

ORACLE®

Digital Transformation with Best Practices

– How Oracle's Modern Cloud Applications Can Drive Your Success

SAMSUNG Oracle Insight Forum

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Vice President
Oracle Applications , Asia Pacific
April, 2017

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Safe Harbor Statement

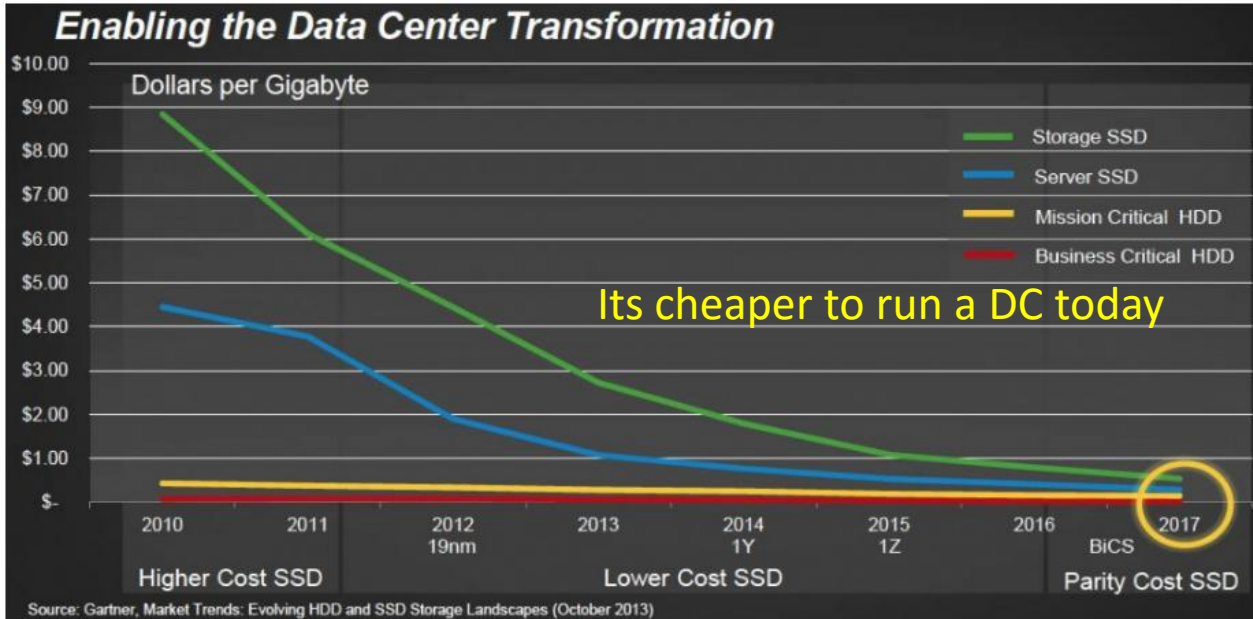
The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

