

Accelerate Innovation with Oracle Data Management Cloud Platform

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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:
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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



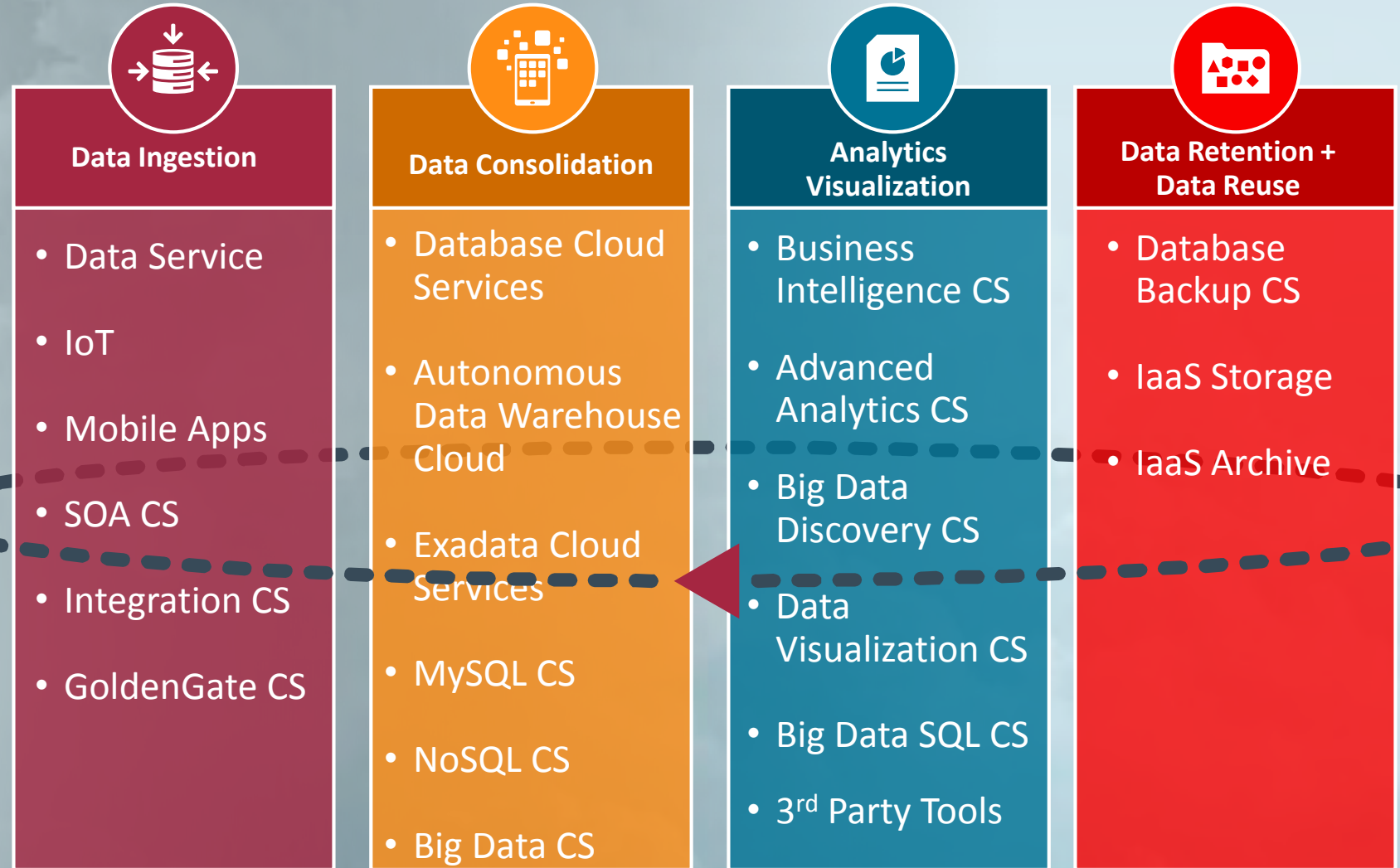
Integrating New Data Sources



Data Silos & Inability to Extract Value

