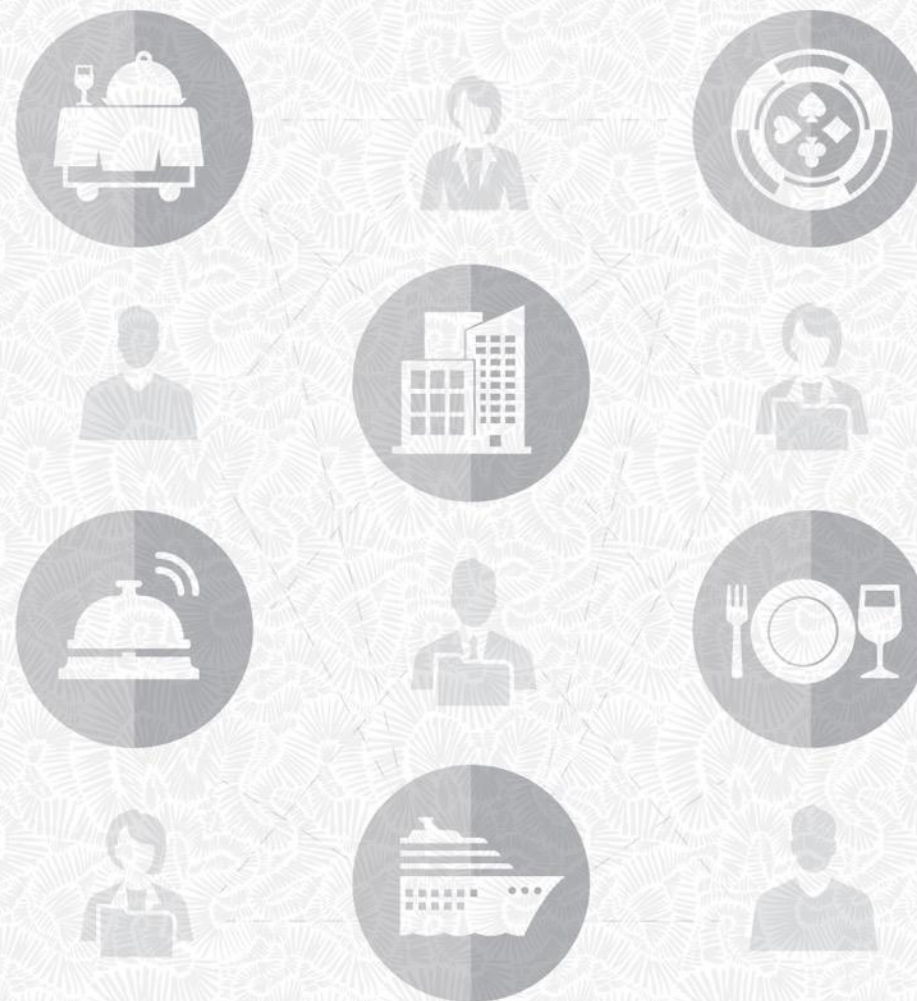


Oracle Hospitality Connect

January 28 – 30, 2020 | San Diego, CA

Diamond sponsor



ORACLE

Diamond sponsor

VISA

Emerging Technologies Driving the Guest Experience

The only constant is change

Carlos Chang
Sr. Product Marketing Director



Safe harbor statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.

Agenda



IoT

25 billion
connected
things by the
year 2021



Blockchain

Blockchain will
generate \$3.1
trillion in new
business value by
2030



Digital Assistants

By 2022, 70% of
white-collar workers
will interact with
conversational
platforms on a daily
basis.

Internet of Things



The **Internet of Things (IoT)** is a system of interrelated computing devices, mechanical and digital machines, objects, animals or people that are provided with unique identifiers (UIDs) and the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction.



Meliá Hotels International

Among The 10 Leading Companies In Spain
For Digital Transformation

- Winner of "The AppTourism Award 2019"



MELIÁ
HOTELS
INTERNATIONAL





Oracle IoT Applications



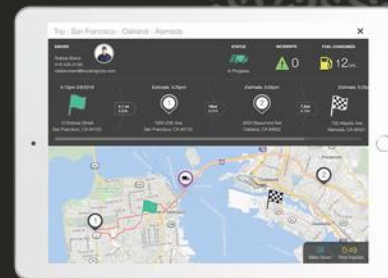
Asset Monitoring

Track, locate, and intelligently monitor your equipment. Understand usage, ensure uptime, optimize costs



Production Monitoring

Real time view of production performance and equipment prognostics; production yield and quality



Fleet Monitoring

Manage fleet operations, optimize cost, improve safety and stay compliant



Connected Worker

Track worker safety with real time visibility in work environments and ensure compliance.



