

Oracle in UK Public Sector

Industry Day - 16th October 2014

Steve Gold, VP Public Sector

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Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

Outline

- Focus & Resources
- Relationships
- Selling Environment and Strategic Positioning
- Solutions and offerings

Focus

- UK Public Sector is a substantial business for Oracle, both installed base and new sales:
 - Licence
 - Apps and Tech (on-premise)
 - Cloud
 - SaaS, IaaS, PaaS
 - Systems & Storage
 - Support, Advanced Customer Services, Oracle University
 - Oracle Consulting
- Oracle share of wallet maintained through Coalition austerity and cost saving since 2010

Resources

Key and Lead Accounts

- MoD Steve Killoran
- DWP Ian Smith
- Secure Agencies Rob Jones
- DoH/NHS tba
- HMRC Duncan Ward
- Home Office Mike West
- MoJ Nigel Dyer

PS Territory teams

- Sales coverage on all PS sectors:
 - Central Govt and its ALBs
 - Agencies
 - Blue light services
 - NHS central bodies and local trusts
 - Local Government
 - Higher Education
 - Devolved government

Relationships

Centre

- Oracle is a strategic supplier
 - ‘Green’ status
- CCR – Rob Wilmot
- Strong and regular governance in place with ERG/CCS
 - Ops Boards and Exec Reviews
 - Annual Summit with Francis Maude & Safra Catz
- Less close to GDS but improving

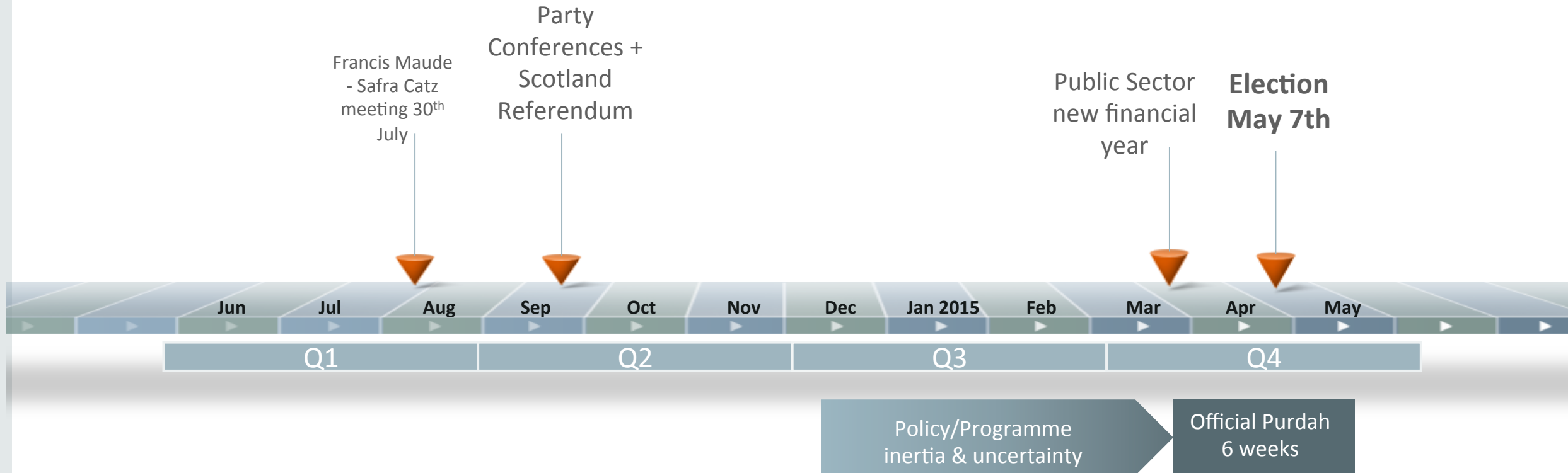
Departments

- Excellent relationships with many Depts, Agencies and other entities
- Many programmes with our partners where Oracle is a key sub-contractor

Selling environment

- Austerity continues
 - Overall PS ICT spending
 - slight decrease per Kable but still ~ £16bn pa market
 - Balance of power ERG vs Depts
 - Some indications that Treasury is looking to rebalance back to Depts own spending controls
- Smaller projects
 - Termination of large IT outsource contracts over next 1-2 years
 - Project limit of £100m
 - GDS influence
 - Strong influence via architectural reviews and spend control process
 - Dept'l CIOs replaced by CDOs and CTOs with GDS heavily involved in appointment process

Oracle FY15 event timeline for PS



Strategic positioning

PS ICT Strategy

1. Cost reduction
2. Digital
3. Cloud
4. Open Source/Open Standards
5. UK SME

Oracle positioning

1. Multi-£m savings being delivered through 2012 MoU
2. Broad and capable product offerings to enable and support digital delivery
3. G-Cloud presence and UK DC with PSN security accreditation in progress
4. Strong support of Open Standards and many Open Source products
5. Large UK SME ecosystem

Solutions and offerings

Oracle's product range provides world class capability for partner-led projects in PS



- Open and Standards based products
- Proprietary and Open Source/Open Standards software

Examples include:

- Applications – on premise and public Cloud
 - ERP, HCM, CX/Social, OPA, Project Mngt, Analytics, etc
- Middleware – WebLogic, Glassfish
- Database – Oracle, MySQL, Berkley DB
- OS – Linux, Open Solaris
- Virtual Machine – OVM
- Servers – Engineered Systems, X86, Sparc
- Storage – flash, disk, optical, tape

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Partner Industry day

Public Sector

Tim Hughes
Business Development Director
Applications
16th October 2014

@Timothy_Hughes
@OracleTim

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Agenda

- The Story So far.....
- The There was Cloud ...
- The Partner Opportunity ...
- Top 5 Cloud Objections ...
- Deployment Options ...
- Demonstration ...
- Enabling Technology ...
- Connected Consumer



The Story to Date....

