

PROFESSIONAL SERVICES

# Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead



# Professional services

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Whether you're a consulting business, accounting firm, law firm, staffing provider, or other services provider, you must exceed client expectations every time, everywhere. Improve operations and scale globally by connecting people, operations, finance, and additional lines of business to better understand client needs, identify growth opportunities, increase profitability, improve efficiency, and reduce costs.

# Key imperatives for professional services firms

- 1 Put people first.
- 2 Build a great reputation through great client experiences.
- 3 Do more with less.
- 4 Evolve beyond the day-to-day to innovate for what's next.

# Forces shaping the professional services industry

## INDUSTRY CHALLENGES

### People

A skills shortage, the rise of AI, and lifestyle flexibility demands make it difficult to attract and retain the next generation of talent.

### Client engagement

Firms struggle with competitive differentiation and client engagement.

### Knowing where you make and lose money

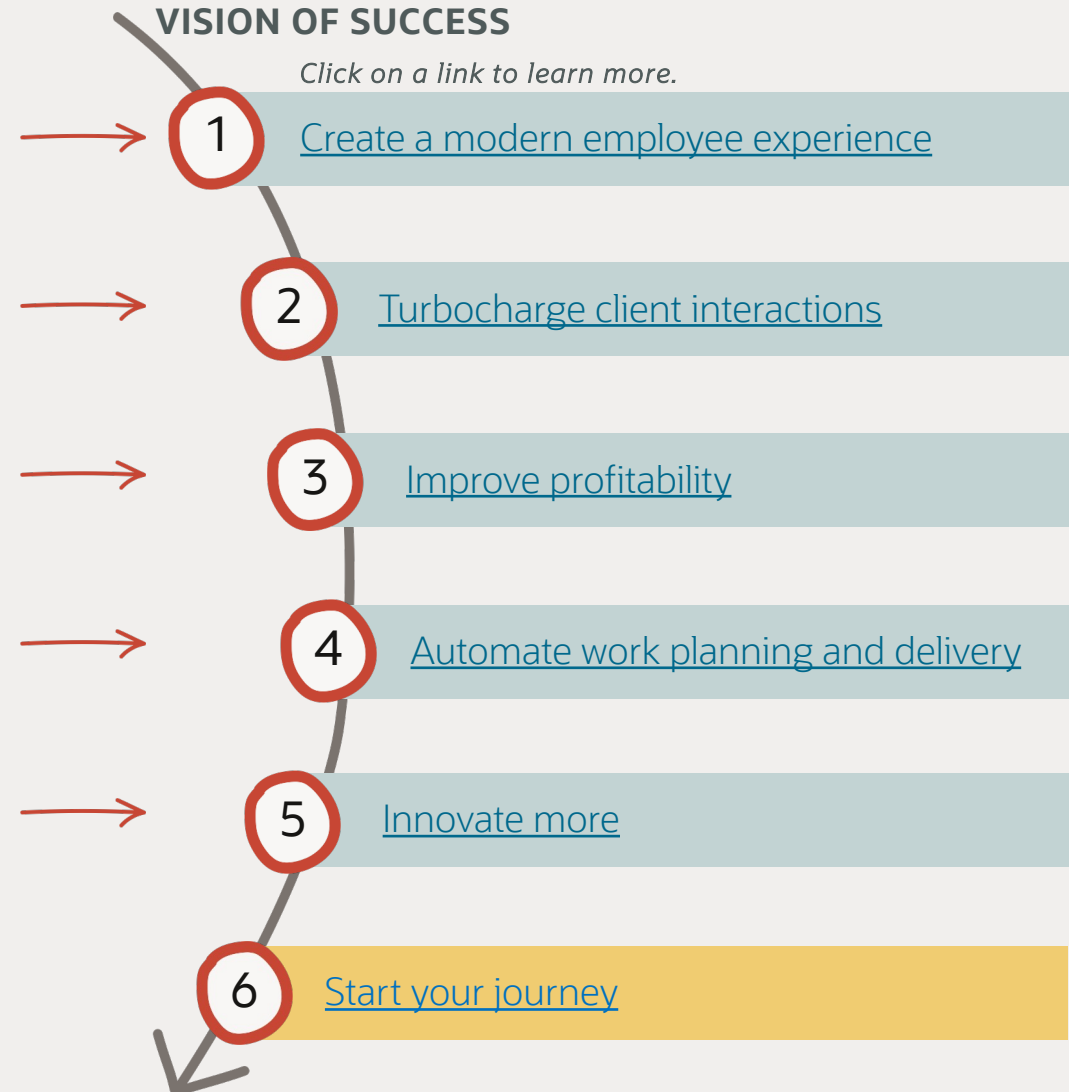
Professional services firms face ever-growing demands from their clients to deliver increased value faster and provide a clear return on their investment.

