



Taking your organization somewhere it's never been before? Getting there will take a team that just gets it, from business strategy to technology. That's where the global alliance between Deloitte and Oracle can make all the difference.

Stay a step ahead at OpenWorld with our dedicated app:
<http://bit.ly/DeloitteOOW15>.

Get there faster.

Get there with experience.

Get there with confidence.

Deloitte + Oracle

Deloitte.

PROFIT

TECHNOLOGY POWERED. BUSINESS DRIVEN.

ORACLE

+

oracle.com/profit

SPECIAL
EDITION
2015

ORACLE
OPEN
WORLD

ALL TOGETHER NOW

“We've taken all of that work human beings need to do and automated it through software. That's typically about 60 percent of the cost of operating Oracle software.”

—THOMAS KURIAN



IN THIS ISSUE

| Q&A with Oracle President of Product Development Thomas Kurian p.04 Oracle OpenWorld 2015: Highlights p.12 Three Technologies that Will Change the Way We Work p.28

Construction project management at the next level

**Many have been lost
trying to reach the Cloud.
If only they'd
let us lead the way.**

**If conquering the cloud was easy, anyone could do it.
Our Sherpas are standing by.**

Finding the route to your perfect Cloud can be treacherous. Okay, more like impossible.

Lucky for you we've done the impossible before—over 987,000 times before.

We know the best routes to get your project management software up, running securely and in the Cloud fast. And no matter how big or specialized your project, we've been there, done that, and have the parka to show for it.

Once you're in your perfect Cloud, our proven SpringBoard™ portal helps you consolidate applications, data, reports and more, making them accessible to your whole team worldwide. You'll get total control over project status, software licensing—even user training.

Get all that, plus legendary support that won't leave you up a mountain without a piton. Call and let's talk.



EDITORIAL

Editor in Chief AARON LAZENBY
AARON.LAZENBY@ORACLE.COM

Managing Editor JAN ROGERS

Deputy Editor BLAIR CAMPBELL

Contributors DAVID BAUM, GREG CRIDER, JOHN FOLEY, MARGARET HARRIST, BOBBIE HARTMAN, ALAN JOCH, MONICA MEHTA, CHRIS MURPHY, KATE PAVAO, ROB PRESTON, JOHN SOAT, TARA SWORDS, ALISON WEISS, MINDA ZETLIN

Copy Editors COURTNEY BENVENUTI, CLAIRE BREEN

Senior Creative Director FRANCISCO G DELGADILLO

Design Director RICHARD MERCHÁN

Senior Designer ARIANNA PUCHERELLI

Senior Production Manager SHEILA BRENNAN

Designer JAIME FERRAND

Production Designer KATHY CYGNAROWICZ

PUBLISHING

Publisher JENNIFER HAMILTON
JENNIFER.HAMILTON@ORACLE.COM,
+1.650.506.3794

Associate Publisher and Audience Development Director KARIN KINNEAR
KARIN.KINNEAR@ORACLE.COM,
+1.650.506.1985

Audience Development Manager JENNIFER S. KURTZ
JENNIFER.S.KURTZ@ORACLE.COM

Advertising Production Director JOY JACOB

ADVERTISING SALES/SPROCKET MEDIA

Western and Central US, LAD, and Canada TOM COMETA
TOM.COMETA@ORACLE.COM,
+1.510.339.2403

Eastern US and EMEA/APAC, Sprocket Media MARK MAKINNEY
MARK.MAKINNEY@SPROCKETMEDIA.COM,
+1.805.709.4745

Advertising Sales Assistant CINDY ELHAJ
CINDY.ELHAJ@SPROCKETMEDIA.COM,
+1.626.396.9400, X201

SUBSCRIPTIONS

Subscriptions are complimentary for qualified individuals who complete the form found at oracle.com/profit. For change of address, mail in label with old and new address to Profit: Technology Powered. Business Driven. P.O. Box 1247, Skokie, IL 60076, USA.

PROFIT MAGAZINE CUSTOMER SERVICE

profit@halldata.com, +1.847.763.9635, fax +1.847.763.9638

PRIVACY

Oracle Publishing allows sharing of our mailing list with selected third parties. If you prefer that your mailing address or e-mail address not be included in this program, please contact customer service at +1.847.763.9635, fax +1.847.763.9638, or profit@halldata.com.

The content contained in this publication is for informational purposes only and may not be incorporated into a contract or agreement.

