# ONE

**ORACLE MAGAZINE FOR MIDSIZE COMPANIES**

### E-commerce breaks the €50 billion mark

Deals.com, the voucher and discount platform, is anticipating online sales figures this year of €61.84 billion for the United Kingdom, €52.8 billion for Germany and €36.53 billion for France.

# Enterprise Cloud:
# Each step in the transformation process brings its own benefits

*Building an enterprise cloud within any organization can deliver greater flexibility, data security and lower costs to the operations of the business.*

A universal Enterprise Cloud encompasses every business process within the organization. The corresponding IT transformation may take years as it affects many aspects of the organisation including existing roles, processes, policies, and services. To avoid getting delayed by complex interdependencies, a step-by-step approach is advisable. Each step should define an intermediate goal that brings demonstrable benefits to the organization.

Standardisation is the first step. The range of vendor solutions, service provider support, hardware and software components are reduced to the least possible number. Server, storage and software are bundled into easy-to-

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manage packages. The result is a simplified and swifter installation process, lower costs and a lower risk of data loss.

The second step is to consolidate existing business processes onto a unified infrastructure. One option is to allocate each process to its own virtual machine, but this incurs additional costs when managing multiple operating system instances. Many organizations are now consolidating workloads on a shared-use system. This helps reduce the administrative burden and subsequent maintenance costs.

Step three involves the provision of services. It is important to prepare as many automated services as possible and to create a portal through which users can directly access the relevant resources. This enables organizations to respond faster to evolving business opportunities.

The process concludes with the creation of an enterprise cloud: a unified architecture for all the business processes of the organization. While this architecture may be based on either a public cloud, private cloud or hybrid cloud model, it should include a comprehensive management service for the entire infrastructure.

There are several models available for the provision of services that enable enterprise clouds to meet Service Level Agreements (SLAs) and business requirements. The infrastructure remains available during maintenance phases, while QoS-controlled load balancing ensures that SLAs are complied with.

## Big Data:
## Deriving value from data

*While volumes of data continue to grow, there is still some way to go before big data projects really open up new opportunities for business and research.*
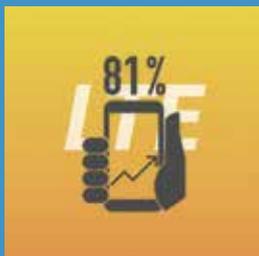
The German industry association BITKOM estimates that sales of big data services will post an average growth of 46% annually until 2016, an almost eight-fold expansion within five years. Together with both business and the research sector, the EU seeks to promote a data-driven economy backed by a total planned investment of €2.5 billion. Two years ago, US President Barack Obama set out an open data policy 'to advance the management of Government information as an asset'.

Evaluating large amounts of data requires modern databases, linguistic analysis capabilities and visualisation tools. High-performance IT systems, powerful broadband networks and virtually unlimited storage capacity are also essential.

Yet the key question remains - how exactly can indexing and processing large amounts of data of differing formats and sources really help companies acquire specific knowledge or tap into new sources of revenues. The auto manufacturer General Motors offers one good example of how big data can drive business. The telematic data from GM's OnStar navigation system is used to calculate rates for auto insurance policies sold in the US through National General Insurance, a third party company. Drivers who cover less than 15,000 miles a year can avail of discounts up to 54% lower than the rate offered to drivers who travel much longer distances.

## Mobility: 4G triggers rapid increases in data traffic

The visual networking index compiled by Cisco predicts mobile data traffic in Germany will increase sevenfold by 2015. This implies traffic is set to increase three times faster than the data volume flowing through regular IP lines. Data transfer in excess of 4G (LTE) is expected to increase 23 times current levels and account for 81% of all German mobile communications by 2019. At the end of 2014, the comparable rate was only 26%. The data volume of machine to machine (M2M) connections is also expected to increase significantly.

Traffic increases of up to 37 times current amounts are predicted by 2019, which would mean that machine communication will account for 14% of all mobile traffic. Cloud application adoption will be primarily responsible for this increase.

## Enterprise Apps: Mobile strategies go on the offensive

The use of mobile devices in mid-sized companies is more than just Mobile Enterprise Management. Mobile devices deliver data and are also used to develop and manage apps for smartphones and tablets.