Agenda

- 1** Transformation Trends
- 2 Oracle – Impact on us
- 3 Conclusions

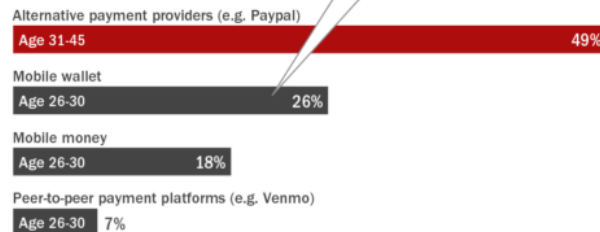


Transformation/ Digital Transformation/ Disruptions



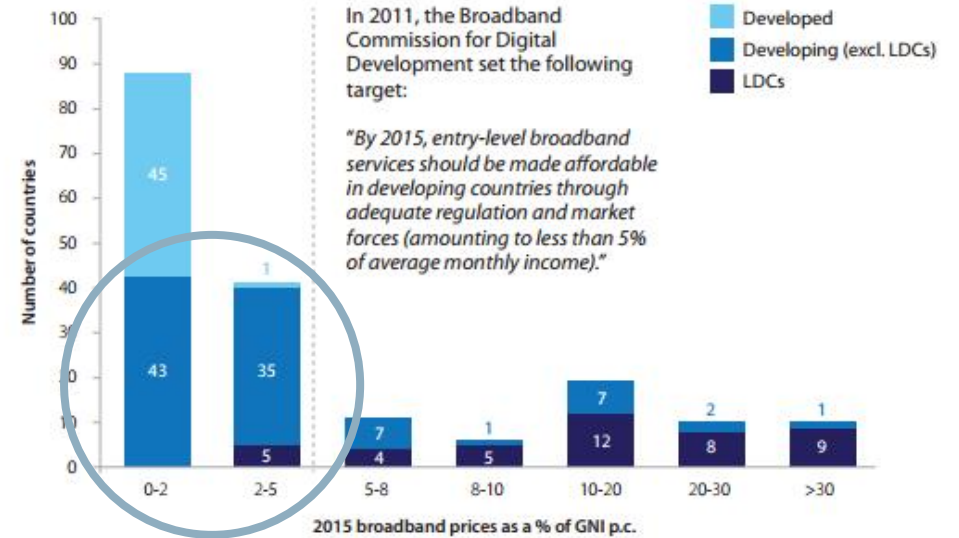
Born between 1981 and 1997 (and 92 million strong) Millennials don't just eclipse the relatively tiny Generation X – they even dwarf the once monolithic Baby Boom generation. They are now the largest demographic segment of the US workforce. Factor in \$200 billion in annual buying power, banking's most coveted customer.

Mature Millennials most likely to have used non-bank services



Arrival of the Millennials

By end 2015, 83 developing countries had achieved the Broadband Commission's affordability target

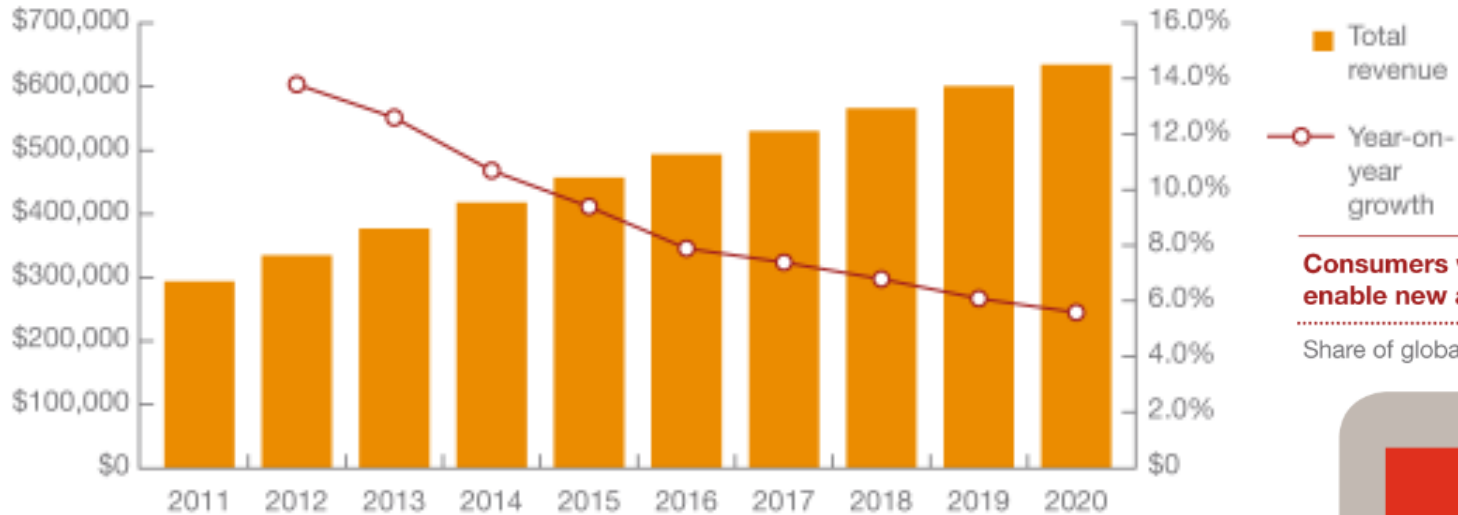


Source: ITU. Note: Broadband prices refer to the most affordable service: either fixed or mobile broadband.

