ORACLE

Oracle Analytics Cloud Value Realization

November 2020

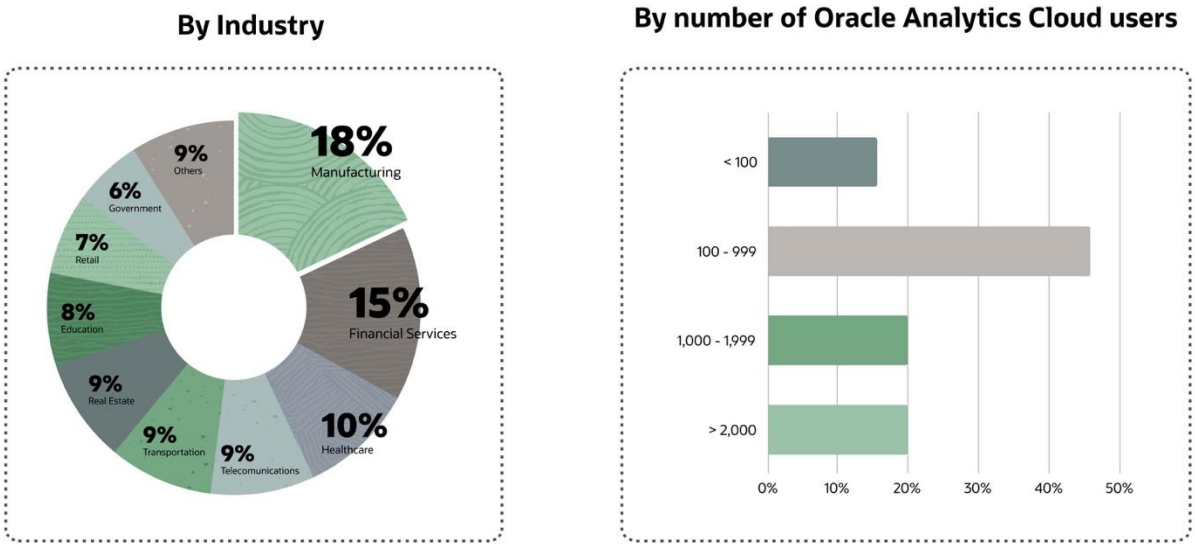
Table of Contents

Introduction

As part of Oracle's ongoing commitment to our customers' success, we make investments in programs such as Value Realization that are designed to help businesses unlock the full value potential from their cloud investments. The Oracle Value Realization team works collaboratively with our customers to identify, capture, and analyze their specific business outcomes from Oracle Cloud investments. This includes providing insights to help them achieve the full potential of their cloud investments, as well as quantifying and communicating the value that customers experience from those investments.

Research for this paper involved collecting business value and benefit data from more than 20 Oracle customers and Oracle Analytics leaders who work have Oracle Analytics Cloud in production. The intent of this data collection was to help us understand types of benefits and business outcomes that customers experience. The customer interviews were with business and IT leaders who experienced both pre- and post-cloud environments. Improvements in key performance indicators (KPIs) related to the business benefits were collected from all participating customers and then aggregated across the dataset to arrive at the estimated range of percentage improvements for each business benefit.

Business Value Realization: Oracle Analytics Cloud report—customer demographics



For purposes of this report, customer data from participants is blinded and aggregated. The customers interviewed have either deployed net new analytics projects in Oracle Cloud or lifted and shifted existing on-premises business intelligence reports and dashboards to the Oracle Analytics Cloud environment. These customers represent a mix of industries and company sizes, ranging from large global enterprises to small and medium businesses. All value benefits and process improvements listed here are intended for information purposes only and may not be incorporated into any contract. This report is not a commitment to deliver any service, material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remain at the sole discretion of Oracle.

