



3 WAYS CLOUD TECHNOLOGY CAN PROMOTE SMB SUCCESS

THE SECRETS EVERY SMB EXECUTIVE SHOULD KNOW

ORACLE®



WHAT'S INSIDE

COMPLICATIONS EVERY HIGH-GROWTH SMB FACES

THE ROLE OF CLOUD TECHNOLOGY IN SMB SUCCESS

3 WAYS PLATFORM AS A SERVICE (PAAS) ENABLES GROWTH:

1. Integration
2. Development / Testing in the Cloud
3. Security

ERADICATE COMPLEXITY AS YOUR SMB GROWS



AS YOUR SMB GROWS, THINGS GET COMPLICATED

Your business started with an idea...a good idea. It earned a place in the market, and your business grew and grew. Then things became complicated.

Scalability became an issue. As you grew, you could no longer provide personal attention to each and every one of your customers. If you are like many SMBs, your cost of sales may have even reached 45% of revenue.

Innovation became an issue. You need to keep innovating and providing new, value-add products (or services) to the market. You

cannot sell your one good idea forever. That is a fad, not a business.

Agility became an issue. Customers changed (and will continue to change) direction and competitors appeared (and will continue to appear) out of nowhere. Your company must be in a constant state of "go," ready to pivot and adapt to a constantly changing marketplace, whether that means quickly moving into new marketplaces, forming strategic partnerships or developing the next great product.



A man in a dark jacket and white t-shirt is standing and presenting to an audience in a meeting room. He is gesturing towards a large screen displaying a bar chart. The room has large windows and a modern aesthetic. The text is overlaid on a dark red semi-transparent background.

EVEN A LACK OF PARKING SPACES CAN BECOME A HUGE ISSUE FOR HIGH-GROWTH SMBs

PARKING LOTS DON'T SCALE. SO IMAGINE THE IMPLICATIONS WHEN YOUR TECHNOLOGY PLATFORM CANNOT GROW WITH YOU

YOU NEED A CLOUD TECHNOLOGY PLATFORM THAT CAN GROW WITH YOUR SMB

IT SHOULD BE EMBEDDED INTO EVERY ASPECT OF YOUR JOURNEY

The right technology lets you analyze specific data and map out your business journey accordingly. It also provides you with the tools you need to solve complex problems and scale accordingly.

Growth almost always amplifies pressures on resources, business processes, and leadership. Therefore, the technology you use and the infrastructure you leverage is one of the most important considerations for your growing business.

Making the right IT decisions will create a synergy that can propel you — successfully — through the S-curve. Making the wrong decisions can kill your company.

SO WHAT IS HOLDING SMBs BACK?

The business value of the cloud is widely accepted. However, the lack of a clear strategy along with security concerns, investments made in other technologies, and integration issues often prevent SMBs from realizing their full potential. **Oracle PaaS** solves those problems.

Oracle PaaS improves agility, scalability, innovation, and the customer experience — all key initiatives for high-growth SMBs through:

- Seamless integration
- Complete support for application development / testing in the cloud
- Greater security



FIRST, LET'S DEFINE PaaS

Platform as a Service (PaaS) is exciting a lot of people, who see it as a way to not only move to the cloud but to build custom applications faster and more efficiently. To a high-growth SMB, designing a customized solution (that fits your needs perfectly) “faster” and “more efficiently” is always a good thing.

Using PaaS to build and extend the functionality of cloud software products (SaaS) means that you:

- No longer have the cost of maintaining hardware and / or a data center (especially if it is not being utilized 100% of the time) **lowering costs and expanding resources**
- Can set up development environments quickly and easily, **boosting speed, innovation and agility**
- Save time, **improving speed and agility and reducing time to market**
- Only pay for what you use, **further reducing costs and increasing flexibility**

...which, in turn, will **provide faster time-to-value.**

The power and cooling systems in a typical 100 kW data center have capital costs of approx. \$870K. About 40% or \$344K of this investment is wasted, which is typical for most data centers.*

DID YOU KNOW?

IT USUALLY COSTS MORE TO POWER A SERVER THAN TO PAY FOR THE SERVER ITSELF — *PROFIT MAGAZINE*

When you combine cloud computing to application development environments, builds are faster and less painful, which encourages experimentation. And this leads to innovation.

— *CIO MAGAZINE*

Companies that adopt cloud services experienced **20.66% average improvement in time-to-market, 18.8% average increase in process efficiency, 15.07% reduction in IT spending.**

This leads —overall — to a **19.63% increase in company growth**

— *The Business Impact of the Cloud*

INTEGRATION

THE ULTIMATE FRUSTRATION FOR ANY BUSINESS IS HAVING GREAT SOFTWARE PACKAGES THAT CANNOT SHARE INFORMATION.

This leads to no one having full visibility, which – more than likely – will negatively impact customer experience. Never mind the internal inefficiencies and errors that pop up because information has to be manually transferred between systems.

System integration **is** the key to profitable growth. However, if you operate with a variety of cloud solutions from multiple vendors – either by choice or due to “rogue IT” issues – integration can be elusive. Not all cloud suites play nicely with each other.

