# ONE

**ORACLE MAGAZINE FOR MIDSIZE COMPANIES**

## FASTER FRAUD PREVENTION

Advanced analytics in action.

**PAGE 5**

# INSIGHT = ADVANTAGE

Complete, integrated solutions to generate deep insight into business operations and maximise success.

**PAGE 2**

## DATABASE ALCHEMY

How to turn information into insight.
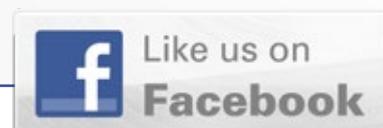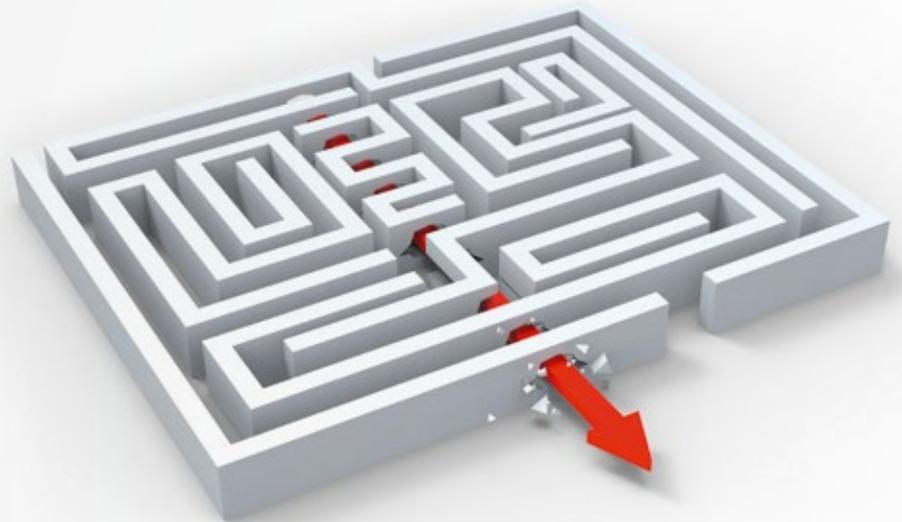
**PAGE 2**

## PLANNING FOR PROFIT

How to make success more predictable.

**PAGE 3**

## UNLEASH THE POWER OF TALENT

Service-oriented Talent Intelligence.

**PAGE 4**

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INSIGHT-DRIVEN BUSINESS

# Great business insight is no accident

Rapid business growth without intelligent insight into data and processes is like driving a powerful car with poor handling – it's all too easy to lose control and crash.

However, for most midsize organisations it's a challenge just to manage and store increasing volumes of information properly and keep processes running, let alone generate actionable insight. **But if you're determined to take a smarter approach to growing your business, where do you start?**

There are a number of steps you need to take as part of a smarter approach to growing your business, and Oracle can help ensure you don't put a foot wrong:

- **Create an effective data infrastructure:** Consolidate your data in an Oracle Database to enable comprehensive analysis of all the information at your disposal.
- **Maximise infrastructure performance:** Take advantage of record-breaking Oracle hardware performance and leading application server technology to ensure applications run faster and more reliably.

- **Build a business intelligence platform:** Use Oracle's comprehensive and integrated business intelligence solutions to generate new kinds of actionable insight with innovative analytics.
- **Choose the right applications:** From helping you get to know your customers better, to maximising employee performance, Oracle has the applications you need to understand where your growth challenges and opportunities are, and address them successfully.

This edition of Oracle ONE Magazine shows you how to use Oracle's complete range of integrated hardware, software and solutions to grow your business intelligently.

We hope you find it useful.

2

## ON THE COUCH

### Sit down. Relax. Shape the future.

Have you taken your seat on the couch yet? The popular social discussion and collaboration platform brought to you by Oracle and Intel is the perfect place to connect, share new concepts, and uncover the truth about what it takes to be successful.

The Couch is everywhere you are - LinkedIn, blogs, Twitter, and Facebook. You can even take a seat on the Couch for real if you attend a live Oracle event.

So what are people talking about? Here are a few examples:

- How can you make your B2B social media campaign more effective?
- Is proving marketing ROI now more science than art?
- How will the 'Internet of things' have evolved by 2050?
- Is aiming for better rather than perfect good enough, when it comes to Big Data?
- How can cloud tech help salespeople scale their success?
- Is there a blueprint for securing your business?

» **Join the conversation on the Couch now: oracle.com/goto/thecouch**

# Database alchemy – turning information into insight

A small amount of insight is a lot more valuable than a mountain of data. But generating that insight is a slow, resource-intensive task if data from your customers, partners, sales teams and other parts of the organisation sits in siloed systems.

Consolidating all of your valuable business data in an Oracle Database is the first step to realising its value through insight. Additional Oracle technology, such as the In-Memory Option for Oracle Database 12*c*, is making it faster and easier to generate actionable business insight than ever before.