Copyright © 2015, Oracle and/or its affiliates. All rights reserved. No part of this publication may be reprinted or otherwise reproduced without permission from the editors. Oracle does not provide any warranty as to the accuracy of any information provided through Profit: Technology Powered. Business Driven. PROFIT: TECHNOLOGY POWERED. BUSINESS DRIVEN. IS PROVIDED ON AN "AS IS" BASIS. ORACLE EXPRESSLY DISCLAIMS ALL WARRANTIES, WHETHER EXPRESS OR IMPLIED. IN NO EVENT SHALL ORACLE BE LIABLE FOR ANY DAMAGES OF ANY KIND ARISING FROM YOUR USE OF OR RELIANCE ON ANY INFORMATION PROVIDED HEREIN. The preceding is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle. Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

December 2015

ORACLE OPENWORLD SPECIAL EDITION



HARTMANN STUDIOS

COVER STORY

04 ALL TOGETHER NOW

Oracle President of Product Development Thomas Kurian shares his vision for the cloud at every level of the enterprise.

COVER: HARTMANN STUDIOS

UPFRONT

02 TEAM EFFORT

Thanks to the contributors who helped make this special edition possible.

HIGHLIGHTS: ORACLE OPENWORLD 2015

12 DAY 1: CLOUD IN FRONT

Oracle Executive Chairman and CTO Larry Ellison shares six design goals to help Oracle customers with cloud implementation.

14 DAY 2: THE FUTURE OF CLOUD

Oracle CEO Mark Hurd offers five cloud-related predictions for 2025.

18 DAY 3: CONTINUOUS INNOVATION

Oracle President of Product Development Thomas Kurian and Oracle Executive Chairman and CTO Larry Ellison reveal plans to compete hard in all aspects of the cloud technology landscape.

20 DAY 4: MODERN INFRASTRUCTURE

Oracle Executive Vice President of Systems John Fowler outlines Oracle's integrated approach to cloud computing.

22 DAY 5: IT'S ALL ABOUT COMMUNITY

Steven Chin, Oracle's lead Java community manager, turns the Java Community keynote into a celebration of the Java's vibrant 20-year history.

APPLICATION USER EXPERIENCE EXPO

28 TOMORROW PEOPLE

At the Application User Experience Expo, Oracle OpenWorld attendees got a glimpse of the future of work.

Team Effort



■ Oracle OpenWorld 2015 was different—and not just because there was a gigantic ball pit for attendees to jump into. Although that was a fun change of pace.

This year, the group of writers and editors I belong to (known as Content Central) brought 20 writers and editors to San Francisco to cover Oracle's biggest conference from top to bottom.

We had staff out with video cameras, interviewing attendees. We had beat writers, doing real-time write-ups of keynote presentations. We had meetings with Oracle executives to get background on the new technology announced at the show. We met with customers to learn about how they are putting Oracle technology to work.

We published on [Oracle.com](#). We published on [Forbes OracleVoice](#). We published via our magazine channels. We published via social media. Basically, we all brought the skills and tools of journalism to San Francisco—and covered Oracle OpenWorld in a way we never have before.

That's great news for folks who couldn't make it to the show or are looking for an explanation or some perspective on the advances Oracle is making in enterprise technology. It's also great news for me, because it means that this special edition of *Profit* is filled with great writing and insight from my most excellent peers.

Many thanks to the whole team for the hard work they did at the show. This special edition would not have been possible without them. So if you see a link in the text of this digital edition, I encourage you to click on it. What you'll find at the other end is a nice bit of writing that will expand on the summary we've created for you here.

And keep an eye out for the February 2016 issue of *Profit*, which will include stories sourced at Oracle OpenWorld 2015. As I said in last year's inaugural Oracle OpenWorld special edition, let's keep the conversation going. □

Aaron Lazenby
Editor in Chief, *Profit*
aaron.lazenby@oracle.com

This special edition of Profit is filled with great writing and insight from my most excellent peers. Many thanks to the whole team for the hard work they did at the show. This special edition would not have been possible without them.

ClearDB Documenter 4.5 for Oracle

A unique documenter creating detailed database documentation of Oracle databases up to 12c. ClearDB Documenter sets a new standard for software generated Oracle database documentation!

- **documents** 59 Oracle database object types (12c)
- **illustrates** a database as R&D and ER diagram and PL/SQL objects as Flowcharts & Call Tree diagrams
- **detects** database and PL/SQL anomalies:
 - objects with errors, alerts and warnings
 - invalid objects and invalid object dependencies
- **Code Audit**, **Code Review** and **Code Metrics** report for each stored object
- **documentation** is accessible via popular web browsers; e.g. IE 8-11, Firefox, Chrome, Edge ..

