

ONE

ORACLE MAGAZINE FOR MIDSIZE COMPANIES

SWEET CLOUD DREAMS

Oracle Solaris = no more cloud nightmares.

PAGE 5

YOUR BUSINESS = OUR PASSION

You want to grow your business. We'd love to help you. How? With IT that helps you innovate.

PAGE 2

HOW FIT ARE YOUR APPS?

We help you get your app infrastructure into shape.

PAGE 2

SEE-THROUGH SECURITY

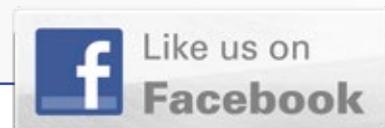
Can you defend your data transparently?

PAGE 3

CLOSE 15% MORE LEADS – GET SOCIAL

How to convert leads through social media.

PAGE 4



oracle.com/goto/oraclemidsize

Don't be average, be awesome!

How do you stand out from your competitors when they all claim to be offering the same thing? Prove that they're not.



There are many ways to do that. New products, new applications, better service or faster time-to-market are just a few of the options open to you. But how do you realize those kinds of advantages? The answer is deceptively simple: do things differently. And the technology infrastructure your business relies on is a great place to start.

Revolutionise your business, not (necessarily) your IT

Changing things up can take you in new and exciting technological directions. But innovating doesn't mean having to rip and replace all your existing IT. The best solutions help you make the most of your previous IT investments, while adding functionality that helps you differentiate.

For example, behind the scenes of your business operations, Oracle WebLogic

Server 12c works with your existing application infrastructure, to help you accelerate application development and get new services to market before someone else does. Meanwhile, on the front line, the Oracle Sales Cloud can help your sales people augment existing CRM data with social media conversations. This can help you increase your lead closure rates by up to 15%. Smart. Cost-effective. Different.

This edition of Oracle ONE Magazine shows you how to use Oracle's complete range of integrated hardware, software and solutions to create an IT infrastructure that helps your organisation win by doing IT differently.

We hope you find it useful.

You just lost a sale. Move faster!

We know midsize organisations need to grow without the budgets of large enterprises. We also know agility is one of the biggest advantages you have over them. So what's our solution – 'lite' versions of Oracle technology? Absolutely not! Rapid, agile growth demands full-strength IT.

Oracle offers you enterprise-class technology packaged to make it affordable, easy-to-use and fast to implement. It's called Oracle Accelerate. And it could be just what you're looking for.

» Watch the video to learn more:
oracle.com/goto/technology/mea



Your app infrastructure got fat. Got what it takes to shape up?

When you're at the gym, you want results like lower body fat, higher strength and faster reactions. If you need to get your existing application infrastructure into shape, your goals look slightly different: lower costs, higher performance and faster time-to-market.

Oracle WebLogic Server 12c is proven to deliver lower application infrastructure TCO, higher value from your existing investments plus faster application development and delivery cycles.

» Watch the Oracle WebLogic Server 12c launch webcast now:
oracle.com/goto/technology/mea

Your IT isn't efficient? What's your excuse?

How many times have you heard someone say, "The train was delayed", as they explain why they are late for a meeting? In Switzerland, local public transport network operator Transports publics fribourgeois (TPF) SA has been working to make that excuse history. Responsible for the safe transport of 28 million people per year in a region near the Swiss capital city Berne, TPF wanted to increase the efficiency and reliability of its IT infrastructure. The ultimate goal: minimize downtime for mission critical systems.

By using two Oracle Database Appliances, together with Oracle Active Data Guard and Oracle Real Application Clusters, the operator was able to:

- Enable cost-effective database operation and maintenance with just 6 IT staff
- Ensure scalability with a pay-as-you-grow licensing model
- Establish 24/7 operations with system redundancy that protects against a production system failure
- Minimise downtime with rolling maintenance procedures

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



See-through security? Are you crazy?

You might think that transparency is not high on the list of priorities for securing your valuable business data. But when it comes to data encryption, it's exactly what you want. Transparent Data Encryption (TDE) lets you encrypt your entire database and all your backups without any coding or application changes.

As a result, securing your data instantly becomes easy, fast and cost-effective. The best news of all? TDE is at the heart of Oracle Advanced Security for Oracle Database.