» **Register for an Oracle Database 12*c* webcast now: oracle.com/goto/technology/mea**

## Profitable growth you can count on

Is managing the disruption of changing economic environments and customer requirements a realistic goal for fast-growing organisations? It can be, if you have the right planning tools in place to ensure your forecasts are more accurate, your costs are low, your cash flow is under control, and your business processes are set up to support growth, not stifle it.

Oracle's integrated suite of Hyperion Performance Management Applications help you manage your strategic, financial, and operational processes to make the future of your business more predictable and profitable, while delivering a low cost of deployment and ownership.

» **Read the executive guide here:**
oracle.com/goto/applications/mea

## Need more database power? Go virtual!

How does doubling the performance of your IT while significantly lower running costs sound? **That's the kind of value provided by the perfect integration of Oracle Database 12c with new Oracle SPARC T-Series servers.**

For example, Oracle Multitenant—an Oracle Database 12c Enterprise Edition option—introduces a new architecture that enables in-database virtualisation for database consolidation. Oracle's SPARC servers with Oracle Solaris enhance Oracle Multitenant with virtualisation technologies that enable:

• High server consolidation density

• Faster database provisioning, cloning, patching and upgrades

• The ability to manage many databases as one.

All of which makes running your Oracle databases easier and less expensive.

» **Watch the webcast now:**
oracle.com/goto/it-infrastructure/mea

## O DID YOU KNOW?

Subscribe to the Oracle ERP Cloud and you'll pay absolutely nothing for the first 12 months.

» **Learn more now:**
oracle.com/goto/oracle-cloud/mea

## ORACLE & VODAFONE ALBANIA

**With around 450 employees, Vodafone Albania is part of Vodafone Group PLC, the world's largest telecoms company by revenue.**

**The provider worked with Oracle Consulting to transform the efficiency and effectiveness of its IT infrastructure with a unified Siebel CRM solution, Oracle Business Intelligence Foundation Suite and Oracle SPARC servers. The benefits? Increased system performance and resilience, and lower operating costs.**

» **Access the full case study here:**
oracle.com/goto/applications/mea

## Focus on success with laser sharp insight

**Making great business decisions becomes a lot easier and more cost-effective when you're basing them on insight derived from a single, comprehensive and integrated business intelligence solution.**

Oracle Business Intelligence Foundation Suite 11g is packed with a range of new features that further enhance its comprehensive business intelligence capabilities, including enterprise reporting, dashboards, ad hoc analysis, multi-dimensional OLAP, scorecards, and predictive analytics on an integrated platform.

» **Read the update now:**
oracle.com/goto/technology/mea

## Oracle and Immonet

Immonet, founded in 2003 and with around 250 employees, is one of Germany's leading real estate websites with 1,495 million real estate listings and more than 3.7 million visitors per month.

Immonet used Oracle Business Intelligence Foundation Suite 11g to gain insight into a wealth of data—such as property type, neighbourhood, and price range per town and region. This enabled the company to increase customer requests by 300% through better search engine advertising and to grow sales by 200%.

» **Access the full case study:**
oracle.com/goto/technology/mea

## UNLEASH THE POWER OF TALENT

Business Intelligence (BI) solutions help you manage your business more effectively. But are there smart tools that support better employee management too? In fact, a survey conducted by the Human Capital Institute found that the biggest barrier to generating valuable talent insights was a lack of such tools. That's where Talent Intelligence (TI) solutions come in.

Whereas BI helps you capture, extract and analyse key business data, TI solutions capture key workforce and talent data, and generate insights that help maximise the potential of your staff.

Oracle Taleo Business Edition is a talent management software-as-a-service solution used by thousands of organisations to manage employee recruitment, performance, onboarding, education and compensation. It puts the power of Talent Intelligence in your hands.

» **Request a live demo now:**
oracle.com/goto/oracle-cloud/mea

# Right message, right person, right time

Consumers are tired of sales and marketing approaches that don't address their specific needs and wants. And they don't care about customer churn. That's why it's never been more important to ensure every interaction between your brand and your target audiences is as targeted, relevant and timely as possible.

Oracle's software-as-a-service solutions for customer experience enable you to:

- Create proactive, relevant communications based on complete knowledge of the customer and their history.
- Capture actionable voice of the customer insights across channels.
- Turn actionable insight into timely, informed, and effective business decisions.

- Optimise both the quality of the customer experience and the operational efficiency of multi-channel engagement.

» **Sign up for a free trial now:**
oracle.com/goto/oracle-cloud/mea

## Application performance reloaded

What's the big deal about accelerating application performance? It comes down to the ability to deliver high levels of service to business users with fewer server instances and resources to manage, and therefore lower costs.