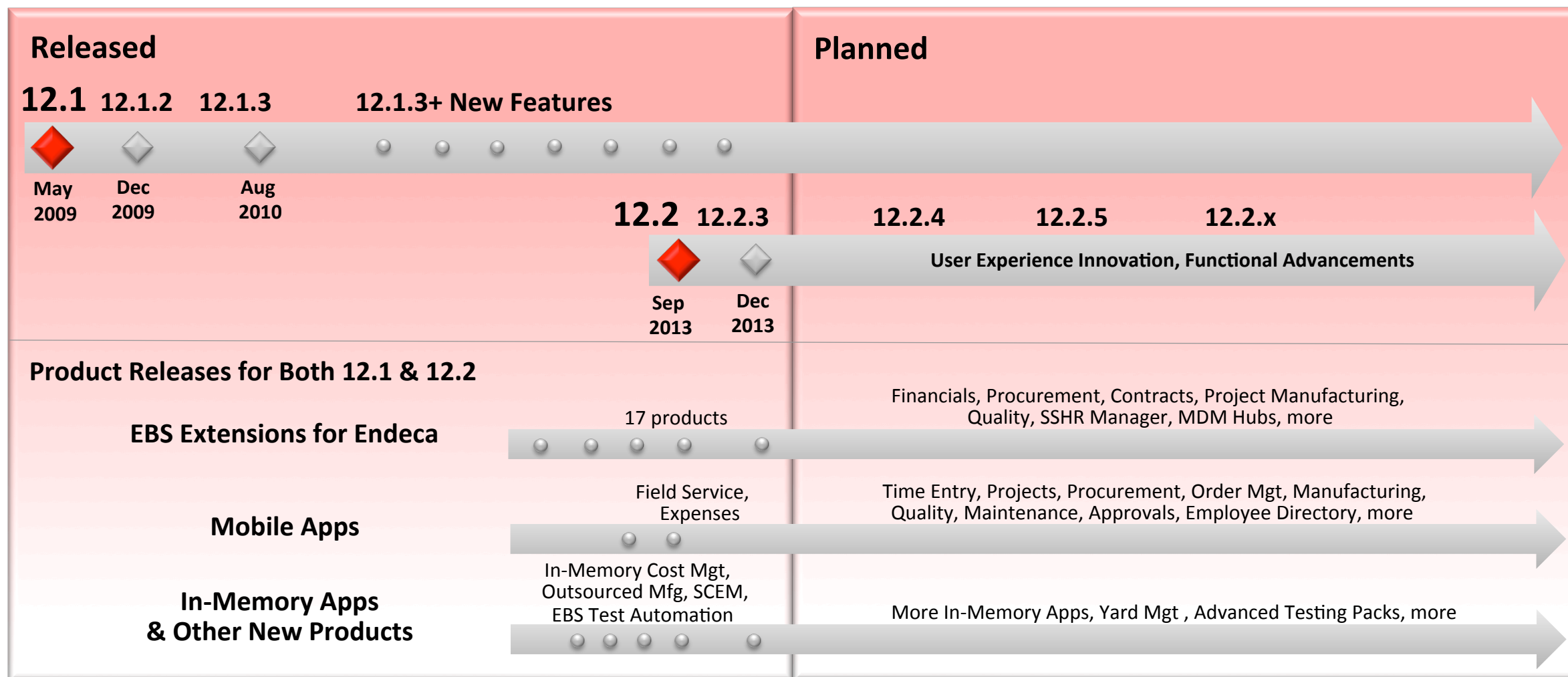
Applications Unlimited

Consistent Strategy

							E-Business Suite 12.2
					BI Apps 7.9.6.3	Fusion V1.0	Fusion V1.6...
				BI Apps 7.9.6.1 BI Apps 7.9.6.2	PeopleSoft Feature Pack	Hyperion EPM 11.1	Hyperion EPM 11.x...
				ATG Commerce 10	AutoVue 20.1	PeopleSoft 9.2	Primavera EPPM 8.2
		BI Apps 7.9.5	BI Apps 7.9.6	Fusion 11g	Product Lifecycle Analytics 3.4	JD Edwards E1 9.1	Taleo Enterprise Edition R13A...
		Hyperion EPM 11.1.1	E-Business Suite 12.1	E-Business Suite 12.1.3	Agile PLM for Process 6.1	World A9.3	JD Edwards E1 9.x & World A9.x
		JD Edwards E1 9.0	PeopleSoft 9.1	PeopleSoft Feature Pack	GTM 6.2 OTM 6.2	Value Chain Planning 12.x	Value Chain Planning 12.x
		Demantra 7.2	JD Edwards World A9.2	Agile PLM 9.3.1	InQuira 8.4.2.1 & 8.4.2.2	Agile PLM 9.3 Agile PLM for Process 6.1	Agile PLM 9.x Agile PLM for Process 6.x
	BI Apps 7.9	Agile PLM 9.2.2.4	Demantra 7.3 OTM 6.0	GTM 6.1 OTM 6.1	Siebel CRM 8.2.2	OPA 10.4	OTM 6.3.x...
	E-Business Suite 12	Agile PLM for Process 5.2	Agile PLM 9.3	Hyperion EPM 11.1.2	OPA & OPA Connectors 10.3	Siebel CRM 8.2 Innovation Packs	Siebel CRM 8.x Innovation packs
PeopleSoft 9.0	JD Edwards World A9.1	Contact On Demand 13 & 14	Agile PLM for Process 6	Siebel CRM 8.2 for Pub Sec	E-Billing 6.0.4	E-Billing 6.1	E-Billing 6.x
JD Edwards E1 8.12	Siebel CRM 8.0	Siebel CRM 8.1.1	OPA 10.0	OPA 10.1 & 10.2	CRM On Demand Marketing 5.0, 5.1, 5.2, 5.4	RightNow Customer Service Nov 12	RightNow Customer Service Feb 13
CRM & Contact On Demand 12	CRM & Contact On Demand 13	CRM & Contact On Demand 14 & 15	CRM & Contact On Demand 16	CRM & Contact On Demand 17 & 18	CRM & Contact On Demand 19	CRM & Contact On Demand 20	CRM & Contact on Demand 21
CY2006	CY2007	CY2008	CY2009	CY2010	CY2011	CY2012	CY2013

E-Business Suite 12.1 & 12.2 Roadmap

Continued Releases & Innovation, Easy to Uptake



Oracle E-Business Enhancements

- User Experience - Certain Modules iPad and Smart Phone Enabled
- InMemory Options
- Online Patching
- Big Data – Endecca Extensions



A young man with short brown hair is sitting at a desk, looking thoughtfully at a computer monitor. He has his hand resting on his chin, holding a black pen. In the background, a teacher in a purple shirt is standing and looking at a whiteboard. The scene is set in a classroom or office environment.

And Then There was Cloud....

Enterprise Computing Trends

GLOBALIZATION



9 Billion
Internet
Devices
in 2012

50 Billion
by 2020

DATA EXPLOSION



90%
Created within
Last Two Years

50X
Growth
by 2020

RISE OF MOBILITY



6 Billion
Mobile Subscribers

87%
of World's
Population

Mobile Data
Growing **78%**
CAGR

CLOUD



90%
of new software
delivery for
public cloud

Public IT cloud
services will grow
to **\$107B** in
2017

MODERNIZE TO SURVIVE



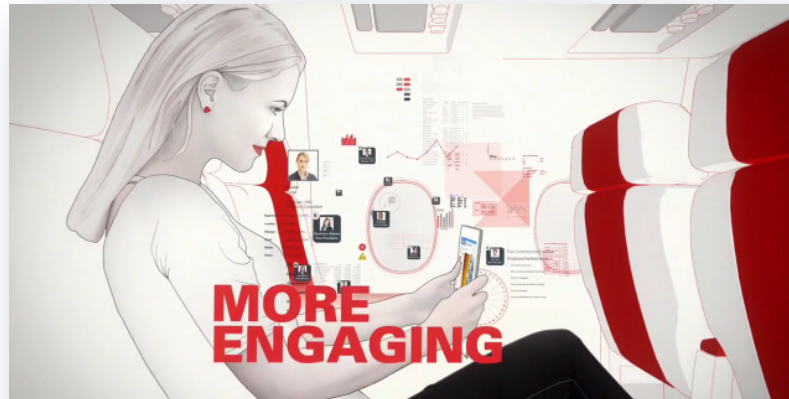
Lots of
**20 year-
old**
Legacy
Applications

Sources: United Nations / International Telecommunications Union, internetworldstats.com, IDC/EMC 2011 Digital Universe Study, 2010 Digital Universe Decade Study, Data rEvolution Sept 2011, CSC's Leading Edge Forum, Portio Research Mobile Factbook 2012, Facebook Director of Global SMB Markets Dan Levy, BIA/Kelsey's Interactive Local Media West Conference, IDC: "Time for Change: Optimizing Datacenter Infrastructure with Technology Refresh"



Modern business practices are digital by design

1



Make Applications Easy to Use

2



Provide Access from Every Device

3



Make Every Interaction Social

4



Provide Insight to Everyone

Three Complete Suites of SaaS Applications

More Enterprise SaaS Applications than Anyone

Customer Experience

- Marketing
- Sales
- Service
- Configure, Price & Quote
- E-Commerce
- Social Campaigns & Listening
- **Data as a Service**

Human Capital Management

- Global HR
- Talent Management

Enterprise Resource Planning

- Financials
- Project Portfolio Management
- Procurement
- Supply Chain Management
- **Enterprise Performance Management**

More Enterprises SaaS Applications than Anyone

Over 2,000 New Customers in Last 12 Months

2,181 Total New SaaS Customers

1,101 Customer Experience

959 Human Capital Management

263 Enterprise Resource Planning

The Oracle Cloud 2014

All Three Layers of Cloud Services: SaaS, PaaS, IaaS

- Software as a Service: Lots more enterprise SaaS applications
- Platform as a Service: Easy to move existing applications to the cloud
- Infrastructure as a Service: Secure, reliable, lowest cost
 - Enabled by Innovation: Engineered Systems, servers, storage, silicon

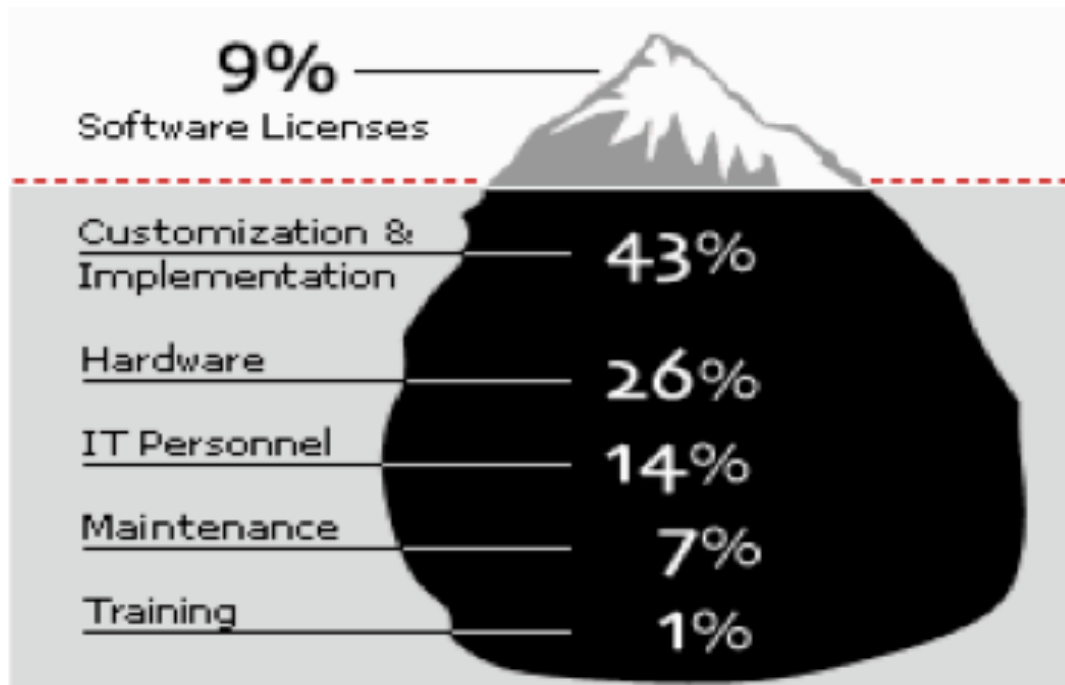
Pizza as a Service



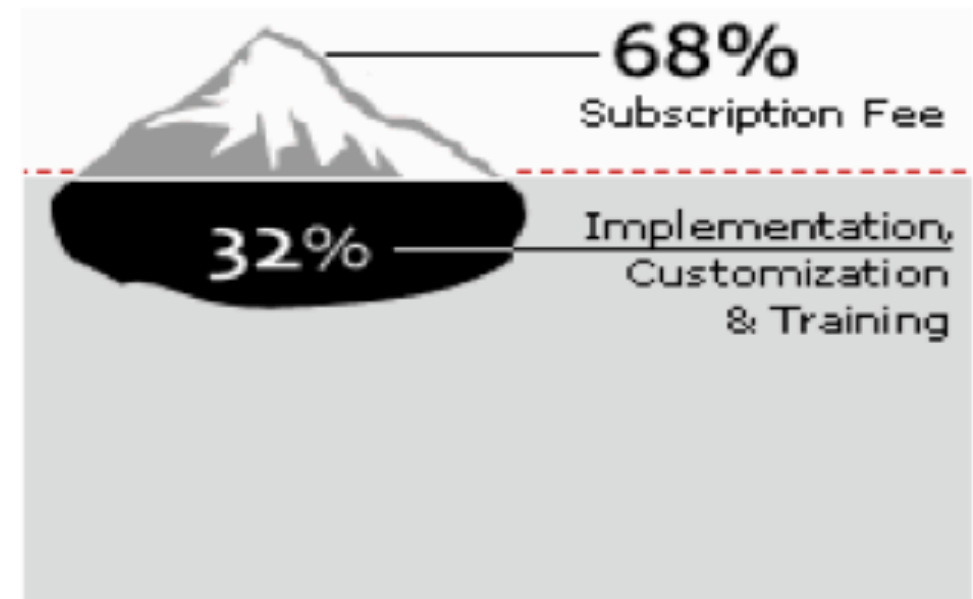
SaaS vs. On Premises

What is included in the Cloud

On-Premise



Cloud Computing



| PaaS: Fast Track your Apps



Database	+
Java	+
Database Backup	+
Developer	+
Documents	+
Business Intelligence	+
Mobile	+

72%

of companies

will adopt PaaS by 2017.

