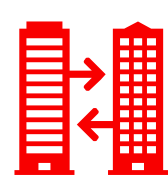


ARE YOU READY TO BE Digital?

COMPANIES ARE GOING DIGITAL

Cloud computing, mobility and Artificial Intelligence radically improve enterprise and service provider performance by transforming customer experience, digital business models and networks.



Companies are becoming **Digital Service Providers**.

88% of companies today are undergoing **Digital Transformation**.¹

+\$2.1T Global spending on Digital Transformation is expected to exceed US \$2.1 Trillion in 2019.²

BUSINESS OPPORTUNITY ENABLE BY COMMUNICATIONS

A Multi-Trillion Dollar Opportunity Over The Next Decade⁴



WHY ARE BUSINESSES GOING DIGITAL



Increase Revenues



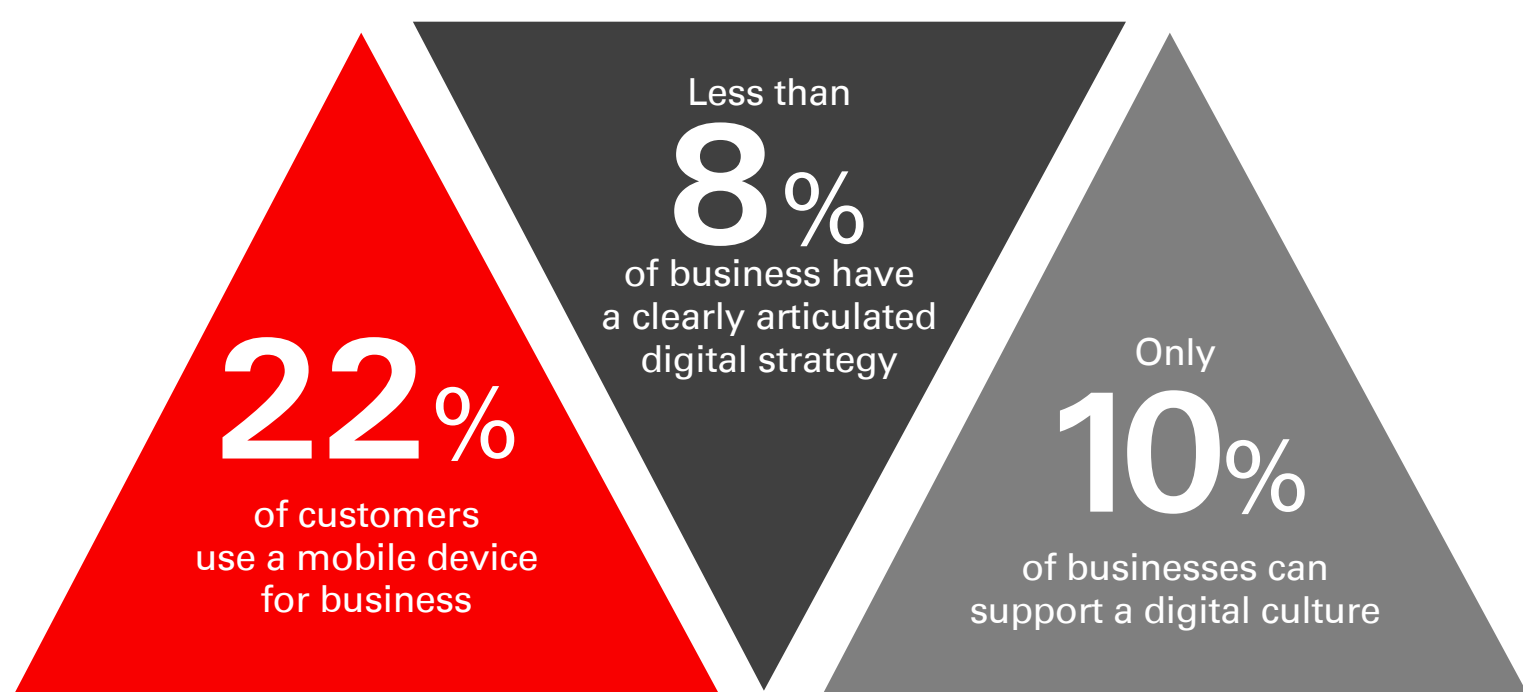
Improve Customer Experience



Gain Competitive Advantage³

BUSINESS RISK

Business Risk – Losing Customers, Revenue, and Competitive Edge⁵



Businesses are not meeting their customers' expectations.

CONSEQUENCE OF NOT TRANSFORMING TO DIGITAL BUSINESS



16%

Surveyed executives who can quickly launch new subscription-based services



20%

IDC estimates only 20% of providers have the right systems to shift from selling physical to digital

DIGITAL TRANSFORMATION BENEFITS AND ORACLE

75%

Companies embracing subscription commerce exceeded target revenue growth

Network Evolution

DIGITAL SERVICE PROVIDER

Customer Experience

Digital Business

Recurring revenue streams

Increased customer loyalty and retention

Oracle Recognized as Digital Transformation Leader

FORRESTER

Forrester Wave Digital Experience Platform

IDC

Analyze the Future
IDC MarketScape Subscription Relationship Management

Gartner

Gartner Magic Quadrant Integrated Revenue and Customer Management



Secure and integrated cloud and communications suite, open/service-based architectures, best-in-class SaaS

IT'S TIME TO ACT



The era of digital transformation is here—don't be left behind. Monetize your recurring revenue streams with Oracle today. Propel your business into the digital economy.

Find out more:
<https://www.oracle.com/industries/communications/index.html>

¹ Altimeter Group

² IDC, 2017

³ Source: Nemertes Research 2017-18 Digital Transformation Benchmark

⁴ World Economic Forum

⁵ Ovum's ICT Enterprise Insights 2017/18