

Accelerate Innovation with Oracle Data Management Cloud Platform

ORACLE
OPEN
WORLD

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Agenda



Data Monetization Value



Oracle Data Management Platform for Innovation



Industry & Customer Examples

The World's Most Valuable Resource is Data



Tesla is Worth More Than GM Which Shipped **92x** More Vehicles Q1/17¹



\$430B Advantage to Data Driven Organizations²



Only about **29%** of Organizations are Using Deep Business Analytics

Source

1. Economist Magazine
2. IDC
3. Accenture and General Electric Report On Predictive Analytics

Data Monetization Principles

1



Data Comes from Activity

2



Data Tends to Create More Data

3



Platforms Tend to Win



Data Monetization Opportunities



New Revenue Engines



Competitive Operational Efficiencies



Market Disruption



Data is the Foundation of Digital Business

Gartner: “Information has replaced technology as the central and most critical asset to be managed by organizations.

As a result, business leaders must shift to using the value of information as basis for new planning & funding models.”

A man with a beard and mustache, wearing a dark suit, light blue shirt, and dark tie, is looking at a tablet. The background is a bokeh of city lights at night. The image is overlaid with a teal geometric pattern.

Oracle Data Management Platform For Innovation

Key Data Management Business Challenges



Managing The Data Explosion



**Unlocking the Value of Data
Anywhere**



**Modernizing Existing
Environment**



Managing The Data Explosion

2017 *This is What Happens in an Internet Minute*



Created By:
@LoriLewis
@OfficiallyChadd



Different Solutions for Different Needs



Fragmentation, Compatibility, Performance, Security....

Oracle Data Management Cloud Platform

Any Data at Any Scale, in the Cloud & On-Premises – Unmatched Choice & Deployment Flexibility

Relational

Oracle Database
Oracle Database CS
Exadata Express CS
Exadata CS
Exadata C@C
Autonomous DW Cloud

Open Source Relational

MySQL
MySQL CS

Big Data

Hadoop & Spark
Big Data CS & BDC
Big Data C@C

NoSQL

Oracle NoSQL DB/CS
Data Hub CS
3rd Party DBs

Streaming

Event Hub CS

On-Premises

Public Cloud

Cloud @ Customer

New! Oracle Autonomous Data Warehouse Cloud

Oracle Autonomous Data Warehouse Cloud is fully autonomous, and delivers unprecedented reliability, performance, and elasticity. It is based on machine-learning to automatically tune and optimize performance.



Autonomous Data Warehouse

- Increased automation reduces administration time and operational costs
- Deploy a data warehouse in **15-seconds**
- Dedicated cloud-ready migration tools support most commercial databases including Redshift



High Performance

- **10x** performance over Redshift – operations done in **1HR vs AWS 10HRs**
- Enterprise concurrency
- **Zero** down-time elastic scaling of database and hardware resources



Preserve Existing Investment

- Built on the same Oracle Database software that runs on-premises data warehouses
- Use your familiar tools and applications to connect to your data warehouse
- Leverage your 3rd party ETL or analytics tools



Better Than Redshift

- Customers moving from Amazon's Redshift to Oracle's autonomous database can expect to cut their costs in **1/2**
- Greater performance reduces CPU utilization and associated cost
- Greater data compression reduces storage cost

Unlocking the Value of Data Anywhere



*...there are no industries in which the ability to **continuously integrate new sources of data of any format and quality** would not generate massive improvements.*



McKinsey Global Institute
December 2016

<http://www.mckinsey.com/business-functions/mckinsey-analytics/our-insights/the-age-of-analytics-competing-in-a-data-driven-world>

