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Strategy Update: Oracle Fusion Applications

Thomas Kurian
Fusion Applications
Fusion Applications

Summary

• Fusion Applications is broadest & most complete SaaS Solution
  • 7 Product Families, 100+ Modules, Generally Available

• Fusion Applications is seeing strong uptake by customers
  • 3 Categories of Benefits - Functional, Architectural, Cost of Ownership

• Oracle has strong & growing go-to-market capability for Fusion
  • Specialized Sales, Support, Service Teams; Growing Partner Eco-System

• Oracle’s Cloud provides strong complement to Fusion
  • Broad & Highly Differentiated Platform/Technology & Social SaaS Capabilities

• Oracle’s Cloud & Fusion are very strong competitively
  • Strong differentiators in each segment; Unmatched when combined together

• Oracle’s Cloud & Fusion will continue to drive growth
  • For Oracle’s Technology & Applications Business & new revenue streams
Oracle Cloud: Software-as-a-Service
Complete Suite, Best-of-Breed, Enterprise Grade

- Human Capital Management
- Talent Management
- Sales & Marketing
- Customer Experience
- Financial Management
- Procurement, Sourcing, Inventory
- Project Management
- Governance, Risk, Compliance

Common Infrastructure Services
Fusion Applications

Customer Profile

- Customers: More than 250+ Customers
  - Each of the 100+ Modules of Fusion Applications has at least 10 Customers

- Customer Size Distribution
  - Wide Range: 250 Employees to Multi-Nationals; avg $1-5B Annual Revenues

- Geographical Distribution – 17 Countries
  - North America 60%; Europe 25%; Asia-Pacific 15%

- Vertical Distribution – 15 Industries
  - Top 5 Communications, Retail, Manufacturing, Financial Svcs, Consumer Goods

- Deployment Profile
  - 57% Software-as-a-Service (Oracle Cloud); 38% On-Premise; 5% BPO or Hosting
Some of Our Fusion Applications Customers
...and some RightNow & ATG Customers
...and some Taleo Customers
**CRM**

- Worldwide Sales Force Automation
- **60,000 Users, 540K+ Customers, 1Million+ Opptys**
- Benefits: Territory Mgmt, Sales Prediction, Personal Sales Campaigns, Social

**Financials**

- Global Financial Consolidation & Statutory Reporting
- **1,000+ Users; 3,000 Lines of Business; 37 COA → 1**
- Benefits: Single Global Chart of Accounts; Much Faster Financial Close, Centralized Management Reporting

**HCM, Compensation & Talent Management**

- Global Workforce Management
- **107K Employees, 100+ Countries, 1Million+ Skills & Competencies, 8,000+ Job Titles**
- Benefits: Flexible Global Workforce Management; Single Compensation Statement, Talent Dashboard
Fusion Applications

Why are customers adopting?

• Functional Benefits
  • Improves Critical Business Processes within organizations

• Architectural Benefits
  • Designed on modern Service-Oriented Architecture

• Cost of Ownership Benefits
  • Faster Implementations, Lower Cost Upgrades, Flexible Deployment
Fusion Applications

Key Functional Benefits

• Financials
  • Faster Financial Consolidation, Statutory & Management Reporting

• Human Capital Management
  • Flexible Global Workforce, Compensation, & Talent Management Processes

• Supply Chain Management
  • Multi-Channel Order Capture & Distributed Order Orchestration

• Procurement & Sourcing
  • Streamlined Global Procurement & Sourcing across Business Units

• Project & Portfolio Management
  • Complete Project Planning, Execution, Accounting & Management

• Customer Relationship Management
  • Territory Planning & Sales Execution; Multi-Channel Marketing; Personal Sales Tools
Fusion Applications
Key Architectural Benefits

• Multi-Channel User Interface
  • Modern, HTML5-based Web, Smart Phone, Tablet User Interface

• Integrated Social & Collaboration
  • Enterprise Social Network for cross line of business collaboration

• Integrated Business Intelligence
  • 10,000+ KPIs Pre-defined, Calculated, & Integrated in Applications

• Application & Business Process Configurability
  • Browser-based, Visual Configuration by Business Users

• Service-Oriented Architecture
  • Easy integration with other Cloud or On-Premise Systems
Fusion Applications

