ORACLE
Cloud Infrastructure

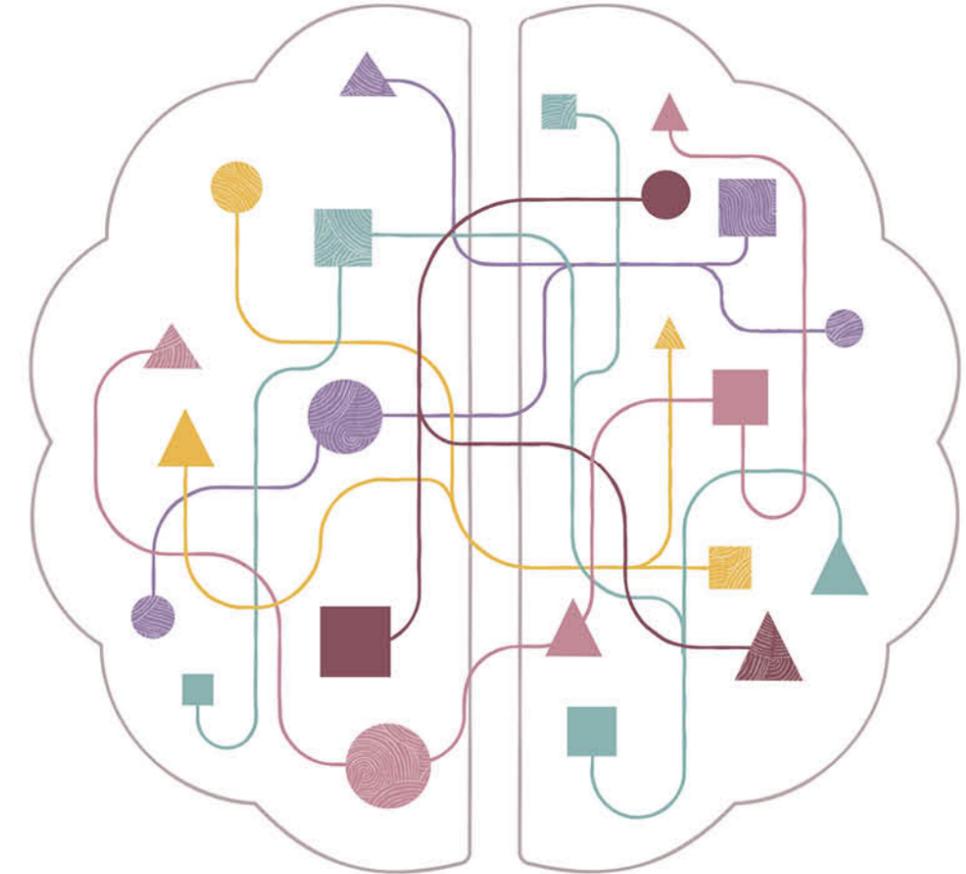# Three steps
to increase innovation during change

Innovation in times of change

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When organizations undergo rapid change, IT leaders often respond by creating new strategies to drive innovation. Seven in ten boards of directors have accelerated digital business initiatives in the wake of the global pandemic. Innovation has become a priority for businesses, with automation helping as they turn to the cloud to stay agile and scalable. Tools such as artificial intelligence (AI) and machine learning (ML) can help reduce the number of complex processes and deliver services that lessen risk, improve performance, and remove a significant amount of labor from managing vast amounts of data.

A cloud that automates the delivery of infrastructure for all applications sounds great in theory, but errors and labor expenses can arise from the complexity of managing operating systems and databases at such a large scale. Autonomous services can address these challenges head on by automating provisioning and configuration, encryption, patching and updating, scaling, and performance tuning. When human errors are removed, organizations can then focus on innovation.

Oracle Cloud Infrastructure (OCI) is highly automated and accommodates any workload, while providing autonomous services such as AI and ML. Whether it's providing a platform to help solve the latest healthcare challenge, quickly enabling remote work and learning, or predicting changing inventory needs, OCI works across industries to empower businesses of all sizes to stay agile and innovate.

In this ebook we look at the steps required to continuously innovate—at scale, and at speed—to stay ahead.

