

ORACLE®



HrOUG Oct 14th, 2014

# DIGITAL DISRUPTION

How successful organisations  
will transform and thrive



# 300-year old market

A black horse-drawn carriage with two brown horses harnessed to it, parked on a cobblestone street in front of a building with a sign that says 'AUTHOR'. The carriage is positioned in the center of the frame.

Purchase this vehicle

Pay for the meter

Pay test fees

Written and oral test

Two to four years of study

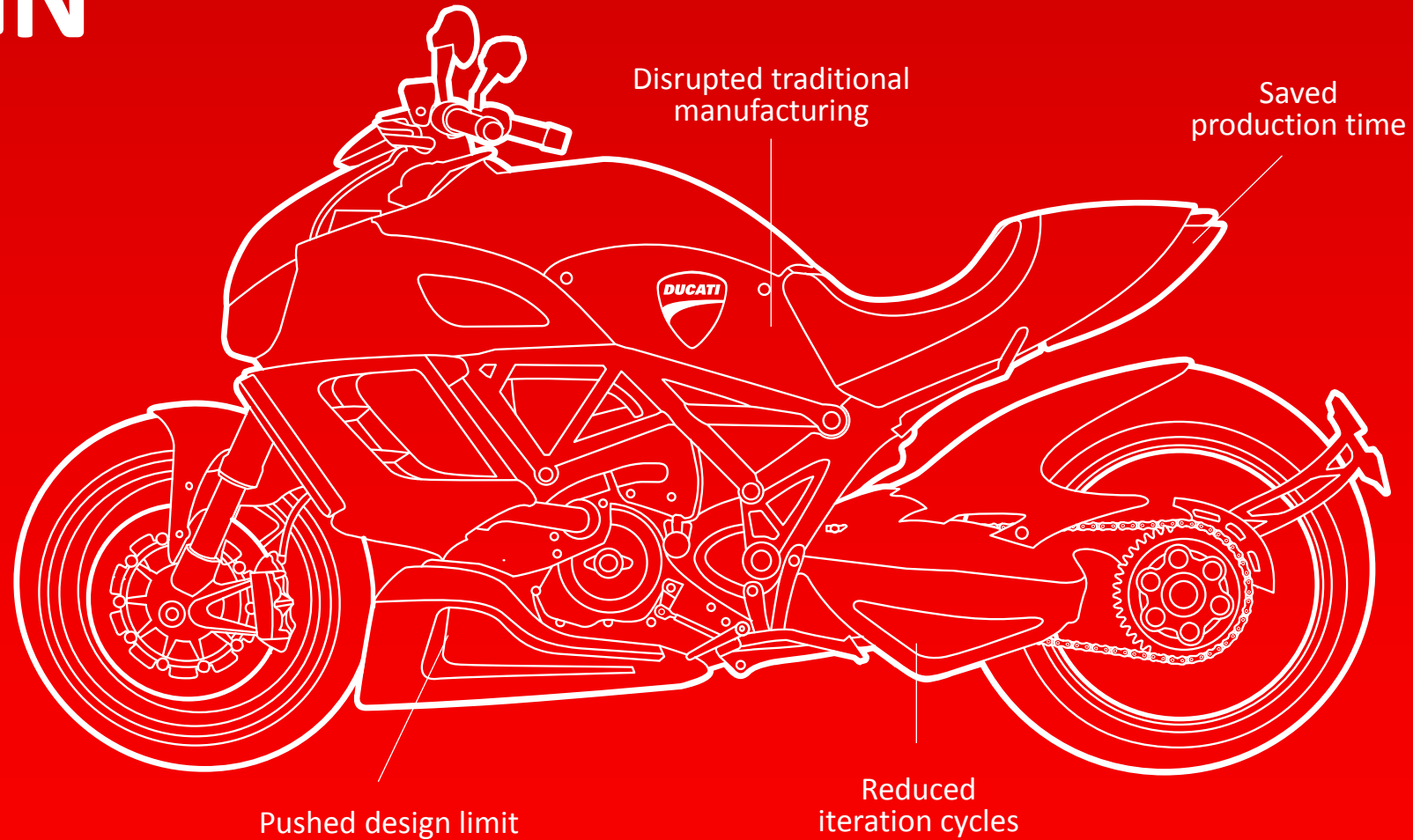


Disrupted



# Disruption continues

# CUT DESIGN 3D IN 1/2 Printing



# DRIVERLESS CARS

Shipping and  
Logistics



Fleet  
Services



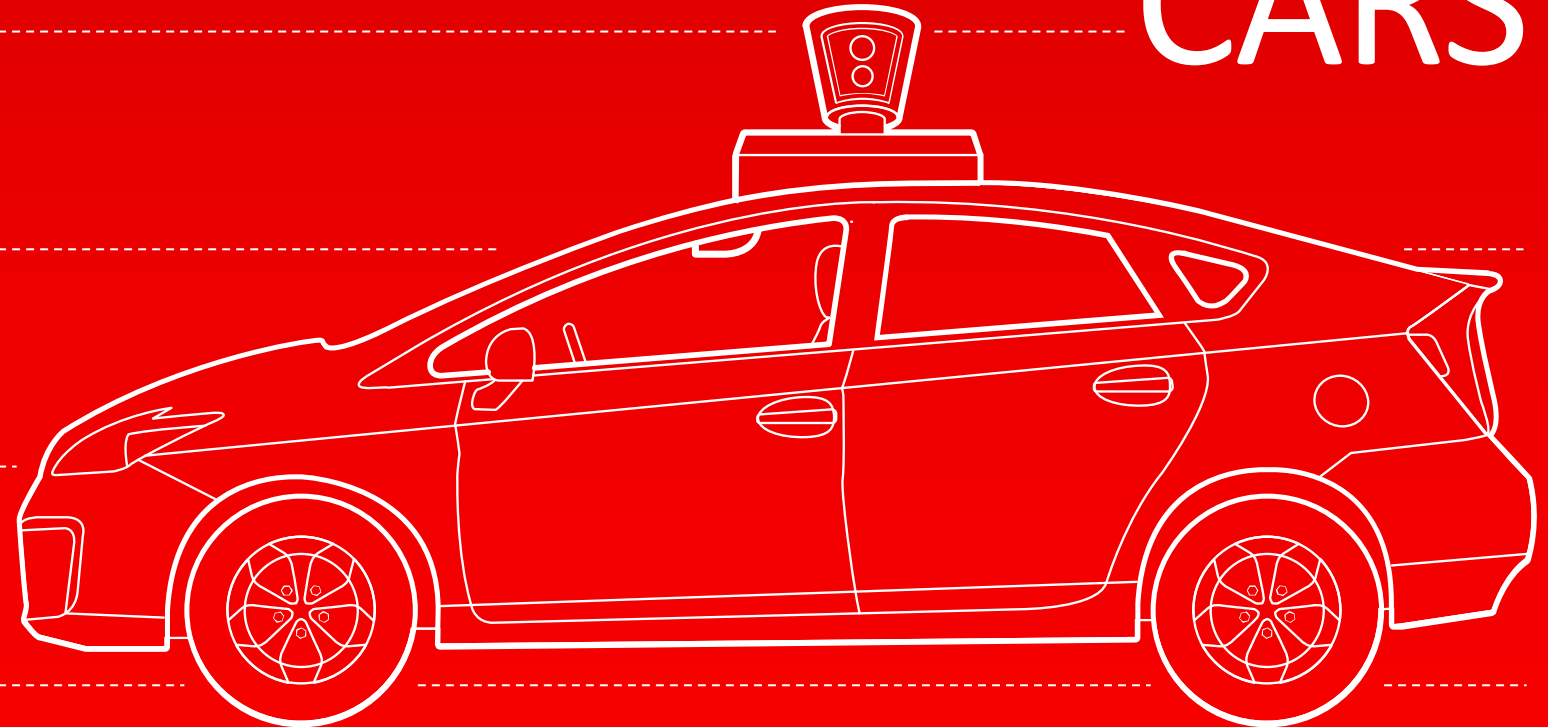
Public  
Transportation



Rental Cars



Taxicabs







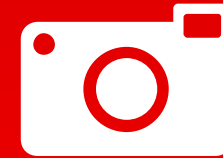
Digital  
Download



Web  
Publishing



