



The Power of Now

Submitted to:

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Group Number : 02



SL		Marks
1	Presentation Skills	
2	Content Quality	
3	Visual Appeal	
4	Team Coordination	
5	Audience Engagement	

Group Members

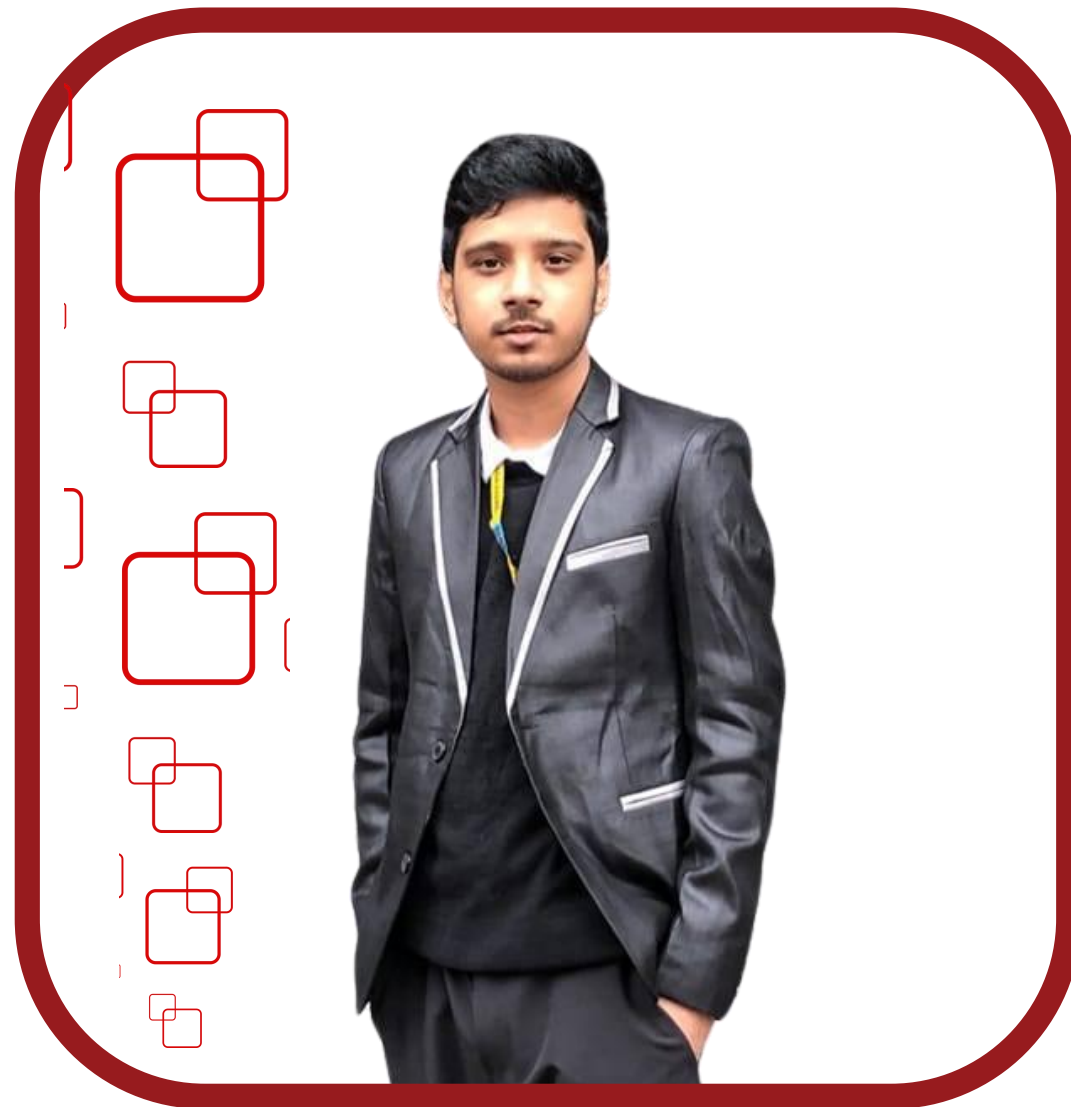
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Group Members