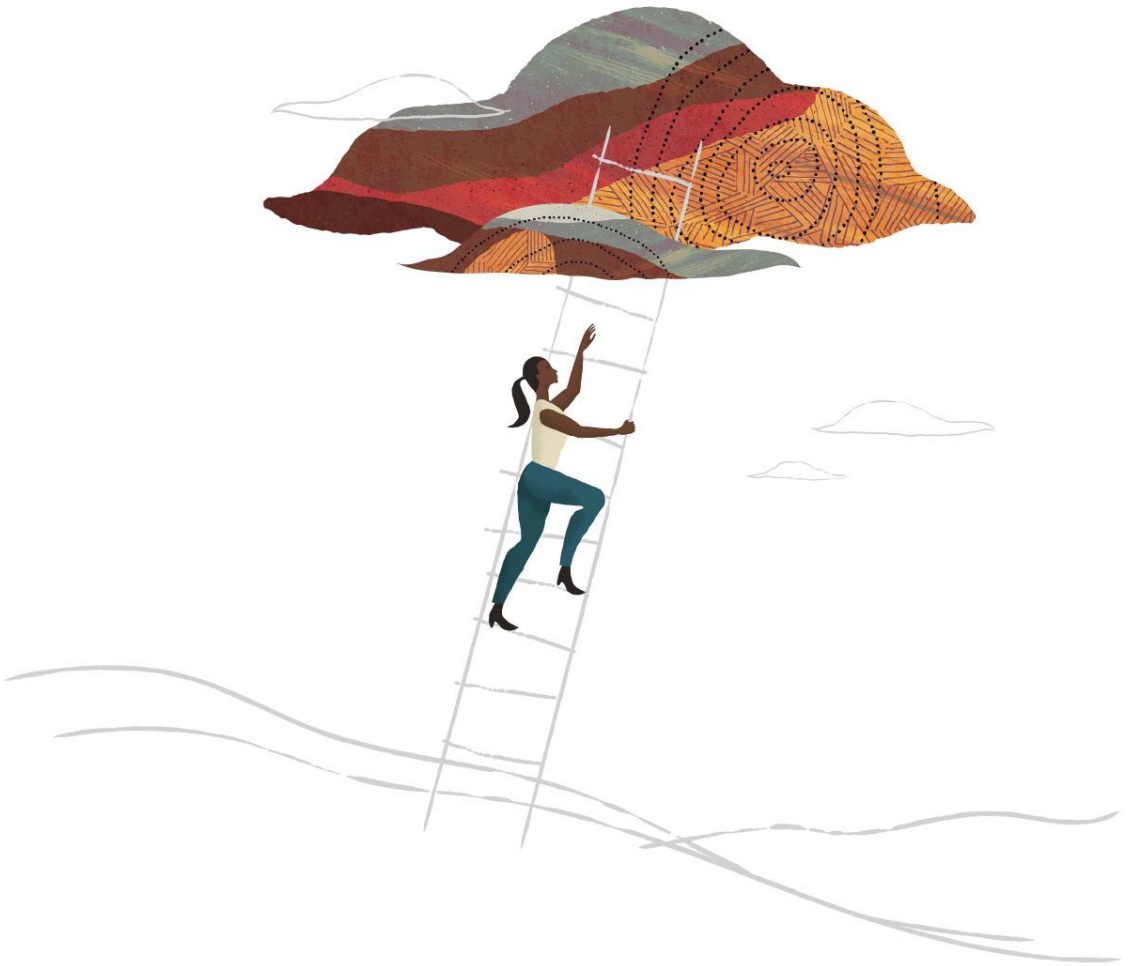
We thank the Oracle Cloud Analytics product strategy team, who connected us with key customers, and the customers who participated in this research.

Overview

Leading organizations realize that data is one of their most valuable assets. Digital transformation initiative helps organizations take advantage of their data to drive revenue through new and improved products and services, and to operate more efficiently using insights extracted from data. The momentum of data-driven organizations is connected to their data and the growth of that data. As the volume of data grows, the insights lead to new market opportunities.

Organizations face several key challenges to becoming more data-driven—siloed systems that create barriers to generating insights, complex tools that require complex skills, and increasing costs. Performance issues across different toolsets and human bias in analysis can slow down the decision-making process. Hampered by these challenges, analytics becomes merely supportive to the decision process rather than an enterprise competency.

It is within this context that we interviewed more than 20 customers and Oracle Analytics leaders working with Oracle Analytics Cloud. The data we captured helps us understand the types of benefits and business outcomes that our customers experience. We found that customers using Oracle Analytics Cloud eliminated mundane tasks, reduced bias in analysis, enriched decision-making, and acquired predictive capabilities to drive their businesses forward.