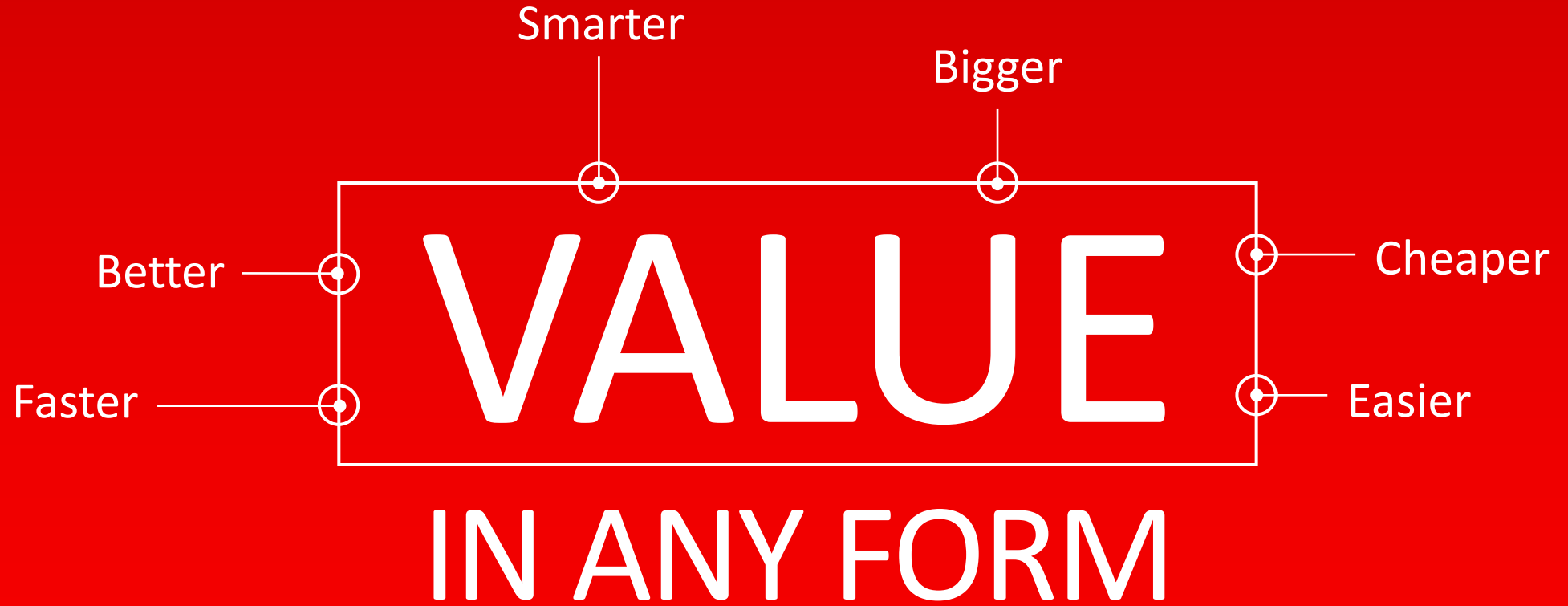
Email



Digital  
Camera



Digital  
Currency





# More Use of a Digital Platform





44%

Customer Experience



30%

Operational Improvement



26%

New Business Models

A photograph of two race drivers in red and white racing suits and helmets, standing on a track and raising their right hands in a celebratory gesture. The background is a blurred crowd of spectators.

