

ORACLE®



Oracle Applications

The Insights to Lead
The Power to Transform

Тим Нейлор - Старший директор

Oracle Восточная и Центральная Европа, Ближний Восток и Африка



Great CEOs



GREAT CEOs

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**Insights
to Lead**



**Power to
Transform**

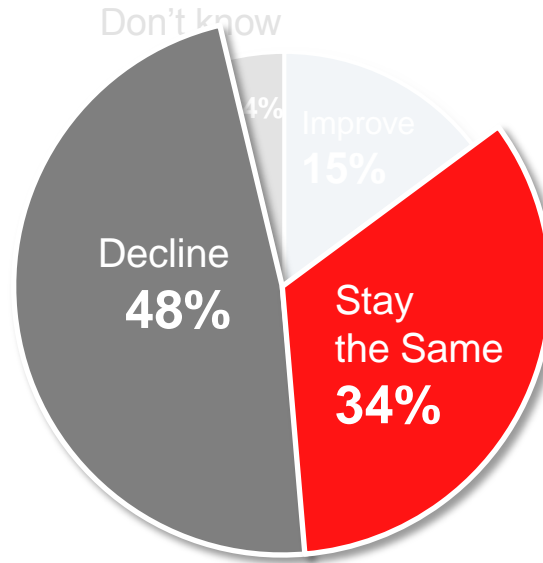
CEO Perspectives



CEO Confidence Levels

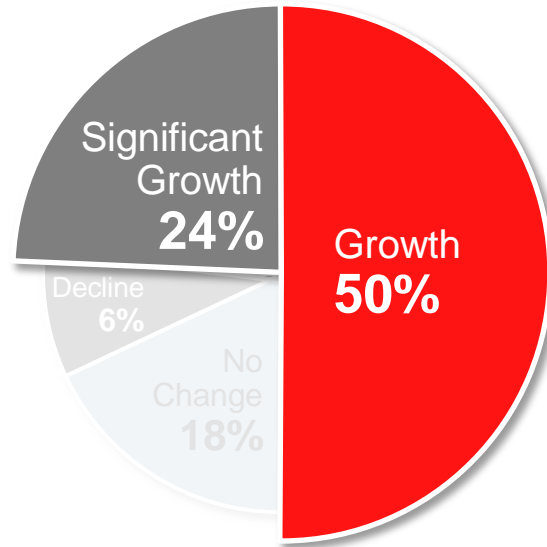
Improving, but still cautious

Q: How will the economy fare over the next 12 months?



Mission #1: Growth

Established Companies



Growth Plans: Breadth and Depth

CUSTOMER BASE	LOCAL CAPITAL
MANUFACTURING CAPACITY	LOCAL TALENT



32%

na



53%

55%



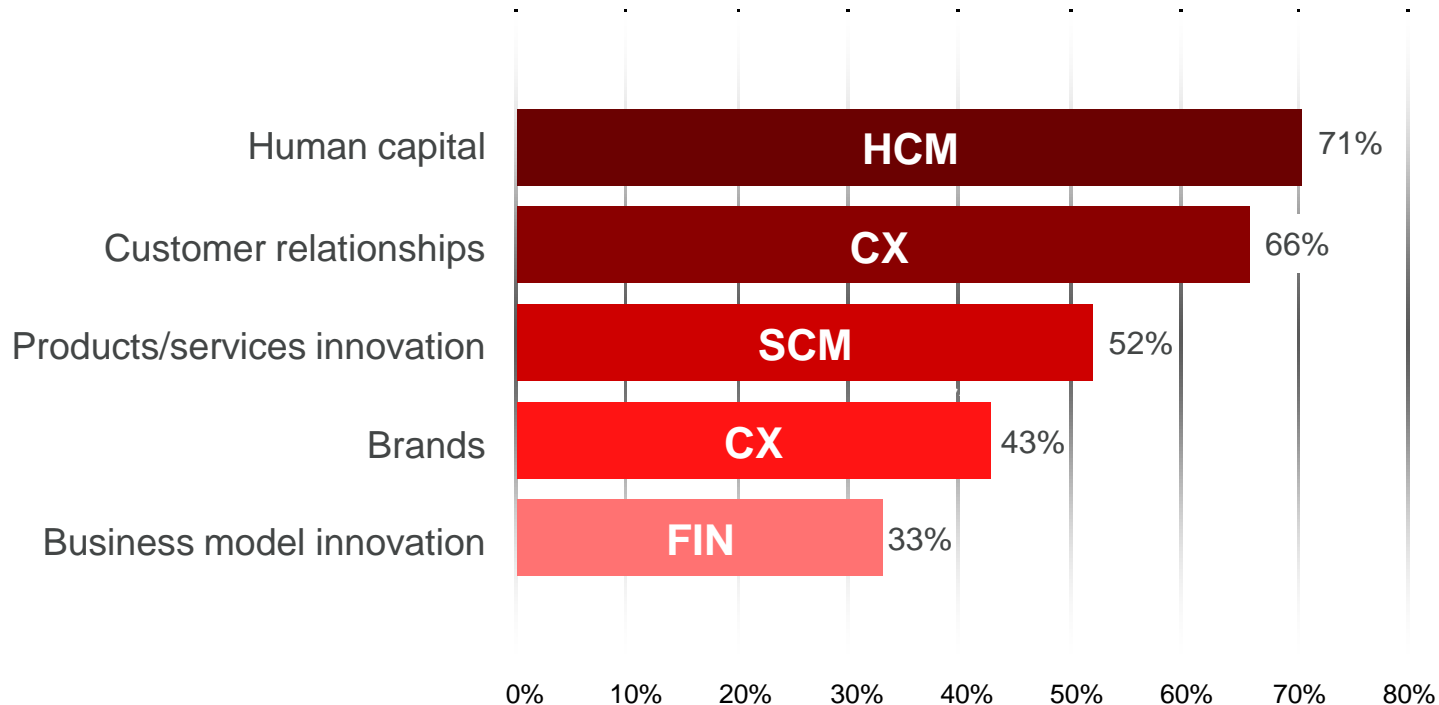
49%

Australia

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CEO Priorities

Key sources of sustained economic value



POWER to STransform

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The background of the slide is a solid red color. Overlaid on this background is a complex, abstract pattern of white and light red lines. These lines form a network of interconnected paths, resembling a circuit board or a data network. The lines vary in thickness and direction, creating a sense of movement and connectivity across the entire frame.

