ORACLE®

HrOUG Oct 14th, 2014

DIGITAL DISRUPTION

How successful organisations will transform and thrive

ORACLE

300-year old market

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Disrupted

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Disruption continues

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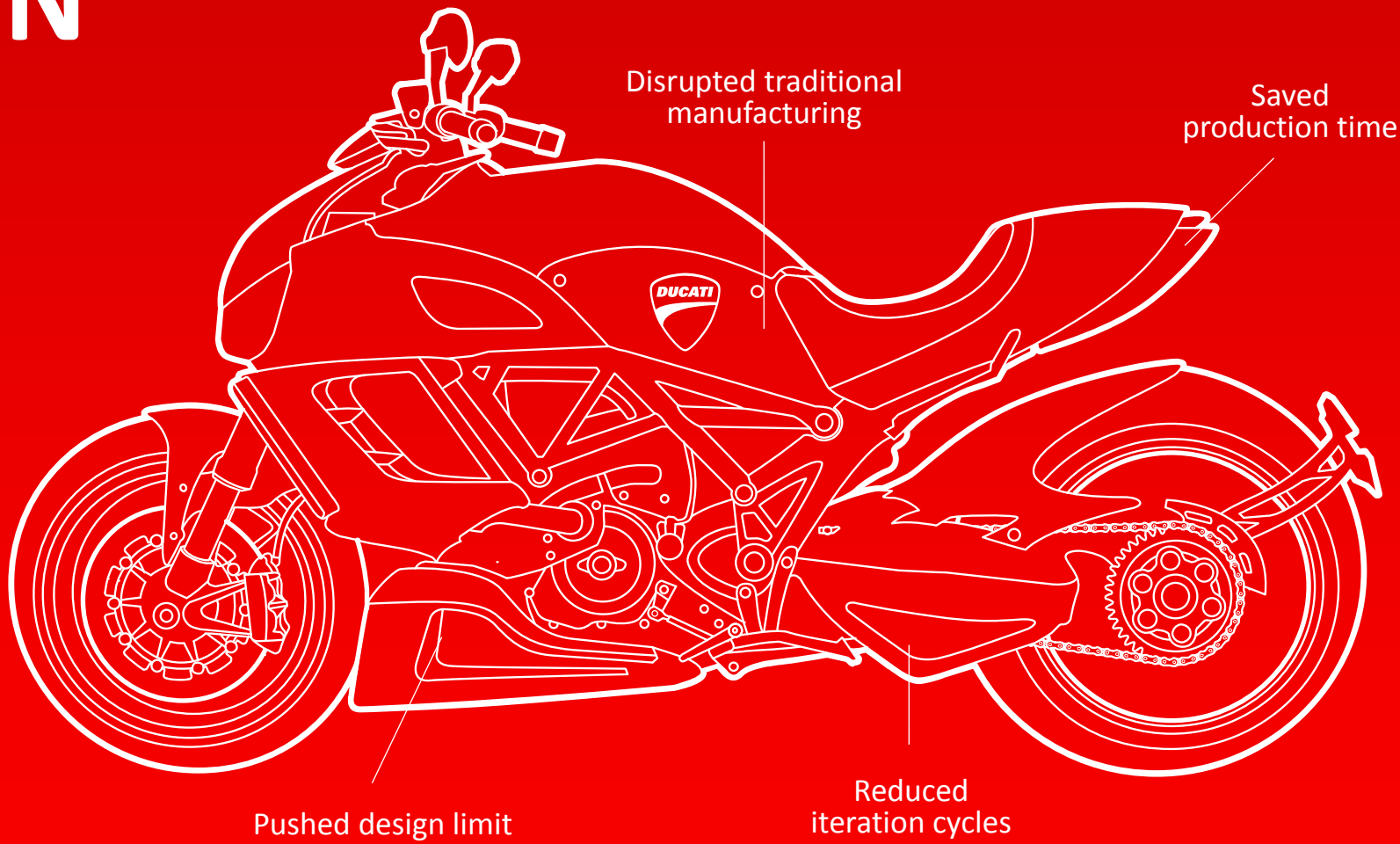
CUT DESIGN TIME IN 3D Printing 1/2



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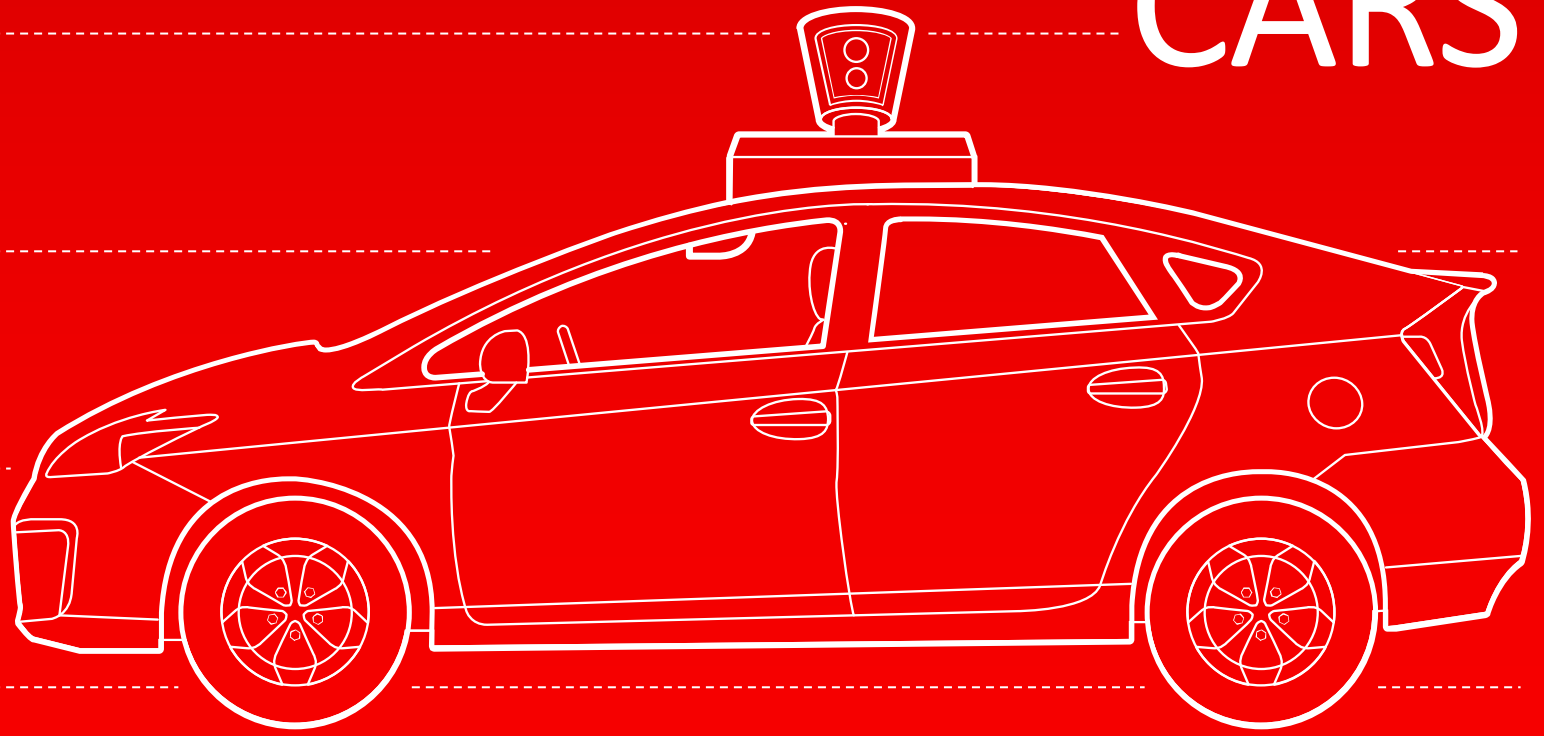
DRIVERLESS CARS