# It's yours for the taking

# 73%

of executives say they **already**  
**have** a digital strategy



# 19%

feel they have the **right**  
technology



# 14%

feel they have the **process to execute** their digital strategy



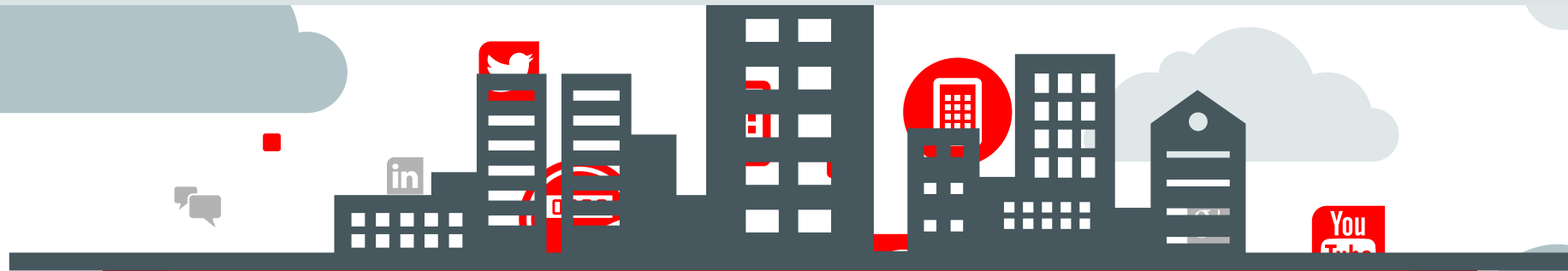


# You Need a Platform to Support Your Digital Business

What do we **need** to do?

How do we **support** a digital business?

How do we **build** a platform?