It's All CONNECTED

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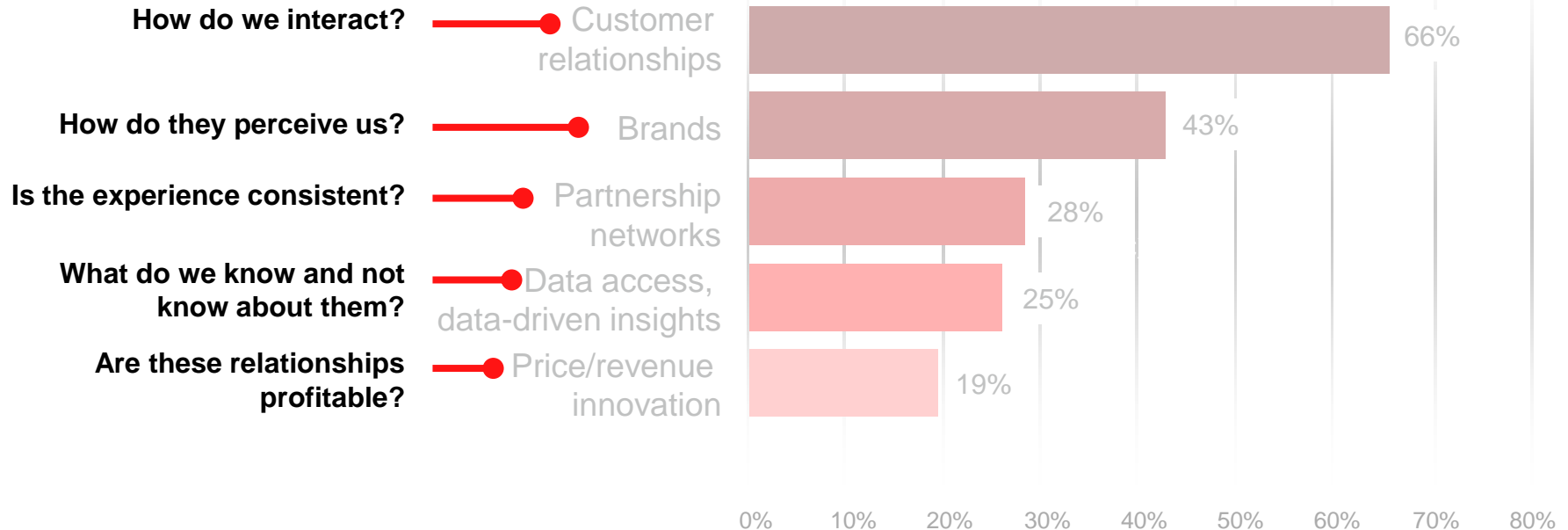