Source: "Worldwide Competitive Public Platform as a Service 2013-2017 Forecast"
IDC, November 2013

Using PaaS to extend SaaS

PaaS brings the rest of IT into the Cloud



Financials



Procurement



Projects



**Java
Services**



**Database
Services**



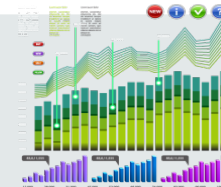
**Developer
Services**



**Mobile
Services**



**Document
Services**



**Analytics
Services**



Operating the Public
Cloud:

Top 5 Cloud Objections

Objection #1 - Oracle is new to the Cloud?

Oracle : 100% Committed to Cloud

12K Devices

23K VMs

354 PB Storage



19 Data Centers

38,000 Sq. Feet



17 Million Users/Week

26 Billion Transactions/Day

Objection #2 – Who has access to my data?

Oracle Cloud Operations Organisation



- 600+ Dedicated IT Staff supporting Oracle Cloud
 - 7x24 Operations “Nerve Center” staff: ‘follow the sun’
 - Dedicated Security & Compliance management staff
 - Functional experts and architects in all key support roles
 - Application support
 - Platform technologies (Middleware & DB)
 - Infrastructure support and system administration
 - Network administration: switches, firewalls, load balancers
 - Facilities & project management
- **100% of activities performed by Oracle employees**

Objection #3 - Where is my Data?

Oracle Public Cloud Data Centers



EMEA Operating
Region.
Primary and Secondary
Data Centre Located
within EMEA



Defense in Depth
Security & Compliance



Best in Class
SLO, RPO, and RTO



State of the Art
Facilities, Gen 4



15,000 Global Support
Personal, 27 Languages



99.999% Availability
Power & HVAC

Objection #4 - My Enterprise Business Critical Systems cant go into the Cloud ?

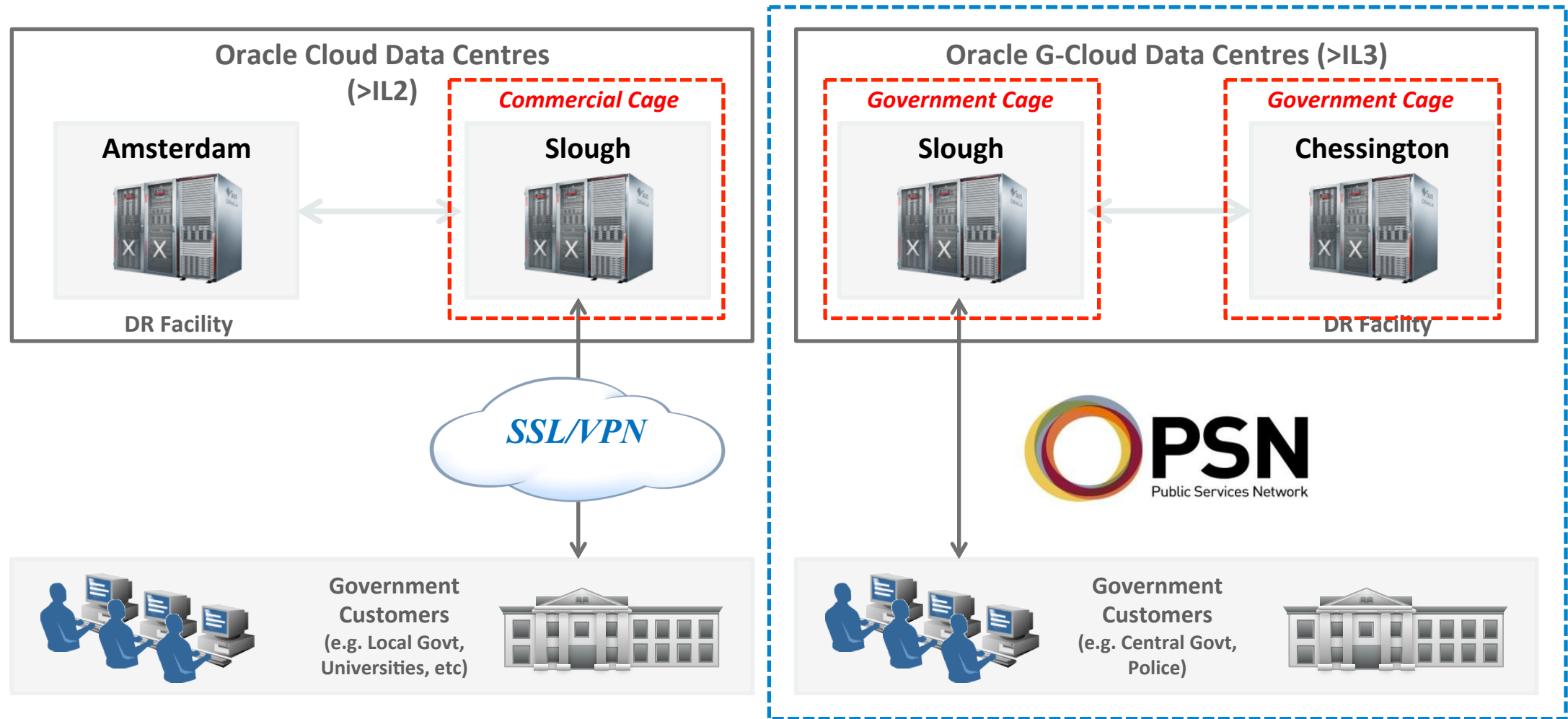
EXA Powers Oracle's Cloud

- ✓ Runs on Exadata and ExaLogic
- ✓ Extreme performance
- ✓ Secure data isolation
- ✓ Highly available
- ✓ Capacity on-demand



Objection #5 - G-Cloud Connectivity

Future State



Enterprise Resource Planning SaaS Applications

ERP Third Wave of Applications to the Cloud: 304 SaaS Customers



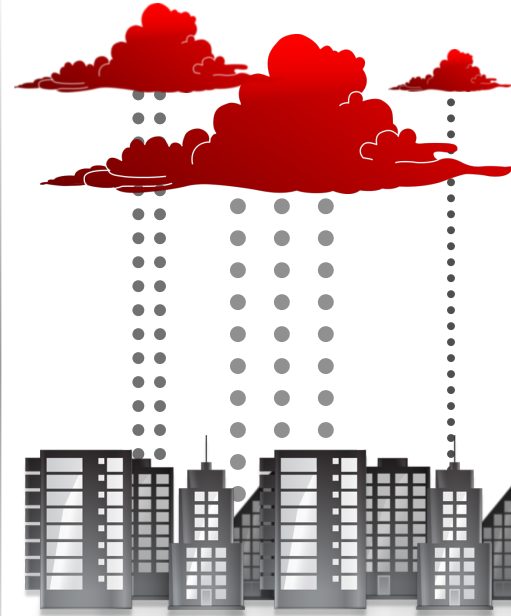
Different Clouds and Deployment Models



ON-PREMISE



PRIVATE CLOUD



PUBLIC CLOUD



HYBRID CLOUD



The Partner Opportunity ...

Partner revenue models

A commercial proposition only Oracle can offer

Services Delivery

- traditional implementation services
- business/process change
- upgrade testing & apps management
- high margin services mix
- broader client offering
- positively impact account control

Resell

- own and control financial billing relationship with end client
- attractive margins on total contact value
- pure margin business
- deepens client engagement
- utility relationship allows easier future selling

BPO/BPS

- utilise Oracle cloud application as component part of broader services delivery
- pricing model drives strong margin
- relationship fully independent of Oracle
- flex up/down possible

Platform as a Service (PaaS)

- develop and deploy client or market specific enhancements to stock cloud capability
- develop bespoke and repeatable add-ons
- additional services revenue on engagement
- deepens client dependency
- high margin for repeatable add-ons

A woman with long brown hair and black-rimmed glasses is sitting at a wooden table in a bright, modern cafe. She is wearing a brown leather jacket over a blue patterned scarf. She is holding a black smartphone to her ear with her left hand and looking down at an open magazine or book on the table with her right hand. In the background, another person is seated at a table, and large windows let in natural light.

