

# Enabling your Strategy with SaaS for the UAE Region



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# The pace of change in UAE – 50 years of change

The future of business  
has arrived—sooner  
than expected.

## Top Business Priorities

**Employee/customer health & safety**

**Work-from-anywhere**

**Digital customer experiences**

**Resilient and agile supply chains**

**Real-time scenario planning**

**Sustainability**

**Industry-specific needs**

# Partner with Oracle



**Customer-First Mindset**

**Most Complete Cloud**

**Best Technology**


**Fastest Innovation**

**Modern User Experience**

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## Customer- First Mindset



Offering you  
exceptional  
experiences

Learning  
from our  
journey  
together

Using the  
same apps  
that you do



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## Customer-First Mindset

We're constantly learning how to make your cloud journey better at every step

### Discovery

Redesigned o.com

Simplified product names

### Selection

Expert guidance

Solutions tailor-fit to your needs

### Purchase

Simplified contracts

Cloud services T&Cs and policies on o.com

### Adopt

Rapid Cloud Migration with Oracle Soar and Lift Cloud Services

Dedicated Implementation Support

In-product help

Monitoring and telemetry

Feedback loop across development, operations, support, and customer success

### Success

Customer Success Managers

Proactive planning

### Cloud Customer Connect

Active online community

- 200,000 members
- 135,000 represent customers
- 26,000 represent partners

Customer ideas account for 80% of new features

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## Most Complete Cloud

Modular design lets you adopt just what you need, when you need it

Applications are built on unified data and connected processes



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## Best Technology

### No more technical debt

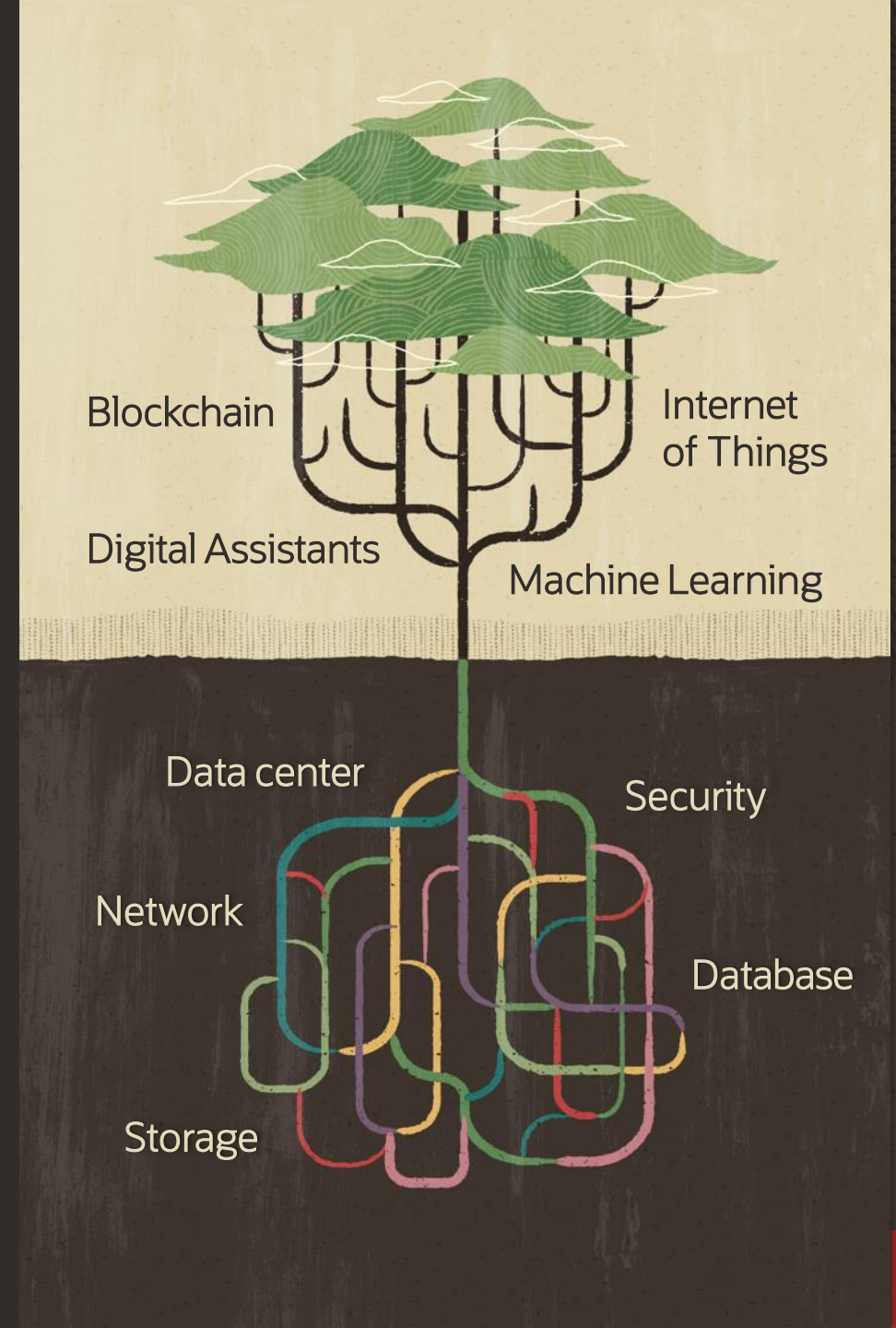
Continuous improvements in performance, security, and reliability