CE Powering CUSTOMER BRANDS

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Customer Experience

Priority Treatment from CEOs



A Complex Customer Journey

Customers demand a better experience



IN-STORE



FACE TO FACE
SALES REP



CONTACT CENTER



FIELD SERVICE



INDIRECT SALES



WEB



MOBILE



TABLETS



SOCIAL



KIOSKS

A Complex Customer Journey

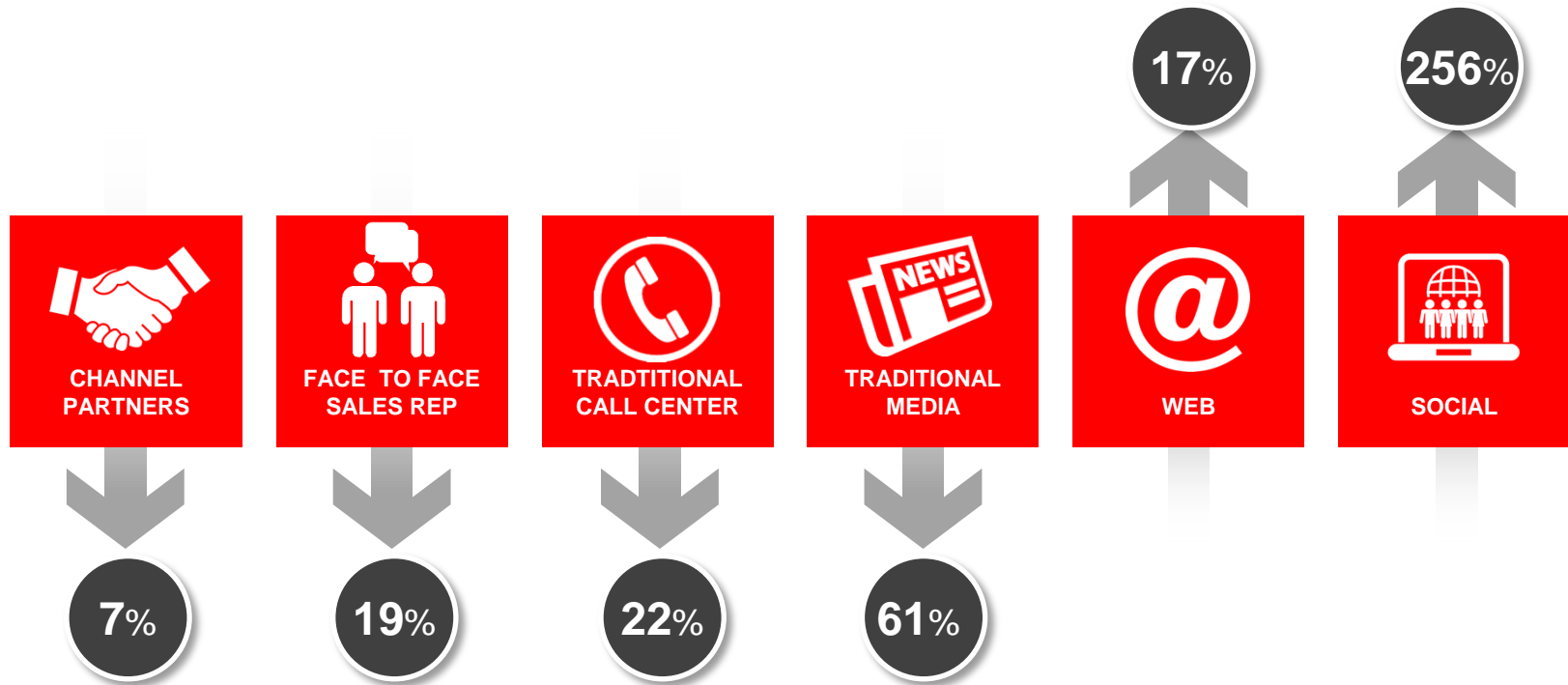
Customers demand a better experience



Harmonize customer
experience across channels

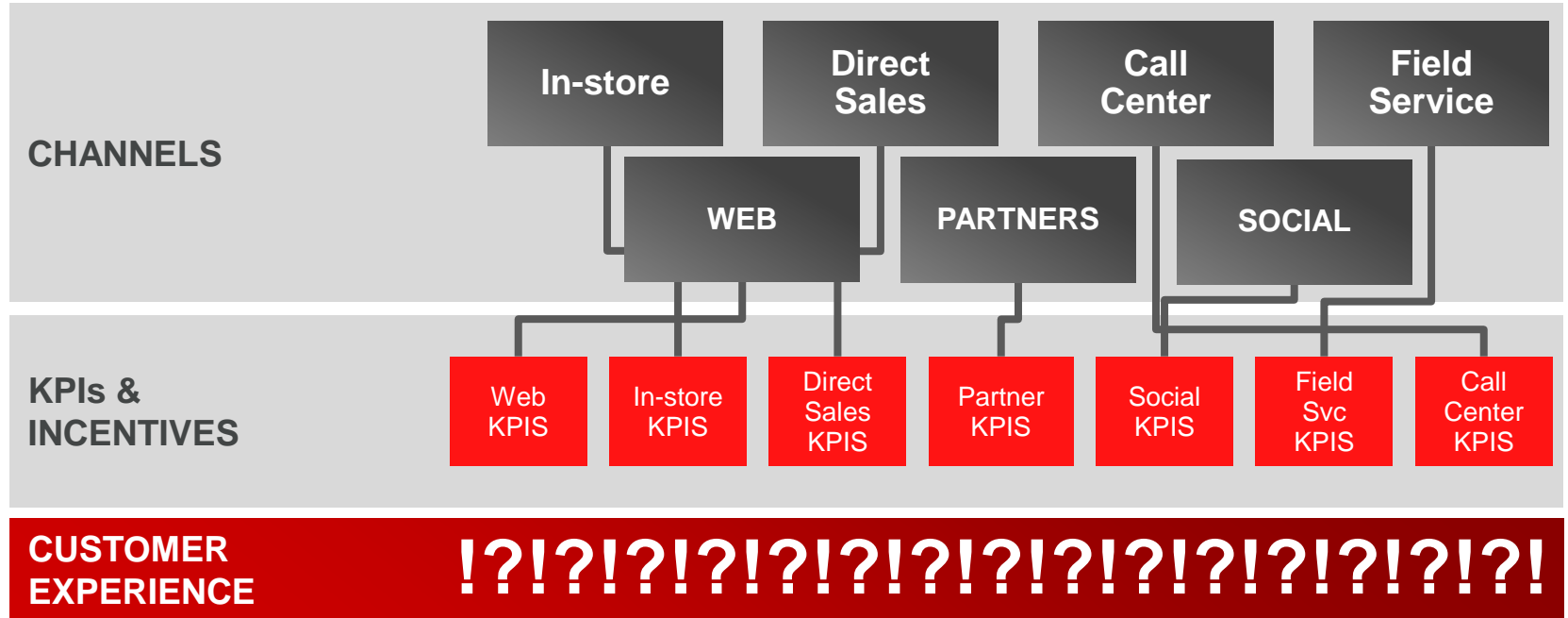
The Customer Experience Shift Will Continue

How will customer interactions change in next 3-5 years?



Siloed KPIS and Incentives


Complexity hinders improvement



Oracle's Complete Customer Experience (CX)


Empowering people. Powering brands.

Best Cross-Channel Engagement




Create a consistent, connected & personalized brand experience across all channels & devices

Best Customer Experience Insight



Connect and analyze data from all interactions to better personalize experience and identify hidden opportunities

Best Cross-Channel Fulfillment & Service



Deliver exceptional order fulfillment and customer service through web, call centers, and social networks

Proven Results

Empowering people. Powering brands.



Improved customer satisfaction (>95%), 50% reduction in call response, 70% reduction in email response, visibility into customer issues drives marketing & product improvement



Better incentive compensation integration with core systems, improved decisions by delivering metrics to managers and key stakeholders, preparation for future Fusion CRM expansion



Improved data consistency and sales org. collaboration across business units, support for indirect channel launch, improved sales performance and productivity



With upgrade to Siebel 8 increased sales productivity by 5%+ from reduced administrative burden; cross-sell; Increased average client satisfaction

