

A man with a beard, wearing a light blue button-down shirt and a white VR headset, is looking down at a large, translucent 3D model of a car wheel. The model is composed of many thin, overlapping layers and is surrounded by a cloud of small, colorful dots (orange, green, blue). The background shows a factory setting with a microscope on the left and a large, curved structure on the right. The overall image has a teal and blue color scheme.

SIEMENS

# Agility and Ingenuity Together

Our response  
to SHERPA#2

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Our promise to you

# Agility and Ingenuity Together

Bringing Siemens the power of **true enterprise cloud** to enable vital standardisation and flexibility, continuous innovation and absolute security

# What we will bring Siemens in SHERPA#2

The strongest, most complete, resilient and flexible platform for your current and future business



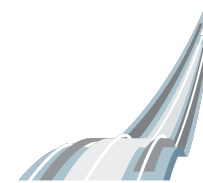
## MATURE, TRUE ENTERPRISE CLOUD

Designed over 10 years, using modern best practice, for global enterprises



## DATA DRIVEN BUSINESS CAPABILITY

Embedding insight across your global organisation



## ENABLING YOU TO ACHIEVE A DYNAMIC OPERATING MODEL

Realising value at every stage, giving you even greater control

# Our proposition to Siemens

## Oracle will deliver agility and ingenuity together for and with Siemens

**The power of true enterprise cloud enabling data-driven business capability, and a truly dynamic operating model.**

A platform built from the ground up, mature, ready to go. Created over **10 years and \$75billion investment** to give enterprises competitive advantage through data. A platform that helps you:

- Drive Intelligent standardisation and automation to achieve new levels of efficiency through **85% common processes**.
- **Configure and extent new functionality from common processes**. So operating companies and global businesses can carry out unique tasks or deliver differentiated capability easily.
- Rapidly onboard new acquisitions and maximise their value. Divestments easy to carve out.
- We constantly innovate, so new capability augments your business performance.
- We control all levels of the technology delivery from the CPU right through to the application – this is unique in the technology world and ensures levels of security way beyond our nearest competitor
- Through Enterprise Cloud we will support Siemens to create a business-enabling, data-driven cloud platform to maximise performance. Designed to deliver strength, flexibility, innovation and security through data. To ensure your agility and unleash your ingenuity now and into the future.

# What do we mean by...



## Standardisation

- More than 600 pre-built applications
- Delivering global data-definition and business process standardisation
- Meaning comprehensive oversight, governance, control and efficiency
- All delivered with global compliance.



## Flexibility

- Configure and extend processes and functions to accommodate business specific requirements
- All configurations and additions automatically reflected in the data model allowing seamless information flow.



## Innovation

- We deliver innovation with a regular cadence that does not disrupt your day to day operations
- This means you can constantly improve business efficiency without disruption and associated cost.



## Security

- The highest level of security delivered by control over each layer of the technology stack
- Including autonomous data management allowing proactive response to ongoing, changing threat.

# Delivering capability aligned to your requirements

## VELOCITY to reach TARGET STATE SOONER

Oracle Enterprise Cloud is ready to go now.

Incremental delivery allows strong risk management and the opportunity to reach target end state in advance of 2025.

## Balancing STANDARDISATION and INDIVIDUALITY

Highly standardised platform

Configurable & extendible functions and applications deliver to individual operating company needs fast.

Because it's all part of a modular platform, no matter how individual functions are added, your platform stays integrated.

## Risk-mitigated DISRUPTIVE THINKING

Automatically adding disruptive and innovative enhancements – with zero impact to you.

Oracle takes the risk and investment burden. You take the advantage of disruptive technology integrating it seamlessly into your business.

## ONE unified PLATFORM

Building a single ERP backbone - designed with lean business process and rapid deployment capability.

No monolithic design. No heavy customisation - backbone remains agile, innovative – and secure.

## Clear compelling case for INVESTMENT IN ERP

Delivering in stages to show continuous, rapid ROI incrementally.

Delivering agile ERP backbone, adding functions as part of Enterprise Cloud, in line with changing needs and compelling business cases for change.

