

# ONE

ORACLE MAGAZINE FOR MIDSIZE COMPANIES

**NO SUN =  
NO CLOUD**

Oracle Solaris for reliable  
cloud computing.

**PAGE 5**

# YES, YOU'RE A CLOUD MASTER!

You want to fit the cloud to your business. We have all the tools you need.

**PAGE 2**

## IS YOUR BI POCKET-SIZED?

Make great decisions wherever you are.

**PAGE 2**

## DECIDE NOW OR LOSE

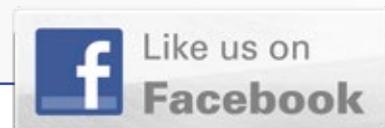
Database In-Memory will make  
you a winner.

**PAGE 3**

## YOU HIRED HIM? BIG MISTAKE!

How to avoid recruitment nightmares.

**PAGE 4**



[oracle.com/goto/oraclemidsize](http://oracle.com/goto/oraclemidsize)

# Just imagine – a cloud shaped for you

One of the most beautiful things about clouds, whether real or digital, is that they can be any shape you can imagine. But when it comes to cloud computing, you need to make the right choices to find the perfect fit for your business.

## Right applications, right platform, right infrastructure

Every business can benefit from the power, affordability and flexibility of Oracle's cloud-based applications. They cover every essential business process from sales, marketing and customer service, to resource planning and HR. But great applications also need a great foundation. We deliver that too.

For example, Oracle Infrastructure-as-a-Service delivers hardware and support for a monthly fee, with no upfront investment required. You get the same security and control you have with onsite IT. But you also benefit from the flexibility of Capacity on Demand, so you only use and pay for peak capacity when you really need it.

Similarly, Oracle Platform-as-a-Service enables application developers to build brilliant apps in the cloud, which is much



faster and less expensive than using siloed onsite technology stacks.

Finally, Oracle also offers access to the world's favourite database, Oracle Database 12c as a cloud-based service. You can choose the configuration, select a management model, and have everything up and running right away.

This edition of Oracle ONE Magazine shows you how to use our complete range of integrated systems, software and solutions to deliver a cloud that does exactly what you need it to, at a price that's right for your organisation.

We hope you find it useful.

## Is your ERP good enough to eat?

After merging two business units, Dutch food product manufacturer Smilde Foods wanted to unify all its business software onto a single Enterprise Resource Planning (ERP) platform.

It implemented a packaged Oracle Accelerate solution for midsize businesses, and deployed a range of Oracle products including Oracle JD Edwards Enterprise One and Oracle Business Intelligence Suite.

The results? Significantly increased business process efficiency, reduced financial risk, and optimised IT management and maintenance costs.

» Read the full story here:  
[oracle.com/goto/applications/mea](http://oracle.com/goto/applications/mea)



## You're always on the go – so why isn't your BI?

OK, so modern mobile devices make it easier to stay productive on the move. But you can't really access all your critical business KPIs and use them to run your business like you do in the office, right?

WRONG! Oracle Business Intelligence Mobile gives you a full range of BI functionality, from interactive dashboards to location intelligence, and lets you initiate business processes directly from your mobile device.

» Access a range of videos and podcasts about mobile BI here:  
[oracle.com/goto/technology/mea](http://oracle.com/goto/technology/mea)

## What do you mean you don't have any cloud heroes?

Your developers are building exciting new apps. But they aren't arriving fast enough, and your costs are spiralling upwards. You need a superhero to save the day. But where are you going to find one?

Actually, you already have several. Because the superheroes ARE your developers – if you give them the tools they need to harness their powers.

Oracle Platform-as-a-Service (PaaS) turns your developers into true cloud heroes by providing:

- Ease-of-use and support for familiar developer languages and tools
- Enterprise technologies for best-in-class performance, reliability and security
- Open standards to avoid application lock-in
- Integration with the industry's most complete software, database and Infrastructure-as-a-Service (IaaS) solutions

Not only that, Oracle PaaS and IaaS are pay-as-you-go, requiring zero upfront investment. Faster, more cost-effective and highly efficient app development that gives your organisation a competitive advantage: Now that's heroic!

» Try Oracle Cloud Platform as a Service now: [oracle.com/goto/try-paas/sa](http://oracle.com/goto/try-paas/sa)



## Your data deserves better

Do you like settling for second best? We didn't think so. But that outlook should also apply to your IT – especially the way you manage your data. The security, efficiency and success of your organisation could depend on it.