Transformation/ Digital Transformation/ Disruptions

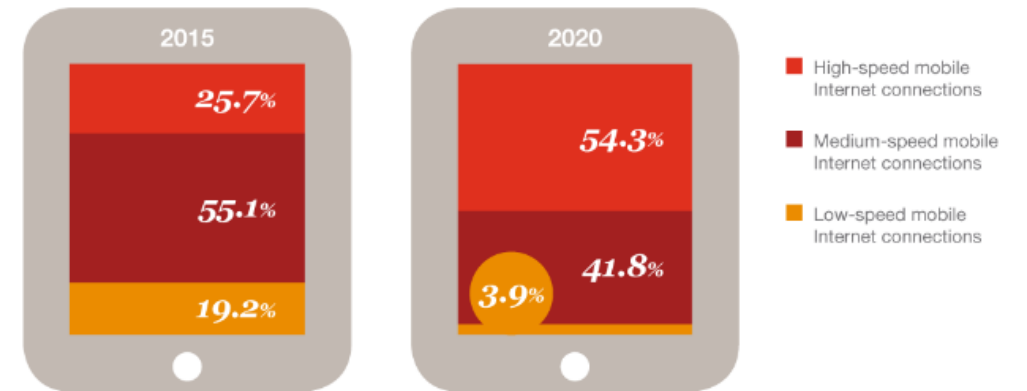
By 2020, mobile will account for over 50% of Internet access revenue in more than three-quarters of countries

Total Internet access will see 6.8% CAGR growth—Global total Internet access revenue (US\$m) and year-on-year growth (%), 2011–2020



Consumers will increasingly choose high-speed mobile Internet services that enable new applications

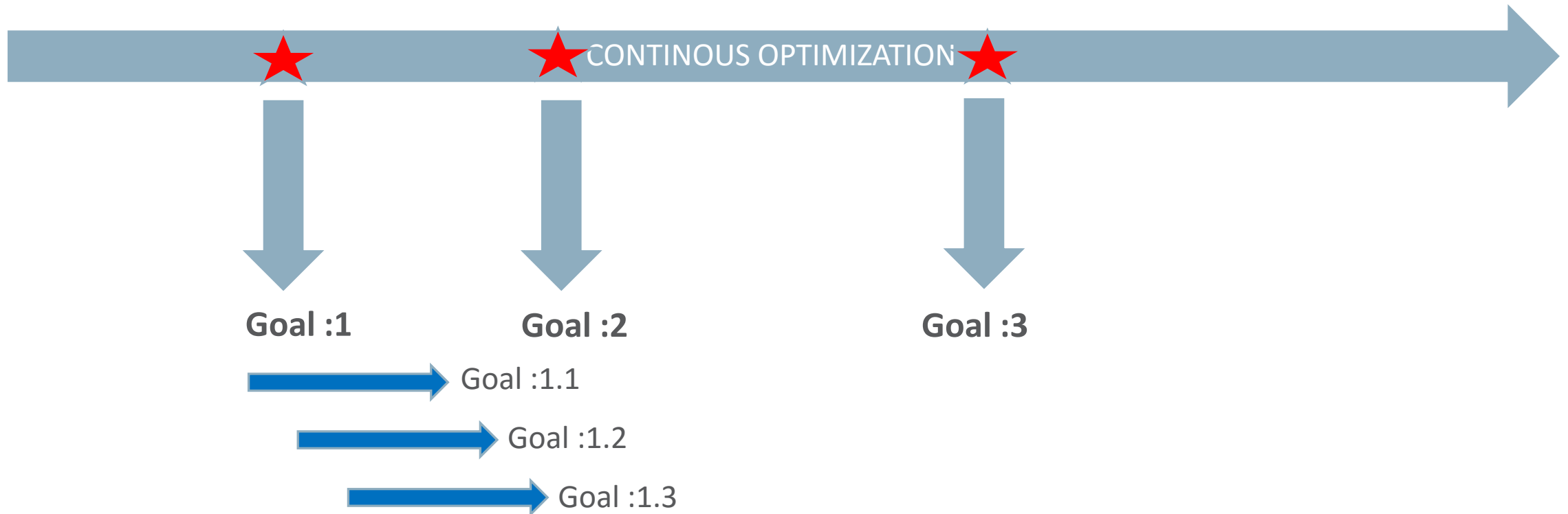
Share of global mobile Internet access subscribers by speed, 2015 vs 2020