### Extensible platform

Ability to easily add unique features to apps

### Gen2 cloud infrastructure

Cloud-native services = microservices-enabled apps



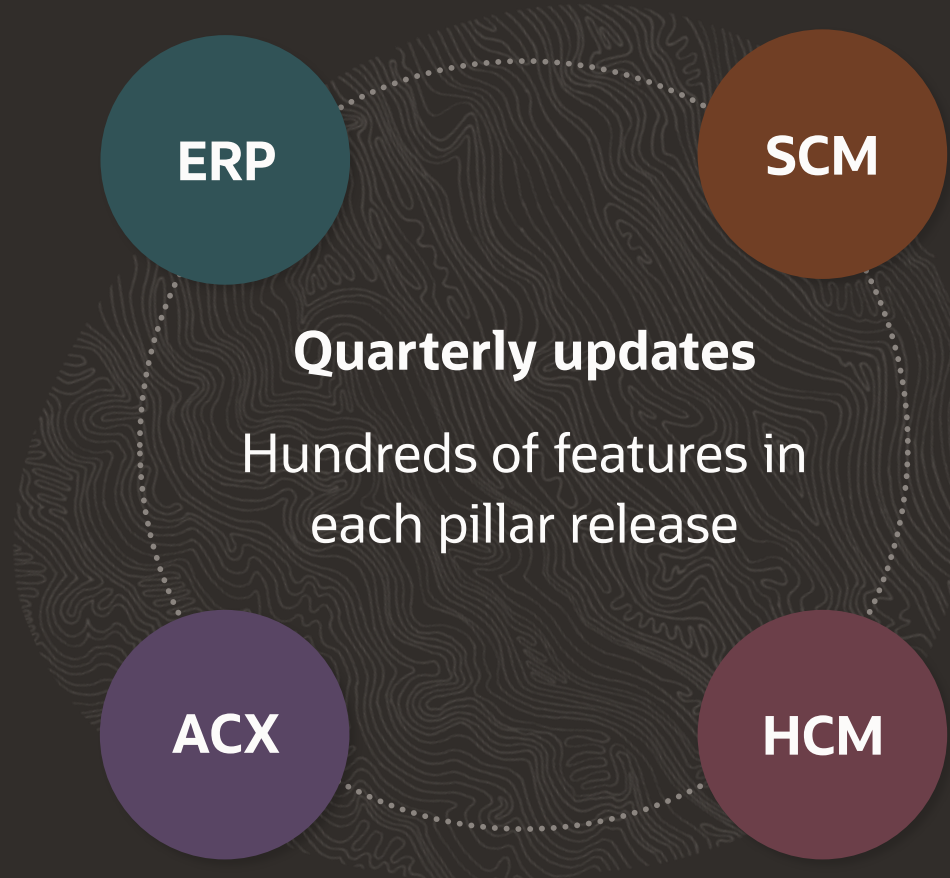


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## Fastest Innovation

Product enhancements include new capabilities to meet industry requirements, evolving market demands, and global challenges