Oracle Analytics Cloud value benefits

Improved query and system performance

40%–70% faster data acquisition, analysis and query execution

Simplify and speed up all the elements involved in creating and using a database, such as obtaining data, creating usable dimensions, and analyzing data to derive insights, improve understanding, and enrich decision-making.

Enhanced analytics and user efficiency

35%–60% faster report generation and analysis.
25%–55% improvement in user productivity

Take advantage of self-service automated analytics capabilities for data preparation, visualization, and data-driven decision-making, and machine learning to enhance user and reporting efficiency

Accelerated time to action

3X faster deployment time

Speed time to value with faster deployment time, reduced implementation time with rapid deployment options, and ease of use to deliver on-demand analytics to customers.

Cost optimization

30%–60% reduction in infrastructure and overhead costs

Elastically scale, eliminating the need to purchase infrastructure for peak loads. Automate operations such as data discovery, preparation, and visualization to reduce administrative costs. Automation of patching, securing, and tuning instances helps to reduce maintenance costs.

NOTE: Benefits achieved are post go-live and are indicated for cross-industry and company size. Actuals may vary based on each customer participating in the interview process.

Based on customer evidence we've collected, business benefits from Oracle Analytics Cloud include the following major categories:

Improved query and system performance

With Oracle Analytics Cloud, customers were able to move data efficiently from various sources, access new types of data, simplify data transformation, make faster changes, and give business users faster access to analytics. This allowed business users to look for correlations and explore potential hypotheses, speeding time to value. With Oracle Analytics Cloud, customers were able to avoid delays in acquiring, ingesting, and analyzing data and execute complex queries 40%–70% faster.

A multinational enterprise is now able to manage a 10X increase in data analytics projects, while providing data visualization, self-query, and real-time analytics.

Enhanced analytics and user efficiency

Customers were able to leverage self-service analytics capabilities of Oracle Analytics Cloud for data preparation, visualization, and reporting to enhance user and reporting efficiency. With integrated data preparation ensuring enriched data and analytics dashboards, customers were able to offer interactive access to information, aggregate content from a variety of sources, provide better data-driven insights with one-click advanced analytics such as forecasting and clustering, and reduce report generation and analysis time 35%–60%. By providing automated, self-service, easy-to-use analytics, reports, and collaboration across teams to refine analytics content, customers were able to improve user productivity 25%–55%.

A public health services body improved reporting turnaround time to make critical decisions on care quality. They reduced crucial report generation time by 60%.

Accelerated time to action

With Oracle Analytics Cloud, customers were able to reduce implementation time, speed time to value with rapid deployment options, and accelerate analytics in their business processes. Oracle's highly available cloud platform can be rapidly provisioned and elastically scaled to meet any project demand. Its ease of use reduces administrative overhead. With its seamless hybrid deployment options and lift and shift from on-premises solutions, customers were able to reduce deployment time by an average of 3X. With Oracle Analytics Cloud, customers had a robust yet flexible platform to deploy analytics at any scale, move from data to insight, and reduce time to market with new products, offerings, campaigns, and solutions.

A global banking institution was able deploy Oracle Analytics Cloud faster than other solutions. With Oracle Analytics Cloud, they were able to go live in two months, compared to 12 months with other solutions.

Cost optimization

By automating operations such as data discovery, preparation, and visualization, customers minimized costs, supported enhanced business agility, and reduced runtime costs by scaling only for what was needed. With Oracle Analytics Cloud, customers reduced infrastructure and IT overhead costs by 30%-60%.

A leading healthcare services provider has been able to save $150 thousand.

Business benefit category	Results[1] % improvements	Analytics cloud value capabilities[2]
Improved query and system performance	• 40%–70% faster query performance.	• Full range of options for data loading and blending, from self-service to operational integration • Powerful inline data preparation and enrichment for all data • Visual workflows for automating data prep and enrichment • Integrated machine learning that uncovers unseen patterns, to make impactful, unbiased recommendations
Enhanced analytics and user efficiency	• 35%–60% faster report generation and analysis • 25%–55% improvement in user productivity	• Fast, fluid self-service data discovery, visualization, and storytelling • Automatic visualization of insights and one-click advanced analytics • Self-learning analytics delivering proactive insights via mobile devices • Self-service machine learning capabilities that identify patterns, clusters, outliners, and anomalies in any data • Easy collaboration and social sharing help amplify insights to extend your organization's collective expertise and inspire innovation
Accelerated time to action	• 3x faster deployment and implementation time	• Highly available cloud platform that can be rapidly provisioned and elastically scaled to meet any project demand • Seamless hybrid deployment options, including lift and shift from on-premises • Automated and self-service, easy to use analytics accelerates time to insights
	• 30%–60% reduction in IT infrastructure and overhead costs	• Elastic services that enable to use and pay for only the resources needed • Managed, self-governing services remove traditional overhead and automate repeat tasks