Powering HR's Business Contribution



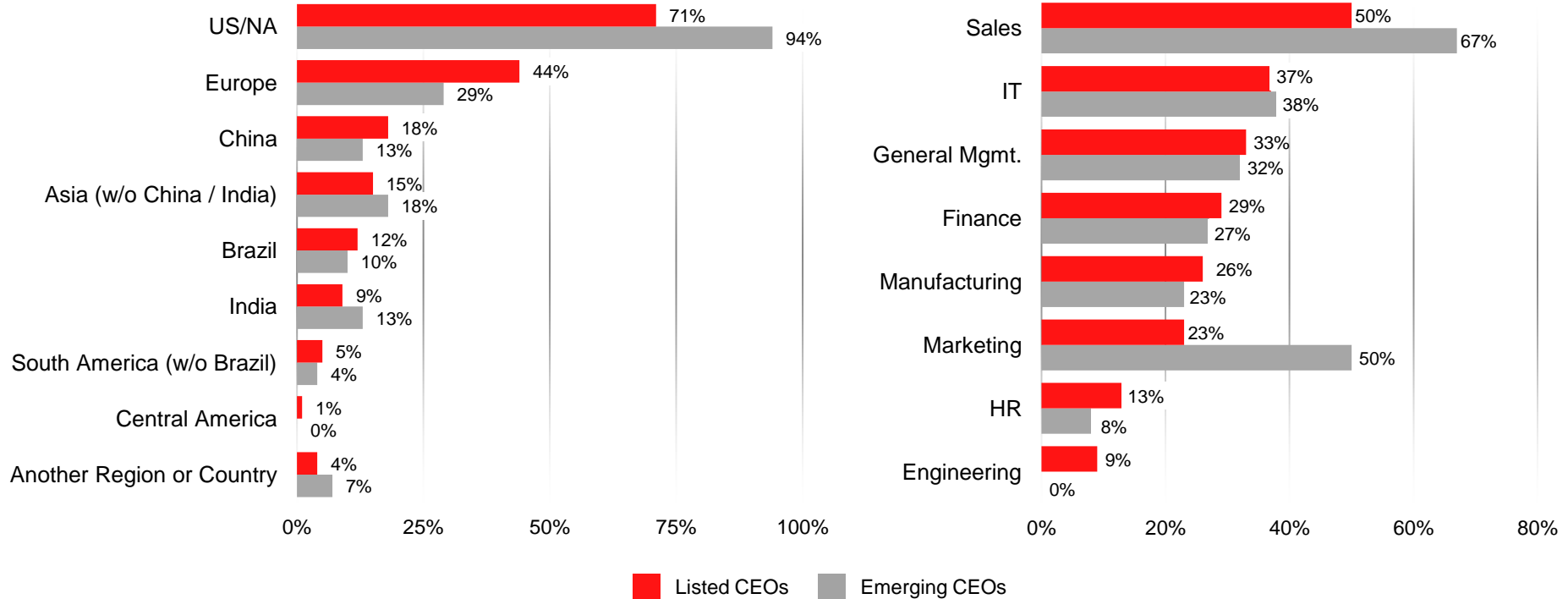
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Talent
is CEO's **#1** Priority

Lots of added pressure on HR

Global Talent Shortage

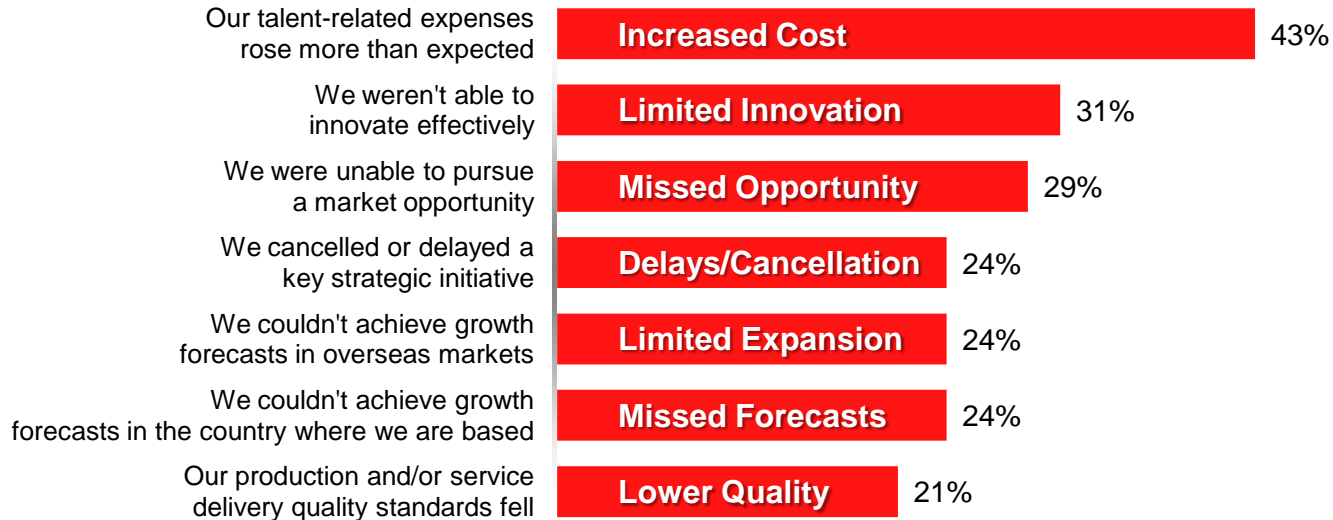
Worldwide, across organizations of all sizes



High Stakes

Rising costs and lost opportunities


Q: Have talent restraints impacted your company's growth and profitability over the past 12 months?



Oracle Human Capital Management


Powering HR's business contribution

Simplify Managing Your People




Manage global growth and local compliance with the right information at the right cost

Build the Best Talent



Drive end-to-end talent strategy that's built for your people, your business, your future

Accelerate Business Transformation



Leverage leading technology to accelerate business performance on your terms—on-premise or in the Cloud

Proven Results

Powering HR's business contribution



Increase adoption via intuitive, full-function talent review while reducing time, effort and cost of reviews, maximize retention of key talent thru effective compensation management



Delivery of quality candidates and streamlined processes reduces costs and improves retention across global, corporate and franchise operations

