ORACLE

Stories from Oracle Cloud:

Business Successes

Stories from Oracle Cloud: Business Successes

At Oracle, we have over 140,000 people who are focused on supporting our customers' journeys and helping them reimagine what's possible. We're all bringing our own unique skills, experiences, and imaginations to help our customers transform the way they do business. This is something we've been doing for 40 years.

We've worked together on every single major technology and business transformation. And we will continue to work together with our customers on whatever comes next.

The opportunities that the cloud creates are real and present today, providing the building blocks for companies to pioneer groundbreaking innovations. We're seeing financial services use AI for everything from automatic forecasting without human intervention to smart manufacturing utilizing real-time IoT data for equipment optimization.

Oracle is supporting thousands of customers on their journeys to the cloud. From startups to some of the world's largest companies across all industries, they're all leveraging a broad portfolio of services provided by Oracle Cloud. Enclosed in this book is a selection of some of our customers' stories from across the world.

Customer Stories

Cloud Infrastructure Beyond the Status Quo

The Autonomous Future

Business Applications in the Cloud Era

Innovating in the Cloud

Cloud Infrastructure
Beyond the Status Quo

Most of the world now understands the benefit of cloud computing: It enables flexible pay-as-you-go IT deployment for companies. Oracle's Generation 2 Cloud Infrastructure provides not only the basic building blocks companies need—many compute options, reliable storage, fast networking—but also advanced capabilities including autonomous database and AI-driven analytics with world-class security built in throughout.

Organizations need these tools not only to run their existing workloads better and faster, but also to create and operate the new features and functions they need to innovate and prevail in a hypercompetitive world.

For these companies, Oracle Cloud Infrastructure provides a cost-effective deployment option with access to the most advanced technologies on an on-demand basis. That's an attractive proposition in an era when even established companies have to disrupt their industries before a rival does it for (or to) them.

Generation 2 Cloud Infrastructure enables such disruption for the following customers by taking the cloud beyond the status quo:

- **aiconix:** Measuring what captures—or loses—a viewer's interest

- **Booster Fuels:** Changing habits at the gas pump

- **Cisco Tetration:** Securing enterprise computing

- **GreenGo:** Fueling growth at this European car-sharing company

Turning On or Tuning Out? aiconix Applies AI to See What Holds TV Viewer's Interests

Why does one video go viral and another lose viewers? News agencies, publishers, and entertainment companies are becoming increasingly methodical about measuring audiences' engagement. aiconix, a German startup based in Hamburg, is applying artificial intelligence to ferret out the insights needed to help organizations answer those questions.

Deploying groups of testers in a *neurolab* in its home city, aiconix uses electroencephlogram technology to measure viewers' emotions, including surprise or boredom, while watching video clips. It's developed AI software called *aingine* based on data that can predict whether certain factors in clips, such as abrupt subject-matter shifts or too little connection between a main theme and protagonist's words, cause viewers to switch off. In addition, the software can identify what roles speakers play in a video, help journalists quickly identify and label subjects in video clips, and automatically produce transcripts with time codes, taking away some of the grunt work of TV production.

Thanks to a reliable and high-performing IT cloud infrastructure from Oracle, aiconix can offer its customers fast, secure performance with the ability to scale. The company, part of the Oracle Global Startup Ecosystem, is using Oracle Cloud Infrastructure, including state-of-the-art graphics processors, to train its AI system. Oracle's startup program connects promising startups with Oracle's cloud resources and enterprise expertise.

"We needed a reliable data center in Germany where our aingine could run, scale, and grow with us," says Eugen Gross, CEO and cofounder of aiconix. "Oracle Cloud Infrastructure provides us with a range of cloud resources and features we need. In addition, being part of the Global Startup Ecosystem gives us the personal support and direct access to customers."

So far, the company has attracted customers at organizations including a large European press agency and a German news photography agency.

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> ## We needed a data center where our *aingine* could run and grow.
>
> Eugen Gross
> CEO and Cofounder of aiconix
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> "

aiconix.ai capitalizes on artificial intelligence and machine learning in the field of video optimization. Visit the aiconix website to learn more.

Oracle Cloud Fuels Booster as It Revolutionizes Energy Delivery

Booster Fuels brings the gas station to fleet vehicles and consumers. Using a smartphone app, customers can order a tank of gas (which the company calls a "boost") while they're parked at work. The company delivers more than 16,000 boosts a week to customers in the San Francisco Bay Area, Orange County, Seattle, and Dallas–Fort Worth.

Last year, the company estimates it prevented about 1.4 million pounds of carbon from being released into the atmosphere, which is like planting more than 100,000 trees.