1

Accelerate business operations

To simplify operations and bring new products and services to customers faster, organizations must reduce complexity so that teams can prioritize digital strategies, compete more effectively, and develop innovative solutions. With automation, they can spend less time gathering data from multiple sources and more time analyzing it—all in one place—to make quicker business decisions. To ensure a faster time to market, it's key to reduce risk, improve performance, and remove labor intensity from managing cloud-scale data.

"The world's going a thousand miles an hour, so for me to say, 'Wait, I need another week' just doesn't work anymore. Oracle is reimagining the financial systems footprint. It's a true transformation at Lyft with the products we're implementing."

Lisa Blackwood-Kapral, Chief Accounting Officer, Lyft

"When I have a process running in the middle of the night, I can't tell you the exact minute it's going to stop. With the autoscaler in Oracle Autonomous Data Warehouse, it scales the number of CPUs automatically, so I don't have to pay for idle hours. That's very attractive to my finance team."

Jay Weiland, Director of Financial Solutions, Lyft

lyft

Lyft cuts their financial close in half with Oracle Cloud

Lyft, the transportation network, has undergone tremendous change in its short history. Going from a high-growth startup to a publicly-traded enterprise that processes billions of transactions a year, its finance systems were having trouble scaling up. To get help, Lyft turned to Oracle to improve processes and **consolidated one data model from 30 financial and operational systems** to Autonomous Data Warehouse. And along with Oracle Analytics, Lyft now has the analytics and data visualization capabilities its finance team needs to explore growth opportunities. Now, the company is able to grow faster by democratizing access to data.

ACCENTURE VIEWPOINT

"Organizations are making greater use of data analysis, decision-making, and learnings from the consequences of every decision to harness machines to perform tasks previously reserved for humans. This is what we're calling intelligent automation.

Adopting intelligent automation can be a complex undertaking. But the rewards are well worth it. Your people will be free to do more high-value work. Your customers will be delighted by new experiences. And your business will set the standard for others to follow."

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2

Increase agility and improve performance

To accelerate new initiatives, organizations must be able to quickly and easily move applications as is to a cloud that is flexible and robust enough to handle even the most complex workloads. With the right infrastructure in place, organizations can rapidly deploy applications to make faster decisions; scale them to keep up with the pace of innovation; and reduce operational costs, freeing up funds to focus on innovation.

Applications that are not optimized for migration can be challenging to move to public clouds. In addition to migrating existing apps to the cloud, companies also need to build a diverse range of cloud native applications that have different technology requirements. AI delivers high-performance computing and cognitive abilities to help easily create custom apps.

The accelerated pace of change that unfolded starting in 2020 has organizations striving to keep up and identify new opportunities. 60% of companies have revised their IT strategy plans in the last year. Senior IT leaders have been formulating their next steps, in both the short- and long-term. They want to make an impact on their businesses and set an industry standard for operating their IT organizations.

"We migrated a global inventory management system that tracks thousands of automotive repair parts and accessories from an on-premises system to Oracle Cloud Infrastructure. We've already achieved a 70% increase in performance and cut our 5-year total cost of ownership in half."

Masahiko Tamura, General Manager, Supply Chain Systems Department, Mazda Motor Corporation

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Mazda cuts costs 50% and boosts performance 70% with Oracle Cloud

Mazda, the multinational automaker based in Japan, supplies 1.5 million automobiles annually in 130 countries. Mazda's global inventory management system for repair parts and accessories involves a large and complex store of data that relies on demand forecasting based on thousands of order records processed monthly. Mazda needed to shorten this processing cycle to improve the accuracy of demand forecasting.

These transactions were previously processed using Mazda's on-premises server and storage infrastructure, which also hosted other business functions. Inventory management needed to be moved to a cloud-based platform so that the demand forecasting workload would not interfere with the performance of other critical systems.

Mazda chose Oracle Cloud Infrastructure (OCI) because it delivered significant performance improvement. The inventory management system that Mazda uses is part of Oracle E-Business Suite, running on Oracle Linux, so Oracle Cloud offered the best choice for a cloud migration.

