



Winning in the
Experience Economy
Three Steps to Mastering Multi-Channel
Interactions



The impact of the mobile revolution, the demands of the experience economy, and the rise of chatbots have begun to alter how business works. Customers, employees, and partners expect on-demand access to content and application services that anticipate and complete business tasks. But islands of automation still fragment today’s digital interactions. To be truly engaging, relevant content must be placed in the context of day-to-day decision-making. Killer apps don’t work in a vacuum; they must connect modern operational processes with existing systems of record. In addition to simply informing and responding to specific requests, these apps need to predict and assist by delivering the right content within the context of best next steps.

How do you engage and delight customers with experiences that compel action and simplify business activities? How can you leverage existing technology investments to accelerate decision making across finance, sales, HR, marketing, and other lines of business? Is there a way to manage the cost and mitigate the risk of rapidly evolving operating models?

The key to unlocking digital innovation is a hybrid cloud platform that extends existing IT investments to the Internet of Things and beyond. Connected companies leverage Oracle Cloud Platform to deliver multi-channel experiences that cut time-to-decision and increase business agility by simplifying everyday tasks. These digital leaders have figured out how to boost revenue, mitigate risks, simplify compliance, and achieve operational excellence by relying on the Oracle Cloud Platform for digital business.

What’s Needed for Engaging Digital Interactions

Getting modern experience-oriented apps into production fast requires an agile DevOps model. Traditional application requirements analysis should be replaced by digital design thinking. You need a platform for digital business that can leverage new SaaS apps in conjunction with on-premises systems of record. The goal is to simplify the activities that slow operations down every day and keep executives up at night.

Unfortunately, while business experts have great ideas for new operating models involving mobile and human-centric workflows, they are often held up by IT dependencies and backlogs. Oracle Cloud Platform accelerates time to delivery for new apps and enables rapid iteration and experimentation. It enables you to empower connected employees by combining SaaS and on-premises services into seamless digital interactions across devices. Business analysts deliver mobile apps fast, while

DIGITAL DESIGN THINKING

- » **Seamless** multichannel experiences
- » **Assistive** apps that engage and delight
- » **Simple** processes that don’t depend on email and spreadsheets

HYBRID CLOUD PLATFORM

- » **Leverage** on-premises, SaaS IT investments
- » **Extend** reach to IoT and mobile apps
- » **Connect** people, applications, and devices

AGILE ENGAGEMENT MODEL

- » **Business** owns and operates the workflow
- » **Analysts** use code-free visual development environment
- » **Core IT** creates APIs to access systems of record

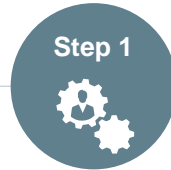
PROVEN TECHNIQUES FOR DIGITAL BUSINESS SUCCESS

- » Develop multichannel apps that predict and assist rather than just inform and respond
- » Create versatile workflows that compel the “best next” step
- » Remove email, spreadsheets, and attachments from the path to transaction in systems of record
- » Establish case management capabilities to automate workstreams for finance, HR, marketing, sales, and supply chain operations

core IT hides the implementation details, sometimes called the “final mile”, with API-first development.

This approach frees business leaders to create innovative operating models while IT handles the technical details of integration, security, integrity, and compliance. Working together, operations, business analysts, and core IT can replace email-heavy manual processes with mobile, contextually-relevant, socially-connected apps that interact seamlessly with established systems of record. Digital leaders are building agility and compliance into every step of their digital journeys with no-code mobile app development on the front-end and API-first IT integration projects on the back-end.

Three Steps to Mastering Multi-Channel Experiences



Step 1
Simplify a day in the life with human-centric workflows



Step 2
Content-enable decisions



Step 3
Connect people and applications across devices



Simplify a day in the life with human-centric workflows

Wouldn't it be great if you could remove spreadsheets and email from the path to transaction in systems of record? How would you like to make your business processes simpler, easier, and less expensive to maintain? For example, employees might use a simple smartphone app to book travel, create time cards, adjust 401(k) settings, review vacation allowances, and enter expense reports—all with integrated business data and streamlined workflows. This is certainly how today's workers prefer to interact with technology and each other. Many of today's smartphone users have condensed their daily screen time into just a couple of social apps. Can your business apps follow suit?

Oracle Cloud Platform puts automation in the hands of every employee to accelerate time-to-decision and power differentiated customer experiences. Using a browser-based visual development environment, business analysts can quickly create and publish their own connected applications for mobile and desktop devices.

The City of Ede didn't have to re-invent or replace established IT assets. Thanks to Oracle Cloud Platform, they went from idea to production in just six weeks - replacing 18 months of frustration using traditional tools and methods.