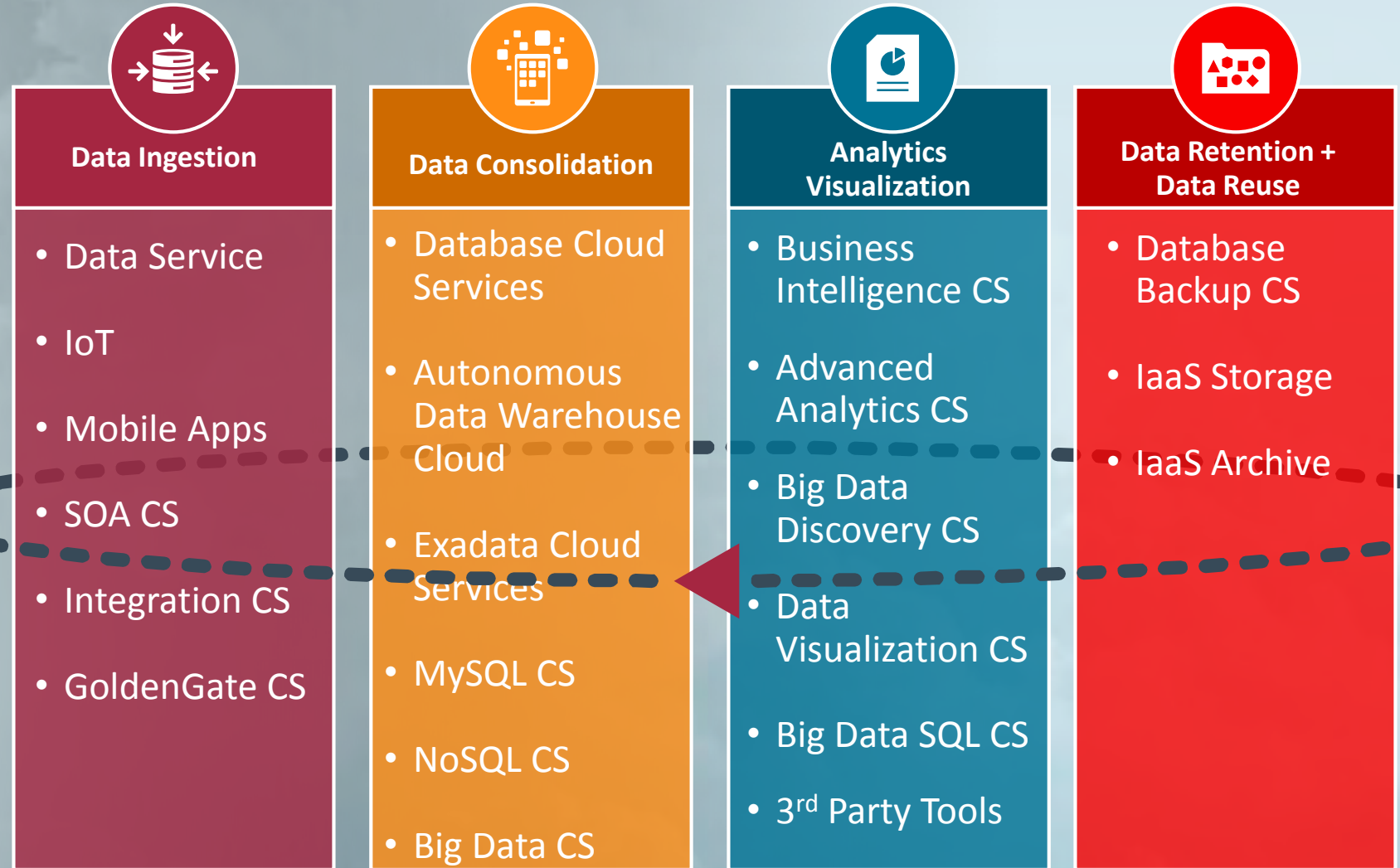


Integrating New Data Sources



Data Silos & Inability to Extract Value

Solutions For The Entire Data Life-Cycle



Analyst Recognitions



Gartner Critical Capabilities for Operational Database Management Systems report



Gartner Magic Quadrant for Data Management Solutions for Analytics



The Forrester Wave™ In-Memory Databases, Q1 2017



Gartner Magic Quadrant for Data Integration Tools 2015



Gartner Magic Quadrant for Data Integration Tools 2016



The Forrester Wave™ Big Data Fabric, Q4 2016

Oracle PaaS



Data
Management



Application
Development



Enterprise
Integration



Data
Integration



Business
Analytics



Security



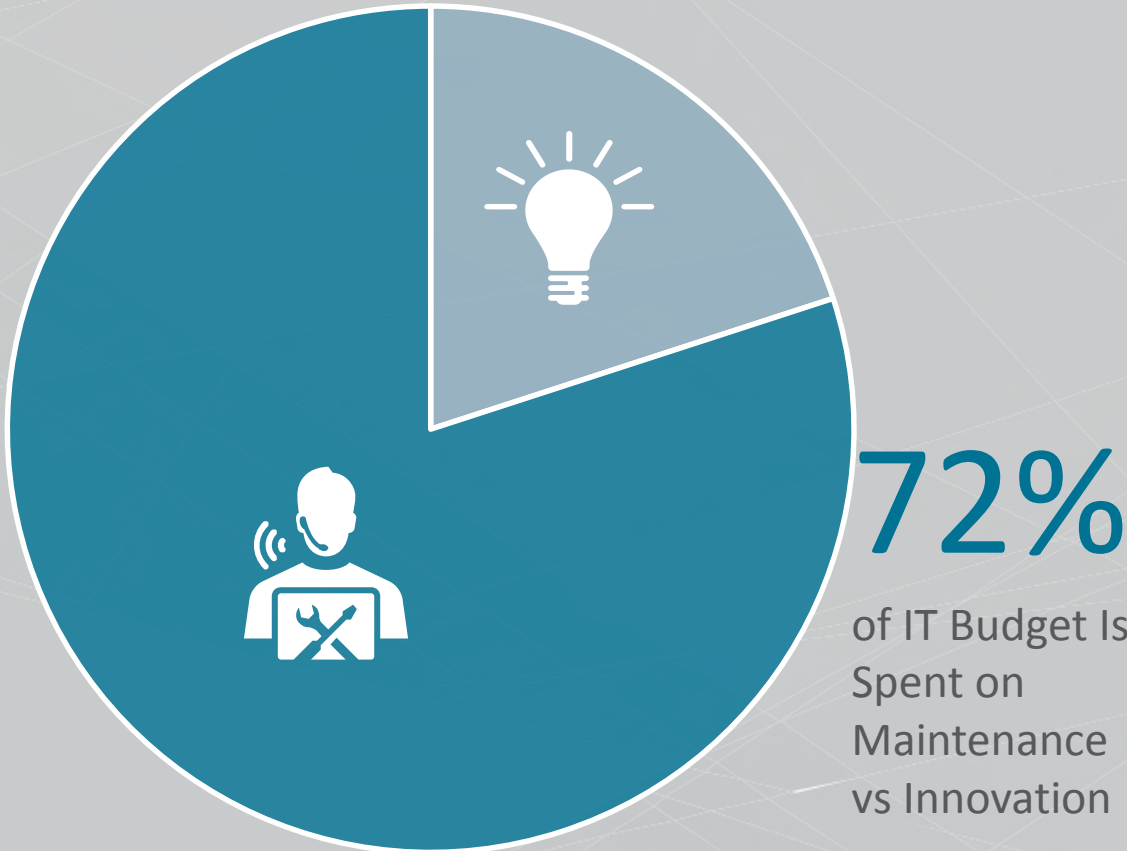
Content



Management

- Broadest offering across all major categories
- Same capabilities in cloud as on premises
- Automation through cloud tooling; focus on outcomes vs. administration

Modernizing Existing Environment



72%
of IT Budget Is
Spent on
Maintenance
vs Innovation

<http://www.computerworld.com/article/2486278/it-management/how-to-balance-maintenance-and-it-innovation.html>



Keeping Pace with Service Demands from LOBs



Ensuring Performance SLAs, Security, Regulatory Compliance & Availability

Optimize & Modernize

Modernize to Innovate

- Migrate & consolidate Oracle databases to further reduce Capex & Opex
- Competitive advantage through rapid adoption of new features and automation
- Best performance, security & uptime
- Fully integrated PaaS to support your business
- Accelerate innovation and time to market

Optimize to Reduce Costs

- Lift and shift applications & databases to modern and enterprise-grade infrastructure
- Both Oracle and non Oracle workloads
- Reduce both Capex & Opex and scale on-demand
- Focus on your business, not infrastructure



Java CS



ACCS



GoldenGate CS



Database CS



Exadata CS



MySQL CS



Big Data CS



Compute



Storage



Network



Customer Examples



Machine-grade data at scale:
analyze it and act upon it to
improve outcomes

“Every industrial company in the coming age is also going to have to be a software and analytics company.” Jeff Immelt, CEO, GE

From Product to Platform: John Deere



- Farm consolidation
- Increased hardware competition
- Reduced partner loyalty



Food production must grow **60%** to meet population predictions of **9B** people by 2050



Launched MyJohnDeere, a unified and open platform, to help farmers improve operational efficiencies and yields



\$26B
2016

- Increased equipment sales **18% YoY**
- Increased partner membership
- Created competitive barrier

Data Insights and Restaurant Management



360-Degree
Customer View



Managing
Labor Costs



Menu & Location
Optimization



Theft & Fraud
Detection

Structured (Inside the Business)



- POS – What is selling?
- Supplier – Product Availability
- Accounting – Costs, Revenue
- Labor – Wages, Salaries, Tips

Unstructured (Outside the Business)



- Social Media – Likes, Tweets
- Customer Profiles
- Loyalty Programs
- Apps – Check-ins, Reviews
- Other – Weather, Traffic, etc

Why You Need Both



Structured data tells you the “**what**”, while unstructured data tells you the “**why**”. Using both gives you a more holistic view of your customer and business

Data Insights and Restaurant Management



Summary

- The goal was to use data to boost sales and customer loyalty, while pulling together data from across all its operation
- Leveraged Oracle Data Warehouse, R, Data Miner and 3rd party analytics
- Were able to deploy data marts in hours vs weeks. Saw **40%** more accurate predictions and saw **20x** faster delivery of data insights



Summary

- The goal was to use POS data to gain a 360-degree view of their customers
- Leveraged Oracle Data Warehouse, Database, Exadata, and Oracle Advanced Analytics
- Were able to create shopping basket analysis to stream-line menus, launch a loyalty program, personalize promotions and drive top ranked customer loyalty for consumer brands

