SIEMENS

Agility and Ingenuity Together

Our response to SHERPA#2

Presented by Elmar Neuwirth

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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

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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

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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 $56billion 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.

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What do we mean by…

Standardisation

- More than 1000+ 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.

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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.

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Where will our approach take you?

From an existing enterprise landscape…	To a new world…
Built on 20-30 year old code base	Which is designed from scratch for next-generation business
With different platforms everywhere	Giving a single, consistent data-driven information management platform
With slow, inefficient and error-prone integration	Which integrates automatically, so everything talks to each other
Where security around the big amount of different ERP systems is a huge burden	In which security is inherited seamlessly from the CPU layer up to the whole technology stack
Where customization of processes leads to a disunited business	Which puts in place flexible, configurable and extendible functions from one global data model
Where you can't drive learning from insight	Where you can use data science across the business to get real insight
With manual updates causing slowdown, cultural issues and security exposure	With automated updates, consistent innovation, no integration shock – and Autonomous Data Management that drives and secures itself
With inefficient, customized and complex processes causing escalating costs	With a flexible enterprise cloud built from the ground up, giving you known cost management

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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

~6,000
Fusion ERP Cloud Customers

25,000+
Cloud Customers

35
Languages

175
Countries

27
Data Center Regions Globally

12
Delivery Centers Globally

7,000+
Physical Servers under management

2,000+
Cloud Operations Professionals

40,000
Cloud Developers

17,000+
Patents

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https://cloud.oracle.com/en_US/why-oracle-cloud-applications

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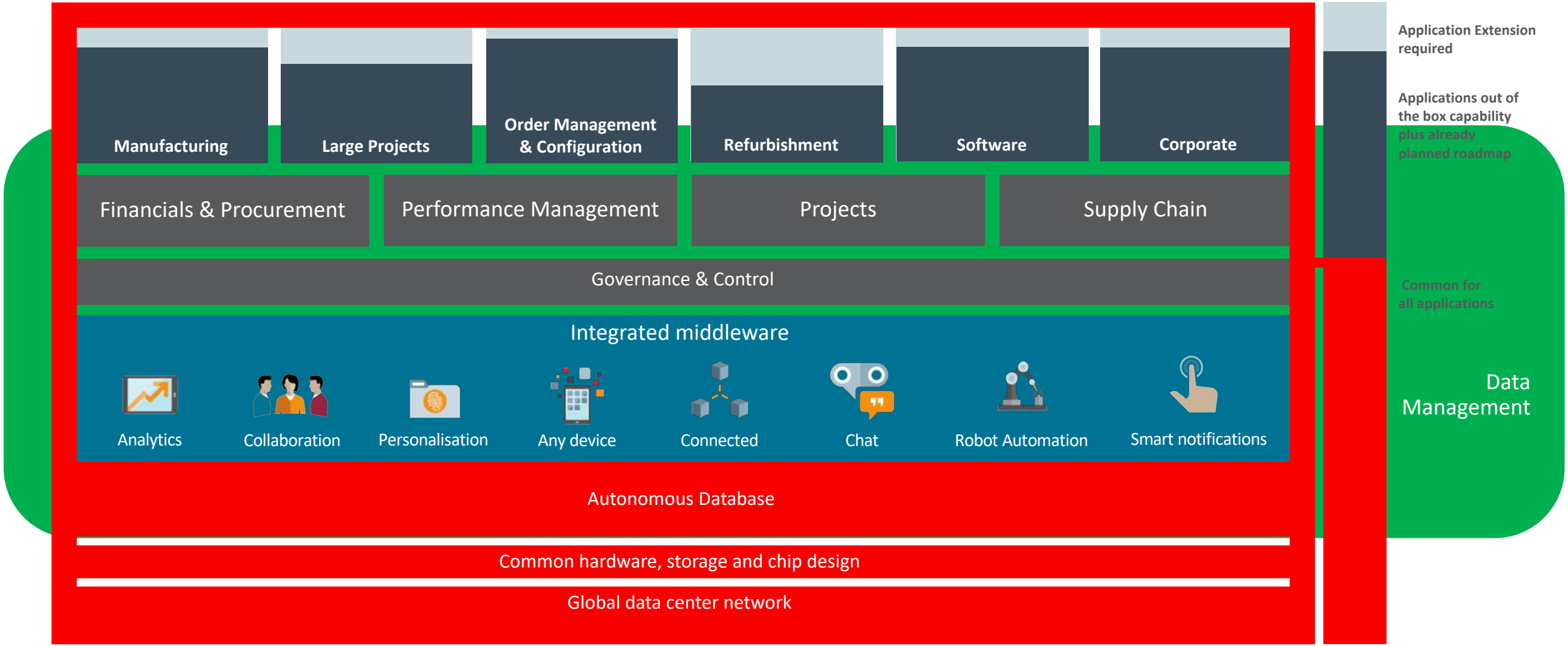
A complete, robust, flexible Enterprise Cloud



