



Oracle Sales: MADE

Sales Plays portfolio



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LAD Technical Partner Advisor

20+ years in IT Industry

- Cloud Architect
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- EBS Applications DBA
- Support Engineer
- Partner Enablement



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Agenda

- FY24 Sales Plays: Oracle MADE
- Why OCI ?
- Simplify Transformations: Move any workload to Cloud
- Elevate your efficiency & productivity: Achieve more with less
- Address security & regulatory changes: Enable regulatory compliance
- Innovate faster, bigger, bolder: Do more with Analytics and AI



What is a Sales Plays?

A Sales Play is a repeatable and structured selling motion designed to sell well-defined solutions to specific sets of customers

- Can have a primary product or multiple products, but should comprise a well-rounded solution
- Have one or more specific “workloads” (ex. If the sales play is “Move Oracle Apps,” a workload is “Move EBS”)
- Stakeholders:
 - Sellers receive sales play content to support them at each stage of the selling process
 - Sales and technical presentations, third-party assets, references, prospecting questions, objection handling, battlecards, elevator pitches, competitive positioning, solution architectures.
 - Customer Campaigns and Marketing are aligned with select Sales Plays for demand generation



Sales Plays Resources ([Sales Accelerator](https://www.oracle.com/made))

The screenshot displays the Oracle Sales Accelerator interface. On the left, a sidebar titled "Navigate" lists various categories: Products, Customer References, Customer Stories, Industries, Campaigns, Sales Plays (which is highlighted with a red box), and Competitors. A green arrow points from the "Sales Plays" link in the sidebar to the "Tech" link in a list of sales plays on the right. Another green arrow points from the "Tech" link in the list to the "Tech Sales Plays and Project Kits Landing Page" content area. The top navigation bar includes a search bar, filter dropdowns for Content, Product, Industry, Sales Play, and Location, and a "Save Search" button.

Sales Accelerator

Search Sales Accelerator

Content | Product | Industry | Sales Play | Location | Save Search

Navigate

- Products
- Customer References
- Customer Stories
- Industries
- Campaigns
- Sales Plays**
- Competitors

Sales Plays

- ACX
- Compete
- ERP
- EPM
- HCM
- SCM
- Tech**
- GBU

Tech Sales Plays and Project Kits Landing Page

Welcome to Tech Sales Plays and Project Kits Landing Page
To access Sales Play or Project Kits Content in Fy24
Select from the left navigation menu for the Tech sales plays and Project Kits information
You can also select via Featured Pages for Sales Play or Project Kits on the right
Browse through the internal and external client-facing content such as presentations, training materials, customer success and other supporting content to help you succeed

Featured Pages

FY24 Tech Sales Plays

Project Kits



Example Content Organization

Business Case

Modern Data Platform

Need to modernize their environment while reducing management, risks, and costs

Autonomous Data Management

Apps w/ MySQL HeatWave

Migrate and modernize on-premises MySQL apps to cloud with integrated analytics

Need to increase insights from larger data sets; make data & analytics available to all

Cloud Analytics

AI Platform (ML)

Need to use Data Science and built-in ML/AI capabilities for in-depth understanding of large and complex data

Migrate open-source data environments to OCI managed service

Migrate open-source data platforms

Security & Resilience

Protect against and mitigate the impact from cyber attacks, security threats, data loss, and disasters

Sales Plays

Project Kits

Product Kits: Oracle Database 19c/23c, Exadata Cloud, ADB, OAC, MySQL HeatWave, Data Lake, OCI Security, Database Security, Zero Data Loss Services, AI Services, Integration

What is a Conversation?

A Conversation is high level discussion with a customer to discover challenges, articulate Oracle strategy, and identify potential projects

- Can include conversation starters and strategic themes, and articulate Oracle's corporate strategy and Oracle Cloud strategy
- Can include an industry vertical focus (e.g. financial services)
- New conversations may be added throughout FY24
- Leads into one or more sales plays
- Examples Stakeholders:
 - Sales teams can use any conversation, but must at least provide the Oracle Cloud overview
 - Marketing may use select conversations to create awareness with customers



Sales Plays FY24: Oracle MADE

Modern Data Platform

“Leverage all your data to innovate and drive business value”

AI and Application Innovation

“AI is disrupting every business, in every industry today”

Data Center Exit

“How to migrating a significant amount of workloads from customers”

Estate Modernization

“Modernizing an organization’s IT estate”

Don't lead with products

- ✓ Product-centric approach
- ✓ Focus on features / functions
- ✓ Targeted towards IT and DBAs



Highlight outcome

1. Elevate the conversation for more strategic projects & focus on business outcomes
2. Demonstrate Oracle holistic understanding of customer needs
3. Develop large-scale business transformation opportunities

Why OCI ?