ACCENTURE VIEWPOINT

" It is essential that any platform built today is future-led so that it is ready for tomorrow. We need living architectures that can progress alongside the business requirements, and adapt as technology evolves. They need to be able to learn and improve themselves so that they can help humans take confident action and keep up with the pace of change – that's really a minimum requirement."
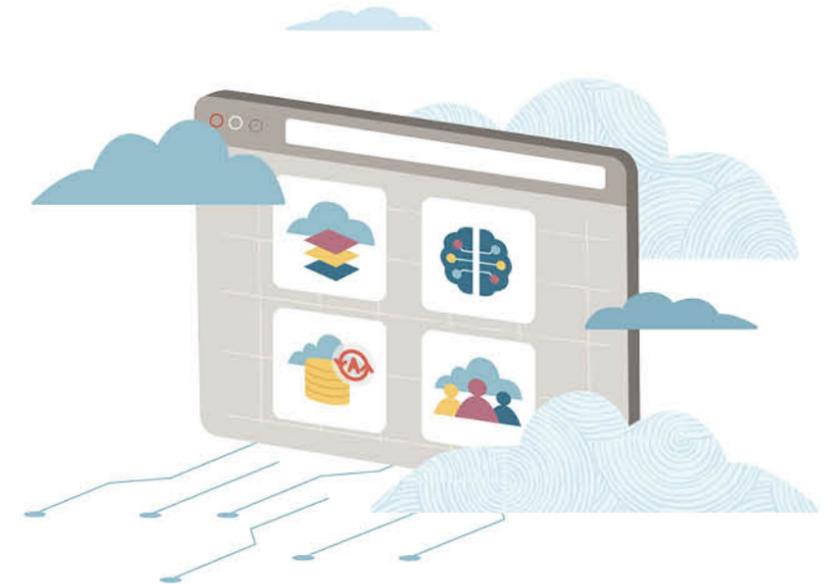
This means that platforms must be:

Boundaryless

Siloed teams and information stop innovation at scale, so they must bring together applications, data, infrastructure, people, machines, companies, and partners.

Radically human

Not about people adapting to technology. It's about technology helping humans do more.

Adaptable

Eliminating friction that hinders business growth.

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3 Achieve a competitive advantage

[62% of companies are prioritizing new products, services, or businesses to generate new revenue streams](#). Senior IT leaders know they need speed from their application developers in order to achieve greater functionality, a better user experience, faster time to market, ubiquitous access to necessary information, and richer insights from data. Developers are wired to innovate, and leaders are constantly looking for ways to remove hurdles between developers and their goals. To set them up for success, developers need resources that fit with business processes, along with a choice of technologies, tools, and flexibility.

"Oracle fits into [our] strategy and complements our existing journey. There will be applications staying in the on-premises world, and we need to invest in simplifying them. It fully supports our cloud strategy, supports consuming technology as a service, and comes with significant financial benefits."

Bernd Leukert, Head of Technology, Data and Innovation, Deutsche Bank

Deutsche Bank

Deutsche Bank's tech transformation includes Oracle Cloud

Germany's [Deutsche Bank](#) wanted to modernize and simplify the data handling software behind key trading, risk management, and capital planning. The bank employed [Oracle Database technologies](#) as the underpinning of the majority of its applications—which store more than 40 petabytes of its data.

In June 2021, the bank said [it would move databases worldwide](#) to more current versions running on [Oracle Exadata Cloud@ Customer](#), which provides high-performance database services managed [by Oracle in a private cloud](#). As a result, **Deutsche Bank plans to cut €1 billion (US$1.18 billion) from its technology costs by the end of 2022.**

ACHIEVE A COMPETITIVE ADVANTAGE CONT.

Oracle has a strong commitment to developers because they play a central role in meeting an organization's innovation goals, and—more importantly—their increasing importance as decision-makers. As IDC has noted, "Since developers act as executors of digital transformation, they are more important than ever. This also means that developers are increasingly involved in strategic technology decisions for the organization"

Developers can use Oracle Cloud Infrastructure (OCI) to create new experiences with an open, integrated application development platform, while building intelligent applications and digital assistants using ML and conversational AI. They can quickly develop apps by using rich platform functionality—including multitenancy, mobile, social, analytics, and IoT—with deployment using APIs and containers. With Oracle, developers can develop in their favorite language, pick their sandbox, go serverless, and have security built in at every step. Innovation goes even further through a rich set of education, certification, and support services.

"Oracle Cloud Infrastructure enables us to have an extremely simple workstation, with a microscope and a computer, allowing us to perform our work from anywhere."

