



## PROFESSIONAL SERVICES

# Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead



# Professional services

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Whether you're a consulting business, accounting firm, law firm, staffing provider, or other services provider, you must exceed client expectations every time, everywhere. Improve operations and scale by connecting people, operations, finance, and additional lines of business to better understand client needs, identify growth opportunities, increase profitability, improve efficiency, and reduce costs.

# Key imperatives for professional services firms

- 1** Put people first.
- 2** Build a great reputation through great client experiences.
- 3** Do more with less.
- 4** Evolve beyond the day-to-day to innovate for what's next.

# Forces shaping the professional services industry

## INDUSTRY CHALLENGES

### People

A skills shortage, the rise of AI, and lifestyle flexibility demands make it difficult to attract and retain the next generation of talent.

### Client engagement

Firms struggle with competitive differentiation and client engagement.

### Knowing where you make and lose money

Professional services firms face ever-growing demands from their clients to deliver increased value faster and provide a clear return on their investment.

### Resource and project management woes

Data silos between people and projects make it difficult to manage and achieve expectations.

### Innovation

Firms have difficulty balancing innovation with the day-to-day of selling and delivering projects.

## VISION OF SUCCESS

*Click on a link to learn more.*



# 1: Create a modern employee experience

Transform culture and the employee experience. Align the right people to projects for the best outcomes.

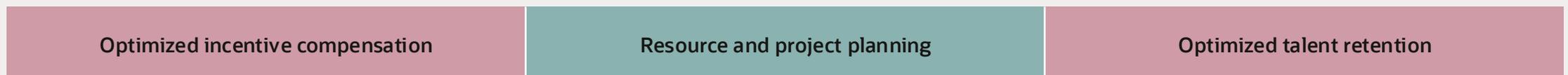
## Recommended actions

- Build consistency at every stage of the employee lifecycle.
- Enhance the employee experience, including work-life balance and assignments to the right projects.
- Use agentic AI to automate routine tasks.

## How to get started

- Leverage data and analytics for informed decision-making in hiring, promotions, and project resourcing decisions.
- Use skills data to better match resources to roles.
- Use AI to answer employee questions faster and with more consistency.

## Oracle capabilities enabling strategic goals



## 2: Turbocharge client interactions

Efficiently access your target market, track omnichannel engagement, enable AI responses to internal and external inquiries, turbocharge client service, and closely manage discounting and margins.

### Recommended actions

- Create a cohesive client experience that spans all channels.
- Improve client experience to win and retain business.
- Improve targeting and management of client opportunities and profitability.

### How to get started

- Use generative AI to summarize client interactions for better information sharing.
- Use generative AI to draft personalized communications that better resonate with clients.
- Identify disparate sources of client, product, and project data.

### Oracle capabilities enabling strategic goals



## 3: Improve profitably

Refine processes for greater profitability. Focus on efficient execution and advanced analytics that show where you're making and losing money.

### Recommended actions

- Modernize your technology stack.
- Get granular about profit margins and business results.
- Manage your people to think differently about the holistic costs of running the business—and give them tools for actionable insights.

### How to get started

- Use AI to do real-time trend and variance analysis via natural language interactions, run event-driven predictions on financial/operational data, and guide “what if” simulations.
- Provide a conversational interface to help users build, modify, calculate, and analyze profitability and cost models.

### Oracle capabilities enabling strategic goals



## 4: Automate work planning and delivery

Connect data—on people, projects, finance, marketing, and sales—that enables smarter project management, people management, better efficiency, and improved client outcomes.

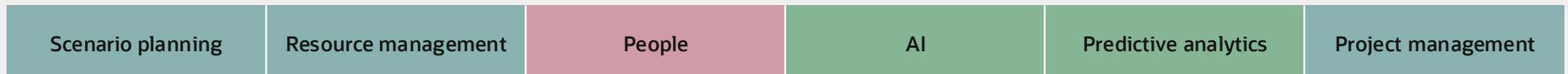
### Recommended actions

- Improve short- and long-range planning and budgeting.
- Model scenarios.
- Forecast resourcing needs more accurately and better adapt available resources to changing and forecasted project needs.
- Track and enhance skills for better outcomes.

### How to get started

- Get a sense of your key data sources about projects and people to silos and redundancies.
- Determine the right KPIs to determine the success of your project.
- Look to modernize and simplify your tech stack.

### Oracle capabilities enabling strategic goals



## 5: Innovate more

Invest in technology that eases collaboration and gives employees more time to innovate.

