

ORACLE®
Small and Medium
Business

Navigate to a Modern ERP— in the Cloud



ORACLE®

A smiling woman with dark hair, wearing a red blazer over a white top, is looking at a laptop screen. The background is a blurred office setting. The text is overlaid on a semi-transparent white box on the left side of the image.

TABLE OF CONTENTS

A Rapidly Altering Landscape

Why Modernize with Cloud ERP

Embraced by agile finance leaders

Preparing for the future

The cloud lifestyle

Why Oracle ERP Cloud

Favorably tilt the playing field

Advanced reporting capabilities

Intuitive and innovative software

Security for sensitive data

A comprehensive solution

Constant innovation and continuous improvements

Next Steps

Develop a roadmap to Oracle ERP Cloud

Get Started Today

A RAPIDLY ALTERING LANDSCAPE

The impact of enterprise resource planning (ERP) technology is unmistakable. As the world moves faster and faster, it is essential to seek out any tools that can give your growing business a competitive edge. For many, that edge lies in modernizing their ERP software.

And the key to modernization is the cloud. Cloud offerings are rapidly altering the ERP landscape, allowing these formerly hidden systems to support valuable customer experiences. In addition, thanks to machine learning and other transformative technologies, companies can use their cloud ERP to make smarter decisions, improve customer service, and uncover new businesses possibilities.

While on-premises ERP systems are tied to physical environments (in terms of costly in-house data centers), cloud ERP systems are housed on a secure network of remote servers. Companies that operate in the cloud have the same data ownership and secure access they had with on-premises systems, but experience significant savings since no hardware systems and software licenses are purchased.

But saving money is just a small portion of the benefits that cloud ERP systems offer. Continue reading to discover how modernizing with a cloud ERP solution gives your business the insight (and therefore, the agility and flexibility) it needs to respond tactically and strategically to the next wave of challenges and opportunities.



WHY MODERNIZE WITH CLOUD ERP

EMBRACED BY AGILE FINANCE LEADERS

Cloud is a proven technology that is used by thousands of growing companies (and their finance teams) around the globe. Rather than reacting to digital disruption and transformation, these finance leaders are driving business agility with innovative ERP cloud solutions.

A recent study found that agile finance leaders* are much more likely to implement a cloud-based ERP than their more traditional peers (51 percent vs. 17 percent). Additionally, 45 percent (vs. 17 percent) have fully implemented cloud ERP to standardize accounting processes, allowing them to create the foundation for profitable growth.¹

“I have zero interest in becoming an expert in ERP. That’s why we hired Oracle,” says Jim Boyd, CFO of Marrone Bio, a fast-growing manufacturer of organic pesticides. “They have a network of customers and are building industry best practices into their [cloud] apps. What I want to do is help Marrone Bio become a big, high-growth, global company.”

Boyd continues, “Efficient operations throughout the organization is critical to demonstrating an ROI...and directly impacts our ability to raise capital in the future. We can’t afford to spend days and weeks manually entering data. We need to focus 100 percent of our energy on innovating our industry.”²

*Agile finance leaders are those leaders who are the most advanced transforming Finance. These leaders have embraced new skill sets in statistics, data analysis, data visualization. They partner with other lines of business leaders/teams to support rapid decision making. They also build finance teams that are cross-functional, collaborative, and are working to unleash the potential of big data analytics, artificial intelligence, and machine learning.

Agility refers to an organization’s ability to renew itself, adapt, change quickly, and succeed in a rapidly changing, ambiguous, turbulent environment. Agility is not incompatible with stability—quite the contrary. Agility requires stability for most companies.

—Aaron De Smet,
Principal at McKinsey

¹AICPA, “Agile Finance Revealed: The New Operating Model for Modern Finance,” 2017.

²Sasha Banks-Louie, “Organic Pesticide Maker to Harvest Bumper Profits,” *Forbes*, May, 22, 2017. forbes.com.

PREPARING FOR THE FUTURE

Many experts are confident the cloud will play an even bigger role tomorrow than it does today. David Axson, Global Lead for Accenture's CFO practice, has predicted that by 2020, many complex finance legacy systems will be gone and replaced by cloud-based platforms.³

For customers who are considering upgrading to the cloud, I would advise them that cloud is a very secure option, is a very reliable option, and is a very economical option. So I encourage people to join the cloud.

— Chad Kelley, Controller at Irving Materials, a fast-growing manufacturer of construction materials.

One aspect of finance departments that is already changing is the workforce. As younger finance professionals enter the workforce, they are less likely to accept out-of-date technologies, antiquated processes, and unappealing user interfaces. They are used to intuitive user experiences and the latest software iterations pushed out to their devices whenever they need it. They expect mobile and social capabilities with technologies that facilitate easy collaboration and information sharing as well.

Millennials are now the largest demographic segment in the workforce, and they have grown up using modern technology. It won't be possible to recruit and retain people if they don't feel like the organization is helping them keep up with the times. Given the growing importance of mobile apps in both consumer and business contexts, [Oracle ERP Cloud customer] Irving Materials, Inc. at job fairs is demonstrating mobile tools that future finance employees will use.

—“How a Concrete Manufacturer Is Changing the Face of Finance.” *Forbes*, February 23, 2017.

Modern ERP solutions help meet and exceed expectations of finance professionals. They create the right environment and promote a powerful employer brand for recruiting and retaining top talent.