- Shipping and Logistics
- Fleet Services
- Public Transportation
- Rental Cars
- Taxicabs



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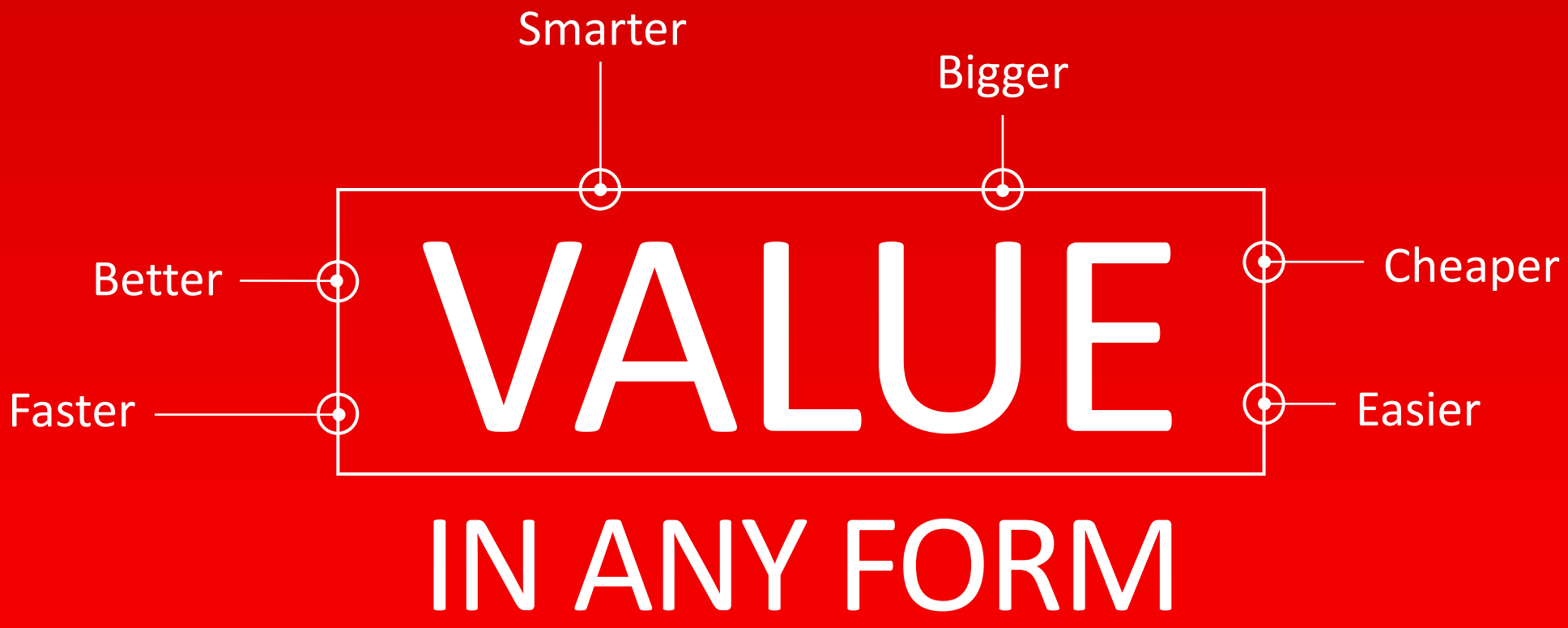
Digital Download

Web Publishing

Email

Digital Camera

Digital Currency



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More Use of a Digital Platform