Source: Global entertainment and media outlook 2016–2020, PwC, Ovum

Transformation/ Digital Transformation/ Disruptions

Digital transformation is a journey with multiple connected intermediary goals, in the end striving towards continuous optimization



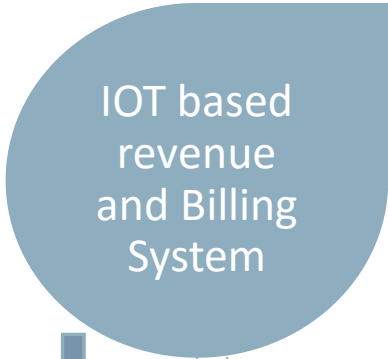
Case Study : 1



GROUP WIDE IOT STRATEGY – Indonesian Multi-Business Conglomerate

TELCO SUBS

Goal: New ventures to increase 4LTE consumption (REV By Program)



Increase Data Consumption for SMB with IOT Services

GPRS /Location Based Services (IOT to Billing) – Geo Fencing

GPRS & IOT Based Parking (IOT to Billing & Promotions)

Peak & Off-Peak Offers and Clear Out Offers programs



Enhance Loyalty Programs For <25 yrs old

B2C

New revenue stream Digital Marketing

B2B



New Services Oriented Revenue Stream

- Partner Programs/Loyalty Points for Diversion
- Traffic lights mgmt. & ADS 2U & ADS 4U ALL
- Traffic Diversion to Location based marketing

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Circular Economy

1. This will drive more IOT adoption
2. Which will drive more consumption based use of goods
3. Why buy a washing machine ?
4. Why dont we design washing machine that canbe refurbished/reconditioned
5. Why should I buy a car ?
6. Why don't we just have a PAY PER USE model for everything
7. Why millennials are going to have an impact on the next economy
8. How can organizations change , adapt and be agile to meet these demands
9. What M2M strategies are companies adopting
10. Why must we work in the office... in fact what is the definition of office ?

5x

Faster processing of 600K monthly commissions

29%

Lower system management costs

50%

More capacity to innovate

LIVE

Qualcomm



World leader in 3G, 4G and next-generation wireless technologies for mobile, automotive, education, health care, and networking markets with more than 27,000 employees worldwide.

Challenge

Qualcomm needed a financials, procurement and PLM solutions for its emerging business units. It also needed a revenue management system and the ability to quickly and accurately report on and summarize accounting across acquired companies.

Solution

- Oracle ERP Cloud:
- Oracle Financials Cloud
 - Oracle Procurement Cloud
- Oracle EPM Cloud:
- Oracle Planning and Budgeting Cloud
- Oracle SCM Cloud:
- Oracle Product Lifecycle Management Cloud

Result

- ✓ Gained improved and efficient revenue management
- ✓ Eased financial accounting and reporting across multiple ERP instances
- ✓ Realized effective management of product data
- ✓ Improved innovation and new idea management



LIVE

General Electric (GE)



American multinational conglomerate whose divisions include: GE Capital, GE Power & Water, GE Oil & Gas, GE Aviation, GE Healthcare, GE Transportation, and GE Energy Management.

Challenge

- diversification and business discipline.
- A lot of acquisitions.
- Need to attract new employees with modern systems.

Move 70% of S/W to cloud in 5 years

>200+ ERP's

Setup Shared Services in NA

Solution

- Oracle ERP Cloud:
- Oracle Financials Cloud
 - Master Data Mgmt
 - Innovation Management
-
- Next is Projects Portfolio Mgmt

Result

- ✓ Modernized and optimized key financial processes in 48 days
- ✓ Able to onboard subsidiary in months
- ✓ Gained ability to scale and close books a lot faster
- ✓ Reduced Total Cost of Ownership (TCO)
- ✓ Improved decision making





UEM Group Selects Oracle ERP Cloud for its 'Digital Transformation Journey'

EITN MALAYSIA on Tuesday, November 15, 2016 at 5:44:58 pm

Oracle announced today that UEM Group Berhad (UEM Group), Malaysia's leading engineering-based infrastructure and services group, has selected Oracle Enterprise Resource Planning (ERP) Cloud to support its digital transformation journey.