### Recommended actions

- Use generative AI to help improve efficiency and free up time for innovation and idea generation.
- Reward innovation for both internal and external improvements.
- Strike the right balance of talent to provide creative thinking in addition to solid execution.

### How to get started

- Look to remove cultural and technological barriers to innovation.
- Use analytics to identify areas for innovation, based on internal processes and customer insights.

### Oracle capabilities enabling strategic goals



# Internal questions to get going

## Data

Are we able to accurately connect resource and profit data with client promises, proposals, and pricing?

Do we understand how to implement successful change management procedures?

Are we able to manage data securely and comply with regulations?

## People

Do our associates feel like they're working with modern technology?

What kind of upskilling will our teams need to administer and adopt cloud technology?

Can we risk losing our top talent to other firms with more modern technology?

Which teams do we foresee being the hardest to enable? The fastest?

## Finance and planning modernization

What kind of analytics and insights do we need?

Do we have a clear understanding of our financial situation, including granular profitability analysis?

Are we able to accurately measure product and customer profitability?

## System architecture and consolidation

Are IT silos hindering our results?

Do we have the right technology stack for evolving business needs?



# Four key elements to your success

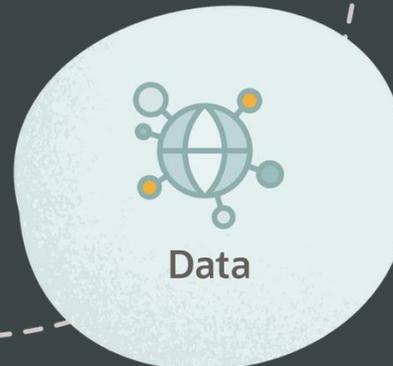
Leadership defines vision/urgency for AI adoption, alongside commitment to customer success and continuous improvement.



Processes are continually reimagined to **streamline** operations and **empower** people to focus on higher-value work.

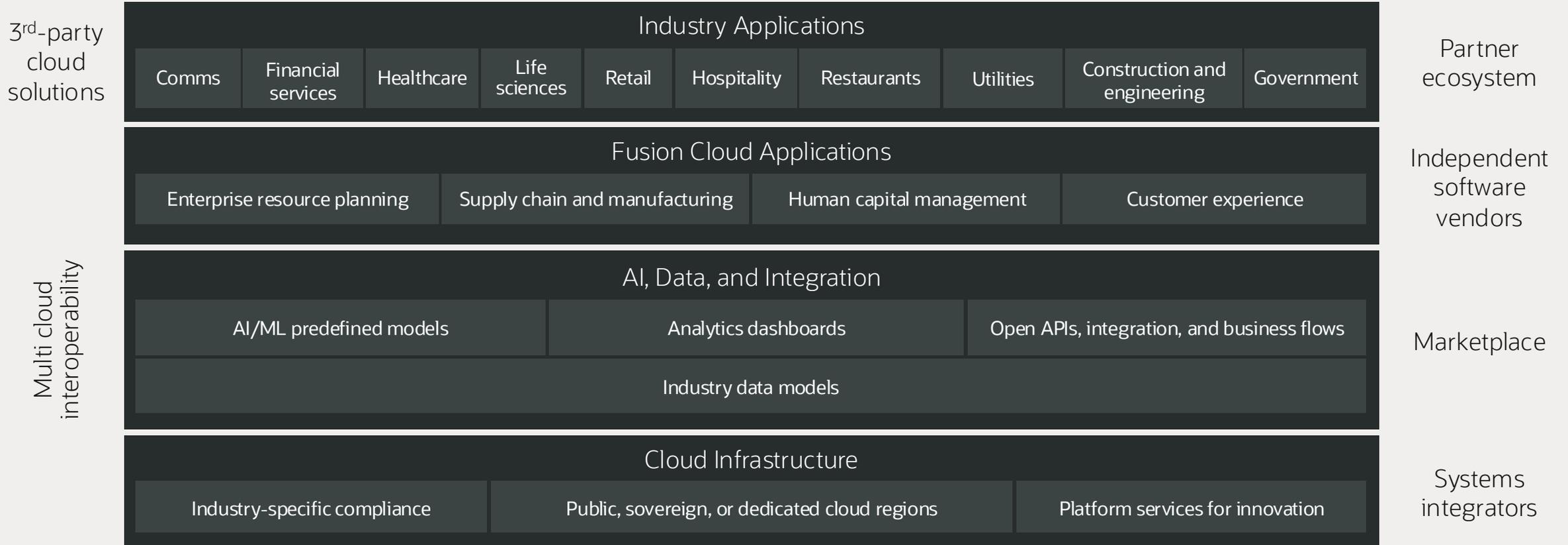
 Oracle  
Playbook

Oracle provides everything you need to deploy best-in-class applications and continuously innovate – with AI and agentic at the core.



