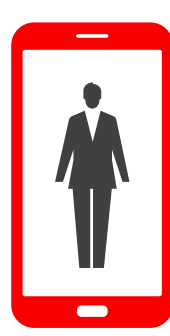


# Empowering Businesses to Deliver at Market Speed

## DIGITAL TRANSFORMATION REQUIRES CONSUMERIZATION OF DEVELOPMENT

The onslaught of mobile devices and consumerization has brought about a digital transformation that has created new ways of doing business. This includes a heightened expectation of responsiveness from the business increasing the load on IT.

### Multichannel



**6 billion**

Mobile Subscribers<sup>1</sup>

### Data and Event Explosion



**90%**

Created within the last two years<sup>2</sup>

### Consumerization



BYOD market US **\$89.6B** in 2019<sup>3</sup>

Putting the customer first—demands responsiveness.

## WHAT'S THE CHALLENGE/TREND

### Ad Hoc Apps

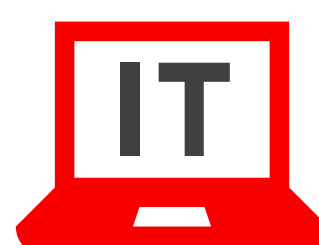


Today, IT is heavily optimized to develop and manage long-running, durable applications. But current demand calls for the creation of adhoc apps and fast frequency changes to apps



By 2018 digital business will require **50% fewer business process workers and 500% more key digital business jobs**, compared to the traditional model<sup>4</sup>

### Eliminate IT Dependency

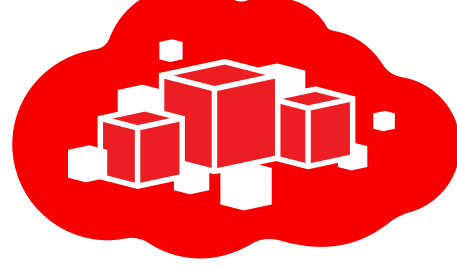


Organizations struggle from the inability to stand up business process solutions quickly due to IT backlog.



By 2017, **70%** of successful digital business models will rely on deliberately fluid processes designed to shift as customers' needs shift.<sup>5</sup>

### Cloud Is the Way



Revamping existing legacy infrastructures to cater to new digital requirements is expensive.



**37%** of businesses are using cloud solutions to improve alignment with customers and partners.<sup>6</sup>

### Empowering Business Users



Business users rely on IT and cannot deliver on business applications independently—a necessity to shorten the time between ideas and execution.



By 2017, **75%** of IT organizations will be confronted with the impact of consumerization of development.<sup>7</sup>

## THE SOLUTION: RAPID PROCESS AUTOMATION IN THE CLOUD PROVIDING...



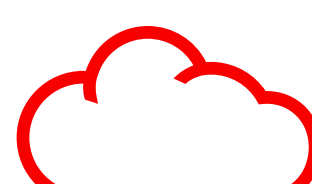
### Design and Development

Empower business users to design and develop business applications with zero coding and seamless integration of back-end applications.



### End-to-End Visibility

Allows line-of-business owner to get visibility and to optimize and manage business applications.



### Cloud Solution

A cloud solution eliminates IT setup, infrastructure costs, and lowers total cost of ownership.

## ORACLE PROCESS CLOUD SERVICE = RAPID PROCESS AUTOMATION

### FEATURES

- ▶ Subscription-based business process management cloud service
- ▶ Business-driven rapid process design and automation
- ▶ Easy integration with on-premise or other Oracle or external cloud service offerings
- ▶ Multichannel, responsive interfaces across web, phone and tablet

### BENEFITS

- ▶ Empower business users with self-service and process control tools
- ▶ Increase business visibility, agility and control
- ▶ Enable mobile workforce productivity
- ▶ Leverage rich connectivity to a variety of back-end applications

Learn more at [cloud.oracle.com/process](http://cloud.oracle.com/process)

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<sup>1</sup> BBC NEWS Technology, <http://www.bbc.com/news/technology-19925506>, BBC, October 2012.

<sup>2</sup> Accelerate delivery of pervasive analytics with a big data platform, [http://www.ibm.com/smarterplanet/us/en/business\\_analytics/article/it\\_business\\_intelligence.html](http://www.ibm.com/smarterplanet/us/en/business_analytics/article/it_business_intelligence.html), IBM, 2015.

<sup>3</sup> "The Growth of North America Bring your Own Device (BYOD) Market is Driven by Increasing Adoption of Tablets and Smartphones by Employees for Business Purposes," <http://www.prnewswire.com/news-releases/the-growth-of-north-america-bring-your-own-device-byod-market-is-driven-by-increasing-adoption-of-tablets-and-smartphones-by-employees-for-business-purposes-285108921.html> PR Newswire, December 21014.

<sup>4</sup> "The Growth of North America Bring your Own Device (BYOD) Market is Driven by Increasing Adoption of Tablets and Smartphones by Employees for Business Purposes," <http://www.prnewswire.com/news-releases/the-growth-of-north-america-bring-your-own-device-byod-market-is-driven-by-increasing-adoption-of-tablets-and-smartphones-by-employees-for-business-purposes-285108921.html> PR Newswire, December 21014.

<sup>5</sup> "Research Guide: The Top 10 Strategic Technology Trends for 2015," <https://www.gartner.com/doc/2966917/research-guide-top-strategic>, Gartner, 2015.

<sup>6</sup> Ibid.

<sup>7</sup> KPMG Report: "Global Business Executives See Cloud Driving Business Transformation And Improving Customer Alignment," KPMPDecember 2014.

<sup>8</sup> Consumerization of Development, IDC, Dec 2014.