Our viewpoint of customer needs, followed by our value proposition

What customers tell us

“Transformation has not been easy.”

“We need new levels of efficiency.”

“Regulations are changing fast.”

“Innovation is more critical than ever.”

“We must adapt our business faster.”

31%

of in-house applications
are still on-premises.
– Goldman Sachs¹

97%

of organizations have
adopted multicloud
strategies.
– 451 Group

400

data sources at an
enterprise, on average.
– IDC

OCI has all the services you need to build, run, and scale

Infrastructure, platform, and SaaS in one cloud

Oracle Applications

Industry | ERP | EPM | SCM | HCM | ACX

Custom Applications

Polyglot | Traditional | Cloud Native

ISV Applications

Hundreds to choose from



Developer Services



Containers and Functions



Integration



Analytics and BI



Machine Learning and AI



Data Lake



Compute



Storage



Networking



Oracle Databases



Open Source Databases



Operating Systems, Native VMware

Security | Observability | Compliance | Messaging | Governance

OCI's Distributed Cloud

Public Cloud

| Hybrid Cloud: Cloud@Customer

| Dedicated Cloud

| Multicloud: Azure, AWS

150+

platform services
to support your
workloads

10,000

OCI developers

3,000

field cloud engineers

OCI's distributed cloud offers exceptional flexibility and choice



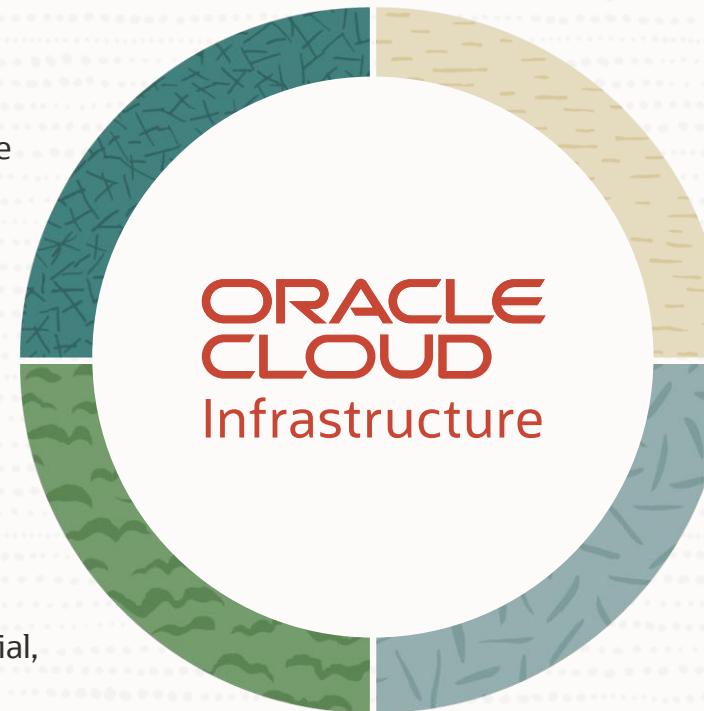
Multicloud

Our products work with your other providers, including Oracle Database Service for Azure, Oracle Interconnect for Azure, and Oracle MySQL Heatwave on AWS



Public cloud

Access cloud services in 41+ global locations including Commercial, US Government, UK Government, US National Security Regions, and European Sovereign (2023)



Hybrid cloud

We bring cloud services to you, including Oracle Exadata Cloud@Customer, Oracle Roving Edge Infrastructure, OCI Observability and Management, and Oracle Database