Booster Fuels built a platform using routing software that does things like tell a driver the best way to pull into and out of a big company parking lot, combined with vehicle-based GPS tracking and sensors that provide constant data about its fleet of more than 40 trucks in the Bay Area. All of the telemetry on its vehicles is connected through Oracle's Generation 2 Cloud Infrastructure, allowing Booster to make data-driven decisions and predictions.
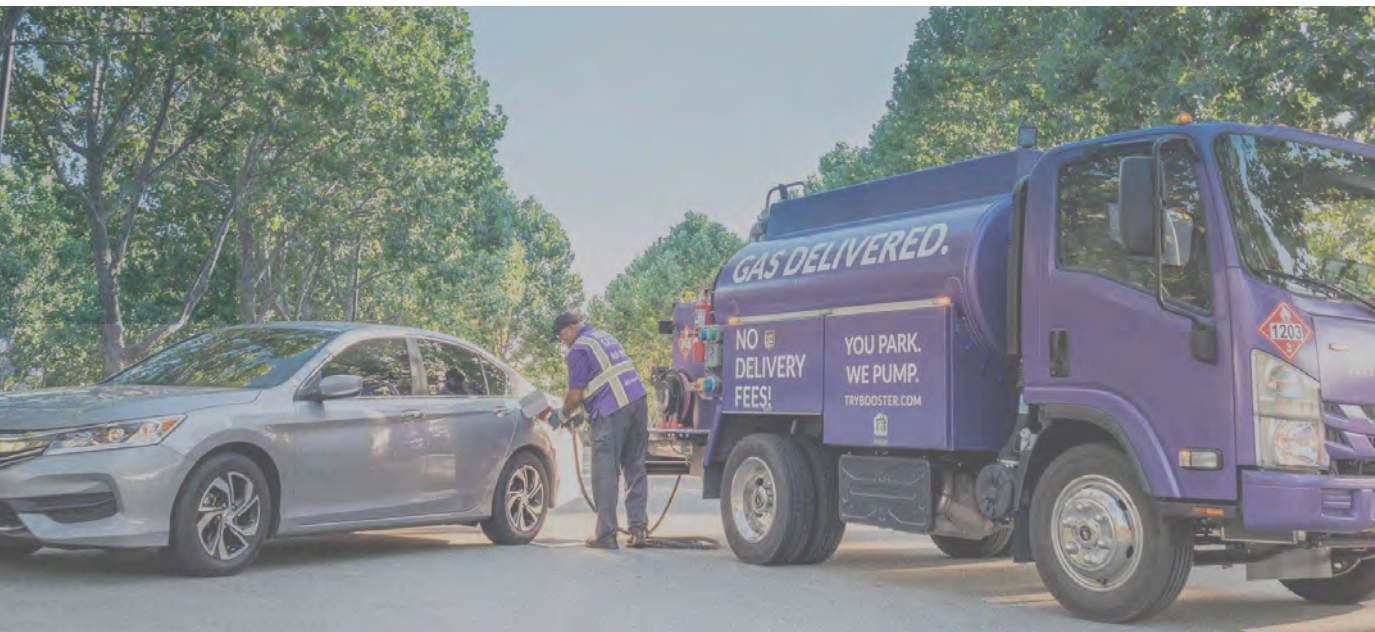
Image courtesy of Booster Fuels

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BOOSTER™

Booster Fuels is the #1 same-day fuel-delivery service in the United States. Using a smartphone app, customers can order a tank of gas (which the company calls a "boost") while at work or for their fleets.

Booster replaced DC/OS with Kubernetes, and Microsoft Azure with Oracle Cloud infrastructure, and pulled off a migration to Oracle Cloud Infrastructure with less than 15 minutes of downtime. Booster Fuels was impressed that Oracle's Generation 2 Cloud Infrastructure was built by people who pioneered commercial cloud offerings at other vendors'. Oracle Cloud provides Booster's small team of five engineers the comprehensive support they need from a cloud provider.

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Oracle's Generation 2 Cloud Infrastructure allows us to make data-driven decisions and predictions.

Diego Netto
CTO, Booster Fuels

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Watch this video to see how Oracle Cloud is helping Booster Fuels revolutionize energy delivery.

Hear more about Booster Fuels during its Oracle OpenWorld session, "Oracle Cloud: The Next Big Things." (GEN3248)

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Cisco Enlists Oracle Cloud Infrastructure to Offer Zero-Trust Security Model

Trust nobody. Trust nothing. Those are good principles when it comes to secure enterprise computing, and it's the mindset behind what's called the zero-trust IT security model that assumes that all traffic crossing a network is potentially dangerous until verified.

The zero-trust model is at the heart of Tetration, a workload protection and cybersecurity system offered by Cisco Systems, which is delivered as a SaaS offering running on Oracle Cloud Infrastructure.

While a company's applications are running, the data is flowing, shoppers are buying, and employees are working, Tetration is protecting. It uses real-time telemetry from workloads—down to the individual end user or software process—to detect changes such as abnormal activity caused by a hacker or malware, or by attempts to exploit newly discovered vulnerabilities.

The Tetration platform uses AI and ML to automate the microsegmentation policies while allowing users to assess whether change increases risk or could potentially break the application. The Tetration AI interprets application and user activity to determine what is normal and what is anomalous, with all of that happening in near real time.

"Tetration uses Oracle Cloud Infrastructure for its high-performance compute infrastructure. Oracle's bare metal servers offer significantly higher processor, memory, and storage densities, plus a higher-performance network fabric than alternatives in the cloud IaaS marketplace we evaluated," says Navindra Yadav, founder of Tetration, head of Tetration Engineering, and Cisco Fellow.

Faster time to value and lower total cost of ownership are perhaps the two biggest benefits of Tetration SaaS in Oracle's Generation 2 Cloud Infrastructure. Customers can go live within a day after they place the order with Cisco. When an organization realizes that it needs a comprehensive security system like Tetration to protect the data center and its workloads, nobody wants any delays.

> Cisco Systems is a leader in networking for the internet. Cisco solutions are the networking foundations for service providers, small to medium businesses, and enterprise customers (which include corporations, government agencies, utilities, and educational institutions).

> " That's a lot of data to manage, analyze, and correlate, and that's why Cisco recommends that IT organizations run Tetration as SaaS running on Oracle Cloud Infrastructure. "
>
> **Navindra Yadav**
> Founder of Tetration

Learn more about Cisco Systems by attending one or both of its sessions at Oracle OpenWorld:

Cisco Saves US$20 Million Using Optimization Tools for Oracle Database on Oracle Linux (BUS1708)

Delivering Products as a Service Panel Discussion (PAN6159)

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GreenGo Gives Oracle Cloud the Green Light

When GreenGo launched in 2016, the Hungarian startup sought to offer an alternative mode of transport. The first electric car-sharing service in its area, GreenGo offers services to those who regularly travel around Hungary's bustling capital, Budapest, but are not keen on maintaining a car or paying for parking in the city. Cars can be booked through the mobile application before pickup, and once the user has stopped using the car, the fee for usage is automatically withdrawn from the user's bank account.

> GreenGo is the first electric car-sharing service in Budapest. With GreenGo, you can rent a car by the minute, fast and simple: Book with the app, hop in, drive away, and then leave the car anywhere you want within the service area.

In the years since GreenGo first took to the streets, the company's growth has been unstinting. The initial fleet of 45 cars rapidly expanded to more than 300 vehicles. This high-speed expansion of the service caused GreenGo to outgrow its existing on-premise solution.

A more scalable, flexible solution was needed, especially considering GreenGo's ambitious business plans. GreenGo opted for Oracle Cloud Infrastructure to help drive it into the future.

The system has been running in the cloud for over six months, and since then, it has been working steadily. The problems caused by the increased load have disappeared. There are no slowdowns in the application during peak periods, so the mobile application used by customers is served by a stable operating system.