NEW IN 4.5

- proprietary **docuVIEWER** allowing
 - **Docu protection** by encryption and password
 - **instant diagram** generation at all levels
 - **summary of 100s** of databases on one page
- checks **naming conventions** of 59 Oracle database object types

DB Documentation & DB Observations



Download FREE Trial and benefit from our special offer!

- **performs** a powerful and comprehensive security assessment of the Oracle database
- **checks** more than 600 potential security risks
- **detects** weak and insecure passwords
- **reviews** user privileges and profiles and detects duplicate rights granted in the database
- **detailed** assessments of users and schemas for least privileges
- **tests** for root kits, backdoors and forensic evidence of possible attacks
- **checks** PL/SQL code for obvious security coding vulnerabilities
- checks **access** to networking and file system security from the database and much more...

DB Security Audit & Assessment Report

NEW IN 4.5





Oracle President of Product
Development Thomas Kurian

ALL TOGETHER NOW

Oracle President of Product Development
THOMAS KURIAN shares his vision for the cloud
at every level of the enterprise.

BY JOHN FOLEY

In June 2015, Oracle introduced a range of new infrastructure-as-a-service (IaaS) and platform-as-a-service (PaaS) offerings as part of Oracle Cloud Platform, an integrated stack of cloud applications and platform services. Since then, Oracle has introduced additional IaaS, PaaS, and software-as-a-service (SaaS) capabilities as part of an expanding cloud portfolio—giving developers, IT professionals, and business users new options and increased flexibility in moving to the cloud.

Oracle President of Product Development Thomas Kurian oversees development of Oracle Cloud, and he participated in the June launch of Oracle Cloud Platform, along with Oracle Executive Chairman and CTO Larry Ellison. In September, in advance of Oracle OpenWorld 2015 in San Francisco, California, we asked Kurian for an update on Oracle's cloud offerings at each layer of the stack.

PROFIT: Let's start with infrastructure. What is the range of IaaS offerings Oracle has introduced?

KURIAN: We have compute, storage, and network. Together, these pieces give people the infrastructure they need to run business applications, databases, and other workloads in the cloud.

The focus of our effort with infrastructure as a service is really about three things. It's about lowering customers' costs in getting infrastructure. Second, it's about making it much easier to get infrastructure quickly and easily so that they can use infrastructure and not have to wait many months before they can provision new capability. And third, it's about making it flexible so we can run different kinds of workloads and give those workloads the amazing performance, security, and reliability people have always expected from Oracle.

When you think of compute, you say to yourself, "I need a certain amount . . . but I don't want to buy dedicated machines for that." You pay for it by the hour, or you can pay for it by the month. That gives you elasticity. It gives you the ability to get resources up and running. And it allows you to get much more economical hardware because you're not buying dedicated pools of machines that are just sitting around in your data center.

We automate how you create the environments, and all the networking and the physical infrastructure management. You simply deal with the database. The combination of multitenant compute, general-purpose compute, dedicated compute, and engineered systems gives people a great solution.

PROFIT: Let's talk about Oracle PaaS offerings. How are they different from the competition?

KURIAN: Our biggest value proposition with the platform is the fact that we've taken all of the work that human beings need to do and automated it through software. That's typically about 60 percent of the cost of operating Oracle software. Even if you say our automation cuts that cost in half, that's about 30 percent of the total cost to run and manage an Oracle system, which is a huge savings for our customers.

Second, because the infrastructure is so automated, we've opened this software up to all those people who would love to use Oracle but don't have the resources. We take care of all the administration.

The third thing it does is drive agility. Imagine that you're building an application. On premises, it typically takes six to nine months to get hardware, network, compute resources, storage, and a DBA. With Oracle Cloud, you use a credit card for the resource you want, then press a button. Thirty minutes later, you get access to our database, then to our middleware. You can build an application and run it in the cloud.

For developers, we give you a range of programming languages that you can use to build applications in the cloud. You, as a developer, focus on writing the most amazing applications in the world. We take care of installing, configuring, patching, backing up, tuning, and monitoring all of the runtimes you deploy code to—like application servers or Java Virtual Machines.

PROFIT: What does Oracle Cloud offer in the area of analytics? And how are customers using it?



KURIAN: I'm really excited about two ways customers are using our business analytics offering. The first way applies to the people who are running data warehouses and data marts. They said, "I'd like to get out of operating that. I'd like to put that environment in the cloud. I'm simply going to back up my database and instantiate it on your Oracle Exadata service. And I'd like to use Oracle Business Intelligence, which is now available in the cloud, as a way to build my analytics dashboards and my key performance indicators."