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44%

Customer Experience

30%

Operational Improvement

26%

New Business Models

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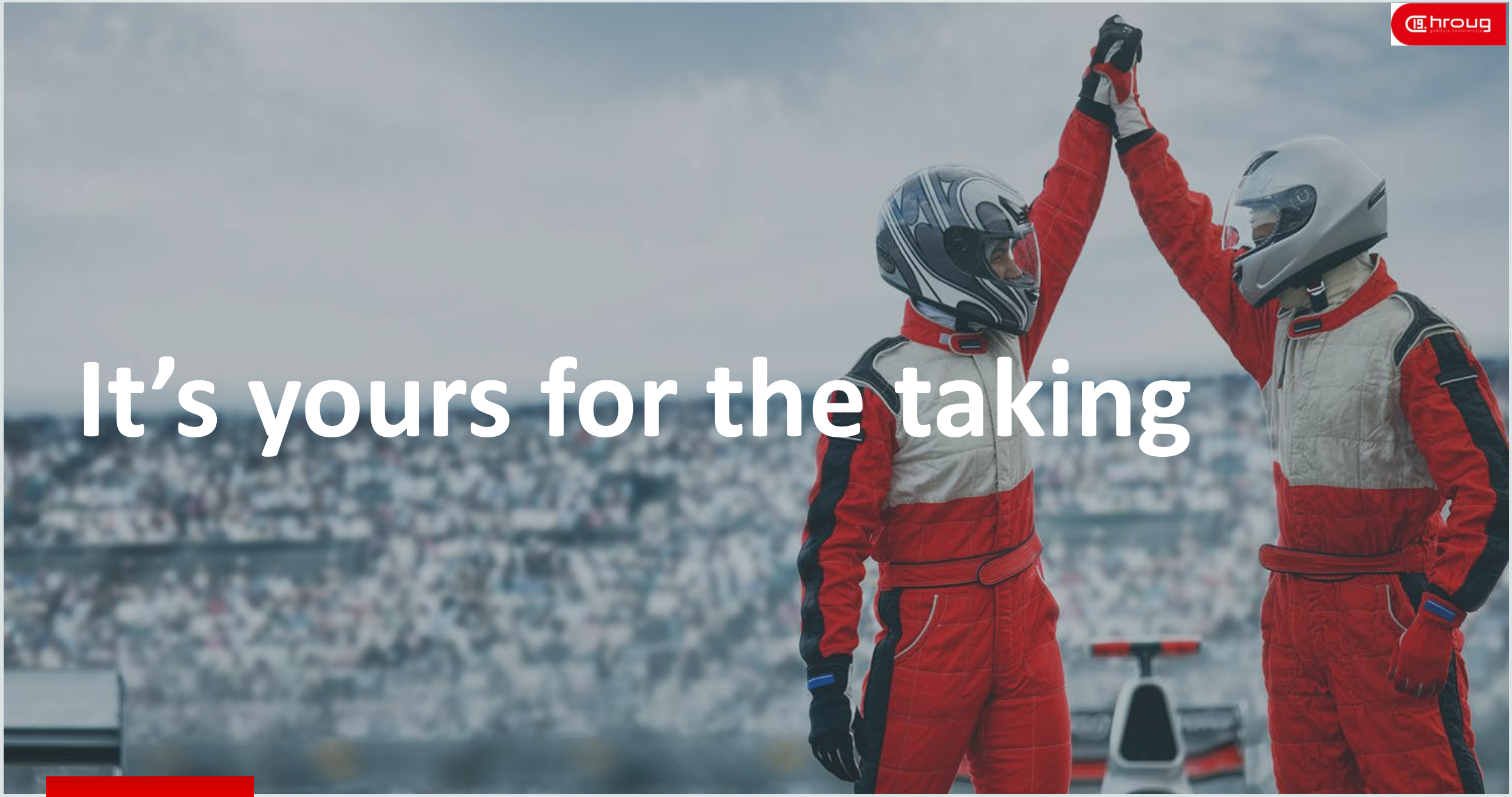

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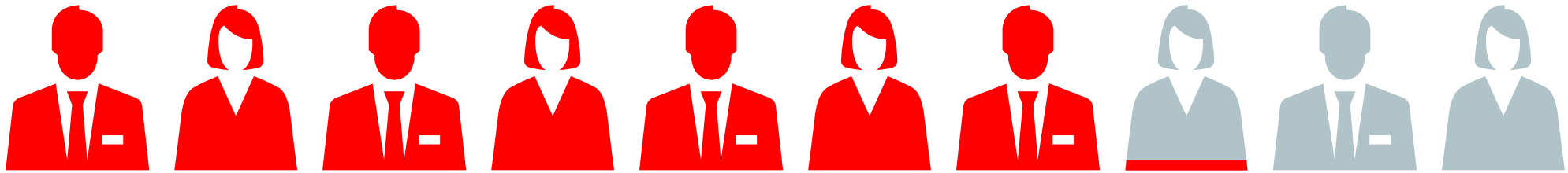
73%

of executives say they already have a digital strategy



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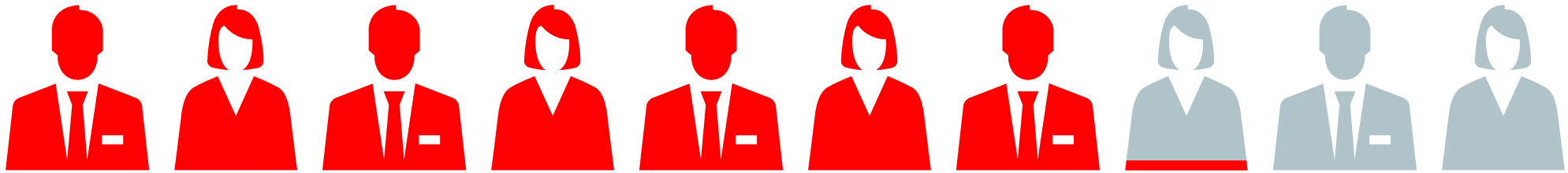
19%

feel they have the right technology



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14%

feel they have the process to execute their digital strategy

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You Need a Platform to Support Your Digital Business

What do we need to do?

How do we support a digital business?

How do we build a platform?