Key Cost of Ownership Benefits

• Faster Implementation
  • Fast Implementations: 4-6 Weeks Start to Go-Live
  • Fusion@Oracle implementations took no more than 4 Months

• Easier, Low Cost Upgrades
  • Metadata-based Customization streamlines Upgrades
  • Entire Fleet has been through 4 Major Quarterly Upgrades

• Flexible Deployment Options
  • Single Code Base - On-Premise, Hosted or BPO, Cloud SaaS
  • Customers have already moved between SaaS & On-Premise: eg. Eaton, PGA

• Flexible Adoption Options
  • Adopt by Pillar or Module without replacing entire footprint
Fusion Applications
Flexible Adoption Options: Coexistence Solutions

Fusion Co-Exist Modules

- Talent Management
- Distributed Order Management
- Acct Hub (GL+Hyperion)
- Sales Performance Management
  - Territory Management
  - Quote Management
  - Incentive Comp
- Project Portfolio Management
- Spend, Sourcing & Contracts
- Incentive Compensation
- Workforce Lifecycle Mgmt
- Workforce Directory
- Procure-to-Pay
- Customer Data Hub
- Product Data Hub
- Governance, Risk & Compliance

Fusion Co-Exist Pillars

Pillar 1:
Financials &
Supply Chain Management

Pillar 2:
Human Capital Management

Pillar 3:
CRM Sales & Marketing
**Enterprise Resource Planning**

**SaaS Competitive Comparison**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Fusion ERP</th>
<th>SAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning &amp; Budgeting</td>
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<tr>
<td>Accounts Receivable &amp; Payable</td>
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<tr>
<td>Assets &amp; Expense Management</td>
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<td>Payments &amp; Collections</td>
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<tr>
<td>General Ledger</td>
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<td>● (Ariba)</td>
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<tr>
<td>Procurement</td>
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<td>● (Ariba)</td>
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<tr>
<td>Sourcing</td>
<td>●</td>
<td>● (Ariba)</td>
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<tr>
<td>Supplier Portal &amp; Contracts</td>
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<td>● (Ariba)</td>
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<tr>
<td>Project Costing &amp; Billing</td>
<td>●</td>
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<tr>
<td>Project Performance Management</td>
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<tr>
<td>Financial Reporting &amp; Disclosure Management</td>
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</table>
# Human Resources & Talent Mgmt.

**SaaS Competitive Comparison**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Fusion HCM</th>
<th>Workday</th>
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<tbody>
<tr>
<td>Workforce Modeling &amp; Staffing</td>
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<tr>
<td>Compensation &amp; Benefits</td>
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<td>Global Payroll</td>
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<td>Workforce Lifecycle Management</td>
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<tr>
<td>Workforce Planning &amp; Prediction</td>
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<tr>
<td>Worker Portrait</td>
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<tr>
<td>Network@Work</td>
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<tr>
<td>Recruiting</td>
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<td>Learning</td>
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<tr>
<td>Talent Management</td>
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<tr>
<td>Goal Management</td>
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<tr>
<td>Succession Management</td>
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</tbody>
</table>
# CRM Sales & Marketing

## SaaS Competitive Comparison

<table>
<thead>
<tr>
<th>Feature</th>
<th>Fusion CRM</th>
<th>Salesforce.com</th>
</tr>
</thead>
<tbody>
<tr>
<td>Installed Base &amp; Data Quality</td>
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<tr>
<td>Lead Management</td>
<td>●</td>
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<td>Contact Management</td>
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<td>Opportunity Management</td>
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<td>Forecasting</td>
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<tr>
<td>Sales Prediction</td>
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<td>Territory Planning</td>
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<td>Quota &amp; Commissions Planning</td>
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<td>Personal Sales Campaigns</td>
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<tr>
<td>Sales Contract Management</td>
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<tr>
<td>Incentive Compensation</td>
<td>●</td>
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<tr>
<td>Outlook &amp; Lotus Notes</td>
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</table>
Oracle Cloud
Oracle Cloud

Summary

• Oracle Cloud offers a broad range of integrated Software Services
  • Platform Technology, Application Services, “Social” Services

• Oracle Cloud is generally available and has strong early interest
  • Oracle is ramping capacity - 8,000+ customers waiting for Java and DB Trials