### Resource and project management woes

Data silos between people and projects make it difficult to manage and achieve expectations.

### Innovation

Firms have difficulty balancing innovation with the day-to-day of selling and delivering projects.



# 1: Create a modern employee experience

Transform culture and the employee experience. Align the right people to projects for the best outcomes.

## Recommended actions

- Build global consistency at every stage of the employee lifecycle.
- Enhance the employee experience, including work-life balance and assignments to the right projects.
- Use data to identify critical roles to drive business value.

## How to get started

- Identify sources of employee turnover.
- Leverage data and analytics for informed decision-making in hiring, promotions, and project resourcing decisions.
- Prioritize employee retention by fostering a corporate culture that aligns with the values and work-life balance needs of workers.

## Oracle capabilities enabling strategic goals

Optimized incentive compensation

Resource and project planning

Optimized talent retention



## 2: Turbocharge client interactions

Efficiently access your target market, track omnichannel engagement, enable AI responses to internal and external inquiries, turbocharge client service, and closely manage discounting and margins.

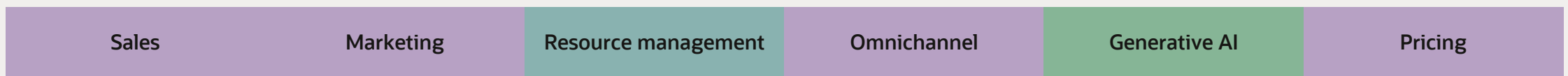
### Recommended actions

- Create a cohesive client experience that spans all channels.
- Use generative AI to hyperpersonalize client interactions in all channels.
- Improve targeting and management of client opportunities and profitability.

### How to get started

- Identify disparate sources of client, product, and project data.
- Collect data about discounts and pricing.
- Learn about AI possibilities.

### Oracle capabilities enabling strategic goals



## 3: Improve profitably

Refine processes for greater project profitability. Focus on efficient execution and advanced analytics that show where you're making and losing money.

### Recommended actions

- Invest in modernizing your technology stack with a real-time, connected cloud.
- Get granular about profit margins and business results.
- Manage your people to think differently about the holistic costs of running the business—and give them tools for actionable insights.

### How to get started

- Analyze resource and project data.
- Use predictive analytics to help improve profitability and forecasting.
- Gather key pieces of data that show real profitability—such as projects, people, procurement, time tracking data, expenses, supplies, and more.
- Learn how AI can drive efficiency and optimization.

### Oracle capabilities enabling strategic goals



## 4: Automate work planning and delivery

Connect data—on people, projects, finance, marketing, and sales—that enables smarter project management, people management, better efficiency, and improved client outcomes.

### Recommended actions

- Improve short- and long-range planning and budgeting.
- Model scenarios.
- Forecast resourcing needs more accurately and better adapt available resources to changing and forecasted project needs.
- Track and enhance skills for better outcomes.

### How to get started

- Get a sense of your key data sources about projects and people to silos and redundancies.
- Determine the right KPIs to determine the success of your project.
- Look to modernize and simplify your tech stack.

### Oracle capabilities enabling strategic goals





## 5: Innovate more

Invest in technology that eases collaboration and gives employees more time to innovate.

### Recommended actions

- Use generative AI to help improve efficiency and free up time for innovation and idea generation.
- Reward innovation for both internal and external improvements.
- Strike the right balance of talent to provide creative thinking in addition to solid execution.

### How to get started

- Look to remove cultural and technological barriers to innovation.
- Use analytics to identify areas for innovation, based on internal processes and customer insights.

### Oracle capabilities enabling strategic goals



# Internal questions to get going

## Data

Are we able to accurately connect resource and profit data with client promises, proposals, and pricing?

Do we understand how to implement successful change management procedures?