Service Monitoring

Differentiated service experience leveraging asset monitoring for contact centers

Blockchain

Oracle Hospitality Connect

Diamond sponsor **VISA**

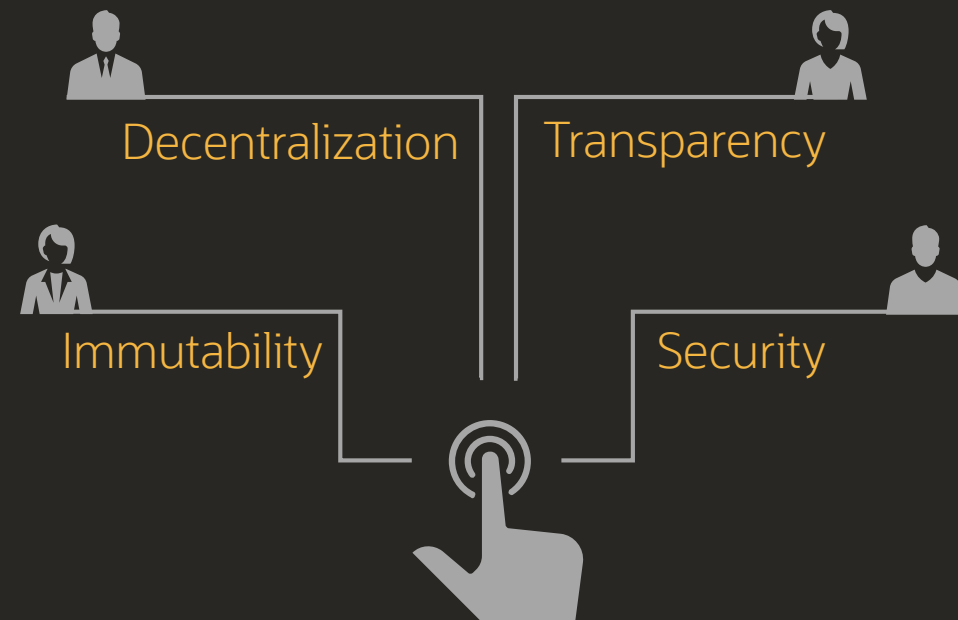




“ The Blockchain is a **decentralized ledger**. In the same way the internet facilitates direct **exchange of information**, Blockchain facilitates direct exchange of value between parties, **without the need for a trusted intermediary**. ”

– Ron Hose, founder of Coins.ph

- Reduce costs
- Improve efficiency
- Fraud controls
- Disruptive potential
- Transparency and security
- No need to rely on a third-party authority



Oracle Blockchain Strategy

Oracle Blockchain Prebuilt Applications



Ready to Go

Helping customers to increase trust and provide agility in transactions across their business networks.

Oracle Blockchain Platform



Ready to build

A fully managed cloud platform for rapid provisioning and simplified administration of Blockchain networks.

hyperledger.org



All mileages in the world

Oracle Blockchain Applications Cloud



Intelligent Track & Trace

Monitor transactions and movement of assets or goods across organizations



Product Lineage & Provenance

Pedigree, Serialization and Genealogy of product components



Cold Chain Monitoring

Comprehensive Track and Trace system for food and pharmaceuticals safety



Warranty & Usage Tracking

Product usage tracking for Rental, Warranty, Service, & Insurance for high-value assets

oracle.com/blockchain



Certified Origins Italia Enhances Supply Chain Traceability and Trust with Oracle Blockchain

Share



Alpha Acid Brewing Merges Blockchain and Beer with Oracle

Share



HealthSync Uses Oracle Blockchain Platform to Power More Intelligent Healthcare

Share



Neurosoft Leverages Oracle Blockchain Platform to Ease Invoice Factoring

Share



Circular Offers Transparency for Mineral Sourcing with Oracle Blockchain Platform

Share



CargoSmart Improves Customers' Operational Efficiency with Oracle

Share

oracle.com/customers



Digital Assistants



The Next Engagement Channel

We need a website!



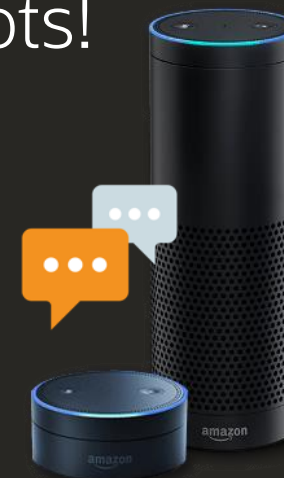
World Wide Web

We need mobile apps!



iPhone Moment

We need chatbots!



