

# Oracle Analytics Customer Panel

Moderated by:



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VP - Product Management,  
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Program



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Senior Manager, Business  
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Safaricom



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Team Leader AI and  
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Distribution



**Johan Pretorius**

General Manager,  
Enterprise Performance  
Management, MTN

# Oracle Analytics Customer Panel



**Mark Mumo**

Senior Manager, Business Engagement,  
**Safaricom**

# Safaricom

Our journey to Cloud and then  
to Oracle Analytics Cloud

Mark Mumo  
Business Engagement



# About Safaricom

- Largest Telco in Kenya ( part of Vodafone )
  - 35m Customers (65% market share)
  - Both mobile and fixed services
- M-PESA –largest mobile money implementation
  - 25m customers ( 30 day active customers )
  - 99% market share
- Entry into Farming and Health platforms
- 250M USD Service Revenue
  - 30% revenue from mobile money





# Customer Problem

## Journey to Cloud

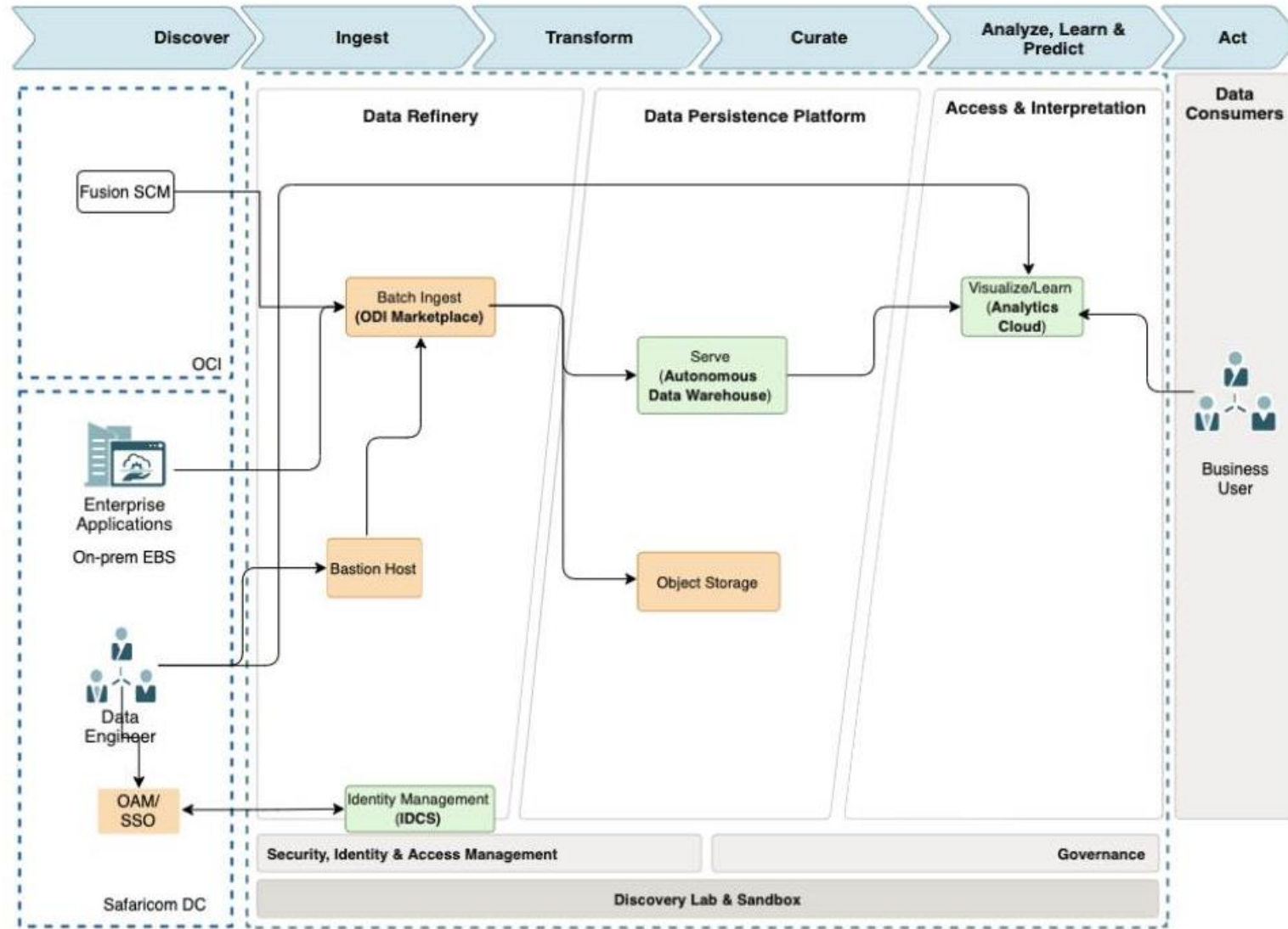
- Self inflicted 'Denial of Service'
- Moved some modules to Cloud
  - Taleo (recruitment)
  - iSourcing
- Hybrid implementation
  - Sourcing module on Cloud
  - Purchasing Module on-prem

## Sourcing Team

- Inconsistency between Cloud and on-premise master data
- Lack of visibility of sourcing process
- Siloed approach to tenders



# System Architecture



# Benefits

## Benefits of OAC

- Shorter sourcing timelines...faster responses to market needs
- Better supplier experience
- Self-Service Analytics by functional users
- Collaboration between sourcing teams and visibility of all tenders happening
- Better negotiations with vendors
- Visualizations building visibility on sourcing patterns and supplier market analysis....on demand
- Built-in ML to build patterns that can estimate length of the sourcing process ( and then build alerts on when to trigger contract renewals )



## Next Steps

- Roll out system to production
- Connect to other data sources
- Implement on HCM and other modules

OAC has allowed us to use previously 'dead and unused data' into useful information that is allowing us to run a more efficient sourcing process





# Oracle Analytics Customer Panel



**Awad El-Sidiq**

Team Leader AI and Analytics,  
**ADNOC Distribution**

# Oracle Analytics Cloud Service Experience in the Retail Industry

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**Awad El-Sidiq**  
Team Leader, AI & Analytics  
ADNOC Distribution



# ADNOC DISTRIBUTION AT A GLANCE



## ADNOC Distribution “Customer Centric” Organization



Service Stations



Vehicle Inspection



Natural Gas for Vehicles



Property Management



Convenience Stores



Corporate Sales & Aviation



Car wash



Lubricants

Real Time  
Transactions  
(Millions / Day)

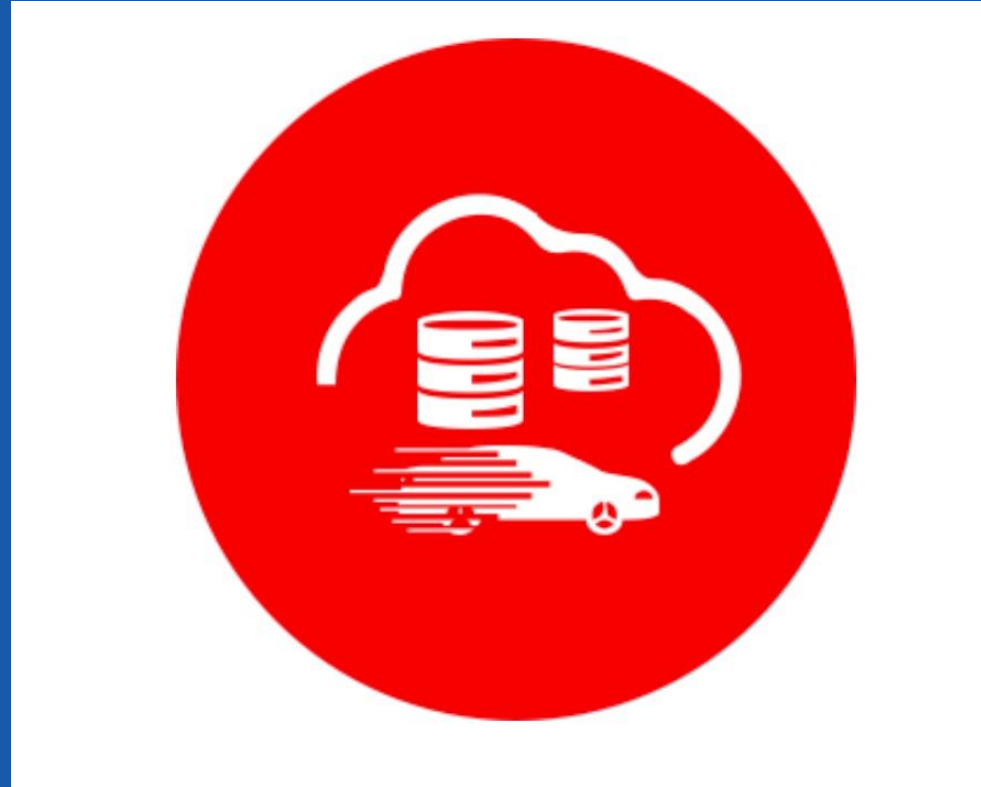
24/7 Systems  
Availability - Uptime is  
Critical

