



LIVING

IN THE CLOUD

ORACLE ENTERPRISE STRATEGIC CLOUD

THE ONLY CLOUD THAT SUPPORTS CIOs TO DELIVER ON IT, DIGITAL AND BUSINESS STRATEGY.





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The world is digitising at pace and it means enterprises that want to remain competitive must now become increasingly digital at every point – operationally, strategically and innovatively. Soon it won't be enough to just have digital capacity which is why businesses that want to compete in this brave new digital world need to start living in the cloud now.

For CIOs it's about connecting cloud and digital agendas to ensure the enterprise is flexible and agile. Oracle is about supporting CIOs to approach and develop a digital strategy that delivers cloud thinking and action in a more complete way, helping achieve their vision and digital ambitions.



This is the most challenging time in history to be a CIO, because in order to survive, organizations need to embrace new technologies at an unparalleled pace. But by the same token, CIOs have never had a better opportunity to add value to their organizations – if they embrace the challenge.

Mark Sunday, Oracle CIO, January 2016 (via Forbes)



Most cloud solutions in the market were only ever designed as solutions to particular IT challenges, not to help major businesses do more. Oracle Enterprise Strategic Cloud is fundamentally different. It's fitter for purpose in today's environment and fit for the future of 'digital-as-default' operations and strategy because it's the only cloud built specifically for enterprise use and digitally-driven growth.

Businesses can now do more than having digital capacity, more than adding digital efficiencies and functions: They can become a fundamentally digital enterprise, and **Be Business Digital.**

Forbes states that in 2016 CIOs need to not only deliver IT but increasingly be digital business drivers as:

- ▶ Creators of new products and value
- ▶ Evangelists driving ideas about the business potential of digital
- ▶ Transformers finding solutions to digital business challenges
- ▶ Accelerators driving new efficiencies and solutions at strategic and operational level

Only Oracle's Enterprise Strategic Cloud supports all of these CIO visions.



Today's CIO has a lot to deal with. In fact, your role is now more complex than ever before. You need to keep driving your organisation forward and maintaining a competitive edge. But the landscape you're working in is constantly evolving and throwing new opportunities and unique challenges at you from every direction.

With so many versions of the cloud and everyone talking about the role of digital transformation in business it's easy to imagine that they are one and the same thing. But it's the cloud that is the key enabler in any digital business strategy.

As CIO your enterprise sees you as a driver of innovation, problem solver and idea generator. You are constantly under pressure to keep the lights on while balancing the need to integrate new platform technologies with an existing outdated legacy infrastructure. Issues like staying in control of Shadow IT and protecting the business against cyber security threats are yet another priority all while fighting to attract new business and new talent.

So the big question is, do you have the right cloud for every eventuality in your enterprise?

- Can your cloud enable you to be more than just a digital business?
- Can it help you think, act and adapt to your increasingly interconnected digital business requirements?
- Does your cloud deliver processes that are relevant to your people – creating new ways to bring them together and maximise their value?
- Can your cloud turn IT into a business accelerator across all IT functions?
- Is it flexible – can you scale it up or down as required?



The 2016 CIO Agenda Survey data shows that digitalization is intensifying. In the next five years, CIOs expect digital revenues to grow from 16% to 37%. Similarly, public-sector CIOs predict a rise from 42% to 77% in digital processes.

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- Does it reduce costs through more integrated functions, shared resources and fast actions?
- Does it deliver the whole stack – IaaS/PaaS/SaaS/DaaS?
- Does your cloud have security built-in?

Most importantly, can your cloud do all this and more in just a few simple steps with out-of-the-box functionality and a support structure in place that manages everything for you?

The fact is that most clouds out there were never built to accommodate the complex needs of today's enterprises, let alone the demands that will inevitably face tomorrow's.

So the answer is that you don't just need a cloud, you need the Enterprise Strategic Cloud from Oracle: The only cloud that has been built-for-business specifically to handle the deep, complex, interconnected and mission-critical requirements your enterprise needs today and in the future. The cloud that makes it possible to Be Business Digital.

YOUR OPERATIONAL AND STRATEGIC AMBITIONS

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As CIO you are the real driver of your organisation's technology strategy but you also have legacy architecture that needs to integrate and connect with your digital aspirations.

Oracle's Enterprise Strategic Cloud is designed to enable you to extend functions any way you want, without affecting the technology underneath. It's a pain-free, hassle-free upgrade process to get all the functionality, agility and speed your enterprise needs while you leverage your organisation's existing investment in Oracle technology. You benefit from ultimate flexibility that lets you move key data and processes into the cloud or back on-premise as you need to. That's the beauty of strategic cloud adoption – it lets you do both.

So, instead of thinking that it's just about movement to the cloud, think of it as movement towards innovation.

Helping you Be Business Digital

You are faced with the requirement to be more digitally empowered across all operations from customer engagement through to innovation.

Every enterprise is different and needs a cloud that fits the scale and complexity of its unique challenges while connecting the whole business. Oracle's Enterprise Strategic Cloud is the only cloud built for the hard reality of enterprise operations.

