



# Oracle Helping Its Customers to Make a Difference

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Putting the world on a better path forward.

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## PURPOSE STATEMENT

This document provides an overview of Oracle customers' contributions to the public good through the use of Oracle technologies. It addresses what Oracle's customers are doing with our technologies to give back to their communities.

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## USING TECHNOLOGY TO BUILD A BETTER FUTURE

Technology has long played a critical role in advances in key domains ranging from agriculture to manufacturing to medicine to communication. Now, more than ever, technology has the potential to play a pivotal role to put our planet—and the global population that inhabits it—on a better path forward. The [United Nations Sustainable Development Goals](#) identify some of the most critical areas that need to be addressed in order to achieve this, including addressing food insecurity, improving health and well-being, combating climate change, fostering economic growth, reducing inequalities, and increasing access to quality education.

Existing software and hardware technologies—most of which are now available as-a-service—have underpinned immense improvements in the realms of innovation, access to technology, operational efficiencies, and reporting transparency just to name a few. These advances have fundamentally taken place across all sectors and geographies. Yet, as it stands 1 out of 8 people globally live in poverty, one-third of all food is wasted or lost, 263 million people under 18 cannot access education, and over one billion people live without electricity each year.<sup>1</sup> So while significant progress has been made, a significant need remains to effectively address and mitigate these issues by leveraging existing technologies.

In addition, disruptive new technologies such as the Internet of Things (IoT), artificial intelligence (AI), big data, and blockchain are driving unprecedented environmental, societal, and business innovation by supporting holistic decision-making and groundbreaking research. Thriving startup communities are leveraging these technologies to deliver new solutions—and, in many cases, to build entirely new business models. Additionally, these technologies have started contributing significantly to improving societal health, enabling energy efficiency, and building sustainable communities. For example, using AI, researchers have been able to capture a greater portion of incoming wind by optimally positioning wind turbines, resulting in a 20% boost in value. Furthermore, these advanced technologies have been used to diagnose and treat diseases, generating results on par with or better than the diagnoses of medical professionals.<sup>2</sup> Furthermore, disaster management and environmental alerts are now more accurate than ever before, allowing communities to better predict, manage, and prepare for emergencies and disasters before they occur. Using the power of IoT, AI, and big data, we have taken the opportunity to build a better future by improving the lives of those who need it most.

This whitepaper will focus on how Oracle is helping its customers make a difference, specifically supporting improvements in the well-being of communities, scientific research, environment, education, and healthcare.

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<sup>1</sup>[Uniting to Deliver Technology for The Global Goals](#)

<sup>2</sup>[AI & The Sustainable Development Goals: The State of Play](#)

## COMMUNITY



Save the Children, India

Communities flourish when a myriad of stakeholders invests their time, resources, and passion in them. As a result, it is important to give back whenever we can in order to build and sustain strong communities that are supportive of one another and allow for societal advancement and well-being. Oracle's technologies are being used by numerous purpose-driven customers to help give back to their communities in order to accomplish this.

**Industries for the Blind and Visually Impaired Creates Jobs for the Blind**

Oracle customer [Industries for the Blind and Visually Impaired](#) (IBVI) has taken action to improve the livelihoods of those with visual impairment within their communities. IBVI's objective is to create a wider range of job opportunities that can be fulfilled by the blind community. Originally, most of the available jobs to this community were exclusively related to manufacturing and assembly. Since implementing the new Oracle Cloud Applications system, which allows for compatibility with accessibility tools such as text-to-speech, 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 Enterprise Resource Planning](#) (ERP) Cloud to enter and track orders with ease. As a result of Oracle's technologies, IBVI was able to present extensive job opportunities to those in need within their communities.

## Save the Children, India Recruits Relief Workers to Manage Natural Disasters

[Save The Children, India](#) has made extensive efforts to support communities in India using Oracle technology such as [Human Capital Management](#) (HCM) and ERP. Using HCM, Save The Children recruits relief workers to help manage natural disasters, such as earthquakes, floods, and cyclones. The humanitarian agency relies on HCM to attract and cultivate workers who live out of a backpack, spend long months away from home, and work in extremely challenging, even dangerous conditions. In addition, Save The Children uses Oracle ERP to track financial data in real time, allowing them to accurately report exactly where donations are going. Leveraging the benefits of Oracle's planning tools and applications, Save The Children is able to efficiently operate in conditions where it matters most.

