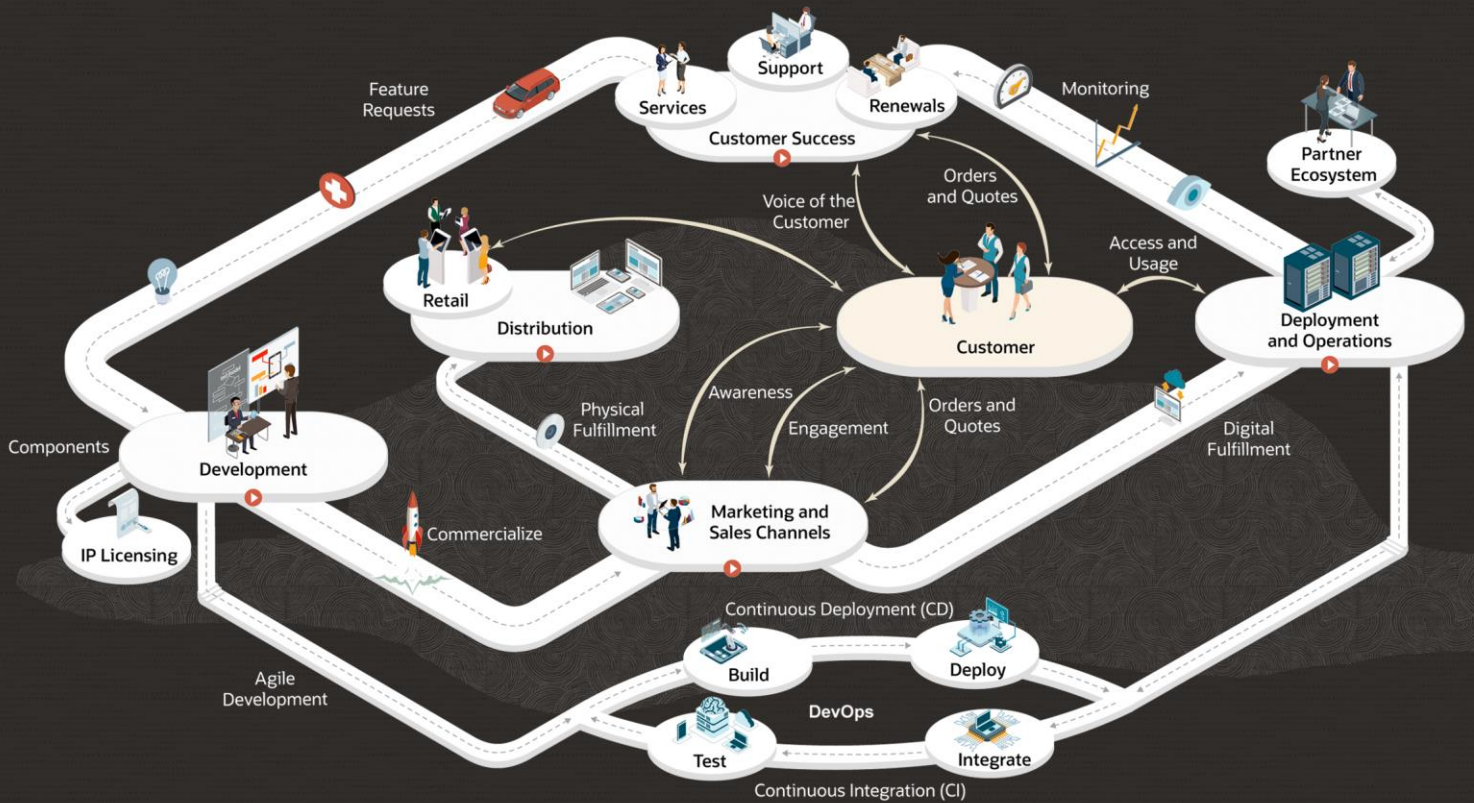


Oracle for the Software & Cloud Services Industry



Disruptive digital technologies are creating opportunities to accelerate innovation, streamline operations, improve customer expectations and unlock new market opportunities. Many in the software industry are leading this transformation by adopting new business models and practices.

Application development teams are challenged to deliver apps in shorter timeframes while IT operations teams often struggle to keep those apps available, updated and secure. To address these issues, many software companies have formed DevOps teams in which developers collaborate with operations professionals to create, test, troubleshoot, and improve applications as part of a continuous flow. They use agile development methodologies to accelerate the rollout of new software to customers, and they standardize on integrated frameworks to simplify deployment and maintenance activities.

Oracle provides a range of industry-specific solutions to support these software and cloud services companies. Our solutions help drive operational excellence in all areas of product management and engineering, marketing, sales, HR and finance. Oracle solutions utilize a modern cloud platform that combines SaaS and PaaS with artificial intelligence, social collaboration, analytics, and mobile to streamline the delivery of new applications, automate routine tasks, and eliminate delays when deploying both infrastructure and software.

Accelerate Innovation & Streamline Operations

DevOps is a key area within the software value chain and a perfect example of a business practice that has been transformed from a linear to a continuous model. Oracle Cloud supports an agile DevOps culture in which software can be quickly built, tested, and released as part of a continuous integration (CI) and continuous deployment (CD) cycle by establishing a unified platform for development and operations. Oracle's DevOps portfolio empowers development and operations teams to streamline software development, delivery and maintenance.

At the heart of Oracle's DevOps offering is [Oracle Visual Builder Studio](#), a subscription-based cloud service that you can use for virtually any type of software project. This modern platform supports the first five steps in the DevOps cycle— plan, code, build, test, and release.