Simplified  
Integration and  
Automation

Multiple Online  
Payments Options



# ANALYTICS CLOUD SERVICE & AUTONOMOUS DATABASE



THE ANSWER FOR MANY OF TODAY'S & TOMORROW'S DATA CHALLENGES



# ORACLE AUTONOMOUS DATABASE & ANALYTICS FEATURES



**FAST  
PROVISIONING**

**SELF TUNED  
DATABASE**

**SELF PATCHING  
DATABASE**

**SELF SECURE  
DATABASE**

**FAST  
PERFORMANCE**

**EMBEDDED  
MACHINE  
LEARNING**

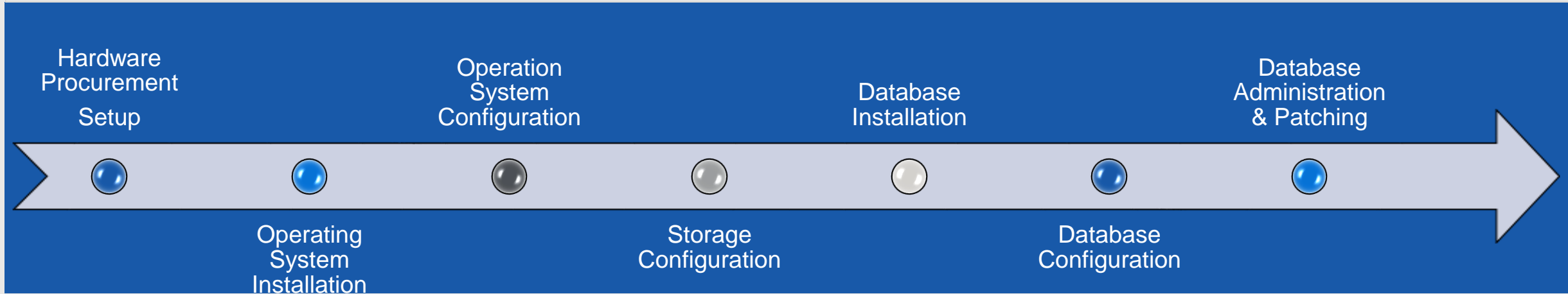
**UNIQUE ANALYTICS  
& VISUALIZATION  
CAPABILITIES  
(NLP,ETC...)**

**ALMOST ZERO  
ADMINISTRATION**

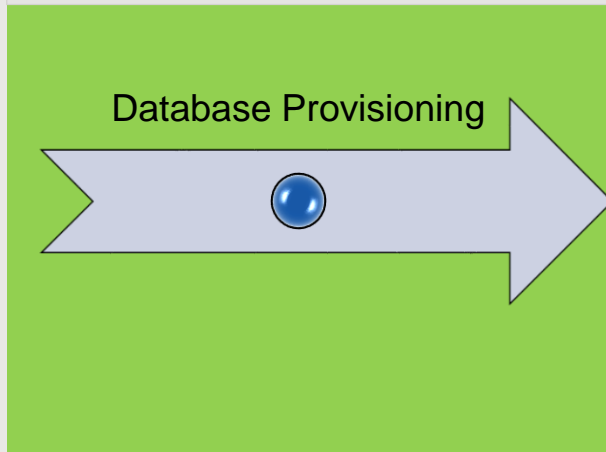


# SPEED OF PROVISIONING

## On Premise Database Provisioning Life Cycle (Days or Weeks of Efforts)



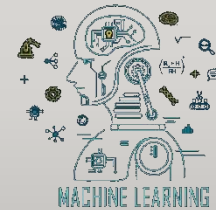
## Autonomous Cloud Database Provisioning Life Cycle (Few Minutes Only)