[1] Customer evidence is based on KPIs collected during the customer interview process, and reflect benefits achieved post-go-live and are indicated for cross-industry and company size. Actuals vary for each customer participating in the interview process.

[2] Cloud capabilities listed here do not reflect a 1:1 direct mapping with the business benefit or % improvement, but instead indicate customers' perception of Oracle Cloud attributes/characteristics/capabilities that were essential in delivering value.

Analytics use cases

The world is facing an unprecedented data explosion. Business teams want to leverage all available data to generate new insights for driving growth and profitability. Finance teams are focused on cutting costs to improve the bottom line. Human resources (HR) teams need new insights to inform the hiring process, predict which candidates will be successful, and suggest training courses to offer. Sales wants to figure out which prospects and customers to approach with which offerings, and marketing is always looking at ways to improve customer acquisition and retention.

The disruption of COVID-19 has highlighted the importance of data, making it key to every decision. Data analytics give frontline users an overarching view into the health of the business and unrivalled insight into the changing market context. As business teams drive decisions based on underlying data, Oracle Analytics Cloud enables users to leverage interactive self-service analytics capabilities for data preparation, visualization, enterprise reporting, and augmented analysis—all powered by machine learning. This leads to intelligent data-driven decisions that can propel the business forward. The following use cases highlight how customers typically use Oracle Analytics Cloud.

Use Case 1: Revenue Growth

How can I understand the performance of my organization and quickly identify opportunities to maximize revenue?

Sales teams are focused on generating maximum revenue for their organizations, and the sales cycle relies on revenue goals, reviews of lost opportunities, and organizational optimization. Sales goals and forecasts are always challenging and differ depending on the region, country, and individual sales representative. These forecast reports need to reflect real-time scenarios, incorporate simple and automated fiscal planning processes, and provide self-service access to data to optimize the customer experience. These reports enable sales teams to make decisions that focus on the right customers, services, and products with speed and agility. With Oracle Analytics Cloud, sales can derive data-driven insights to understand sales performance, identify upsell and cross-sell opportunities, discover new revenue streams, and understand the impact of sales promotions on revenue and profit.

Use case

Sales analytics to drive stronger service renewals.

Business challenges

- Understand the status of bookings and renewals to derive business insights.
- Deliver sales results that are consistent with forecast.
- Understand win/loss and performance against key competitors.
- Quickly combine data from multiple sources into a single version of the truth.

Solutions used

Oracle Analytics Cloud, Oracle Enterprise Resource Planning Cloud.

Oracle customer value benefits

- Provides analytics dashboard that helps drive understanding of customer renewals, focusing on key indicators such as service contract expirations, number of service cases against a contract, product mix, device telemetry, and discount rate.
- Delivers 8% increase in early renewals; 16% increase in on-time renewals; 68% increase in customer renewal forecast accuracy; 8% decrease in delayed renewals.
- Delivers fast performance of all finance and operational reports to meet service level agreements.
- Evolves from IT-centric to self-service.
- Provides one version of the truth for the executive team and natural language processing (NLP) mobile for operations.

Use case 2: People analytics.

How do I maximize workforce effectiveness, reduce turnover, and increase retention?

HR teams are transitioning from the role of personnel administrator to that of strategic advisor to executive leadership. Expanding into the strategic advisory role is often a challenge due to the traditional lack of analytics skills within the HR function. Oracle Analytics Cloud enables HR leaders to derive data-driven insight into employee actions, and recruitment. These insights can drive improved performance, retention, and satisfaction.

Use case

Workforce analytics to drive decision-making.

Business challenges

- Measure workforce productivity and costs.
- Perform analysis by different attributes.
- Analyze headcount movement.

