



Oracle Global Licensing Advisory Services

An introduction to how we can help your business unlock the value of Oracle,
in the moments that matter.



Contents





Being responsive to change is an absolute necessity for businesses across all sectors. Having the right support in place is essential to ensure that you navigate the moments that matter.

That's where Oracle Global Licensing Advisory Services (GLAS) fits in. When you have up-to-date, reliable business knowledge at hand, your Oracle investments will deliver maximum value.

"The entire GLAS engagement was effortless on our part, but the output has been invaluable to us, and the offer of help, support, and possible future training we might need to ensure we are more self-sufficient going forward has been brilliant."

Head of Technical Services, International Infrastructure Group

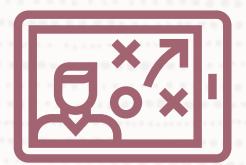
Supporting you in the moments that matter

Oracle Global Licensing Advisory Services is here to give you a high level of strategic advice. We'll equip you with actionable insights relating to your Oracle investments so that you can make effective decisions about:



Migrating to the cloud

Together, we'll assess your best option for moving your business to the cloud. We will use your current usage data to help identify what Oracle investments could and should be moved and the cost implications. We can also help you to develop a cloud migration plan and give ongoing advice and guidance throughout your migration project.



Oracle adoption and rollout

We can help you assess how you are currently using your Oracle deployment through in-depth analysis of data and workshops with users. Then we can compare your environment to best-practice models and make practical suggestions about how you can extract greater value from your Oracle investments.



M&A integration

Get a clear, enterprise-wide view of your Oracle investments and use data-driven insights to come up with a plan for your M&A integration. We can help you manage efficiencies, and we'll make recommendations about how best to make Oracle a source of M&A success.



Strategic IT review

We'll provide you with detailed information about how and where Oracle is being used across your organization and highlight any areas where you could get more value from your investment. Our consultants can show you how Oracle can be used to support the long-term goals of your business and develop a future roadmap.



The enterprise technology landscape

Before you come to the end of your enterprise agreement, GLAS can work with you to assess your future needs, discuss what Oracle solutions are available to you and help you determine what would provide the most value to your business.

Dependable advice when you need it most

There are certain key milestones in the development of a business that stand out as moments that matter. It's during those times that you need reliable advice.

Oracle GLAS can do more than just provide a strategic view of your deployed Oracle assets. We can help you develop plans that will put your technology investments at the heart of your business needs. Understanding the tools you have at your disposal will enable you to rise to the challenges that come your way. Oracle GLAS will help give you a complete picture of how well your investments are performing—and suggest your next steps.

Benefits

- **Understand the implications of different cloud migration paths.**
Choose the migration path that meets your needs.
- **Get an overview of your Oracle deployment and ensure a smooth rollout.**
Help your user base get the most from everyday tasks.
- **Develop robust M&A strategies for your technology needs.**
See how your Oracle investment can support M&A activity.
- **Identify areas where your Oracle deployment is under-utilized. There are certain key milestones in the development of a business that stand out as moments that matter.**
Put Oracle at the heart of your business strategy.
- **Get a 360° view of all your Oracle investments.**
Adopt a more strategic approach to your user agreement.



Adapting to the forces of change

Technology never sits still. Neither should your business. From managing complex hybrid environments to the intricacies of digital transformation, our customers are reimagining how they use Oracle solutions to manage change.

Oracle GLAS' role is to help reduce complexity and to be on hand during the moments that matter most to you and your business. That means we can be with you wherever and whenever you need us, offering informed opinions on your most pressing business challenges, including:

Moving to the cloud

Understand what assets you could and should be migrating, evaluate your options for moving on-premises technology, and analyze a range of different deployment scenarios and ROI models so that you can identify the right one.

Monitoring your Oracle investments through a digital transformation

During periods of change, Oracle GLAS will help you understand the best way to structure your Oracle investments so that you are best placed to respond to emerging business challenges.

Managing software assets pre- and post-M&A

Get well-informed, reliable insights into which activities you should prioritize throughout a merger, acquisition or divestiture. What's more, Oracle GLAS will work with you to minimize cost and performance inefficiencies after the deal is signed.