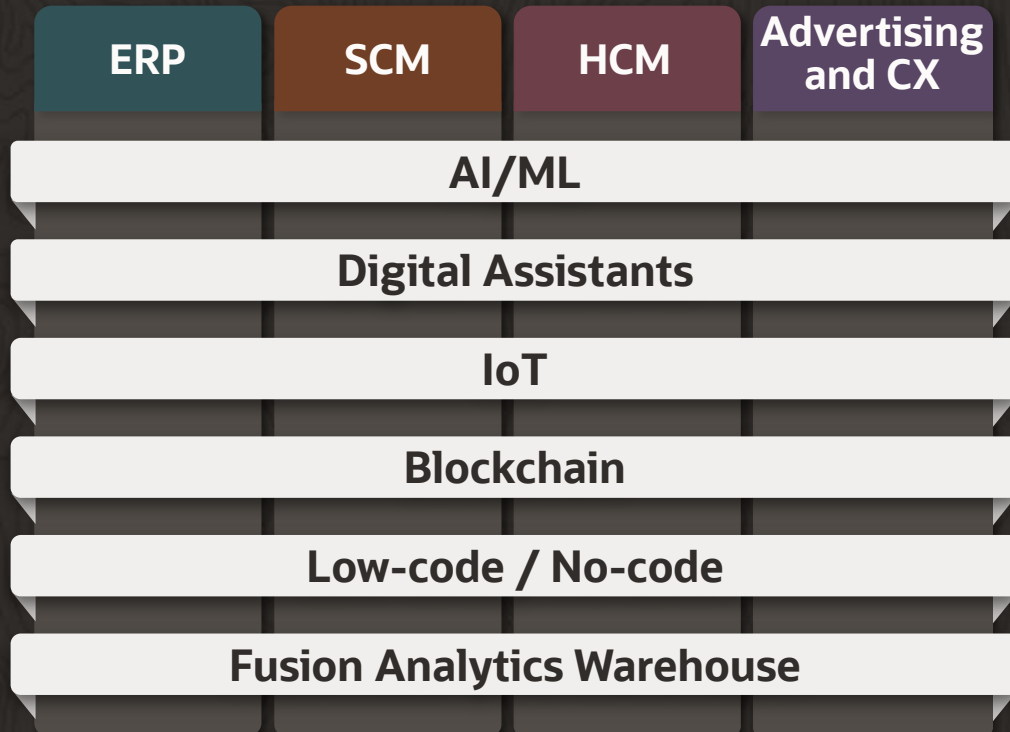




# Partner with Oracle

## Fastest Innovation

We use the the latest technologies  
to meet your business needs



### ERP

- AI-driven touchless operations
- AI-driven continuous forecasting
- Fusion ERP Analytics

### SCM

- AI Planning Advisor
- Logistics Digital Assistant
- Intelligent Track and Trace