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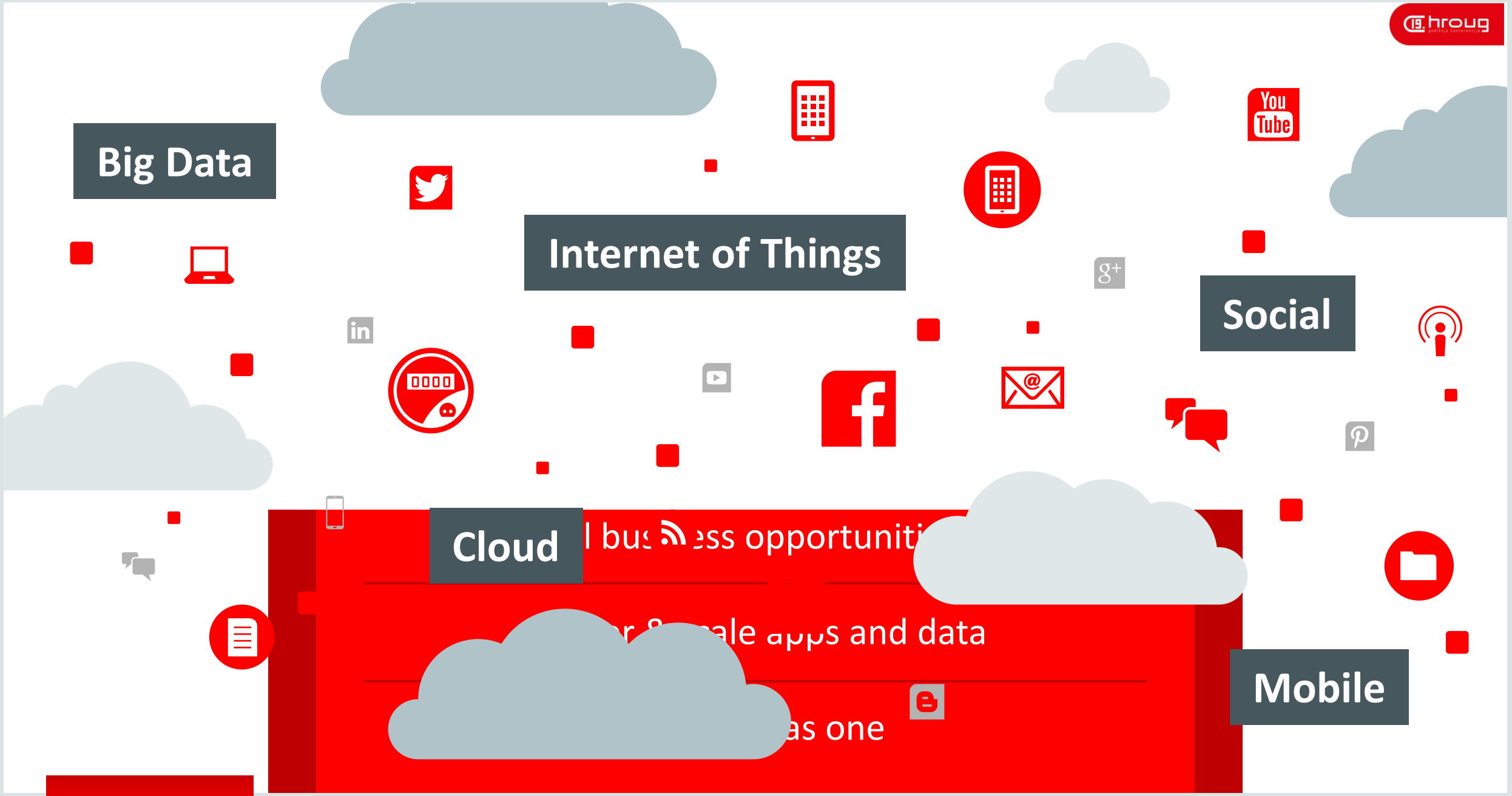

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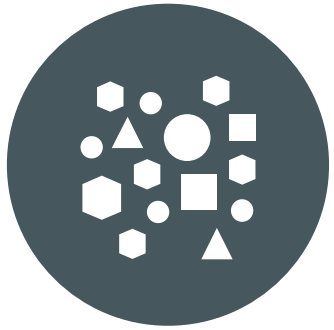
True Value



Big Data

Cloud

Mobile

Social

IoT

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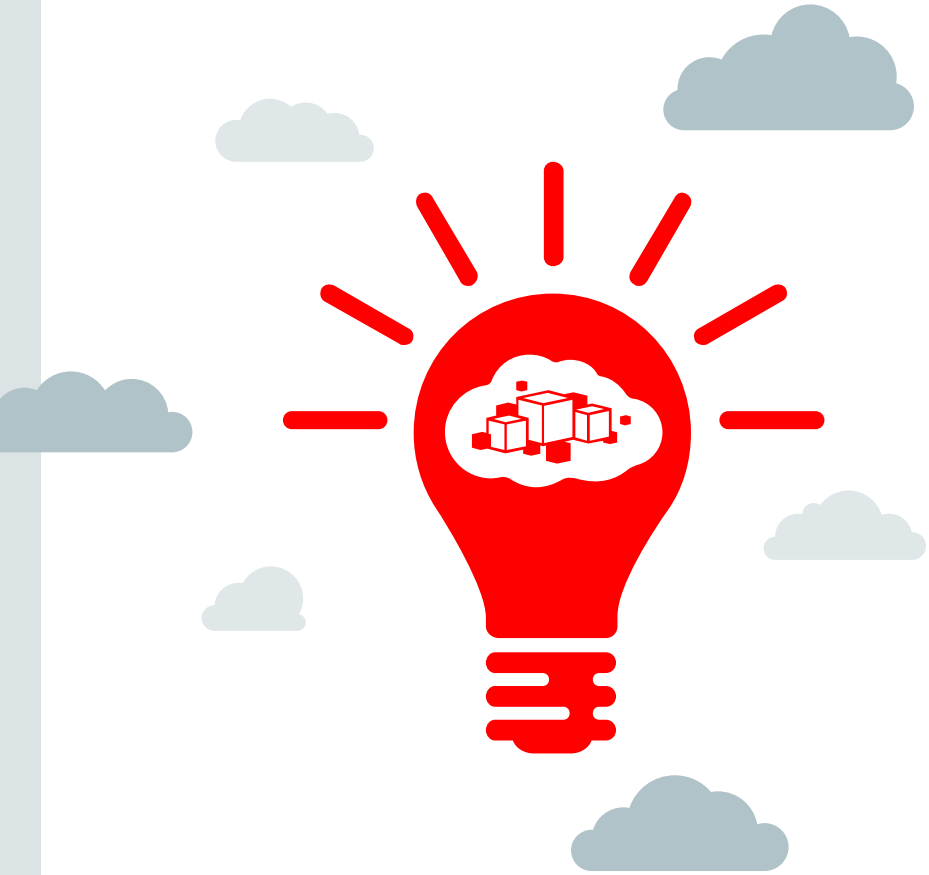
AVOID THE INTEGRATION TRAP