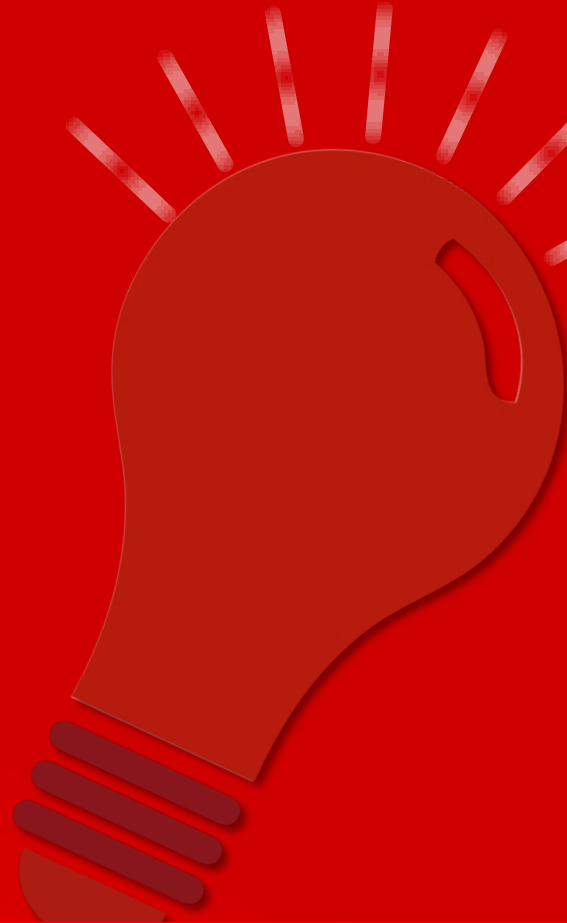


Out-of-the box deployment and next-generation technology delivers full-function HCM suite for better visibility, skill management and employee engagement



Analytic approach to recruiting and compliance drives better business decisions, insights into hiring processes for process improvement and cost savings

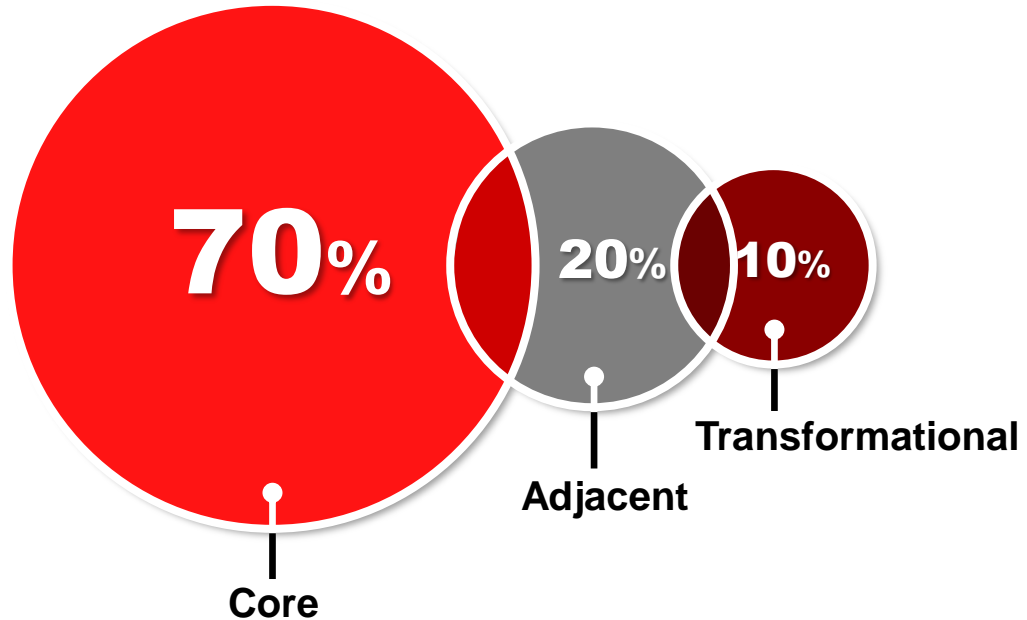
Value Chain Innovation



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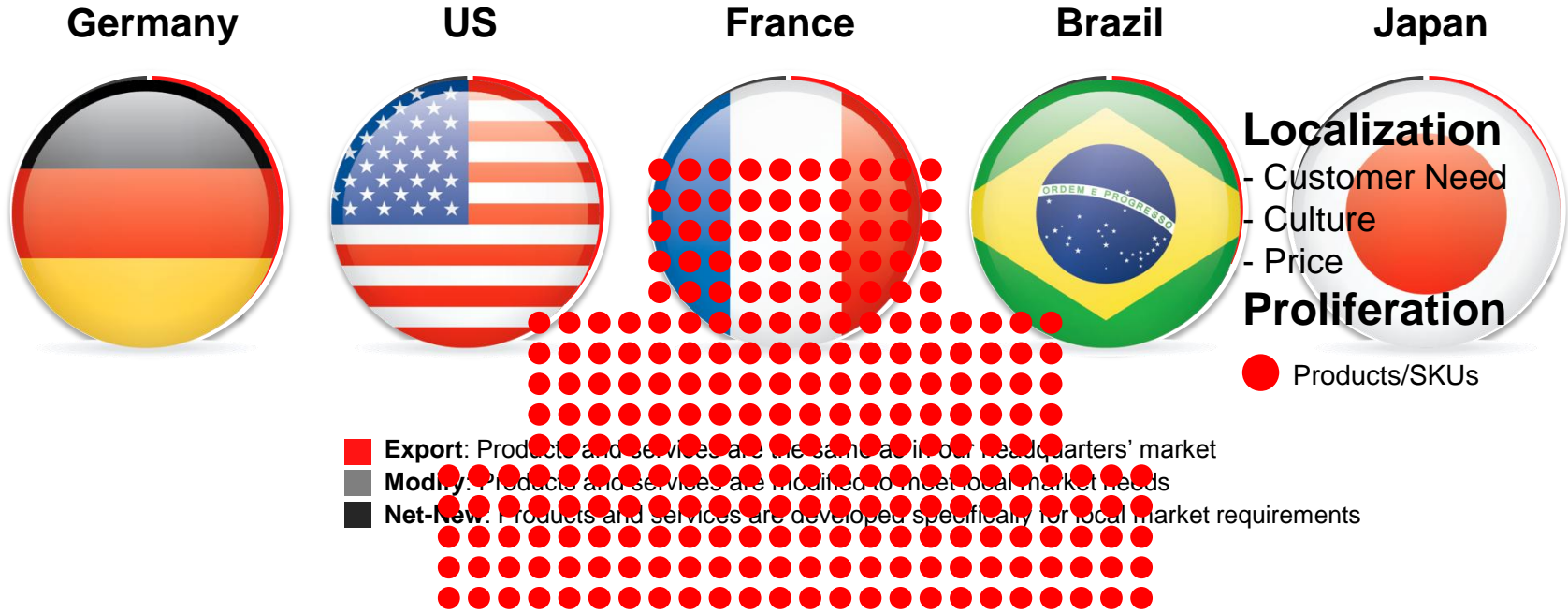
Golden Innovation Ratio

