

ORACLE

# Customer Reference: Oracle Cloud Infrastructure Platform for Oracle Applications

Look Book



# Introduction

Digital is disrupting every industry. Automation is helping organizations rise to the challenge of doing more with shrinking resources and budgets. The Internet of Things, artificial intelligence (AI), and mobile technologies are changing the way we work and connect with businesses. Digital transformation results from connecting your disparate network of on-premises apps, data, APIs, and content across applications.

Some of the fastest-growing organizations have embarked on their journey to innovation. They are leveraging a new era of computing powered by AI and machine learning in Oracle Cloud Infrastructure Platform. We have enabled them to migrate and modernize applications, lower costs, improve security, and increase speed to market. Oracle Cloud Infrastructure Platform offers users the best possible experience, accelerating a path through a minefield of data and process. This book celebrates the success of our customers and highlights the capabilities that were part of their digital journeys.

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# Australian Finance Group

Modernize, Automate, and Optimize Loan Process



## ! Problem

Australian Finance Group is one of Australia's largest mortgage broker groups and leaders in financial solutions. It is looking to modernize its applications and optimize its home loan process from origination to funding. Australian Finance Group wanted to connect its Oracle SaaS applications with third-party and on-premises systems. It also needed to extend its digital footprint to take time and risk out of the home loan process for customers and brokers.

## 📋 Requirements

- Need agility to compete with an increasing number of specialized fintech competitors
- Currently have limited and rigid integration, process automation, and analytics across SaaS and on-premises systems

## 💡 Solution

- Oracle Analytics Cloud
- Oracle Content and Experience Cloud
- Oracle Integration Cloud
- Oracle CX Cloud
- Oracle ERP Cloud
- Oracle EPM Cloud
- Oracle Sales Cloud
- Oracle Service Cloud
- Oracle SOA Cloud Service

## 🏆 Results

- **4x faster time to market** through reuse and assembly of prebuilt components for quick connections and end-to-end process governance
- **45% lower total cost of ownership** by moving workloads to the cloud, modernizing applications, and eliminating lower-value IT tasks
- Increased IT innovation capacity for loan origination **3x—from 20% to 60%**— with energized IT engaged in business transformation



# City of San Jose

## Enables Smart City App with Oracle Cloud



### Problem

The City of San Jose is the tenth largest city in the nation, with 3.2 million residents and tens of thousands of businesses spread across 180 square miles. The city was looking for a multichannel solution to engage its citizens. It also wanted to provide municipal services efficiently and cost-effectively. This was challenging considering the city was receiving more than 250,000 phone calls and had to track more than 500,000 citizen engagements annually. This initiative is part of San Jose's goal to become America's most innovative city by 2020.

### Requirements

- Low-cost, easily customizable solution for its customers that also met its internal data and analytics requirements
- Omnichannel solution that allows people to engage the city by phone, online, chat, and through an app
- Integration with departmental systems across the city, so service requests directly connect to the work crews in charge of responding
- Game-changing technologies that enable people to engage their city government in ways that help make it safer, more inclusive, sustainable, and user-friendly

### Solution

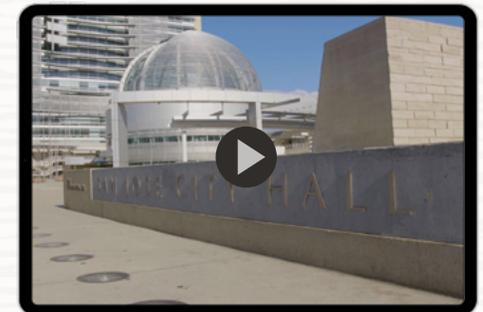
- Oracle Integration Cloud
- Oracle Data Visualization Cloud Service
- Oracle Service Cloud

### Results

- **Increased citizen service engagement** through a variety of channels, including phone, online, chat, and a mobile app
- More than **100,000 service requests** were received and closed at a higher and faster rate than ever before
- **Improved resolution rates** of single-contact incidents
- Can now inform citizens **the moment** that their service request is fulfilled
- **Standardized responses** to queries
- Deployed an **integrated desktop** to help 311 agents resolve issues quickly and coordinate city services across departments
- Built a robust analytics engine to **provide visibility** into the health of the service provided and improve decision-making

“ We're delighted that we found Oracle because of that platform approach, the data approach, the AI, and machine learning tools that they have, direct chat. All these things are becoming very important to us for omnichannel communications, so that we can have that digital front door.”

— Rob Lloyd, CIO



# Stitch Fix

## Delivers End-to-End Connections with Oracle Cloud



STITCH FIX

### Problem

Stitch Fix is the first fashion retailer to blend expert styling, proprietary technology, and a unique product to deliver a shopping experience that is truly personalized. It was looking to remove manual processes and improve connections. Stitch Fix needed to increase decision-making and reporting. It wanted to better handle global business and currencies. Stitch Fix also has a goal of being an entirely cloud company.