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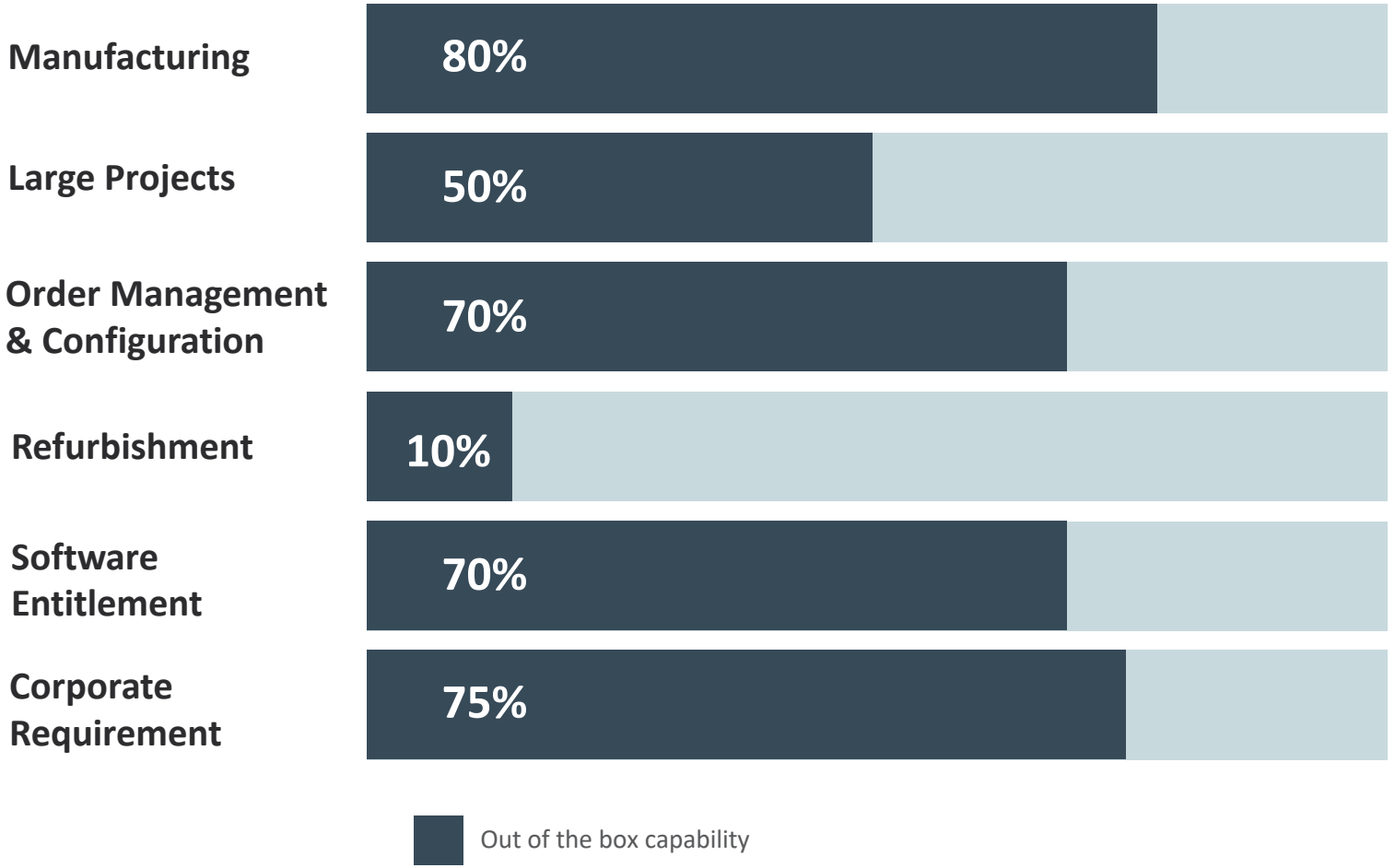
Deep Dive Fit – Early Assessment (End March ’19)