Lochbridge: The Business of Things

The Challenge:

- Design an intelligent IoT infrastructure
- Improve customer service
- Monetize service information for increased revenue

The Solution:

- Integrated platform across OEM, dealers and 3rd party care providers
- Solution collected real-time data from all connected cars providing a predictive analytics model for service

Tools & Results:

- Oracle IoT, Oracle Big Data Cloud Service and Oracle Database Cloud
- Car brand saw increased customer loyalty, product quality and service revenue
- Lochbride has built an IoT service on Oracle cloud and expanded to several other verticals

Summary



Complete, Integrated,
Cloud Platform



Proven Industry
Leading Performance



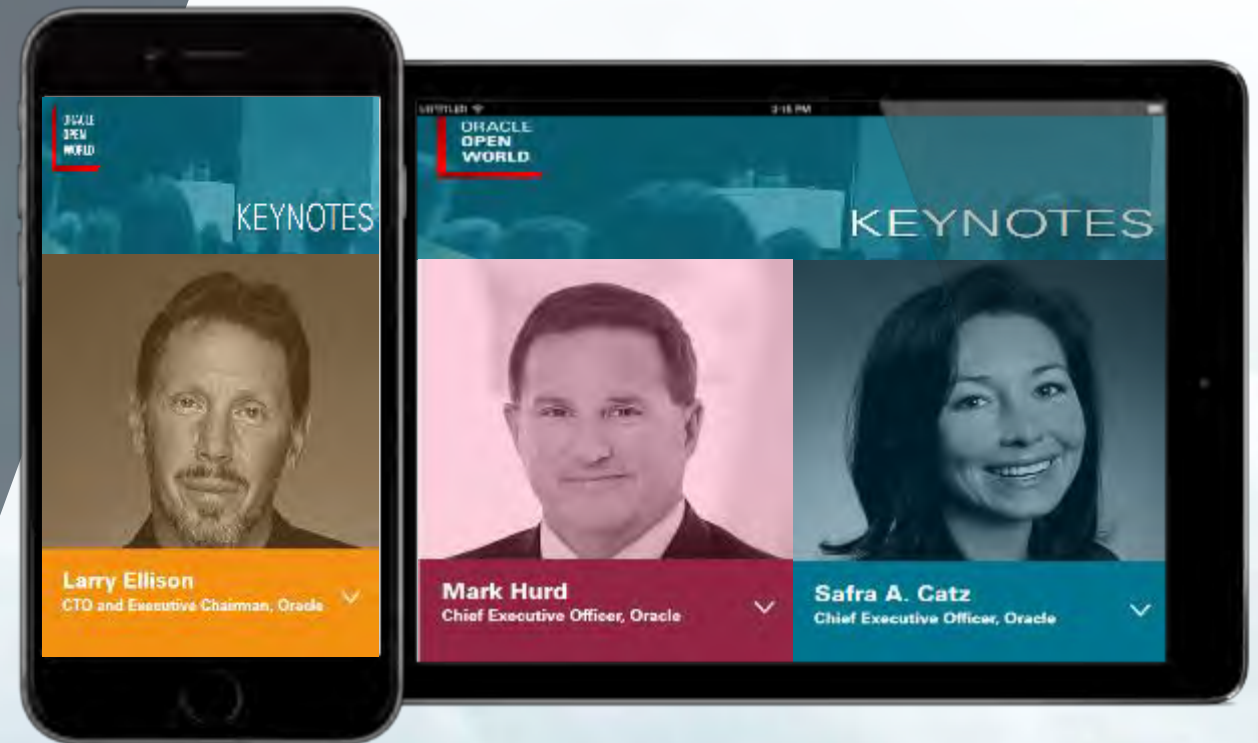
Flexibility In Service &
Deployment Choice




Multiple Paths To
The Cloud

Call to Action: Key Sessions

- Larry Ellison Keynote, A More Secure Cloud - Moscone Center, Tuesday Lower North, Hall D
- George Lumpkin, VP of Product Management, Data Warehousing for Everybody: Oracle Database Cloud Service for Data Warehousing - Monday, Oct 02, 4:45 p.m. - 5:30 p.m. | Moscone West - Room 3004
- Diby Malaker, VP of Product Management, Running Workloads with Oracle MySQL Cloud Service - Wednesday, Oct 04, 3:30 p.m. - 4:15 p.m. | Marriott Marquis (Yerba Buena Level) - Salon 14
- Automating Database Cloud Migration: How AT&T Is Making the Cloud a Reality - Monday, Oct 02, 4:45 p.m. - 5:30 p.m. | Moscone West - Room 3000





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in free credits



cloud.oracle.com/tryit