ORACLE

Cloud Perspectives:

Lead the way through the digital unknown

A CIO's guide to go from driving value to vision.

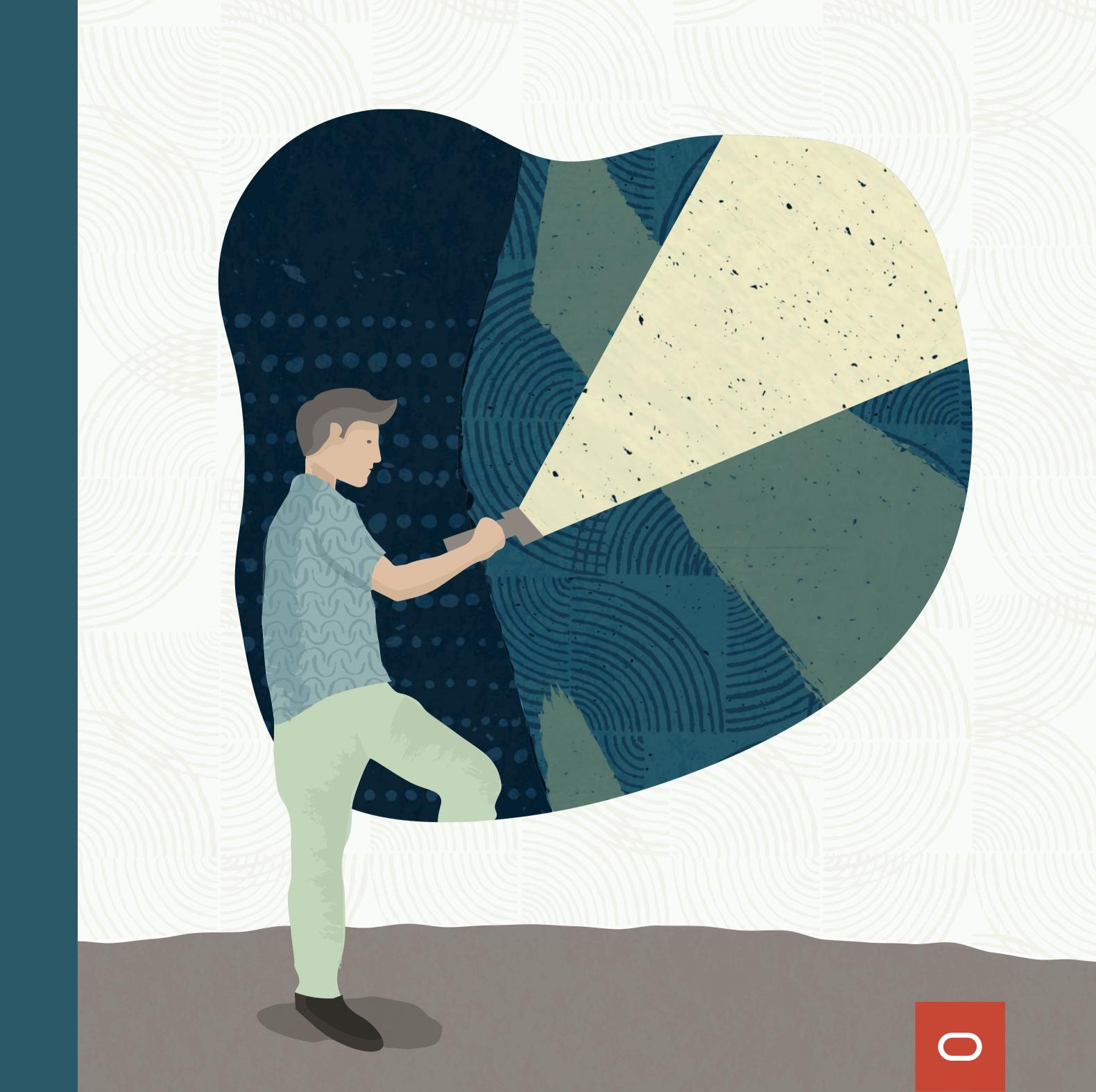# Table of contents

You can focus on what you do best: delivering real business value and vision.