MORE
INNOVATION
LESS INTEGRATION

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Oracle Delivers Integration

Applications

Middleware

Database

Analytics

Engineered Systems

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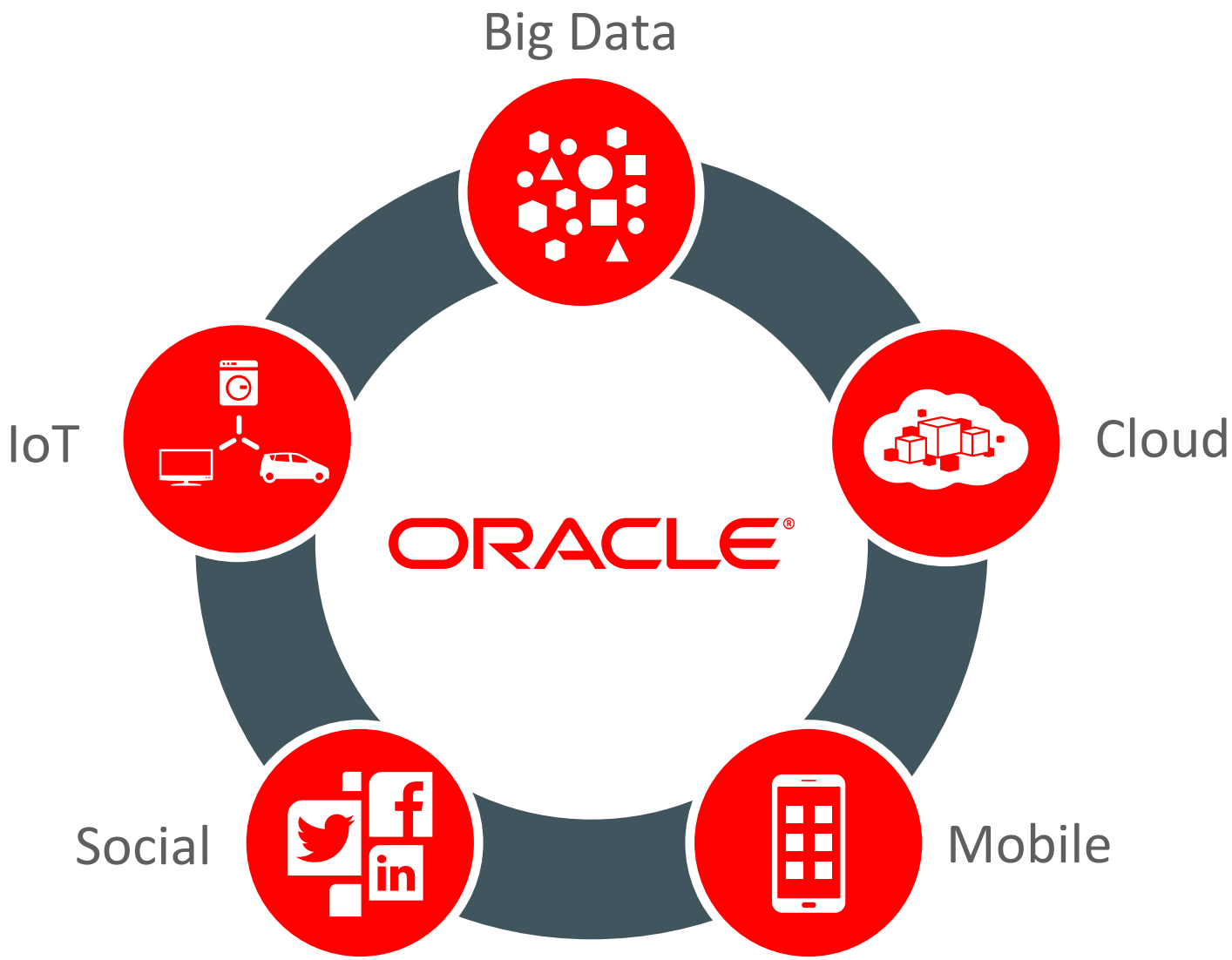

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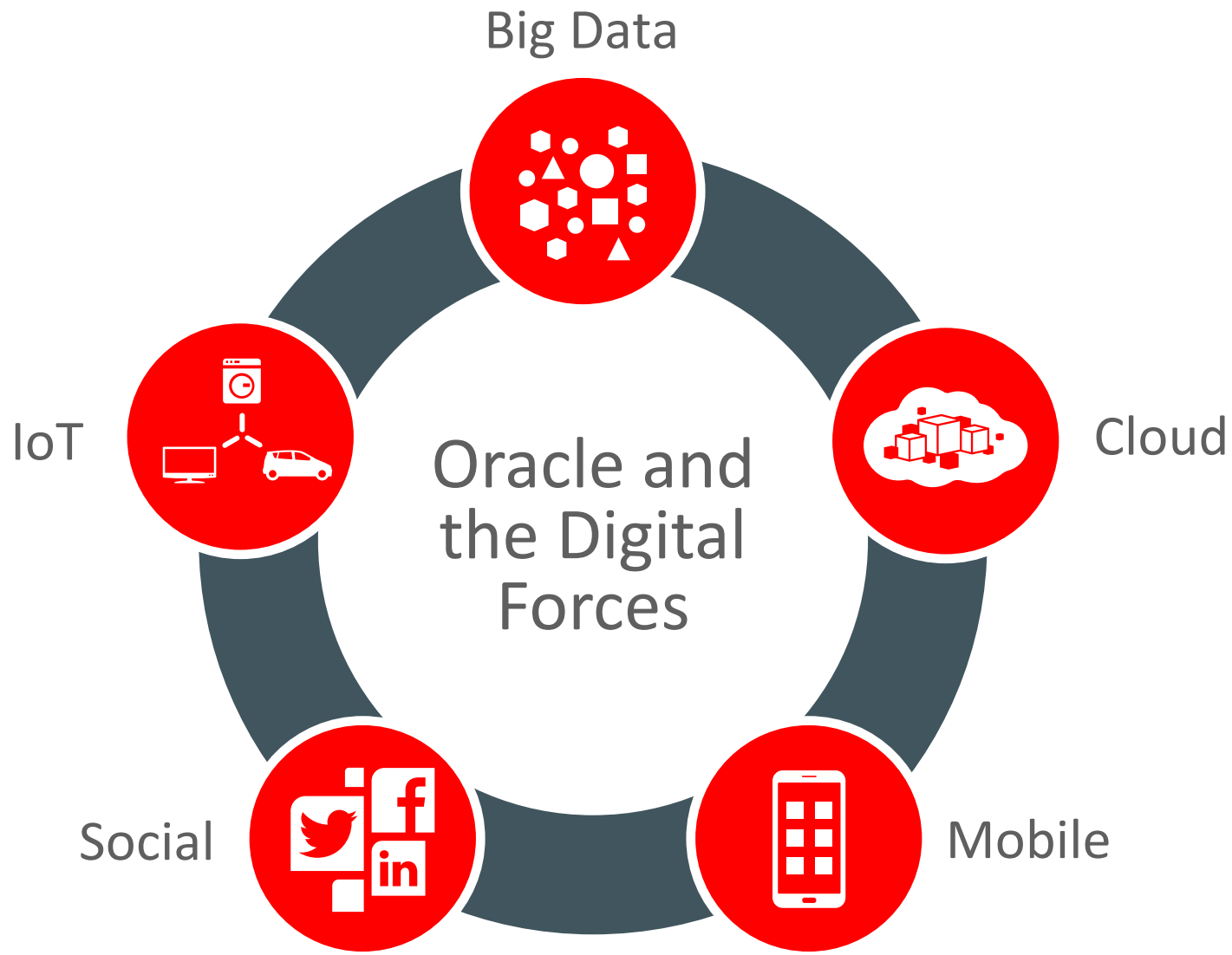
Enabling interactions