THE CLOUD LIFESTYLE

Change happens quickly and constantly in the cloud. It needs to, because change happens quickly and constantly outside the four walls of the company. Cloud ERP solutions follow the marketplace in parallel in terms of speed, innovation, and adoption. The migration can often take place in a relatively short period—perhaps in as little as a few weeks or months.

Once ERP Cloud is operational, there will be regular functional updates to guarantee that the software reflects financial best practices, supports new pricing models, adopts the most advanced financial controls, and can better manage costs. There will always be advance notice of these upgrades, which typically happen with few interruptions to normal business operations.

The best news: the costs to maintain an ERP system will drop significantly. IT employees can advance their skills into more strategic areas. Perhaps most importantly, everyone will be working collaboratively in a real-time, socially-connected manner across preferred devices in a truly applications- and data-integrated environment.

Nucleus Research found that the average initial and ongoing business costs (software, hardware, personnel, and training) over a three-year period for on-premises ERP were 3.2 times higher than ERP cloud.⁴



WHY ORACLE ERP CLOUD

FAVORABLY TILT THE PLAYING FIELD

In the past, small-to-medium businesses (SMBs) often found on-premises ERP systems to be either too costly or too complicated (or both). Large enterprises typically found their on-premises systems morphed into an endless set of projects that required the fuel of CapEx cash. But since cloud solutions reduce both operational and capital expenses, growing businesses benefit from the same industrial-strength ERP software that larger companies already benefit from every day.

The bottom line is that with cloud applications, company size and industry are no longer relevant. SMBs can use the same platform and applications as their larger competitors which, when combined with the flexibility and nimbleness their size provides, actually tilts the competitive playing field to their advantage.

ADVANCED REPORTING CAPABILITIES

Oracle Cloud applications eliminate the need for bolted-on, third-party reporting solutions by delivering embedded analytics with a large variety of pre-built reports and the tools users need to create their own reports on the fly. These native reporting and analytics capabilities work effortlessly across the integrated one-schema database structure in which Oracle applications are constructed and deployed.

By combining multiple Oracle Cloud applications (ERP, EPM, SCM), embedded analytics reveal deep and detailed insights. You make faster and better decisions for your business as current and future scenarios are evaluated, without opening another spreadsheet.

INTUITIVE AND INNOVATIVE SOFTWARE

Cloud ERP should appeal to younger finance professionals, but it should not alienate seasoned employees. Oracle ERP Cloud is innately intuitive and encourages exploration from users of all backgrounds. In many cases, formal user training is condensed (and, in some cases, eliminated) thanks to cloud applications' modern and intuitive design.

SECURITY FOR SENSITIVE DATA

With embassy-grade security, Oracle ERP Cloud is trusted by organizations around the world. Experienced employees man Oracle's 20+ data-center regions 24 hours a day, 7 days a week. With Oracle's encrypted and secure data-isolation framework, your database is never shared with other customers, all with less risk compared to typical on-premises environments.

A COMPREHENSIVE SOLUTION

Growing companies need support that goes beyond simply delivering software-as-a-service (SaaS). Oracle provides an entire solution in the cloud, including Oracle-designed and Oracle-developed solutions, cloud delivery of software updates and patches, and a complete cloud infrastructure and platform to securely operate or extend solutions.

Specifically, Oracle ERP Cloud encompasses all core business functions for your company and integrates operational processes. This provides the finance team with greater visibility, enabling them to rapidly respond to new market trends while simultaneously supporting new product/service initiatives and market expansion plans. Plus, Oracle ERP Cloud encompasses much more than transactional ERP processes with natively integrated common data schema solutions, including EPM, HCM, SCM, manufacturing, sales, service, and configure, price, and quote (CPQ).

CONSTANT INNOVATION AND CONTINUOUS IMPROVEMENT

Boasting a pedigree of database and system infrastructure firsts, Oracle has been developing and selling ERP software for more than 25 years across the globe. Oracle stays ahead of the technology curve with its dedication to constant innovation and patentable ideas, all driven by an annual R+D budget that exceeds \$6B.



GET STARTED TODAY

Regardless of your company's current situation, Oracle's ERP experts are available to help make your modernization process as seamless as possible. In addition, they are here to help guide you where to begin the process. Generally, one of these three scenarios apply:

- Current Oracle E-Business Suite customers can explore Oracle's Customer 2 Cloud program, which will help you modernize by migrating to the cloud, add more capabilities in the cloud, and possibly recycle your existing EBS seat licenses into cloud subscriptions.
- Companies with on-premises ERP from another vendor can find out how to migrate from or enhance capabilities with any other system. Learn how to move your business forward with Oracle's breadth of cloud offerings.
- Companies with no ERP system can work with Oracle and its partners to deploy a clean-sheet cloud ERP strategy that is aligned to your company's business goals.

For companies that have not migrated to an ERP cloud, it is not a matter of should it be done, but when. By taking the first steps toward modernizing your business with Oracle ERP Cloud, you'll prepare your company for increased operational efficiency, greater agility, and the foundation needed to keep pace with—and even lead—the next digital transformation.

To learn more about what Oracle ERP Cloud can do to modernize your growing business, here are some additional resources:

[Visit the Oracle Website](#)

[Take a Quick Tour](#)

[Request a Demo](#)

[View Customer Successes](#)

[Chat with an ERP Cloud Expert](#)

Integrated Cloud Applications & Platform Services

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