# Where will our approach take you?

## From an existing enterprise landscape...

Built on 20-30 year old code base

With different platforms everywhere

With slow, inefficient and error-prone integration

Where security around the big amount of different ERP systems is a huge burden

Where customization of processes leads to a disunited business

Where you can't drive learning from insight

With manual updates causing slowdown, cultural issues and security exposure

With inefficient, customized and complex processes causing escalating costs

## To a new world...

Which is designed from scratch for next-generation business

Giving a single, consistent data-driven information management platform

Which integrates automatically, so everything talks to each other

In which security is inherited seamlessly from the CPU layer up to the whole technology stack

Which puts in place flexible, configurable and extendible functions from one global data model

Where you can use data science across the business to get real insight

With automated updates, consistent innovation, no integration shock – and Autonomous Data Management that drives and secures itself

With a flexible enterprise cloud built from the ground up, giving you known cost management



# Oracle Enterprise Cloud Journey – Light-years ahead



**2007**

‘Reinvent  
enterprise  
applications’



**2019**

**1000+ applications**  
**29 Million** weekly active  
users  
**57 Billion+** daily business  
transactions



**\$56bn**

invested

## Built with Modern Best Practice

Standardised, configurable, extendible

## Built from ground up

Single global platform  
Millions of lines of code rewritten

## Built to be entirely secure

From data center to chip  
Encrypted at rest and in motion

## Built to drive itself

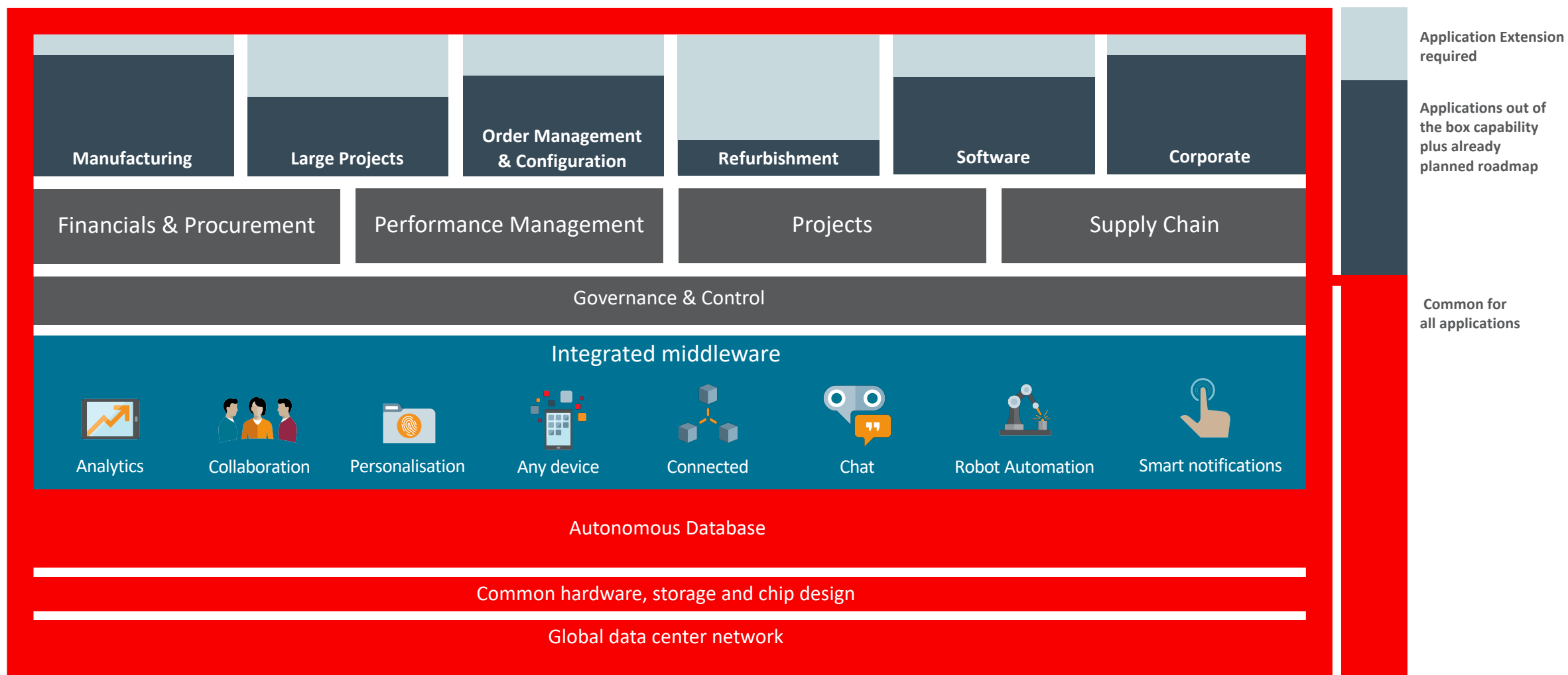
Autonomous Data  
Unique, unrivalled data capability.  
Self-driving, self repairing, self-securing

## Oracle Cloud Scale





# A complete, robust, flexible Enterprise Cloud



# Committed to constant improvement and enhancement

## Manufacturing

80%

10%

10%

Enhancements (e.g. in manufacturing) already part of our roadmap and standard cadence of delivery, delivered before you go live

Any remaining gaps, we commit to delivering on top of the roadmap

## Large Projects

50%

## Order Management & Configuration

70%

## Refurbishment

10%

## Software

70%

## Corporate

80%

We are continuing to accelerate what we deliver, extending functions to meet your end state

20 Oracle  
Cloud releases  
in 5 years

\$5-6bn / year  
on new  
enhancements

40% of enhancements  
are based directly on  
customer feedback

By EOY 2019 70% complete

By EOY2020 this will be 100%

But it will never stand still.