Oracle doesn't provide one-size-fits-all solutions and then leave you to manage things on your own. We're here to help you shape and model a perfect fit with functionality that 'just works' and solutions that provide constant innovation in applications and features. In fact, we offer the broadest applications portfolio in both horizontal and industry applications.

We work with you at every step and we stay with you throughout the journey. Everything is fully managed by us – so you have one less thing to worry about.



CIOs have long recognized the power of platform approaches to information and technology architecture. What's different now is that new digital opportunities and evolving threats, including new commercial and ethical challenges, reveal that platform dynamics need to penetrate, and are penetrating, all aspects of the business.

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How do you see yourself?

Most CIOs (41%) see themselves as operational

Only 25% see themselves as innovation officers

But most LOBs are looking for their CIO to be an innovation officer

Only 28% view the role as operational

Even if you're not 100% confident about your innovation capabilities, we're here to support you at every step in your journey to becoming 'Business Digital'.



Enterprise Strategic Cloud from Oracle supports you as a CIO to deliver on your IT, digital and business strategy by enabling you to:

- ▶ Drive your digital agenda
- ▶ Deliver cloud solutions faster
- ▶ Manage your IT burdens
- ▶ Leverage investment in legacy systems
- ▶ Integrate solutions and services
- ▶ Enable innovation
- ▶ Reduce complexity

Digital transformation doesn't mean business disruption. We know that you need to be able to support the enterprise now and keep the lights on while driving digital business thinking and action into the future.

Oracle's Enterprise Strategic Cloud is designed for the real needs of complex enterprises with seamless integration of digital operations and processes. Every component works together as one and supports intuitive use. It eliminates siloes so that you benefit from having common technologies across functions. More integrated functions, shared resources and faster actions means reduced costs.

Control, flexibility and function

Oracle also gives you greater control and strategic certainty in the cloud. You have the freedom to scale up and down as required. Enterprise Strategic Cloud is the only truly complete, flexible cloud fit for enterprise strategy, operations and requirements – with every possible IT function of the modern and future-proof enterprise at all levels of the stack:

- ▶ Platform as a Service (PaaS)
- ▶ Software as a Service (SaaS) and
- ▶ Infrastructure as a Service (IaaS)
- ▶ Data as a Service (DaaS)

Secure at every level

On your journey to becoming a fundamentally digital enterprise security must of course take priority. The technology behind Enterprise Strategic Cloud is built into the core, at the silicon level, where it cannot be removed or switched off. So you can be the flexible, cloud-based digital enterprise you need to be and feel secure in the knowledge that your infrastructure, IP and data are completely safe, with complete operational and technological security from the ground up.



While the meaning of digital revenues and processes is open to interpretation, it's clear that digital business is a reality now and expected to be a very significant aspect of achieving competitive advantage and differentiation using information and technology.

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Oracle supports CIOs to deliver on IT, digital and business strategy with the only cloud that supports all functions. It enables holistic business transformation with services that include all relevant functional components from HCM, ERP, Finance and Sales to Service and Marketing. Each and every component is fully interoperable at every point.

Here are some practical examples of how Oracle, as a trusted consulting partner, has supported enterprises in their journey to **Be Business Digital:**

CASE STUDIES



Money saved for global bank

Our cloud solutions standardised and streamlined the global processes of one of the world's largest banks, improving compliance and lowering costs.

Lower prices and happier teams in store

This international retailer upgraded to Oracle's ERP Cloud and HCM Cloud raising productivity, lowering costs and increasing employee satisfaction.

Cable company connect with real-time advantages

This global company benefits from Oracle's automated, integrated, scalable ERP cloud system with real time reporting and analysis across the enterprise.

Cloud powers up energy team

Oracle Sales Cloud enabled this UK energy company to streamline, unify and automate processes leading to greater collaboration across the enterprise.

Enabling a European media merger

UK telecoms giant extends its ULA with Oracle, using our Java cloud service and non-metered IaaS storage to integrate businesses in Italy and Germany.

Pushing up productivity for UK Police

When the UK's Transport Police upgraded to Oracle's HCM Cloud it immediately saw improvements in compliance, UX and productivity.

Sales soar for healthcare innovator

Moving sales solutions to the Oracle cloud improved productivity, insight, analytics, TCO and, of course, sales for this healthcare innovator.

Sky-high customer service in the cloud

Oracle's cloud solutions lowered costs and increased flexibility for Scandinavia's second biggest airline as well as modernising their marketing and customer service.



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For the first time, a complete, truly end-to-end and intuitive enterprise cloud is now available. It's built for your complex and evolving business requirements but importantly it's also simple to deploy, simple to manage and simple to work across every area of your digital business operations, strategy and innovation.

How? We deliver out-of-the-box industry cloud models, tested and ready to go, with the functions in place that are precisely modelled on how individual industries need to connect, develop and drive their cloud strategy.

Book your Oracle 'Journey to the Cloud' workshop now

We are now holding dedicated Oracle workshops for senior stakeholders across technology and business.

This is a unique opportunity to see first-hand how Enterprise Strategic Cloud could work for your enterprise as we work with you modelling and shaping the strategic cloud that fits your enterprise's needs.

The workshop can be conducted at your office or another location that's convenient for you.

To set up your Oracle workshop, please contact enterprisecloud_vw@oracle.com