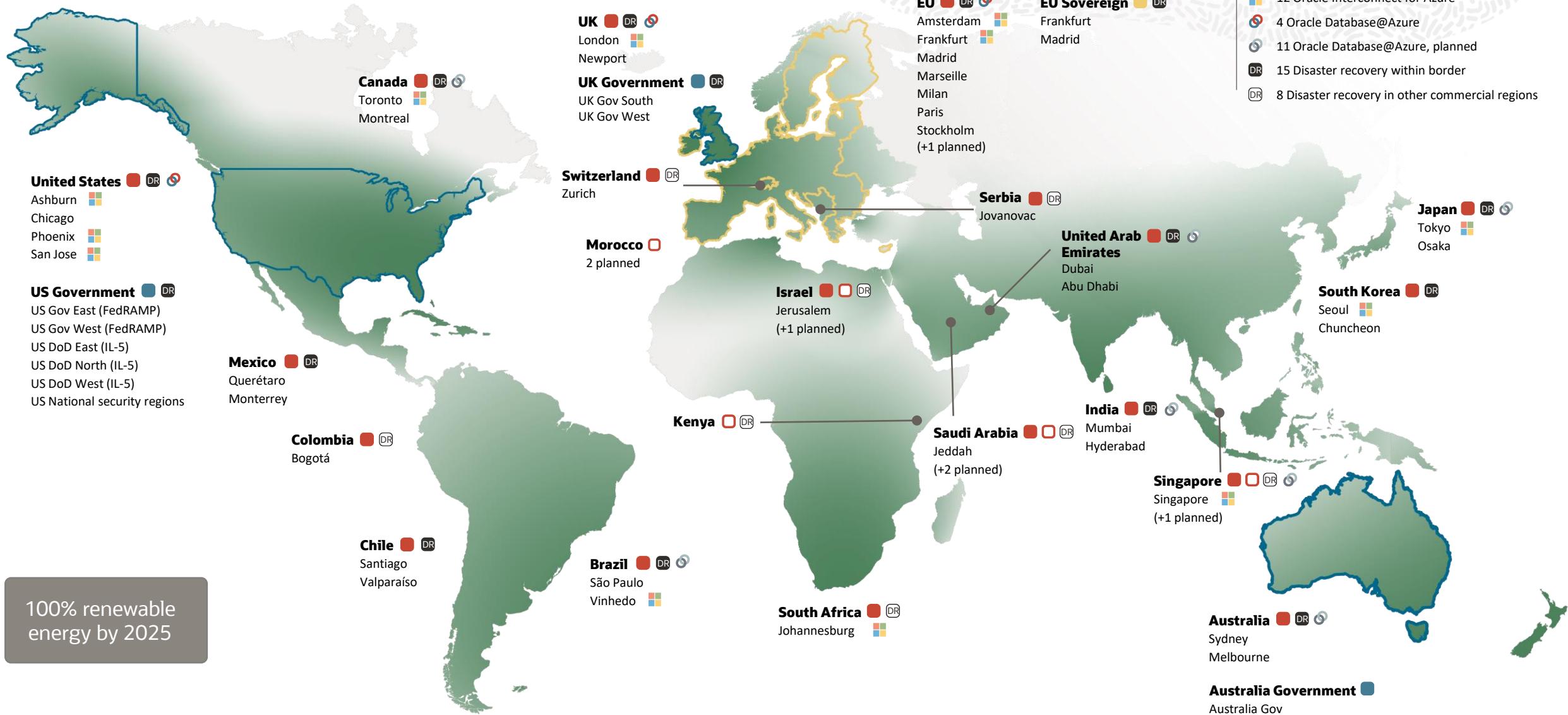
Dedicated cloud

We build a cloud just for you, with all 100+ OCI services running in customer data centers, including OCI Dedicated Region and Oracle Alloy



Oracle Cloud Infrastructure global footprint – 72 regions

June 2024 – 48 public regions, 24 Dedicated, Alloy, Multicloud and secret regions

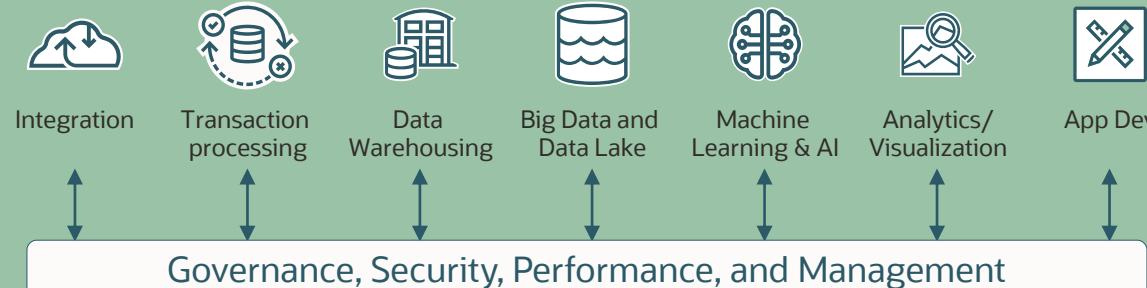


Oracle Data Platform for all your applications and data

Apps and Data Sources



Oracle Data Platform



Governance, Security, Performance, and Management

Unlimited deployment options



Implement projects
that you never
thought possible
before with Oracle

Gain greater control
over the full data
stack

Start anywhere with
Oracle flexible and
modular platform

Business Outcomes



Growth and
Resilience



Real-time
Business Insights



Operational
Efficiency



Lower Costs

Simplify transformation

More flexibility in your cloud journey

Modernize all your apps, not just cloud native ones

OCI is designed to run monolithic and data-centric apps better than dedicated on-prem infrastructure; and run cloud-native apps with better performance and economics

Greater agility

Deploys back-office code to production in three days instead of 2.5 weeks



Faster results

"OCI has incredible performance ... allowing us to improve the speed of computations and to optimize costs."



Better economics

Cut costs of GoToMeeting video workload by 50% with Oracle Container Engine for Kubernetes



...
Monolithic, database-centric workloads (ERP, SCM, PLM)



...