## *IT can Focus on Business Innovation*



Better Customer Experience

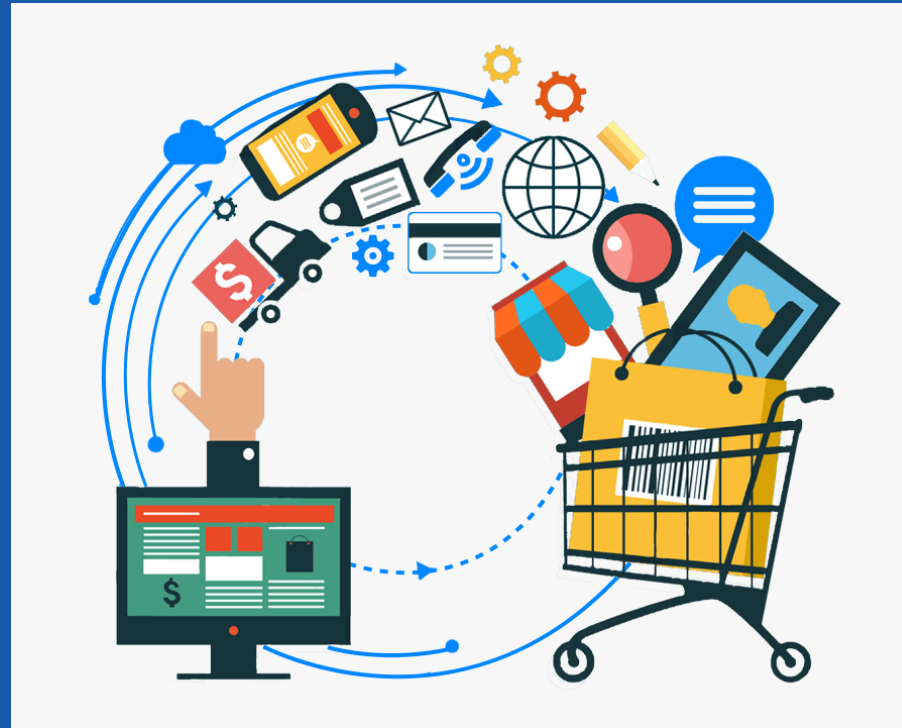


Prediction & Forecast



Automation of Analytics

# MARKET BASED ANALYSIS ADVANCE ANALYTICS USE CASE



# RETAIL ADVANCE ANALYTICS USE CASE

## LARGE DATA SETS (1 BILLION ROWS)



**SPEED OF  
PROVISIONING**

**QUERY  
PERFORMANCE**

**STORAGE SAVING**

**ANALYTICS  
CAPABILITIES**

**TOTAL COST OF  
OWNERSHIP**



**ORACLE®**  
ORACLE ANALYTICS CLOUD

**ORACLE®**  
DATA VISUALIZATION



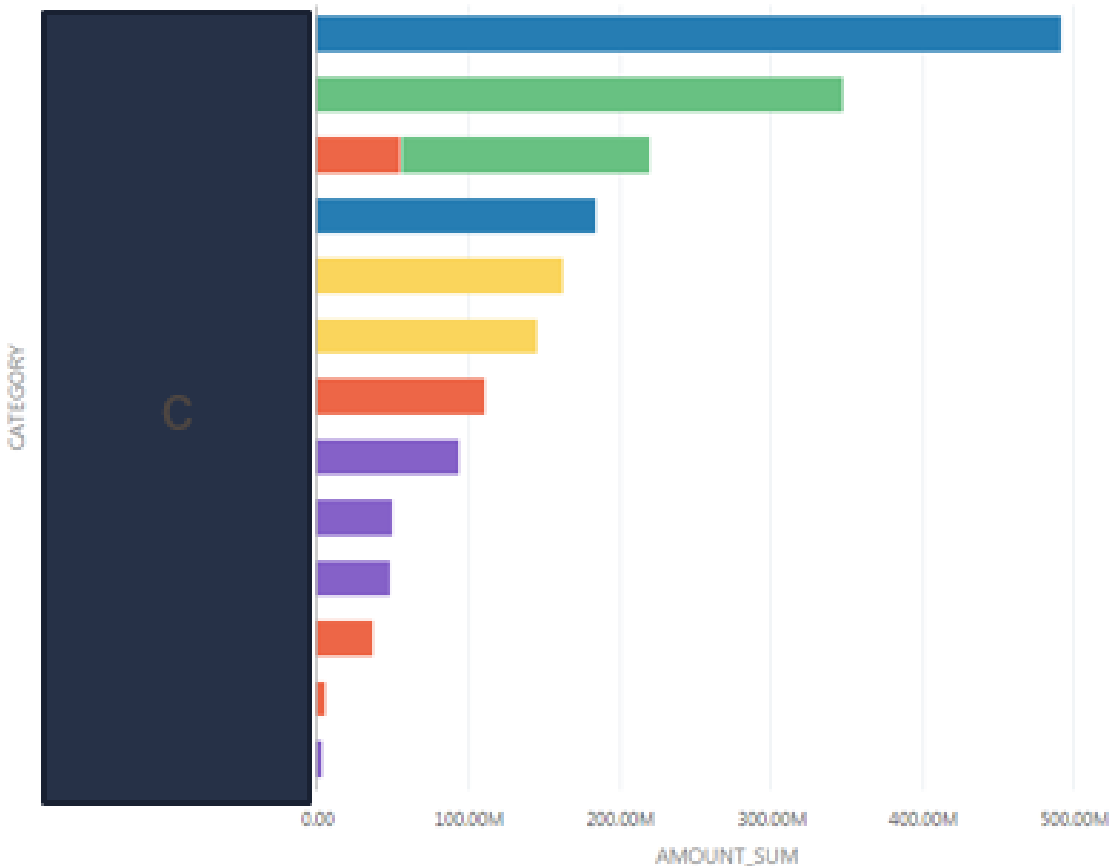


# SALES DISTRIBUTION BY CATEGORY / SUB CATEGORY

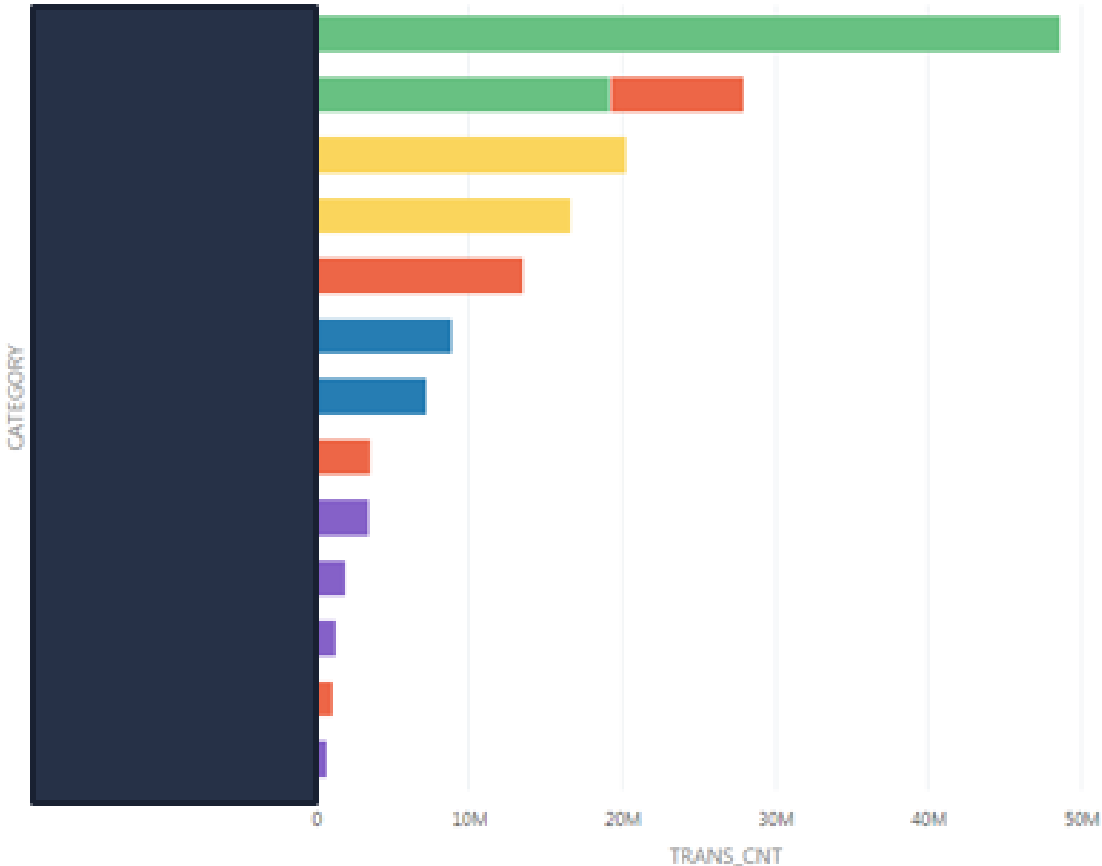


Sales by Product Category

Amount by product category only for CStore, All Time.



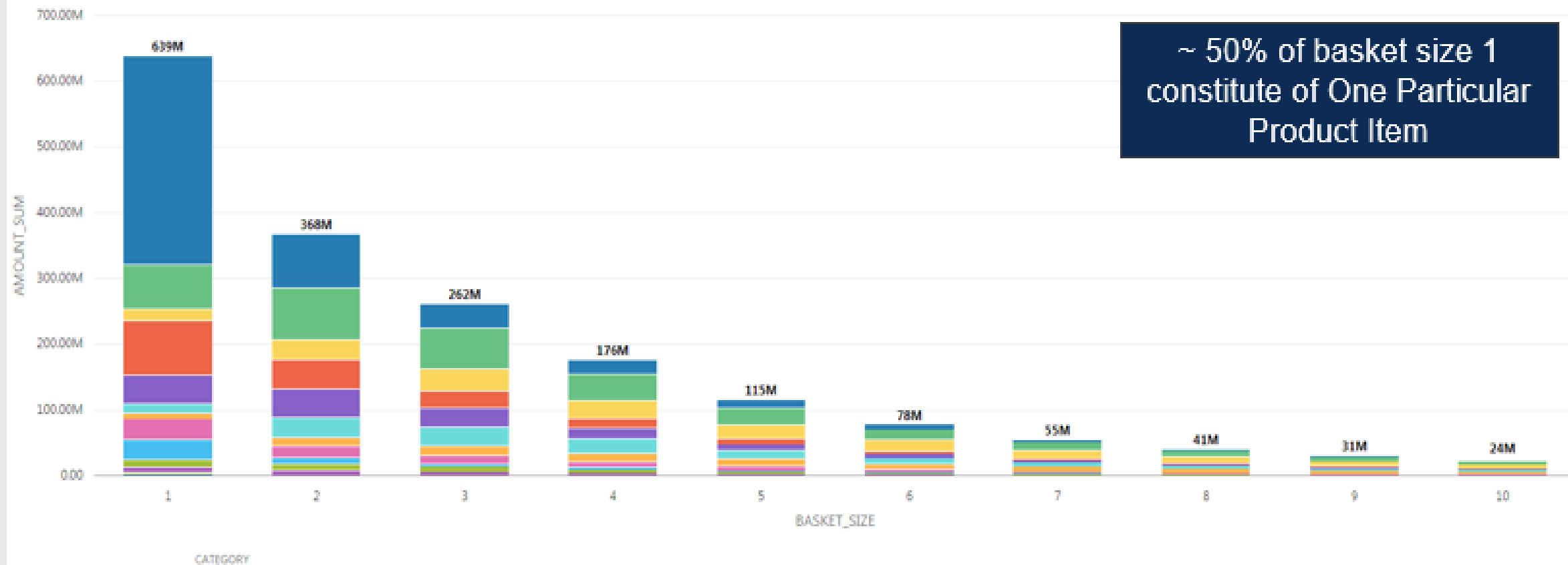
# Transactions by product category only for CStore, All Time.