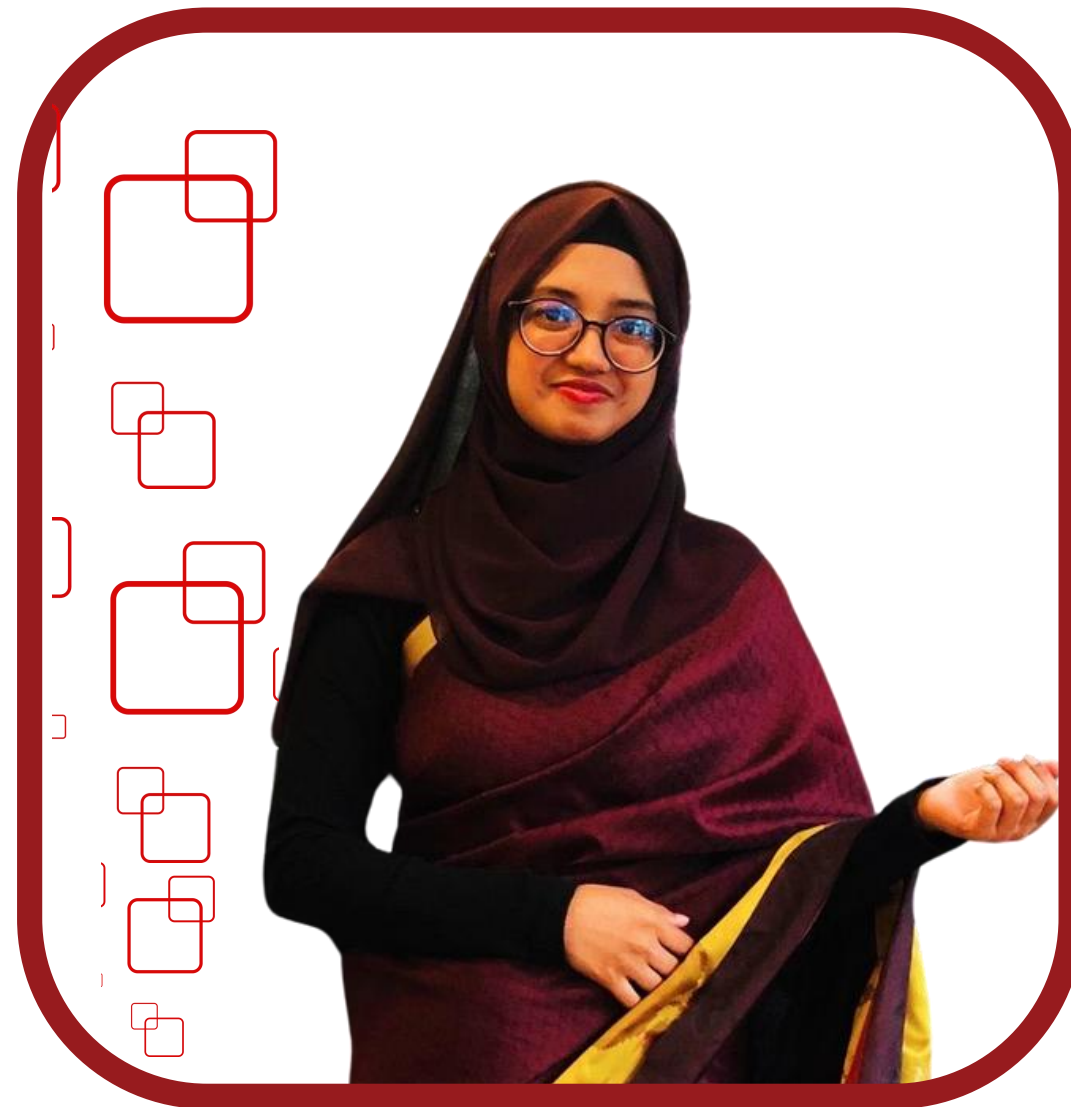
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Group Members