Data-centric workloads
(e-commerce, payments, analytics)

Compute-centric workloads
(social, HPC, AI, media)

Modernize on-premises, in the cloud, or across clouds

Flexible modernization options meet you where you are

Upgrade Oracle software
to new versions

Add OCI services
to on-premises apps

Utilize fully-managed
OCI cloud services

Oracle Database Service
for Azure

Consolidate Oracle
databases and platforms

Provide disaster
recovery on OCI

Lift & shift
workloads to OCI

MySQL HeatWave
on AWS

Customer Data Centers



Oracle Applications
and Oracle Exadata



Cloud@Customer

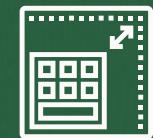


OCI Dedicated
Region

OCI Public Cloud Regions



E-Business Suite
and PeopleSoft
Cloud Managers



Scale-up or scale-out
Compute, Storage,
Networking



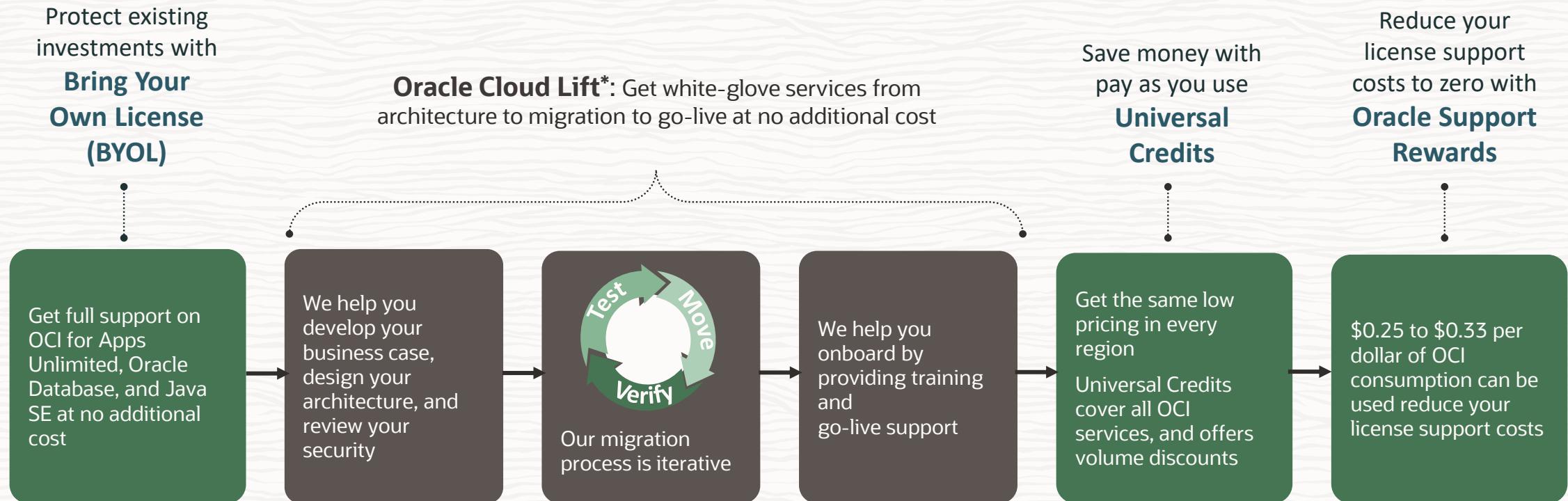
Exadata, Autonomous,
and MySQL HeatWave
Database Services

Other Clouds



Multicloud database,
integration, security,
management services

Oracle supports your modernization from end-to-end



Use your savings to fund innovation

Elevate your efficiency & productivity

Achieve more with less effort

Accomplish more with less effort and cost

Remove

manual effort

Capitalize on the deep connection of OCI services, platform offerings, and software services to consolidate processes

Accelerate

existing applications

Moving existing applications, including Oracle Applications like EBS to OCI can result in significant performance increase at lower cost.

Leverage

best of breed from multiple cloud providers

Take advantage of the services in multiple cloud providers to provide the best solution for you and your customers

“
We needed a solution with built-in machine learning that integrated with our ERP, eliminated complexity, and simplified application development. Running on Oracle Cloud Infrastructure means we close our accounts receivable process four times faster. **”**

DROPBOX

“
We were expecting some performance improvements when we moved to Oracle Cloud Infrastructure, but we weren't expecting it to be that good. Overall, we would estimate a 20-30% improvement in performance. **”**

MURAD

“
Oracle Database Service for Microsoft Azure has simplified the use of a multicloud environment for data analytics. We were able to easily ingest large volumes of data hosted by Oracle Exadata Database Service on OCI to Azure Data Factory... **”**