Oracle Database 12c Enterprise Edition delivers new levels of database efficiency, security, performance and availability. Plus, it's designed to plug your organisation into the cloud, helping you keep pace with the real-time challenges of modern business.

» Watch the Oracle Database 12c launch video now:  
[oracle.com/goto/technology/mea](http://oracle.com/goto/technology/mea)

## What have databases got to do with apartment blocks?

Just as an apartment block has multiple self-contained units, your IT infrastructure has multiple, self-contained databases. Usually, they need to be managed, updated and maintained individually. That's a lot of work.

Oracle Multitenant, a new feature of Oracle Database 12c, lets you consolidate multiple databases onto a single server and manage them as one.

» Discover the value of the new Oracle Multitenant architecture now:  
[oracle.com/goto/technology/mea](http://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 magazine.



<http://bit.ly/1qO8A3y>

## Good things come in small packages – even databases!

Do you think 'complexity' when you hear the word 'database'? You shouldn't. Why? Because this is the age of the database appliance. We're talking about a database-in-a-box containing a server, software, storage and networking resources that – because they are engineered to work together – save you time and money.

In fact, the Oracle Database Appliance will save your IT department up to 2,000 hours of labour over a three-year period. It also delivers the combination of high availability and low administration effort that midsize organisations with limited resources need. It even features a scalable pay-as-you-grow licensing model that ensures your costs are always under control.

So, when a solution like that is available, why would you even consider trying to build your own database management environment?

» Learn how the Oracle Database Appliance delivers 'easy' to midsize organisations: [oracle.com/goto/technology/mea](http://oracle.com/goto/technology/mea)



## That would have been a great decision – 2 hours ago

You know that business has never moved faster than it does today. That means making the right decisions before someone else does is more of a competitive advantage than ever.

Database In-Memory, a key feature of Oracle Database 12c, helps you create the insight you need for great decision-making in seconds, rather than hours or days. And better decisions made in real-time help you lower costs, improve productivity, and win in your marketplace.

» Find out how it works in our white paper:  
[oracle.com/goto/technology/mea](http://oracle.com/goto/technology/mea)

## YOU HIRED HIM? BIG MISTAKE.

Only 15% of HR's time is spent strategically. That figure might even be lower in fast growing organisations that need more people, right now. After all, you don't have time to think about Human Capital Management (HCM) strategy when you just need to get customer orders filled, right?

However, without a strategy and the technology to support it, a lot of things can go wrong. You hire the wrong people. The good people you have start leaving. And pretty soon you have a smaller, underperforming workforce instead of a larger, stellar one.

Oracle HCM Cloud for Midsize Companies helps you attract, retain and grow the right talent for your business.

» See it in action for yourself:  
[oracle.com/goto/applications/mea](http://oracle.com/goto/applications/mea)

# You're selling like crazy. So why is nobody buying?

There is a one-word answer: disconnection. Many digital marketing solutions are all technology and no communication. Marketers can't identify the best target audiences. And customers don't get a joined up experience. That's why most organisations never deliver on their promise of 'customer focus'. And sales suffer as a result.

The Oracle Marketing Cloud is different. It's the only Modern Marketing Cloud



solution that integrates cross-channel, content, and social marketing with data management. It allows you to find and develop your ideal customers by personalising your marketing. The results are measured in increased engagement, advocacy and revenue.

» Read the overview for more insight now:  
[oracle.com/goto/applications/mea](http://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.

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

## Your accounting system just broke down. Time to move it to the cloud!

Sooner or later, basic accounting software always breaks under the strain of rapid growth. So, what comes next? Big, expensive onsite accounting software that you might have to replace again in a few years?

There is an alternative – log in to a cloud-based solution that will grow with your business, no matter how big it gets. Here are 5 signs that you are ready to take that step:

1. You're growing really fast
2. Your systems can't keep up
3. Reporting and compliance fulfilment take forever
4. You're going global
5. You need more business transparency and insight

Do two or more of these apply to your business? Then it's time to take a look at Oracle's cloud-based ERP and Enterprise Performance Management (EPM) solutions.

