ONE

ORACLE MAGAZINE FOR MIDSIZE COMPANIES

DATABASE AS A SERVICE IN ACTION

Small business performance transformed.

PAGE 5

RE-IMAGINING DATA MANAGEMENT

Complete, integrated solutions for managing growing data volumes and keeping your business running smoothly as it grows.

PAGE 2

THE SUPPORTED CLOUD

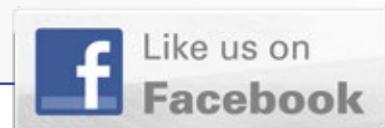Low-risk cloud computing.

PAGE 2

THE ALWAYS ON BUSINESS

Stop growth slowing your business down.

PAGE 3

AUTOMATICALLY BETTER MARKETING

Ensure a better return with less effort.

PAGE 4

SHARE. VIEW. JOIN.

Like us on **Facebook**

oracle.com/goto/oraclemidsize

ORACLE®

INSIGHT-DRIVEN BUSINESS

Re-imagining data management

How much control do you have over the data you're business is generating? How much time, money and resources are you using to manage it? Could you be extracting more value from it with less effort if you had the right tools?

Having great answers to questions like these could make the difference between your business having a good year or a great one. It could also put you one step ahead of your competitors. The question is how you implement the solutions that put you in that enviable position.

Putting your trust in the cloud
Managing data and consuming applications as a service requires fewer resources and less investment than owning and managing your own servers within your own building. That's why it's so perfect for midsize businesses. And by choosing the right provider, you don't have to worry about the availability or security issues that relying on unsupported open-source solutions can create.

Oracle Database 12*c* was built to be the foundation of an efficient, effective and secure cloud computing environment for fast-growing businesses like yours. You can choose to use it as a service via the Oracle Cloud, alongside powerful SaaS tools, or deploy it in a private cloud environment to retain more control over your most sensitive data.

Either way, you get the scalable and high-performance and highly available infrastructure your business needs to continue its successful growth trajectory far into the future.

This edition of Oracle ONE Magazine shows you how to use Oracle's complete range of integrated hardware, software and solutions to manage your data optimally, and tap the power of cloud computing as your business grows.

We hope you find it useful.

Even clouds need support

For all its benefits, it still pays to take a cautious approach when building a cloud-based database environment. So you need to ask the question: do you really want to risk business continuity by using a solution that involves reprogramming your apps, and which relies too heavily on unsupported open source technology?

Oracle Database 12*c*, based on proven enterprise-class technology, plugs your business into the cloud with maximum support and minimum risk – all without making any changes to your existing applications.

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

Faster, more successful selling

Offering your customers the right product at the right price as soon as they ask for it can only be good for your sales. But if your quoting processes are manual, you're leaving the door open to error and delay. The solution? An automated Configuration, Price and Quote (CPQ) engine.

Oracle BigMachines Express is an intuitive CPQ solution designed specifically for the needs of fast-growing businesses. It provides an intelligent way for sales people to select and price products, and create proposals immediately. Your benefit: accurate, accelerated quoting that increases close rates and generates more revenue.

» **Watch the webinar to discover the power of Oracle BigMachines now:**
   oracle.com/goto/applications/mea

Oracle and Dealis

Dealis Fund Operations GmbH is a German joint venture between Allianz Global Investors and DekaBank. Its 330 employees determine the daily price of administered funds based on the processing of millions of transactions.

The company needed to improve back-office system performance to increase the reliability and efficiency of transaction management, while ensuring business continuity without increasing staff workload. Dealis deployed Oracle SPARC T4-1 and T4-4 servers, helping it to:

• Optimize core processes

• Migrate operations from its legacy servers seamlessly within the agreed timeframe and with the minimum of planned database downtime

• Significantly increase database performance and cost-effectiveness

» **Read the full case study now to find out how they did it:**
   oracle.com/goto/it-infrastructure/mea

4 DID YOU KNOW?

Most businesses spend 4x more maintaining IT than they do innovating with IT.

» **Learn more by accessing our insightful infographic now:**
   oracle.com/goto/oracle-cloud/mea

ENABLING DATABASE CLOUDS WITH TRAINING FROM ORACLE UNIVERSITY

Cloud computing offers an opportunity for IT organizations to be more responsive to changes in application workloads and business demands, while also reducing IT complexity and costs. Get training on Oracle Database 12c and learn how this new technology has helped customers standardize, consolidate and automate database servers on the cloud with a variety of innovations.

» **Access the full case study here:**
   education.oracle.com/database12c

Always on data, for always on businesses

No matter how fast your business grows, you don't want to let the momentum slip. But if the data you're generating overwhelms your systems, application performance and availability could fall, disrupting your operations.

