

# Vertical Markets – Strategy and Opportunity

Jeff Henley  
Vice Chairman  
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# Oracle Global Business Units

Over 22,000 employees focused on industry-specific products

- Dedicated global business units (GBU)
  - Product Development, Sales, Services
  - Deep industry domain expertise
  - Organized by industry



RETAIL



COMMUNICATIONS



HEALTH  
SCIENCES



FINANCIAL  
SERVICES



ENGINEERING &  
CONSTRUCTION



UTILITIES



HOSPITALITY  
(Recent MICROS Acquisition)

- Focused investment
  - \$650+ million annual R&D investment in industry applications
  - Use Oracle technology, infrastructure, operations, and global scale
  - 30 acquisitions; target segment leaders

## Acquisitions



## Leverage Oracle technology



# Global Business Unit Portfolio

Industry-specific products run revenue-generating operations for customers



## RETAIL

- Merchandise Management
- Commerce
- Store Operations
- Supply Chain
- Retail Analytics



## COMMUNICATIONS

- Billing & Revenue Management
- Service Fulfillment
- Policy Management
- Network Operations



## HEALTH SCIENCES

- Clinical Trial Management
- Drug Safety
- Translational Research
- Health Sciences Network



## FINANCIAL SERVICES

- Core Banking
- Insurance
- Analytics & Risk Management



## ENGINEERING & CONSTRUCTION

- Project & Portfolio Management
- Capital Planning
- Project Analytics



## UTILITIES

- Billing & Revenue Management
- Smart Grid
- Infrastructure Management
- Analytics



## HOSPITALITY

(Recent MICROS Acquisition)

- Revenue Management
- Reservations
- Property Management
- Point-of-Sale
- Enterprise Operations
- Fraud & Loss Prevention

Solving mission critical priorities for CEOs and senior business executives

# Global Business Unit Performance

Leading each industry segment, growing faster than respective markets and taking share



**Market  
Position**

- #1 in each industry



**Industry-Specific  
Product Releases**

- 55 cloud offerings
- 74 major product releases in FY14



**Sales  
Execution**

- Increased sales reps by 70%+ since 2010
- Increased sales productivity by 15% since 2010



**Growth**

- New Software License consistently growing faster

# **Hardware and Software**

## **Engineered to Work Together**

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