## Turning Point Improves Lives of Those Suffering from Illness and Addiction

Oracle's technologies are used to treat community members who suffer from illness and/or addiction in their lives. [Turning Point](#), a leading social enterprise in the United Kingdom, has helped 100,000 people battle drug addiction, work with their learning disabilities and mental illnesses, and transition back into society after incarceration. Using [Oracle CX](#), Turning Point builds online summaries for clients that contain their medical conditions, treatment records, and prescription and street drug use, so that medical personnel can immediately diagnose a problem, whether the client is visiting its clinic or living on the streets. Turning Point staffers can access these records from an internet-enabled emergency van they use to respond to police calls for their help. Providing swifter access to treatment, [Oracle Intelligent Advisor](#) matches patients with appropriate resources and the right programs for substance abuse treatment.

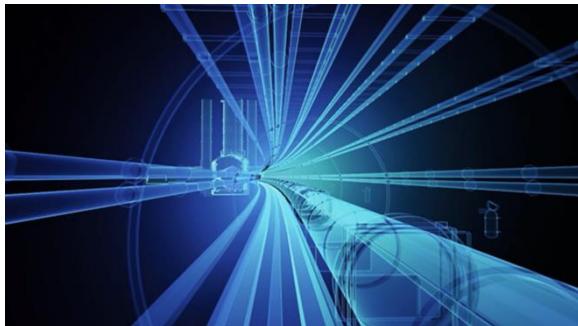
## Forth Smart Connects Rural Economies Using Oracle Cloud

[Forth Smart](#) has created banking kiosks throughout rural Thailand to help connect its community. These kiosks started as a way to let people use cash and coins to top off prepaid mobile phones and transfer funds, but they now offer a greatly expanded number of services and e-banking functions. Forth Smart uses [Oracle Autonomous Database](#) and [Oracle Analytics](#) to improve operations and test new offers in its fleet of kiosks, bringing electronic banking to Thailand's rural areas.

*“Before our kiosks were available, people would have to travel from their villages to transfer money to relatives in times of need.” — **Pawarit (Taa) Ruengsksilp, Business Development Analyst, Forth Smart***

Using Oracle technologies, purpose-driven companies are able to give back to communities more so than ever before. Due to recent technological advancement, Oracle's customers are able to accomplish their tasks even more efficiently and, in turn, the communities they support are reaping those benefits more quickly. As a result, communities all over the world are experiencing greater job availability, better mental health, decreased emergency response times, and more.

## SCIENTIFIC RESEARCH



Every day, new ground-breaking discoveries are being made through the power of the world's latest technologies. Throughout its history, Oracle has worked with research companies by providing them with technologies that allow them to achieve and surpass their goals. As a result of these technologies, scientific research institutions have been able to push the boundaries of their work and deliver advancements at an unprecedented pace.

CERN

### Woolcock Researchers Tap Oracle Cloud to Treat Insomnia

Oracle's research partner [Woolcock](#) Institute of Medical Research has put technologies such as [Oracle Autonomous Data Warehouse](#) (OADW) and [OCI](#) to great use. Using OADW and OCI, Woolcock has made several advancements regarding the research and treatment behind insomnia. Typically, it takes Woolcock's researchers weeks, or sometimes even months, to process research data. However, now, with that data integrated in OADW, researchers can visualize it in different ways, come up with new ideas, and then literally click buttons to manage the machine learning and explore different models, yielding answers almost immediately. With OCI/OADW and the power of machine learning, Woolcock researchers are able to integrate, process, and analyze billions of data points on the brain signals of individual insomnia patients. As a result, research regarding insomnia has evolved substantially, helping those who endure the sleep disorder receive greater care and treatment at much faster rates.

### Oracle Cloud Helps CERN Explore Our Universe

In addition to medical research, Oracle has partnered with [CERN](#), the European Laboratory for Particle Physics, to provide the database power necessary to operate the world's largest and most powerful particle accelerator. CERN has proven that Oracle Cloud can integrate within the Worldwide Large Hadron Collider Computing Grid with up to 10,000 cores on Oracle Cloud Infrastructure. On top of this, CERN is also working with Oracle Autonomous Data Warehouse to improve the operational efficiency of the control IoT. As researchers look beyond the Standard Model of physics, exploring dark matter and dark energy, CERN is investigating Oracle Autonomous Database and Oracle Cloud Infrastructure to help scale its operations to the unprecedented levels its research will require, expanding discovery day by day.

### The World Bee Project Uses Oracle Cloud to Study Bee Behavior

Pollinator populations are on the decline, threatening our global food supply and biodiversity. [The World Bee Project](#) uses Oracle Cloud to study bee behavior through sound acoustics to help uncover health threats and help save them. They are learning how habitat loss, single crop farming, and pesticides affect the bee population. The World Bee Project generates masses of important data using AI, data visualizations, and analytics to identify patterns, trends, and correlations. This data is then shared with scientists, governments, NGOs, and farmers to help save these critical pollinators.