Conversational AI

Why Conversational Experiences?



Natural
Conversation



No App to
Download



Available
24/7/365



More
Channels



One
Interface

Digital Assistants for the Enterprise

Customer Service



- High call volume
- Reduce wait times
- Increase satisfaction
- Staffing resources

HCM



- Easier access
- Increase staff productivity
- Automate recruitment and onboarding

ERP/SCM



- Improve access to critical information
- Actionable insights
- Optimize processes and workflow

CRM



- Access to client info
- Increased quota attainment
- Accelerated sales cycles

Enterprise Skills

HCM

- Employee self-service
- Manager Self Service
- Talent recruitment and on-boarding
- Approvals



CX

- Sales
- CPQ
- Service Knowledge
- Service OPA
- Responsys
Help/Support &
Workflow



ERP

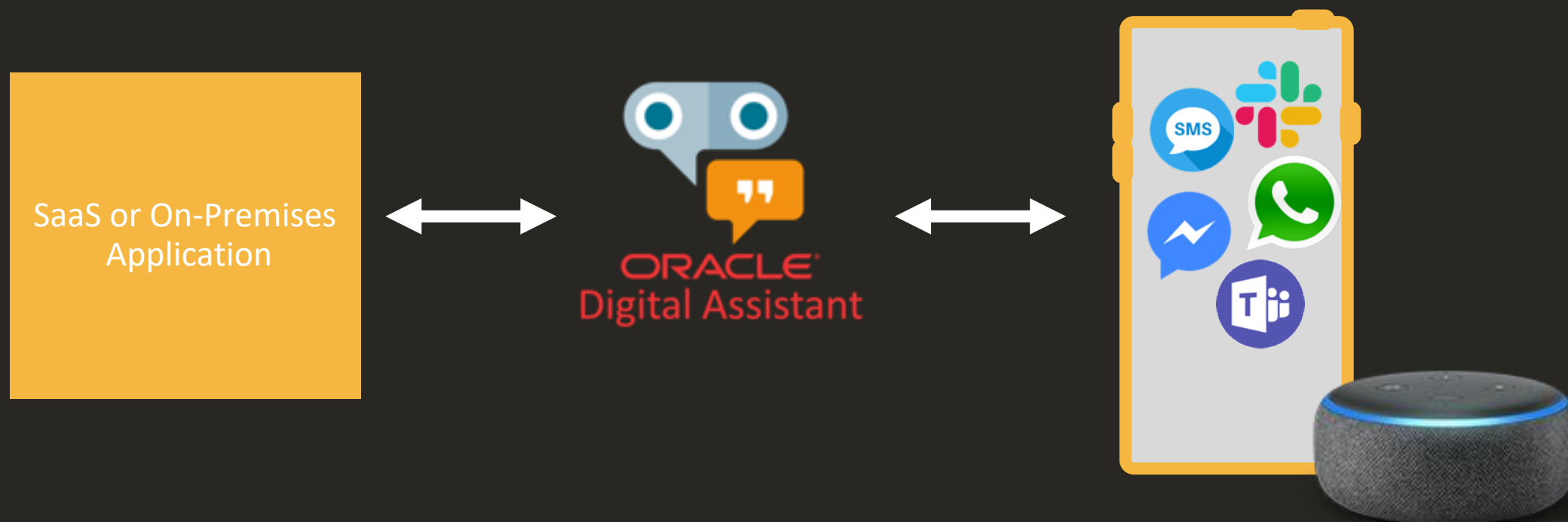
- Expenses
- Project Management
- Procurement
- Time Capture