There's another audience, as well. In a typical company, only

Oracle President of Product Development Thomas Kurian discusses building a winning culture with Golden State Warriors President and COO Rick Welts during an Oracle OpenWorld 2015 keynote.



25 to 30 percent of the people have access to the data warehouse or data mart, and the reason is that because there's so much data, companies are uncomfortable letting large numbers of users have access to it. Now, what about the 70 to 75 percent of people in these companies who don't have access to the data warehouse or data mart? They, too, would like to do an analysis.

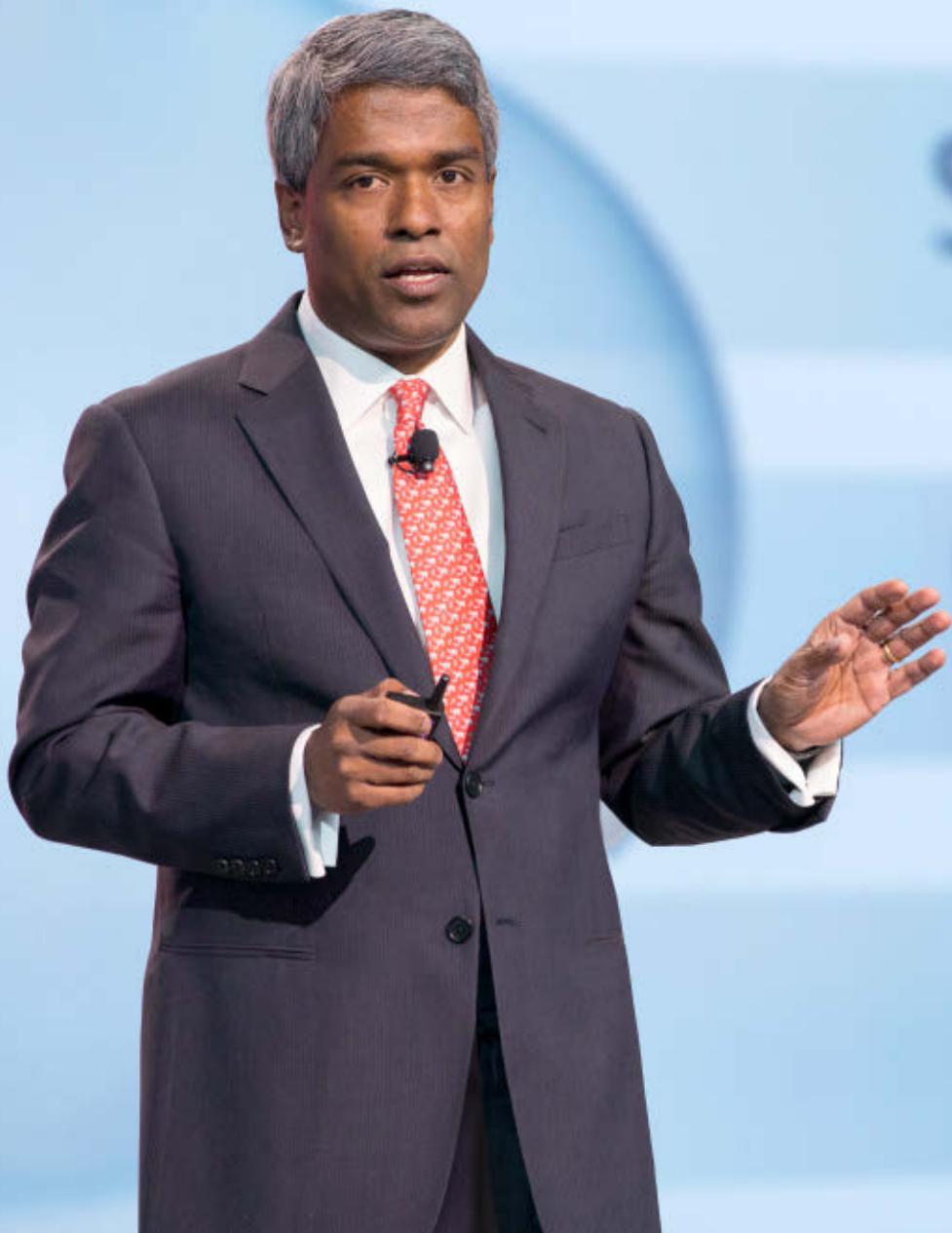
So we are introducing a solution, and it has two basic principles: all you need in order to do analysis is to be able to load your data using a spreadsheet such as Excel and have a web browser. If you know how to do that, you can do analysis. You

can build charts, build graphs, extrapolate data, trend it. You can look at various kinds of root-cause analysis, and you can slice and dice and do all of your data analysis in the cloud.