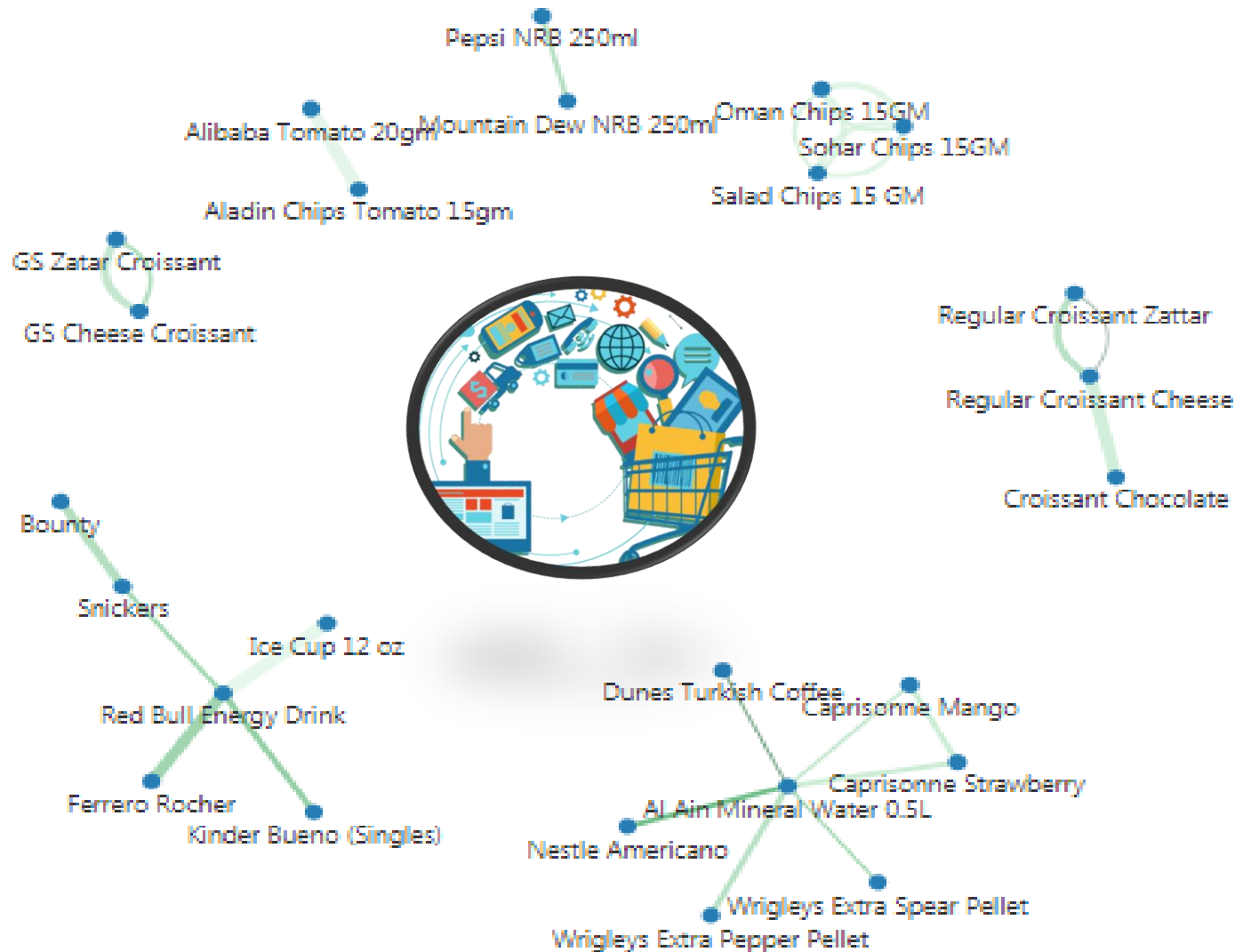
# SALES/TRANSACTION DISTRIBUTION BY SHOPPING BASKET

## Basket Size

Amount and Category for Basket Size, All Time

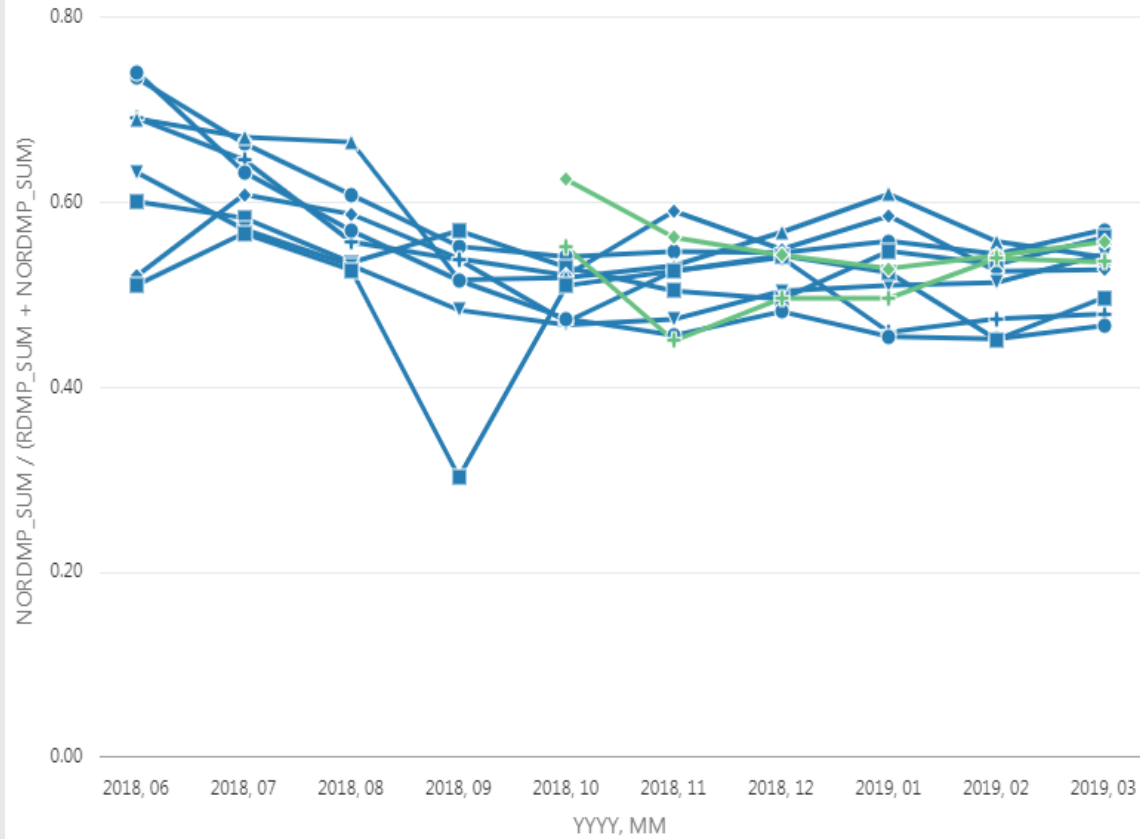


# ASSOCIATION FROM OVERALL MARKET BASKET

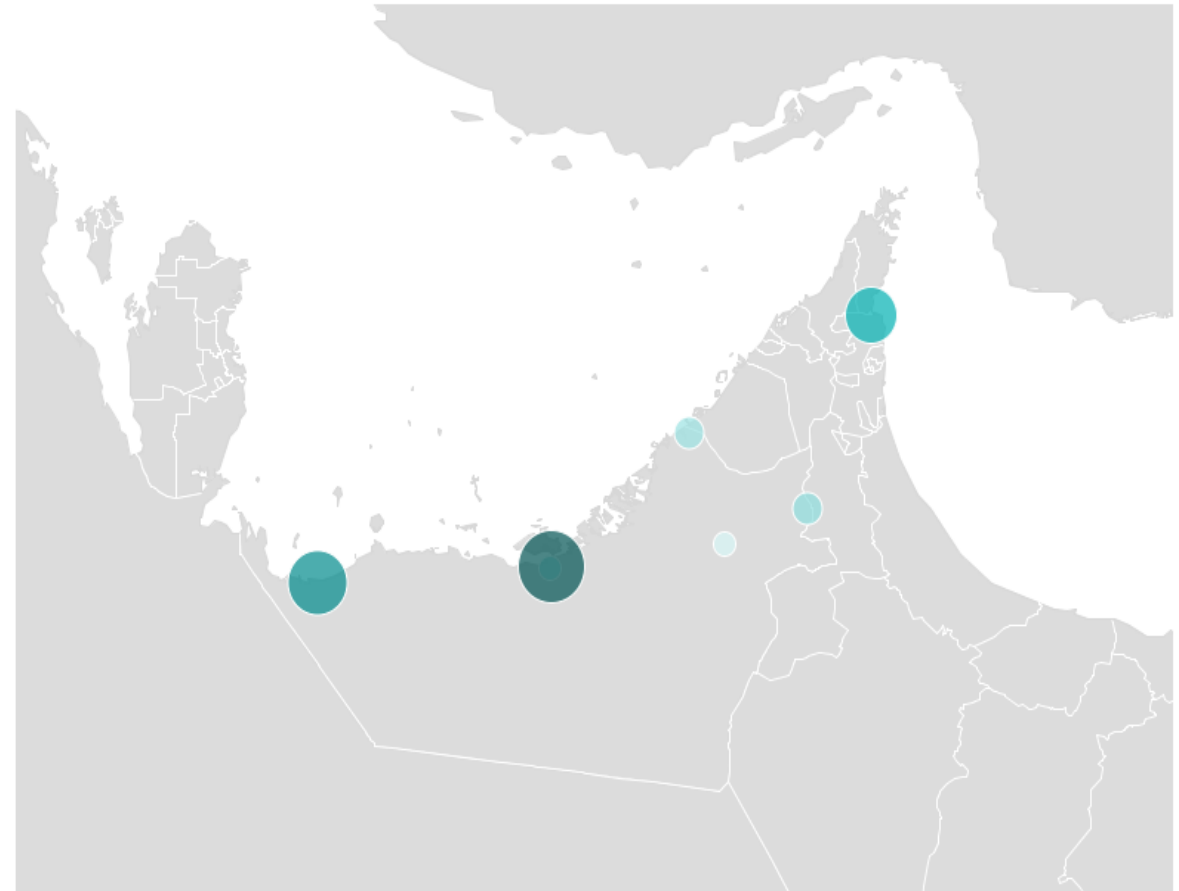


# TOP PERFORMING LOCATIONS WITH VOUCHERS

Top Sites by NotRedeemed to Redeemed Ratio



