

Invest for cloud success in a digital world

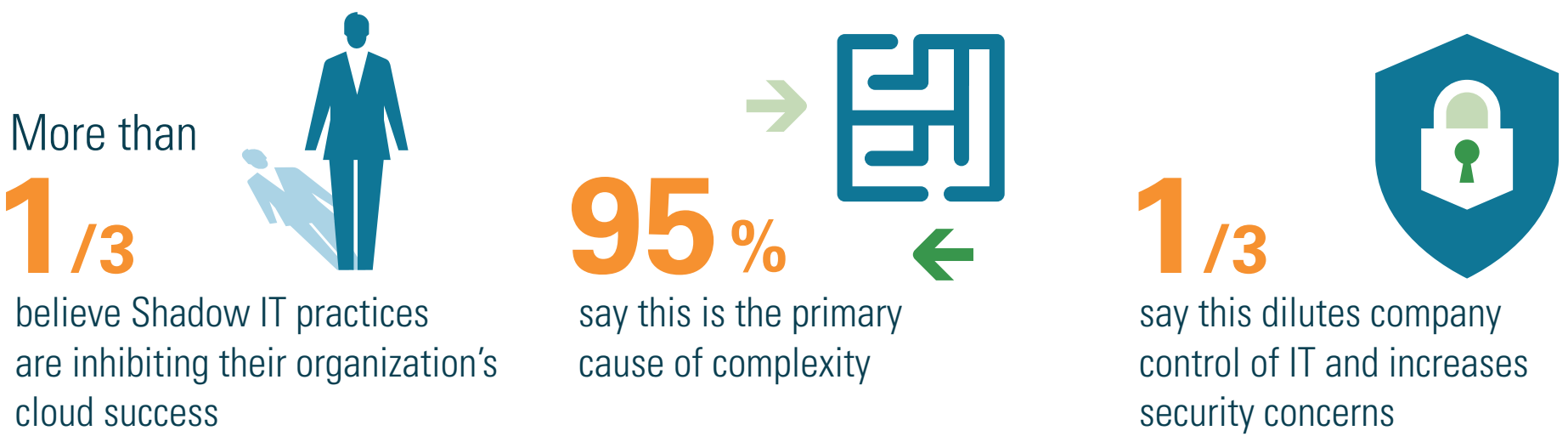
Businesses recognize that the cloud is integral to thriving in a digital economy. Yet cultural barriers such as the management of cloud investments and shadow IT are preventing businesses from innovating faster.

Oracle's report **Putting Cultural Transformation at the Heart of Cloud Success** highlights what senior IT and line of business decision-makers consider to be their biggest barriers to delivering a successful cloud infrastructure.



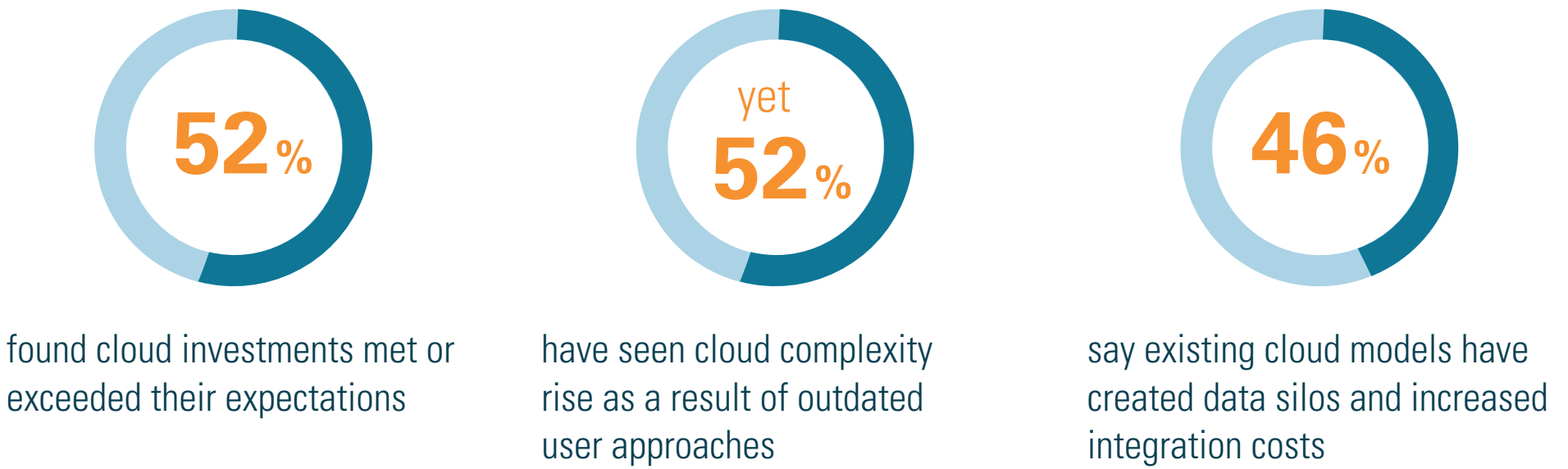
TIME TO BRING 'SHADOW IT' OUT OF THE DARK