## ELEM Biotech Creates a Virtual You on Oracle Cloud

[ELEM Biotech](#) has used Oracle technologies, such as [Oracle Cloud Infrastructure \(OCI\)](#), to power its research regarding the production of digital human clones. It sounds strange, however the research opportunities that arise from digital human construction are vast. With digital human cloning, the “virtual human” can be used to analyze virtual populations in clinical trials, reducing the need to use people and animals. Additionally, researchers can quickly fine-tune simulations to best match a specific patient’s conditions to save more lives faster. For example, researchers can test a pacemaker on a virtual heart that has all the physiological and anatomical characteristics that are relevant to an actual patient, or the cardiac safety of any drug, such as those administered in COVID-19 treatment. While the benefits seem expansive, the computing power to undergo these ventures is very demanding. In order to achieve their ambitious goals, Oracle has provided ELEM with the necessary computing power through OCI. As a result, ELEM has been able to develop and optimize virtual simulations for personalized patient care, allowing for extensive human care and research.

## Movember Funds Cancer Research with Oracle Cloud

Many technologies have helped research companies progress their campaigns and research over time. An example is the nonprofit [Movember](#) who invites participants to grow a mustache and other challenges throughout the month of November. Movember runs personalized global marketing campaigns using [Oracle CX Marketing](#), generating millions in donations for men’s cancer. In its first campaign using Oracle CX Marketing, Movember saw a 40% increase in participants who re-committed to growing mustaches, and the number of donations received from email rose 48%. In the 2018 campaign, Movember raised more than AU\$100 million globally. Additionally, using Oracle CX Marketing to create just one intelligent campaign template for an email campaign saves hundreds of work hours.

Within society, scientific research has allowed us to pursue and discover unknowns that move us forward across limitless fields of study. However, the level of technology required to undergo some of these ventures closely scales with the difficulty of the task at hand. As a result, technology must continue to advance if we aim to continue the pursuit of discovery. With Oracle technologies, research institutions have the power they need to accomplish their tasks and make groundbreaking discoveries efficiently and seamlessly.

## ENVIRONMENT



Everyday customers use Oracle’s technologies to help strengthen communities to build a better future. Some of the most critical customers that Oracle works with are dedicated to implementing business solutions that improve their environmental performance. Whether building more sustainable products, delivering more environmentally-friendly services, or making more informed business decisions, Oracle customers are making a difference.

*d.light*

## d.light Empowers the Underprivileged with Solar Power

In 2006, [d.light](#) set out to provide renewable energy to the world’s most disadvantaged people with its inexpensive, highly durable, solar-powered lamps. The company’s pay-as-you-go model—whereby customers make micropayments daily or weekly, then keep the technology once it’s paid off—made rapid data collection and accurate analysis a high priority. [d.light](#) has used [Oracle Autonomous Database](#) to better improve their query efficiency, helping them to study and provide solar energy, thereby improving more than 100 million lives in 70 countries.

*“Our goal is for people across the globe, regardless of their income level, to be able and happy to transition to renewable energy.” — **Sam Goldman, President and Cofounder, d.light***

## Retraced Uses Oracle Cloud to Keep Ethical Sourcing in Fashion

Customers are using [Oracle Blockchain](#) and [Oracle Autonomous Database](#) (OAD) technologies to deliver more environmentally sustainable products and services. [Retraced](#) has used Oracle Blockchain and OAD to develop a supply-chain transparency application to help apparel, footwear, jewelry, and other fashion brands show customers that their products are ethically and sustainably sourced.

## Certified Origins Italia Enhances Supply Chain Traceability and Trust

[Certified Origins Italia](#) has made use of Oracle's Blockchain technologies to track shipments of extra virgin olive oil from their bottling facility in Italy to the ports of arrival in the United States. Oracle's Blockchain platform easily integrates with their partners' systems and allows them to create smart contracts between supply and distribution actors, ultimately reducing their carbon footprint and costs.

## AgroScout Offers Sustainable AI Agronomy on Oracle Cloud

[AgroScout](#)'s machine-learning algorithms use Oracle Cloud to analyze drone-captured images of farm fields. By knowing which pests and diseases to treat, growers can save money, improve yields, and feed more people. This is environmentally significant as farmers lose 20% to 40% of their crops to pests and diseases, the United Nations' Food and Agriculture Organization reports.

