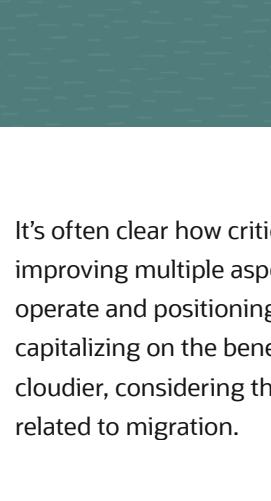


Warming Up to the Cloud:

How CFOs Can Play a Critical Role in Communicating the Business Value of Cloud Adoption

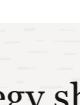
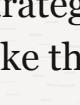


Turning expectations into reality: How to align the C-suite on cloud value

Always striving for fiscal responsibility, CFOs play a crucial role in determining the funding of cloud investments and ensuring their organizations' return on investment (ROI).

It's not just about revenue and savings: Top 3 values CFOs see in the cloud

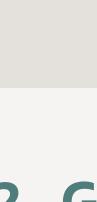
It's often clear how critical cloud solutions are to improving multiple aspects of how businesses operate and positioning them for growth. But capitalizing on the benefits of the cloud may be... cloudier, considering the project costs involved related to migration.

-  37% - Improve decision-making through better data analytics
-  36% - Improve resiliency and agility
-  32% - Innovate products and services

This places members of the C-suite in a quandary:

How do you maximize your investment and return for your on-premises-to-cloud migration?

According to [PwC's inaugural US Cloud Business Survey](#), 53% of businesses are not getting the value they're expecting from cloud investments. Further, 48% of CFOs report that they are not confident that they can measure cloud ROI.



"A company's cloud strategy should be connected to the broader business strategy—from the start. And the CFO can help make that connection."

PwC US Cloud Business Survey

4 ways to close the cloud value gap, and how you can help

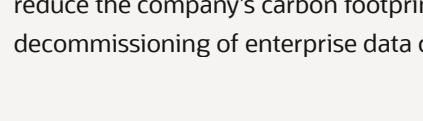
With your help, the cloud value gap could be turned into a significant opportunity. The survey results have surfaced four things your organization can do to help close this gap. We've highlighted where you, as CFO, can play a pivotal role.

This includes closing the cloud value gap: the difference between what organizations want from the cloud and what they're actually getting.



1 Align on strategy choices and value

Although the cloud has become a rallying cry for the C-suite, executives differ significantly when it comes to defining and quantifying its value. This makes it hard for the C-suite to make clear strategic choices about cloud investments.



In fact, almost half of business leaders (49%) see the inability to measure value as a key barrier to achieving that value.

CFOs can help their companies craft a unified cloud value story by suggesting specific and thoughtful choices. Shifting away from on-premises systems, which are often decades old, is a great opportunity to improve processes, adopt modern best practices, clean data, and leverage a digital-first perspective. Working with a trusted partner that has the experience and knowledge about the capabilities and advantages of cloud applications is key to helping maximize an on-premises-to-cloud ROI effort.

2 Get in front of the next digital divide

Digital transformation has exposed talent challenges, from disparities in technical skills to a reluctance to embrace a cloud mindset. Many experienced workers are simply retiring. And recruitment of post-millennials is becoming tied more closely than ever to having a modern enterprise environment.

Who will work at your company in five or 10 years? Is your company ready for the graduating class of 2022?

As the demand for cloud-related skills and engagement in new ways of working increases across functions, digital upskilling becomes a must for all employees. CFOs can serve as change agents in this process. The cloud is central to business strategy and critical to revenue growth, and it is essential to calculate the human cost when building the financial case for adopting cloud solutions. CFOs can not only champion the cloud but also help others make the connection between workplace skills and business strategy in a cloud environment. By providing digital upskilling and learning opportunities, you can help ensure that your organization has a well-prepared workforce as it increases its cloud investments.

3 Start early to address risk and build trust

In general, the survey indicates that executives tend to view the cloud more in terms of what it can do for the organization rather than what risks it presents.

However, risk is still a factor:



17% of survey respondents consider the cloud to be a security and business risk.



50% view this risk as a significant barrier to realizing cloud value.

But risk isn't just about data theft or compromise—it also includes issues such as climate change and the risks involved in moving into new markets. Can your on-premises environment scale quickly to handle the extra work?

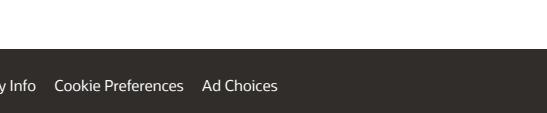
The good news is that cloud-based cybersecurity and end-to-end encryption does strengthen a company's defenses and accelerate transformation. When CFOs and finance leaders become engaged cloud users,

they can set the example for the rest of the organization by sharing their successes with the cloud.

Taking a proactive approach to protecting against risk and communicating this approach to customers and constituents can help a company build the trust needed to maintain business continuity, with CFOs acting as champions and change agents.

4 Advance your ESG goals with the cloud

Environmental, social, and governance (ESG) issues are fast becoming a strategic imperative. In PwC's [Consumer Intelligence Series survey on ESG](#), more than 75% of respondents say they're more likely to purchase from or work for companies that share their values, and 76% would discontinue relations with companies that treat employees, communities, and the environment poorly. The cloud can be an ESG accelerator, enabling data management and reporting that provides greater transparency while helping to reduce the company's carbon footprint through the decommissioning of enterprise data centers.



88% - CIO

80% - CFO

81% - CPP

74% - CHRO

Who in the C-suite is leading the cloud investment push? Everyone.

As CFO, your contribution to making cloud investment decisions is critical. When you engage with Oracle and PwC for your cloud transformation, you benefit from a relationship that goes back decades and gain a team with years of cloud experience to make your on-premises-to-cloud transformation more effective.

Oracle's powerful cloud solutions combined with PwC's consultative expertise can help bring agility, innovation and responsiveness to every aspect of your business. Let us help you help your organization close the cloud value gap and increase your benefits from its cloud investments.

For more detailed findings on the CFO's role in a company's cloud transformation, view the PwC US Cloud Business Survey.

PwC US Cloud Business Survey