Are we able to manage data securely and comply with regulations?

## People

Do our associates feel like they're working with modern technology?

What kind of upskilling will our teams need to administer and adopt cloud technology?

Can we risk losing our top talent to other firms with more modern technology?

Which teams do we foresee being the hardest to enable? The fastest?

## Finance and planning modernization

What kind of analytics and insights do we need on day one of going live?

Do we have a clear understanding of our financial situation, including granular profitability analysis?

Are we able to accurately measure product and customer profitability?

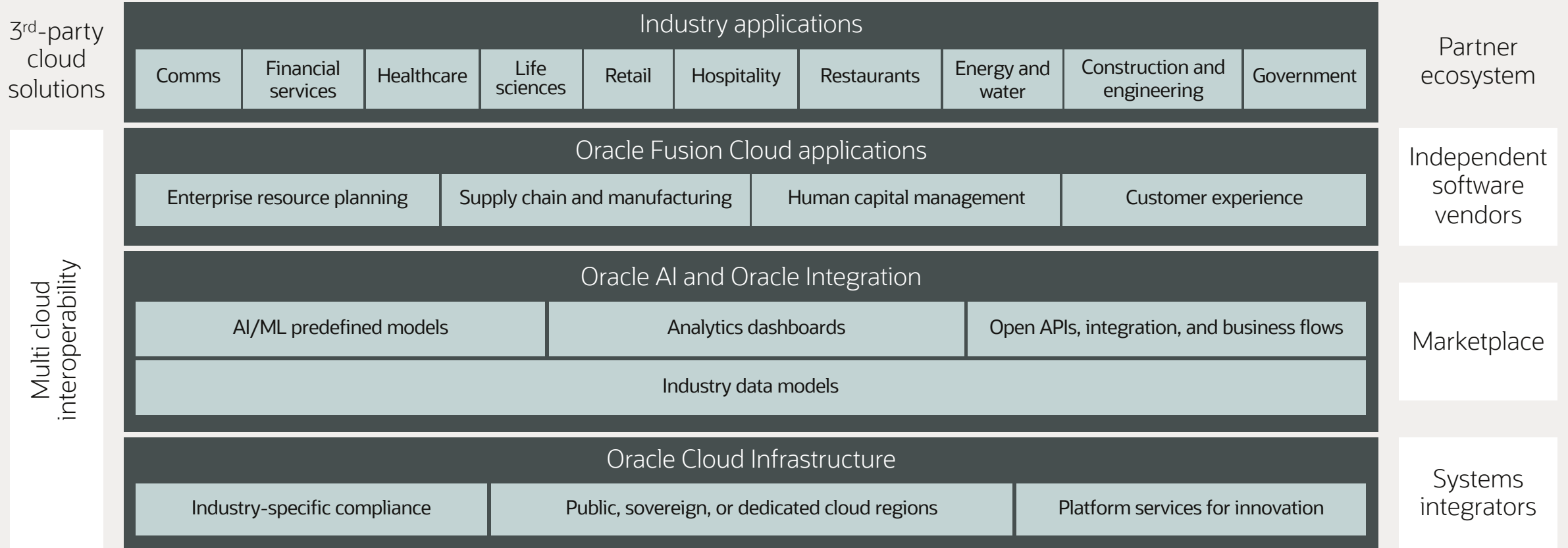
## System architecture and consolidation

Are IT silos hindering our results?

Do we have the right technology stack for evolving business needs?



# Oracle solutions for every industry



# Why Oracle?

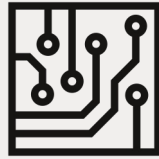


## Complete suite

Best-of-breed apps designed and built based on customer needs—with AI throughout.

Finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics that are built to work together.

New features each quarter.



## Best cloud technology

Next-generation cloud infrastructure with the performance, security, and availability to run your mission-critical operations.

Cloud regions worldwide for commercial and government needs.



## Award-winning design

An award-winning consumer-grade user experience built with the Oracle Redwood design system.

The same tools for all developers to easily personalize, extend, and build applications.

Self-learning and self-improving applications.