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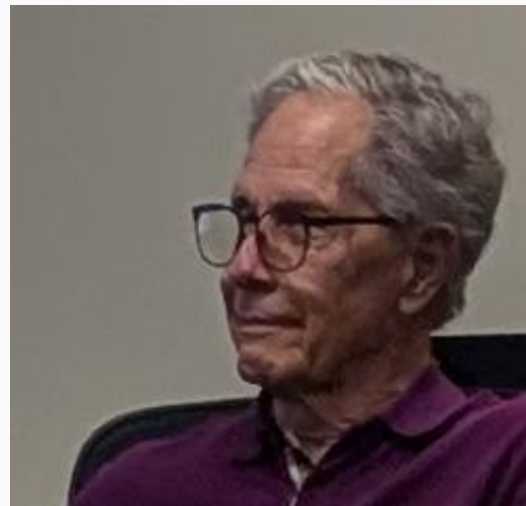
Corporate Overview and Product Line

About Oracle:

- Oracle is a global leader in database software, cloud computing, and enterprise software solutions. It serves both private and public sector organizations across various industries.
- Founded in 1977.
- Founders:



Bob Miner



Ed Oates



Larry Ellison

- Headquarters: Austin, Texas, USA
- Mission Statement: "Help people see data in new ways, discover insights, and unlock endless possibilities."

Corporate Overview and Product Line (Cont..)

Oracle's Key Products (2023/24)

1. Cloud & License Division (Primary Revenue Source)

- Oracle Database
- Oracle Autonomous Database
- Oracle Cloud Infrastructure (OCI)
- Oracle Exadata
- Oracle Fusion Applications (ERP, HCM, SCM, CRM)
- Oracle NetSuite
- Oracle Java

