

Getting Started with Transformational Technologies Today

Three new ways to drive your business forward.

From personal computing to the dawn of the internet and the evolution of mobile devices, new technologies have helped to transform the world we live in. Now, the emergence of three transformational technologies is changing work, government, society—even our lives. Implement these transformational technologies in the enterprise and you can build leaner business processes, develop innovative products, automate tasks, and minimize costs.

Think of these technologies as interconnected organic processes. The Internet of Things (IoT) is like your nervous system—it senses the world through a network of billions of physical devices that collect and share data. This data can be analyzed to make real-time decisions and improve everything from supply chain efficiency to worker safety.

Artificial intelligence (AI) is like the reasoning part of your brain—it *thinks* by analyzing quantities of data so vast they're beyond human comprehension. By doing so, it can perform tasks that traditionally required human input. Within the broad field of

artificial intelligence, machine learning is poised to make the greatest impact on the enterprise.

With modern machine learning, intelligent systems can work autonomously, and enable more-informed decision-making.

Blockchain is like your memory.

By using a decentralized, distributed, public digital ledger, it creates a secure, high-trust, indelible record of transactions and data exchanges.

With blockchain, users can be confident that every piece of information is both accurate and secure. In financial services, it will remove the middleman from all manner of transactions.

And in the healthcare industry, medical professionals will be able to view secure, accurate information in real time.

Sensing. Thinking. Remembering. Individually, IoT, AI, and blockchain are immensely powerful.

But together, they can change our world forever. Many of your competitors are already using these transformational technologies to gain competitive advantage. It's time for you to embrace them, too.

Fall behind now, and you may never catch up.

Here are our three top tips.

1. Take an applications-led approach.

Transformational technologies are enabling new opportunities across many critical, line-of-business (LOB) functions, from enterprise resource planning (ERP) to customer experience (CX), human capital management (HCM), and supply chain management (SCM). While these technologies enable change within those specific areas, the true benefits come in combining them across end-to-end business processes. However, this is only possible if those technologies are connected, and not kept in separate silos.

Partnering with a provider that delivers these LOB applications already enabled with transformational technologies makes them easier to adopt and deploy. Otherwise, you'll need to integrate them with each other and with each business function. All of which is difficult, costly, and time-consuming.

That's where Oracle can help. We're the only technology partner that offers you a complete suite of SaaS applications already infused with machine learning. We have an enterprise-ready blockchain service. And we also offer five ready-to-use IoT applications, designed for the most popular use cases. So, you can embrace transformational technologies more easily, experience their benefits sooner, and start driving change within your organization.



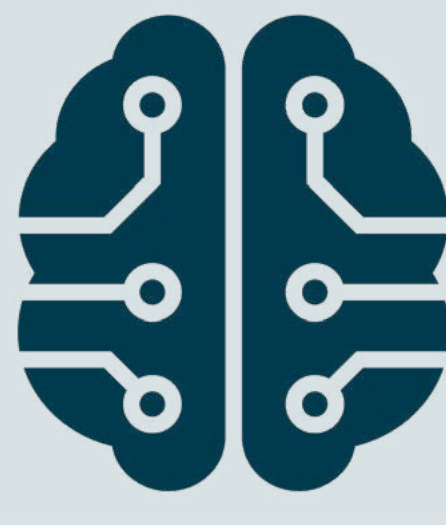
"The fact that Oracle has a complete ecosystem and can integrate the ERP, CRM, the policy automation, and the field service cloud all together is what helps the customer realize the value of IoT."

Ali Nasim, CEO, Ephlux

2. Start with an enabled platform.

If you want to create your own custom applications or services using AI, IoT, and blockchain, you need a technology partner that offers a robust platform on which to do it. At Oracle, our integrated cloud platform has these capabilities enabled, and offers you tools that already make use of these transformational technologies. So, you can use them right away—then build and customize as you need.

We've added machine learning to our database, business analytics, security, and management solutions. We call them "autonomous," and they're smarter and easier to use. So you can tap into them quickly, and get them working for you without the need for big, slow, infrastructure builds.



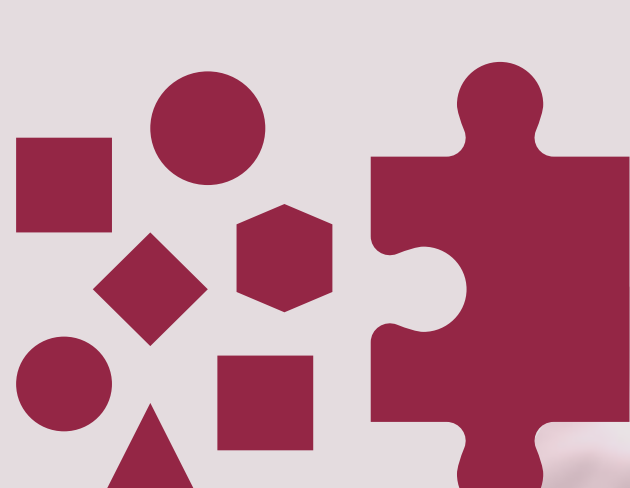
"One of the biggest motivators for selecting Oracle was the additional capabilities that were available. Having the unified platform makes our life immensely easier. We've suddenly found with the cloud services we have hundreds of capabilities that we didn't have before."

David Cook, Vice President, Connected Car Solutions, Concentrix

3. Embrace the data.

Implementing transformational technologies requires data. Lots of it. All of which must be stored, managed, accessed, utilized, and integrated. To get the most out of transformational technologies, you need a partner that can help you exploit them without drowning in all of that data. At Oracle, we have a host of data and storage services to help you manage everything—including data pipelines and data lakes, as well as the new Oracle Autonomous Database—all of which can be delivered as cloud services.

And it's not only about the data you create internally. To generate truly smart insights, you need to enrich your own data with large amounts of external data—both structured and unstructured. Again, this is where Oracle can help. Exploit the power of Oracle Data Cloud—the world's single largest marketplace of third-party data—so you can make informed decisions with the smartest possible AI.



"One could argue that data is the most critical part of the AI equation, because without access to the information that allows the AI engine to learn, grow, process transactions, and handle exceptions, businesses are left with nothing more than a lot of impressive technology that still requires substantial human intervention."

Nick Ismail, *Information Age*: "Data Will Be AI's Key Enabler"

To find out how transformational technologies can help drive your business forward, visit [oracle.com/transformationaltechnologies](https://www.oracle.com/transformationaltechnologies)