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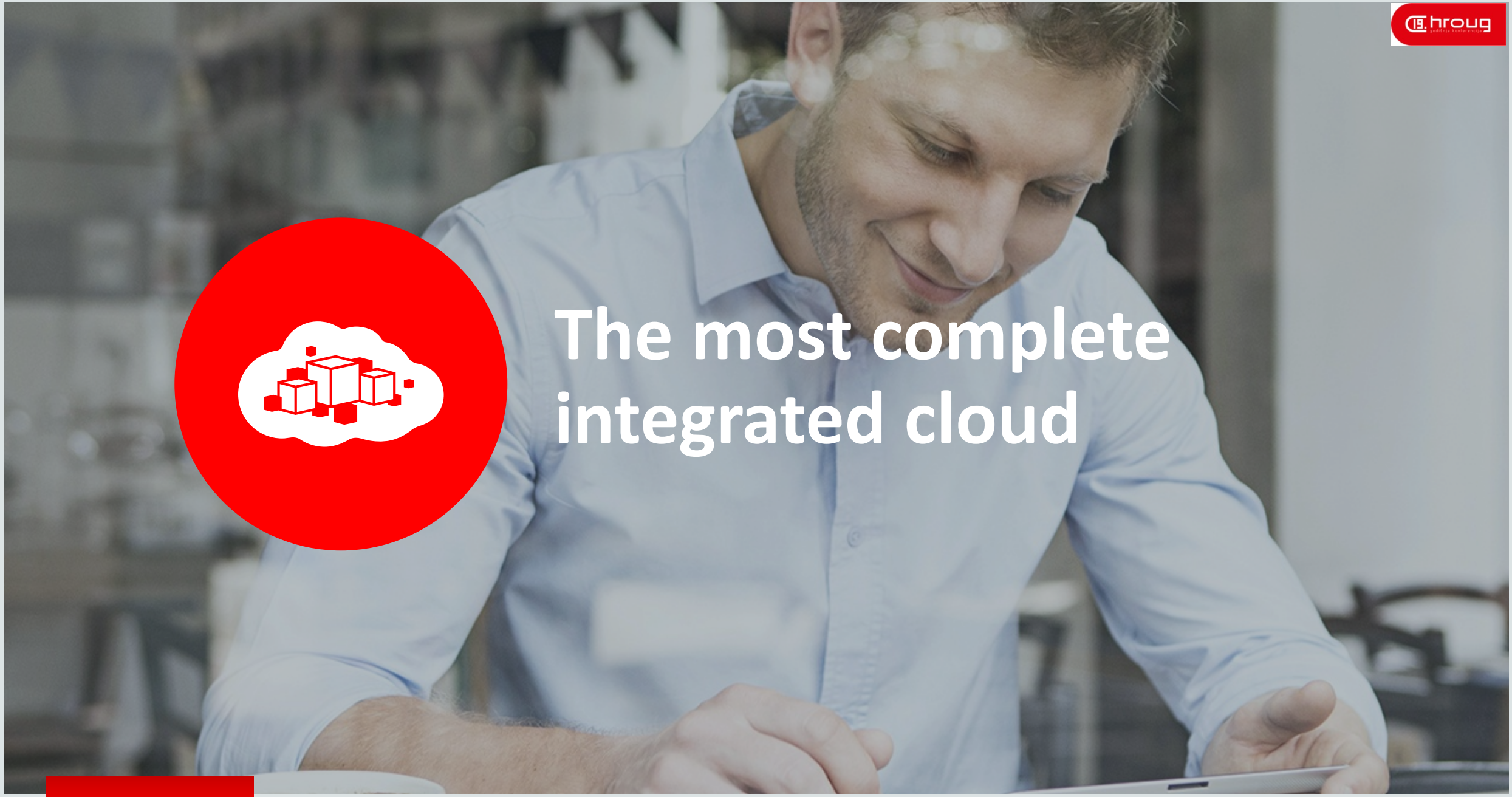
Big Data requires a
Big Data architecture