• Oracle Cloud’s Platform-as-a-Service is highly differentiated
  • Breadth of offerings; Depth of capabilities; Degree of integration

• Oracle Cloud’s PaaS Services are highly differentiated with Fusion
  • Applications bring customers to the Platform; Platform differentiates Applications

• Oracle’s “Social” Services are highly differentiated with Fusion
  • Unique capabilities help drive differentiation against other competitors

• Oracle’s Cloud & Fusion Applications will continue to drive growth
  • For Oracle’s Technology & Applications Business & new revenue streams
Oracle Cloud:

Platform Services

Application Services

Social Services

Common Infrastructure Services
Oracle Cloud: Platform Services
Complete, Standards-Based, Enterprise-Grade

Database Services
Java Services
Developer Services
Web Services
Mobile Services
Documents Services
Sites Services
Analytics Services

Common Infrastructure Services
Oracle Cloud: Platform Services

Some Example Customers
Oracle Cloud: Social Services

Social Network

- Enterprise social platform
- People and application feeds
- Conversations and communities

Social Data

- Aggregate and enrich data
- Social, enterprise, authoritative, private
- Integrate within business applications
Oracle Cloud: Social Services

Social Marketing

• Social Relationship Marketing
• Build brands on social
• Market, engage, transact socially

Social Intelligence

• Social media monitoring
• Collect and analyze social streams
• Respond and service
Oracle Cloud: Social
Some Example Customers
Fusion Applications + Oracle Cloud
Example: Applications + Platform + Social – B2C CRM

- Oracle Cloud’s PaaS & Social needed for complete customer solution
  - PaaS & Social differentiate Oracle’s Cloud compared to other Software Vendors
- Oracle Fusion SaaS will drive demand for its PaaS & Social Services
  - Applications customers drive highly differentiated demand for Platform Services
Fusion Applications + Oracle Cloud

- **Oracle Cloud**’s PaaS & Social needed for complete customer solution
  - PaaS & Social differentiate Oracle’s Cloud compared to other Software Vendors
- **Oracle Fusion SaaS** will drive demand for its PaaS & Social Services
  - Applications customers drive highly differentiated demand for Platform Services
Oracle Cloud: Platform & Fusion Applications

Architectural Differentiators

- Runs on Exadata and Exalogic
- Performance & Reliability
- Secure Data Isolation
- Flexible Upgrade Schedules
- Capacity On-Demand
- Global Data Centers
Inside Sales/TeleSales (Cross-Sell, Up-Sell)

- Significant growth in sales capacity in all geographies
- Specialized Sales Representatives & Sales Consultants
- Specialized Rapid Implementation Project Teams
- Inside Sales Teams to Cross-Sell & Up-Sell New Modules
- Streamlined contractual, pilots, self-service ordering processes
Fusion Applications
System Integration Partners
Fusion Applications
SaaS & ISV Partners
Winning In The Cloud
Some Wins in last 6 Months

Wins Over Workday

Wins Over Salesforce

- Activision
- Societe Generale
- UBS
- Herbalife
- Omnicare
- National Oilwell Varco
- Zillow.com
- Brocade
- Polaris
- Livingsocial
- Barry-Wehmiller
- Vinci
- Knowledge Universe
- Valmont
- Control Risks
- West Coast University
- AMC Networks
- Aramark
- Advantage Sales and Marketing
- Fujitsu
- Quest Software
- Mylan
- SII Meditech
- Alcon
- Oracle
Oracle Software

Excellence in Execution Drives Growth

- Fusion Applications is broadest & most complete SaaS Solution
  - 7 Product Families, 100+ Modules, 5+ Years of Development

- Fusion Applications is seeing strong uptake by customers
  - All Geographies, All Industries, SaaS/Oracle Cloud + On-Premise

- Oracle’s Cloud provides strong complement to Fusion
  - Cloud & Fusion Applications offer unmatched capabilities together

- Oracle’s Cloud & Fusion strengthen Oracle competitively
  - Strong competitive differentiators; Unique technology strengthens margins

- Oracle is investing aggressively to strengthen its go-to-market
  - Expanding Direct Sales, Tele-Sales, Service Teams & Partner Eco-System

- Oracle’s Cloud & Fusion will continue to drive growth
  - For Oracle’s Technology & Applications Businesses & new revenue streams