PROFIT: Going back a few years, ERP [enterprise resource planning] implementations in the corporate data center were a challenge for many companies. How does Oracle ERP Cloud make that easier?

KURIAN: Let's start with the data. A typical company goes live with our financial planning and budgeting, and all of those processes within 12 weeks. A typical company goes live with-

Oracle President of Product Development Thomas Kurian during his "Oracle Software Innovations" keynote presentation at Oracle OpenWorld 2015



Oracle ERP Cloud, which includes general ledger and accounting and procurement, in about six months. We're able to do this because we've automated a lot more capability as part of the base product that you don't have to build yourself.

The second thing we've done is make reporting an order of magnitude easier. Many ERP systems were written to consolidate transactions. They were not designed to enable reporting. So you had to extract data from the ERP system and put it in a separate system, a warehouse. And then you had to custom-build a set of reports on top of the warehouse to look at your monthly close, your quarterly financial position, what your income statement looked like, and your balance sheet.

What we've done with the new system is integrate that

directly into the ERP system. So you don't have to build separate reports—you don't have to maintain all of that. The benefit is not only that you save on costs, but you also get more-accurate information. And most importantly, you don't have to maintain customizations. So every time we upgrade, which we do two or three times a year, you get more capability without having to go through a massive retesting of everything you've got.

So that's why Oracle ERP Cloud has had such enormous uptake and why we're seeing such quick go-lives with customers. They get a lot more functionality out of the box, and they have to customize a lot less. And reporting, which is one of their biggest needs, is delivered mostly out of the box, so they don't have

“WITH ORACLE CLOUD, YOU USE A CREDIT CARD FOR THE RESOURCE YOU WANT, THEN PRESS A BUTTON. THIRTY MINUTES LATER YOU GET ACCESS TO OUR DATABASE, THEN TO OUR MIDDLEWARE. YOU CAN BUILD AN APPLICATION AND RUN IT IN THE CLOUD.”

—Thomas Kurian, Oracle President of Product Development

tware-as-a-S
tform-as-a-S
rastructure-

tomer? What products or services of mine do they own? What customer segment do they belong to?

So we have a central customer master, and from that, we drive seven key business processes. You can market to customers. You can reach them in social media and listen to what they're saying and market to them on social media. If you're in B2C, you can bring them into e-commerce. If you're in B2B, after you've marketed to them and developed them as a lead, you can pass a highly qualified lead to your salesperson.

The customer can then buy things online in e-commerce, or they can call the sales rep and go through a configuration and pricing and quoting process. Hopefully, you're wildly successful, so they order. Then you need to help them with customer service. We give you this entire breadth of CRM, all integrated. And we're seeing great success in all these different industries because businesses want a single, integrated view of the customer. They want the customers to experience the company and all its different interface points with them as a single organization. And they find that happy customers mean greater success.

Oracle Data Cloud solves a very important problem. Imagine you're marketing to me. You send me information about a product or service, and I don't open your e-mail. You may be thinking, “Thomas doesn't really care about my product or service.” But 20 minutes later, I search for information about your product or service from my mobile phone. I have a variety of digital personas—a home address, an office address, an office phone, a mobile phone, corporate e-mail, Gmail, a Facebook account. If you can't tell that they all really do belong to Thomas Kurian, you just see a bunch of discrete personas and you can't effectively campaign to them.

What Oracle Data Cloud gives you is the ability to knit together all of a person's different digital identities across all the channels on the web. So our CRM portfolio is different not just because we integrate all these different business functions for CRM but also because we underpin it with Oracle Data Cloud. □

John Foley is a senior director for Oracle's Content Central.

to build a lot of custom stuff. And that helps you not only the first time, but on an ongoing basis and every time you do one of these upgrades.

PROFIT: No cloud conversation would be complete without talking about the customer and how to better serve and support them. In which industries is Oracle seeing adoption of its CRM-as-a-service offering, Oracle Customer Experience Cloud? And how does Oracle Data Cloud help with that?

KURIAN: We've had great success in financial services, telecommunications, industrial manufacturing, automotive, engineering and construction, and retail. Our general view is that you want an integrated system through which you have a centralized representation of your customer. Who's the cus-

Prepare for the IoT Revolution

Accenture and Oracle team up to help companies gain value from the Internet of Things.