Top Sites by NotRedeemed to Redeemed Ratio



nordmp\_by\_rdm 0.50 0.58

nordmp\_by\_rdm 0.50 0.58



# SOCIAL MEDIA AND MARKET PRICE SHARE ANALYSIS ADVANCE ANALYTICS USE CASE



# MARKET PRICE SHARE ANALYSIS

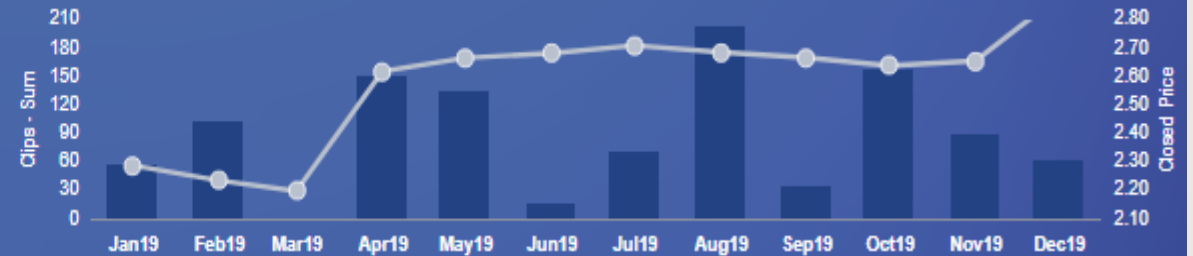
Share Price Movement vs Transactions



Share Price Movement (Daily Trend)



