Solution integrates with other Oracle SaaS solutions. Oracle Sales Cloud has been extended leveraging Oracle's PaaS technologies - code named Inside Sales Rep (ISR) Central. Together the solution both Genesys and Oracle SaaS and PaaS technologies deliver a seamless and integrated solution for the entire Oracle sales organization.

### Modernizing a customer contact center with Genesys – on IaaS

Contact Center Solution provides both customers and prospects the assistance or information on Oracle's vast array of products and services. This solution empowers Oracle's sales and support staff by providing the right information at the right time so the representative is able to speak with customers and prospects with the right context and via their preferred interaction method whether it is by phone, chat, email, or other social media channels. It does so by centralizing services and interconnecting internal systems that contain customer information as one efficient tool for the customer-facing staff. If you ever called in to a company and provided your information by keypad to an automated system only to be asked moments later for the same details by a human being, you know the frustration these systems can induce and the importance of getting them right.

The team wanted to transform Oracle's Sales, Support and internal Support's businesses to a modern customer experience. The older technology was not robust, reached its scalability limits, and had aging infrastructure with limited features and functionalities. After surveying the market leaders and conducting an in-depth analysis, Oracle selected Genesys.

The Next-Generation Contact Center (NGCC) deployment with both Genesys and Oracle Sales Cloud integrated and aggregated information about customers and prospects across multiple sources and applications, such as marketing campaigns, sales leads, and customer support systems. Representatives no longer need to launch and juggle ten or more applications on their desktops, dial phone numbers manually or send email from another

"We have a single, unified implementation of Genesys operating across multiple regions and data centers. The global reach of Oracle Cloud Infrastructure enables us to scale out and meet the latency and regulatory requirements of our users around the world. We've measured the impact, and it's given each user back 10 hours per week. That's tens of millions of dollars in value now, and hundreds of millions once we roll it out to the broader organization,"

- **Mark Sunday,**  
CIO and SVP, Oracle


#### PROFILE

- Cloud technology
- Worldwide

#### BENEFITS

- Oracle Cloud Infrastructure's global reach enables regulatory compliance and low latency access for users worldwide
- Improved VM provisioning time – minutes instead of hours
- Elasticity and Agility enable rapid deployment and change
- Tens of millions of dollars in savings due to increased productivity, saving each user 10 hours per week compared to the previous solution





system. The NGCC solution automatically provides customer history and delivers relevant content to agents, auto-populates information in forms, and logs interactions without manual action by the user. Accurate and automated interactions are tracked and recorded each call and in turn leads to better customer relationship analysis (CRA), business analytics and forecasting.

While the majority of Genesys customers host the solution themselves in their own data centers, the Oracle team wanted to take a different approach by leveraging our own public cloud Infrastructure-as-a-Service (IaaS) environment – Oracle Cloud Infrastructure – for this worldwide deployment. By doing so, it allows the Oracle team to expand the Contact Center platform when needed and reduce the implementation and deployment lead-time.

## Integrated cloud solution saves tens of millions of dollars by dramatically increasing productivity

“Any company deploying a major solution like this would rather spend their budget on software – which provides the real business value – and minimize the cost of the hardware,” said Mark Sunday, Chief Information Officer and Senior Vice President, Oracle. “That’s just what Oracle Cloud Infrastructure enables you to do.”

The first stage of the project supports Oracle Digital: the inside sales team at Oracle. The North America and Latin America instances launched and became live in CY2018 Q1 and Q2, while Europe, the Middle East and Asia Pacific are scheduled for a Q3 launch, for a total of 10,000 users.

A Genesys deployment that includes the full range of features can be large. To serve more than 40 applications and modules that compose the solution, the initial deployment for development, test, and production consists of more than 500 bare metal and virtual machine compute instances with 5,000 cores, 22 databases, dozens of load balancers, and nearly a petabyte of object and block storage. The solution uses Real Application Clusters on the Oracle Database Cloud Service to maximize availability. When the first stage is complete, the solution will use 900 compute instances and 36 databases, worldwide.

“As a large enterprise, any software we deploy for thousands of employees requires an infrastructure that can be relied upon to provide consistent, high levels of performance. Genesys is the hub of our contact center operations – and it’s exactly the type of mission critical application we designed our cloud to support,” said Mark Sunday, CIO and SVP at Oracle.

“By using Oracle Cloud Infrastructure, we can – and have – deployed hundreds of new virtual machines in a single day. Something that can take many months if not a year with traditional procurement and deployment processes, especially if new datacenter space is required. That elasticity provides us with a level of agility and efficiency we didn’t have before,” Mark continued.

“Serving 10,000 worldwide users is just our first step,” said Mark, “This will roll out to all customer-facing organizations in Oracle – other sales teams, customer success managers, internal service desks, and our largest group – support teams. That’s 30,000 total users, who will save millions of hours, saving the company hundreds of millions of dollars each year.”

### SOLUTION

- Oracle Cloud Infrastructure Compute – bare metal and virtual machine compute instances
- Oracle Cloud Infrastructure Block Volumes and Object Storage
- Oracle Cloud Infrastructure Load Balancers
- Oracle Database Cloud Service
- Oracle Real Application Clusters (RAC)

### CONNECT WITH US

-  [blogs.oracle.com/oracle](https://blogs.oracle.com/oracle)
-  [facebook.com/oracle](https://facebook.com/oracle)
-  [twitter.com/oracle](https://twitter.com/oracle)
-  [oracle.com](https://oracle.com)

### FOR MORE INFORMATION

Contact: 1.800.ORACLE1



ORACLE®

Integrated Cloud Applications & Platform Services

Copyright © 2018, Oracle and/or its affiliates. All rights reserved. Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners. 0421