Our initial product fit assessment after reading RFI before Deep Dive start



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

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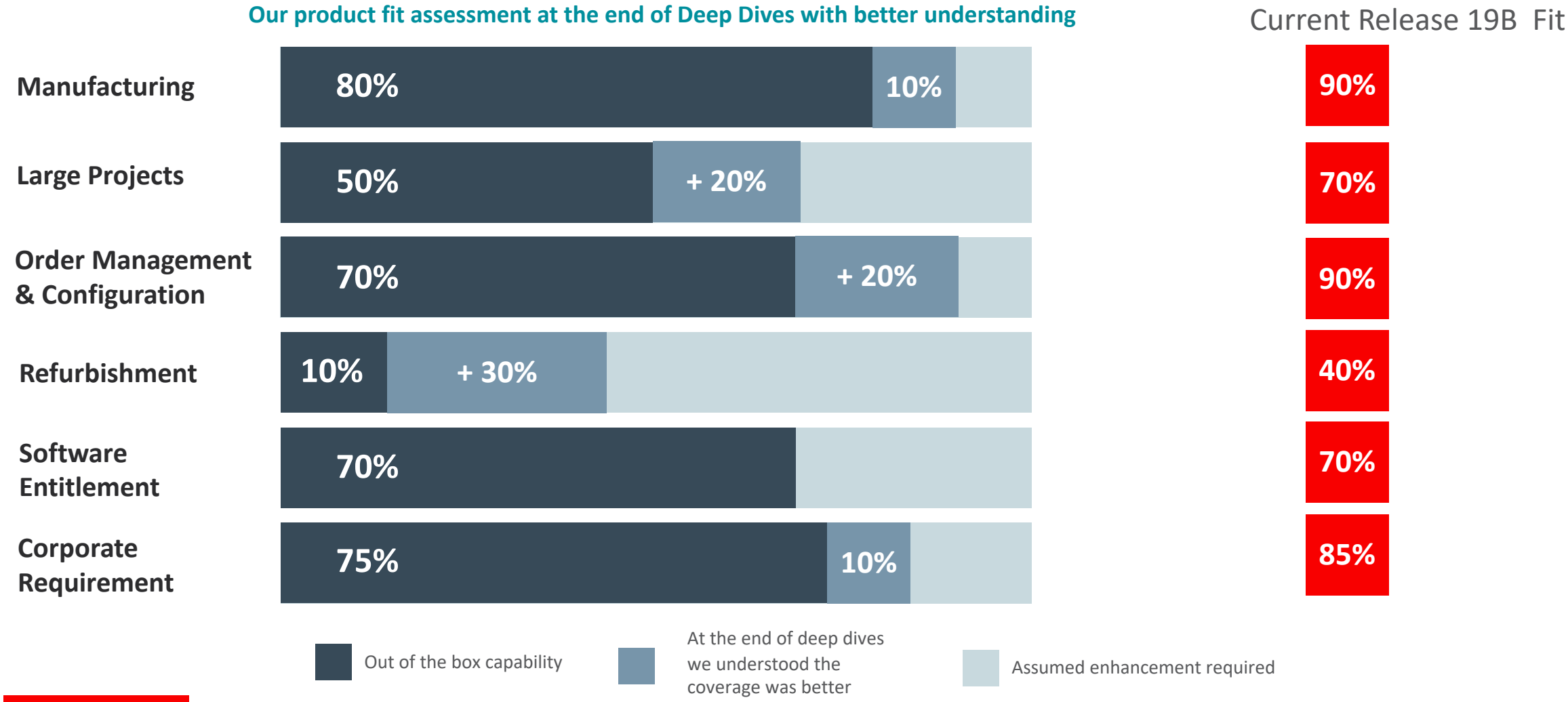
Deep Dive Fit – Current Support (End May ’19)