2. Hardware Division

- Oracle SPARC Servers
- Oracle ZFS Storage

3. Services Division

- Oracle Consulting
- Oracle Support Services



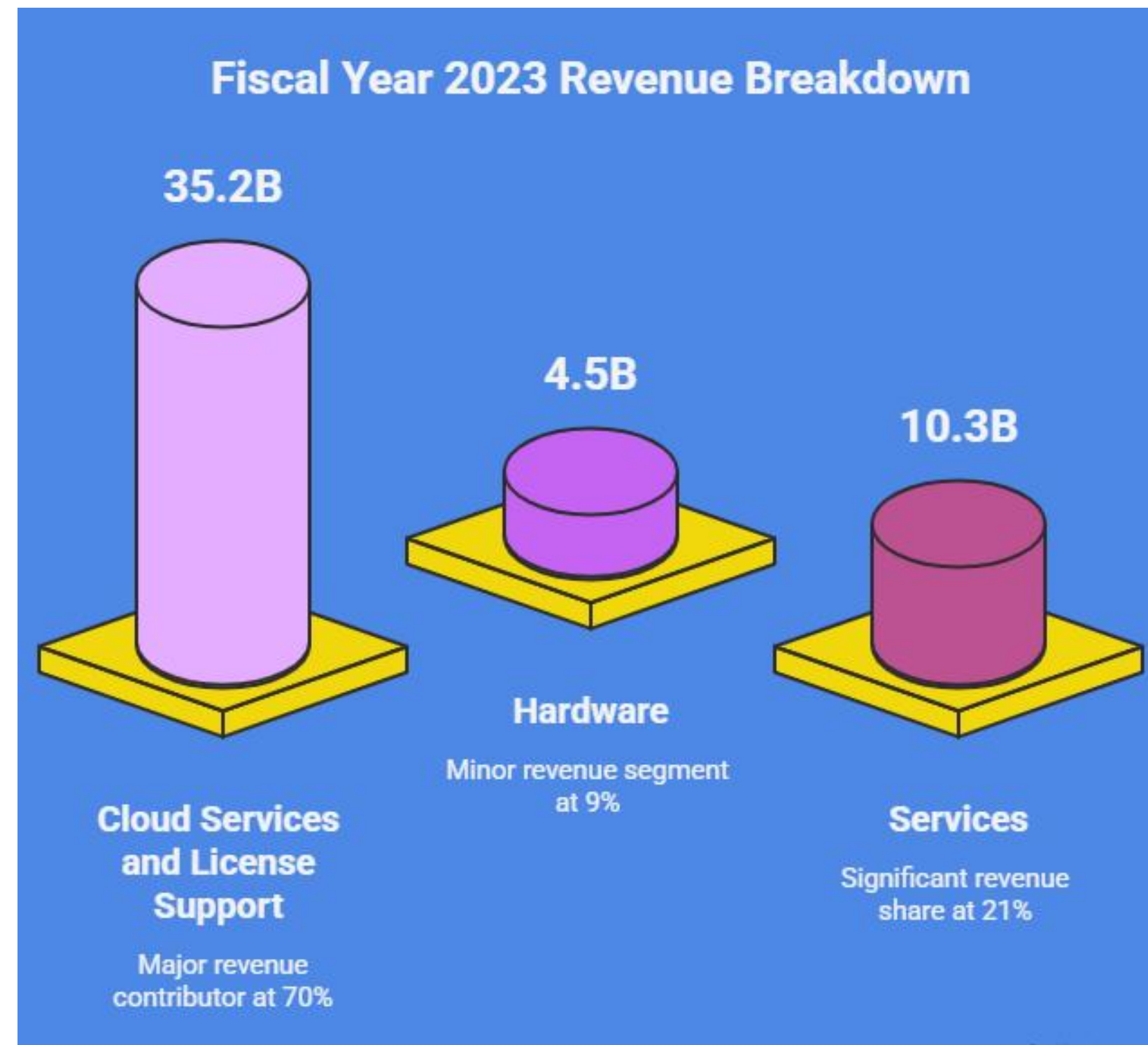
Corporate Overview and Product Line (Cont..)

Revenue Breakdown (Fiscal 2023)

- Total Revenue (2023): ~\$50B

Individual Highest Revenue Generator

- Oracle Database & Cloud License (41%) – Still the cash cow. They earned \$20.6B from here.



Management & Leadership

Leadership

- These individuals shape the long-term vision, corporate strategy, and major innovations at Oracle.



Larry Ellison

Co-founder, Chairman &
CTO



Safra Catz

Chief Executive Officer
(CEO)



Jeffrey Henley

Vice Chairman

Management & Leadership (Cont..)

Management

- These individuals are responsible for executing Oracle's strategic plans, overseeing day-to-day operations, managing product development, finance, legal functions to ensure smooth business performance.



Safra Catz

Chief Executive Officer (CEO)