Business & economic model

Strategic execution & delivery

Common resources

All business opportunities

Deliver & scale apps and data

Big Data

Internet of Things

Social

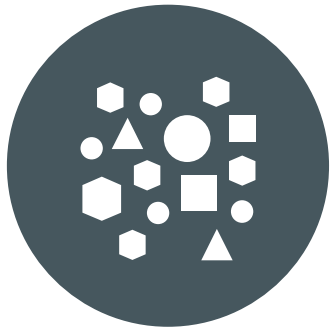
Cloud | business opportunities

for SaaS apps and data

as one

Mobile

# True Value



Big Data



Cloud



Mobile



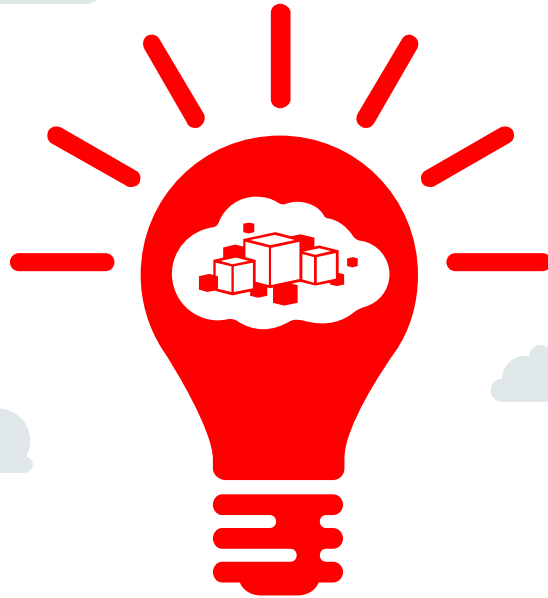
Social



IoT



# AVOID THE INTEGRATION TRAP



MORE  
INNOVATION  
LESS INTEGRATION

# Oracle Delivers Integration



Applications



Middleware



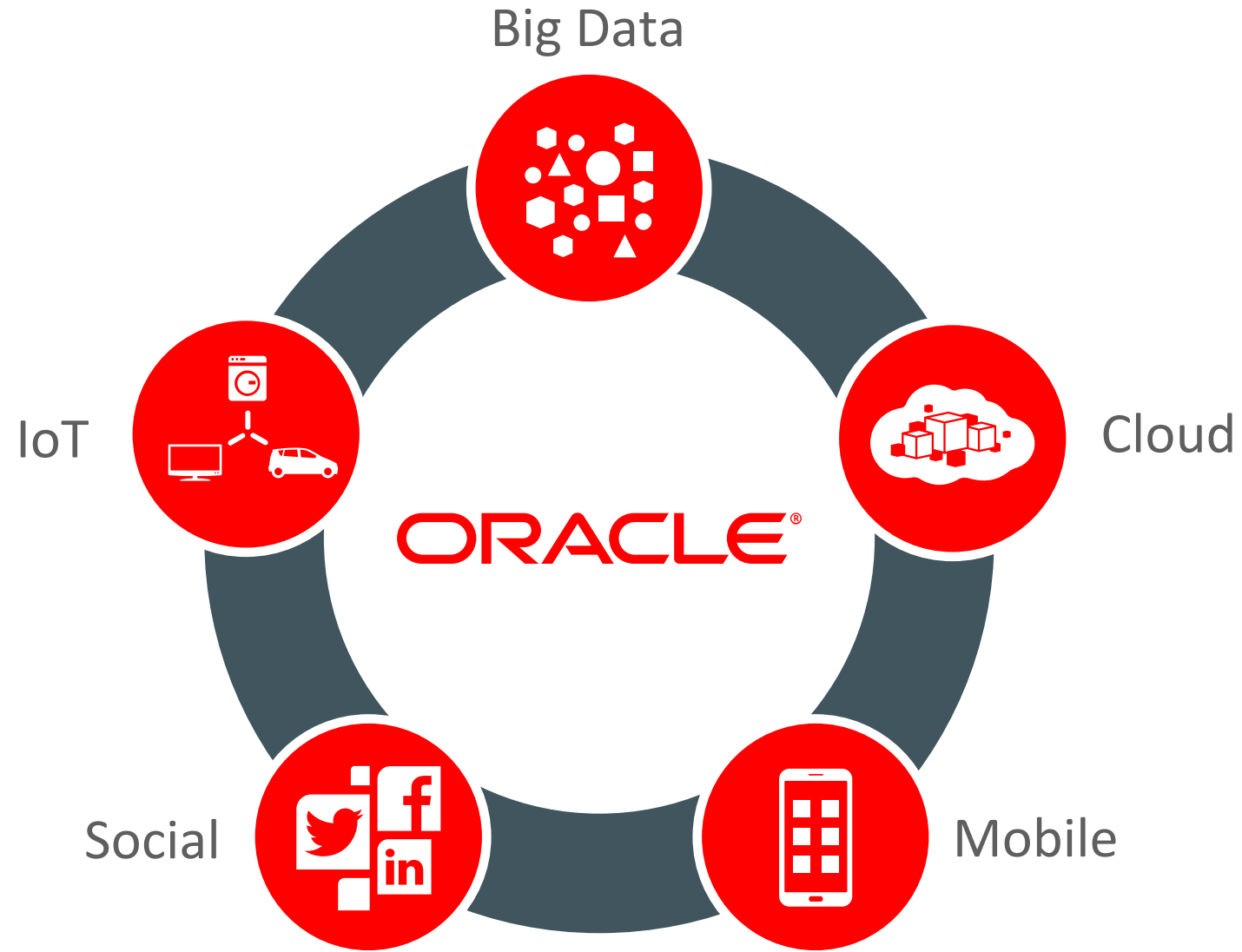
Database



Analytics



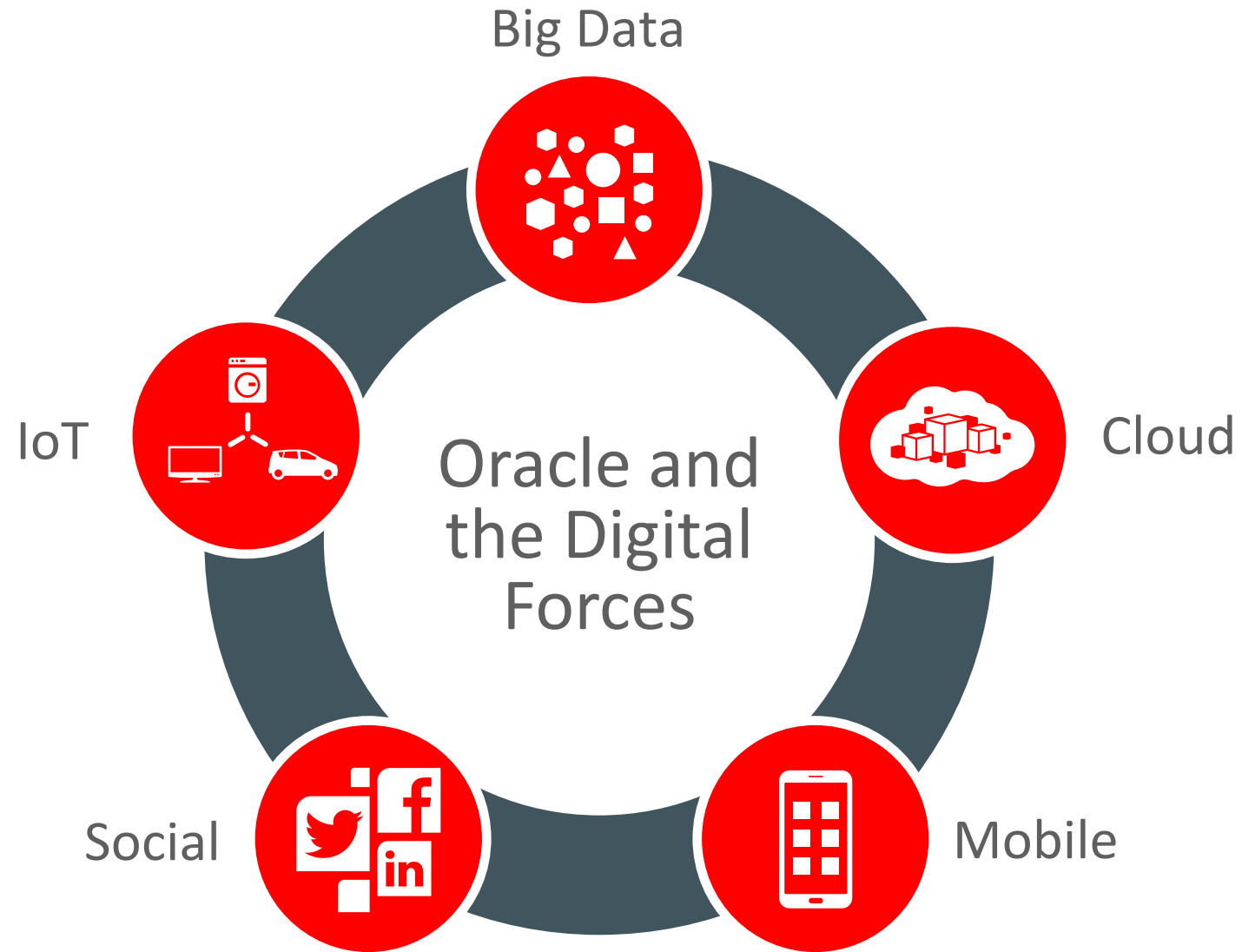
Engineered  
Systems





A photograph of two people, a man and a woman, in an office setting. They are both looking at a tablet held by the woman. The man is on the left, wearing a plaid shirt, and the woman is on the right, wearing a teal shirt. The background shows a blurred office environment with desks, computers, and large windows.

# Enabling interactions





Big Data requires a  
Big Data architecture

# Procter & Gamble

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

The Procter & Gamble logo, featuring the letters 'P&G' in a large, white, serif font, centered on a blurred background of a person's face.



# The most complete integrated cloud

# Dell

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- 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

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



Paym





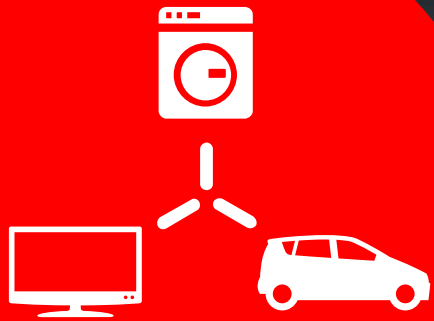
Bring social engagement  
into your business

# Maersk

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- 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

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

COTRAL

**BE A DISRUPTOR**

A photograph of a horse-drawn carriage on a cobblestone street. Two brown horses are harnessed to a black carriage. The background shows colorful buildings with signs for 'AUTHOR' and 'Chelsea'. A blue sign with a white arrow points to the right. A red box highlights the word 'no' in the text.

The wrong move  
is **no** move at all

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