

Oracle Cloud Platform for Oracle SaaS

In an Oracle survey of finance and IT leaders*, when asked about the top benefits of making the move to the cloud, an overwhelming 81% of respondents cited, “Staying current on technology” as the #1 benefit – far outpacing any of the other advantages cited. Organizations found that the competitive advantage offered by always-new technology outweighed everything else. Moving to the cloud is an opportunity to reinvent and transform business processes and infuse them with best practices and emerging technologies to build a future-ready enterprise. Complementing Oracle’s complete SaaS applications with pre-built innovations, the underlying Cloud Platform enables organizations to further customize their applications to respond to the rapid pace of a changing environment.

WHY USE ORACLE CLOUD PLATFORM WITH ORACLE SAAS?

The future is here. Are organizations ready? Organizations need a strategy for every part of their business to harness those game-changing technologies and business models for desired outcomes. As part of that strategy, they need a connected intelligent business – ONE Cloud Platform with proven best practices, applied emerging technologies that ensures that organizations are ready today for tomorrow.

Oracle provides a business innovation and transformation platform, where customers can think disruptively about their business, where they can innovate business processes while doing so in context of a complete transformation platform that goes beyond single line-of-business offerings. Oracle Cloud Platform services enable Oracle Cloud Applications customers, partners and developers to rapidly build new extensions and processes, connect information, reduce risk, and gain predictive insights to accelerate innovation and drive adoption of cutting-edge technologies. Oracle offers four categories of innovation to support unique business models with ease and intelligence.

“In general, PaaS helps companies do just about everything they need to do in technology more quickly.”

“With a PaaS environment, one that includes strong application building tools and ready access to the infrastructure to support scalable and reliable applications, businesses can be much braver about using technology to distinguish themselves from competitors.”

David F. Carr
Freelance writer, a student of digital business, and the author of Social Collaboration for Dummies
Oracle PROFIT Magazine



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SIMPLIFY BY CONNECTING THE ENTERPRISE

Rapidly connect data, processes and applications to create a connected enterprise using one Cloud platform. Take advantage of prebuilt integrations, machine learning-based recommendations, and an extensive library of application adapters for secure, enterprise-grade connectivity across to connect ERP, SCM, HCM and CX applications to other cloud and on-premises applications. Increase business agility with visual, low-code process automation, and get data to or from cloud and on-premises applications faster with built-in intelligence to accelerate time to market.

INNOVATE BY EXTENDING APPLICATIONS AND EXPERIENCES

With Oracle Cloud Platform, organizations can create new applications and experiences to support unique business models and requirements. Extend processes to differentiate the business or bring over requisite customizations from existing on-premises systems in the move to the cloud or create business-specific extensions to deliver rapid business value. Leverage cutting-edge technologies like voice and chat-based digital assistant, IoT, or mobile applications to enhance workforce, customer, partner experiences across different channels of engagement. Leapfrog competition by using AI/ML, Blockchain, IoT and even use augmented reality / virtual reality.

REDUCE RISK WITH ADVANCED SECURITY

Oracle Cloud Applications are designed to be secure at every layer of the stack. Yet new tactics to get access to data are used by malicious users every day. To protect data from unauthorized access, organizations may want to employ extra measures. Oracle Cloud Platform can secure SaaS dynamically by monitoring user behavior, enable identity self-service and enforce policies for cloud usage. Easy plug-n-play with Oracle SaaS, no development is required to deploy advanced security capabilities to monitor SaaS access perimeters and privileged SaaS roles, detect abnormal SaaS user behavior with adaptive intelligence to prevent fraud, monitor Personally Identifiable Information (PII) update by un-authorized users, and create unified SSO, and multi-factor user authentication across applications.

CREATE SMART BUSINESS WITH EXPANDED ANALYTICS

Oracle Cloud Platform can help address the growing pressure to be data-driven in strategy and execution. Smart data connectors and pre-built content packs for SaaS users easily blend data from multiple sources for a 360° view of the business. Smart intuitive data visualization leveraging ML/AI can improve productivity by guiding users to valuable insights and recommendations in the shortest time. Delightful visual, textual, verbal interfaces allow users to engage naturally with data and streamline teamwork through collaborative data storytelling.

CLOUD PLATFORM FOR SAAS TO CREATE TOMORROW, TODAY

Oracle Cloud Platform in combination with Oracle SaaS enables organizations to drive successful business outcomes on their own terms – beyond native functionality, customized to meet their own unique business needs. Accelerate cloud path by rapidly driving connected, engaging, secure and intelligent experiences across applications using AI/ML-powered, business friendly solutions with pre-built components to connect, extend, secure and analyze applications.

For more information, visit [Oracle Cloud Platform for Applications—Connect Everything](#).

* The End of Technology Obsolescence, Oracle's Top ERP Trends Report in 2018

Integrated Cloud Applications & Platform Services

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 Oracle is committed to developing practices and products that help protect the environment

CONNECT

50-80% business productivity increase with pre-built connections and process automation

Calix customer success

EXTEND

“Conversational AI-first” will be the most important imperative for the next 10 years.

Gartner 2018

SECURE

Reputation loss from a security breach can lead to average HOURLY loss of \$239,000 for a single firm.

Ponemon Institute Report 2017

ANALYZE

\$430 billion to be achieved in productivity benefits by 2020 by the organizations that analyze relevant data and deliver actionable info

IDC Predictions 2016

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