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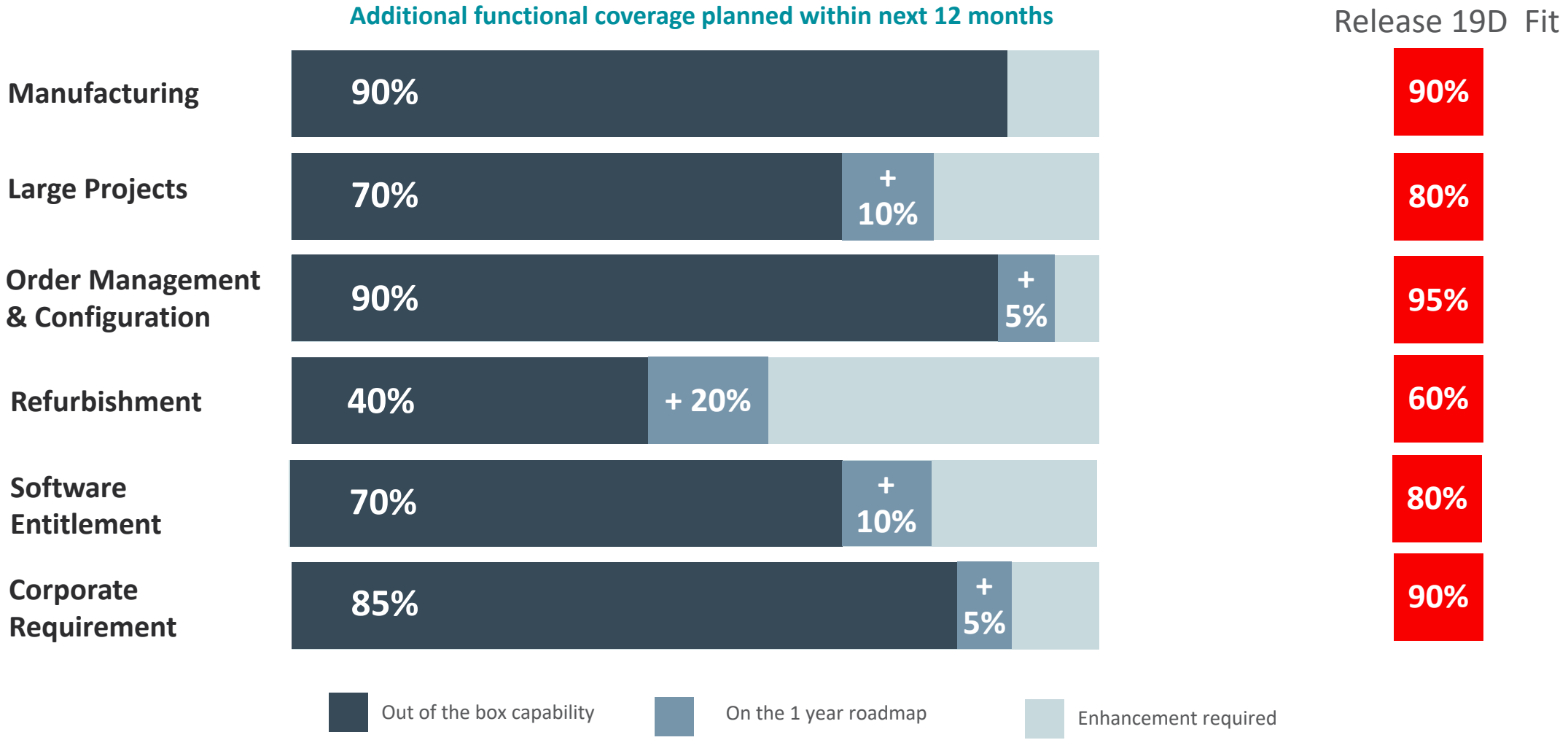
Deep Dive Fit – 1 Year Roadmap Support