VERITAS



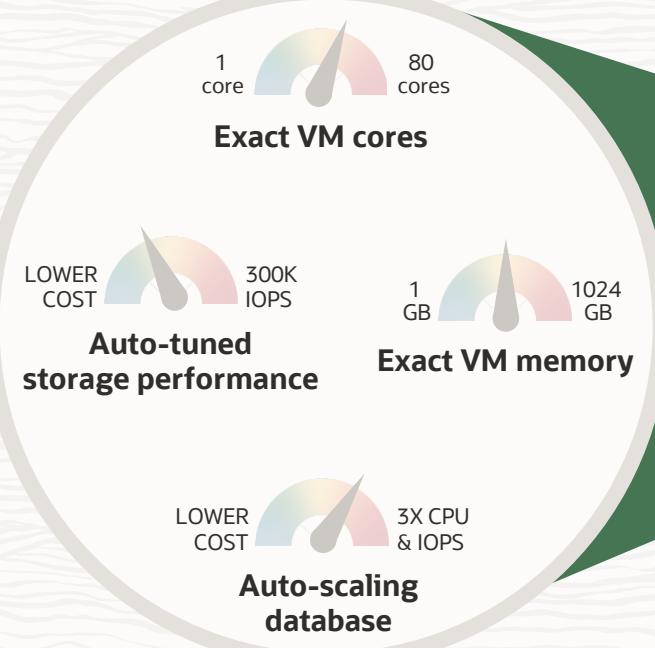
Automate everything, even your legacy apps, on one platform



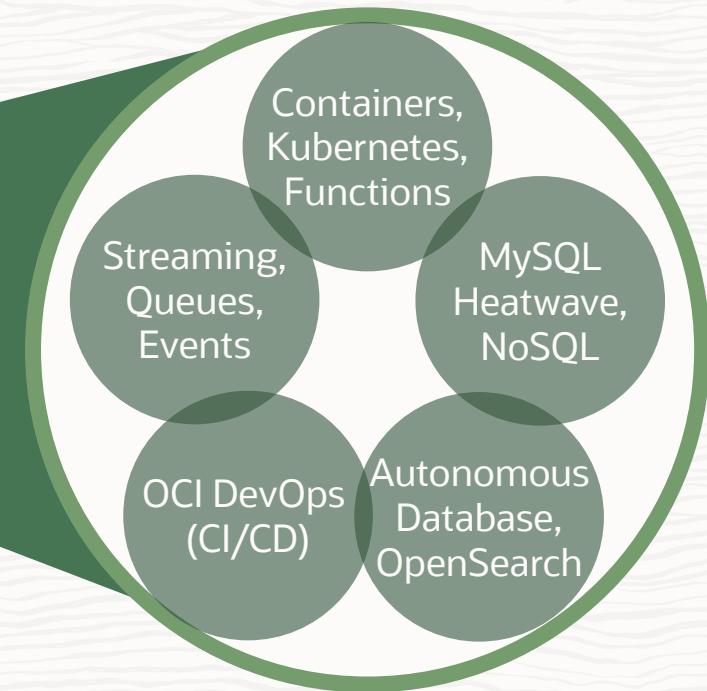
Monolithic, database-centric
workloads like ERP, SCM



Cloud native workloads
like social, e-commerce, media



**Deploy in
minutes, not
weeks**
**Save 50%
or more**



Lower product pricing across the stack

			Oracle (OCI)	Amazon (AWS)	Microsoft Azure	Google (GCP)
COMPUTE	Virtual Machine Instance ¹ (AMD, 4 vCPU, 16 GB RAM, Monthly)		\$54	+134%	+132%	+157%
	DenseIO Virtual Machine Instances	(\$/OCPU/Hour)	\$0.025	+54%	+70%	+46%
	Bare Metal Standard	(\$/OCPU/Hour)	\$0.064	+50%	N/A ²	N/A ³
	Kubernetes Cluster	(100 vCPU, 750 GB RAM, Monthly)	\$1,734	+142%	+142%	+119%
STORAGE	Block Storage	(1x1TB, 15K IOPS, 125 MB/s, Annual)	\$522	3×	3×	3×
	Object Storage ⁴ (30K objects @ 100MB, Std/Infrq/Arch, Monthly)		\$70	7×	Same	3×
NETWORK	Public Bandwidth Transferred Out	(50 TB, Monthly)	\$340	13×	10×	10×
	Private Line Network	(1 PB Data, 10 Gbps, Monthly)	\$931	23×	30×	33×
DATABASE	MySQL Database	(16 vCPU, 64 GB RAM, 500 GB, Monthly)	\$345	3×	4×	3×

¹ Comparisons performed with the eastern U.S. equivalent region.

² Microsoft does not publish its bare metal pricing

³ Google does not publish its bare metal server pricing

⁴ 10K new objects into standard, 10K objects moved to infrequent, 10K objects moved to archive. 40K objects retrieved from standard. 2.5K objects retrieved from infrequent. 1K object retrieved from archive. Directory listing of all objects every 15 minutes. Auto-tiering is enabled, if available.