"Digital transformation marks a radical rethinking of how an organization uses technology, people, and processes to fundamentally change business performance."[1]

- George Westerman, MIT principal research scientist

From companywide initiatives to incremental innovation, CIOs are expected to drive an organization's digital disruption. Using data-driven insights and emerging technology—like artificial intelligence, the Internet of Things, and machine learning— you need to ensure that you have a solid cloud strategy. One that reduces costs and risks, but enhances security, return on investment, and total cost of ownership.

So, how do you do it all? Well, to make a long story short—you need a way to put the power of autonomous technologies to work for you. That way, you can focus on what you do best: delivering real business value and vision.

The backstory:

See data in new ways

Fierce competition, emerging technologies, and the immediate need to find and leverage data-driven insights are all top of mind for you. No pressure.

It's up to you to see data in new ways, drive digital disruption, and build real business value. Realistically, the only for way a vision this big to come to life is by modernizing legacy applications by migrating to the cloud.

Empowered with the right mix of IT solutions—traditional, cloud, and edge computing—the possibilities are endless. Embracing automation, artificial intelligence (AI), the Internet of Things (IoT), and machine learning (ML) is just the beginning. It's how you'll gather the data-driven insights you need to boldly lead your company into the future.

By harnessing the power of autonomous technologies, you can unlock your potential like never before to:

- **Pioneer groundbreaking innovations** and disrupt entire industries
- **Prove total cost of ownership and return on investment** of your cloud investment to your stakeholders
- **Safeguard customer data and security**—and run mission-critical workloads
- **Experience real business outcomes** in less time than you would believe
- **Run analytics reports** that uncover important insights

"The future of the CIO role is all about being a digital leader—it's about being the change agent who's ready for disruption."

- ZDNet

Can analytics tell you what you need to know before you even ask?

Read the article in Forbes.

The inside story:

Champion innovation

As inspiring as it sounds, driving innovation is no small feat. Especially while building a revenue-generating cloud ecosystem. But when you're the CIO, that's all in a day's work.

In a cloud-enabled world, business as usual becomes a thing of the past. Finally, you can focus on what brings you to life—like innovation and transformation—while still preserving your existing investments. Even your IT team will thank you. Rather than spending 80 percent of their time on administration and updates, they can finally focus on what really counts. For example, like identifying new revenue streams, spotting trends, and developing new applications. With cloud technologies, this allows the team to run the latest technologies, like containers, microservices, serverless databases, and digital assistants.

A unified platform and networking fabric makes development seamless and innovation easier. It lets you move existing applications to the cloud without rearchitecting them. It's the effortless way to deploy, scale, and manage your move to the cloud.

When you combine the power of human ingenuity with technology, you can:

- **Deliver timely, actionable insights** to your stakeholders

- **Unlock new business** perceptions and hidden possibilities

- **Automate manual tasks** to help increase efficiencies

- **Enhance customer experiences** and your organization's bottom line

With an intelligent cloud solution, your team can spend more time on

1. New revenue streams
2. Security and information lifecycle projects
3. Future trends identification
4. Migration and upgrades
5. Testing new analytics tools

Part 3

The bigger story:

Reduce expenditures

Another one of the cloud's biggest promises is cost savings. As reducing expenditures while still advancing growth is a top priority, you may be searching for new ways to accomplish both of these goals at once. And although you know your team needs artificial intelligence, special provisioning, and serverless functions to foster innovation, the costs of these capabilities can add up. But you shouldn't have to sacrifice the advanced tools you need to make your investment cost effective.

Thankfully, the right cloud will support data security, productivity, and innovation without increasing capital expenditures. A feature-rich solution with streamlined pricing can make ongoing cost management much easier too.

And not only is this true for IT, but for lines of business as well. Mission-critical workloads can be run more efficiently, unique insights can be unlocked through self-service access to data, and a variety of business decisions can be made faster, all of which impacts individual budgets and the bottom line. It's good news for you—and your colleagues.