Solutions used

Oracle Analytics Cloud, Oracle Autonomous Data Warehouse, Oracle Human Capital Management Cloud

Oracle customer value benefits

- Provides an all-in-one people analytics platform for all HR-related data analysis.
- Automates HR reporting with leadership dashboard to monitor, steer, and evolve strategic HR KPIs.
- Enables wide adoption across the entire HR community.
- Frees 50% of resources previously dedicated to workforce reporting.
- Increases employee retention and analytical culture.

Use case 3: Faster time to market.

How can I measure the impact of my campaign spend, adjust demand generation programs faster, and improve ROI?

For marketing teams, correlating spend with lead generation and analyzing campaign performance are what drive improvement. Marketing often runs multiple campaigns across differing channels and analyzing data from multiple sources. Oracle Analytics Cloud enables marketers to effectively measure marketing strategy, correlate actions to results, and determine the best way forward. Augmented analytics enables interactive discovery and gives marketing teams a way to perform “what if” analysis around campaign success, marketing pipeline, and other relevant KPIs.

Use case

Marketing analytics to innovate campaigns.

Business challenges

- Determine campaign ROI.
- Correlate marketing spends with lead generation.
- Understand which marketing initiatives drive the most impact across channels.
- Gain visibility into campaign performance data.
- Reduce time to market with new campaigns.

Solutions used

Oracle Analytics Cloud, Oracle Autonomous Data Warehouse.

Oracle customer value benefits

- Decreases customer acquisition cost by 52%, reduces time to deliver by 70%, and grows revenue by 25%.
- Reduces deployment of analytics platform to three weeks.
- Accelerates path to predictive analytics with deployment in one week.
- Provides ability to easily collect data for clients.
- Delivers insights to support goals such as increased conversion, better prediction of audience behavior, and maximization of ROI
- Increases customer base. One customer went from one client to 35 clients in a shortened amount of time.

Use case 4: Cost savings.

How can I manage costs and find cost reduction opportunities with speed and agility?

Finance teams having evolving responsibilities. Executive leadership expects finance to go beyond their reporting duties and become a strategic partner, providing recommendations to drive business growth through predictive analytics. Transactional financial reports provide much of the day-to-day measure but cannot answer questions around revenue and profitability, or how to reduce spend and optimize working capital. Oracle Analytics Cloud enables finance to derive insights around revenue and spend and optimize working capital and cash flow. These insights help finance teams monitor risks with customers, suppliers, or partners and make better decisions on where to invest and allocate capital that align with strategic goals.

Use case

Predictive analytics to drive cost savings.

Business challenges

- Gain deep visibility into spend.
- Identify potential cost savings.
- Perform fraud analysis on services offered.
- Perform predictive analytics/what-if analysis.

Solutions used

Oracle Analytics Cloud, Oracle Enterprise Performance Management Cloud, Oracle Exadata.

Oracle customer value benefits

- Drives cost savings by identifying practices with high costs and enabling change of habits at those practices towards lower costs.
- Enables significant savings with predictive fraud analytics. One customer saved more than $1 billion.
- Enables handling of a higher volume of requests due to the richness of the dataset.
- Creates more demand from the business for reporting intelligence and shifts the value of the work performed from administration duties to analytical activities.
- Demonstrates compliance and ensures users are seeing what they are supposed to be seeing.
- Saves cost by having Oracle manage and maintain all infrastructure.

Customer spotlight Kingold Group

Kingold Group is a multinational enterprise dedicated to improving the quality of life for all. Headquartered in Guangzhou, China, with core businesses in diversified areas that include real estate, finance, health, education, hospitality, and media, the group's core mission is helping people create their ideal life. Kingold chose Oracle Analytics Cloud to consolidate data silos and provide users with real-time data access to drive business opportunities.