Mobile strategies are evolving out of passive device and cost control towards active process optimisation. According to analysts at IDC, IT management trends show a massive increase in the number of mobile apps deployed. Instead of the selective extension of desktop applications to mobiles, a mobile-first approach that allows employees to carry out standard operations on all mobile devices is catching on. To enable this, mobile apps must be integrated into the backend, data security must be ensured, and the apps must be updated regularly. More than one third of companies surveyed by IDC stated that they plan to interact with customers and business partners through mobile apps within the next two years.

New MDE (mobile data entry) devices and radio terminals for mobile data recording are also entering the mobile hardware market. Data can be quickly transferred for further processing or initially stored in the unit and sent over the company network once the task has been completed.

## Cloud Computing: IT infrastructure management

According to a study conducted by IDG Connect on behalf of Oracle, the most important component of an IT infrastructure in the Cloud is effective control mechanisms. 34% of respondents state that this was their top priority, followed by IT standardisation (27%), supporting key decision-makers (25%) and a high-performance IT change management (17%).

Within their own IT networks, the provision of software (68%) and databases (61%) and a platform for the development of applications (57%) rank as the top priorities. The study predicts that in the next two years the most important issues facing cloud deployments will be databases (29%), development (26%) and deployment of software (23%). The study focused mainly on the selection of a particular cloud model. 36% of participants in the study choose the hybrid cloud model as the preferred deployment option for their business.

## Oracle Database 12*c*: Smart upgrade for smart customers

Oracle's slogan „Get SMART" encourages customers to upgrade to Oracle Database 12*c*. The new release allows companies to respond more intelligently to market developments while also reducing costs and risk.

SMART is short for "Simplifying IT infrastructures, Managing many databases as one, becoming more Agile, Reducing cost and risk whilst increasing revenues, and adopting the latest Technology platform that meets your needs today and in the future ". That description covers some of the most important innovations of the Oracle Database12*c*.

The new Multi-tenant option allows pluggable databases to be easily plugged into and out of a container database. This enables sharing of processes, RAM and large parts of the data dictionary, which are stored in the container database. Existing systems can be used more efficiently and this solution also enables rapid database deployment in the Cloud.

Oracle Database In-memory has attracted plenty of attention in recent months. With the introduction of Oracle Database In-Memory, a single database can now efficiently support mixed workloads, delivering optimal performance for transactions while simultaneously supporting real-time analytics and reporting. This is possible due to a unique "dual-format" architecture that enables data to be maintained in both the existing Oracle row format, for OLTP operationsand a new, purely in-memory format optimized for analytical processing.

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## The Retail Sector is the leader of Modern Marketing

A study carried out by Oracle and Forrester Consulting at the end of last year, finds personalised and targeted marketing campaigns bring a better customer experience and increased business performance. The study also shows that more work is needed in many industry sectors to fully realize the benefits of this approach.

A recent report entitled "Why You Need to Be A Modern Marketer: The Business Impact Of Marketing Maturity In The Age Of The Customer", surveyed 492 marketing decision makers across 20 industries in Germany, France, Great Britain and the USA.

46% of retail chains are already using "intelligent targeting" to interact more effectively with their customers. When compared to non-retail businesses, this number drops to only 31% of companies. 42% of retail chains also put integrated cross-channel marketing into practice. However, the study also found that many companies have not yet implemented best practices in this area.

## DRaaS should be all about the application and not the technology

Nymad www.nymad.co.uk, have spent the last 4 years optimising Oracle for top performance at lowest cost including DRaaS.

Instead of basing your DR service on the technology to hand, look at what technology is required for the Application.

Step back and realign against what is required for the application to run optimally with regards to:
• Performance
• Availability
• Resilience
• Return to service
• Recovery point objective

## Get Your Database Cloud-Ready with Inoapps

Specialized Partner of the Year for Oracle Cloud, Inoapps, will help you plan your enterprise architecture for the future and for your move into Cloud computing. By upgrading or migrating to Oracle Database 12c, you can start to see the following benefits:
• Reduce downtime and improve business continuity with the maximum availability architecture
• Simplify operations through consolidation of databases
• Rapid provisioning and upgrading
• Enhanced data security with data redaction
• Improve performance through data compression and efficient use of storage

Upgrading will not only provide you with more efficient, reliable and secure data management for your mission critical applications, you will find that it will also help to improve infrastructure efficiency and reduce IT capital expenditure and operating costs.