Guilherme Portela Coelho, Physician and Head of Grupo Diagnose

Grupo
Diagnose

Grupo Diagnose modernizes data management with Oracle Cloud

Grupo Diagnose is a clinical diagnostics laboratory based in Caxias do Sul, Brazil. After evaluating an outsourced physical data center and getting frustrated with the risk of fire, the lab decided to migrate its data warehouse to Oracle Cloud Infrastructure (OCI). The positive experience Grupo Diagnose had with its initial Oracle Database system for security and reliability was critical to choosing OCI to house the lab's data center in the cloud. The attractive price-performance of Oracle Database and Storage Cloud Services also influenced the change.

Today, the lab has several sets of data that feed Oracle Database Cloud Service and can "teach" diagnostic artificial intelligence algorithms in the future. With more than 100,000 exams a year—some even with the images in the same table of the database in Oracle Object Storage—the company gains interesting scientific knowledge.

ACCENTURE VIEWPOINT

" We are seeing what we call 'compressed transformation' as leaders look at how they can transform faster and across multiple parts of their organizations. With Oracle as a strategic cloud technology alliance, we are committed to helping our clients not only recover from the pandemic but modernize and accelerate their digital initiatives to deliver impact, value and innovation."

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Innovation checklist

The importance of innovation to business continuity is undeniable. For this reason, understanding the actions required to assess and improve an organization's innovation process is important for IT, as it will prompt IT leaders to develop valuable solutions for businesses and customers.

1. Realize the value of innovation

Identifying the motivation in different business groups and obtaining stakeholder buy-in is essential for a company to not get left behind.

2. Develop an innovation strategy

There are many kinds of innovation, including: incremental and disruptive innovation, customer experience, product, process, operations, and business model.

3. Test for sustainability

It's critical to try out ideas for a particular organization first and determine what change or challenge needs to be addressed and how the innovation will be used.

4. Prove innovation solves the problem

Organizations should look to different departments and customers to validate that the innovation strategy solves their problem.

5. Implement

The final step toward innovation is not just agreeing to innovate but the implementation process itself. Generate new processes, leverage data, and invest in different infrastructures.

Oracle differentiation

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With a new standard in cloud that automates the delivery of cloud infrastructure—while making it easier and faster to develop data-driven applications—Oracle is an enabler among organizations that want to relentlessly innovate.

With Oracle, organizations can:
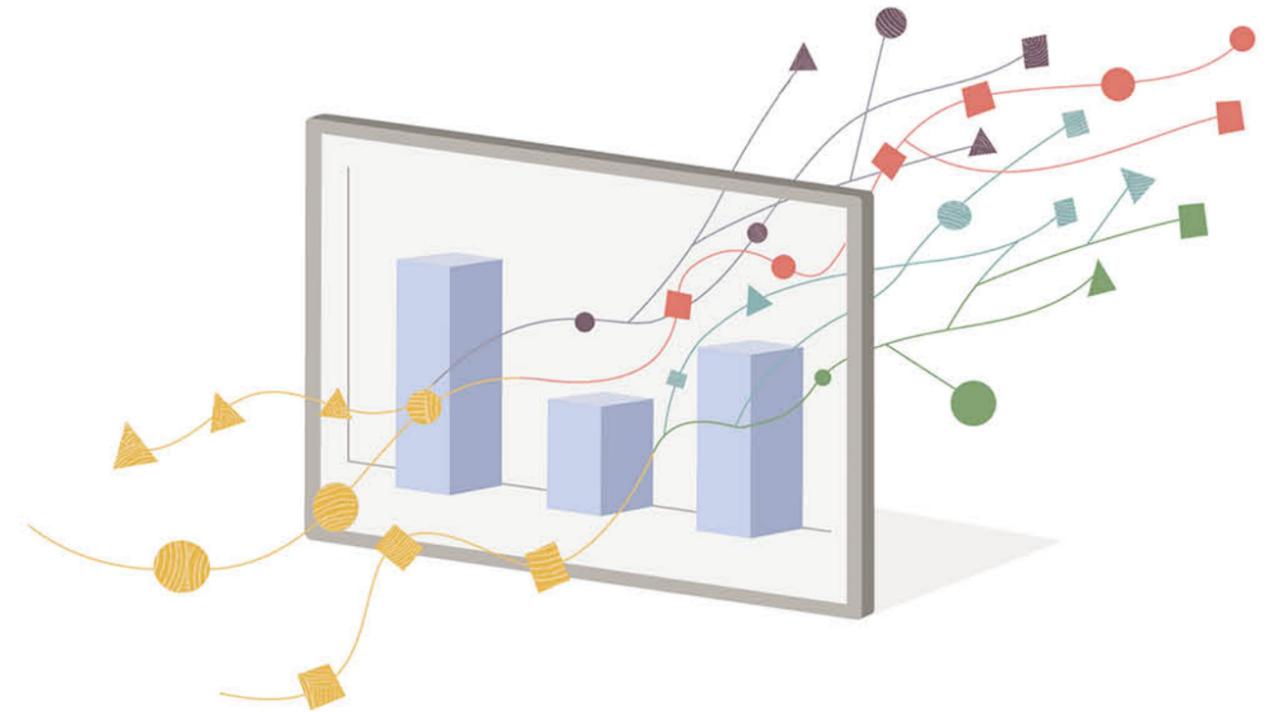
Develop data-driven applications, easier and faster