Oracle WebLogic Server 12*c* delivers industry-leading and record-breaking performance for applications, both in terms of application response time and throughput. Innovations for thread management such as Work Managers deliver self-tuning server capabilities for optimal performance across containers and applications. Optimised protocols enable high-performance communications across server instances. And integration with web server and database technologies enables maximum performance for multi-tier environments.

Put simply, Oracle WebLogic Server 12*c* is the #1 application server for developing and deploying applications across conventional and cloud environments. It has also been updated to integrate with and leverage the new features of Oracle Database 12*c*.

» **Read the datasheet now:**
oracle.com/goto/technology/mea

## Dig deep for Big Data insight

**Are you dealing with Big Data, rather than just more data?** If so, you need more than standard analysis tools to make sense of it. You need new, more powerful analytics to identify the interrelationships between all the new types of data you are collecting, from blog posts to web transactions, live chat conversations and tweets.

Oracle Advanced Analytics extends the Oracle Database into a comprehensive advanced platform for real-time analytics through two major components: Oracle R Enterprise and Oracle Data Mining. Together, they deliver insight into key business topics such as churn prediction, product recommendations, and fraud alerting.

» **Read the white paper now:**
oracle.com/goto/technology/mea

## Performance to the power of 50

4

Generating more valuable business data doesn't have to mean spending more on storage. The key is to select a storage system engineered to deliver maximum capacity and database performance, while reducing capital and operational expenditure.

Oracle ZFS Storage ZS3 application engineered storage systems integrate perfectly with Oracle Database 12c to reduce the cost, complexity, and risk of storing your data.

» **Read the white paper now:**
oracle.com/goto/
it-infrastructure/mea

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## Felsineo & Oracle JD Edwards EnterpriseOne

Founded in Italy 1947, Felsineo S.p.A. is a European market leader in cured meat production. It has used Oracle's JD Edwards enterprise resource planning (ERP) system to help automate and support its production processes since 2000. However, in 2013, the company needed to:

- Renew the enterprise resource planning system architecture.
- Reduce software customisations within the ERP system.
- Improve system performance and optimise staff resources.
- Develop a more reliable, modern, and logical model to easily integrate the ERP system with other software.

By upgrading to Oracle JD Edwards EnterpriseOne 9.0, Felsineo accelerated its business processes by 30%, reduced employee resource use by 15%, and lowered maintenance and system management costs by 40%.

» **Read the full case study here:**
   oracle.com/goto/applications/mea

## Oracle & Turkcell

Turkcell İletişim Hizmetleri A.Ş. is a leading provider of mobile communications in Turkey with more than 34 million subscribers. It wanted to combat communications fraud and money laundering by introducing advanced analytical solutions to monitor key parameters of prepaid card usage and issue alerts or block fraudulent activity.

By deploying an Oracle Exadata Database Machine X2-2 HC Full Rack and using Oracle Data Mining, a component of Oracle Advanced Analytics, the company was able to create predictive antifraud models faster than with any other machine. On average, generating actionable insight is four hours faster than when using traditional models.

"With Oracle Exadata Database Machine and the analytics capabilities of Oracle Advanced Analytics, we can complete antifraud analysis for large amounts of call-data records in just a few hours. Further, we can scale the solution as needed to support rapid communications data growth," said Hasan Tonguç Yılmaz, Manager, Turkcell Teknoloji Araştırma ve Geliştirme A.Ş.

» **Read the full case study:**
   oracle.com/goto/technology/mea

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## Redefining risk management

If you really want to keep your business risks to a minimum, you need complete visibility over all your compliance, risk and internal controls. That's not easy if you have different operating teams managing separate requirements.

Oracle Enterprise Governance, Risk, and Compliance Manager (Enterprise GRC Manager) lets you manage all your GRC programs as one, while still addressing individual requirements with natively-built modules.

This unified approach promotes overall insight, shared practices, re-use of work, efficiency, and cost savings and tackles the problem of siloed GRC responses without imposing a one-size-fits-all solution.

**»Access the virtual briefing centre now:**
**oracle.com/goto/technology/mea**

## Oracle and INPS Healthcare

INPS develops, deploys, and supports Vision, a flexible suite of clinical software solutions used extensively within primary healthcare settings and the wider healthcare environment throughout the UK.

It needed to ensure Vision availability while gaining scalability, cutting management and support overheads, and reducing its data center footprint and costs.

Deploying the Oracle Database Appliance enabled INPS to:

- Reduce monitoring, maintenance and support costs by 50%
- Save 10 DBA hours per week

- Complete Vision upgrades 50% faster
- Cut system response times by 20%
- Reduce rack space in the data center by 60%
- Cut energy costs by an additional 65%

**»Read the full case study now:**
**oracle.com/goto/it-infrastructure/mea**

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**The Couch is where today's business leaders come to talk. About what works. About what doesn't. And about what's next.**

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Oracle is committed to developing practices and products that help protect the environment

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