Green = Lowest cost

Based on published pricing as of June 16, 2023

Lower pricing around the world

OCI has the same low price (excluding bandwidth) across the globe

	Oracle	AWS				Azure				GCP			
	Global	US East	Brazil	London	Tokyo	US East	Brazil	London	Tokyo	US East	Brazil	London	Tokyo
Virtual Machine Instance (AMD, 4 vCPU, 16 GB RAM, Monthly)	\$54	+134%	+272%	+170%	+202%	+132%	+273%	+170%	+203%	+157%	+262%	+194%	+193%
Block Storage (1x1TB, 15K IOPS, 125 MB/s, Annual)	\$522	3×	6×	4×	4×	3×	6×	4×	4×	3×	3×	3×	3×
Kubernetes Cluster (100 vCPU, 750 GB RAM, Monthly)	\$1,734	+142%	+285%	+184%	+193%	+142%	+285%	+184%	+193%	+119%	+206%	+149%	+148%
Public Bandwidth Transferred Out (50 TB, Monthly)	Regional	13×	7×	13×	5×	10×	5×	10×	4×	10×	5×	10×	4×

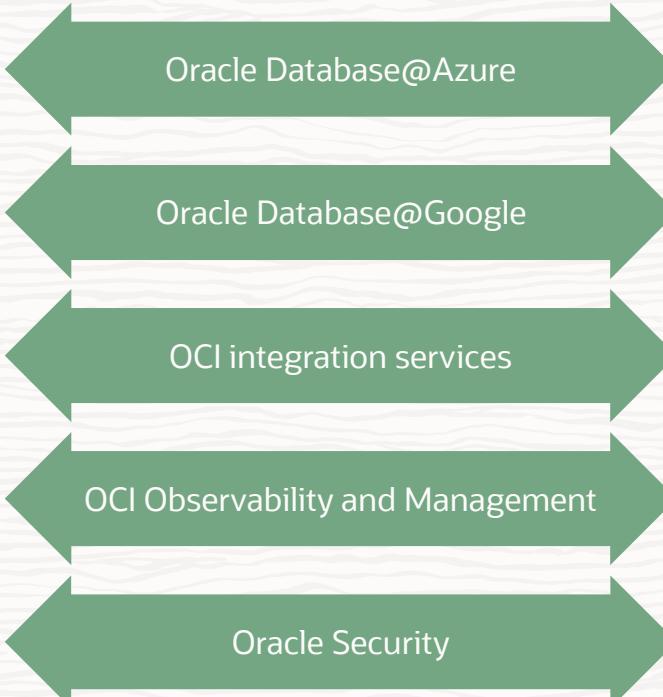
Green = Lowest cost

Based on published pricing as of June 16, 2023

OCI helps you get the best from all your cloud providers



Oracle offers secure, low latency
interconnection and interoperability



Address security and regulatory changes

Improve cybersecurity and address evolving compliance and sovereignty needs in new ways

Oracle helps you navigate uncertainty and build security

Guard

against attacks & malware

Protect your valuable data from ransomware, vulnerabilities, and cybercrime with significantly greater automation and lower risk of human error

“
We chose Oracle Cloud Infrastructure because of its security-first approach and performance. Together, we will deliver unmatched visibility and risk reduction to our global customer base.
”

CYBEREASON

Deliver

on compliance requirements

Address core compliance needs across multiple regions and industries

“
Compliance with GDPR was a very important requirement for LSSN. Oracle's security solutions, like OCI Web Application Firewall, will help us prepare for future compliance audits.
”

REPUBLIC OF LIBERA

Simplify

security across deployments

Centralize visibility and control of access to data and workloads across the distributed cloud

“
Oracle Database's on-premises and cloud security tools streamline and structure our disaster recovery capabilities for a key differentiation in the cloud native market
”