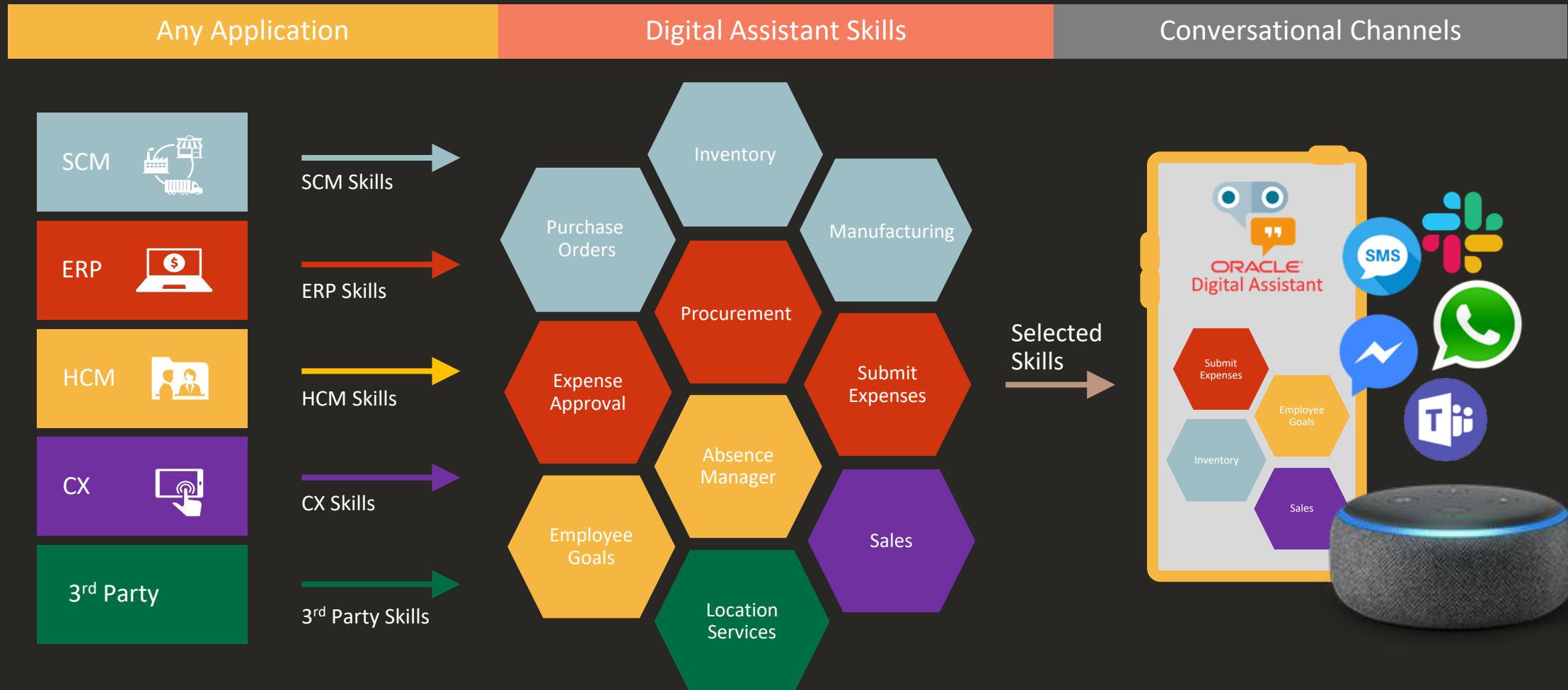
EPM / SCM / OTM

- EPM
- Fin. Consolidation and Close
- Account Reconciliation
- SCM
- Order Management
- OTM
- Shipments Management

One Digital Assistant for Your Business



One Digital Assistant for Your Business



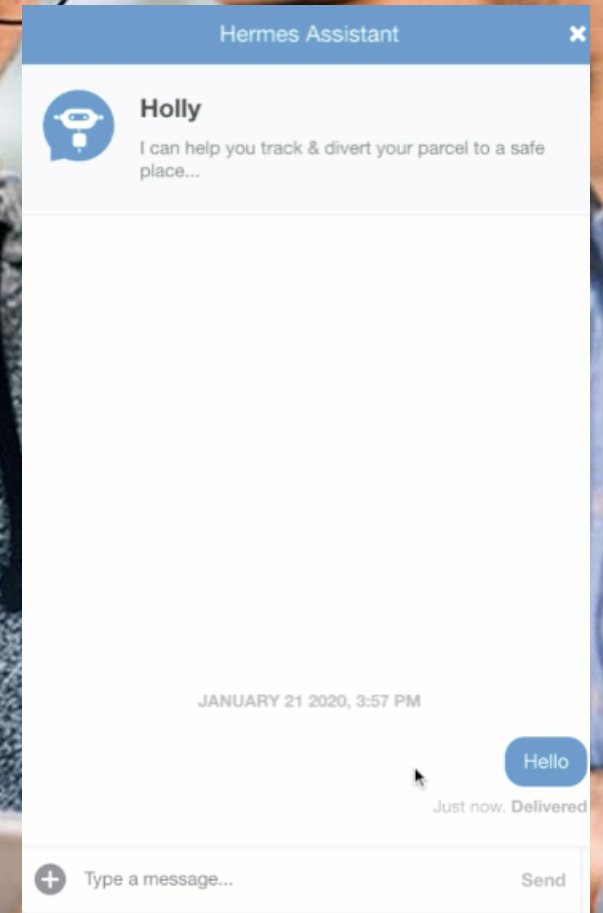
Hermes - Helping Customer While Lowering Costs