Edward Screven

Chief Corporate Architect



Steve Miranda

EVP, Oracle Applications



Dorian Daley

Chief Legal Officer

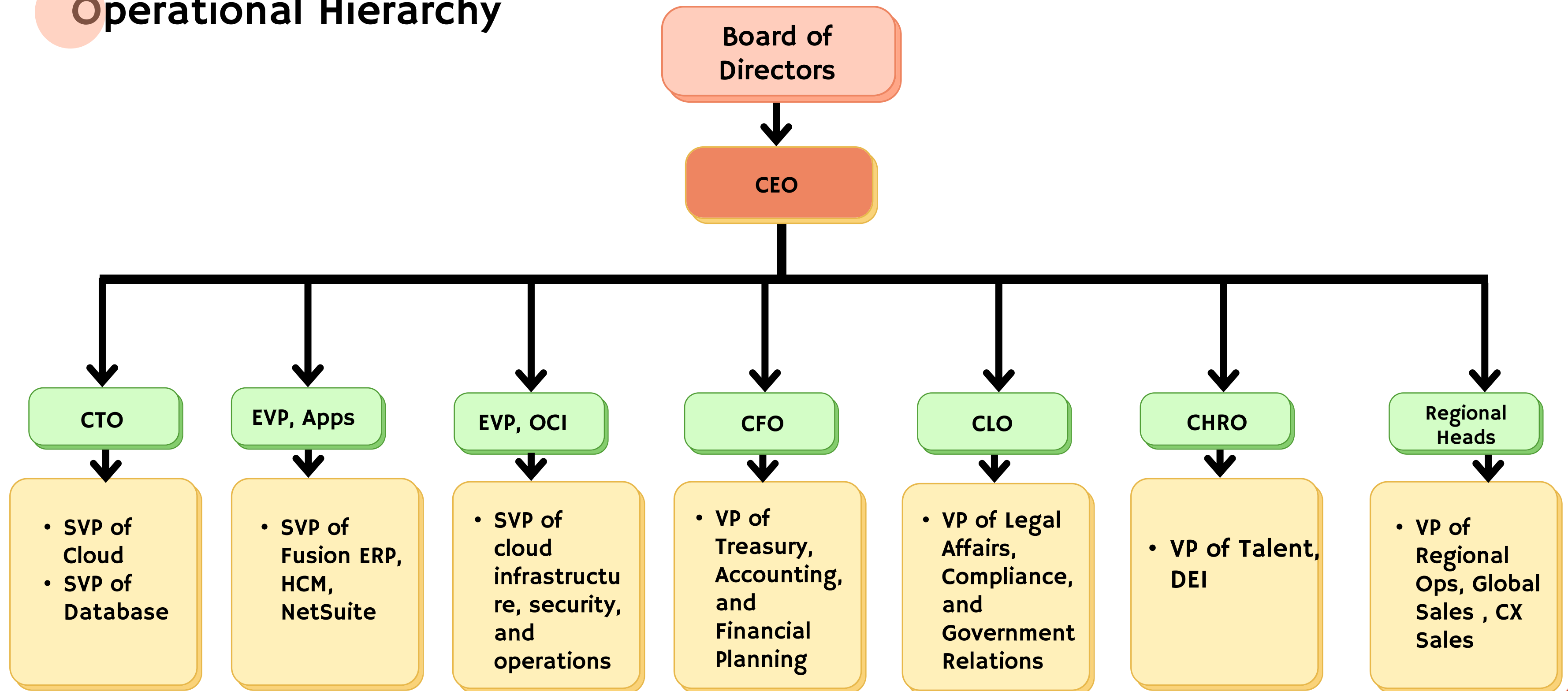


Clay Magouyrk

EVP, Oracle Cloud Infrastructure (OCI)

Operational Hierarchy & Organizational Structure

Operational Hierarchy



Operational Hierarchy & Organizational Structure (Cont..)

Organizational Structure for Oracle Database:

1. Executive Leadership

- EVP, Oracle Database & Systems
- Reports directly to Larry Ellison (CTO) and Safra Catz (CEO).

2. Core Functional Teams

Department	Key Responsibilities	Leadership Role
Product Management	Roadmap, Licensing, GTM	VP, Database PM
Engineering	Core DB, Performance, Security	SVP, Database Eng
Cloud & DBaaS	OCI Integration, Hybrid Cloud	VP, Cloud DB
Quality Assurance	Testing, Release Validation	VP, QA
Support & Consulting	Customer Support, Migrations	VP, DB Services
Product Marketing	Campaigns, Sales Enablement	VP, DB Marketing

Challenges in Accounting Software Development

- **2024'S TOP ROADBLOCKS IN CLOUD ACCOUNTING**

AI Integration Costs

- 58% of enterprises exceed budgets (Gartner 2024)
- Oracle's response: "Pay-as-you-go AI" pricing in NetSuite

Legacy System Migrations

- 70% of delays caused by data cleansing (IDC 2024)

Challenges in Accounting Software Development (Cont..)