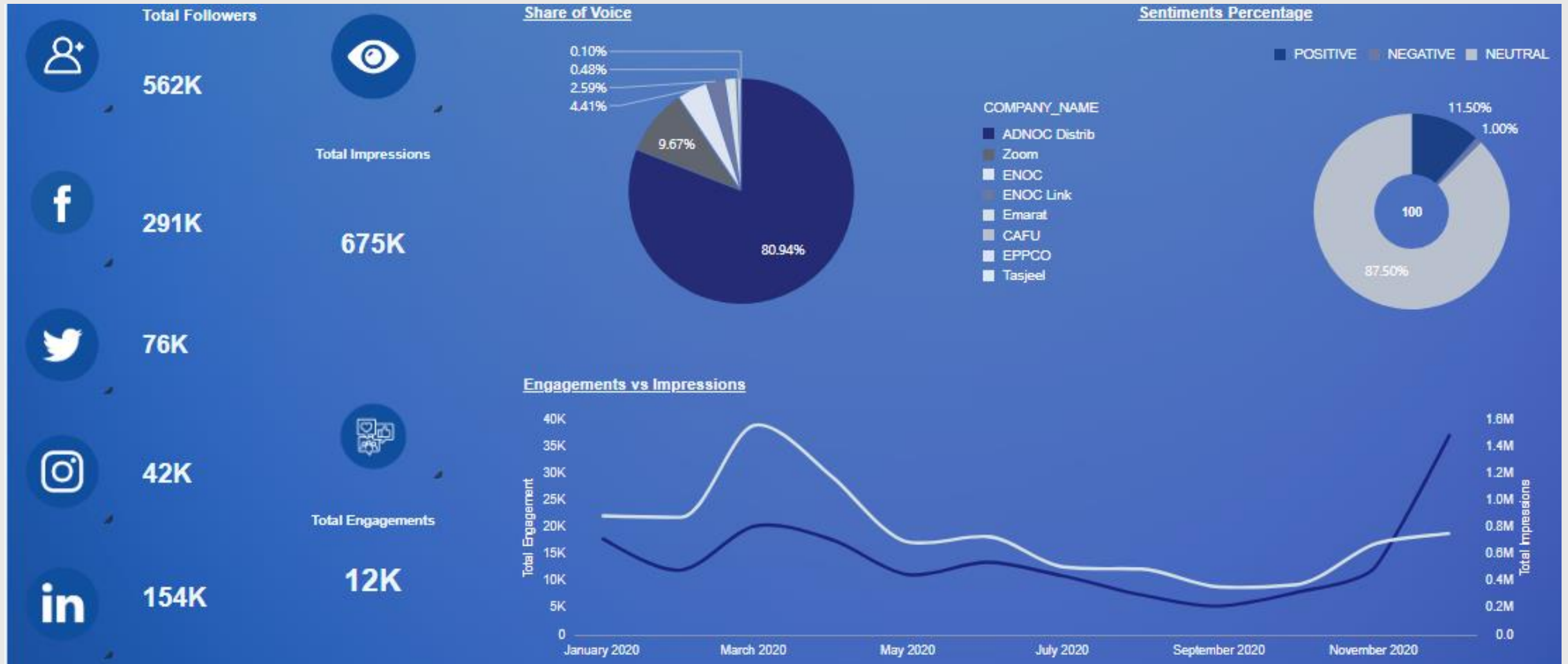
Share Price vs. Clips 2019



Share Price vs. Clips 2020

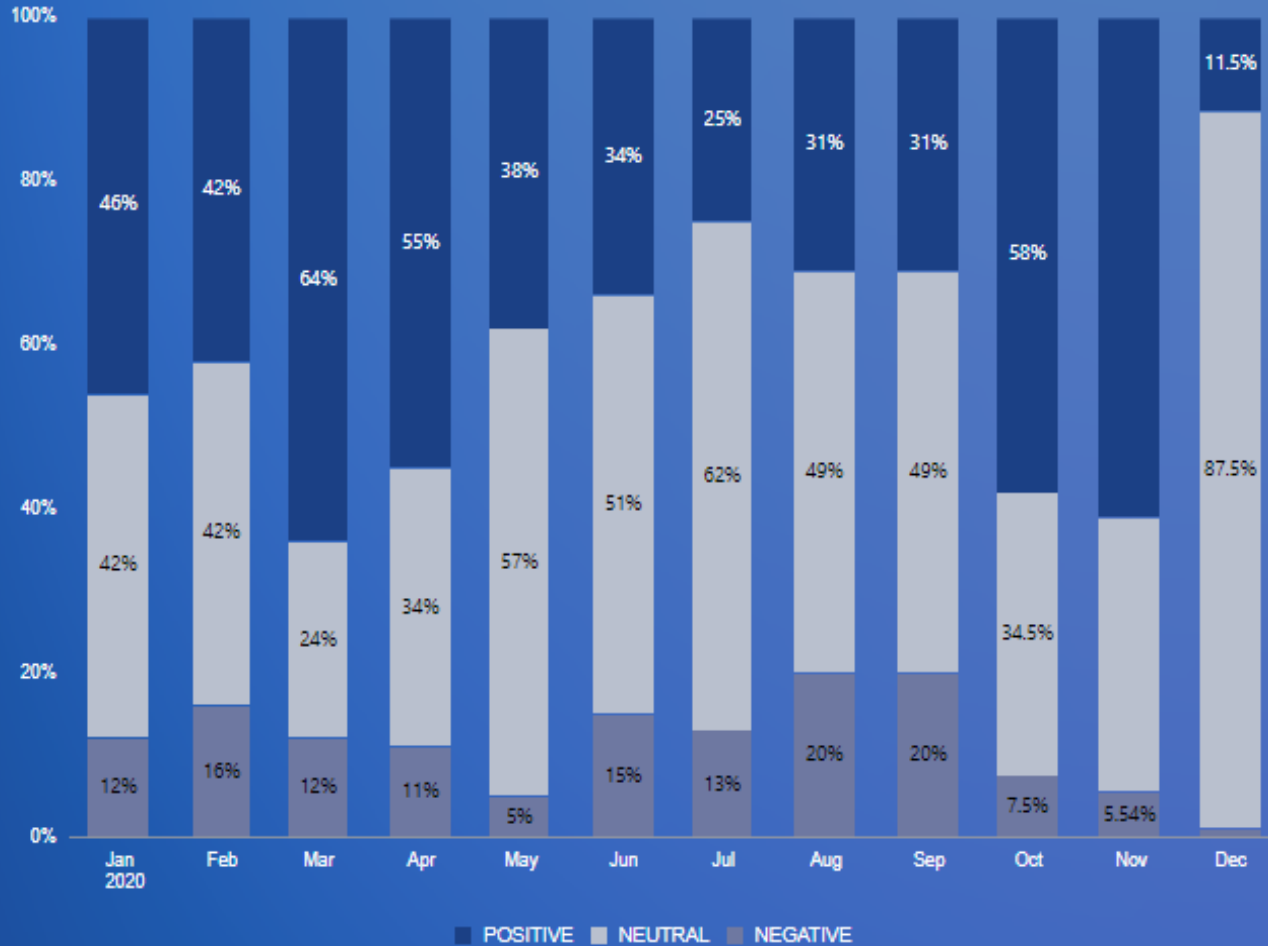


# SOCIAL MEDIA ANALYSIS

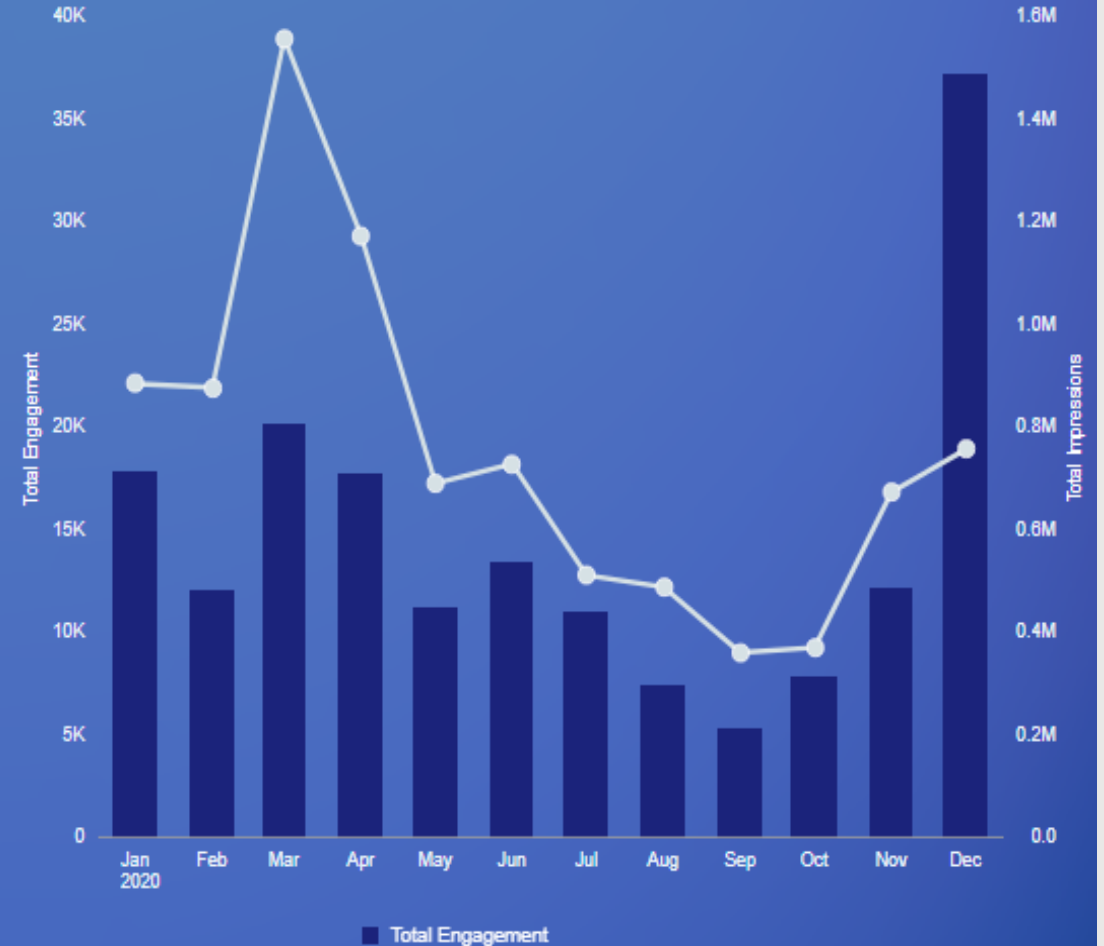


# SOCIAL MEDIA SENTIMENT ANALYSIS

Sentiments Percentage Trendline



Engagements vs Impressions





# Oracle Analytics Customer Panel



**Johan Pretorius**

General Manager, Enterprise Performance Management  
**MTN**



**MTN**

# Oracle Cloud Journey

March 2021

**Johan Pretorius**

General Manager: Enterprise Performance Management

[www.linkedin.com/in/johan-pretorius-epm](https://www.linkedin.com/in/johan-pretorius-epm)