Benefit from a unified data model provided by Oracle's end-to-end technology stack and invest in data governance.

# Oracle solutions for every industry



# Additional ways Oracle serves Professional Services



## Complete Capital Program Management

Support project governance, visibility, and performance across capital project portfolios. Proactively address project risk, manage change, and sharpen decisions from ideation and planning through execution and asset operation.



## Secure Network

Connect unified communications, contact centers, carriers, security, compliance, and AI across hybrid and multicloud environments. With open, policy-driven orchestration, you retain carrier control, preserve dial plans, and unify security and compliance.

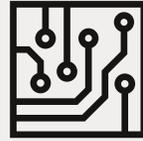
# Why Oracle?



## Complete Suite

Best-of-breed apps designed and built based on customer needs—with AI throughout.

Industry-specific apps, finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics built to work together.



## Best Cloud Technology

Next-generation Oracle Cloud Infrastructure (OCI) with the performance, security, and availability to run your mission-critical operations.

Cloud regions worldwide for commercial and government needs.



## Award-Winning Design

Award-winning consumer-grade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend, and build applications.

Self-learning and self-improving applications.



## Committed to Your Success

Oracle Customer Success Services helps you maximize your cloud investment with proactive support, expert guidance, and comprehensive tools and best practices.

# Committed to your success

## Oracle Cloud Success Navigator



### Achieve Cloud transformation objectives

Cloud success starts with projects that are delivered on time, on budget, and done right the first time. Leverage standards from +10K implementations with AI guided actions, role-level ownership, and accountability across your team, Oracle, and your SI to achieve success faster.



### Confident design decisions deliver exceptional results

Oracle Modern Best Practices and Oracle University modules establish knowledge of your Oracle solutions and help reduce customization risk. Hands on application practice through Starter Configuration helps drive decisions from experience.



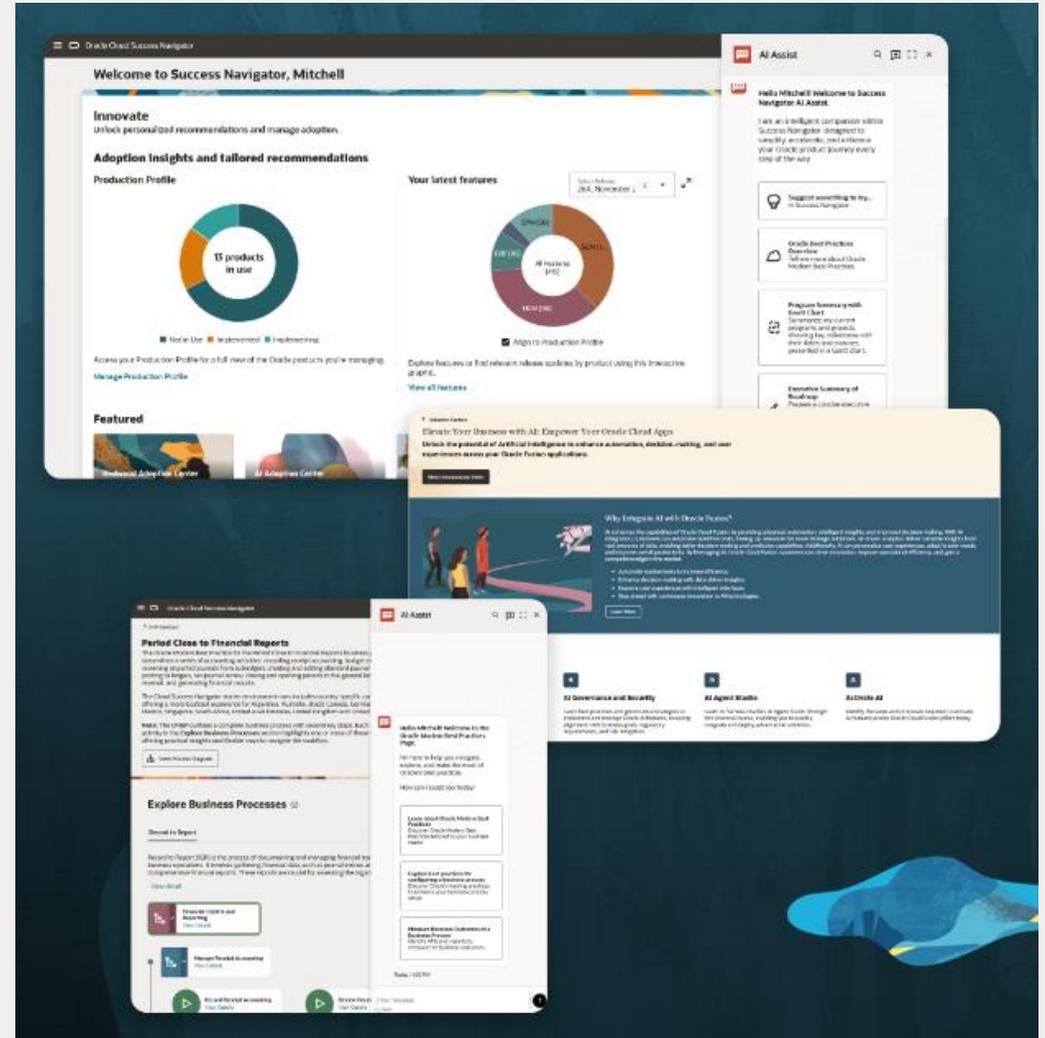
### Increase your investment's value with AI and innovations

