



## Oracle Cloud Platform Services for Business Leaders

From marketing and sales to human capital and finance, business leaders are looking for agile technology solutions that they can deploy quickly and easily. Oracle Cloud Platform as a Service (PaaS) gives these executives the expertise, flexibility, and scale they need to more intelligently and securely automate operations, boost productivity, and reduce costs for competitive advantage.

### The Problem: A Need for Speed, Agility, and Scale

In today's business climate it is very difficult to sustain profitable growth. Executives have to be increasingly technology-savvy to understand their markets and launch new business models. However, as the business application software-as-a-service (SaaS) landscape evolves to include a plethora of cloud-based departmental solutions, nearly half of business leaders admit that they have difficulty shifting workloads between public, private, and hybrid clouds—or even migrating to the cloud at all.<sup>1</sup> Only 30 percent of these executives say they can develop, test, and deploy new mobile apps within a one-month timeframe.

Whether it's a sales manager looking to improve close rates or an HR officer who wants to simplify employee onboarding practices, line-of-business leaders are motivated to consume technology more dynamically, and driven to realize value more quickly and easily, than IT can physically deliver. Chief executives want solutions that foster collaboration across functions to make better, faster decisions. They want to strategically leverage new market information and execute with streamlined processes at a scale that delivers competitive advantages. They also want to improve time to market for new products and services, boost operational efficiency, and more easily comply with government and industry regulations. They especially want to secure their data, in conjunction with powerful analytics that enable their teams to extract business insights and seize new opportunities.

Without an agile and scalable platform to enable these initiatives the enterprise can quickly find itself with disparate data and disconnected silos that don't uphold the company's hard-won policies for data management, security, and standardization. Is there a way to give these teams the agility they crave without jeopardizing the organization?

### The Solution: Oracle Cloud Platform Services

Oracle has the answer with a complete line of cloud-based platform services for creating new business functionality and extending analytics to every corner of the enterprise. Oracle Cloud solutions enable self-service business processes that facilitate collaboration and




*"Given the many changes underway and unknown future state of the company, the benefits of the elastic model and financial business case tied directly into our strategy and were key drivers to our success. The cloud platform has already resonated across all lines of business at Pfizer."*

**HIRAD BEHZADI**  
SALES MANAGER,  
PFIZER TECHNOLOGY

#### C-SUITE SOLUTIONS

- Innovate quickly with agile and intuitive technology across departments
- Boost scale to test new initiatives with when demands spike—with minimal risk
- Take the initiative to create transformative business services and processes
- Integrate and extend Oracle and non-Oracle business software as a service (SaaS)
- Deploy secure and reliable IT solutions that improve operational capabilities and reduce costs



improve productivity within many business domains. These solutions are based on decades of data management expertise and fundamental technologies now available in the cloud. For example, Oracle Java Cloud Service enables businesses to race ahead in developing and deploying new applications. Oracle Database Cloud Service and Oracle Big Data Cloud Service make it easy to store and manage data for departmental initiatives without getting bogged down in complex infrastructure.

Oracle Big Data Discovery Cloud Service empowers business analysts to quickly visualize and explore big data—without data wrangling and programming skills—as well as to experiment and test new ideas in a data lab. Advanced analytics reside within the database to enable rapid deployment and high performance, enabling marketing professionals to predict market events and behavior with unprecedented accuracy and precision. Oracle Data Visualization Cloud Service and Oracle Business Intelligence Cloud Service empower business leaders to analyze and share strategic insight.

Oracle Business Process Management technology allows business users to integrate SaaS and on-premises systems. Oracle Integration Cloud Service provides point-and-click connections and rebuilt integrations among systems, alleviating the need for cloud or SaaS expertise. Oracle Mobile makes it easy to extend these processes and insights to any device. Even Oracle's well-established business applications are available in the cloud. For example, mobile self-service apps for Oracle E-Business Suite empower employees to execute tasks on their mobile devices and extract value from existing backend systems.

## Taking Care of Business

What's the upshot of all this agility? Accelerated business innovation, streamlined business processes integration, employee self-service, and robust analytics that transcend business functions. From marketing and sales to finance and HR, departmental teams can increase productivity and boost collaboration—freeing up scarce capital resources and skills from complex technology and infrastructure. Oracle does the hard work of installing, maintaining, and upgrading these information systems, as well as hosting data for cloud customers. It all adds up to greater scale, better data-driven decision-making, and higher performance.

Best of all, thanks to Oracle's leadership in industry standards for security, user authorization, data management, integration, and document exchange, business professionals gain flexibility to focus on their business, while the IT department maintains its role in establishing IT standards and overseeing corporate data assets.

## Get Started Today

To compete in today's complex, fast-moving global markets, business leaders need a modern platform. In many cases, that means being able to develop and implement their own apps, tools, utilities, and analytics—without extensive IT commitment. Oracle Cloud Services integrates data with business capabilities, all while lowering the cost of operations and improving employee satisfaction. Oracle Cloud Platform meets the needs of developers, IT professionals, and business leaders with a comprehensive portfolio of platform services that enables the business to innovate faster, increase productivity, and lower costs. Contact Oracle to learn more about advanced cloud platform solutions, or visit [oracle.com/cloud](http://oracle.com/cloud).





*"In the usual rush to prepare for launch, I was delighted when the complete process with our cloud services from Oracle was so straightforward, as this allowed me time to focus on what really matters: getting on with preparing for product launch. I needed this to be easy, and it was."*

ALAN BURNS  
CTO AND CO-FOUNDER,  
PEERPAY

### CLOUD SERVICES FOR EVERY BUSINESS NEED

- Application development: Rapidly develop and deploy modern business applications using the industry's #1 development platform.
- Data management: Slash IT costs and accelerate time-to-value by using the industry's #1 enterprise database.
- Business analytics: Visualize and intuitively explore your data, experiment with new ideas, and uncover hidden patterns.
- Integration: Streamline connections between cloud and on-premises applications, multiple data sources, and intelligent Internet of Things devices.
- Content and process: Seamlessly blend content, people, processes, and communications as part of a cohesive workflow.
- Mobile: Make mobile application development quicker, easier, and more secure.
- IT operations management: Give your team an integrated suite of monitoring, management, and analytics solutions.

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### Integrated Cloud Applications & Platform Services

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