COMPUTERWORLD
SINGAPORE

Malaysia's Biforst Logistics transforms into the cloud in just five weeks

AvantiKumar | March 31, 2017



Home » Applications »

Singapore e-tailer picks Oracle ERP

Anuradha Shukla | March 28, 2016



Oracle Enterprise Resource Planning (ERP) Cloud is fueling growth for one of Singapore's largest online supermarkets, RedMart.

Launched in 2011, this start-up is using the e-commerce platform to buy groceries and household products. The e-tailer has chosen to implement Oracle's ERP to improve system performance and flexibility for further business expansion.

"We are glad to have achieved the success we have today, but we are still growing and constantly exploring how to further improve our internal operations," said Jim Boland, head of Finance, RedMart. "Technology is at the heart of our business, and we need to constantly strengthen it in order to grow, and we're glad that Oracle is along that journey with us."

High transaction volume

Prior to Oracle, RedMart was using a legacy ERP system that could not scale to the high transaction volume

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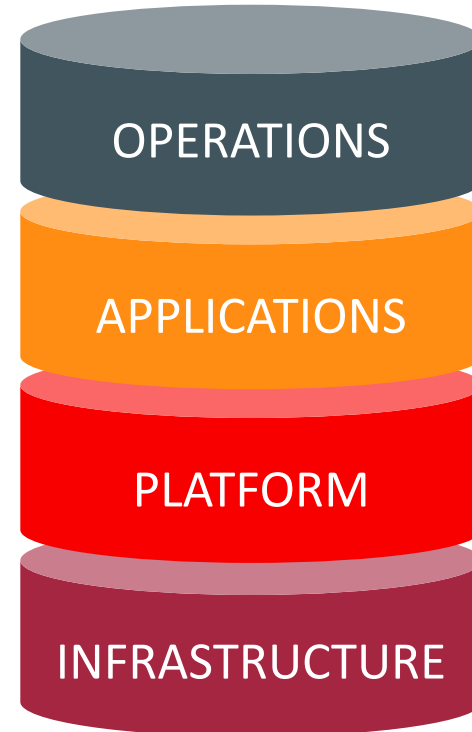
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Secure: Few Can Match Oracle's Investment