DevOps cycles never end. Even stable applications need to be continually monitored and maintained. [Oracle Management Cloud](#) and [Oracle Cloud Native Services](#) provide insight into all of your cloud services as well as on-premises applications, providing support for application performance monitoring, infrastructure monitoring, log analytics, task orchestration, IT analytics, configuration and compliance, and security monitoring and analytics, all through one integrated console.

Oracle Cloud Business Benefits

- Accelerated Innovation
- Streamlined Operations
- Improved Customer Engagement
- Transition to an Agile DevOps Approach to Software Development
- Improved Internal and External Collaboration
- Enable New Market Opportunities
- Quickly Adapt to Evolving Business Models



Enable an Agile DevOps Cycle with Oracle Cloud.

“Oracle Management Cloud has given us a competitive advantage as our developers have greater speed, efficiency, and control over the new releases to customers.”

- **Thibault Migonney**,

Head of Application Architecture, Multifonds

Other Oracle tools available for DevOps include [Oracle Cloud Infrastructure Container Engine for Kubernetes](#) and [Oracle Cloud Infrastructure Registry](#) which allow developers to easily move Docker containers and application packages directly to Oracle Cloud and offer built-in support for Kubernetes, CoreOS, Portworx, and other container frameworks.

[Oracle Java Cloud](#) can be used to quickly develop and deploy Java EE applications in a secure, enterprise-grade cloud. And [Oracle API Platform Cloud](#) provides nimble API management with support for the full API lifecycle including designing, building, deploying and monitoring all your APIs.

Improve Customer Engagement and Drive New Revenue

Technology is rapidly evolving. Mobile devices are everywhere. New communication channels are emerging. Social media is mainstream, and cloud computing has enabled new business models. These digital innovations change the way your customers interact with your business. At the same time, customer expectations are rising dramatically. To compete, software companies must find new and creative ways to engage customers earlier in the sales cycle, differentiate their brands from competitors, and develop new market opportunities and revenues models.

[Oracle Sales and Service Cloud](#) meets the three tenants of modern customer service: engage customers, empower employees, and adapt quickly. It enables you to delight customers with a seamless service experience across multiple channels that exceeds their expectations.

[Oracle Deliver Anything-as-a-Service](#) solution enables software companies to deliver omnichannel customer experiences while providing flexibility for new subscription-based revenue models. [Oracle's CX Cloud](#) family of products help software companies nurture customers and prospects through the lead-to-cash process while using insights to uncover new sales, service, and engagement opportunities. Monetization models available in [Oracle Subscription Management Cloud](#) enable new digital offerings, from basic recurring revenue to sophisticated usage-based pricing, than can be deployed quickly to generate new revenue streams.

“Using [Oracle Cloud Infrastructure] we were able to increase our CPU usage from 5-10% to a steady 75%. This drastically reduced our costs, and we were able to pass these savings on to customers.”

- Navindra Yadav,

Cisco Fellow, Tetration
Founder Cisco

“It was a natural choice for MongoDB to partner with the Oracle Marketing Cloud. Eloqua is the most sophisticated application out there. It gives us the flexibility we need to run the different nurture programs and scoring algorithms. There is no other tool that gives us that one-to-one marketing that we need.”

- Meagen Eisenberg,

CMO, MongoDB



Modernize Financial Planning

Today’s finance executives face a constant balancing act. On the one hand, they must comply with increasingly stringent financial reporting regulations which entails constant information gathering, governance, and disclosure requirements. On the other, they must help guide the enterprise to a profitable future, investing in new opportunities while mitigating risks. [Oracle Enterprise Resource Planning \(ERP\) Cloud](#) empowers organizations to modernize by transforming finance and operations. Reduce costs with more efficient, standardized financial processes to make more informed decisions and optimize resources. As the software industry continues to transition to a subscription-based pricing model, accurate revenue recognition and management become more important. [Oracle Financial Services Revenue Management and Billing Cloud](#) brings your company into the digital age. It is an end-to-end revenue management platform offering complete pricing and billing capabilities, including dynamic pricing and flexible billing options supporting subscription and usage-based pricing models.

Smarter Talent Management

Recruiting and retaining top talent is a high priority for software companies and competition for top talent is fierce. It is critical for software and cloud services companies to have a human capital management (HCM) solution that streamlines identifying and hiring top talent before the competition does. [Oracle HCM Cloud](#) offers this smart and agile modern solution. It’s social, collaborative, mobile, and engaging — allowing organizations to identify the best sources of internal and external talent so they can respond quickly and execute forward-looking hiring and talent management strategies.

“With Oracle HCM Cloud we were able to deliver a much greater integration of our human resource systems. The cloud solution provided software updates twice a year with new functionalities. With this we were able to up our game and focus on improving our processes by using the new available features.”

- Jon Sax,

VP of Human Resources Operations, BlackBoard

Innovate with Oracle Cloud

Oracle has the industry's most complete and integrated cloud suite, enabling software and cloud service companies of all sizes to accelerate innovation, streamline operations and improve customer engagement. With built-in data-driven intelligence and leveraging advanced technologies such as machine learning, Oracle's cloud applications are designed for you to be future-ready for the digital age. Leapfrog your competition and modernize your business with industry-leading applications for product development, finance and accounting, HR, marketing, sales and other critical business needs.

[Oracle Again Named a Leader in the Gartner Magic Quadrant for Multiexperience Development Platforms](#)

[Oracle Recognized as Leader In Gartner Sales Force Automation Magic Quadrant](#)

[Oracle ERP Cloud Recognized as the Only Leader in Gartner Magic Quadrant Report](#)

[Oracle Recognized as a Leader in Gartner Magic Quadrant for Cloud Financial Planning and Analysis Solutions](#)

[Oracle Positioned as a Leader in Gartner Magic Quadrant for Cloud HCM Suites](#)

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