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An abstract digital network graphic. On the left, a globe-like structure is formed by a dense web of grey lines connecting small black nodes. From this network, a bright, glowing white light emanates, spreading outwards. This light transitions into a large, swirling vortex of various digital icons. The icons are primarily red and white, including symbols for Wi-Fi, social media (like Facebook 'f' and Twitter birds), a smartphone, a padlock, a speech bubble, a magnifying glass, a calendar, a mail icon, a cloud, a cursor arrow, and a document. The vortex of icons spirals from the center towards the upper right corner of the image.

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# Running at the Speed of Digital

Ian Broughton  
Digital Team, EMEA

# A Changing World



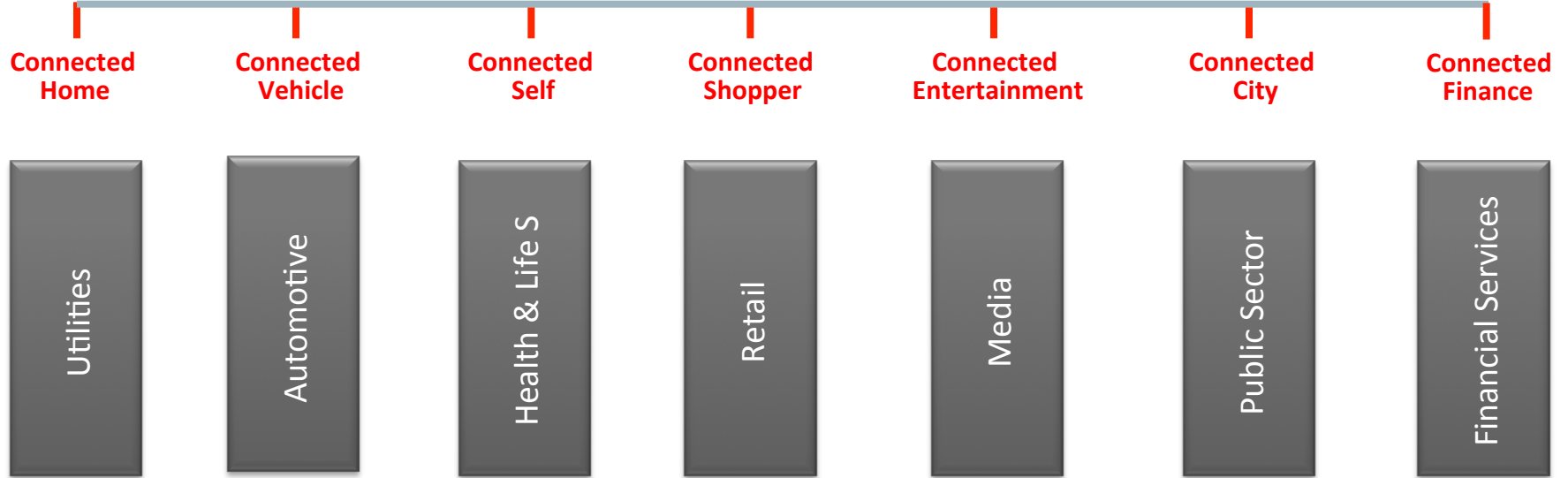


# We won't switch off...



# Running @ the Speed of Digital...

# From Connected Devices to Connected Things **Affects ALL Industries!**



# Where are 'Digital Masters' Using Technology to Effect Change?



# Transformation Is Good For Oracle & its Partners



The majority of industry leaders will need to transform to maintain/extend their dominant position .



Transformation is good for Oracle and it's Partners – **we've done it before.**



Transformation generates large, xLOB opportunities



We can position services and technology to deliver Transformation.

# But this Time it's Different. New Roles...New Approaches for Digital Leaders

100 Page Strategy  
& Vision Document



Storyboarding and  
Vision Videos

1. It's a Visual Roadmap for everyone to follow
2. Often used to secure Board approval / funding
3. Helpful to align Business, IT, Partners, Investors with Digital Transformation goals



So how do we  
react to New Roles & Approaches?

*We Need to Understand Digital  
Leader Characteristics*



# They 'Reframe' Challenges

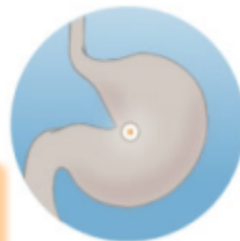
Assess situations by looking at them from new perspectives and multiple angles – often *Disrupting*

# proteus<sup>®</sup> - Digital Health Platform

DIGITAL HEALTH



The **ingestible sensor** is technology you swallow. It's made entirely of ingredients found in food and activated upon ingestion. You take it alongside your medications, capturing the exact time of ingestion.



**Your body** powers the ingestible sensor. With no battery and no antenna, your stomach fluids complete the power source and your body transmits the unique number generated by the sensor.



The **patch**, body-worn and disposable, captures and relays your body's physiologic responses and behaviors. It receives information from the ingestible sensor, detects heart rate, activity, and rest, and sends information to your mobile device.



Using a Bluetooth-enabled device – like the one you already carry in your pocket or purse – you can access secure **applications** that display your data in context and support care in a variety of different ways.