It doesn't have to be that way. Your HR department can have up-to-date information to support employee growth and new talent

acquisition AND your salespeople can obtain a 360° view of all transactions, quotes, and prices (associated with an account) so they can construct better deals and contracts. With the right integration platform in the cloud, you can maximize the value of your SaaS investments (as well as any legacy on-premise applications).



AT 2:45 PM ON MAY 6, 2010, WALL STREET HAD A “FLASH CRASH,” WHEN THE STOCK MARKET PLUNGED 1000 POINTS.

IN SECONDS, \$1.1 TRILLION WAS WIPED OUT.

Most was regained, but the market was badly shaken.

What happened?

One manual keystroke error. The letter “B” (for billion) was inserted in a sell order instead of the letter “M” (for million).

Costly errors in your business might not have as many zeros as that massive failure, but when it's you who has to deal with problems caused by a manual keystroke error, it can seem just as bad.*

** Sources: CNBC, BBC, mediaite.com

53%

of SMBs state that a lack of integration with their cloud applications is their main hindrance to innovation.

— Forrester

A person wearing a red shirt is sitting at a desk, working on a laptop. The background is slightly blurred, showing other people in an office environment. The overall scene is dimly lit, with a focus on the person and their work.

A robust cloud-based system was important to us and that's why we chose Oracle. We implemented the ERP Financials, Projects, and HCM modules. We now have a fully-integrated suite of products. This will not only make us more productive, but also lessen the chance for errors.

— Mark Dennen, CFO, Solairus Aviation

APPLICATION DEVELOPMENT AND TESTING

For a business to be agile, IT systems have to be able to adapt and rapidly respond to change. Change is the one constant your business will experience. So when it happens, you have to “go.” There is no room for “slow and steady.” You cannot afford several weeks for your IT person (or group) to spin up a development and testing environment.

With the right cloud platform, your SMB is able to:

- Spin up your DevTest instances quickly and begin developing and testing in the cloud
- Build and integrate a wide variety of cloud-native apps, including mobile, web, and lightweight microservices apps

- Move production apps into the cloud or from the cloud back to on-premise systems, providing your SMB with unparalleled flexibility to support your business needs at any point in time



87%

of businesses say that the cloud lowers capital expenses.

84%

of businesses say that the cloud lowers operational expenses.

89%

of businesses say that the cloud provides “greater business agility.”

— Computerworld

Are you putting more work into your systems than into your products or services? What percentage of time are you spending on administrative chores like patching, updating, and provisioning new environments in the cloud?

SMBs THAT UTILIZE ORACLE CLOUD FOR GREATER BUSINESS AGILITY ACHIEVE:

65%

REDUCTION

in weeks to develop
and deploy
applications

65%

FASTER

time-to-market for
new services and
products

82%

INCREASE

in IT budget
allocated to new
initiatives



3 SECURITY

As SMBs grow and transition more and more of their key systems to the cloud, they have to provision more users and then oversee the access rights of each one — throughout the course of their employment. This can quickly become a security nightmare, especially as employees leave or change roles. When this oversight needs to span multiple systems (cloud, on-premise, etc.), the level of complexity skyrockets, and so do the holes for the hackers to access.

Add in “bring your own device” (BYOD) policies, and you have drastically increased your vulnerability in terms of where and what types of connections will now be used to access sensitive data.

All of these factors can become overwhelming and use up valuable resources that could otherwise be

spent supporting the company’s strategic business initiatives.

With the right cloud service, you can have access to a robust identity management solution for cloud, on-premise, or hybrid environments; single login and authorization (SSO); and an open standards design for flexible integration regardless of platform and programming language.



It is estimated that approximately
55%
of SMBs do not allocate any budget to risk mitigation.

— Computerworld

CYBERATTACKS APPEAR IN THE NEWS QUITE REGULARLY

WHO HAS NOT HEARD ABOUT THE TARGET,
SONY OR YAHOO BREACHES?

BUT DID YOU KNOW?

62% of all cyberattacks hit small- and medium-sized businesses, and **60%** of those that are hit go out of business within six months*.

Why do hackers target SMBs? Because they are easy targets with relatively little in the way of preparation and safeguards.

*Source: Securities and Exchange
Commission (SEC), 2015*



ERADICATE COMPLEXITY AS YOUR SMB GROWS

The buzz is getting louder over Platform as a Service. PaaS has evolved into the standard business platform for companies of all sizes, from multinational enterprises to start-ups looking for their first round of funding.

With Oracle PaaS, these companies are able to:

- **SIMPLIFY** application development, testing and deployment and integration
- **UTILIZE** a best-in-class suite of identity management solutions that can be utilized for both SaaS and on-premise applications
- **INTEGRATE** mobile applications successfully to their backend systems as well as design and manage new business processes across cloud, on-premise and custom applications

ORACLE CLOUD
TECHNOLOGY IS A
SMART OPTION FOR
HIGH-GROWTH SMBs

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WITH ORACLE, YOU CAN

**GO + GROW
WITH CONFIDENCE**