### Requirements

- Modernize finance work processes, including social and mobile tools
- Support for expanding into international markets and currencies
- Leverage real-time data, analytics, and reporting to gain deeper understanding of customers and transactions
- Eliminate manual processes and transaction processing
- Connect procurement, financial processes, and systems

### Solution

- Oracle Integration Cloud
- Oracle Business Intelligence Cloud Service
- Oracle ERP Cloud
- Oracle Java Cloud Service

### Results

- **25% reduction** of resource hours required to manually extract and prepare the data for consumption
- Gained a **connected and scalable** financial and procurement solution where workflow is embedded
- **Eight-plus months** saved for all connections to be built, tested, and launched (took more than a year earlier to do the same effort)—**66% reduction**
- Achieved **multicurrency capabilities** to support international expansion
- **Improved decision-making and predictive analytics** capability with real-time data, reporting, and analytics tool

“ We chose Oracle as our ERP platform, along with Oracle Integration Cloud and Java Cloud Service, to connect our systems for our business applications. With Oracle Cloud Services, our connections are automated and we are able to process files seamlessly.”

— Ravindra Sunku, Director of IT, Stitch Fix



# Turning Point

## Improves Interactions with Users via Advanced Technologies



### Problem

Turning Point, the United Kingdom's leading treatment and counseling agency, provides treatment, counseling, and social services to people dealing with mental health, learning disabilities, substance abuse, and other issues. They wanted to provide anytime, anywhere discreet access to its services to people who may be in crisis at any time and in any location. In fact, they found that 30% of engagement was happening when their traditional brick-and-mortar clinics were closed.

### Requirements

- Use technology to help the organization not just improve services, but also reduce costs
- Provide more-accurate diagnoses
- Deliver treatments faster
- Improve health outcomes
- Increase public safety

### Solution

- Oracle Content and Experience Cloud
- Oracle Mobile Cloud
- Oracle Java Cloud Service
- Oracle Service Cloud
- Oracle Taleo

### Results

- Patient wait times dropped from **four weeks to two days**
- **Rapid delivery** of up-to-date content and new sites to deliver services
- **Easily distribute** treatment protocols to all Turning Point locations and employee websites
- Provide the **most effective, most up-to-date strategy and communications** to end users

“ We have the opportunity to use technology to be more effective in the treatment of people at the fringes of society.”

— Amarjit Dhillon, CIO, Turning Point



# University of Western Australia

## Connected Systems Improve Student Experience



### Problem

The University of Western Australia is more than 100 years old and was ranked in the top 100 universities in 2017. The University had to manually edit and create complex offer letters, selecting from more than 25 different letter templates and personalizing 90 data fields for student information, such as credit assessment and fees—all in a Word document. The institution needed a connected platform that would enable student data accuracy, improve efficiencies, and enhance the user experience.

### Requirements

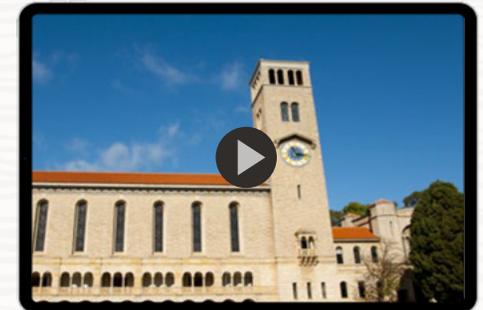
- Enable admission officers to quickly generate more than 23,000 offer letters each year with an automated process that would integrate data from multiple systems, including admissions, Callista, and CRM
- Enable data accuracy and minimize legal risk to the University due to legally binding contractual information in the offer letters
- Allow senior managers to easily track the status of offer letters, such as the open or bounce rates, and redirect staff resources
- Provide a flexible platform for the University to easily expand the services to other projects, such as postgraduate research scholarship offer letters

### Solution

- Oracle Integration Cloud
- Oracle Service Cloud

### Results

- Decreased the time it took to create each offer letter by **6x**
- **Reduced legal risk** by using Oracle Integration Cloud to connect Callista with Oracle Service Cloud, enabling admission officers to access real-time student data and produce accurate offer letters
- Freed up staff capacity by **20%** with automated processes
- **Provided better services** to students by eliminating the manual compilation processes for more than 23,000 offer letters
- Allowed staff to focus on valuable activities, such as answering enrollment and acceptance inquiries



# Western Digital

Delivers Global, Omnichannel Service with Oracle Service



## ! Problem

Western Digital is one of the largest computer hard disk drive manufacturers in the world. It handles thousands of SKUs and receives 200,000–300,000 hits a day on its service channels. Western Digital needed to consolidate on one system to gain global consistency of customer service and knowledge. It also wanted to enable customers to interact with Western Digital through their channel of choice—mobile, phone, email, chat, cobrowse, etc.—while giving the organization a 360-degree view of the customer.

## 📋 Requirements

- Simplify and reduce the customizations required by Salesforce
- Flexible, reusable, and scalable architecture
- Cloud-first approach to integrate acquired companies

## 💡 Solution

- Oracle Integration Cloud
- Oracle CX Cloud
- Oracle Java Cloud Service
- Oracle ERP Cloud
- Oracle SCM Cloud
- Oracle Service Cloud

## 🏆 Results

- Delivered consistent, **omnichannel service** across phone, email, chat, SMS, and mobile channels
- **Deployed a centralized knowledge base** in 16 languages across four brands
- Reduced the number of contact centers required by **58%**, from 12 down to 5
- Achieved **operational efficiencies** for managing consolidated workflow processes
- **Simplified its service strategy** by replacing complex, manual processes

“Oracle Service Cloud allows us to quickly put knowledge in the hands of our customers via their channel of choice.”

— Urvashi Sheth, Vice President, Global Customer Care



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