- 350 million parcels a year
- Holly helps track and manage parcels
- 40% enquiries managed by Holly
- Time reduced to 3 min on agent calls
- Integrated with Oracle Service Cloud

“The reason we chose Oracle is because of the ease and secure integration between the chatbot and our backend systems. The bot now handles more than 40% of contacts. We had high expectations but never dreamt of getting such an impressive rate so early! It's a better customer experience and while at the same time, frees up internal resources.”

Craig Boothe

Head of Enterprise Applications, Hermes





Oracle's AI Powered Voice



Siri, Alexa, Google...why another voice?

Privacy



General Data Protection Regulation (GDPR) and Personally Identifiable Information (PII) compliance. Customers have full control of their data

Security



Beyond firewalls and encryption. Security that is proliferated and federated across enterprise backend systems, offering granular access and security options

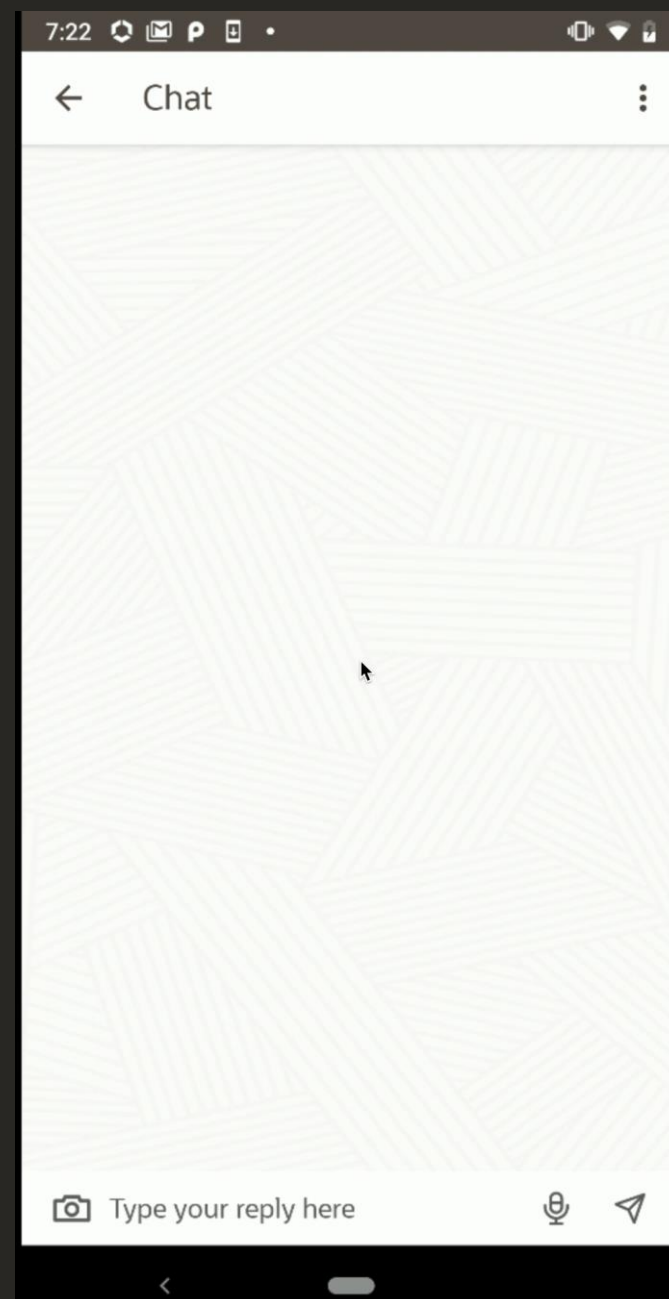
Enterprise



Support for industry specific terminology that is unique context to various industries



Voice demo using
CRM terminology
in complex requests



Summary

Internet of Things
oracle.com/iot

Blockchain
oracle.com/blockchain

Digital Assistant
oracle.com/da

ERP

CRM

SCM

HCM

CX

Enterprise Ecosystem of Applications

Thank you

oracle.com/iot

oracle.com/blockchain

oracle.com/da



ORACLE