Help reduce cycles and costs while AI identifies gaps and expedites planning. Consolidated release materials with customizable Adoption Roadmaps drive business and IT alignment



### Leverage AI every step of the cloud journey

AI agents shape your journey and create tailored strategies for ongoing evolution. Empower teams and increase satisfaction by directing resources toward value innovation not tedious administration



# Extensive partner ecosystem

**+20,000**  
Partners and ISVs

 **accenture**

**Deloitte.**

 **KPMG**

 **pwc**

 **cohere**

 **Palantir**

 **Red Hat**

 **THOMSON REUTERS®**

 **VERTEX**

**aws**  

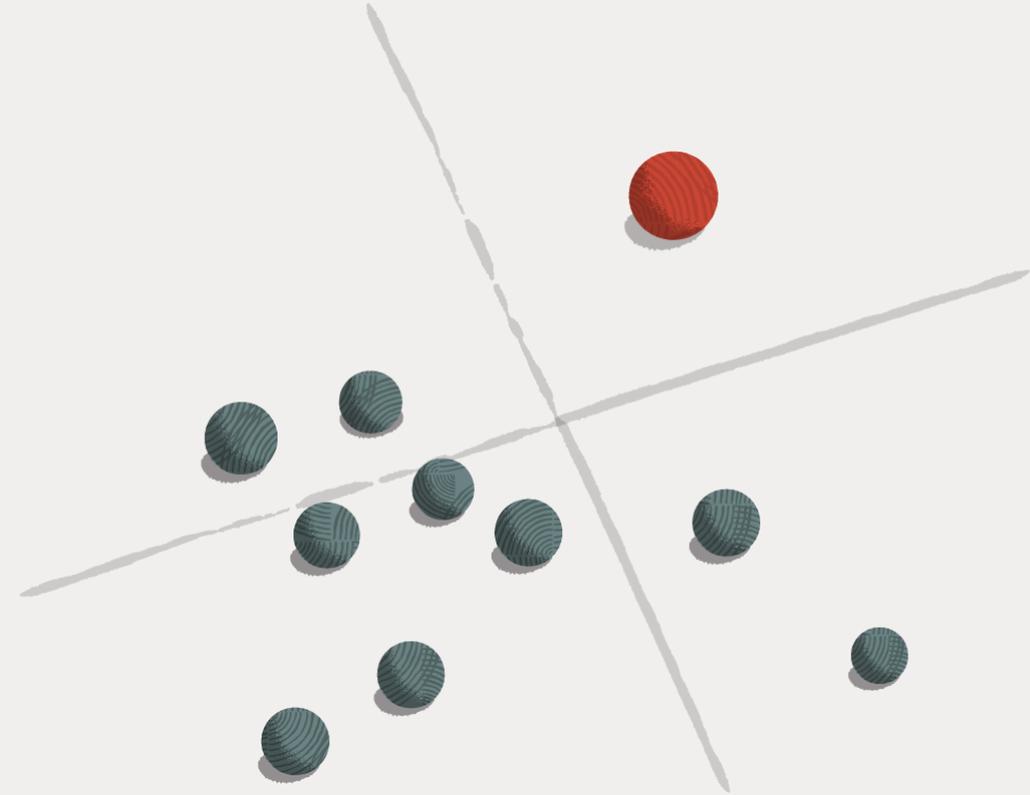

 **Google Cloud**

 **Azure**

 **NVIDIA.**

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