"With the help of the cloud, we are also prepared for further capacity expansion if needed," said Bálint Michaletzky, GreenGo CEO.

Looking at the road ahead, GreenGo and Oracle are also working to move the front-end layer of the system into the cloud, a transition that GreenGo would like to go live with soon.

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> Car sharing and the *appification* of mobility transform the everyday and corporate use of cars. Oracle's cloud-based services also play an exciting role in the life of a company handling complex and large data sets, like GreenGo.
>
> **Bálint Michaletzky**
> GreenGo CEO
>
> "

Image courtesy of GreenGo

Learn more from GreenGo during its Oracle OpenWorld session, "Mission-Critical Workloads Are Moving to Oracle Cloud Infrastructure: This Is Why." (PAN4653)

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The Autonomous Future

Autonomous technologies fundamentally change how we manage, consume, and protect data. Oracle Autonomous Database takes processes that were traditionally manual, error-prone and time-consuming, and automates them, freeing human experts to apply their knowledge in more-valuable ways.

Customers use Oracle Autonomous Database to turbocharge transaction times, order processing, and data queries, while also minimizing potential downtime by automating patches, upgrades, and data-backup tasks. Both Oracle Autonomous Transaction Processing and Oracle Autonomous Data Warehouse eliminate latency, streamlining what had been slow processes.

The following Oracle customers are deploying autonomous technologies to run their businesses more intelligently, efficiently, and securely.

- **JASCI Software:** Enabling some of retail's biggest names to move goods at lightning speed

- **Kingold:** Analyzing data faster to provide more value to customers

- **MESTEC:** Redefining and improving operational manufacturing performance

- **OUTFRONT Media:** Gaining insights into market and advertising trends easily, quickly and economically

- **SKY Brasil:** Accessing real-time marketing analytics to reach the right customer at the right time

- **Telecom Fiji:** Accelerating decision-making

Image courtesy of OUTFRONT Media

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Software Company Uses Oracle Autonomous Database to Rewrite Book on Logistics

To deliver on today's consumer expectations of large product selections and expedited shipping requires a modern supply chain. Retailers and consumer goods manufacturers must be able to flawlessly deliver on billions of transactions a day for a superior customer experience. JASCI Software is a SaaS innovator leveraging AI to optimize its customers' warehouse, inventory, orders, labor, and shipping with real-time visibility to accelerate the supply chain in the 24/7 demands of ecommerce.

> JASCI software is a next-generation SaaS platform to modernize logistics. Its technology offers a complete suite of integrated applications to manage inventory, warehouses, orders, labor, robotics, and shipping.

Using Oracle Autonomous Transaction Processing, JASCI Software is transforming speed, reliability, and security for its customers. Order processing has improved by more than 100 times compared to the company's previous cloud solution, with complex AI decision-making completed in milliseconds. The autonomous database improves reliability by automatically providing disaster recovery for high availability; reduces risk by eliminating human error in database admin with self-patching; and enhances security by automatically encrypting customer data. Additionally, it now has greater flexibility to instantly scale up CPU and storage capacity to accommodate seasonal and holiday spikes in demand and scale down to zero to minimize costs by charging only for what it is consumed.

With the world's first self-driving database, JASCI Software's growth and expansion opportunities—and its customers'—are limitless. Its customers are able to process twice as many orders at half the labor costs, which is critical to success in an industry where profit margins are razor-thin.

> "When customer experience is on the line, every second counts. You need speed, efficiency, and accuracy to deliver on your customers' expectations. We realized [that] in order to scale, we would need to leverage a next-generation database. With Oracle Autonomous Database, we have seen order processing run in excess of 100 times faster which made us ecstatic. We can now take on a customer of any size. This empowers us and our customers to deliver their goods faster, and successfully compete in the age of next-day shipping.

Craig Wilensky
JASCI Software CEO and Cofounder

> Learn more about JASCI Software's successful journey to Oracle Autonomous Cloud during its panel session at Oracle OpenWorld: (PAN4658)

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Providing Property Value Well Beyond Just Location, Location, Location

Few industries are as beholden to the changing tastes and needs of their customers as residential property development. Ten years ago, success was all about location, location, location. Now, customers also expect the best possible services to complement their physical environment.

For Guangzhou-based property developer Kingold, the ability to compete effectively requires the company to capture and analyze data quickly and deliver insights that can be used to design and deliver new services.

What started with the transformation of Kingold's physical infrastructure and data using Oracle Cloud at Customer has now led to a secondary and more mission-critical transformation based on the adoption of Oracle Analytics Cloud and Oracle's Autonomous Data Warehouse technology.

This deployment has helped Kingold's real-estate group find new development opportunities by enabling them to improve the value of the research needed to pinpoint potential purchase or development opportunities.

CIO Steven Chang says the quality and timeliness of the data sets they can now create led many in the real-estate team to initially believe they must have come from a new provider.

With Oracle Autonomous Data Warehouse, Kingold is able to create new services for the company's property management group, using data from its workforce and facilities and analyzing this alongside behavioral data from Kingold's customer app.

These range from optimizing the scheduling of maintenance assignments to predictive maintenance for the company's many building-management systems and development of services that improve the lives of Kingold's customers.

> Kingold is a developer of luxury buildings and other properties in China that seeks to provide the best properties and digital experiences to its customers.

“ If you just put everything in the cloud, you're just a glorified CIO of yesterday; you've done an OK job. But when you make the data work for you, and empower the people around you, that's when you become a digital CIO. Real transformation can't start until you start working the data to make changes. ”

Steven Chang
CIO, Kingold

Watch this video to learn how Kingold cut TCO by 23% using Oracle Management Cloud.

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MESTEC

MANUFACTURING PERFORMANCE. REDEFINED.

MESTEC Revolutionizes Manufacturing Performance with Oracle Autonomous Transaction Processing

Manufacturing is a 24/7 industry where high availability is critical. MESTEC provides intelligent SaaS solutions to optimize the lifecycle from planning to execution for some of the world's most prestigious manufacturers of submarines, missiles, microsemiconductors, orthopedic hips, and pies. Moving MESTEC's legacy on-premise infrastructure to the cloud that has zero downtime allows the company to more strategically focus resources on innovating tools to improve manufacturing quality, cost, and delivery performance.