\$7B

R&D Plus Cloud Ops Investment



\$30M
IT Spending



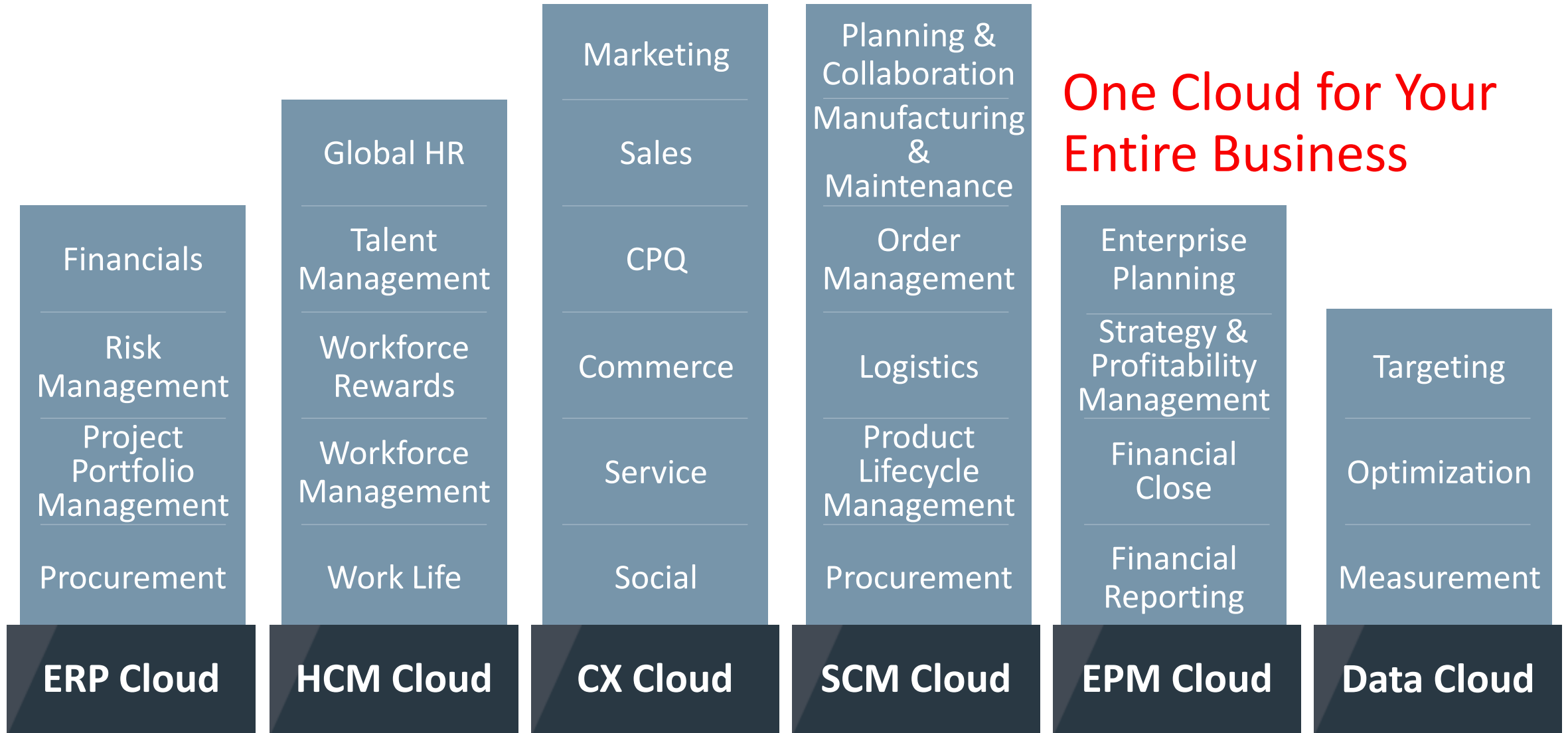
Typical \$1B Enterprise

Oracle

- Oracle invests in security at every layer – from hardware through applications delivery
- Applications secured ‘as deployed’
- Proactive fleet-wide monitoring and patching
- Data encrypted at rest and in-transit