We are committed to delivering what you need, and bridging any gaps on top of our roadmap



Out of the box capability



Enhancement required

# Driving towards your success with agility and ingenuity, **together**

Working together, we will support your transformation through our platform with a rolling roadmap of continuous innovation, delivery and change.

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**SIEMENS**



# Appendix

The following slides are for internal Oracle use only.

# One message, driving everything

After discussion and working with key stakeholders, a single central message to Siemens stands out as something that the Oracle team can drive into any Siemens environment, to any Siemens stakeholder at any level, in the short and long term. A promise that tells Siemens you understand their deepest needs and can meet them at a truly fundamental level, know their need to be flexible and innovative at one and the same time, recognise their need to stay connected and cohesive, and want to partner with them in the truest sense to deliver that promise.



This unifying central message will drive all communications and content into Siemens, balancing what Siemens needs and is trying to achieve with Oracle's capabilities and propositions.

# Why this central message works

## Rationale

- Engages current RFI demands for robust agility now, and innovative future capability development
- Demonstrates strategic partnership and understanding – shows we understand immediate need and long-term business drivers
- Shows clear understanding of collaborative and co-creative approach, between you and them
- Aligns Siemens and Oracle at the highest level yet can be made increasingly specific to any area of the RFI
- Can be adapted to the needs of any stakeholder and any discussion
- A promise that is TRUE, CREATIVE, LONG-TERM, and STRATEGIC



# Long-form pitch

## Oracle will deliver agility and ingenuity together for and with Siemens.

**By bringing you the power of true enterprise cloud enabling Siemens to have a data-driven business capacity and a more dynamic operating model.**

A platform built from the ground up, mature, ready to go. Secure at every level, and light-years ahead of anything that anyone else can deliver. Created over 10 years and \$75bn investment to give enterprises advantage through data. A platform that helps you to standardise data and core processes, creating a shared insight and seamless controls. Intelligent standardisation and automation delivers new levels of efficiency through 85% common processes. The same approach that saves us \$2bn a year. Enterprise Cloud that gives you the ability to configure new functionality from common processes and tools. So operating companies and global businesses can carry out unique tasks or deliver differentiated capability and Siemens' business remains connected at every point. Enterprise Cloud that supports rapid innovation and new capability. Enabling you to rapidly onboard, get maximum value from new acquisitions fast with no shock of upgrade. Aligning innovation instantly to your shared processes and so new capability only augments, and never holds back, business performance.

Enterprise Cloud that gives you assurance, through the highest level of security possible across every aspect of data from CPU up. Delivering total confidence and assurance. Autonomous Data powers this, self-healing and self-securing and delivering real-time, never-resting protection. Overall, we will give you through Enterprise Cloud a business-enabling, data-driven cloud platform that will help you to maximise performance, achieve new levels of controlled efficiency, flexible agility and continuous innovation. A platform designed to achieve the goals of a reimagined Siemens. Designed to deliver strength, flexibility, innovation and security through data. To ensure your agility, and unleash your ingenuity now and in times to come.



# Long-form pitch

Our message enables us to engage senior business stakeholders and more operational and technological people in the same way. Giving us a 'golden thread' of ideas to link engagement.

## Agility and Ingenuity Together

### Strategic Leaders

"Oracle will empower Siemens to drive new levels of strategic business agility and continuous, relevant ingenuity. We will, through **modern best practice**, co-create **data-driven platforms and enterprise cloud**, to deliver the next generation Siemens with you; enabling you to remain connected and cohesive no matter what happens. **We will help you achieve Agility and Ingenuity. Together.**"

### Operational Drivers

"Oracle will enable leaders of key Siemens divisions and critical business functions to achieve new levels of operational speed and efficiency through true **enterprise class cloud and a flexible data-driven business platform, designed for the future, from scratch, through truly modern best practices**. We will collaborate with you to support higher operational agility and industrial innovation to be developed and delivered continuously. **We will support you to bring Agility and Ingenuity. Together.**"

### Technological Experts

"Oracle will use **modern best practice to shape and deliver the complete data-driven platform and enterprise-class cloud for Siemens**. This will enable faster, more accurate data and connected business processes – supporting operating companies to achieve faster, connected decisions and drive more effective innovation. We will help you achieve the data and cloud capability to **drive Agility and Ingenuity. Together.**"