Choosing an advanced cloud system with a simple licensing model will allow you to:

- **Reduce the cost and complexity** of owning and operating on-premise infrastructure

- **Accelerate IT delivery** by adopting the cloud for specific initiatives

- **Simulate benefits of proposed optimizations** before implementation

- **Automate key database functions** with a self-driving cloud solution

Discover how others are putting artificial intelligence to work in Harvard Business Review's The Rise of Intelligent Automation Report.

The other side of the story:

Safeguard data

It may sound like a sci-fi novel, but malicious hackers, bad bots, and DDoS attacks are real. More data, more devices, and more applications only compound the risks. Just in the last few years, 85 percent of companies reported experiencing a cyber breach.[2]

Think about this: The average breach costs a company $3.86 billion.[3] Beyond the financial risks, even one breach can tarnish your brand reputation or dissolve customer trust. No wonder the C-suite still ranks cybersecurity as the number one challenge they face.

In terms of cloud adoption, security is still a key concern. To be safe, it's best to choose a solution that will:

- **Empower your IT team to focus on business growth,** rather than battling daily security breaches
- **Convince stakeholders** that mission-critical data is safe across all web application hosting environments—on-prem, cloud, hybrid, and multicloud
- **Safeguard mission-critical customer data** with 24/7 security management
- **Provide controls within the application** and database layers that work with the hardened infrastructure security features

Find out how to protect your business-critical workloads as you lift and shift to the cloud in the Oracle and KPMG Threat Report 2019.

The whole story:

Oracle's Gen 2 Cloud Infrastructure

Choosing the right cloud infrastructure will help you unlock endless possibilities and partnering with Oracle gives you a unique advantage.

Built from the ground up to meet the needs of mission-critical applications, only Oracle's second-generation cloud infrastructure is built to run the first-ever self-repairing, self-tuning, self-driving Oracle Autonomous Database and advanced analytics capabilities of Oracle Analytics Cloud.

Our automated tools eliminate complexity, human error, and manual management. All, while cutting administration costs by up to 80 percent. Built on more than 40 years of expertise, Oracle Cloud delivers Zero Downtime Migration (ZDM), meaning you can move your on-premise database to the Oracle Cloud with virtually no downtime.

Oracle Cloud Infrastructure offers unique architecture and capabilities that:

- **Support all legacy workloads** while delivering modern cloud development tools

- **Offer open-source options** so there's no modification, trade-offs, or lock-in

- **Deliver unmatched security, performance, and savings** via embedded artificial intelligence and machine learning

- **Provide industry-leading price performance** with pay-as-you-go predictability

- **Feature comprehensive,** open, secure, intelligent, and integrated cloud layers

Ultimately, Oracle Cloud Infrastructure frees you and your teams up to focus on what's most important: experiencing real business outcomes and values, uncovering maximum insight from data of all types, and delivering out-of-this world customer experiences.

> " With Oracle Cloud Infrastructure and Oracle Autonomous Database, you focus on what you need and only pay for what you use. So far, there has been a 90% reduction in time to market and savings of over 60% on infrastructure. And this is just the beginning."
>
> - Alberto Camardelli, CIO at SKY Brasil
>
> **Watch the SKY Brasil story**

Moving to the cloud is a decision that affects every part of a business in a big way. To lead the way through the digital unknown, it's helpful to get support from your peers in IT operations, finance, and human resources.

Because they all have different directives, ranging from reducing costs to forecasting to recruiting and retention. The good news is that moving to the cloud can help everyone.

Oracle Cloud Infrastructure. Do more with data.

Discover how the right cloud solution can work for your entire business in our new Cloud Perspectives series.

Explore more

1 "What Is Digital Transformation? A Necessary Disruption," CIO, 2019.

2 A.T. Kearney Report, "Cybersecurity No. 1 Challenge for CXOs, but only 39% Have a Defense Strategy," 2018.

3 Forbes, "The Average Cost of a Data Breach is Highest in the U.S.," 2018.

ORACLE