> MESTEC bridges the gap between the back office and the factory floor with a purpose-built solution that continuously redefines and improves operational manufacturing performance.

Using Oracle Autonomous Transaction Processing in combination with Microsoft Azure Interconnect has helped MESTEC cut its labor and infrastructure costs in half compared to an equivalent on-premise environment, and it is seeing workloads run up to 600% faster with half as many CPUs. Autonomous Transaction Processing patches, maintains, and tunes itself, providing a more secure environment that frees up resources to spend more valuable time on customer services and training. MESTEC also has greater flexibility to autoscale capacity up and down in seconds depending on demand, and can very easily and quickly onboard new customers and assume less risk with automatic disaster recovery.

MESTEC clients are seeing wide-ranging benefits from embracing autonomous technologies throughout manufacturing factories. There's a 60% increase in labor productivity, a 50% reduction in customer complaints, and cost savings through a 20% reduction in working inventory. With MESTEC and Oracle, the factory of the future is available now.

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Moving to the cloud removes a lot of the barriers to innovation we had with our legacy on-premise proposition.

Mark Carleton
Services Director, MESTEC

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Watch this video to learn how MESTEC is innovating manufacturing with Oracle Autonomous Database.

Learn more from MESTEC during its OpenWorld session, "Build a Data-Driven Company with Oracle Autonomous Transaction Processing." (PAN6453)

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Rapid Sales and Marketing Insights

OUTFRONT/

OUTFRONT Media, which manages more than 500,000 outdoor advertising canvases, including the New York City MTA and the Bay Area's BART, is getting smarter and faster in showing its customers the advantages of outdoor ads.

The longtime Oracle Database Cloud customer this year upgraded to Oracle's Autonomous Data Warehouse, gaining more-robust data-crunching with machine learning capabilities for faster time to market, enhanced performance and scalability, and a more flexible consumption-based cost model. In combination with Oracle Analytics, OUTFRONT's Technology Services organization is collaborating with business lines to quickly create valuable reports and dashboards and make it easier to analyze revenue trends and identify opportunities within advertisers' spend profiles.

For example, OUTFRONT is empowering hundreds of its sales professionals and executives with data visualization and analytics dashboards that incorporate third-party media-spend data to quickly create a comprehensive view of a customer's total advertising spend across all markets and media—outdoor, internet, TV, and radio—and make recommendations on how advertisers can more strategically utilize out-of-home in its media mix. Now, with Autonomous Data Warehouse, a powerful database is provisioned in minutes versus months, and terabytes of third-party data are loaded in minutes and securely published in interactive dashboards to the salesforce.

> OUTFRONT leverages the power of technology, location, and creativity to connect brands with consumers outside their homes through one of the largest and most diverse sets of billboard, transit, and mobile assets in North America. Through its ON Smart Media platform, OUTFRONT is implementing digital technology that will fundamentally change the ways advertisers engage audiences on the go.

> "The strategic insights that we gain from implementing Oracle Autonomous Data Warehouse can help our business tremendously. We can easily examine media spend on behalf of our advertisers and show them how their investment would perform better by shifting spend to outdoor. It helps us achieve maximum results for our customers, which in turn grows our businesss."

Derek Hayden
Vice President, Data Strategy and Analytics, OUTFRONT Media

Watch this video to learn how OUTFRONT adopted Oracle Autonomous Data Warehouse.

Learn more from OUTFRONT Media at its Oracle OpenWorld session, "Billboards to Dashboards: OUTFRONT Media Uses Oracle Analytics Cloud to Analyze Marketing" (CAS3783)

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SKY Brasil Sees a 90% Reduction in Time to Market with Oracle Cloud

All throughout Brazil, in indigenous areas, remote cities, and low-income communities, SKY Brasil is providing satellite service. More than five million customers—nearly 30% of Brazil's paying TV subscribers—rely on SKY to distribute digital programming across the nation.

Since SKY's inception in 1996, the telecommunications and media industry has experienced tremendous change. The growing demand for seamless, personalized service and content requires providers to constantly innovate both their technology and information. To meet this demand, SKY set out to build targeted marketing strategies, adapted to satisfy the needs of each individual customer.

SKY turned to Oracle Autonomous Data Warehouse to provide a high-performing, secure data warehouse that would enable the company to perform real-time marketing analytics. The self-driving autonomous database was set up and in production in 90% less time than SKY's previous on-premise environment.

The automomous database that tunes, patches, and maintains itself with zero downtime enabled SKY's IT resources to dedicate 90% of its time to more-strategic data modeling. It saw a US$750,000 cost savings by no longer procuring and managing hardware equipment and software licenses in a data center.

SKY's marketing team can now run campaigns on demand with the flexibility to scale at any time. With the power of Oracle Cloud Infrastructure and Autonomous Data Warehouse, SKY is delivering exact offers to the right customers at the right time, propelling the business to the leading edge of telecommunications.

SKY is the largest satellite pay-TV operator in Brazil and one of the 150 largest companies in the country. In July 2015,

"In addition to the high performance of Oracle Cloud Infrastructure, the adoption of Autonomous Data Warehouse has streamlined processes and enabled us to reach our customers with the right offering at the right time."

André Nazare
IT Director of SKY Brasil

Learn more by attending SKY's panel discussion at Oracle OpenWorld, "Successful Journeys to the Autonomous Database Cloud." (PAN4658)

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Oracle Autonomous Data Warehouse Speeds Up Decision-Making at Telecom Fiji

Telecom Fiji, one of the largest communications providers in the South Pacific Fiji archipelago, needed to speed up the process it used to make key business decisions.

In the past, the company generated reports using manual processes that required its database team to write SQL queries to generate raw data and then feed those results back to an analytics team for correlation in spreadsheets.

This process was time-consuming, requiring up to a week for the generation of a single report, while the manual handling of data also raised the risk of errors being introduced into the results. Reports were also often late.

Working with its systems integration partner Qubix, Telecom Fiji developed a cloud-based platform using Oracle Autonomous Data Warehouse as the engine to generate a range of reports. This platform can also be used to create general dashboards covering sales and marketing performance, product performance, service usage trends, service-delivery performance, and other key indicators.