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# Industry 4.0: Production reinvents itself

*The manufacturing industry is changing and technological innovation is key to success*

Globally, the manufacturing industry is developing more networked, programmable devices that can communicate and independently exchange information, trigger actions and control outputs. This digital transformation makes even small scale production profitable for mid sized organizations – a very positive development for a sector that remains so important for many economies.

The AMP 2.0 (Advanced Manufacturing Partnership) initiative introduced by the US Government in 2011 aims to create a leadership role for US companies in this digital transformation process and includes leading executives and scientists in its ranks. In Europe, the "Industry 4.0" initiative led by the German Government sets out its own high-tech strategy for networked industrial production. According to a forecast of the Fraunhofer Institute for Industrial Engineering and ILO (International Labour Organisation) and the industry association BITKOM, Industry 4.0 should boost productivity in major industries by around €78 billion by 2025.

The transformation process has introduced new business models for machine and plant engineering with the focus shifting from delivering just products to building in better maintenance as a customer service. For example, it is predicted that by 2020, smaller spare parts will be produced on site at short notice using 3D printers. The business benefits of such rapid response should bring cost savings in logistics and warehousing. 3D print centres may also play a role in production without having to invoke traditional supply chain operating overheads.

A recent McKinsey study of leading manufacturing companies found 12% of companies see 3D printing as a value add solution while 40% still see no real benefit to operations. Two-thirds of the companies surveyed agreed that their business did not adopt a systematic approach to evaluating emerging technologies.

# Cloud computing:
## PaaS moves forward

*Platform as a Service (PaaS) currently ranks as the third most important issue in the context of private clouds. That could be set to change.*

Findings of a recent IDG Connect study, commissioned by Oracle, show 36% of respondents currently opt for hybrid cloud solutions, with 32% choosing private and 17 % selecting public cloud services. The most persuasive argument for the private cloud, according to the companies surveyed, is the short lead time.

Management opinion within the survey responses did highlight some areas for concern. Data security, integration with existing applications, the required skill sets and hardware costs are all identified as potential issues. 68% of respondents cited Software as a Service (SaaS) as the most important operational area for private clouds, followed by Database as a Service (DaaS) at 61% and Platform as a Service at 57%. The study is based on a survey of 300 executives from Germany, United Kingdom, Russia, France, South Africa and the United Arab Emirates.

## Five Barriers to Digital Transformation

We are all too aware of the latest drive for digital transformation. An influx of digital disruption has created new opportunities for customer engagement, competitive advantage and growth.

For those willing to embrace this evolution, digital transformation can change the way they do business. For others, the idea of transforming their organisation remains deeply worrying.

At infoMENTUM, we asked business leaders from The Prince's Trust, BAE Systems, Oracle and others, to find out what they felt was holding businesses back from embracing the digital age. They said:

1. Rigid corporate cultures
2. The increasing pace of change
3. A lack of expertise
4. High cost of innovation
5. Red tape and regulation

You can find out more about these barriers and download a Guide for the CEO at www.infomentum.co.uk/digital-transformation.

## Journey to the Cloud with Esteem

As an Oracle Platinum Partner, Esteem delivers innovate Oracle solutions. Esteem assists organisations on their Journey to the Cloud. They've recently helped an ISV break free of their shackles by migrating from an on premise application delivery to a complete Software as a Service (SaaS) model.

For more information about how Esteem can help you on your service-oriented journey, contact us on:
01937 861 000
contact@esteem.co.uk
www.esteem.co.uk

## Become Trusted Advisors on Digital

Setting up social media accounts is easy. "But what should we say or post?" It's easier than you think. Use your team meetings to list all the questions you've been asked by customers, about your product/service, in the past week.

It's likely many other people asking the same questions, and this is your opportunity to get known as "trusted advisors".

From the „Realistic Changes" series, by BPI OnDemand
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