Mapping Oracle software licenses in hybrid environments

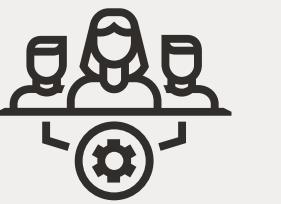
If you are planning a hybrid operation, you'll need to understand your current situation. Oracle GLAS will map what you have, what you're using, and what you'll need to deliver a hybrid setup that is in line with your business requirements, and which ensures security and performance.

Measuring potential cost savings through effective software asset management

We'll help simplify the management of your Oracle investments with the insights needed to help mitigate potential risk, enhance asset performance, and deliver measurable cost savings.

What you can expect from Oracle GLAS

First and foremost, you can expect us to be there when it matters. Of course, our consultants provide greater visibility and transparency into your relationship with Oracle. But more importantly, we can guide you through key business challenges, strategic changes, and the different stages of your Oracle investment lifecycle.



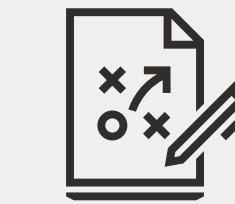
A consultative approach

Helping you understand and optimize your Oracle investments requires collaborative working and the effective transfer of knowledge. That's why Oracle GLAS engages with key members of your team, through a combination of open discussions, workshops, reviews, and strategic analyses, to ensure that you have all the information you need to make decisions with confidence.



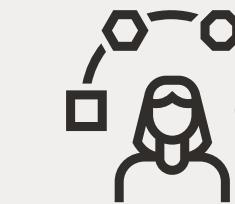
Proactive support

Our pledge is to help you in the moments that matter, to get the most from your Oracle investment. To do that, we know we need to be on-hand to give you the advice you need, when you need it. Our consultants will ensure that you have access to practical advice for fine-tuning your existing Oracle software in ways that support your business plans.



A commitment to your long-term success

Our success is defined by the increased efficiencies, improved ROI, and enhanced capabilities that your business gets through our technologies. Oracle GLAS achieves this by delivering unbiased, customer-first advice that's free from any commercial agenda—with the goal of maintaining a trusted strategic relationship.



Services portfolio

Our comprehensive range of consultative services has been designed to help you make smarter and better-informed decisions on your current and future technology investments, in ways that help your business respond to changing circumstances and needs.

Migrating to the cloud

Many of our customers are moving to the cloud to take advantage of improved business agility, enhanced security and the potential for cost savings. But they don't always know how to choose cloud options that meet their needs.

Their main priorities will be ensuring they control costs, maintain functionality, transition smoothly and minimize downtime.

The GLAS response

Oracle GLAS can help you to assess the options open to your business and prepare a transition plan based on a consideration of different scenarios and potential challenges. Your current usage data will be used to help identify which Oracle investments could and should be moved, as well as the cost implications. We'll also speak with you about structuring your licenses, help you to develop a cloud migration plan, and give ongoing advice and guidance throughout your migration project.

The customer benefit

When a multinational retailer was planning an IT investment roadmap, it was paramount to understand the implications of migrating on-premises operations to the cloud. The Oracle GLAS team worked with the customer to understand how environments could be optimized to provide better financial and operational results. **As a result, the customer extracted additional value from reduced license support costs, while being able to make decisions with greater confidence and clarity.**



Together, we'll calculate
your best option for
moving to the cloud

Adoption and rollout of your Oracle investments

Once our customers have invested in—and deployed—Oracle software, they want to ensure that they get the most value from that investment, whether it's in the cloud, on-premises, or a combination. They want to make sure that they are tapping into all the available capabilities and that the maximum possible number of people are actively using their licenses.