Challenges:

Human vs. Tech Hurdles

Talent Shortage

- "3.1M unfilled cloud accounting jobs globally" (Deloitte 2024)

Oracle's Solution:

- Free "Cloud Accountant" certification (50K+ trained in 2024)
- AI-powered upskilling labs in NetSuite

Regulatory Whiplash

- 200+ new tax/finance laws (PwC 2024)

Hotspots:

- EU: 6% Digital Levy
- US: SEC AI Disclosure
- ASEAN: GST Harmonization

Oracle's Solution:

- Real-time compliance updates
- Interactive regulatory maps

Security in Accounting Software

Oracle's 2024 Security Shield

1. Quantum-Resistant Encryption

- Industry-first launch (Q1 2024)
- Thwarts "harvest now, decrypt later" attacks
- **Key Fact:** 256-bit lattice-based cryptography

2. Continuous Compliance

- Real-time updates for:
- GDPR (EU), SOX (US), PDPA (Asia)
- **Audit Trail:** 100% immutable logs

3. Supply Chain Firewall

- Vets 3,500+ NetSuite Marketplace apps
- **2024 Stats:**
- Blocks 120+ malicious plugins annually
- Reduces third-party risks by 78% (Gartner)

Security in Accounting Software (Cont..)

Security



Behavioral AI Monitoring

- **Real-time Anomaly Detection:**
 - Unusual time (3 AM transactions)
 - Location mismatches (Login from 2 countries in 1 hour)
- **Accuracy:** 99.9% false-positive reduction (Oracle Labs 2024)



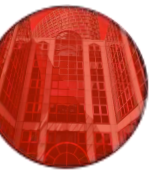
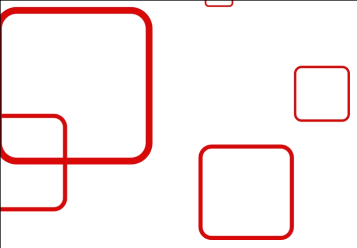
Supply Chain Firewall

3-Layer Defense:

- **Code Scan** – Malware detection
- **Vendor Check** – Developer verification
- **Runtime Shield** – API threat blocking

2024 Stats:

- ✓ 3,500+ apps screened daily
- ✓ \$2.1M fraud prevented monthly
- ✓ 78% faster response



Trends in Accounting Software

AI & Machine Learning Integration

- Oracle's AI: Embedded AI for Oracle Fusion ERP
- Generative AI: GenAI for financial reporting and natural language queries.

Cloud-First Strategy (Oracle Cloud Infrastructure - OCI)

- Hybrid cloud options : For regulated industries (e.g., government, banking).

Blockchain for Financial Auditing (Limited but Growing)

- Oracle Blockchain Platform is used for audit trails and smart contracts in finance.

Enhanced Analytics & Real-Time Reporting

- Oracle Fusion Analytics Warehouse (FAW): AI-driven financial insights and Natural Language Processing (NLP).

Automation & RPA in Accounting

- Oracle Intelligent Bots: Automate AP/AR workflows (invoice processing, reconciliations).

Market Position & Competitive Strategy



Market Position

Industry Leadership

- Top 1 in Database Management (Oracle Autonomous Database dominates 42% market share)
- Top 2 in Cloud ERP (Behind SAP, ahead of Workday)
- Top 3 Cloud Infrastructure (OCI) competing with AWS/Azure

Key Customer Segments

- Government Agencies (FedRAMP-certified solutions)
- Fortune 500 Enterprises (70% use Oracle EBS/Cloud)
- SMBs via NetSuite (25% YoY growth)

Financial Strength:

- \$50B+ annual revenue (35% from cloud services)
- 92% customer retention rate for Fusion Cloud



Market Position & Competitive Strategy (Cont..)