THOMSON REUTERS

Oracle offers a full stack of cybersecurity capabilities



We manage 70+ compliance programs to support your regulatory needs

Americas



Global



SOC 1: SOC 2 : SOC 3

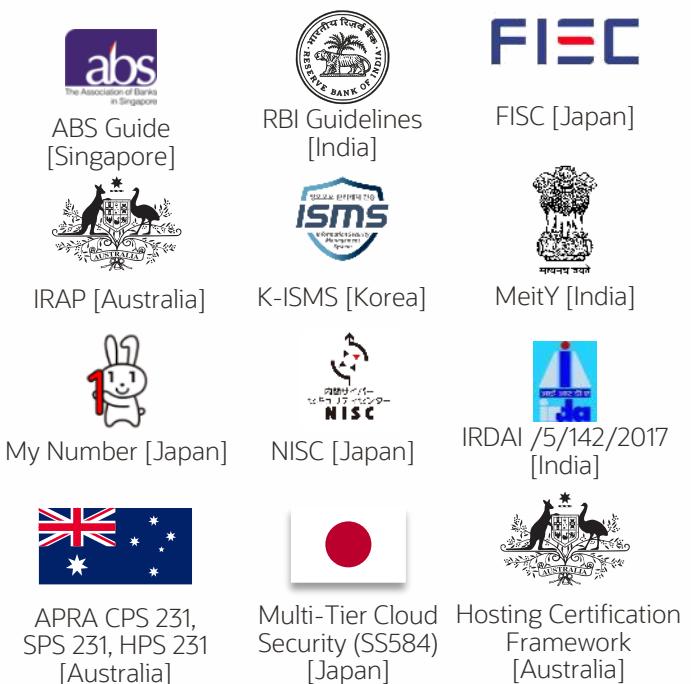


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EMEA



JAPAC



Innovate faster, bigger, bolder

Leverage AI, Machine Learning, and supercomputing power with all your data

Create new products and start new businesses faster

Launch

in days, not months

Introduce a new product or grow globally by standing up a new integration, database, application, storefront, or finance system rapidly

Analyze

massive data volumes

Apply analytics at scale to hundreds of data streams to gain insights

Gain

supercomputing power

Build and test complex products, run massive simulations, and train billion parameter machine learning models without building the infrastructure

“
*We can spin up a new business **in just a few weeks**, all without switching to a different platform. That's the beauty of Oracle Cloud.* **”**

XEROX

“
*We have **3 million** students a month on our platform, and every user who accesses estuda.com has to see their assessment report in **real time**.* **”**

Estuda.com

“
With the scalability and computing power of OCI and NVIDIA technology, we are training a neural network to use every software application, website, and API in existence **”**

ADEPT



Deliver new products, faster, at scale

Leverage any data type



Relational

{ JSON }



Documents



Graph



Text

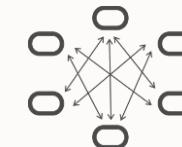
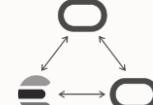