Now part of Oracle Database 12c Standard Edition, Oracle Real Application Clusters (RAC) give your midsize business enterprise-class database availability, scalability and performance by sharing workloads across a cluster of servers. The result: you're always open for business, no matter how high the demand.

» **Read the white paper to discover the power or Oracle RAC now:**
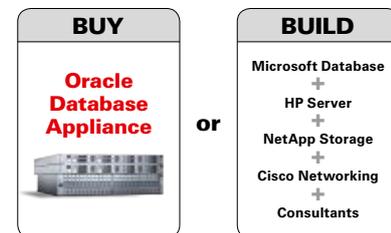   **oracle.com/goto/technology/mea**

Oracle and Cetelem

Spanish Financial Services firm Cetelem, a local subsidiary of the BNP Paribas personal finance division, needed to drive business agility and new revenue by reducing time to market for new products and services.

The company used Oracle WebLogic Server, as part of an integrated solution featuring Oracle engineered systems, to deploy partner-branded consumer credit products and services within minutes instead of days. This enabled the company to generate revenue without increased IT infrastructure costs.

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

FROM HR CHAOS TO CONTROL

Do you have a defined HR strategy in place? Do you have clear visibility over the performance of your staff, their value and how happy they are? If not, you're not alone. Oracle figures suggest HR staff spend just 15% of their time on strategic HR development activities, and that only 13% believe they have the analytics and tools they need to drive their functions effectively.

A central platform for managing all of your HR data that gives you clear visibility and control over, for example, who is working where, how they are performing, and what their development needs might be, can help.

Oracle Human Management Cloud Service is a flexible, strategic and insightful tool delivered quickly and affordably via the Oracle Cloud. For HR professionals, it's the key to delivering a bigger business contribution.

» **Sign up for a free trial to experience the benefits for yourself now:**
   oracle.com/goto/oracle-cloud/mea

Automatically better marketing

Marketing can be a time-consuming, labour-intensive task. For midsize businesses with limited resources and budgets, that's a real issue. But with modern marketing automation tools, it doesn't have to be. In fact, these tools can improve the performance of your marketing dramatically.

Oracle Eloqua Cloud Marketing Service is a modern, connected and proven cloud solution that can help you:

- Execute effective marketing campaigns in days to deliver faster results
- Align marketing activities more closely with sales objectives to reduce wasted effort
- Drive revenue by increasing lead conversion
- Improve the accuracy of audience targeting
- Accurately assess the performance of each campaign

» **Download the Forrester white paper for deeper insight now:**
   oracle.com/goto/oracle-cloud/mea

Forget format, just manage your data

Wouldn't it be nice if all your data was in the same format – just think how easy it would be to manage! Unfortunately, even Oracle can't make that dream a reality. However, with Oracle Database 12*c*, you can manage and analyse all your structured and unstructured data more easily.

That's important, because unstructured data, such as that often produced via social media and mobile devices, is increasing in volume within many organisations. Not only that, this kind of data can often provide some of the freshest, most useful insights about what's going on within a business or a customer segment right now.

Oracle Database 12*c* simplifies the management of unstructured data by supporting specialized data types for many common data formats, making it as easy to interact with as standard relational data. And because it's stored alongside all your other data, you can use all the same administrative, monitoring and management features to handle it.

» **Our white paper reveals the value in more detail. Read it now:**
   oracle.com/goto/technology/mea

Oracle and 3 Step IT Group

Based in Finland, 3 Step IT Group Oy provides global IT equipment leasing services as well as online asset management and equipment replacement services to around 3,000 customers in Scandinavia, the UK, and across Asia. It needed to guarantee high service availability for its rapidly growing customer base.

3 Step IT Group implemented a complete Oracle solution featuring Oracle Database Appliance, Oracle Active Data Guard and Oracle Real Application Clusters. This enabled it to eliminate unplanned maintenance breaks and downtime, and replicate data live between the production site and the standby testing site.

» **Read the case study for more detail on the benefits now:**
   oracle.com/goto/technology/mea

Single appliances, multiple strengths

These days, you don't need a raft of hardware to handle different data management and storage tasks.

A single Oracle Database Appliance, combined with a single Oracle Sun ZS3 Storage Appliance can protect your data, enable fast and easy development and testing, rapidly expand storage capacity, tier your data storage intelligently, and lower storage costs.

» **Want to know if it's right for you? Take our Oracle Database Appliance readiness test now:**
   oracle.com/goto/ it-infrastructure/mea

4

ORACLE®

Oracle RightNow Cloud Service & Photobox, UK

With 24 million members, London-based Photobox is the European market leader in online photo services. It specialises in the online printing, storing, sharing, and publishing of digital photos, as well as the production of personalised printed photo products.