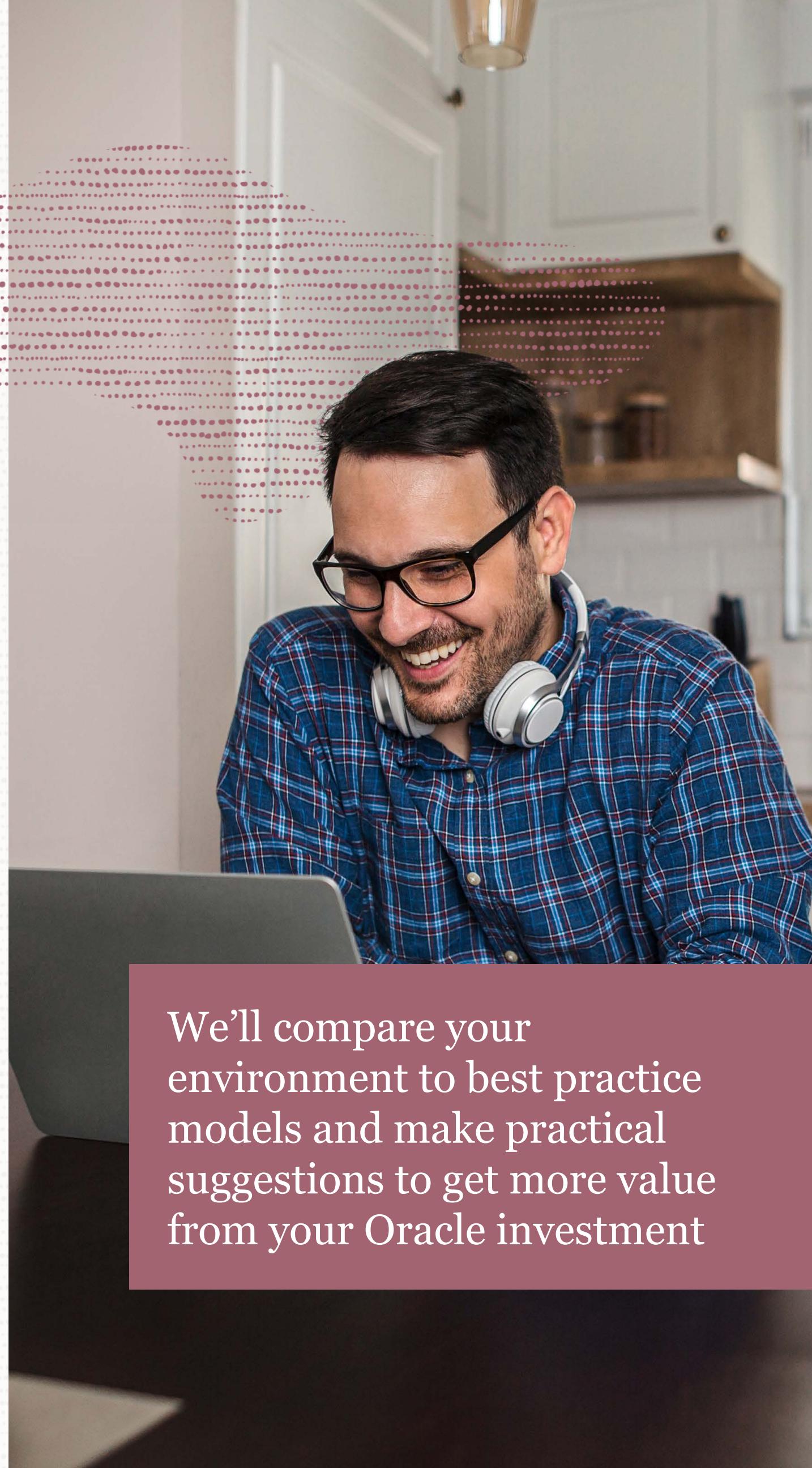
The GLAS response

Customers rarely have the time or expertise to regularly optimize and update their usage levels. This is where Oracle GLAS can step in. We'll assess how you are currently using your Oracle deployment through an in-depth analysis of data and via workshops with your users. We can also make recommendations about where you could rationalize your investment and transition to more cost-effective solutions.

The customer benefit

After welcoming a new IT and procurement leadership team, a global bank wanted to gain greater control over its Oracle usage. **First, Oracle GLAS delivered a report with a comprehensive view of the bank's Oracle investments across all regions, entities and products.** We then worked with the customer to help optimize that investment by gaining insights into their usage and identifying areas where efficiencies could be found.