Business value realized

- **Faster data and report access:** In Kingold's legacy siloed environment, business users waited 3–10 days for Excel spreadsheet driven data, and there was no guarantee to the validity of the data. With OAC, Kingold now exceeds the business users' expectations with real time data access, providing them with the capabilities to analyze their data, any time, and with accurate outputs.
- **Improved system integration:** With OAC, Kingold has integrated more than 30 systems in its ADW and created eight internal data analysis domains compared to the legacy system's two data marts. Integration has resulted in a 50X increase in the volume of analyzable data.
- **Faster system performance:** Kingold, with OAC, is able to manage a 10X increase in data analytics projects with more than 200 data set, covering 130 projects.
- **Improved resource skillset and productivity:** Since consolidating the siloed business unit's data, OAC has enabled the IT organization to enhance their skillset and move away from a traditional reactive management style to a proactive data driven organization where 70% of the resources are now skilled in digital and data management and 30% on cloud management.
- **Reduced technology costs:** By using Oracle Cloud Estate, a combination of Oracle Cloud@Customer and Oracle Cloud Infrastructure (Oracle Autonomous Data Warehouse and Oracle Analytics Cloud), Kingold reduced its license fees by 75% and overall total cost of ownership by 25% compared to the legacy systems and architecture.
- **Support for business growth and improvement:** 25% increase in Sales Opportunity: Kingold was able to identify additional sales prospects with the use of OAC. The IT team identify additional opportunities by combining new data sets from different business units with the existing CRM system. With OAC, they created a highly visualized sales pipeline to prospect additional offerings to residence, based on their previous purchasing history in other business units.
- Read the full customer story: Kingold uses Oracle Cloud to find new opportunities.

Challenges

The Kingold Group has its roots as a property and real estate developer, and the company grew rapidly, encompassing eight complex industry business units. Each business unit managed its own applications, systems and data. It became a challenge to share information, to obtain a holistic view of customers, and to develop a go-to-market strategy as a group. Each BU has it owns storage system, and no central data warehouse. Excel files was used to aggregated data and as system reports. This was not sustainable, and Kingold looked at OAC as its BI system.

.

"Our mission is to empower users with meaningful, actionable and monetizable data that can be accessed anytime, anywhere in any size and format"

Steven Chang
CIO, The Kingold Group

Conclusion

Analytics provides answers and enables informed decision-making throughout every aspect of an organization—in finance, HR, marketing, and more. Traditionally, analytics was limited, human-driven, and labor-intensive, requiring specific IT or data and analysis skills.

Oracle Analytics Cloud combines machine learning with data to enhance human interactions, eliminate mundane tasks, reduce bias in analysis, and enrich decision-making and predictive ability. With Oracle Analytics Cloud, you can reveal hidden patterns, access actionable insights, and use data to drive processes and direct interactions and decisions to achieve the business outcomes you envision.

We hope this study provides some insight into the kind of value you could expect from Oracle Analytics Cloud and the kind of metrics you can use to gauge success.

The following are recommended KPIs to help you target, track, and measure performance along your Oracle Analytics Cloud transformation journey.

Recommended KPIs

Improved performance	Improved reporting	Reduced costs	New value creation
• Query performance • Additional data workloads ingested • Hours of downtime • Improved scalability • Number of system users • Average percentage of time spent on data administration • Percentage of time spent waiting on system-based administration • Percentage of CPU utilization	• Total number of reports/ dashboards generated • Average percentage of time spent on generating reports • Total cost for reporting processes (percentage of revenue) • Operating margin • Other overhead costs (excluding staffing and technology) for reporting processes (percentage of revenue) • Average percentage of time spent on data analysis and mining • Total number of helpdesk tickets	• Percentage of IT budget for integration • Percentage of IT budget for infrastructure acquisition • Percentage of IT budget for infrastructure maintenance and support • Annual compliance costs • Average cost of SLA noncompliance • Percentage of sensitive records utilizing encryption, data masking, or security policy • Operating margin	• Time to market for new products • Customer retention rate • Sales win rate • Upsell/cross-sell rate • Time to onboard new customers • Campaign time to market • Inventory carrying costs • Manufacturing • cycle time • Order cycle time

If you would like to learn more about this report, other available reports, or if you are an Oracle Cloud customer who would be interested in taking advantage of the Oracle Value Realization Program, please get in touch with us at: customer_value_realization_ww_grp@oracle.com.

Wherever you may be in your cloud journey, Oracle can help

Connect with us

Call +**1.800.ORACLE1** or visit **oracle.com**. Outside North America, find your local office at: **oracle.com/contact**.

blogs.oracle.com facebook.com/oracle twitter.com/oracle