While the project is still underway, Telecom Fiji leadership says the initial results have shown that reports that might have taken days to generate can now be completed in hours or even minutes.

Once the reporting environment is completed, the next stage will be to make greater use of AI algorithms within the autonomous platform.

> Telecom Fiji provides fixed-line communication and networking services in Fiji, connecting businesses and residents with advanced networking, communications, and technology solutions. Through its expansive Ethernet-over-copper network, it can deliver high-bandwidth services to more businesses than any other communications company in the region.

Learn more about Telecom Fiji's journey to Oracle Autonomous Database during its panel session at Oracle OpenWorld: (PAN4658)

" We can ask our IT staff to come up with ideas or innovative solutions on how they can use the analytics. Then they will be performing more of an advisory role to management.

Shalvin Narayan
Head of IT, Telecom Fiji

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Business Applications in the Cloud Era

Maintaining accurate, actionable data is important for all businesses, but the ability to quickly crunch that data, look at it in different ways, and apply it in situations with high degrees of variability is where much of that data's value lies. Oracle fields the world's most comprehensive suite of cloud-based software applications used by companies to run their financial, supply-chain, HR, and sales and marketing operations to do just that.

These cloud-based applications, imbued with state-of-the-art AI and analytics, give users real-time access to the information they need and easy ways to interact with it, even via a natural-language interface, which makes data more readily available to nontechies.

Check out these stories to learn how customers are using Oracle's ERP Cloud and other applications to enter new markets, improve their respective bottom lines and ultimately better serve their employees, partners, and customers.

- **All Nippon Airways:** Building a bridge between Japan and the rest of the world

- **illy Caffè:** Italian coffee maker having latte success with its employees

- **Industries for the Blind and Visually Impaired:** On a mission to create new career opportunities for the blind and visually impaired

- **MANA Nutrition:** Eradicating childhood hunger

- **Save the Children India:** Helping more than two million children with health and nutrition services

- **TrueBlue:** Staffing for the 21st century

Image courtesy of MANA Nutrition

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All Nippon Airways Builds a Bridge Between Japan and the Rest of the World

All Nippon Airways (ANA) is the largest airline in Japan and one of the world's leading carriers, carrying over 47 million passengers annually. Japan is already this decade's fastest-growing major destination for tourism and by 2030, the country expects the number of international visitors to double to 60 million per year.

With many people expected to visit Tokyo for the Olympic and Paralympic Games next year, ANA wishes to bridge Japan and the rest of the world, providing a pleasant air-travel experience for all. "For ANA, this presents an opportunity to showcase our world-class services on a global stage," says Manabu Yada, Manager, Corporate Office Procurement, Material & Services at ANA.

But the airline industry is crowded, and even at its size, ANA still needs to find ways to stand out. "The challenge we faced was finding a way to ensure our customers could trust they're getting the best service in the market, while we remain profitable. To adopt to changes in a global business environment and make important business decisions fast, we needed to develop a system to visualize all procurement processes, comply with complex regulations, and optimize all procurement costs," Yada said.

> "With Oracle ERP Cloud, we're spending less time on admin tasks and more time focused on our customers.
>
> **Manabu Yada**
> Manager, Corporate Office Procurement, Material & Services, All Nippon Airways
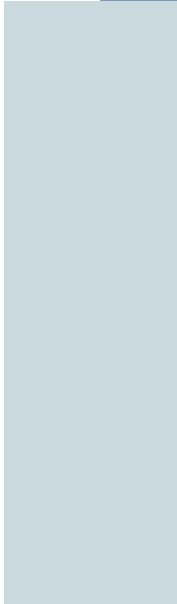
ORACLE

ANA implemented Oracle ERP Cloud to streamline how it approves invoices and manages its suppliers through automation and social collaboration. "Oracle ERP Cloud covers procurement processes and reduces required transactions. It also provides the tools to improve efficiency and productivity of our procurement team. In addition, it shows us the history of all transactions so we can reduce costs and risks of all processes and increase profitability, while staying compliant with all related regulations," said Yada.

The airline also intends to use Oracle ERP Cloud for its 88 branches in the future and aims to cut procurement costs for indirect materials by 5%.

Watch this video to learn how All Nippon Airways is delivering the perfect customer experience.

ANA is one of Japan and the world's leading airline companies, carrying over 47 million passengers annually.

Image courtesy of All Nippon Airways

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The Cloud Helps illy Serve Up World's Best Coffee

illy offers only one blend of coffee. Painstakingly perfected during the last eight decades, derived from nine kinds of Arabica beans, illy's blend is sold in 140 countries. The company sells its coffee and accessories online and in 259 shops and cafés, and an additional 100,000 retailers serve or sell illy-branded coffee. Keeping them all stocked is a tall order.

Behind the blend are more than 1,200 dedicated employees. illy counts on its employees to maintain close relationships with coffee producers, helping them to remain profitable while supporting sustainable growth practices. Maintaining these personal relationships is critical for ongoing success in a highly competitive environment.

Francesco Illy founded illy Caffè in 1933 in Trieste. Today it is led by the third generation of the family. The company is known and admired on five continents for the high quality and unmistakable velvety taste of its coffee, an outstanding blend made up of nine types of pure Arabica that every day delights millions of people at home, and in offices, hotels, restaurants, and cafés.

In order to continue serving up the world's best coffee, illy turned to technology to serve its workforce. The company uses Oracle Human Capital Management Cloud to offer standard HR practices to its employees in all locations.

The cloud platform helps illy attract and retain the best employees, offer standard pay and benefits packages across geographies, and identify talented employees to staff its new locations. The system gives managers a single source of detailed information about the company's growing number of employees.

illy completed its implementation of Oracle HCM Cloud—including all core HR functions and talent management – in less than two years, setting up the company for future international growth.

"Everything around technology is an enabler. Tech allows us to reduce uncertainty and gives us more-useful data in less time so we can deliver relevant and timely service.

Massimiliano Pogliani
CEO, illy

"With the cloud, we have the ability to keep the platform updated with continuous innovation.