» Read the eBook on Modern Finance for midsize organisations:  
[oracle.com/goto/applications/mea](http://oracle.com/goto/applications/mea)

# 30%



## DID YOU KNOW?

Style Team, a leading light fittings manufacturer, can deliver custom products 30% faster thanks to Oracle E-Business Suite.

» Read the full story to find out how:  
[oracle.com/goto/applications/mea](http://oracle.com/goto/applications/mea)

# It's here – solar power for your cloud!

Look out of your window – see clouds? They wouldn't be there without the sun. And, if you're looking for world-class security, guaranteed availability and simplified management for your IT cloud, you also need your own 'sun' in the background – Oracle Solaris.



Oracle Solaris 11.2 offers new enhancements that make the world's first true cloud operating system even better. For example, what was already one of the most secure offerings on the market now provides protection that meets key industry and de facto security standards. The result: your most critically sensitive services are safeguarded.

And there's even better news: With Oracle Solaris 11.2, your existing applications are instantly cloud ready – no additional work required!

» Read the new Oracle Solaris 11.2 eBook now: [oracle.com/goto/it-infrastructure/mea](http://oracle.com/goto/it-infrastructure/mea)

## Still debating a move to the cloud? Step it up!

Every great journey starts with the first step. In terms of cloud computing, that step is consolidating your databases within a private cloud. Your benefits? Higher performance, availability and security, plus reduced costs.

Oracle's cloud infrastructure features servers, storage, networking fabric and software, all engineered to work together. It's the perfect private cloud foundation.

» Discover the benefits of Oracle cloud infrastructure now: [oracle.com/goto/it-infrastructure/mea](http://oracle.com/goto/it-infrastructure/mea)

## CONTACT US

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E-mail: [ask-bdg\\_ae@oracle.com](mailto:ask-bdg_ae@oracle.com)

» [oracle.com/solutions/midsize](http://oracle.com/solutions/midsize)

# Transforming your IT Environment with a Database Cloud

Database as a Service (DBaaS) is a cloud model that enables users to request database environments by choosing from a predefined service catalog using a self-service provisioning framework. Organisations of any size are drawn to deploying a private Database as a Service (DBaaS) model – also known as database cloud – because it simplifies IT infrastructure and automates manual provisioning processes. As a result, organisations can deliver database functionality to many users and multiple divisions easily from the same hardware and software infrastructure. The key benefits of these database clouds are agility and faster deployment of database services. Provisioning new databases in traditional environments takes days or weeks. DBaaS compresses that down to minutes. A simpler IT infrastructure ensures greater agility for the business with less risk and lower costs.

» Learn more here: [oracle.com/cloud/private-cloud.html](http://oracle.com/cloud/private-cloud.html)

## 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](http://oracle.com/goto/bi-mobile)

### Extreme Performance Computing environment for Oracle landscapes

EPCe is a unique high performance computing solution delivered using a combination of Oracle Exadata technology and Atos' Managed Services.



- Atos has deployed over 80 Exadata systems globally (Exadata, Exalogic, Exalytics, SuperCluster, VCA and ZS3).
- The three-step consultative assessment process will enable Customers to explore the value of EPCe for your business.
- Atos' services provide significant savings on software license costs, reducing the number of servers, floor space, and energy consumption. We will simulate the same for you in the TCO scan and show you a ROI of typically less than 6 months.
- Atos will design your system to give you increased efficiency with a data compression.

Atos is a Platinum level member of OPN and awarded 2014 Oracle Excellence Award for Specialized Partner of the Year – EMEA in Databases.

### Oracle Expands Cloud Portfolio with Six New Platform Services

Continuing to innovate and expand the Oracle Cloud portfolio, Oracle introduced six new Oracle Cloud Platform services that help customers and partners develop and deploy new applications, extend and personalize Oracle SaaS applications, and migrate existing on-premises applications to Oracle Cloud.

The Oracle Cloud Platform provides the foundation for Oracle's own SaaS applications and is relied on by most of the world's top SaaS providers. Oracle provides the same platform to enterprises and ISVs, enabling them to take advantage of Oracle Database, Java, and Oracle Fusion Middleware technologies, including rich capabilities for multitenancy, in-memory analytics, mobile, and social.

Oracle Cloud provides the industry's broadest portfolio of integrated services across data, applications, platform, and infrastructure areas.

## 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](http://oracle.com/goto/thecouch)



Sudoku solution:

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

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