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

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



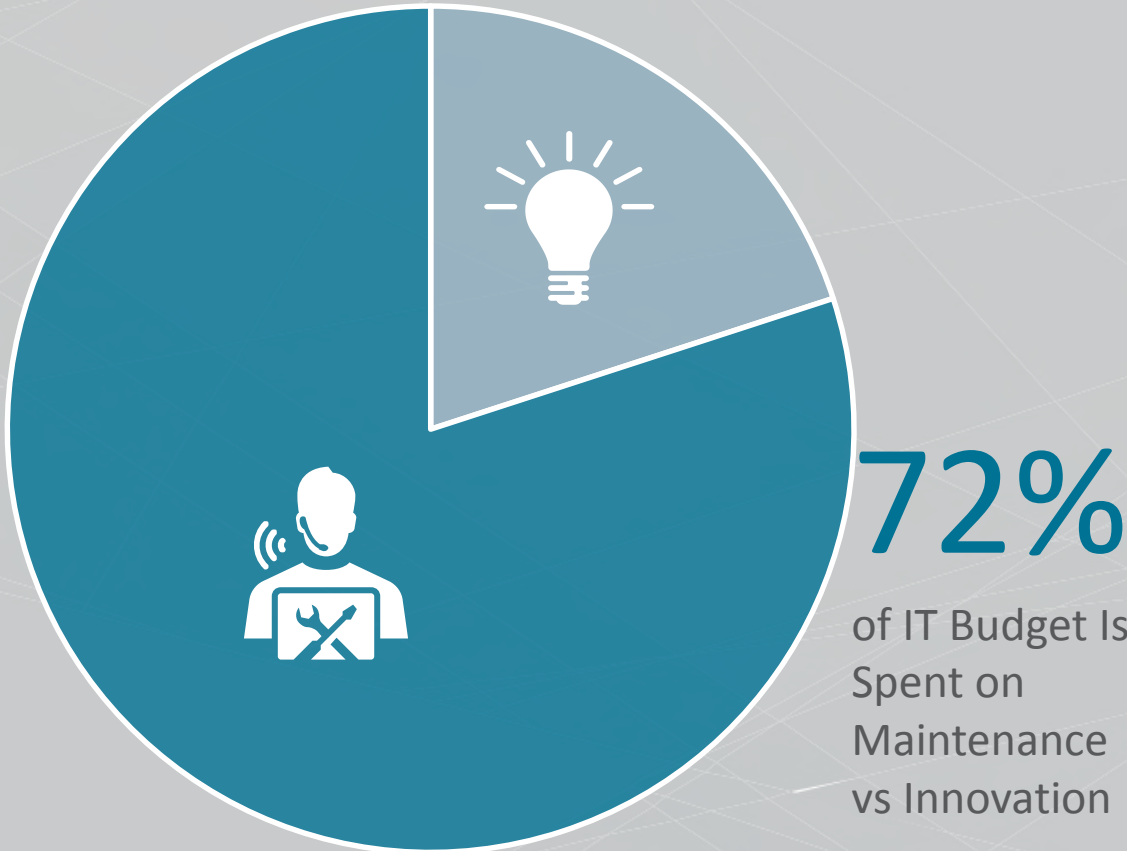
Content



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



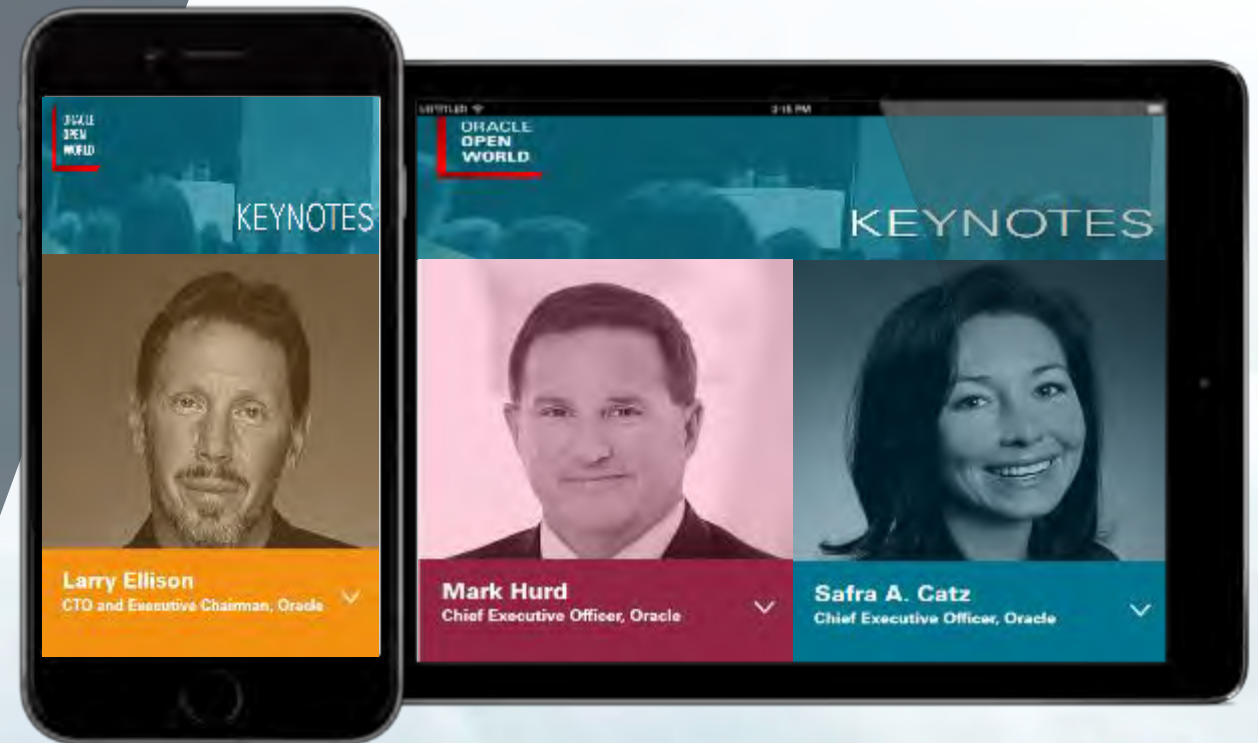
Flexibility In Service &
Deployment Choice




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