The Internet of Things (IoT) is bringing fundamental change and leading to the emergence of the “outcome economy.” In this economy, businesses will be shifting their focus from providing products to providing outcome-based services. IoT is already having a powerful impact on business, and analysts project that by 2020, it will drive US\$12 trillion in added global economic value.

To prepare for the IoT revolution, companies need to orchestrate end-to-end solutions that are easy to implement and operate, flexible enough to meet industry- and company-specific needs, and cost effective. John Elliott, managing director of product and offering development, Accenture

Mobility, part of Accenture Digital, discusses how Accenture is providing customers with IoT solutions that will connect people, assets, and spaces to help provide a competitive edge.

Why has Accenture chosen to work with Oracle in the IoT space?

Oracle is working to create comprehensive IoT solutions. The company has many key strengths that lend themselves to an end-to-end approach to IoT, including ownership

of Java, the language embedded in most intelligent devices; data storage, management, and analysis capabilities; security products; and a broad range of cloud-based offerings that can be integrated with an IoT platform. Overall, Oracle has a portfolio of products and technologies that provide the ingredients needed for effective, practical IoT solutions.

How is Accenture working with Oracle technology to help companies take advantage of IoT?

Accenture's capabilities in systems integration and digital transformation help us bring complex technologies and data together into complete, effective solutions. Accenture's deep industry and process capabilities help enable the IoT solutions to meet specific industry and outcome-based requirements. These factors mean that Accenture can provide a comprehensive approach to applying Oracle technology to real-world business opportunities and challenges. More broadly, we recently launched the Accenture Oracle Business Group to help companies take advantage of new digital capabilities, including IoT, bringing a portfolio of industry solutions, tools, and accelerators.

How has this alliance benefited your customers?

Accenture has applied Oracle technology to support a number of IoT initiatives, including a hospitality industry offering based on Oracle's IoT and mobile technologies and an

Accenture wearable device for use by hotel employees. The solution uses sensors to monitor a hotel's environment and then notify employees when something needs attention—such as when a room is available for cleaning. Once a task is completed, the employee can use the wearable device to notify the hotel's management. This helps improve scheduling and deployment of staff to help increase productivity, efficiency, and customer satisfaction, and use data analysis to understand historical trends and make more informed, strategic decisions.

What are Accenture and Oracle's collaborative efforts on IoT reference architecture?

Our efforts include combining Accenture's flexible base architecture for IoT with Oracle's new IoT and cloud service technologies and capabilities, providing both cloud and mobile capabilities, delivering end-to-end security, and using distributed intelligence. It can provide a solid foundation for plugging in devices, gateways, and other technologies, and a more comprehensive framework to plan and execute Oracle-based IoT initiatives. Accenture also brings the Accenture Foundation Platform for Oracle Cloud, to help organizations reshape their enterprise architectures in preparation for IoT, and manage the wealth of data generated by connected devices, assets, and people.



John Elliott, Accenture

On a Mission to Improve Subledger Reporting?



Meet Wand, Reports Wand.

From Excel4apps with Love:



Empower End Users with Self-Service Reporting

Our Excel-based ad hoc reporting tool for E-Business Suite is shaken, not stirred and is empowering users around the world with self-service subledger reporting. Friendly to end users, Reports Wand installs in minutes without consultants or heavy IT resources and allows for greater flexibility and customization with reporting.

Reports Wand combines the ease of Excel with a library of pre-built content to provide you best of breed operational reporting.

Solve your reporting mission:
go.excel4apps.com/profit-bond



Reports Wand now has over 1,000 out-of-the-box reports providing:

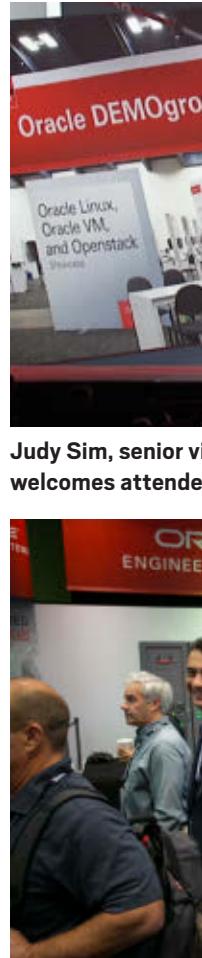
- Real-time subledger reporting
- Shorten your close process
- Greatest library of pre-built Excel E-Business Suite data models in the industry
- Customizable self-service reporting
- Extend drill downs to non-financial areas
- Migration proof reports for when you upgrade your Oracle EBS

excel⁴ apps
Excel based solutions for Oracle

Day 1 | CLOUD: OUT



Oracle Executive Chairman and CTO Larry Ellison delivers his much-anticipated opening keynote.