Enable new business models with big data

Run different data types and workloads on a single database instead of managing multiple systems

Consolidate new and traditional data sources to create innovative business applications

Enable predictive analytics with ML and spatial data in the same database

Ensure organizational analytics are easily accessible to all

Solutions for innovation

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Whether you're a small business, a global enterprise focused on driving efficiencies, or looking to break into new markets. Oracle Cloud has the solutions to redefine how organizations can modernize, innovate, and compete.

Autonomous (AI/ML) services make data and the cloud easier to manage

Autonomous services reduce risk, improve performance, and remove a significant amount of labor from managing cloud-scale data. With exclusive access to the Autonomous Database and its self-repairing autonomous services, Oracle Analytics empowers all employees to access relevant data, and make decisions quickly.

Flexible options for a multicloud or hybrid environment

Oracle Cloud Infrastructure (OCI) offers the most complete support for hybrid cloud strategies, with solutions that can be used in the public cloud, in data centers, or anywhere in between. This brings the benefits of the cloud to many more companies, while offering technologies to simplify integration and data movement across multicloud organizations.

Migration and development of applications quickly

Easily move applications to the cloud as is, migrating entire environments in weeks—not months. Adopt the cloud and focus investments on building new value, increasing efficiencies, and pursuing initiatives—with intuitive development of a diverse range of robust cloud native applications.
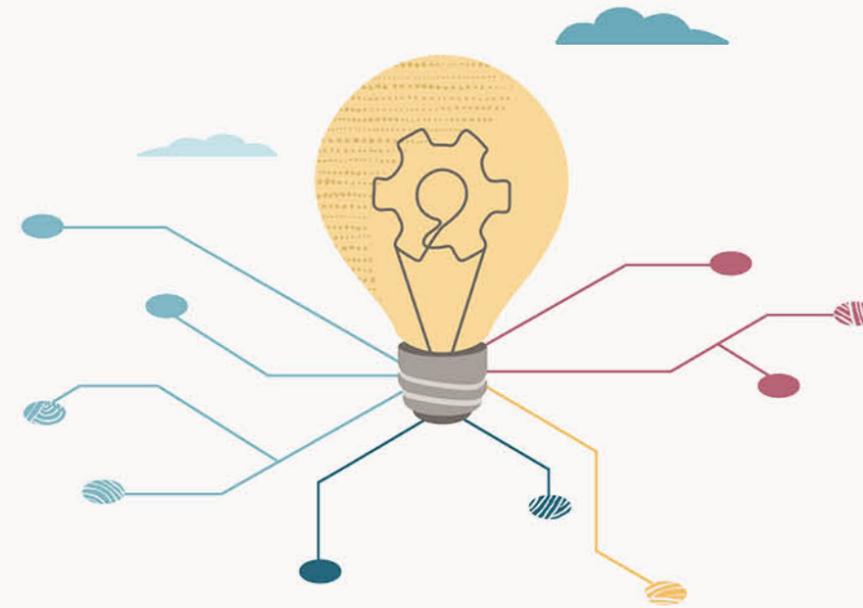
Always-on security

Improve your security posture with cloud security that's simpler, always on, and inexpensive, while helping lower costs and the risk of security breaches.

Innovate with Oracle Cloud

Learn more at oracle.com/designedforchange and if you're
ready try Oracle Cloud for free today.

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