The **City of Ede** in the Netherlands followed this approach to replace the email attachments they were using to hire and release employees and contractors. Their old processes lacked automation, governance, accountability, and insight, giving HR, Finance, IT, and Facilities very little ownership or control. The city wanted to manage HR cases to minimize time to hire, rein in costs, and improve compliance with government policies. After 18 months of design and a frustrating first attempt at creating a new solution, city officials realized they didn't need a new HR system or a new accounting system—they just needed simple shared procedures that would allow employees to better leverage these established systems in a straightforward way. Using Oracle Process Cloud Service, this digital leader delivered a new solution that orchestrates routine processes across their existing HR, Finance, Facilities, and IT applications. Now, whether it's collecting and evaluating representative work samples, entering new contractors and employees in the payroll system, or authorizing access to the network, fundamental business activities can be performed using a simple mobile app with comprehensive case management capabilities – and without a lot of email.

Mythics knew that more efficient project scoping and proposal delivery would pay off quickly, especially as clients move to cloud-based systems and engage in smaller, quicker-turnaround projects.



"We wouldn't have developed our new internal statement of work approval system with on-premises software. It would have taken too long, cost too much, and come with too much operational and maintenance overhead once completed."

SHANE SMUTZ
EXECUTIVE VICE PRESIDENT
MYTHICS



Content-enable decisions

SaaS and on-premises applications automate business functions, but you need to ensure those apps don't create more problems than they solve. New apps have to fit in with your existing infrastructure, social networks, and systems of record. Customers, employees, and partners need specific services from multiple applications to contextualize content and speed the decisions that drive business outcomes. Otherwise you will simply end up with new islands of automation, separated by oceans of email that employees must navigate every day.

As we've seen, Oracle Cloud Platform makes it easy to deliver intuitive mobile apps in record time with the case management capabilities so important to compliance. Prebuilt integrations, such as between Oracle's Process Cloud Service and Oracle Document Cloud Service, enable business analysts to make content *actionable* within the context of operational decisions. Embedded enterprise social capabilities further reduce time to decision and limit email trails with secure collaboration.

Mythics is a case in point. This fast-moving systems integration firm transformed a manual approval process that previously spawned 50 to 100 email messages for each new project. Developing a statement of work and approval system using on-premises software would have taken too long, cost too much, and required too much maintenance overhead once completed. Instead this digital leader used Oracle Process Cloud to manage statement-of-work approvals and Oracle Document Cloud to collaboratively refine essential project details. Consultants and executives use their smartphones to route and approve projects, and there is a single source of truth for all supporting content. The email thread is 25 times shorter than before, and most issues are resolved through social interactions that preserve the context of each conversation. This simple, no-code mobile app has reduced quote-to-order times by 30 percent and delighted clients.



Connect people and applications across devices

So far the business has been owning and operating this rapid development cycle, designing front-end experiences and iterating directly with end users. IT pros join in during step 3 to close off the final mile with compliant APIs for direct access to on-premises and SaaS systems of record. Business analysts and operations teams create human-centric apps with Oracle Process Cloud Service and Oracle Mobile Cloud Service. IT pros use Oracle Integration Cloud to provide business analysts with APIs that connect people, apps, and devices.

Thanks to Oracle's integrated platform services, your core IT team can publish compliant APIs to a catalog that empowers business analysts to connect new case management apps to enterprise resources with a few clicks. Oracle Cloud Platform supports open standards; it's modular, which means business experts and developers can collaborate and share components. This environment is also an ideal way to extend Oracle and third-party SaaS applications, since each app can combine its data with custom objects created by business users.

Calix relies on the Oracle Cloud Platform to improve productivity, lower costs, and accelerate innovation, leading to a six-fold improvement in delivery time.



"Process automation is central to our integration strategy."

RAVI GADE
SENIOR DIRECTOR, ENTERPRISE APPLICATIONS, CALIX

For example, **Calix** uses Oracle Process Cloud Service, Oracle Documents Cloud Service, Oracle Integration Cloud Service, and Oracle SOA Cloud Service to accelerate the delivery of Web content management systems for its customers, which include many of the world's leading telecommunications service providers. In order to successfully compete against companies twice its size, and with a growing customer base of more than 100 million subscribers, Calix relies on the Oracle Cloud Platform to improve productivity, lower costs, and accelerate innovation within a heterogeneous technology infrastructure. The Calix core IT team publishes standard APIs that business analysts can use to visually connect new apps to their systems of record. Using this point and click approach, Calix's digital disruption team has accelerated integration projects by 6X while improving their ability to comply with Sarbanes-Oxley regulations and corporate operating controls.