Judy Sim, senior vice president of Oracle's cloud business, welcomes attendees to the Oracle DEMO groove booth.

Eager to hear Ellison speak, attendees wait outside the Oracle booth.

Oracle OpenWorld 2015 provided an unparalleled opportunity for IT leaders to share their ideas and learn from their peers in the industry. The conference hosted roughly 60,000 attendees from 141 countries, offered 2,500 sessions across 18 venues, provided a speaking platform for nearly 2,000 customers and partners, and featured more than 400 customer and partner exhibitors.

And while topics ranging from mobile and customer experience to big data and engineered systems garnered much attention this year, all eyes were on the cloud on Sunday with Oracle Executive Chairman and CTO Larry Ellison's much-anticipated opening keynote. Ellison told an energized audience that the move to cloud computing is "a generational shift in computing no less important than our shift to personal computing." He then enumerated six design goals that Oracle is using to help customers with cloud implementation: "always on" security at both the

database and silicon levels, low cost, reliability, performance, standards-based design, and complete compatibility.

As proof of Oracle's progress in cloud development, Ellison also announced new services and capabilities, including manufacturing and supply chain cloud services; e-commerce as part of Oracle's customer experience cloud services; the expanded multitenancy capabilities of Oracle Database 12c Release 2; and Oracle Application Builder, a tool that supports Oracle's new consumer-like cloud user interface. He also announced the

F IN FRONT



vice president and chief marketing officer at Oracle,
es.



Sunday night's Welcome Reception draws a festive crowd.



on's cloud predictions, attendees line up for his keynote.



Downtown San Francisco teems with Oracle OpenWorld activity.

latest cloud services for big data preparation, discovery, and data visualization.

All these cloud services come with user interfaces inspired by consumer services such as Facebook, Uber, and Airbnb, accessible by smartphones and tablets as well as laptops. “That’s what people expect,” Ellison said. “They expect a very simple, highly visual, intuitive user interface. And that’s what we endeavor to build.”

Oracle is the only enterprise vendor other than Microsoft that offers cloud services in all three areas: software as a service, platform as a service, and infrastructure as a service, Ellison noted. All three services are key to providing customers with a complete cloud environment that also supports their gradual move—over the next 10 to 20 years, Ellison predicted—from on-premises systems to the public cloud.

Exa Your Power

Looking to capitalize on IBM’s tepid commitment to its hardware business, Oracle CEO Mark Hurd and Intel CEO Brian Krzanich also made news on Oracle OpenWorld’s opening day when they jointly unveiled a program aimed at converting IBM Power System customers to Oracle engineered systems.

The global sales program, called Exa Your Power, will focus on customers that run Oracle Database on IBM Power servers, an installed base estimated at about 250,000 systems, each fetching between tens of thousands and more than a million dollars.

“Those [Power] systems are large and costly,” said Hurd while introducing the Exa Your Power program. Oracle engineered systems can deliver significant performance improvements over legacy IBM systems, Hurd continued, at a fraction of the total cost of ownership.

Day 2 | THE FUTURE



Oracle CEO Mark Hurd predicts the future in his “Vision 2025: Digital Transformation in the Cloud” keynote.

Oracle CEO Mark Hurd began Monday morning at Oracle OpenWorld 2015 by zooming 10 years into the future—with five cloud-related predictions for 2025.

Hurd’s first prediction was that within the next decade, 80 percent of all production apps would be in the cloud—up from about 25 percent today. Second, Hurd predicted that two software-as-a-service suite providers would have 80 percent of the cloud enterprise application market—and he quickly volunteered Oracle to be one of them. The third prediction was that 100 percent of software development/testing efforts would be conducted in the cloud. “The days of having servers and operating systems and databases, and doing all this on premises, are gone,” he said.

Next, Hurd predicted that all enterprise data would be stored virtually in the cloud. “More data is in the cloud now than in traditional storage systems,” he noted. Finally, Hurd predicted the enterprise cloud would be the most secure IT environment, noting that Oracle’s offering is fully patched, secured, and encrypted.

Today’s economic environment all but mandates that these changes take place—and quickly. Hurd acknowledged that many companies are being driven to cut costs—particularly in IT—as a means of compensating for slowing revenue growth. But cutbacks in corporate IT spending can mean getting stuck with outdated legacy environments. The cloud will be the only way for companies to leapfrog from where they are today to the speed, innovation, and cost control they desperately need.