Luca Tiepolo
Chief HR and Information Officer, illy

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At Organization for the Blind There Is One Measure of Success: Jobs Created

More than seven million adults in the United States are blind or visually impaired, and an estimated 70% are unemployed. Industries for the Blind and Visually Impaired (IBVI) employs many of those people in a wide range of jobs, from assembling toolkits for military troops to performing various customer-service and office tasks. IBVI is always looking for ways to improve product quality and accuracy around factors such as shipment status and inventory. Unlike many companies, IBVI is not looking to cut labor costs; its mission is to create opportunities.

"If we don't employ an additional person, it doesn't help us," IBVI Chief Innovation Officer Emmanuel Vouvakis says.

IBVI sells products in part under a United States government program called AbilityOne, in which government and defense agencies buy products from contractors that create jobs for people with disabilities. IBVI sees opportunities to expand into new markets, and it's also facing new online competition that is also starting to sell into its markets.

To meet those challenges, IBVI has moved from a collection of disparate legacy software systems to the full suite of Oracle Cloud Applications for functions including financials, supply chain, product configurations, human resources, and customer experience. The company chose Oracle Cloud Applications because the integrated platform makes it easier to access its sales and operations data, and because of its accessibility features, including compatibility with tools such as JAWS (text-to-speech) and ZoomText.

"In order for us to scale and grow, we needed a solid and accessible platform," Vouvakis says.

In the past, most of the jobs available to the blind community were limited to manufacturing and assembly. Jobs in customer service and finance required the assistance of one sighted person for every four blind employees. Since going live, IBVI has been able to create new independent roles (no sighted assistance required) in customer service, human resources, and financial management.

Sandra Teague-Martin, for example, had worked in a real estate office for years until losing most of her vision to glaucoma. She joined IBVI doing assembly work and then was promoted to an office role, where she now uses Oracle Financial Cloud to enter and track orders.

"I didn't think it would be possible to find employment like this, where you're accepted; where you're equal to people who are sighted," Teague-Martin says.

> IBVI's values include creating and growing employment opportunities for people who are blind or visually impaired; providing the best, most cost-effective industrial supplies and friendly customer service; and being the leading voice in educating businesses on how to create, design, and build accessible workplaces for the blind and visually impaired.

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In order for us to scale and grow, we needed a solid and accessible platform.

Emmanuel Vouvakis
CIO, IBVI

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Nonprofit Turns to NetSuite to Help Eradicate Childhood Hunger

mana

MANA Nutrition produces food packets used to save children living on what cofounder and CEO Mark Moore calls a "nutritional cliff." The packets—ready-to-use therapeutic food (RUTF) made from nutrient-rich milk suspended in peanut butter—are used to provide 350,000 lifesaving meals a day to treat severe acute malnutrition (SAM). According to UNICEF, SAM continues to result in the loss of millions of young lives a year across the world.

MANA, which has grown tenfold since it began operating in 2009, runs an 88,000- (soon-to-be-106,000) square-foot facility in Fitzgerald, Georgia, the heart of the peanut belt in the United States. Manufacturing consultants had advised MANA to run a server in-house to manage its inventory and production, but Moore says the organization decided to go in another direction.

"Over the course of a week we're making millions of these packets, and NetSuite helps us stay on top of that," Moore says. "And we don't even own a server. We don't have an IT person."

MANA has helped reduce the cost of a case of RUTF from US$60, when it first started, to US$38, allowing it to sell to NGOs and aid organizations in greater volume at a lower price, increasing its impact on the children it aims to serve. MANA has provided food to over three million children to date.

MANA uses Oracle NetSuite to automate not only the tracking of its manufacturing processes, equipment, inventory, and shipping operations, but also its costs for raw materials, packaging, and direct labor. It also uses NetSuite to help it share key success metrics with donors and other key stakeholders.

> MANA Nutrition produces ready-to-use therapeutic food (RUTF), a fortified peanut paste designed specifically to treat children diagnosed with severe acute malnutrition (SAM). On average, three packets of MANA per day for six weeks will save the life of a starving child. MANA Nutrition also seeks to spread awareness of SAM and find creative ways to get RUTF to the millions of children who need it each year.

Moore says, "We're buying peanuts, milk, and sugar. Simple commodities, but hard to manage in terms of efficient utilization. And you're trying to figure that out as those come in in huge, bulk quantities. We buy a million dollars' worth of milk. And trying to figure out how we use that and to use the machines back in the plant that are actually telling us how much we have left and when to order. All of that is managed through NetSuite."

Moore says the beauty of NetSuite is that even untrained field workers can access it through web-based PCs, allowing them to become even more productive. "We're not driven by trying to make a profit, but we are driven to be efficient, because our efficiency translates directly to lives saved," he says.

Gaining credibility with stakeholders is critical for the future, because with enough investment, Moore says, "We could make severe malnutrition virtually disappear from our earth."

> " Over the course of a week we're making millions of these packets. NetSuite is helping us extend our impact and save the lives of the almost 3 million children we've provided food to so far. "
>
> **Mark Moore**
> Cofounder and CEO, MANA Nutrition

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Cloud Gives Save the Children the Biggest Bang from Donations

Save the Children in India is modernizing its human resources and financial operations so it can wring the most out of every donor dollar and maximize services provided to the region's neediest children.

Like many legacy organizations, Save the Children—now a century old—grew up on manual, paper-intensive processes that needed to be updated and automated.

It employs over 500 people in India and coordinates work with 90 partners worldwide to serve millions of children; Oracle Human Capital Management Cloud ensures the organization optimizes that staff time and use of other resources.

Also key is the use of Oracle ERP Cloud's expense module for logging and tracking expenditures. This provides staff with real-time visibility into financial data—which was impossible in the precloud era. The organization created a single pool of global resources so staff can track use of assets in real time. That is important when disaster strikes, as it did this year when Cyclone Fani hit the eastern state of Odisha and relief workers and supplies had to be deployed fast.

CEO Bidisha Pillai thinks the use of AI and analytics will make it easier to follow children's progress in school, and to log and parse vaccination and nutritional data.

With this technology update, not only can the organization see how it's doing, but donors can get data on how their contributions are being used.

Going forward, the organization is expanding its use of Oracle HCM Cloud beyond India to the rest of the world to ensure that its staff is more productive and more children can be reached.