*"We're on a journey that's about food security." — **Simcha Shore, CEO and Founder, AgroScout***

## Unilever Cuts CO<sub>2</sub> Emissions and Drives Sustainability in Their Logistics

Oracle customers have also built more sustainable logistics operations using the [Oracle Transportation Management](#) (OTM) platform. Using OTM, [Unilever North America](#) has optimized its supply chain with the goal of streamlining shipping, improving communication with providers, and helping reduce CO<sub>2</sub> emissions. As a result, Unilever's informed transport and supply-chain decisions have allowed for lower fuel consumption, carbon footprint, and costs across its operations.

## GreenGo Launches an Environmentally Friendly App-Based Service for E-Cars

GreenGo offers an environmentally friendly, app-based service that tracks 300 e-cars covering 75 square kilometers in downtown Budapest, the Hungarian capital. Recently, the company expanded to the Czech capital of Prague. It launched a fleet of 100 e-cars and ramped up in the first months to double that number. GreenGo turned to Oracle Cloud Infrastructure's on-demand, scalable compute and storage capacity. Upgraded processing power and redundant resources have helped the company eliminate system outages and prepare for geographic expansion. This expansion of car sharing and mobility applications has transformed the everyday and corporate use of cars.

*"We want to create a community where people feel responsible for their environment and are willing to change their behavior for the sake of their future and others." — **Bálint Michaletzky, Managing Partner, GreenGo***

For the benefit of the health of the planet and well-being of future generations, it is critical to protect our natural resources. With Oracle technologies, companies across the world are able to improve their environmental performance by reducing their carbon footprints, minimizing waste, and optimizing the use of natural resources across the value chain.

## EDUCATION



Education is a key driver in empowering and enlightening future generations. Oracle works with many customers who provide education to their communities, allowing people to grow and develop as individuals. Oracle's technologies have allowed for schools to create better and more accessible learning environments for their students.

Sharda University

### Universidad de la Sabana Provides Students Personalized Online Experience

Using [Oracle Cloud Infrastructure](#) and [Oracle Planning and Budgeting Cloud Service](#), Oracle's customer [Universidad de la Sabana](#) has been able to provide students with a personalized online education experience. In order to give students a more personalized enrollment experience and lower its costs, the university moved all its operations to digital, online processes—including mobile registration for its course offerings, class assignments, academic counseling, and job skills training programs. The university chose a suite of Oracle's [PeopleSoft](#) applications tailored for higher education, running on Oracle Cloud Infrastructure. Oracle Cloud Infrastructure's pay-for-use model brought significant savings, since the university could ramp up for two big bursts of demand for registrations, and ramp down at other times of the year, allowing for greater efficiency.

With the university's previous legacy systems infrastructure and applications, students wishing to enroll in a class had to do so manually and in person, which could take 20 minutes or more. Today it takes less than two minutes for students to enroll in courses that match their interests and career objectives.

### Sharda University Enhances Its Analytical Capabilities

Using [Oracle Cloud Infrastructure](#), [Oracle Autonomous Database](#), and [Oracle Analytics](#), [Sharda University](#) has further enhanced its analytical capabilities. The Delhi-based Sharda University opened its machine-learning capabilities in its Oracle Cloud Infrastructure to allow students to bring sophisticated data analysis to their own projects. Using Oracle Autonomous Database, Sharda has allowed its students to further analyze their own projects, furthering their research and discoveries through analytics. Sharda underwent this transition to help prepare students to succeed in a world where digital business is the norm. Using these technologies, Sharda is not only imparting education to students, but is also helping strengthen communities and empowering the underprivileged.

*"Sharda is not only imparting education to students but also helping them play a role in paying back our society and bringing up the underprivileged." — **Divesh Kamboj, Vice President of IT, Sharda University***

### MouMou Delivers a Digital Learning Experience to its South Korean Students

Oracle Customer [MouMou](#) has recently taken action to improve the educational experience for students in South Korea. Using [Oracle Database Appliance](#) and [Oracle Database 12c](#), MouMou has delivered fast and reliable digital learning environments. Using these online environments, MouMou has enabled more than 30,000 students to learn English anytime, anywhere. Additionally, the maintenance cost to sustain this new infrastructure has been lowered, allowing for funding to be reallocated elsewhere such as staffing and improved education programs. On top of this, the global network of this infrastructure allows for a global reach, resulting in students across the world having access to MouMou's educational program. Using Oracle Database Appliance and Oracle Database 12c, MouMou has delivered a seamless digital learning experience to students around the world.

Education has always played a large factor in societal growth and achievement. As a result, it is important to improve its tools and accessibility whenever possible. Oracle's customers in the education sector have taken initiative to further enhance their environments by improving the learning experience for their students and their well-being.