Demonstration

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Oracle Cloud Applications







A Modern Cloud for Modern Business

Tracy Bishop
Western Europe, ERP Cloud Sales Consulting
Oct 2014

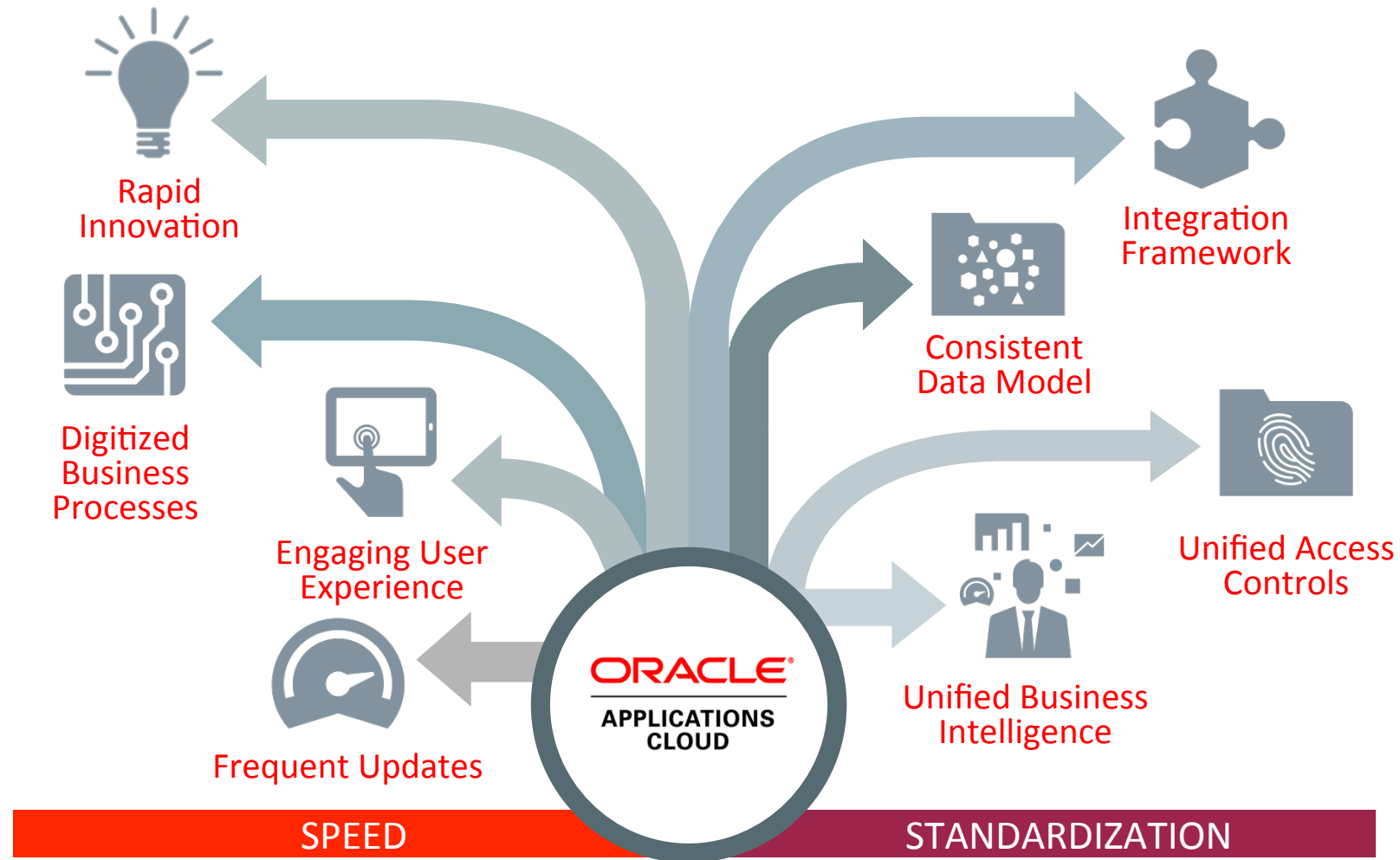
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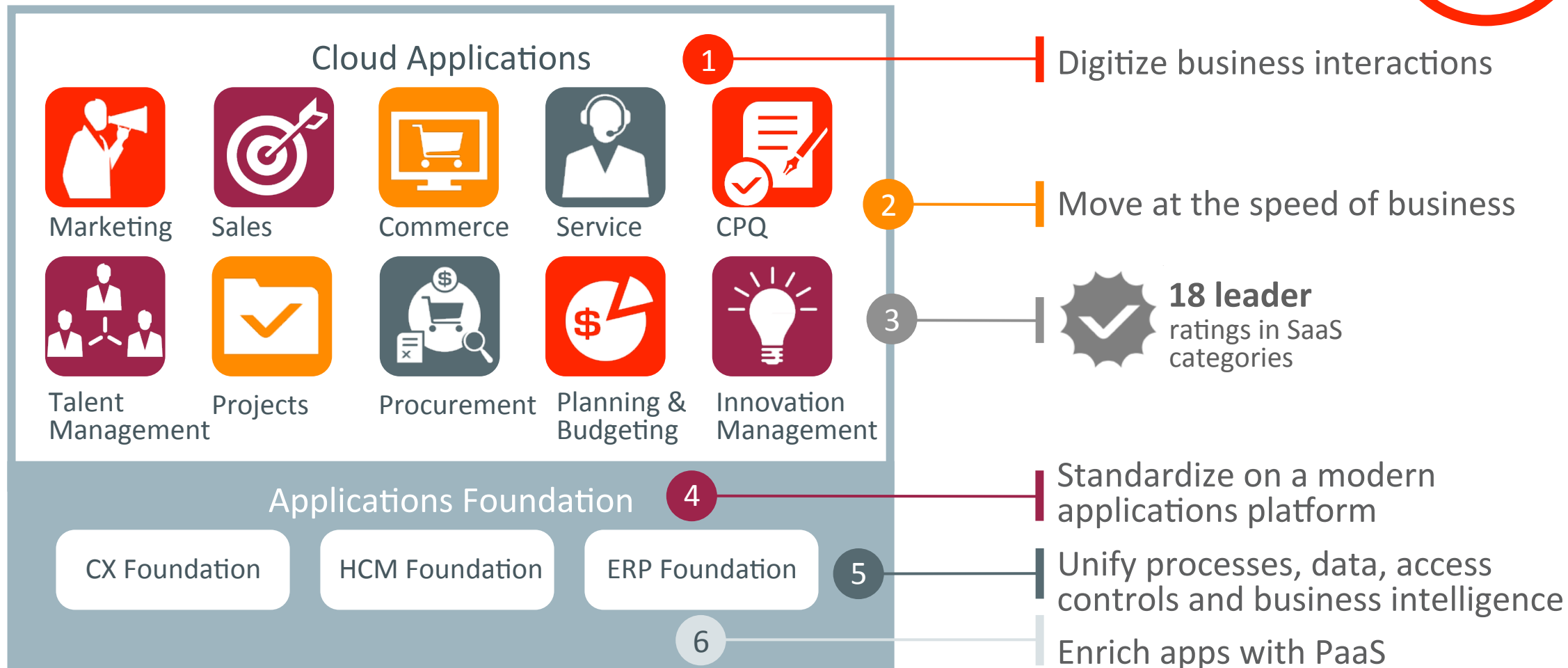
Today, every business faces a digital challenge

around-the-clock availability  big data  change at the
speed of business  customer and employee
engagement  **digital** immediate information 
mobile  personalized service  real-time fulfillment
 social  user experience  zero errors 