LINE OF BUSINESS DECISION MAKERS INVESTING IN CLOUD TECHNOLOGY IS CAUSING COMPLEXITY



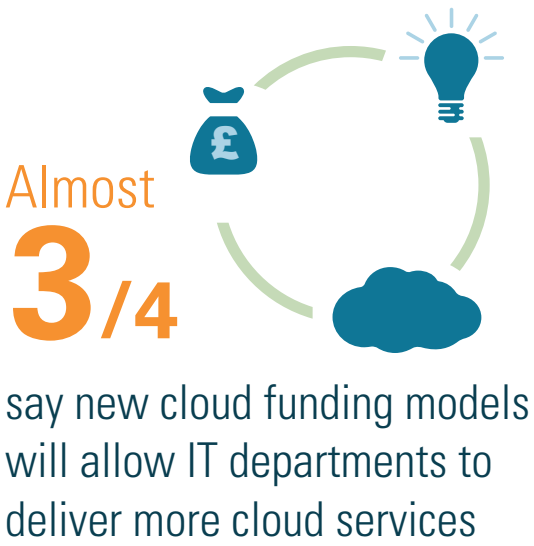
CLOUD ADOPTION ON THE RISE BUT BUSINESSES HAVE A FLAWED APPROACH

DON'T REPEAT PAST MISTAKES

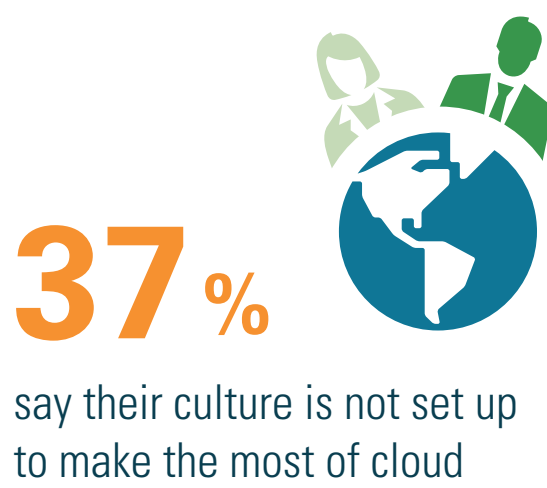


MAKE A CLOUD CULTURE SHIFT

FUNDING MODELS MUST CHANGE



A CULTURAL SHIFT MUST TAKE PLACE



CIOs CAN'T SOLELY DRIVE THE CLOUD REVOLUTION



With C-Suite executives working closer together to drive cultural change, businesses will be better able to drive cloud success in a digital world

WANT TO KNOW MORE?

CIOs must serve as IT's 'cloud navigator', collaborating with lines of business and the CEO and CFO to manage cloud procurement issues, cost and risk. Business leaders need to collaborate by working towards a common cloud strategy that has innovation and flexibility at its core.

At Oracle and Intel®, we're helping customers globally achieve this - equipping them with rich public cloud solutions, combined with functional equivalents deployable in private clouds.

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Oracle commissioned Coleman Parkes to survey 600 senior IT and line of business decision makers – encompassing the job titles of head of IT/CIO, CTO, head of finance/CFO, head of sales, head of marketing/CMO, head of operations/COO and head of digital/CDO. The businesses ranged in size from 1,000 employees to more than 5,000 and were drawn from manufacturing, financial services, retail and distribution, healthcare, professional services, public sector and legal. The research covers the UK, Germany, France, Turkey and the Gulf States/Middle East.

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