# MTN Group overview

#1  
African brand

19,000  
employees

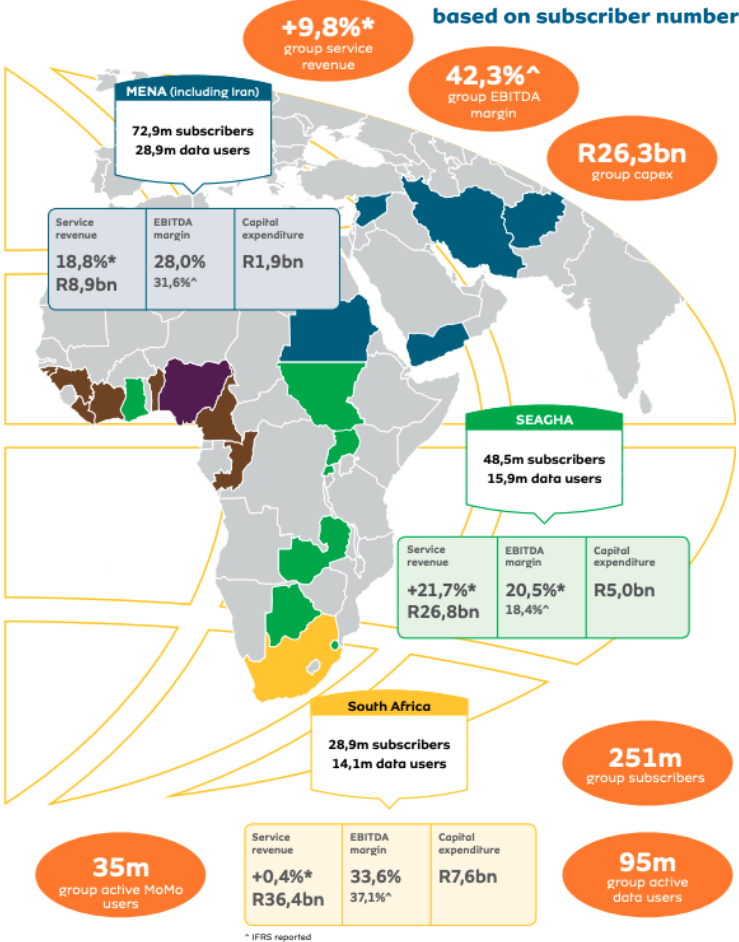
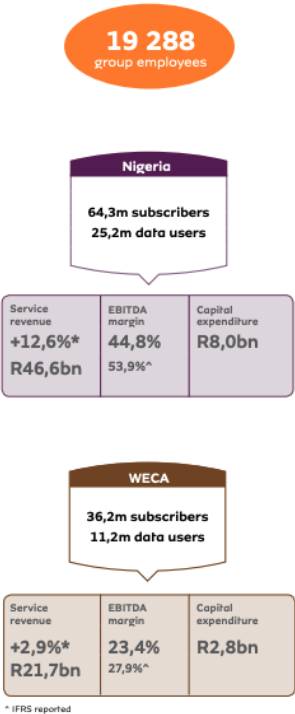
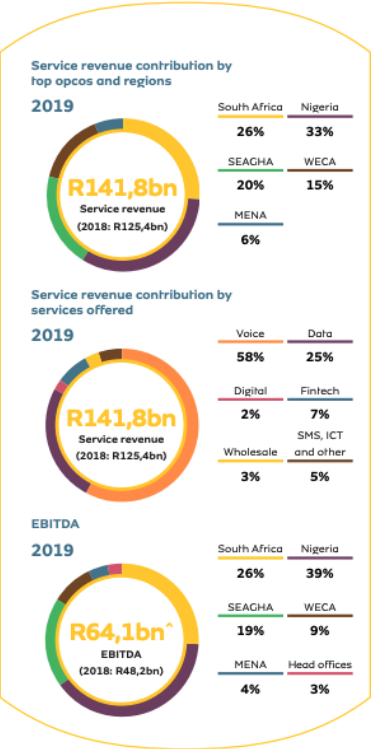
7<sup>th</sup> Largest

Mobile Operator in the World

based on subscriber numbers

Our geographic footprint is wide, stretching over **21 markets** on two continents. As a result, robust operational oversight is critical. We secure this through a **management structure** (see page 70) that reflects almost **equal contributions of around a third** to group earnings of each of our operations in **South Africa and Nigeria** and that of our regions – **SEAGHA, WECA and MENA** – combined.

In 2019, the group reported EBITDA of R64bn (2018: R48bn) and an EBITDA margin of 42,3%<sup>^</sup> (2018: 34,3%). Capex totalled R26,3bn (2018: R28,1bn) on an IAS 17 basis.