> At 100 years old, Save the Children remains dedicated to helping marginalized children with health and nutrition, education, and emergency services. Last year, it reached out to more than 2 million children in India alone.

> "Modern cloud technologies have helped us to better manage our financial data. Therefore we can provide the value of every rupee received and spent by our organization."
>
> **Deepak Kapoor**
> Chairperson, Save the Children India

> "Oracle Cloud applications have allowed people to spend their time effectively towards more value-added work by automating the mundane work."
>
> **Bidisha Pillai**
> CEO, Save the Children India

ORACLE

Modern Tools to Meet Customers' Staffing Needs

The TrueBlue family of staffing companies connects more than 700,000 people with jobs around the world every year. Whether providing temporary workers for a local business or filling permanent professional staff for a multinational brand, TrueBlue's information management needs are complex.

TrueBlue is a leading provider of specialized workforce solutions, helping clients improve growth and performance by providing staffing, workforce-management, and recruitment-process-outsourcing solutions through its PeopleReady, PeopleScout, Staff Management | SMX, Centerline, and SIMOS brands.

TrueBlue's technology expertise centers around innovation that is reshaping the staffing industry. Examples include creating AI-powered Affinix to accelerate sourcing and hiring for customers of its PeopleScout brand, and JobStack, a mobile app that fills a job every nine seconds, 24/7, in the PeopleReady brand. So when it came to simplifying core corporate information systems, TrueBlue turned to the expert in business systems innovation: Oracle.

> "We had four different permanent payroll providers, three separate time-clock entry systems, and a couple of different expense systems, just to name a few. We didn't integrate our old applications with Oracle Cloud Applications. We are replacing all of those applications entirely."
>
> **Derrek Gafford**
> CFO, TrueBlue

Watch this video to hear Derrek Gafford, EVP and CFO of TrueBlue, discuss how TrueBlue is unifying finance and HR with Oracle Cloud.

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![trueblue — THE PEOPLE COMPANY]

Based in Tacoma, Washington, TrueBlue has grown through acquisitions and organic expansion, leaving it at one point with more than 20 legacy financial and HR systems that sometimes overlapped or conflicted with one another. Even a simple query about hourly workers might require accessing three separate time-entry systems. Unified reporting across the company's brands involved time-consuming manual workarounds.

TrueBlue is replacing all of those legacy HR and finance systems with Oracle Human Capital Management, ERP, and Enterprise Performance Management Cloud. "We didn't integrate our old applications with Oracle Cloud Applications," says TrueBlue CFO Derrek Gafford. "We are replacing all of those applications entirely."

Learn more about TrueBlue by attending one of its many sessions at Oracle OpenWorld:

Why Use Oracle HCM Cloud Payroll? (CAS5756)

Strengthen Security and Ensure ERP Audit Readiness (CAS5836)

ERP/EPM Cloud General Session: Outpacing Change in a Disrupted World (GEN6242)

Outpace Change with Oracle Cloud (GEN4983)

Image courtesy of TrueBlue

ORACLE

Innovating in the Cloud

Talking about emerging technologies such as blockchain, AI and its machine learning subset is all well and good. But it's a much bigger deal to see those technologies in action on the factory floor and in the office.

Oracle has long been at work building technologies into real-world software that makes businesses more productive in the here and now. Oracle Blockchain Platform, for example, is already helping many businesses ensure fast, secure, auditable transactions in different industries.

The following examples illustrate how businesses have moved beyond the sandbox stage and are using these technologies now to build new business models and create new value.

- **Arab Jordan Investment Bank:** Using blockchain to become a leader in banking innovation

- **CargoSmart:** Tapping blockchain to transform the global shipping industry

- **Circulor:** Ensuring that sustainability and traceability are solved using blockchain

- **The World Bee Project:** Protecting pollinators with AI and IoT to protect the food supply chain

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Jordan's Top Bank Becomes Regional Blockchain Leader with Oracle

Arab Jordan Investment Bank (AJIB) provides retail, corporate, and investment banking services in Jordan, Cyprus, and Qatar. Sending money between subsidiaries has historically relied on a network of correspondent banking relationships and third-party intermediaries, leading to slow and costly transactions for both AJIB and its customers. In addition, it required sharing customer information with third parties—a process involving strict regulatory requirements with occasional conflicts between different jurisdictions. AJIB aimed to reduce the costs and time required for cross-border payments, while making the entire process more secure and efficient.

In order to boost speed, security, and reliability of cross-border money transfers with distributed ledger technology, AJIB deployed Oracle Blockchain Platform in what has become the largest blockchain deployment in the Middle East.

Before using blockchain, money transfers between AJIB subsidiaries were processed by third-party intermediaries that charged fees at each stage of a cross-border transfer transaction. AJIB needed to reduce the costs and the time required for cross-border payments, while making the entire process more secure and efficient.

With Oracle Blockchain Platform, AJIB is now able to make the same transfers in real time without paying those fees. Senders and receivers can now track money transfers while the funds are in transit, providing transparency to both parties about the exact timing and amount of the transfer.

For more than three decades, Arab Jordan Investment Bank (AJIB) has built a legacy of excellence and leadership as one of Jordan's leading investment and commercial banks.

Watch this video to learn how Arab Jordan Investment Bank is using blockchain to become a leader in banking innovation.

> " Oracle delivers an enterprise-grade blockchain platform with high resiliency, scalability, and security. The built-in features, such as identity management and data encryption, made it an ideal choice given our industry requirements and compliance needs. "
>
> **Ayman Qadoumi**
> Deputy General Manager, Information Technology and Security, Arab Jordan Investment Bank

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Use of Blockchain Helps Speed Global Shipping Transactions

CargoSmart.ai

While ocean shipping has been steadily growing in recent years, multiple pressures are impacting the predictability of the far-flung supply chains and pressuring industry profits. Key to navigating these challenges for shippers, ocean carriers, terminal operators, and other parties involved with shipping ocean freight is better visibility and real-time access to information.

That's a challenge given the sheer number of participants in a single shipment—and often leads to delays, disputes, and significant extra costs for shippers and carriers. But things are changing thanks to the help of emerging technology and the formation of a new blockchain consortium in this space pioneered by CargoSmart.