# Extensive partner and ISV ecosystem

**+20,000**  
partners and ISVs

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**Deloitte.**

  
**pwc**

 **cohere**

 **Palantir**

 **Red Hat**

 **THOMSON REUTERS®**

  
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**aws**  


 **Google Cloud**

 **Azure**

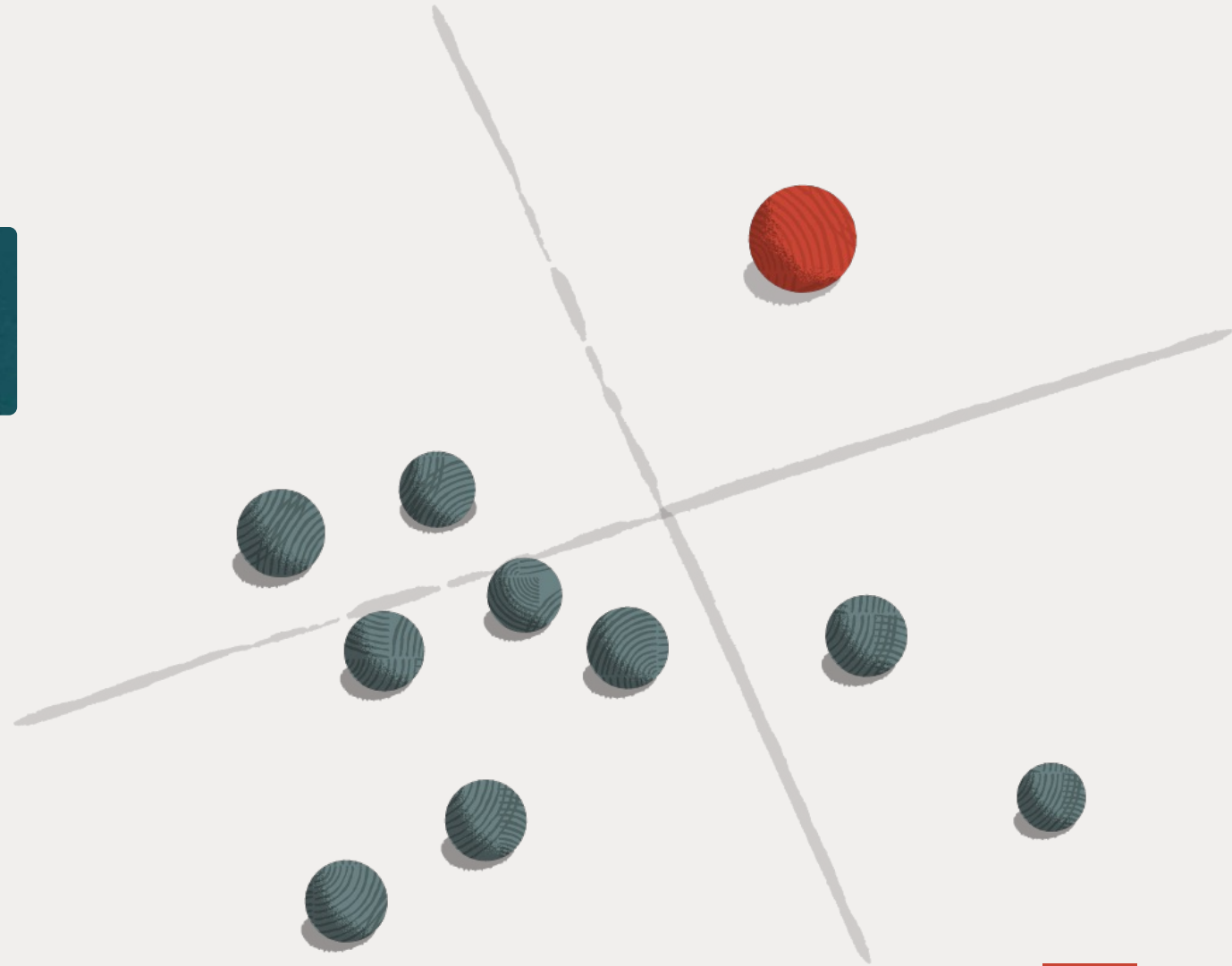
  
**NVIDIA®**

# More industry and leadership awards than any other SaaS company

ERP	SCM	HCM	CX
28	10	8	22

Gartner, Forrester, IDC, Omdia

Number of times top-tier analyst firms placed Oracle in a leadership position over the last 36 months





# Thank you



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