### HCM

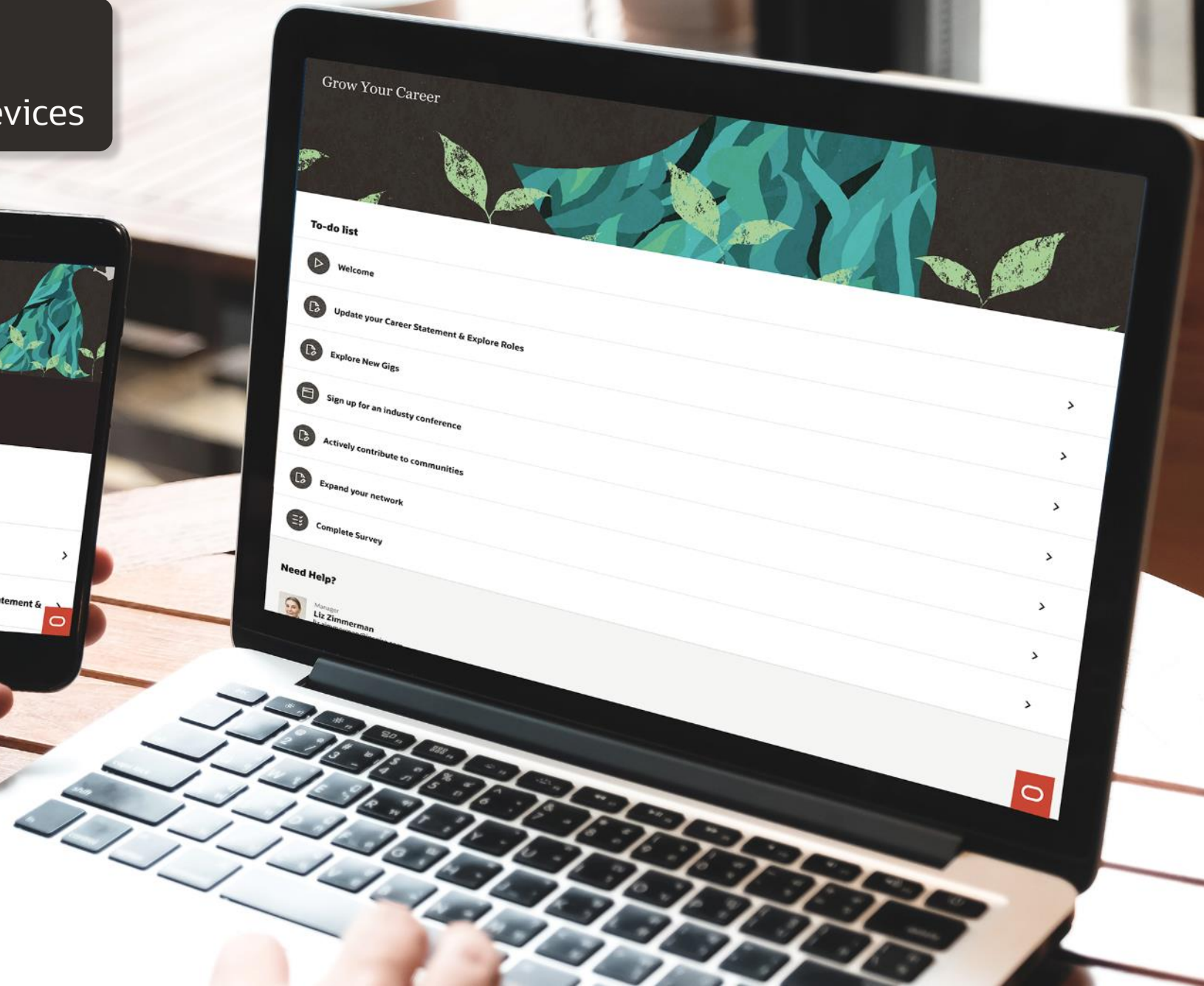
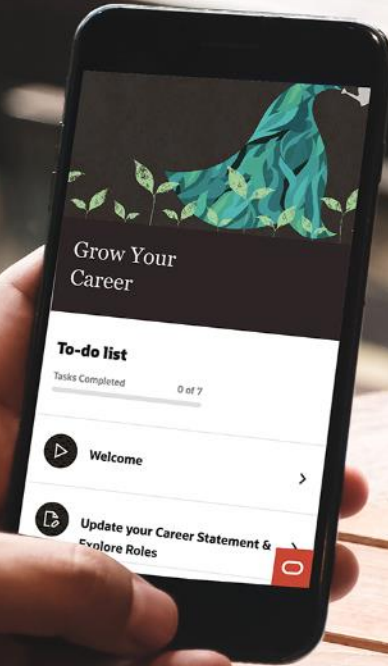
- Intelligent automation and low-code, no-code for Oracle Journeys
- AI-driven skills management
- Fusion HCM Analytics

### Advertising and CX

- Real-time decisioning & next-best offers
- Mobile Sales Digital Assistant
- Conversational, guided agent experience

# Modern UX

Same experience across devices



# Define your future

**7,700 companies** automate finance with Cloud ERP so strategic insights drive the bottom line



**Financial service** firms place new emphasis on customer convenience with Cloud CX



**Largest U.S. employers** take care of their most precious asset—their people with Cloud HCM



**Healthcare** providers eliminate paperwork with Cloud HCM to focus on patient care



**Manufacturing, logistics, transportation** firms aim to cut global CO2-e 20% with Cloud SCM by 2030



**Hospitality** businesses plan recovery efforts with real-time financial insights from Cloud ERP



**Retailers** drum up online holiday sales with Cloud Marketing, sending 11 billion messages in 4 days



**Businesses** resolved 8 billion service requests over the holidays with Cloud Service





# Continuing to build on a successful track record

**200+** SaaS customers in UAE alone

## Industry Footprint

Public Sector, Healthcare, Education

Logistics, Healthcare, Financial Services

Retail and Holding

**Over 25%** of the On Premise

Install Base Migrated to Cloud



Ali & Sons  
SINCE 1979



DP WORLD



Customer First Mindset

Most Complete Cloud

Best Technology

Fastest Innovation

Modern User Experience

# Let's Build The Future of Business Together



ORACLE