For the last year, CargoSmart and Oracle have been working together to develop a blockchain solution that aims to simplify the shipping documentation process and deliver a single source of truth for trusted, real-time sharing of information, thereby increasing trust and boosting efficiency.

> CargoSmart provides global shipment-management software solutions that aim to improve planning and on-time deliveries. Connected to more than 40 ocean carriers, CargoSmart uses big data sources and a cloud-based platform to offer award-winning sailing schedules, visibility, documentation, contract management, compliance, and benchmarking solutions.

Watch this video to learn more about how CargoSmart is leveraging Oracle Blockchain Platform to bring transparency and trust into the complex systems behind CargoSmart's logistics and shipping management.

More recently, CargoSmart announced a significant milestone in forming the Global Shipping Business Network (GSBN) blockchain consortium. Comprising nine leading ocean carriers and terminal operators: CMA CGM, COSCO SHIPPING Lines, COSCO SHIPPING Ports, Hapag-Lloyd, Hutchison Ports, OOCL, Port of Qingdao, PSA International, and Shanghai International Port Group. This not-for-profit joint venture aims to accelerate the digital transformation of the shipping industry, with CargoSmart providing the resources underpinning it.

CargoSmart says Oracle's permissioned blockchain technology is a perfect fit as a foundation to enable GSBN members to jointly create and deploy their blockchain applications to accelerate the digitization and standardization of the shipping industry.

> "
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> The close cooperation between our R&D group and Oracle's blockchain team has already helped to accelerate the development of some pilot applications. By leveraging Oracle's enriched technical support and advice, CargoSmart has been able to achieve high levels of operational capability, reduce R&D time, and significantly improve the productivity of its blockchain application developers.
>
> "
>
> **Romney Wong**
> Chief Technology Officer of CargoSmart

ORACLE

Blockchain Creates New Approaches to Traceability for Responsible Sourcing

Responsible sourcing and responsible recycling of materials are mainstream business issues. Blockchain unlocks a new, more effective approach to due diligence, transparency, and trust. Consumers increasingly care that the products they buy don't exploit poor communities or damage the planet. Brands are responding and need to demonstrate to both consumers and regulators that they are acting responsibly. Circulor is ensuring that its blockchain system will give manufacturers a trusted way of responding to these challenges.

Circulor signed an agreement with the Rwandan government and mining association to use its blockchain system to track raw materials extracted in Rwanda along the supply chain—from mine to shelf. Circulor is also working with Volvo Cars, which has just implemented the first blockchain traceabilty system for tracking the cobalt it uses in its electric-vehicle batteries.

Oracle's preassembled blockchain platform enabled Circulor to focus on defining the business logic, developing applications, and proving it worked without spending time and effort on building its own blockchain infrastructure. Oracle Blockchain Platform offers users an easy way to set up a secure blockchain right out of the box.

> Circulor uses the latest blockchain technology in the mineral and natural resources supply chains to improve transparency, reduce waste, and cut costs.

Learn more about how Circulor is using Oracle Blockchain Platform to prove the ethical sourcing of conflict minerals in this Oracle OpenWorld session: (CAS2567)

> "We started looking at the range of business problems that a new technology could unlock. Obviously we all know that the demand for electric vehicles will grow, we know that cobalt is essential to lithium-ion batteries, we know that cobalt comes with concerns around human rights abuses. Enter blockchain as a new solution to an old problem."

Douglas Johnson-Poensgen
Circulor CEO

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The World Bee Project Works to Sustain Buzz with Oracle Cloud and AI

The declining bee population is not just a problem for honey lovers; it's a threat to the global food supply.

Oracle announced a partnership with The World Bee Project CIC in 2018, offering the use of its cloud storage and AI analytics tools to support the organization's goals and innovations such as its BeeMark honey certification.

The World Bee Project is the first private organization to launch a global honeybee-monitoring initiative to inform and implement actions to improve pollinator habitats, create more sustainable ecosystems, and improve food security, nutrition, and livelihoods by establishing a globally coordinated monitoring program for honeybees and eventually for key pollinator groups.

The World Bee Project Hive Network remotely collects data from varying environments through interconnected hives equipped with commercially available IoT sensors. The sensors combine colony-acoustics monitoring with other parameters such as brood temperature, humidity, hive weight, and apiary weather conditions. They also monitor and interpret the sound of a bee colony to assess colony behavior, strength, and health.

The World Bee Project Hive Network's multiple local data sources provide a far richer view than any single data source to harness and enable global-scale computation to generate new insights into declining pollinator populations.

After the data has been validated by The World Bee Project database it can be fed into Oracle Cloud, which uses analytics tools including AI and data visualization to provide The World Bee Project with new insights into the relationship between bees and their varying environments. These new insights can be shared with smallholder farmers, scientists, researchers, governments, and other stakeholders.

> The World Bee Project CIC is the first private organization to launch a global honeybee-monitoring initiative to inform and implement actions to improve pollinator habitats, create more sustainable ecosystems, and improve food security, nutrition, and livelihoods by establishing a globally coordinated monitoring program for honeybees and eventually for key pollinator groups.

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"The partnership with Oracle will absolutely transform the scene as we can link AI with pollination and agricultural biodiversity," said Sabiha Malik, founder and executive president of The World Bee Project CIC. "We have the potential to help transform the way the world grows food and to protect the livelihoods of hundreds of millions of smallholder farmers, but we depend entirely on stakeholders such as banks, agritech, insurance companies, and governments to sponsor and invest in our work so that we can begin to step toward fulfilling our mission."

Oracle will be offering cloud computing technology and analytics tools to The World Bee Project to enable it to process data in collaboration with its science partner, the University of Reading, to enable science-based evidence to emerge.

Oracle is currently looking at funding models to support the expansion of The World Bee Project Hive Network to ensure a truly global view of the health of bee populations.

> We are intertwined in mysterious ways. There's a kind of almighty love affair between everything and everything. It's this synergy— nothing exists in isolation.

Sabiha Malik
Founder, World Bee Project

Pollinator populations are on the decline, threatening global food supply and biodiversity. The World Bee Project uses Oracle Cloud to study bee behavior through acoustics, uncover health threats, and help save them. Watch this video to learn more.

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Image courtesy of Kingold