Competitive Strategy

AI-First Differentiation:

- Embedded AI across all products (Fusion ERP, HCM)
- GenAI Investments: \$2B+ in LLM development for financial automation

Strategic Acquisitions:

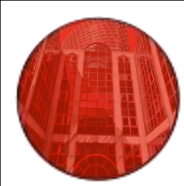
- Recent buys: Cerner (Healthcare IT), Textura
- Targeting AI/ML startups to enhance automation

Partner Ecosystem:

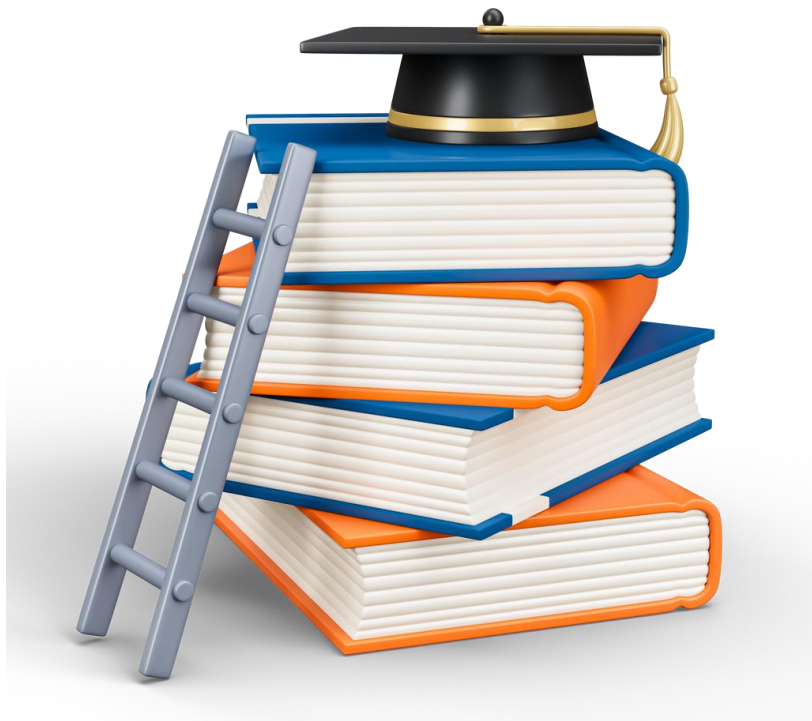
- 15,000+ implementation partners
- Co-selling with Microsoft (Azure/Oracle Interconnect)

Cloud Dominance Play:

- OCI Price Cuts (30% cheaper than AWS for comparable services)
- "Cloud@Customer" hybrid model for regulated industries



Corporate Social Responsibility (CSR) & Sustainability



1. Education Initiative

Oracle Academy: Free tech training for 5M+ students globally



2. Employee Volunteering

- 50K+ employee volunteer hours yearly
- Disaster relief tech teams.



3. Environmental Action

- Goal: 100% renewable energy by 2025.
- 95% e-waste recycled.



4. Eco-Friendly Products

- Energy-efficient hardware & software.
- 30% less power use in Oracle Exadata servers & cutting CO2 emissions with smart software.



Regulatory Compliance

1. Data Privacy Laws

- Complies with **GDPR** (Europe), **HIPAA** (USA), and global privacy laws
- Ensures customer data is secure, private, and transparent

2. Financial Compliance

- Adheres to **SOX (Sarbanes-Oxley Act)** for financial accuracy and accountability
- Regular audits and internal controls in place

3. Security Standards

- Certified under **ISO/IEC 27001**, **FedRAMP**, and other frameworks
- Strong focus on data protection and cybersecurity

4. Ethics & Governance

- Operates under a clear Code of Conduct and Ethics
- Promotes transparency, anti-corruption, and legal compliance globally

A close-up photograph of a person's hand holding a white pen, poised to write on a document. The document has some text and a table visible. The background is blurred, showing more of the document and the person's arm.

Conclusion

- Oracle dominates enterprise software, cloud, and database solutions globally.
- Its core focus remains on cloud infrastructure, data management, and AI-driven enterprise applications.
- Strong executive leadership and divisional clarity drive its success across various industries.

Final Takeaway: Oracle remains a powerhouse, bridging traditional IT with cutting-edge cloud technology.

THANK YOU

For Your Time

**Please feel free to ask any
queries you may have**



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