Increases business performance 10-20%



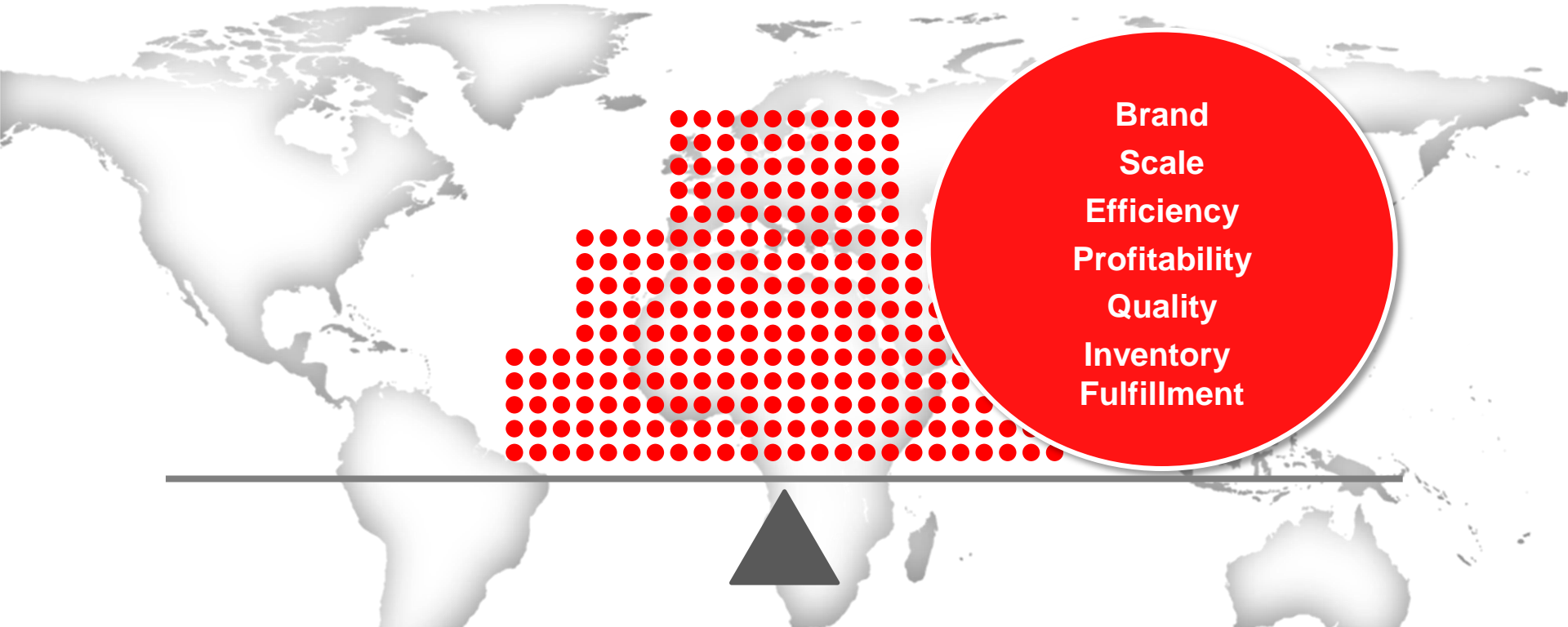
Innovate Locally, Think Globally

Product expansion to address local market needs



Finding the Balance

Identifying and executing on the right opportunities



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Contingency Planning


Supply chain performance through adversity



Oracle Value Chain Management


Value chain innovation, powered by Oracle

Create Winning Products




Accelerating customer-driven innovation, designing for supply efficiency, and rapid commercialization

Plan for Profit



Achieving intelligent, predictable, and profitable performance across the value chain

Run Agile Operations



Improved agility, cost, and compliance through lean manufacturing, value-driven processes and collaboration

Proven Results

Value chain innovation powered by Oracle



Real-time, traceable, collaboration with partners for any engineering change or stop, significantly reducing design time and inventory



Manufacturing planning time down 40%, number of SKUs handled by planner up 12%, Inventory reduced 35%, double-digit manufacturing planning accuracy increase



Single, global logistics system, 15-20% lower freight costs, 99% compliance with preferred carriers, 95% lower expedited air shipments 95% of recommended ship method used



Dramatic automation and simplification of value chain. Reduced costs, overhead and customer response yielding \$100M return in 12 months

Maximize Potential. Deliver Results.



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Office of Finance

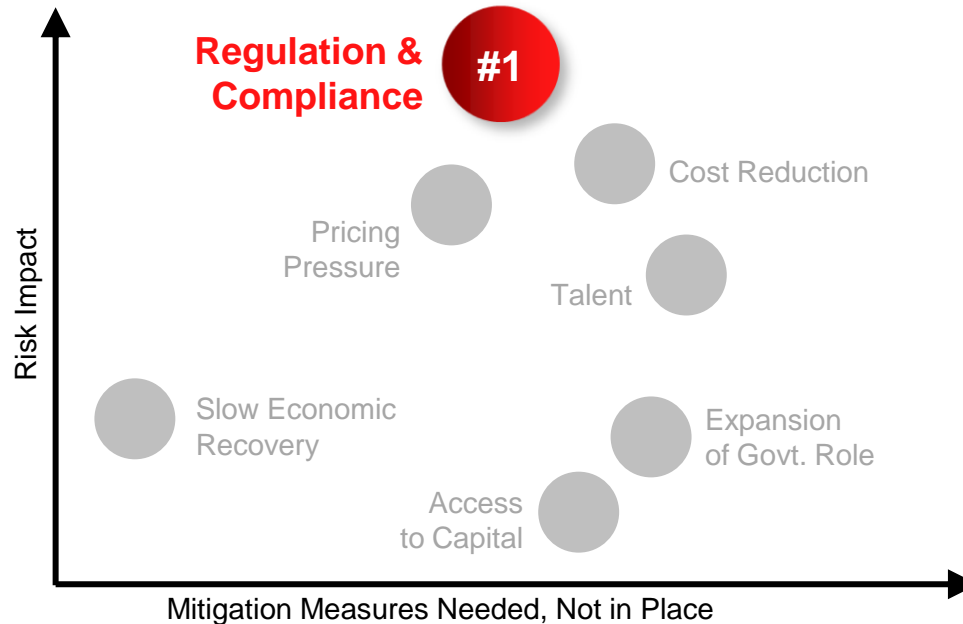
Transformation from scorekeeper to growth catalyst and strategist