# They Sprint

They work at pace - researching, testing and evaluating current ideas while generating new ones



They Appreciate That  
**Failure Can Be Good**  
and are not afraid of new ideas



# They Convert Data Into Value

They invest heavily in analyzing their own data and data from external sources to establish patterns and un-noticed opportunities

They 'Reframe' Challenges

They Sprint

Failure Can be Good

They Convert Data Into Value



# 73%

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



# 19%

feel they have the **right**  
technology



# 15%

**believe** they have the skills  
and capabilities



# 14%

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



# GAP between Strategy & Execution

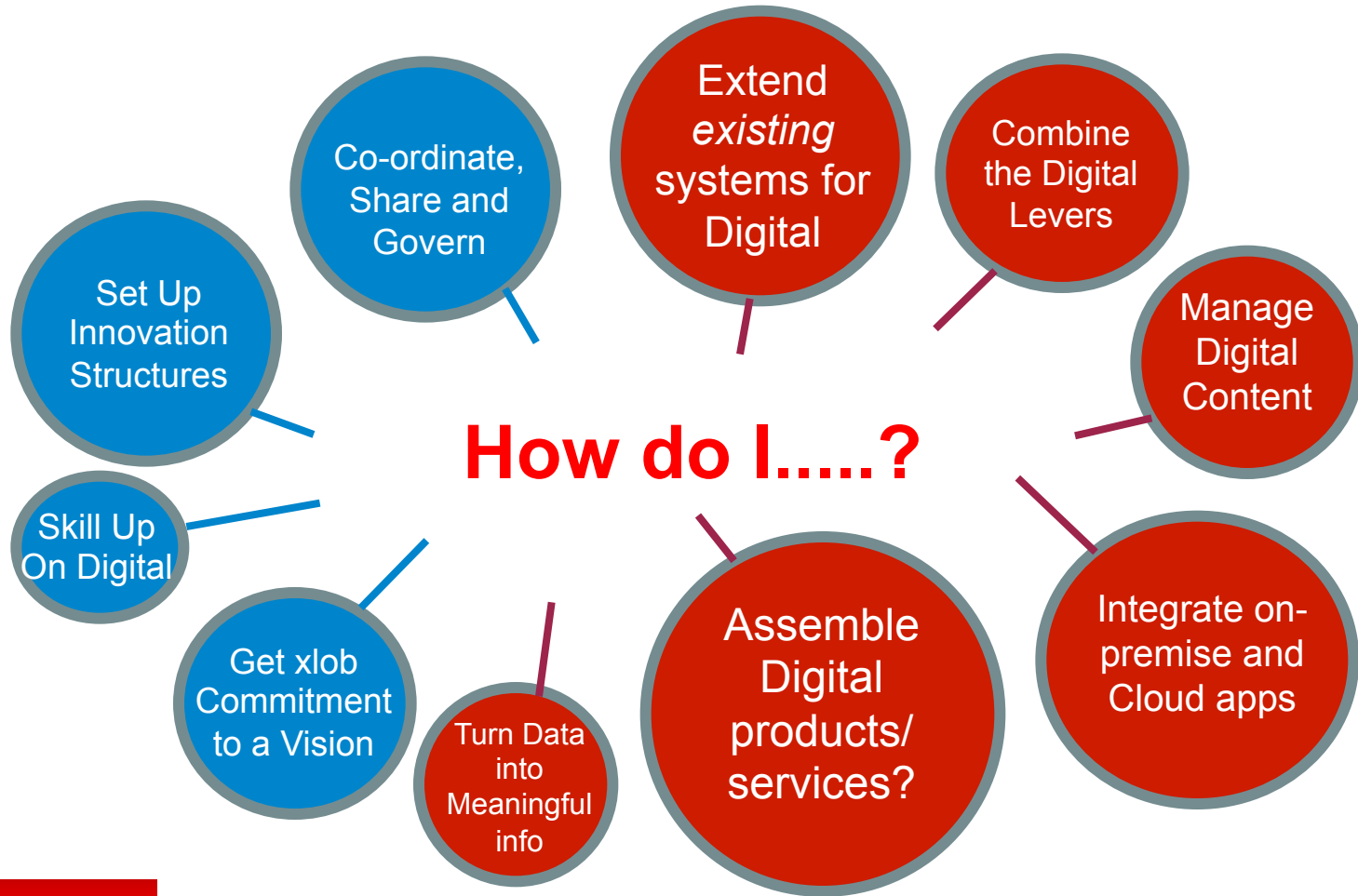


DIGITAL  
STRATEGY

[ PROCESS ]  
[ CAPABILITY ]  
[ TECHNOLOGY ]

EXECUTION

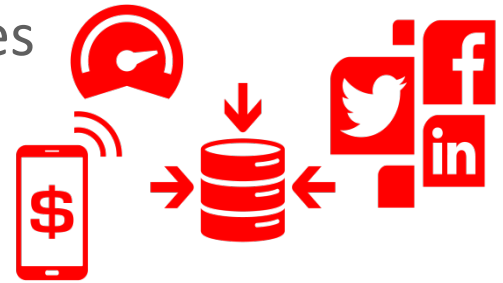
# How do I.....?



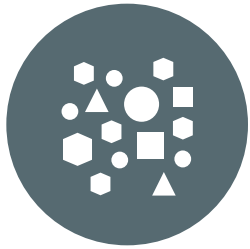
# Customers Need a Digital Business Platform

"A 'Digital Business Platform' is a collection of **enterprise technology capabilities**

...that are accessible to Digital Technologies  
(smart phones, sensors, websites, cloud  
services, social networks...)"



# Oracle: Supporting a Digital Business Platform Approach



Applications



Middleware



Database



Analytics



Engineered  
Systems

Together we can  
Bridge the Gap

# Digital Transformation: National Australia Bank

## Customer Experience & Operational Improvements



### NAB

- A banking experience that engages, serves, rewards and even inspires customers to do business with NAB.
  - Mobile Banking – Automated Account Opening
  - People Like U
  - Money Tracker



Mobile



Social



Big Data



Cloud



# 3 Big Takeaways

1. Help customers adopt 'Digital Leader' characteristics to re-invent the way they approach Digital.
2. Stress the importance of a Digital Business Platform (DBP) to make enterprise IT capabilities accessible by digital technologies.
3. Link digital vision to IT capabilities - and then to Oracle products 😊.

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