Customers want technology now that won't slow them down later



Oracle prepares you for the digital future



Customer Experience Cloud



Customer Experience Apps



Customer Experience Foundation

Common Security and Identity Services

Single Development and Integration Framework

Unified Business Intelligence

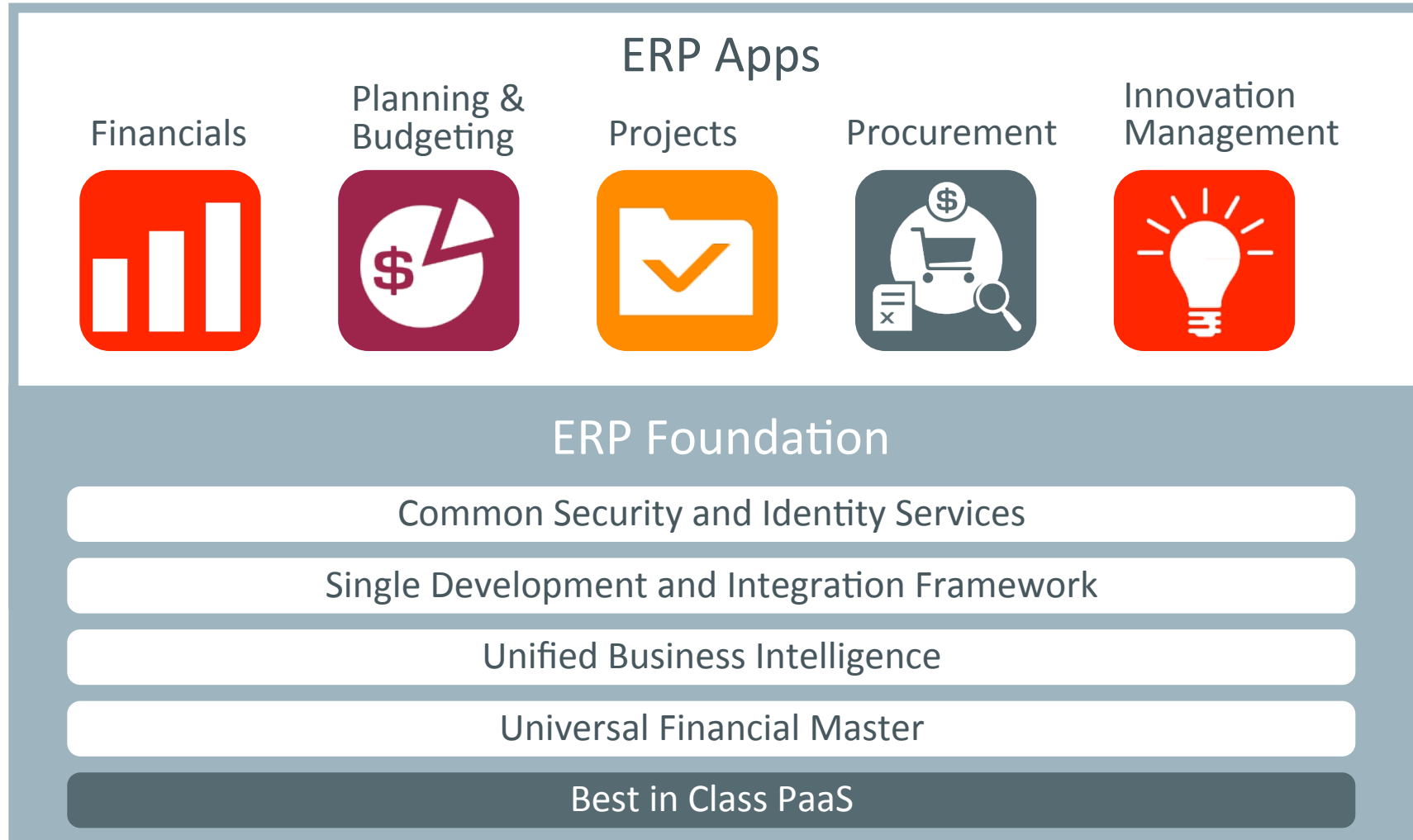
Universal Customer Master

Best in Class PaaS

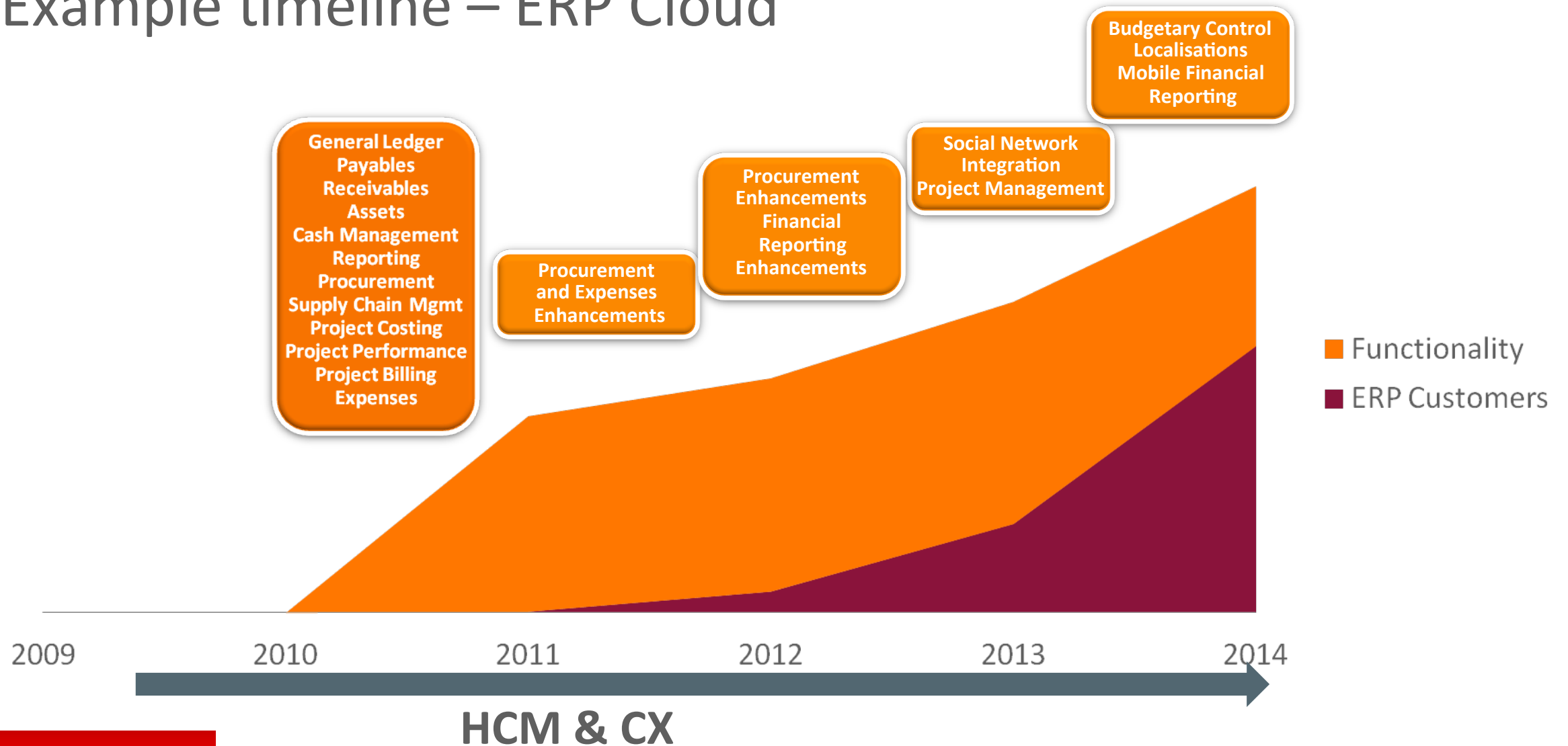
Human Capital Management Cloud



ERP Cloud



Example timeline – ERP Cloud



Oracle Cloud Applications

HCM

Human Capital
Recruiting
Talent

CRM

Sales
Service
Marketing

ERP

Financials
Procurement
Projects
Supply Chain

More Enterprise **SaaS** Applications
Than Any Other **Cloud** Services Provider

ORACLE®

“What’s all the
fuss about **MORE**
applications?”

Oracle Cloud Applications

HCM

Human Capital
Recruiting
Talent

CRM








Sales
Service
Marketing

ERP

Financials
Procurement
Projects
Supply Chain

More Enterprise **SaaS** Applications
Than Any Other **Cloud** Services Provider

ORACLE®

	Oracle	Salesforce	Workday	SAP
Marketing				
Sales Force Automation				
E-Commerce				
Customer Service				
Configure, Price, Quote				
Global HR				
Payroll				
Recruiting				
Talent Management				
Financials				
Planning & Budgeting				
Projects				
Procurement				
Innovation Management				
Apps Marketplace				

More applications cover more of your business

100+
modern best practices

Insight To Campaign Plan • List Import To Prospect • Analytics To Insight • Campaign Execute To Lead • Campaign Execute To Event

Social Prospect To Opportunity • Lead To Opportunity • Opportunity To Order • Opportunity To Forecast • Configure Quote To Order • Inbound Contact To Lead • Outbound Call To Lead • Compensation To Commission • Performance To Compensation

Goal Setting To Appraisal • Assess To Progress • Training To Employee Development

Click To Order • Registration To User Access • Maintain Account to Personalize Home Page • Shopping Cart To Purchase • Order To Status Inquiry • Catalog To Content

Inbound Call To Resolution • Social SR To Resolution • Social Listening To Feedback • Registration To User Access • Maintain Account to Personalize Home Page • Web Service Request To Resolution • Create To Publish *Knowledge* • Install Base To Product Return • Service Request To Dispatch • Service Request To Repair or Exchange

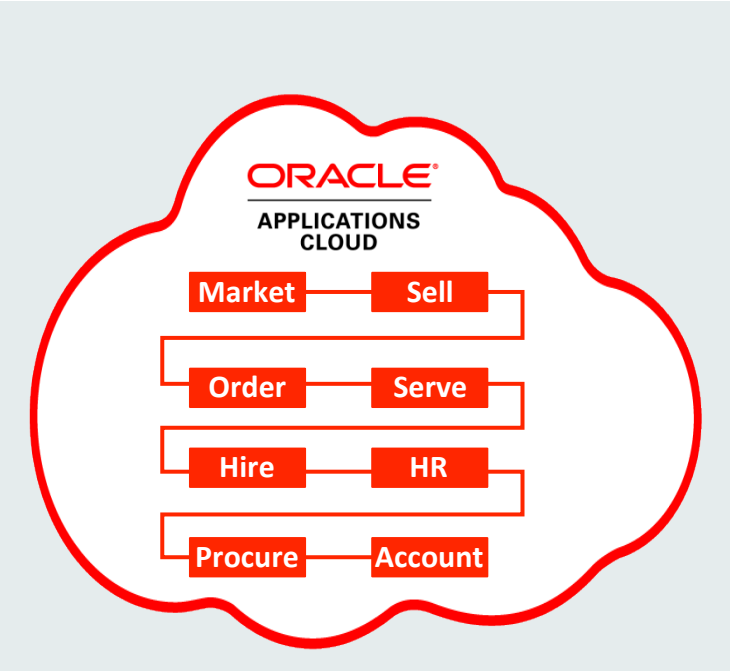
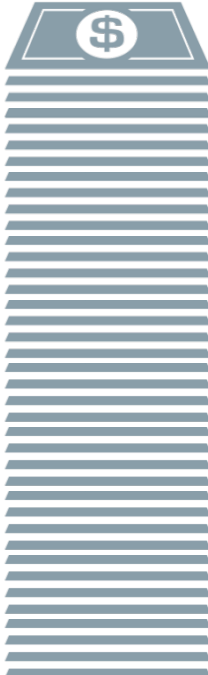
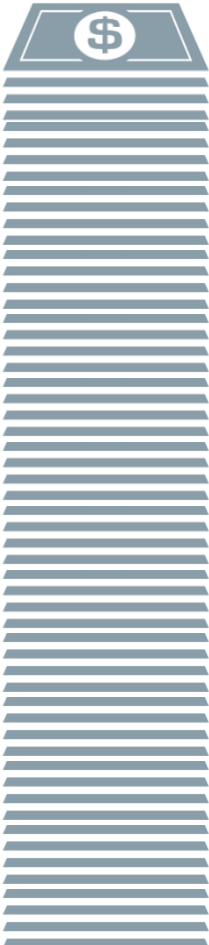
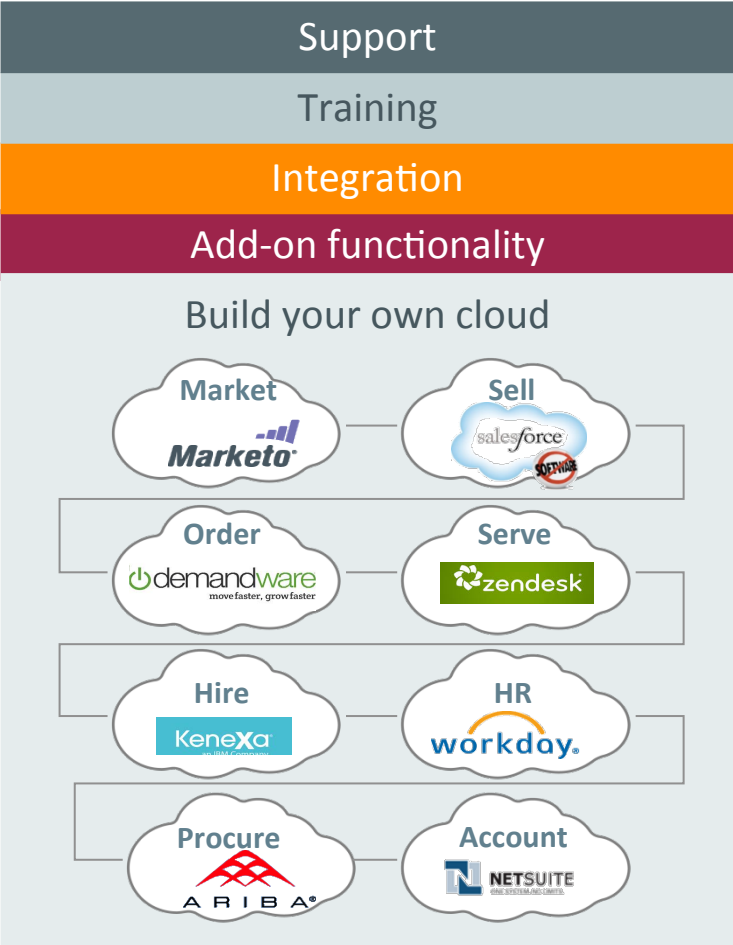
Inventory Count to Reconciliation • Receipt to Disposition • Plan to Replenishment • Pick to Shipment • Product Costing to Inventory • Valuation • Sourcing Requirement to Agreement • Requisition to Receipt • Supplier Return to Replacement • Order to Shipment • Order to Drop Shipment • Customer Return to Replacement