Opportunity to Contribute to Growth



Risk: The Ultimate Tax on Growth

80% of internal controls are still manual



Top GRC Strategies

- Organization: Chief Risk Officer
- Cadence: Continuous Compliance
- Automation: Transformation from Reactive to Proactive

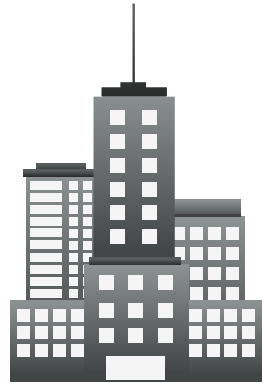
The CFO/IT Relationship

IT as Efficiency and Alignment Opportunity

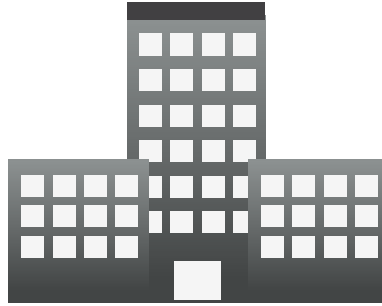
CFO plays a vital role in
determining IT investment

IT and Enabling Growth Strategies

A CFO's view of IT



Acquisition A



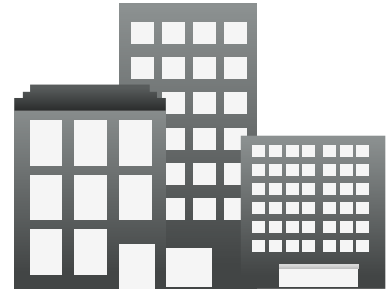
Acquisition B

63%
day-to-day
operations

21%
organic
growth

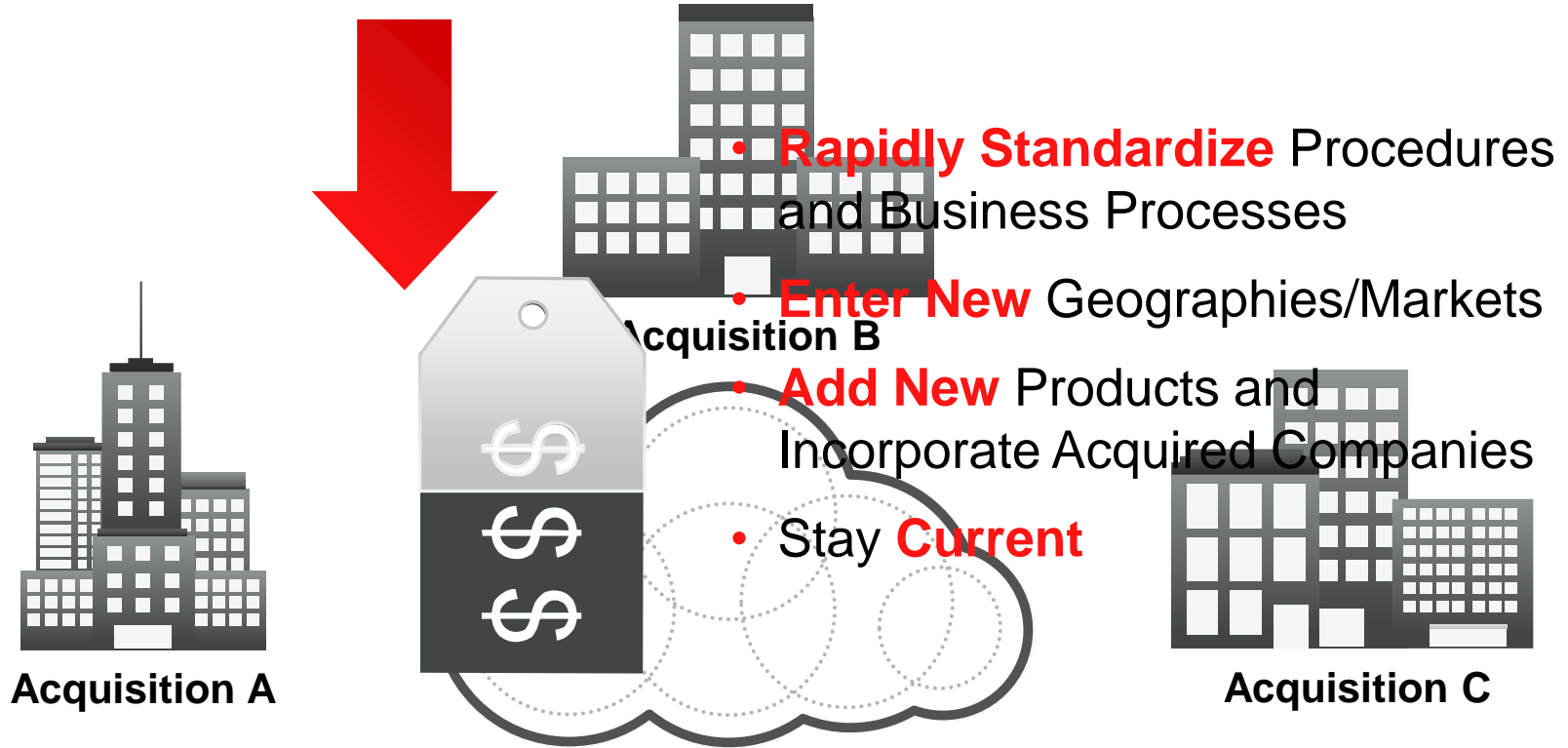
16%
new business
transformation

IT Cost Structure



Acquisition C

IT and Enabling Growth Strategies



Proven Success

Maximize potential. Deliver results.