We'll compare your environment to best practice models and make practical suggestions to get more value from your Oracle investment



M&A integration

Mergers and acquisitions can be some of the most invigorating but also most stressful times in business. Along with many pressures on time and resources during M&A activity, our customers need to know that their Oracle systems are not adding to their worries. We'll work hard to ensure that they can continue to use Oracle and that they merge their licenses in the best way possible. This could involve moving from two business agreements to one, or onboarding new employees into an existing Oracle instance.

The GLAS response

Oracle GLAS can give you a clear, enterprise-wide view of your Oracle investments. The data-driven insights we provide will enable you to create a plan for your M&A integration. And, by identifying the best solution for your new organizational structure, we can help you to minimize your costs.

The customer benefit

After a recent acquisition, a financial services customer wanted to create a unique entity for purchasing across the new company. Understanding the business needs of the globally dispersed subsidiaries proved challenging.

Partnering with GLAS, the company gained a 360° view across both businesses. GLAS specialists delivered a report that detailed a product-by-product comparison for each organization and mapped the entitlements and contracts across both businesses.



Oracle GLAS can help you manage efficiencies and we'll make recommendations about how best to make Oracle a source of M&A success

Strategic IT review

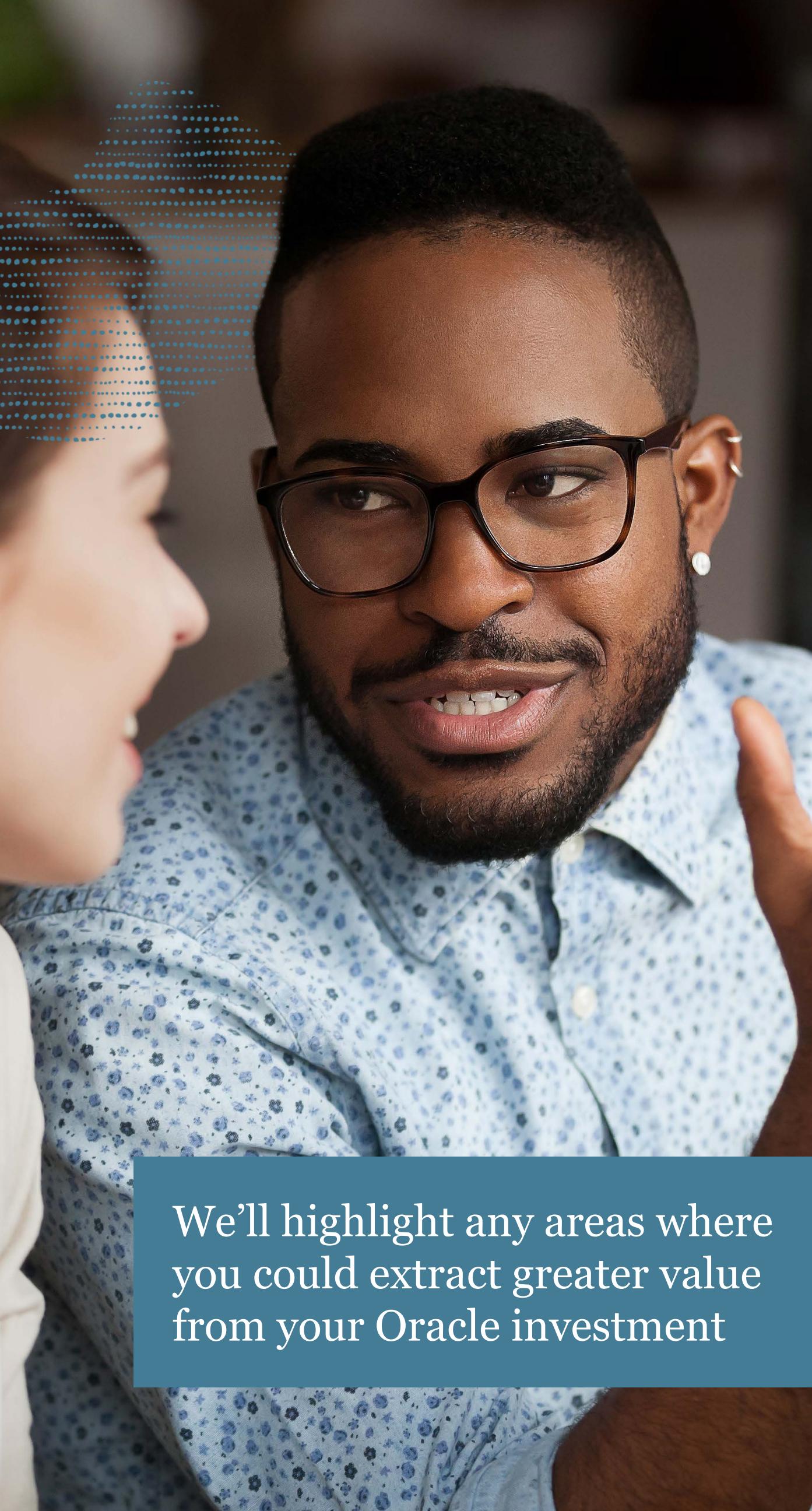
We know that some of our customers can struggle to understand their Oracle estate, the licenses they have and whether they are all being used in the most efficient way. After all, businesses rarely stand still and dynamic environments can be hard to keep track of. Plus, some customers may be undertaking a review of Oracle as part of a wider strategic IT assessment of the benefits that Oracle provides to their business.