Project Budget to Project Resourcing • Project Resourcing • Collaborative Project Change Control • Project Expenditure to Revenue Recognition • Analysis to Project Closure

Recruit To Onboard • Relate To Retain • Benefits To Payroll • Incident To Workers • Compensation • Payroll To Payment • Time Collection To Payroll Processing • Termination To Payroll • Goal Setting To Appraisal • Assess To Progress • Training To Employee Development

Period Close to Financial Reports • Assets To Depreciation • Bank Statement To Cash Reconciliation • Budgets To Approval • Sub-ledger Journal To Post • Customer Invoice To Receipt • Supplier Invoice To Payment • Customer Account Review To Payment • Customer Statement To Collections • Credit Review To Approval

More integrated apps save the customer money



Casey Brown **Casey Brown**



Share thoughts with your colleagues..

114
Conversations

14
Following

16
Followers

1 Employee News



2 Invoices



3 Period Statuses



4 Collections



99 Journal Batches



Social



Notifications



Navigator



Settings



Reports



Social



Notifications



Navigator

































Settings



Reports

Financial Reports

Show Financial Reports ▾[View Selected Reports](#)

View	Report	PDF View	Description	Last Run Date	Favorite
<input type="checkbox"/>	 Balance Sheet		Balance Sheet	Live	
<input type="checkbox"/>	 Cash Flow and Balance Sheet		Cash Flow Statement with Balance Sheet	Live	
<input type="checkbox"/>	 Cash Flow Statement Indirect Method		Cash Flow Statement Indirect Method	Live	
<input type="checkbox"/>	 Cost Center and Product Margin Repor		Cost Center and Product Margin Report	Live	
<input type="checkbox"/>	 Cost Center Expense by Tree		Cost Center Expense by Tree	Live	
<input type="checkbox"/>	 Cost Center Profit and Loss		Cost Center Profit and Loss	Live	
<input type="checkbox"/>	 Financial Highlights		Financial Highlights	Live	
<input type="checkbox"/>	 Income Statement		Income Statement	Live	
<input type="checkbox"/>	 Income Statement (Actual vs. Budget)		Income Statement (Actual vs. Budget)	Live	
<input type="checkbox"/>	 Income Statement (Period Comparison)		Income Statement (Period Comparison)	Live	



Social



Notifications



Navigator



Settings



Reports

Financial Reports

Show Financial Reports ▾[View Selected Reports](#)

View	Report	PDF View	Description	Last Run Date	Favorite
<input type="checkbox"/>	Balance Sheet		Balance Sheet	Live	
<input type="checkbox"/>	Cash Flow and Balance Sheet		Cash Flow Statement with Balance Sheet	Live	
<input type="checkbox"/>	Cash Flow Statement Indirect Method		Cash Flow Statement Indirect Method	Live	
<input type="checkbox"/>	Cost Center and Product Margin Report		Cost Center and Product Margin Report	Live	
<input checked="" type="checkbox"/>	Cost Center Expense by Tree		Cost Center Expense by Tree	Live	
<input type="checkbox"/>	Cost Center Profit and Loss		Cost Center Profit and Loss	Live	
<input checked="" type="checkbox"/>	Financial Highlights		Financial Highlights	Live	
<input checked="" type="checkbox"/>	Income Statement		Income Statement	Live	
<input type="checkbox"/>	Income Statement (Actual vs. Budget)		Income Statement (Actual vs. Budget)	Live	
<input type="checkbox"/>	Income Statement (Period Comparison)		Income Statement (Period Comparison)	Live	

Cost Center Expense by Tree

1 of 3

Done

HTML Preview ▾

AccountingPeriod: 09-14 | Ledger: [US Ledger Set].[US Primary Ledger] | Company: [All Company Values].[101] | Line of Business: Line of Business | Product: Product | Intercom

Vision US
Cost Center Expenses by Tree Version**Previous Tree Version:**
All Corporate Cost Centers-V3**Current Tree Version:**
All Corporate Cost Centers-V4

Page: 60000-Operating Expenses ▾

Year-to Date	09-14	09-13
▶ All Corporate Cost Centers-V3	6,475,224	6,828,849
▶ 100-Management	292,757	486,747
▶ 200-Support	1,076,735	1,007,625
▶ 400-Total Sales	976,628	1,155,833
▶ 500-Manufacturing	700,769	624,629
▶ 600-Services	830,431	770,582
▶ 700-Finance	1,637,428	1,527,869
▼ 800-HCM	959,272	903,554
810-HCM	274,417	248,600
820-Payroll	76,896	73,463
830-Recruitment	79,707	75,636
840-Leaming	56,573	53,801
850-Remuneration	32,530	31,060
851-Compensation	79,312	76,709
852-Benefits	98,728	94,023
860-Human Resources	145,016	138,597
861-Organizational Development	41,589	40,834
870-Help Desk	74,504	70,831

Page: 60000-Operating Expenses ▾

Year-to Date	09-14	09-13
▶ All Corporate Cost Centers-V4	6,475,224	6,828,849
▶ 100-Management	292,757	486,747
▶ 200-Support	1,076,735	1,007,625
▶ 400-Total Sales	976,628	1,155,833
▶ 500-Manufacturing	700,769	624,629
▶ 600-Services	830,431	770,582
▶ 700-Finance	1,714,324	1,601,332
▼ 800-HCM	882,376	830,091
810-HCM	274,417	248,600
830-Recruitment	79,707	75,636
840-Leaming	56,573	53,801
850-Remuneration	32,530	31,060
851-Compensation	79,312	76,709
852-Benefits	98,728	94,023
860-Human Resources	145,016	138,597
861-Organizational Development	41,589	40,834
870-Help Desk	74,504	70,831

Export In Query-Ready Mode

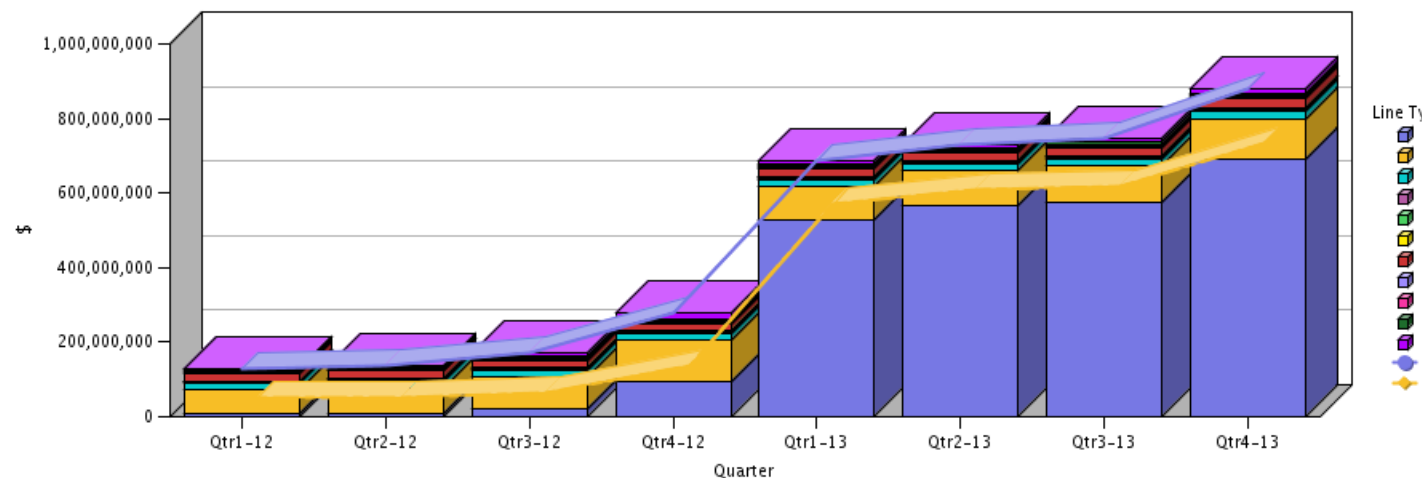
Financial Highlights

2 of 3

Done

Profit Trend by Cost Center

Quarterly Revenues, Expenses & Income



AccountingPeriod: Qtr4-13 Scenario: Scenario Balance Amount: Period Activity Amount Type: Amount Type Currency: USD Currency Type: Currency

Page: 101-US 1 LE 1BU 1

	Qtr1-12	Qtr2-12	Qtr3-12	Qtr4-12	Qtr1-13	Qtr2-13	Qtr3-13	Qtr4-13
Total Revenues	130,311,059	138,759,856	172,179,651	277,150,632	686,703,430	728,493,324	747,671,605	881,018
Total Revenue	130,311,059	138,759,856	172,179,651	277,150,632	686,703,430	728,493,324	747,671,605	881,018
Income Before Taxes	8,320,732	10,379,162	21,259,197	93,076,409	527,083,676	566,609,525	574,371,265	692,088
Material Costs	65,208,777	68,887,526	86,065,375	112,944,048	93,082,375	94,644,487	98,907,179	108,327
Wages & Salaries	15,168,458	15,439,492	16,303,130	16,276,154	15,763,284	16,233,056	18,116,484	18,244



Social



Notifications



Navigator



Settings



Reports

Social

Menu

[+ New Conversation](#)

All

Display Options ▾

Sort By: Last Updated ▾

James Seller

Updated by James Seller 9/26/2014

3

111068

Updated by Casey Brown 9/25/2014



0

MD 2509 01

Updated by Casey Brown 9/25/2014



0

New!