Spatial

Scale your existing architecture



Many vendors

Single vendor,
distributed

Fewer vendors

Centralized &
converged

Extend with additional capabilities

Containers &
Kubernetes

APIs

Serverless
functionsLow-code
development

Accelerate with AI

Machine
Learning

Speech



Digital Assistant

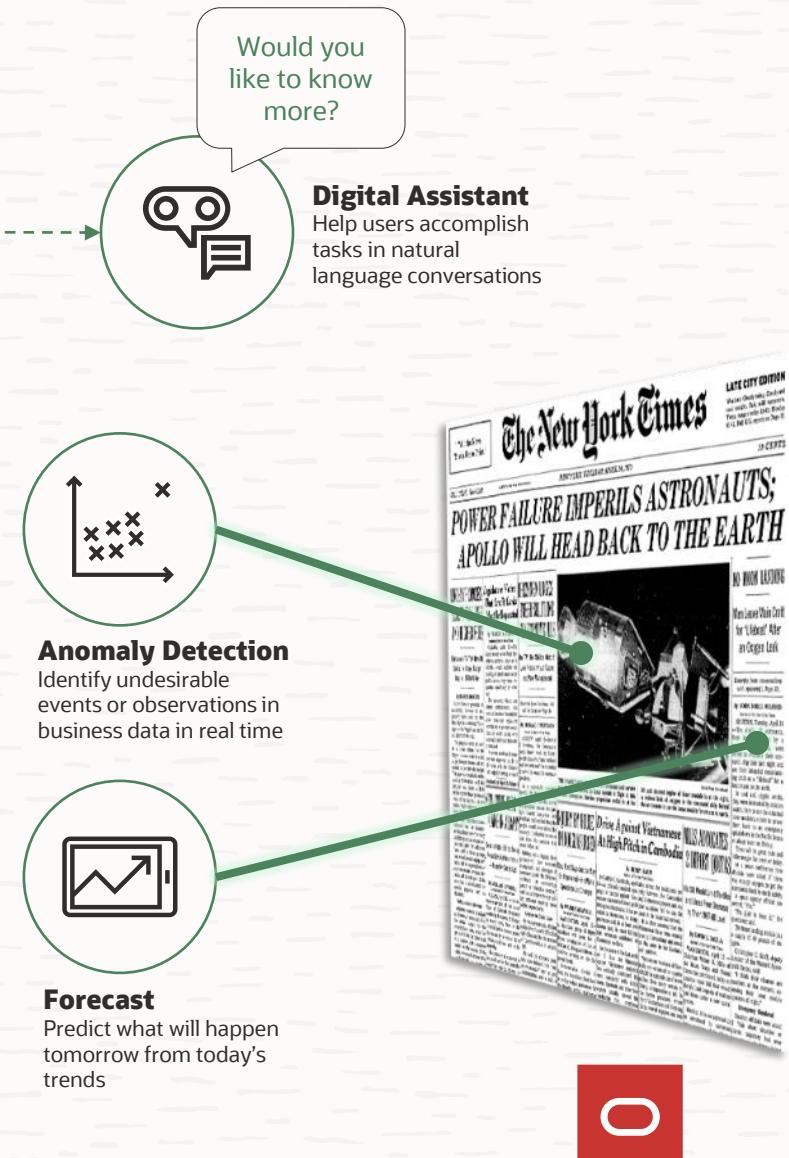
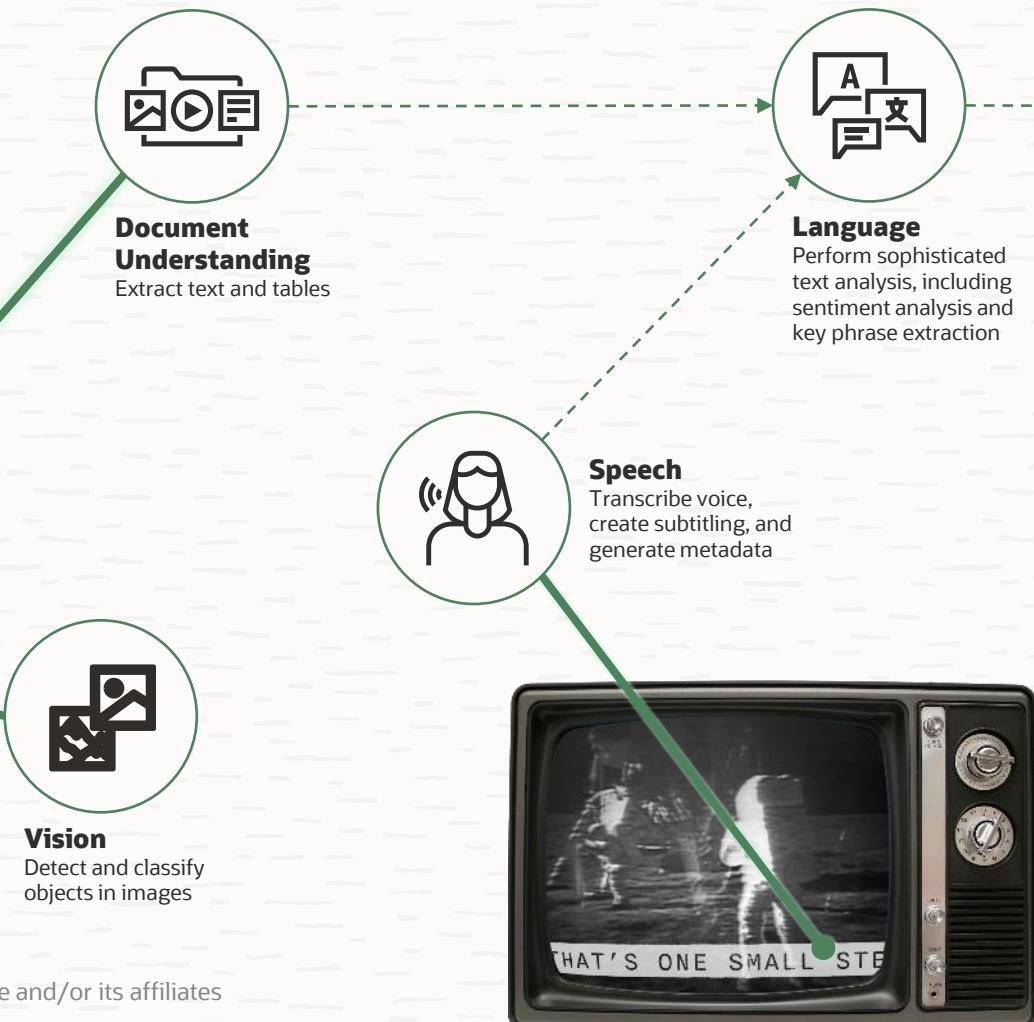


Vision



Enhance with ready-to-go AI capabilities

Add intelligence to your applications quickly with pre-trained services



Why customers are choosing OCI

“Transformation has not been easy”



Oracle can help you modernize your entire app and infrastructure portfolio, without an army of consultants

“We need new levels of efficiency”



Run all your applications – new or existing – 50% more efficiently and with more agility

“Regulations keep changing”



OCI's distributed cloud provides the flexibility to consume cloud services across a choice of clouds and locations

“Faster innovation is critical to our business”



OCI enables you to focus on insights and innovation. We provide and manage the tools and infrastructure, so you don't have to.

ORACLE