Complete and Built from scratch

One Cloud for Your Entire Business



IoT Cloud Applications

Make it easy to drive business outcomes with IoT technology

Announcing



ASSET MONITORING

Asset monitoring, utilization & availability



PRODUCTION MONITORING

Equipment monitoring & prognostics



FLEET MANAGEMENT

Vehicle behavior & cost



CONNECTED WORKER

Worker & environmental safety

DESIGN PRINCIPLES: Data Driven

For Each Individual Based on Role, Context, Interests & Actions and Internet



Consumers



HR Candidates



Executives



Managers



Technologists

Big Data Preparation & Visualization

Collaborative Analytics

Business Intelligence Platform



Cookies



Credit Card Payments



Mobile Device ID



Behavior



Purchases



3rd Party



Demographic



Enterprise Data



IOT



Delivering Better Applications, Faster Than Ever Before

Faster Delivery

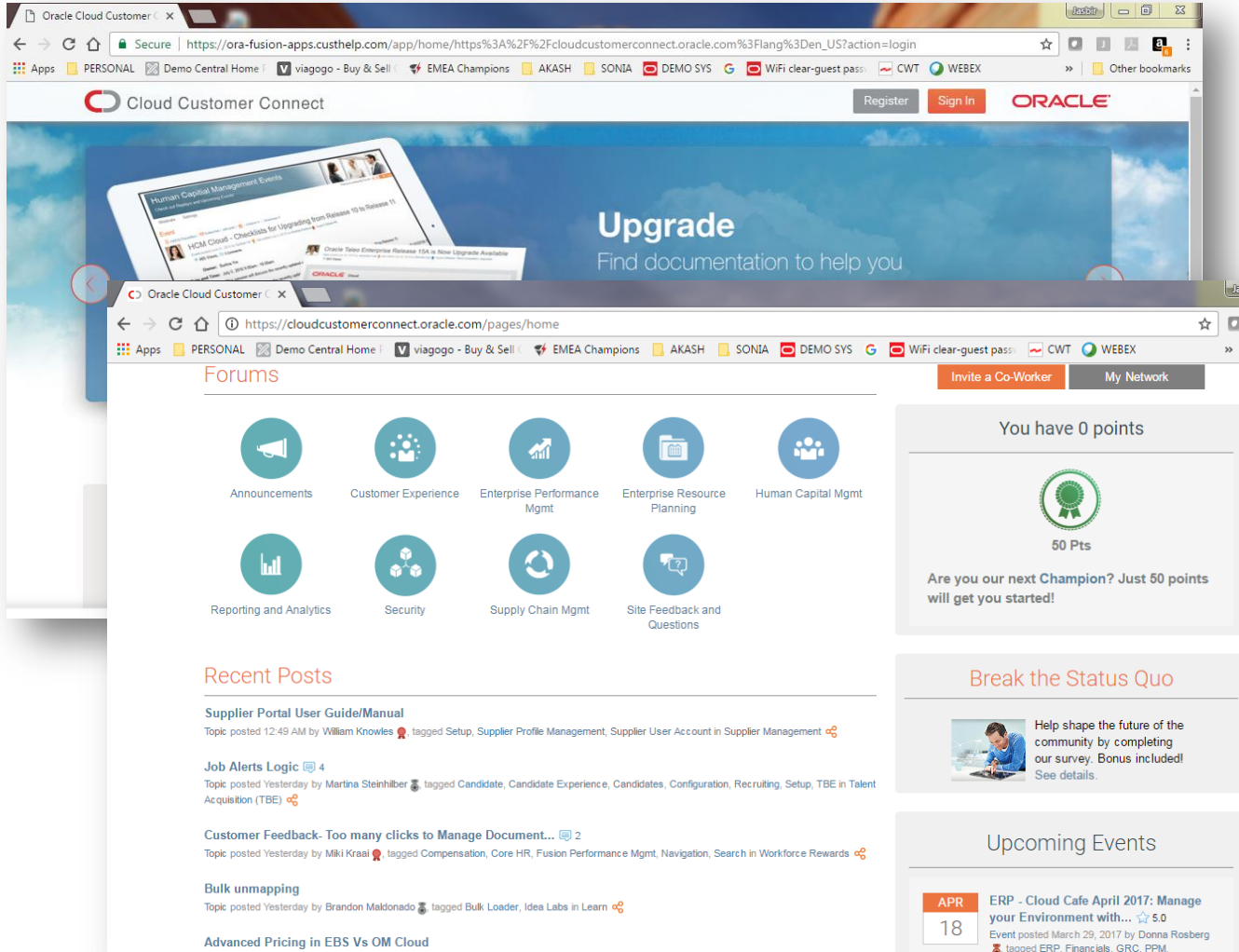
- 3-4 releases per year
- Automatic upgrades
- Rapid uptake of identical release



Better Product

- Granular insight from usage and performance data
- Immediate feedback to Product Development
- Demand-driven enhancements