Improved forecast accuracy by more than 30%, achieved greater transparency and improved transparency for better business decisions



Proactive compliance reduced SOX risk and enabled company to identify and correct more than 30,000 segregation of duties conflicts across heterogeneous IT environment



Dramatic simplification of complex financial processes spanning 32 companies, simplifying analysis and reporting to support strategic investment and operations plans

GENERAL DYNAMICS

Streamlined audits and accelerated month-end close and rate adjustment processes while delivering timely, accurate financial data to managers for actual against budget tracking

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Insights to Lead.
Power to Transform.



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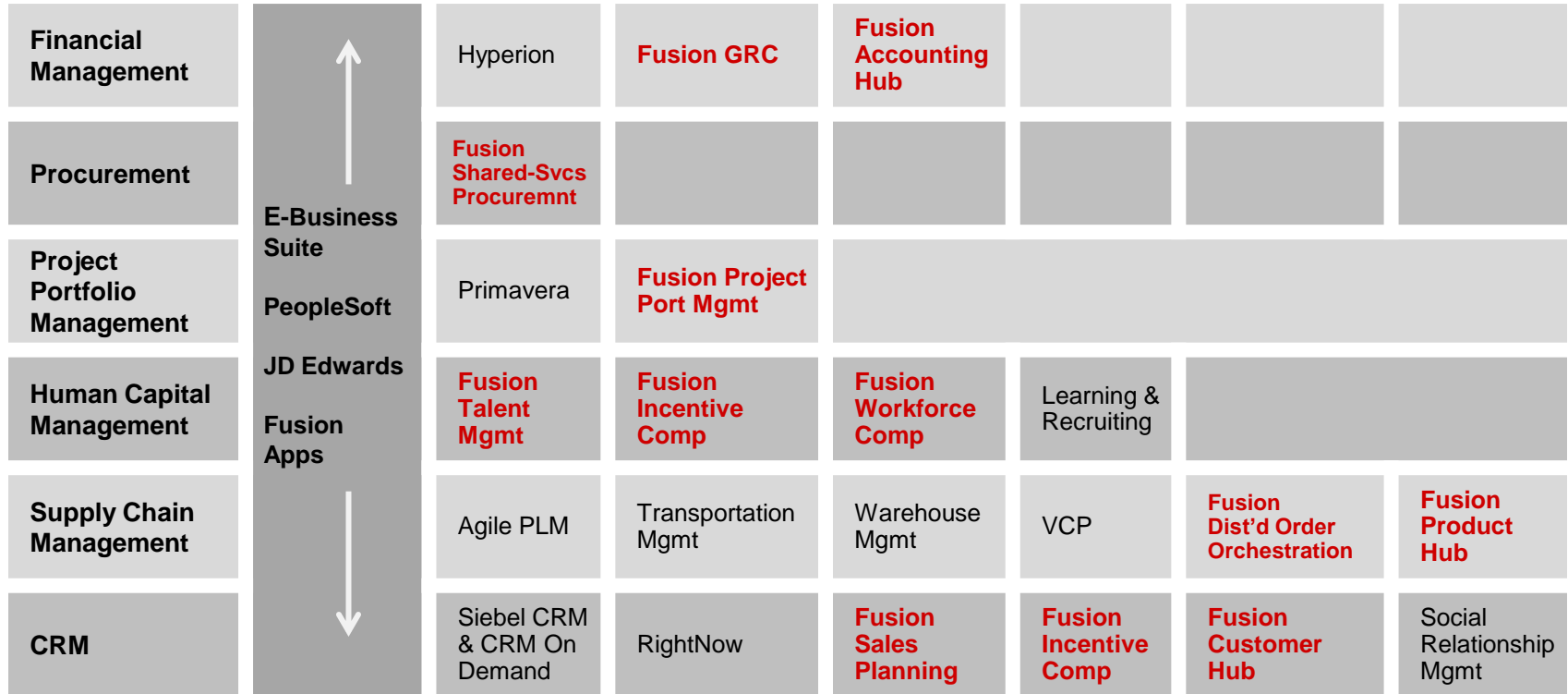
Strategy

COMPLETE
SOLUTIONS

COMPLETE
CHOICE

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Co-Existence, Innovation at Your Pace



Complete Choice

You decide what. You decide how. You decide when.

**Choose the
Solutions
You Need**



**Select the
Deployment
That's Right
for You**



**Upgrade
on Your
Schedule**



Deploying Your Applications

Select the option that's best for your business—or a mix

**Public
Cloud**



**Private
Cloud**



**On-
Premise**

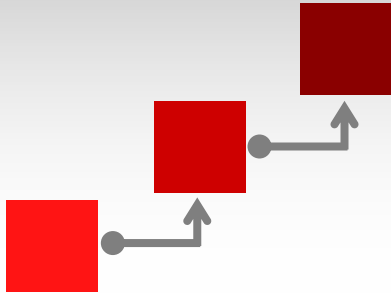


Hybrid



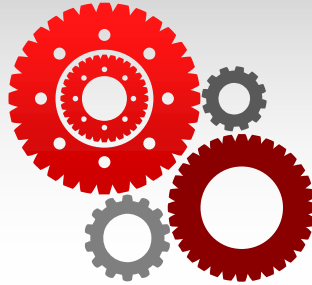
Customer Recommendations

Upgrade



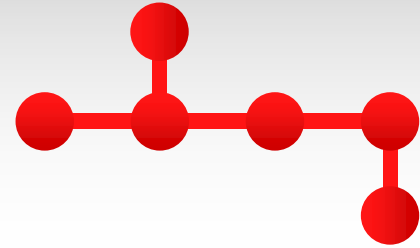
**Take advantage of
the latest application
releases**

Optimize



**Performance with Oracle
technology & systems**

Extend



**Business value
with co-existence
opportunities**

Hardware and Software

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Engineered to Work Together

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