

Your Guide to **Modern Customer Success**

Achieve real outcomes by overcoming these five cloud challenges

Your Guide to Modern Customer Success

Today's organizations are constantly exploring ways to drive growth and make their businesses more agile, cost-effective, and profitable. To stay competitive, companies are embracing the cloud because of its ability to quickly deploy new functionality, integrate technology, and provide better insights, all with lower investment risk and greater flexibility. The cloud offers the potential to achieve greater outcomes. In fact, Gartner predicts that by 2021, 28 percent of all IT spending will be for cloud-based infrastructure, middleware, application, and business process services.¹

Although more companies are moving to the cloud, their journey isn't simply about a shift in technology. Moving to the cloud also represents a dramatic shift in organizational processes and culture that requires an entirely new mindset. How customers approach and manage this shift—how well they adapt to the pace of change brought on through continuous innovation—can quickly determine their level of long-term success.

¹ Gartner, Forecasts Worldwide Public Cloud Services Revenue to Reach \$260 Billion in 2017, October 12, 2017



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- Gartner

The speed and continuous state of change associated with cloud applications can be disruptive. **Here are a few areas where companies may struggle.**

Process stability and performance

When companies have migrated their most critical business processes and services to a new environment, maintaining service continuity and optimal performance are essential. The cloud introduces an opportunity for customers to access more frequent product innovation through regular release cycles. But if companies are not fully prepared for the releases—if they have not done their due diligence in testing and validation—the ongoing release schedule and product changes that come with innovation can put this stability at risk.

Data governance and security

In an increasingly data-centric world, data governance, security, and regulatory compliance have become high priorities for companies. If they are not vigilant about ensuring data protection through continuous change or are not attentive to maintaining regulatory compliance, companies can find themselves with legal issues, lawsuits, and an adversely affected brand reputation.

Adoption and consumption

It can be difficult for companies to use technology to drive the outcomes they are looking for when the technology is in a constant state of evolution. They can find themselves underperforming against expectations and not realizing the outcomes the company set out to achieve if:

- ✓ They don't maintain a current understanding of the features, functions, and best practices for their adopted technologies
- ✓ They aren't ensuring that employees have the skills and knowledge necessary to stay productive
- ✓ They don't have agile processes that adapt to change





Continuous improvement

The cloud offers an environment purpose-built for continuous improvement. But many companies lack the skills and discipline needed to identify the best improvement opportunities for their needs when faced with continuous change and innovation. From problem and root cause identification to setting and tracking business goals and performance, companies struggle to execute on the right strategies and plans to drive the right outcomes. This often leads to diminished results and frustration.

Organizational change

Being adaptive to change in an ever-evolving world is challenging because it requires a cultural shift. In the cloud, change is continuous and requires ongoing adaptability and resilience. Without the right change management practices in place, companies can struggle to build flexible organizations. They often face resistance, loss of productivity, and employee disengagement.

It pays to look beyond the technology to solve these challenges. A technology solution can only deliver on its full potential when business processes and organizational culture are fully aligned to it. Companies must create robust processes that are agile, and work to build **future-facing, change-ready organizations** that thrive with the innovation opportunities the cloud brings.

A man and a woman are in a server room, looking at a computer monitor. The man is pointing at the screen, and the woman is holding her glasses. The background shows server racks and blue lighting.

Oracle **Customer Success** delivers a suite of **value-added** business advisory services.

Services to Support Success

An experienced advisor who can guide and support the business through the cultural shift needed for long-term success is essential for companies that want to stay ahead and avoid disruption. Oracle Customer Success Business Advisory Services are a suite of value-added services that help ensure alignment and bring the strategic perspective and insight needed for effective transformation. These services center around five value pillars that address the challenges customers face in maximizing their cloud investment.

1) Business Continuity Assurance

Oracle Customer Success Business Advisory Services support improving business stability and performance by helping the business plan for and manage ongoing product releases. For example, the Customer Success Manager works closely with customers to ensure that new updates are understood, received, and tested so that daily processes aren't disrupted. The Customer Success Manager keeps customers informed to minimize surprises and help them stay prepared.