That 7B is not only for R&D and Cloud Ops



Feedback



13,000+ Member Companies

2x
Events / Week

46,000+ consumed

128%
Y-Y Growth Membership

48,000+ customers and partners

80%
Customer, Partner Posts

20,000+ / month posts, comments, ratings





Marketing



Sales



CPQ

CX Cloud

Broadest Industry Coverage



Commerce



Service



Social

Packaged Industry Solutions



Automotive



Financial Services



Communications



High Tech & Manufacturing



CPG & Retail

Highlights

2.3T SOCIAL MESSAGE CATEGORIZATIONS/DAY

168B MARKETING EMAILS PER YEAR

2.7B ONLINE SERVICE INTERACTIONS/YEAR



Global HR



Talent Management



Workforce Rewards

HCM Cloud

Strongest Employee Engagement



Workforce Management



Work Life

Highlights

15M

EMPLOYEES USE
HCM CLOUD

1st

WORK LIFE
SOLUTION

2.5X

NEW CUSTOMERS
VS. WORKDAY FY16

100+

NEW GO-LIVES
PER QUARTER



Financials



Risk
Mgmt



Project
Portfolio
Mgmt



Procurement

Highlights

3,600+

CUSTOMERS

77

COUNTRIES

ERP/EPM Cloud

Only Enterprise-proven Service



Enterprise
Planning



Strategy &
Profitability
Mgmt



Financial
Close



Financial
Reporting

2x

Y-Y INSTALL BASE
GROWTH

450+

NEW GO-LIVES IN
LAST 6 MONTHS



Planning and
Collaboration



Manufacturing
and
Maintenance



Order
Management

SCM Cloud

First Comprehensive Solution



Logistics



Product
Lifecycle
Management



Procurement

Highlights

850+

CUSTOMERS

\$10B

FREIGHT UNDER
MANAGEMENT

640K

USERS

18M

PRODUCTS
MANAGED



Targeting



Optimization



Measurement

Data Cloud

Largest Global Consumer Dataset

Highlights

6B

CONSUMER &
BUSINESS IDs

\$3T

CONSUMER
PURCHASE DATA

1,500

DATA PROVIDERS

INTEGRATED WITH

200+

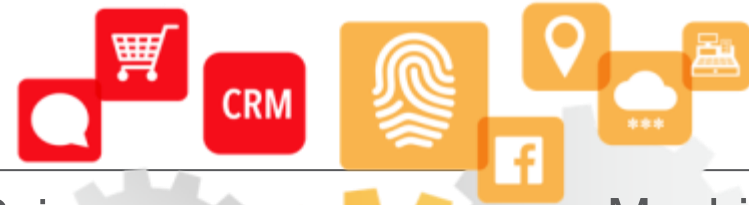
LARGEST MEDIA
COMPANIES

Applications-First, Outcome-Driven Approach

- Use – Case Driven Apps
- Embedded Web-Scale
Consumer and Business Data
- Sophisticated Decision Science
with Supervisory UX
- Scalable Cloud Infrastructure

Adaptive Intelligent™ Apps

Web-Scale Data



Decision Science

Machine Learning

Outcomes



CX Cloud



HCM Cloud



SCM Cloud



ERP Cloud



Adaptive Intelligent™ Apps

Adds New Business Value to CX, HCM, SCM and ERP and Amplifies Any Oracle Cloud Application With Smarter, Contextual Results



CX Cloud

Adaptive Intelligent™ Offers Adaptive Intelligent™ Actions



HCM Cloud

Adaptive Intelligent™ Candidate Experience



SCM Cloud

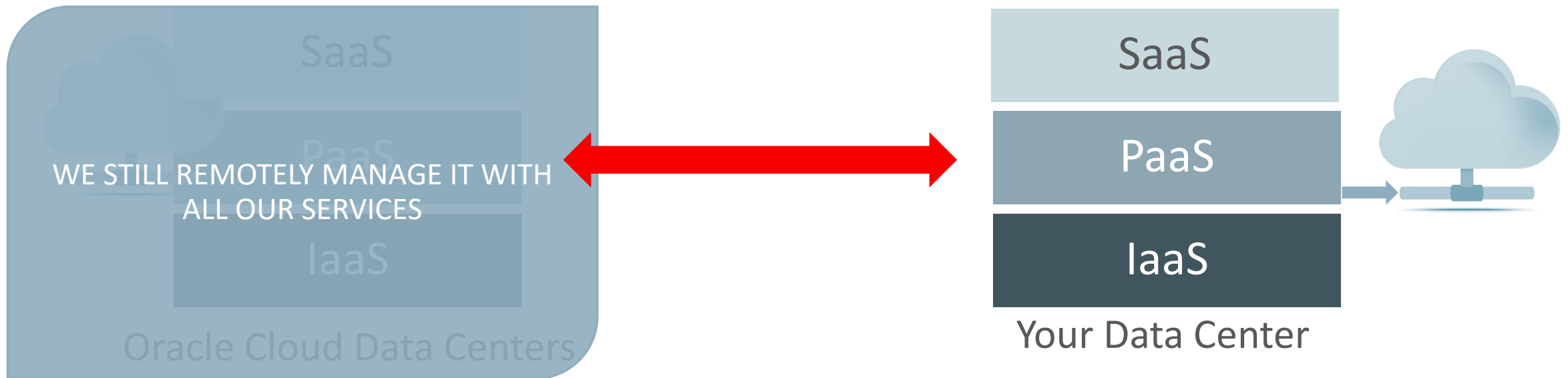
Adaptive Intelligent™ Planning & Bidding



ERP Cloud

Adaptive Intelligent™ Discounts

Next Gen Oracle Cloud: @Customer Behind Your Firewall



On-premises for you or Your Customers Data

- Oracle Platform in a Box at your DC
- Same Software, Compatible APIs, Seamless Workload Portability
- **Same Subscription models but managed by us. (FENCED)**
- Addresses Business, Legislative, or Regulatory Requirements

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