The GLAS response

One of the most important initial steps is to obtain an accurate understanding of your current Oracle install base. Through the GLAS Entitlement Intelligence service, we can provide you with detailed information about how you are using Oracle, where it is being used and highlight any areas where you could get more value from your investment. Our consultants can even help you to understand how Oracle can support your long-term business goals.

The customer benefit

The new IT procurement and Software Asset Management (SAM) team at a global Oracle customer was tasked with gaining a better understanding of the current licensing position. With more than 260 products and dozens of licensing agreements, ensuring readiness among disparate teams was proving to be a challenge. **GLAS partnered with the new SAM team to provide detailed insights into different products and requirements for licensing different environments**, resulting in greater confidence when initiating new projects.



We'll highlight any areas where you could extract greater value from your Oracle investment

The enterprise technology landscape

Businesses are always in motion.

As the pressures and challenges in the economy change, successful businesses change, too. They can see the opportunities and they use the right tools and technology to benefit from them.

Migrating to the cloud is one example of this. According to Accenture, 82% of banking executives plan to move more than half of their mainframe workloads to the public cloud by 2027.¹

While McKinsey expects the cloud to unleash around \$1 trillion of value (run-rate EBITDA across Fortune 500 companies) by the end of this decade.²

The advantages of the cloud are clear: cost, revenue, agility, security. However, more than 30% of cloud spend is waste, according to IDC. So the need to manage costs and maximize value is just as clear.³

Oracle GLAS can work with you to assess your future business needs and then suggest which Oracle solutions are available to you and how you can get the most value for your business. Once you have chosen your new structure, we can help you with the license process, ensuring that you fully understand each step along the way.

¹ <https://newsroom.accenture.com/news/accenture-research-finds-four-in-five-banks-planning-to-or-already-migrating-mainframes-to-the-cloud-are-doing-so-quickly.htm>

² <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/clouds-trillion-dollar-prize-is-up-for-grabs>

³ <https://www.idc.com/getdoc.jsp?containerId=US49125722>

⁴ <https://www.spglobal.com/marketintelligence/en/news-insights/research/cloud-permeates-nearly-every-facet-of-data-platforms-technology>



56% of enterprises prefer cloud environments over on-premises environments for new analytical workloads⁴



From M&A to maximizing adoption,
Oracle GLAS is here to help your
business unlock the value of Oracle in
the moments that matter.

You can find more information about us
and our work on the [Oracle GLAS website](#).

Or get in touch with us direct to find out
more about how we can help your
business in the moments that matter to
you.



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Integrated Cloud Applications & Platform Services

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