» **Read a review of Oracle Advanced Security, conducted by the SANS institute, to learn more:** oracle.com/goto/technology/mea

Oops, your database just went down! Now what?

Your business can't afford for that to really happen. But if you don't have the proper measures in place, the chances are it will – and probably when you least expect it.

Oracle Real Application Clusters (RAC) 12c ensures high availability, scalability and agility for any application as your business grows. Your benefit? No more "oops" moments.

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

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Simply follow our QR-Code, choose the relevant issue of ONE and select your language to access the online versions of the ONE magazine.



<http://bit.ly/1kvg1WU>

You *are* ready for your next audit – RIGHT?

Let's face it: with rising data volumes and increasingly stringent data regulations, compliance can only get more complex. And if you're working with out-of-date solutions to manage that data, headaches are pretty much guaranteed. But before you start reaching for the medicine cabinet, we'd like to make a suggestion: consider upgrading your technology toolset to manage data security in a modern way.

What elements should you be looking for? Simplified audit configuration, the redaction of personally identifiable data before it is returned to applications, and increased separation of duties for the management of encryption keys, to name just a few.

With the industry's most advanced security capabilities spanning protective, detective, and administrative control, Oracle Database 12c delivers all this and more.

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

Bet you can't launch a service in 4 months

Even a business as physical as construction rental can benefit from making its business processes more virtual.

French provider Kiloutou S.A. used Oracle WebLogic Server as an essential element in establishing a service-oriented architecture framework

for creating and deploying new Web-based construction rental services. As a result, it can now take new services to market in as little as four months, helping the company outpace its competitors.

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



YOUR BEST SALES REP JUST QUIT

Even in the cloud era, business is still all about people, right? Especially if yours is a small or mid-sized business that needs to fight harder to attract top talent away from big name companies. After all, if you have the smartest people, innovation becomes a whole lot easier. And innovation is what gives you an edge.

Modern talent management technology can help you attract, retain and motivate the best people, and measure their contribution to the success of your business. The result: a lasting performance culture that drives continuous success.

Oracle Taleo Business Edition Cloud Service is a single, affordable, integrated talent management system that helps you win the battle for talent.

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

Filled your pipeline yet? Why not?

Whenever cost reduction is on the agenda, marketing professionals get nervous. They know they need to deliver like never before to justify their budget. That means generating and converting more leads. With the sales opportunities that multiple online and offline channels now provide, that should be achievable. But only if the right lead-to-revenue process is in place.

Forrester published a thorough analysis of lead-to-revenue management platform vendors in early 2014. Here's what they concluded: "In a straight evaluation of product feature and function, Oracle's Eloqua product led in our results." Now is a great time to find out why.

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



TAKE A BREAK – AND ENJOY OUR ORACLE SUDOKU!

How to play: Insert the numbers 1 to 9 into the empty cells so that in every line, in every row and in every 3x3 part quadrant every number is placed only once. In case you need some help, you will find the solution on the backside of the magazine.

		5	4					
3	2			8	6		7	
		1	3	5				
1	7					9		
9		6				8		1
		8					6	3
				6	9	5		
	6		8	1			9	7
					3	4		

Want to close 15% more deals? Embrace social selling.

Sales is changing forever, because the way customers buy has changed. Meet with a sales person? Why bother? Most of the information customers need is online, and so is the ordering process.

For sales people, meeting 4 or 5 customers per week, not 4 or 5 per day, is the new normal. So finding innovative ways of learning, sharing knowledge and performing is essential to hit targets and add value.

Social media empowers sales people to gather vital customer intelligence in real time. Integrating this data with sales performance management and CRM processes, using tools like the Oracle Sales Cloud, increases close rates by up to 15%. But don't take our word for it.

» Discover the power of social in sales performance management – read the Nucleus Research report here: oracle.com/goto/oracle-cloud/mea

70%  **DID YOU KNOW?**

More than 70% of companies see innovation as the No. 1 source of competitiveness. Agile product lifecycle management is a key innovation driver.

» Read the new e-book now to learn more:
oracle.com/goto/applications/mea

Sweet cloud computing dreams – guaranteed!