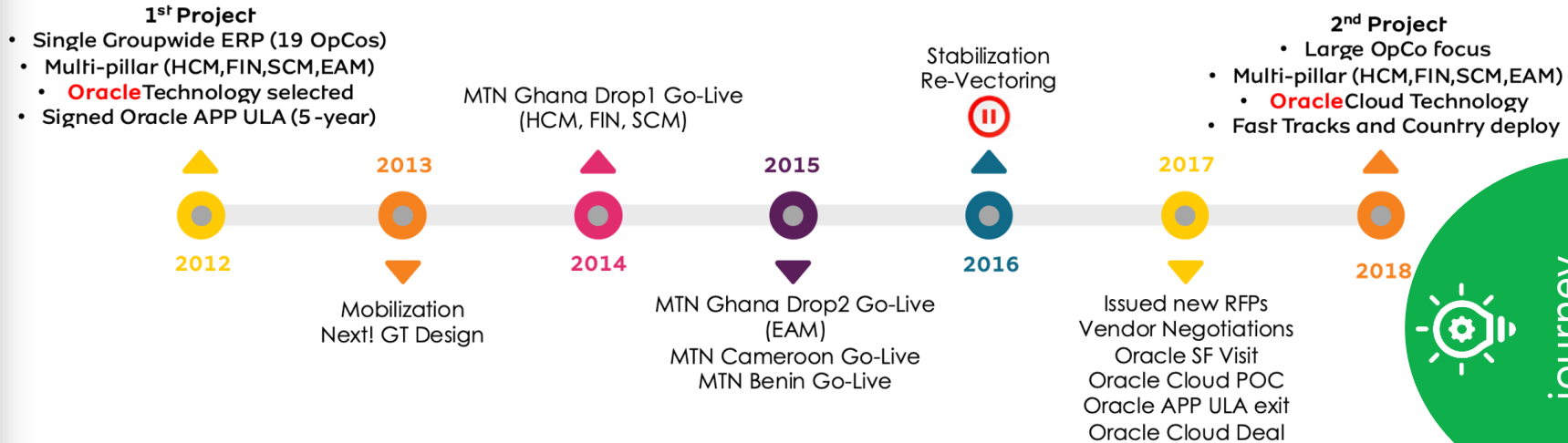


21  
markets

270  
Million subscribers



# Standardization of process and technology to leverage economies of scale and enforce compliance



## Why Oracle Cloud?

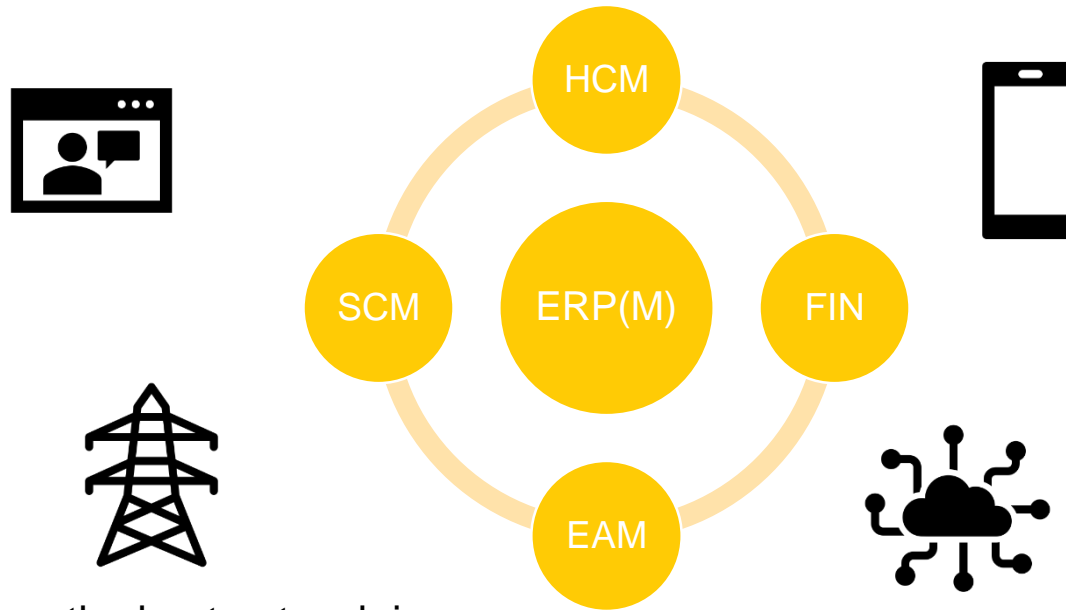
- 2012 selection of Oracle as a key strategic partner
- Oracle's stated future direction
- Utilized Oracle's Customer-2-Cloud incentive to get out of the App ULA 'lock-in'
- Economics: Reduced TCO by 35%
- Ability to revert to a pure Pay-As-You-Use model in 2023 (end of commitment period)
- EBS version (12.1.3) out-of-support Dec-2021, would require 9-month SW upgrade project & HW Refresh
- EBS Global Template – Over Engineered for small Tier-2/Tier-3 OpCos



# 3 fast track streams with ERP onboarding per OpCo

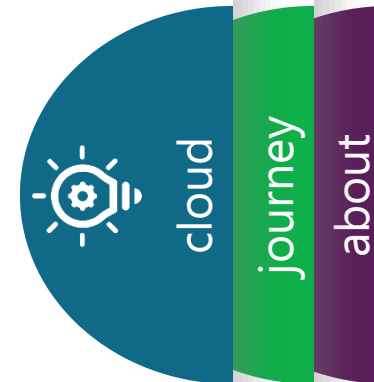
Help employees to maintain a healthy work life balance and deliver best in class service to customers

Deploy and develop technologies and solutions that enhance, upskill and entertain our customers

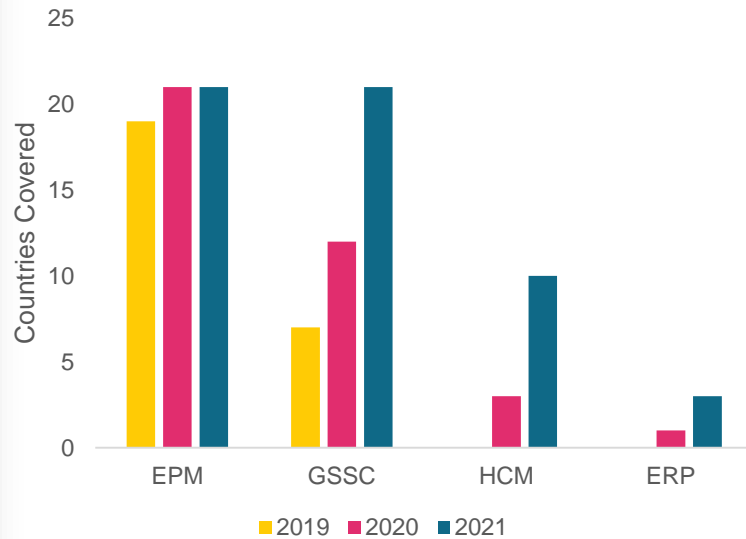


Build and run the best network in Africa. Offering reliable and innovative solutions connecting customers to the world

Manage and create value for all stakeholders leveraging standardized processes delivering transparent reporting

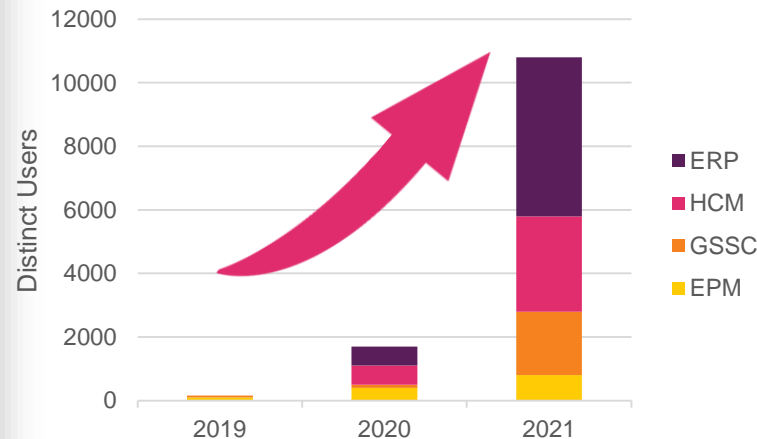
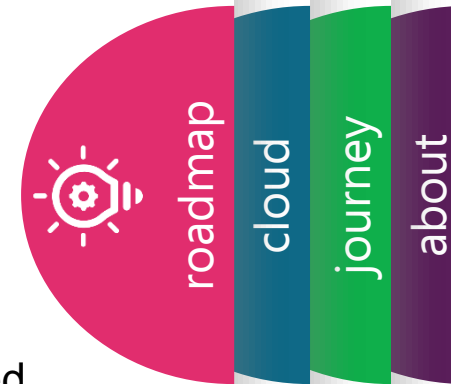


# Scaling at the Speed of Business



Enterprise Performance Management rolled out Narrative Reporting and Tax Reporting as cloud pilot initiatives. Although EPM deployed groupwide, only one or two users per OpCo hardly moves the needle on user numbers.

Global Sourcing and Supply Chain rolled out Contract Management, Global Trade Management, Supplier and Supply Management, Demand Forecasting and Planning. The groupwide savings and benefits led to accelerated roll out schedules.



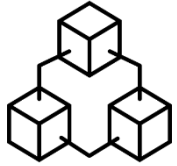
MTN Nigeria and MTN Uganda adopted Oracle Fusion as Enterprise Resource Planning solution. Integrated end to end processes aligns operations, finance and our strategies.

Autonomous warehousing, analytics and integration delivers single source of truth reporting.





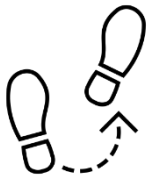
# If you can't find the sunshine be the **sunshine**



Start small and deliver in phases, making sure to solve every problem once. Integration and use of autonomous services allow for rapid scaling.

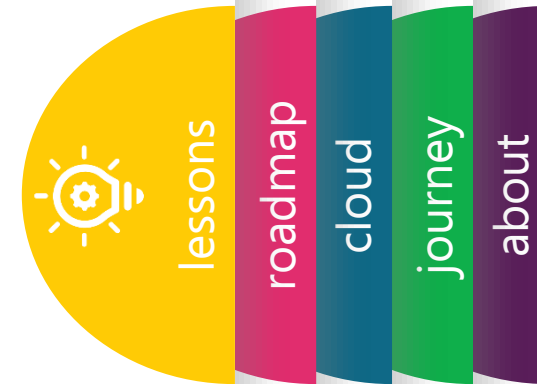


Celebrate the wins and promote innovative solutions. Cloud is different – don't rebuild on-premise problems with new technologies



Crawl, walk, run – repeat.

**Design, build and deliver.**



“The best way to  
predict your future is  
to create it.”

— Abraham Lincoln



# Thank You!

**ORACLE**



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