## HEALTHCARE



Sejong Hospital

Everyday customers are using Oracle's technologies to help strengthen communities and build a better future. Some of the most critical customers that Oracle works with are within the healthcare industry. Oracle's healthcare customers have taken action with Oracle technologies to improve their discoveries, procedures, and operations across the world.

### Sensa Analytics Speeds Healthcare Data Insights with Oracle Cloud

Using [Oracle Autonomous Database](#) (OAD), Oracle customers have been able to use data visualizations, machine learning, and run queries against billion-row tables to efficiently accomplish their analyses and benefit public health. One example of this is the Oracle customer [Sensa Analytics](#). Using OAD, Sensa Analytics has accelerated their time to market with zero administration needed. Thanks to OAD, Sensa Analytics has increased the efficiency of acquiring and analyzing patient data regarding COVID-19. OAD has also allowed organizations like [Sejong Hospital](#) to make more informed decisions for its patients, including children with congenital heart disease.

### Outsourcing Group Manages Employee Health Data in Oracle Cloud

Oracle customers have also been able to put both [Oracle Analytics Cloud](#) and [Oracle Data Visualization](#) to great use. [Outsourcing Business Service](#) has been able to use these technologies to provide better service to their staff. Outsourcing Business Service uses these Oracle tools to analyze the work-life balance of its employees, helping identify potential problems before they arise. With Oracle Analytics Cloud and Data Visualization, Outsourcing Business Service has the ability to create an easy-to-read UI that allows staff members to analyze their health data with little-to-no analytical skills needed. As a result, Outsourcing Business Service has seen a boost to employee health across all 30 of its business divisions, as employees are now able to easily intervene sooner rather than later regarding health issues.

### Providence St. Joseph Health Simplifies with Oracle Cloud

Oracle's resource management applications, such as [Oracle Human Capital Management](#) (HCM) and [Oracle Enterprise Resource Planning](#) (ERP) have allowed its customers to improve healthcare outcomes by optimized planning. Over the past year, Oracle customer [Providence St. Joseph Health](#), one of the largest healthcare systems in the United States, has put these technologies to great use. Thanks to Oracle ERP and HCM, St. Joseph Health is able to deliver richer data insights, improve the end user experience, and provide the health system with access to a steady drumbeat of new capabilities and features.

### Oracle Cloud Helps National Pharmacies Put Members First

With [Oracle Cloud Infrastructure](#) (OCI), [National Pharmacies](#) has been able to operate efficiently by having the compute power necessary to achieve their daily goals while also putting more resources towards innovation. For example, National Pharmacies has used the power of OCI to scale its testing operations from 1,000 to 100,000 people with ease. Pharmacists can now instantly call up all of a patient's prescription information, allowing them to focus the conversation on a patient's needs rather than on medical history details.

### Oracle Cloud Helps CARE Streamline Operations

CARE is a leading humanitarian organization, fighting global poverty by driving community-based efforts to improve basic education, helping prevent the spread of HIV, increasing access to clean water and sanitation, providing emergency aid, expanding economic opportunity, and protecting natural resources in more than 90 countries. This global nonprofit uses Oracle Cloud Infrastructure compute and storage services to improve lives in 100 countries.



*“In Bihar, India, there are over 110 million people. In 2005, only 39 people a month were accessing public health facilities. Fast-forward to 2018, and that’s now 10,000 people a month.” — **Charu Goyle, Associate Vice President, CARE USA***

The healthcare industry has long been hampered by a lack of technology due to the inability to keep up with the industry's demand. Oracle is able to provide these technologies in multiple forms, allowing companies to find ways to better manage and optimize their projects across a broad range of categories. Using technologies such as OCI, HCM, ERP, OAD, Data Visualization and Cloud Analytics, Oracle customers have been able to not only achieve their goals, but even surpass them while being more efficient in the process. Oracle technologies have helped its healthcare customers deliver better services, resulting in improved overall patient health and satisfaction.

## CONCLUSION

Through the use of Oracle technologies, Oracle's customers are able to enhance their impact on the world's overall well-being. In order to maintain this impact over time, Oracle is supplying state of the art equipment to its customers as needed. Since Oracle's product catalogue is vast and diverse, ranging from data visualization tools to resource management programs, Oracle is able to provide its customers with specific technologies that allow them to achieve their commercial and philanthropic goals. Whether it be for the community, science research, the environment, education, or healthcare, Oracle customers are empowered to give back to society through their newfound capabilities that lie within their technology. As a result, Oracle customers have taken advantage of this encouragement and opportunity by creating a lasting positive impact on both industries and communities throughout the world.

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Author: Vincent Ferraiuolo

Contributing Authors: Evelyn Neumayr