The company needed tools to help manage its rapidly growing customer base, including the construction of a multichannel contact centre to enable consistent information delivery and self-service capabilities.
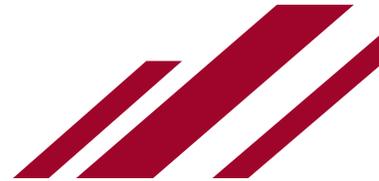
By implementing Oracle RightNow Cloud Service, Photobox was able to:

- Grow its customer base by 200%
- Increase sales from existing customers by 15% and from new customers by 45% in 12 months
- Reduced inbound contact workload by 7.7% in 12 months

» **Read the full case study to understand how they did it here:**
  oracle.com/goto/applications/mea

Oracle and Demand Analysis

Based in Cheltenham, UK, two-man technology company Demand Analysis delivers solutions that help service companies identify and eliminate unnecessary service-related costs.

The company needed an enterprise-class hosting, delivery, and development platform for its core application that would be affordable, fast to deploy and easy to use.

By selecting Oracle Database Cloud Service, Demand Analysis was able to:

- Host live solutions for clients at a low monthly price
- Deliver its core application securely and professionally across a range of platforms for multiple clients in multitenant environments
- Get cloud solutions hosting up to 1,500 concurrent users up and running in 5 days from order receipt

"It is a significant asset for us to tell customers that our entire application is run on Oracle Database Cloud Service. We first show them how our application delivers customer intelligence for their businesses, and then explain that, with Oracle technology behind the service, they can adopt it flexibly and with full confidence in its scalability, security, and high availability," said Peter Mulligan, Cofounder and Director of Sales and Marketing, Demand Analysis Ltd.

» **Learn more about the benefits delivered in the full case study:**
  oracle.com/goto/technology/mea

CONTACT US

For further information call:
0097143909010 or 0097143909390 or 0020235350639 or 0096612739246 or 0097444462716 or 0023414488048 or 0027113194415
E-mail: ask-bdg_ae@oracle.com

» **oracle.com/solutions/midsize**

omnix International

ORACLE Gold Partner

Key Technologies & Applications

- ➤ Engineered Systems
- ➤ Analytics and Statistics Solutions
- ➤ Portal & Enterprise Content Management
- ➤ SOA Integration, Data/Information Sharing
- ➤ Customer Relationship Management
- ➤ E-Services (Smart & Web Based)
- ➤ Identity Management
- ➤ Vertical Solutions for Public Sector, MRD, Healthcare, Oil & Gas, Financial Services
- ➤ Case Management
- ➤ Smart Core Business Automation
- ➤ Master Data Management and Data Quality Solution

T +971 4 366 9555
F +971 4 366 5355
E info@omnix.ae

www.omnix.ae

ORACLE®

Oracle and Tukaş Gıda Sanayi ve Ticaret, Turkey

With just over 200 employees, Tukaş Gıda Sanayi ve Ticaret produces vegetable and fruit products in Turkey and distributes them domestically and internationally.

The company wanted to be able to analyse its value chain in more depth in order to identify opportunities for increasing profitability. It also needed to increase the accuracy of its sales data and stock level monitoring, in order to reduce wastage.

Tukaş Gıda Sanayi ve Ticaret chose Oracle Business Intelligence Foundation Suite to help it:

- Increase data availability and security
- Increase frequency of sales data distribution to sales people from once every few days to every day
- Automate and accelerate monthly reporting process, reducing report delivery time by 20 days

- Enabled managers to access BI reports and dashboards anytime and anywhere on their smartphones and tablets with Oracle Business Intelligence Mobile

» Get more insight by reading the full case study now:
oracle.com/goto/technology/mea

Oracle and Munhowen

Munhowen is a leading beverage distributor in Luxembourg, delivering around 550 tons of drinks to pubs and other businesses every day.

The company needed to implement an easy-to-manage, future-proof storage environment that would simultaneously centralise, simplify and improve storage management while guaranteeing business continuity.

Selecting Oracle Sun ZFS Storage Appliances enabled Munhowen to:

- Improve IT manageability
- Service short-term demand peaks during hot summer days more effectivelyevery few days to every day

- Reduce overall storage costs by merging data onto a single Oracle Sun ZFS Storage 7120 system
- Implement a disaster recovery solution on hot stand-by, guaranteeing reliable 24/7 customer service
- Reduce overall technology TCO by more than 50%

» Get more insight by reading the full case study now:
oracle.com/goto/it-infrastructure/mea