300000046988965: Legal expenses adjustment Aug'14 20897

Updated by Casey Brown 9/23/2014



0

New!

Legal expenses adjustment Aug'14

Updated by Casey Brown 9/23/2014



0

New!

300000046988965: Adjustment2 20837

Updated by Casey Brown 9/23/2014



0

New!

Adjustment2

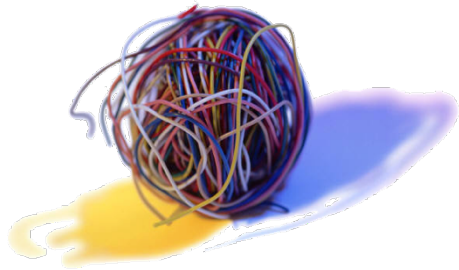
Updated by Casey Brown 9/23/2014



0

New!

Optimize Operations in the Cloud



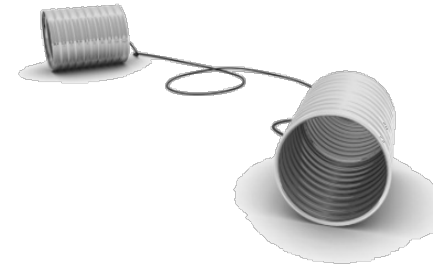
SIMPLIFY

**your financial
business processes
and technology
requirements**



ACCELERATE

**your decision making
with real-time
information access**



COLLABORATE

**with others using social
business objects**



CONTROL

**your costs with
increased productivity**

ORACLE®

Q&A

@Timothy_Hughes
@OracleTim

Blog:

<http://timothyhughesuk.wordpress.com/>

LinkedIn

uk.linkedin.com/in/timothyhughes1/

Enabling Technology

Roger Lee
Sales Consulting Director – Public Sector

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The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

Enabling Technology

Simplify IT, with more than \$34B in R&D since 2004

Complete Stack

- Best-of-Breed
- Vertical Integration
- Industry Applications
- Cloud



Complete Choice

- On-Premise
- Private Cloud
- Public Cloud
- Hybrid Cloud

Engineered Systems

$$1 + 1 = 3\frac{1}{2}$$

- Blurring boundaries between systems and software
- Re-using innovations across Engineered Systems
- Combining Engineered Systems to multiply benefits

At the core of this foundation is DATA

Oracle Database - continuous evolution to meet the needs of each new Computing Era



Client - Server

Market
Share

1993
#1
36%

Stored Procedures
Partitioning
Unstructured Data
Object Relational



Internet

2003
#1
33%

Resource Management
Real Application Clusters
Data Guard
XML



Big Data & Cloud

2013
#1
44%

Exadata
Multitenant
In-Memory
Big Data SQL
JSON

Source: IDC - Annual Worldwide RDBMS Vendor Shares from 1993 to 2013 by Carl W Olofson

Customer Examples





Business Services Authority

NHS BSA

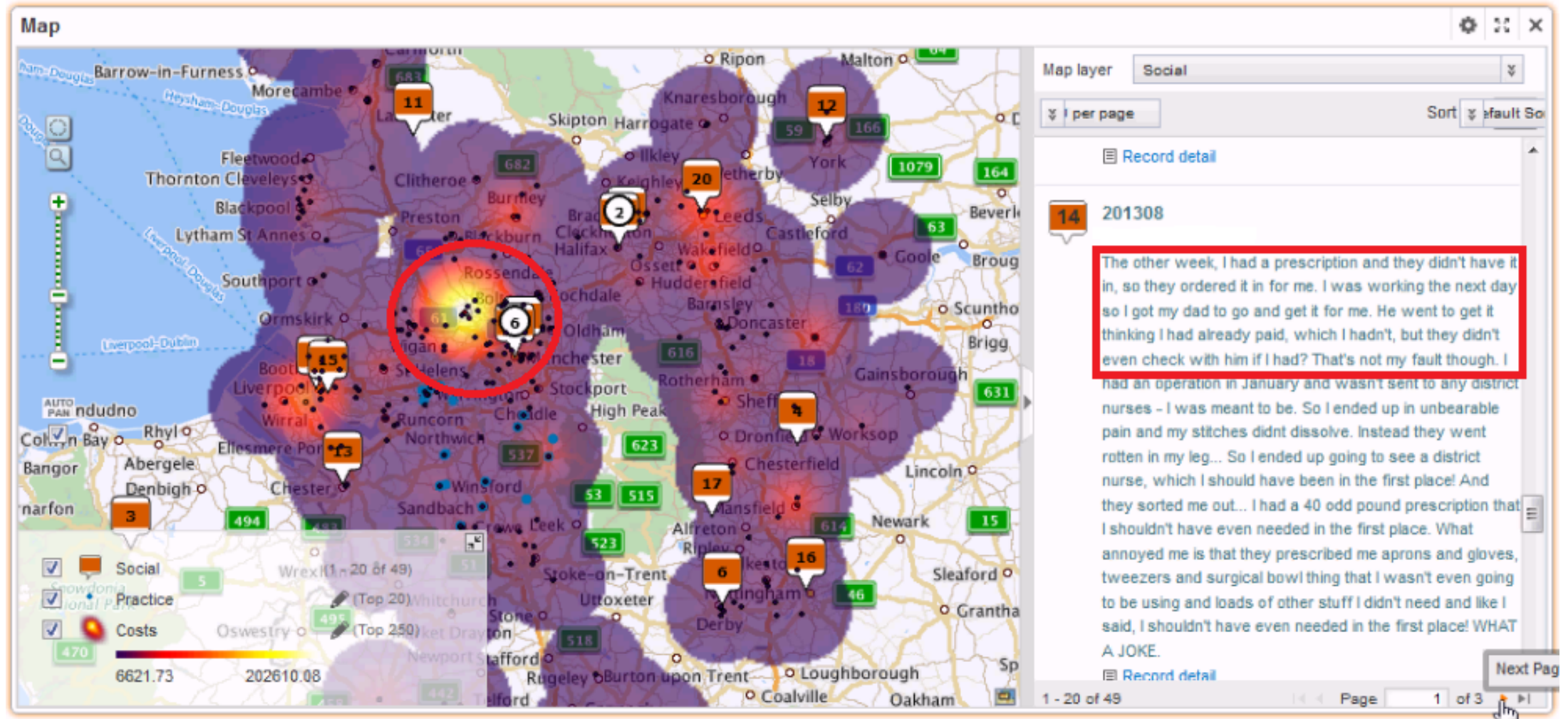
- Responsible for a third of the NHS budget
- Manages prescription reimbursement
- NHS Pensions

Challenges

- 4 million prescriptions processed/day
- 30%+ entered manually
- Need to find drugs misuse and fraud & error
- Unable to monitor best practice (drug administration versus outcomes at national level)
- Inability to link structured and unstructured data together

Identify Fraud and Drive Policies

Unique feature: Free text analysis (social media, physician notes)



