

Ten Lessons from Oracle's Digital Transformation Forum

DIGITAL INNOVATIONS TO BUSINESS RESULTS

1

Disruption is not a single event, it's a process—whether change is instant or gradual, change is an inevitable result of digital advances.



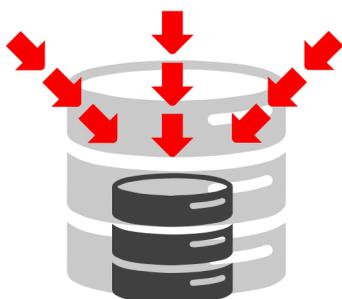
2

Growth and expansion require an extendable core—the right technology can support value creation, quality control and scalability without significant investment.



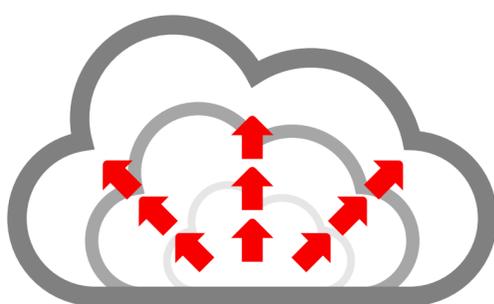
3

The simplicity of a common platform across an organisation creates value and generates business—Vodafone consolidated 97 portals and 67 portlets to OnePortal for business customers, resulting in 50 percent less data entry and both customer and revenue growth.



4

The cloud is the key to rapid expansion and development—it can deliver scalable plug-and-play platforms to create and exchange value.



5

Big data and the Internet of Things are more than buzzwords—advances in technology are facilitating social innovation from smart cities to transport improvements and a reduction in carbon consumption.



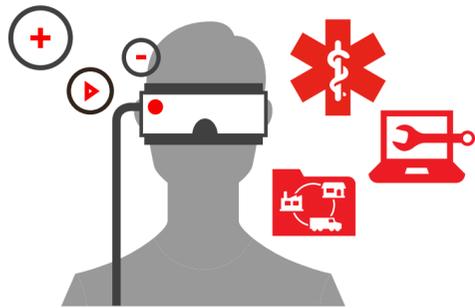
6

Smart cities use technology to tackle public challenges—Copenhagen, Denmark, has become one of the world's first smart cities, improving the city's infrastructure and meeting the goal of becoming carbon neutral by 2025.



7

Advances in consumer technology have removed the time and cost barriers—Samsung has developed connected wearables to tablet computers and virtual reality for applications such as predictive maintenance, healthcare and asset management.



8

The Enterprise of Things (EoT) can be utilised for managing people, buildings and assets—smart technology allows resource management and data sharing, reducing data entry and work duplication.



9

Leveraging the opportunity of the EoT is worth US\$8 trillion worldwide—EoT supports operational excellence, innovation and significant improvements to customer services.

**EoT =
US\$8 TRILLION**

10

Acquisition of strong digital talent will help an organisation to innovate and thrive—48 percent of organisations find this a vital tactic for combatting the threat of new market entrants.



CONCLUSION

Some businesses talk about new technology and new market entrants in terms of a disruption to the traditional business model, but the latest digital platforms present a huge opportunity for growth and profitability across all industries. For more information visit oracle.com/digital

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