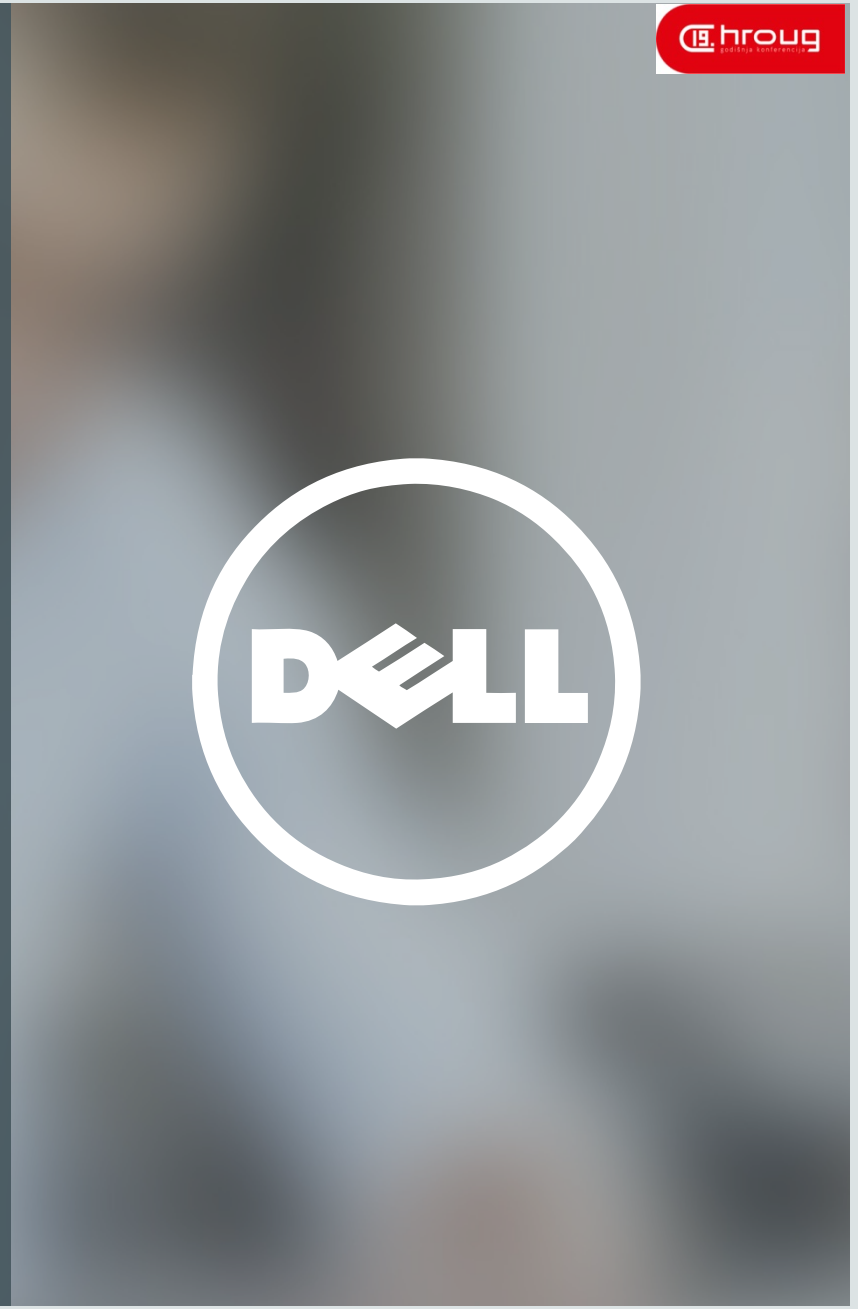
Procter & Gamble

- 30x analytical performance improvements across variety of data types
- Perform complex statistical analysis
- Better serve customers and better positioned for the future


The most complete
integrated cloud

Dell

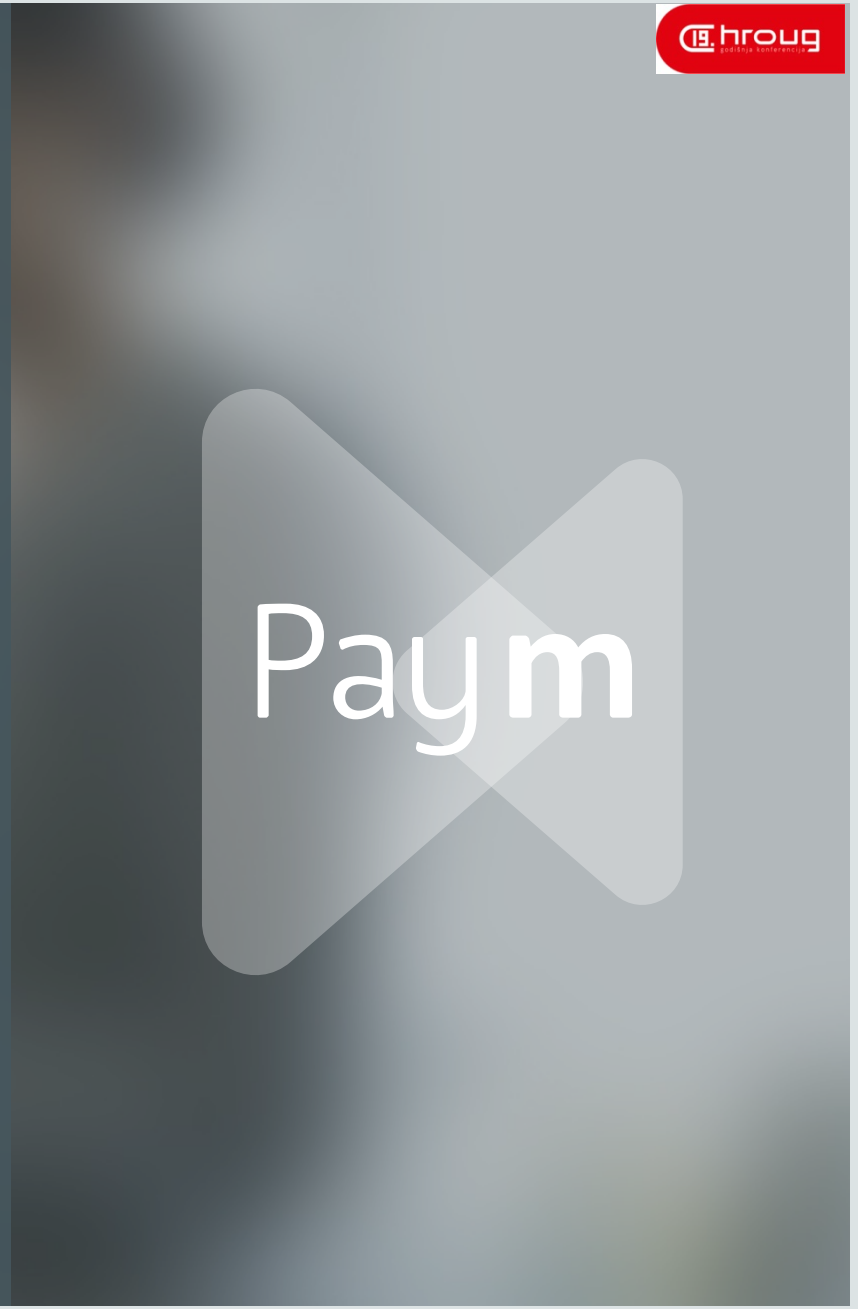
- Removed 25% to 30% of HR operational and transactional work
- Day-one boost to employee productivity and engagement
- Cloud automation enables onboarding of 20,000 new hires each year