ONS

- Economy, Population, Society

Challenges

- Producing GDP figures taking too long – over 12 hours

$$\$2.4T = GDP = C + I + G + X - Z$$

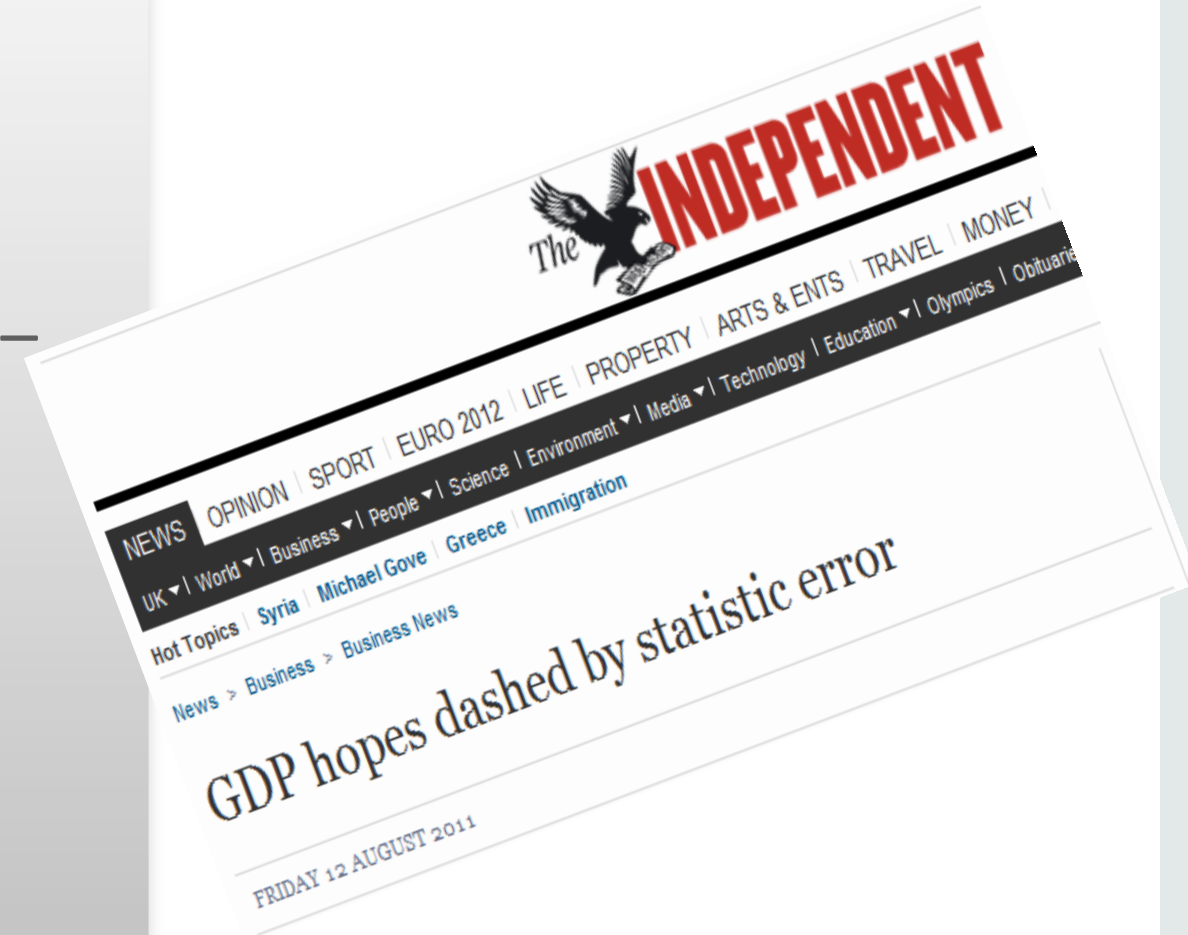
C is consumer expenditure,

I is investment,

G is government expenditure,

X is exports, and,

Z is imports.



ONS

- Condition that Exadata increased performance threefold
- PoC proved that Exadata 10 times faster

Benefits

- GDP runs three times per day
- Thought to purchase in 2 months
- Accuracy of Market Moving calculations

What does it mean for Oracle partners?

Enabling Technology for Business



Enabling Business Transformation

- Common platform, 'tried & tested' for modernising applications
- Extending existing applications

Delivering Innovation to Public Sector Customers

- Game changing
- Differentiate bids

Changing Economics of IT

- Unlock the embedded costs from existing platforms
- Private; Hybrid; Public Cloud Roadmaps

Oracle OpenWorld Announcements

Enabling Technology



- Oracle Platform as a Service (PaaS) & Infrastructure as a Service (IaaS)
- Cloud Manageability to easily move between on-premise & public cloud
- M7 (SPARC) Software on Silicon

Hardware and Software

Engineered to Work Together

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Delivering a World-Class Citizen Experience

Connecting every interaction across every channel

Oracle CX and CRM: a Cloud-led Business

- #1 provider of Public Cloud CRM applications to UK Public Sector
 - By seats, by revenue, by deployments
- Every Oracle CX application area is moving to the Cloud
- Cloud Data Centres in UK, Netherlands, Germany (under construction)
- Complete suite of Cloud CX applications
- Supporting all channels and all devices
- On-premise solutions persist, for highly sensitive customer requirements

What can CX mean for Public Sector?

LIVE DEPLOYMENT – Liverpool Women's NHS Trust & Maternity Assist

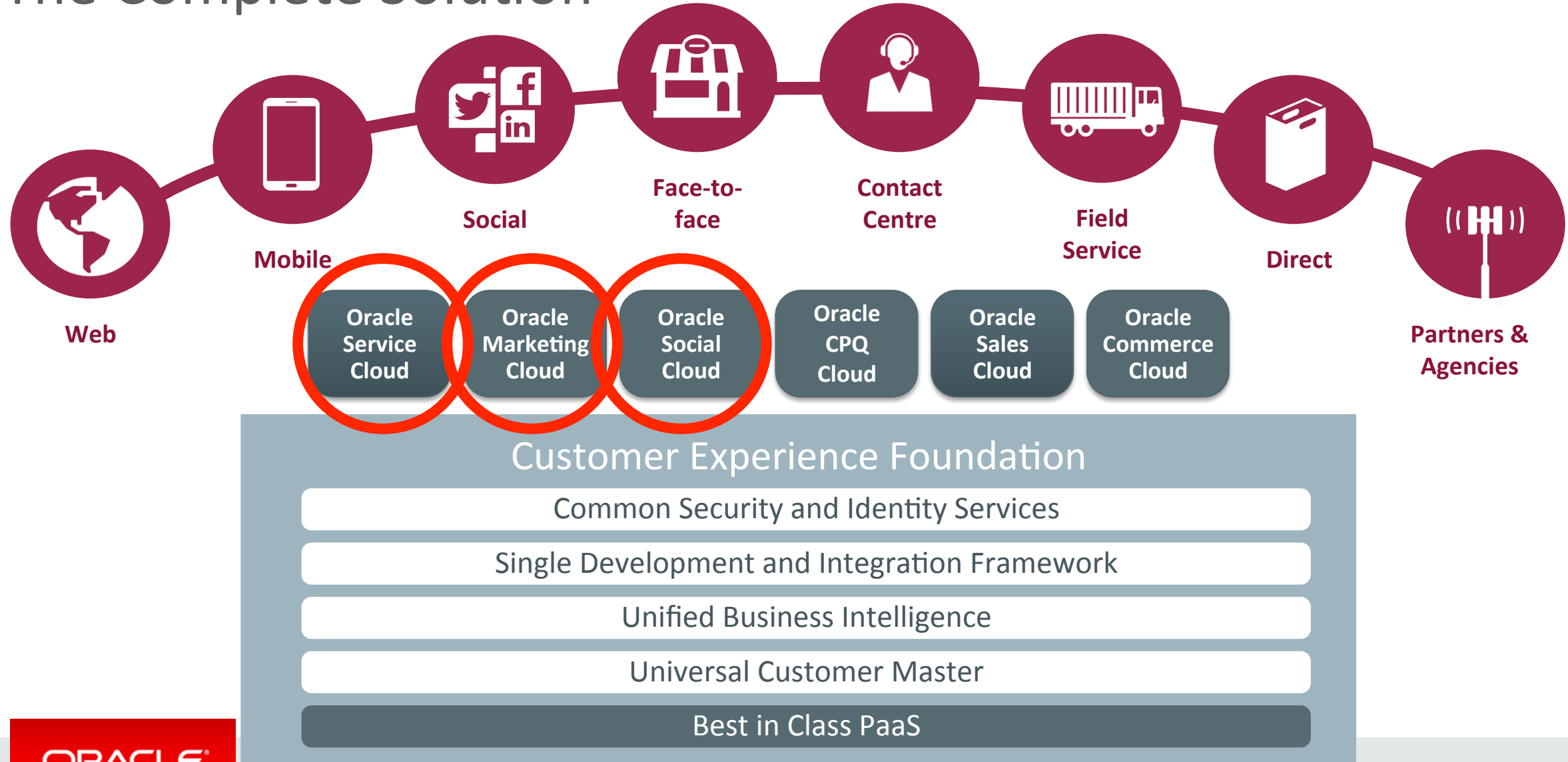
Does Government need to care about CX?



Sources: MeriTalk Survey ,GovLoop, ACSI Government Report, Reason-Rupe Poll 2014

Oracle CX

The Complete Solution



Sample Use Cases

- Channel shift
 - Online assessments and service requests
 - Knowledge and self-service
 - Chat
- Outreach
 - Public awareness and engagement
 - Pro-active care
 - Employee engagement
- Field Service
 - Face-to-face assessments in care setting
 - Scheduling, efficiency
 - Mobile

Example Service Cloud Successes - UK

Modern customer service drives results



Improve citizen service delivery

Top 20 high volume transactions achieved 40% channel shift within weeks of launch



Centralise and coordinate customer contact management through 7 regional contact centres across England and Wales

99.5% of cases resolved within SLA
40% increase in customers able to resolve through self-serve



Enhanced knowledge and workflow to deliver improved customer experience

Empowered 3000 employees to quickly respond to over 8000 complex calls per day



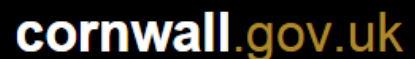
Facilitate communications with Standards Testing Agency

Savings in IT; enhanced agility to deploy new business processes to more stakeholder groups



Improve outcomes during pregnancy and allow midwives to do more

Healthcare messaging to expectant mothers, and access to midwives



Reduce call waiting times through deployment of chat

94% customer satisfaction

Example Service Cloud Successes - worldwide

Modern customer service drives results



Improve citizen service delivery
Replace multiple legacy systems

Raised customer satisfaction from “poor”
to “very good”



Provide visibility into all customer
interactions across all channels

Cut chat time by 25%
Reduced email by 10%



Establish a single student relationship
system to automatically record, track, and
archive student queries across all faculties
and departments

Responded to 95% of online inquiries
within two business days, compared to
70% previously
Increased rate of inquiries resolved in
one working day, from 47% to 82%



Increase time to market
Adapt to changing laws

\$10M savings YOY, consolidated all
departments into single number

Partner Success

- Cloud CX projects start small, but can grow
- High value, low risk consulting
- Transformational: re-think how an organisation interacts with its customers
 - CX Journey Mapping
- The market wants this!

CX comes in many varieties



We want to engage - Contact

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Public Sector

Oracle Industry Day

16th October 2014

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