Invest in the Future, Learn from the Past

Connected companies are mastering multichannel interactions and extending their IT investments to leverage a new generation of cloud-based infrastructure, platform, and application resources. Oracle enables a hybrid approach for a smooth, "real world journey" that delivers quick wins for the business while raising the utilization of compliant APIs from core IT. Digital leaders such as Calix are using the same approach for integration projects as they do for other operational workflows. This allows business teams to do what they do best – iterate on their operating models – without IT dependencies and delays. When a new API is needed, a project request can be automatically entered in an IT service desk app. When the new integration API is published, appropriate business analysts are notified so they can close out the final mile to their systems of record with only a few clicks. It's not just about helping IT become faster and more valued; it's about empowering the business to actively engage in agile

ESSENTIAL INGREDIENTS OF MULTICHANNEL INTERACTIONS

- » Human-centric workflow
- » Contextualized content
- » Social enablement
- » Back-office connections

BREAK THE GRIDLOCK THAT HOLDS BACK THE BUSINESS

- » **Engage business professionals** in creating human-centric workstreams
- » **Content enable** key decisions in context of best next steps
- » **Simplify the final mile** with compliant connectors to enterprise systems of record

WINNING DIGITAL INTERACTIONS ARE

- » Human-centric
- » Data driven
- » Focused on “best next step”

application development cycles. It's all part of a quick-turn, experimental engagement model that keeps business and IT in sync:

- » **Build** simple, human-centric workflows
- » **Engage** with content, context, and social capabilities
- » **Integrate** people, apps, and devices with no-code APIs from core IT

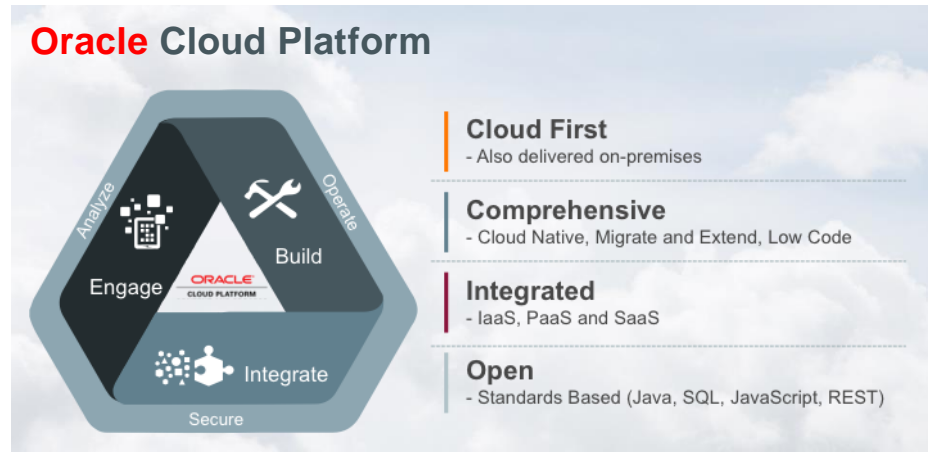


Figure 1. A complete hybrid cloud platform for digital business.

Business professionals can build the human-centric parts of these apps very rapidly, emphasizing the front-end interface and workflow components. Core IT can publish APIs to a service catalog so business analysts can quickly connect their new digital apps with SaaS and on-premises systems of record. Digital leaders such as the City of Ede, Mythics, and Calix, rely on this API-first approach for low-code application development to power out-of-the-box request and fulfill capabilities. The end result is a modern interaction platform powered by voice commands, chatbots, social collaboration, and mobile interfaces—a platform that also upholds enterprise IT standards.

Perhaps it's time for your organization to re-imagine customer, employee, and partner experiences with hybrid cloud technology. Oracle Cloud Platform enables a proven approach to agile application development that allows business to do what business does best, and gives IT the application service catalog to secure sensitive data, ensure compliance, and reduce backlogs. Contact Oracle to learn more about Oracle's platform for digital business, or visit oracle.com/cloud/paas.



Oracle Corporation, World Headquarters

500 Oracle Parkway
Redwood Shores, CA 94065, USA

Worldwide Inquiries

Phone: +1.650.506.7000
Fax: +1.650.506.7200

CONNECT WITH US

-  blogs.oracle.com/webcenter
-  facebook.com/webcenter
-  twitter.com/oraclewebcenter
-  oracle.com/dx

Integrated Cloud Applications & Platform Services

Copyright © 2016, Oracle and/or its affiliates. All rights reserved. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark of The Open Group. 0116