Some growing businesses are scared of cloud computing because of the perceived risks. But like most nightmares, those risks don't become reality – as long as you have the right platform in place. So, how do you deliver IT reliably from the cloud? With Oracle Solaris.

Oracle Solaris 11 is the first operating system for the cloud – but it's also much more than that. It provides innovative, built-in features that deliver breakthrough high availability, advanced security, efficiency and industry-leading scalability/performance to help businesses like yours grow.

It's just the latest chapter in the Oracle Solaris success story, proving the product's on-going ability to help businesses succeed, no matter how the technology landscape changes.

» Read the new 'For Dummies' Oracle Solaris guide now: oracle.com/goto/it-infrastructure/mea



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Happily married to your vendor, or considering divorce?

A beautiful relationship is a wonderful thing. And whether you're talking about your life partner or your technology supplier, it comes from mutual trust and a commitment you can rely on for the long term.

That's why Oracle has announced a roadmap for the Oracle Solaris operating system and Oracle SPARC servers that runs to 2019 and beyond. Truly a match made in Heaven!

» See the roadmap for yourself here: oracle.com/goto/it-infrastructure/mea

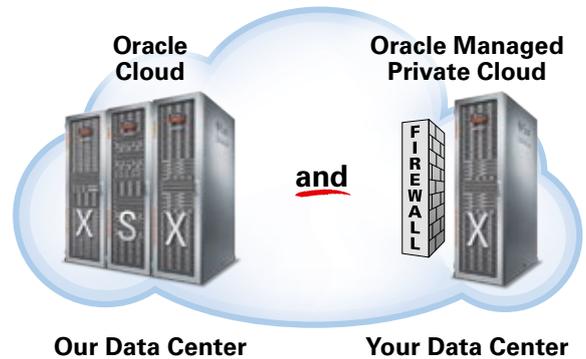
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» oracle.com/solutions/midsize

Oracle Cloud

Applications, Platform, Infrastructure



Run some of your applications in the Oracle Cloud and others in your Private Cloud. You Choose.

ORACLE®



Smarter decisions on the go.

Oracle Business Intelligence Mobile technologies.

Easily customise your analytics and design your own Mobile Business Intelligence apps.

Mobility is becoming a growing requirement for businesses, according to most analysts. Now Oracle BI Mobile gives people on the go simple, secure and fast access to mission-critical data – for better informed decisions, anytime and anywhere.

- See how easy it is to create your own mobile analytics app.
- Experience how business users can get the same range of BI functionality they have on their PC, on iOS devices.

oracle.com/goto/bi-mobile

ORACLE®

What do you mean you've never created a cloud?

You're convinced about the benefits of cloud computing for your business, but you're daunted by the prospect of deploying the infrastructure? We understand exactly where you're coming from. It can be a long, complex process to get your first cloud up and running. Then again – it doesn't have to be!

Today there are self-contained appliances that provide you with a cloud infrastructure-in-a-box. Key attributes to look out for include built-in:

- Performance and availability monitoring
- Fault detection and management
- Configuration and change management
- Gold-image based provisioning
- Policies for regulatory compliance and monitoring

» Get more insight by accessing the new Oracle Virtual Compute Appliance eBook now: oracle.com/goto/it-infrastructure/mea

Love pizza delivery? It works just as well with databases.

Midsized organisations like yours don't have time for long, complicated database projects. We get that. And you don't want your small IT team tied up with managing data either. We get that too.

That's why Oracle Database is now available delivered as a service directly from the Oracle Cloud. You can be up and running with it in minutes. Plus, you decide which version you want, and which management options are right for you. See for yourself.

» Watch a demo of some key features now: oracle.com/goto/technology/mea

TAKE A SEAT AND FOLLOW THE COUCH CONVERSATION HERE

JOIN US ON THE COUCH

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

oracle.com/goto/thecouch



Sudoku solution:

7	8	5	4	2	1	6	3	9
3	2	4	9	8	6	1	7	5
6	9	1	3	5	7	2	8	4
1	7	3	6	4	8	9	5	2
9	5	6	7	3	2	8	4	1
2	4	8	1	9	5	7	6	3
4	3	7	2	6	9	5	1	8
5	6	2	8	1	4	3	9	7
8	1	9	5	7	3	4	2	6

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