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Business transformation approach – activities

Operating Model Alignment

Cloud Vision & Strategy

Business case & Architecture baseline

Future State Architecture

Oracle Product Development Prioritization

Business Transformation Planning

Engage

Focus / Refine / Enable

Live Operate & Cloud Value Review

RFI Phase

RFP Phase

Programme Delivery Phase

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Business transformation approach – activities

Operating Model Alignment

- Business strategy and drivers
- Operating model diagnostic
- Operating model transformation objectives
- Operating model transformation governance
- Organisation change management
- Operating model transformation benefits realisation

Cloud Vision & Strategy

- Define cloud strategy and goals
- Define cloud operating framework
- Assess cloud readiness and stakeholder tree

Business case & Architecture baseline

- IT Estate analyses
- Current State Architecture
- Sustainability Heat map
- Business Case Approach

Future State Architecture

- Logical Architecture
- Physical Architecture
- Proof of Value
- Portfolio plan

Oracle Product Development Prioritization

- Product fit matrix
- Oracle Prod Dev Roadmap
- Confirm critical gaps
- Present prioritized Prod Dev Roadmap

Business Transformation Planning

- High level business readiness analysis
- Identify and Prioritize initial “Portfolio” candidates
- High-level Costs, Benefits, Risks
- Business Transformation Roadmap

Engage

- Solution Alignment
- Business Case / Value and cost
- Implementation planning
- Business readiness mobilisation

Focus / Refine / Enable

- True Cloud Method onboarding
- Onboarding Provisioning Plan & Workshops
- Implementation execution
- Business readiness planning and enablement

Live Operate & Cloud Value Assessment

- Activity/Issue/Risk Tracking Logs
- Governance Execution Plan
- Assess Cloud Value
- Evaluate all previous steps and make adjustments

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Dynamic operating model

Streamline the Core → **Enable Business Transformation**

Controlled & Compliant

- Strong Governance
- Transparent
- Confident & Reliable
- Reduced Risk
- Higher Stakeholder Confidence

Ultra Efficient

- Adopt Best Practices
- Common Processes
- Reduced Errors
- Effective Centralization
- Automation
- Innovation

Strategic

- Transformed Business Functions
- Continuous Evolution
- Plan the future
- Investment Planning
- Track ROI and Value

Insight Driven

- Data Driven Analysis
- Timely Reporting
- Faster Decisions
- Proactive
- Forward Looking

Collaborative

- Valued Partner
- Intuitive and Mobile
- Greater Participation
- More Agility
- Higher Productivity

Adopting Principles of a Dynamic Operating Model

Establishing the role of Business Process Owners (BPOs)

Centralization of low value / transactional tasks

Leveraging an Evolving Platform (Quarterly Updates)

ENABLING YOU TO ACHIEVE A DYNAMIC OPERATING MODEL

Realising value at every stage, giving you even greater control

Dynamic operating model building blocks

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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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