Helping you enrich
your mobile experiences

Paym

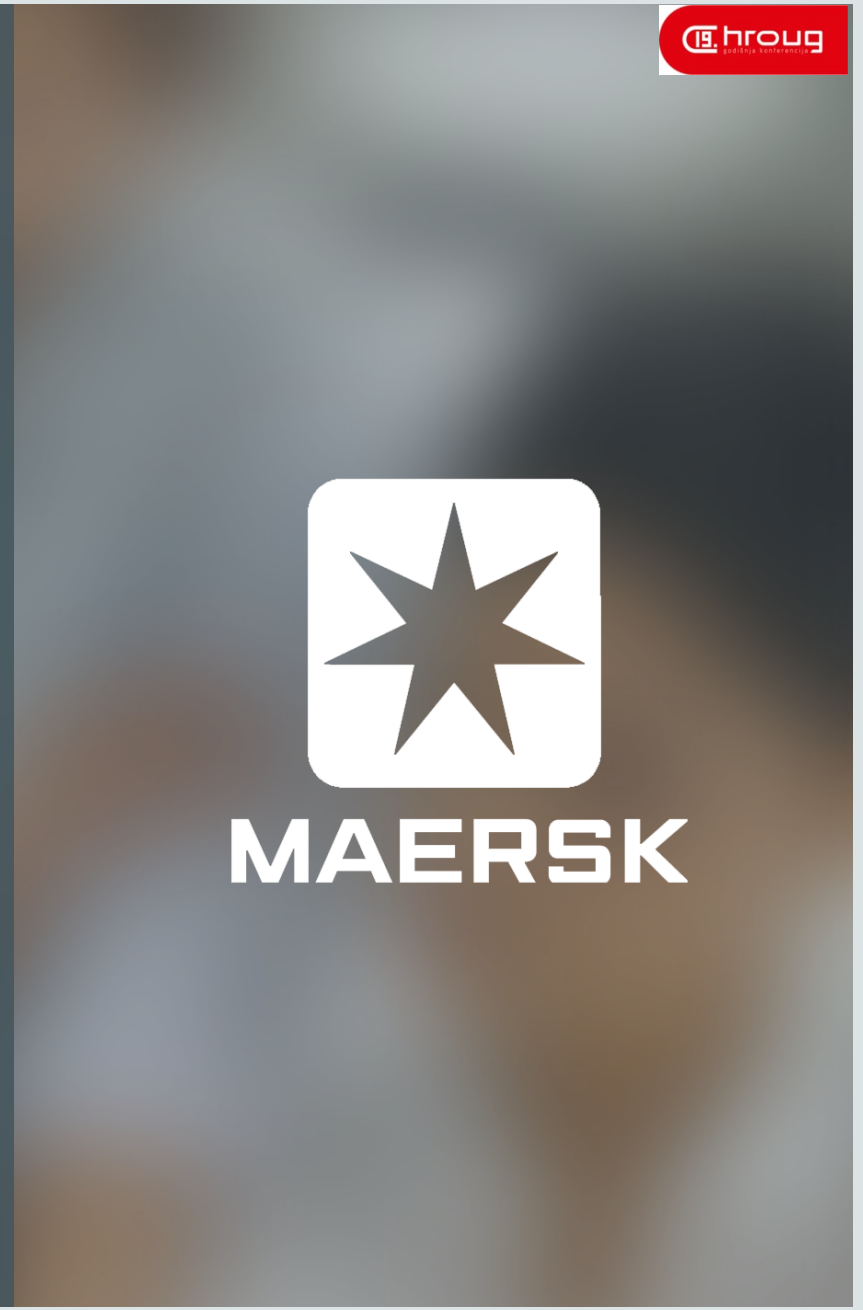
- Disrupting the traditional banking process
- Payments via mobile phones
- Phone number only requirement



Bring social engagement
into your business

Maersk

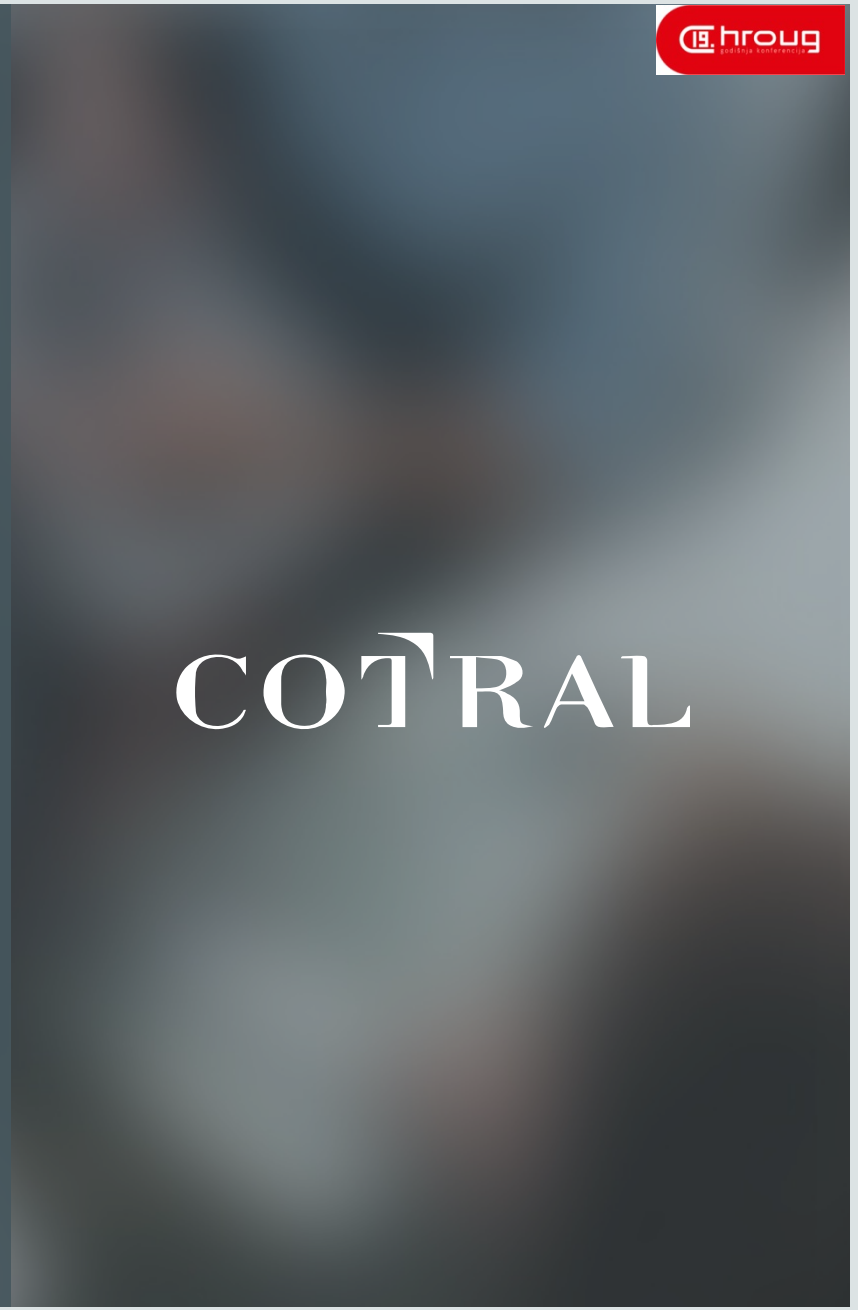
- Dramatically increased social presence
- 1.1 million Facebook fans
- 90,000 Twitter followers
- 50,000 LinkedIn contacts
- 25,000 Instagram followers



Integration across the Internet of Things

Cotral

- Modernize bus services today to handle future demand
- M2M communications help avoid crippling vehicle and traffic issues
- Created a blueprint for intelligent transportation systems



BE A DISRUPTOR

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The wrong move
is no move at all

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