2) Change Management Facilitation

Oracle Customer Success Business Advisory Services help customers to change the hearts and minds of employees and drive support for critical changes. The Customer Success Manager supports customers and guides them in ensuring that the right training and communications are in place for smooth, widespread adoption. And the Customer Success Manager works with customers to build a culture that is agile and innovation-focused by creating peer-to-peer networks, sharing content, and helping the customer maximize on thought-leadership events.

3) Compliance and Governance Facilitation

Oracle Customer Success Business Advisory Services are designed to support the customer in their security and compliance obligations by facilitating security audits and providing access to regulatory compliance resources and release information. With these services, customers can better manage their security and governance obligations.

4) Adoption and Consumption

Oracle Customer Success Business Advisory Services help drive greater adoption and usage of the product, which is an important step toward gaining the maximum return on investment (ROI). The Customer Success Manager works with customers on how to address adoption drift and consumption erosion that can hamper ROI. Through these services, customers also receive best-practice guidance and process reviews to identify opportunities to drive better alignment with the capability of the technology. These services ensure the best possible use of the product to achieve business outcomes.

5) Continuous Improvement and Innovation

Oracle Customer Success Business Advisory Services drive continuous improvement through a thorough success planning process and benchmarking against customers who are using the same technology. The Customer Success Manager identifies emerging best practices, innovations, and ideas—and provides guidance on what customers should use to achieve their goals. These services keep customers aware of what is possible and position them to take advantage of those possibilities.



The Oracle Customer Success Advantage

Customers receive unparalleled results through unique insights, experience, approach, and partnerships.

Customer Success Managers:

- Have visibility into the performance data on Oracle systems and use that data to provide insight and education on how customers should be using the systems. Customers can leverage this insight to avoid risk and drive better, faster results.
- Have the experience to drive business transformations on these specific products. Customer Success Managers are accredited on Oracle products and have been through these changes with countless customers who are working to achieve the same outcomes.

- Are “always on”; they are not bound by a project or statement of work. This means they can stay tightly connected to a customer’s evolution. The cloud is in a constant state of change and reinvention. It pays to have a service that is built with evolution in mind and that is tightly attuned to where a customer is in their journey.
- Are close partners with product development, which provides better alignment between the customer’s strategic plans and the product roadmap. Customer Success Managers give customers the advantage of staying ahead of change—with the power to understand, leverage, and even lead innovation of the product to maximize outcomes.

For customers wanting to get the most out of their cloud investment, it’s important to take an integrated approach that brings technology, business processes, and organizational culture together. To set the right course forward and maintain an optimal path to value, customers need the right insights, experience, plans, and partnerships. Oracle Customer Success Business Advisory Services are the right fit to empower customers to achieve greater results.



Conclusion

The shift to the cloud is well underway for many organizations, and it will only continue to gain momentum. According to Forrester, application modernization and true SaaS-based connected cloud ecosystems are rapidly emerging to turbocharge innovation.

The potential for the cloud to transform business is clear, and organizations in every industry are moving fast to take advantage of it. However, the true benefits of this revolutionary technology lie in a company's ability to drive real business outcomes through deep knowledge and powerful processes. Oracle Customer Success Business Advisory Services can help customers attain this right from the start.

These services empower customers to:

- Target, track, and measure the right strategies that drive business outcomes
- Align resources to help achieve goals
- Quantify, communicate, and promote value to key stakeholders
- Monitor and review critical key performance indicators and business performance
- Deliver guidance on best practices and innovation
- Drive faster, more effective product adoption

Oracle Customer Success Business Advisory Services deliver unparalleled results through its unique insights, approach, and partnerships. With experience driving business transformation on Oracle products, these services offer customers tremendous value no matter where they are on their journey.

“In 2018, cloud computing has indeed become a must-have technology for every enterprise. Cloud is no longer a place to get some cheap servers or storage. It’s not even a single place. Cloud computing is now shorthand for how companies turn amazing ideas into winning software—faster.”²

Dave Bartoletti

Vice President and Principal Analyst
Forrester

² Bartoletti, Dave, Vice President and Principle Analyst, Predictions 2019: Cloud Computing Comes of Age as the Foundation for Enterprise Digital Transformation, November 2018



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