“Being able to move quickly, being able to adjust to market dynamics, and being able to do it fast and do it while you



Left to right:
CFO Tim
Turner,
thought



Techno

E OF CLOUD



right: Oracle Senior Vice President Ronyd Ng, Pandora Media CEO Regan, CNL Financial Group Chief Accounting Officer Tracy and GE CIO of Global ERP and Data Services Jim Fowler share insights on enterprise resource planning during a general session.



Shawn Price, senior vice president of cloud at Oracle, discusses Oracle's pivot to the cloud with partners during the North American Partner Executive Summit.



Technology innovation gets a dramatic twist in the Exhibition Halls.



Attendees take the cloud plunge—literally.

deliver is what's on CEOs' minds," Hurd continued. "Oracle is going to lead [this] 10-year transition to the cloud."

Hurd then quizzed two high-profile technology leaders, GE CIO Jim Fowler and AIG CTO Mike Brady, on their current use of cloud services and their expectations going forward.

Fowler said that GE will generate an incremental US\$15 billion in revenue over and above its traditional business by selling digital services. "GE is undergoing its most important and largest transformation in its 130-year history," Fowler said. "It's the cloud that enables it."

Brady said AIG is adopting a "two-speed" cloud-based model that allows it to host its legacy applications either internally or in the cloud, and to move to "very fast development capabilities." Currently, he said, AIG spends 75 percent of its IT budget on its "very brittle" legacy applications.

Drilling Down on Oracle ERP Cloud

Later on Monday, zeroing in on Oracle Enterprise Resource Planning Cloud (Oracle ERP Cloud) offerings in particular, Oracle Senior Vice President for Applications Development Ronyd Ng shared the news that in just over two years, more than 1,300 companies in more than 60 countries have purchased Oracle ERP Cloud—a 4x increase in the last 12 months alone.

One advantage that Oracle ERP Cloud offers is an easy-to-use, modern user experience, which Ng demonstrated on an Apple iPad—drilling down to show functionality that enables social collaboration between employees.

"The information you're seeing is real-time data," Ng pointed out. "It's a simple way for me to understand what's going on in the business without involving IT. I can slice and dice myself."

Building the Future

KPMG Powered Enterprise delivers accelerated business transformation enabled by Oracle cloud technology.

At this year's Oracle OpenWorld, Oracle Platinum Partner KPMG launched KPMG Powered Enterprise, an integrated suite of tools that simplifies and accelerates the adoption of Oracle's cloud toolset and reduces the time and expense of software-as-a-service (SaaS)-oriented integration and data conversion efforts. The solution includes strategy, organization, process, and technology.

The impetus for the solution came from KPMG's customers who were looking to achieve business transformation by moving to the cloud, but who were finding implementation and management overwhelming, costly, and challenging.

KPMG's prebuilt solution leverages KPMG subject-matter knowledge combined with Oracle Cloud applications to simplify the process, and speed the path to return on investment (ROI).

KPMG Powered Enterprise for Oracle streamlines transformation in the areas of finance, human resources, and procurement. Each set of customized solutions is specifically designed to drive business value, improve productivity, optimize operational performance, and enhance risk and compliance management abilities. Each set utilizes an integrated design using

the latest cloud-based technology from Oracle.

KPMG Powered Finance

KPMG Powered Finance is a prebuilt solution that can help eliminate the complexity of aligning your finance function with Oracle Cloud applications. The solution helps address common issues facing the finance

human resources function, including rigid and expensive HR operations, lack of timely insight, and costly and inflexible HR systems.

KPMG Powered Procurement

KPMG Powered Procurement is a prebuilt solution that can help to rapidly transform your procurement function by implementing a results-driven procurement operating model supported by Oracle Cloud applications. KPMG Powered Procurement enables the procurement organization to align more closely with other business functions, drive costs out of organizational spend, and improve governance and compliance capabilities.

KPMG Powered Enterprise for Oracle works to transform your finance, human resources, and procurement functions through a target operating model built on leading practices for process, people, service delivery model, reporting, governance, and technology. KPMG's Cloud Integration Framework provides a validation approach and focuses energy on aspects unique to your organization to better integrate with current platforms and leverage new technology solutions. We've made cloud transformation—the new way to create business value that lasts—easier, faster, and more predictable.



function, including lack of insight resulting in inability to support decision-making, an immature control environment with compliance varying across teams, and finance teams ineffectively designed to respond quickly to business challenges and opportunities.

KPMG Powered HR

KPMG's prebuilt HR solution leverages the latest KPMG thinking and know-how combined with a cloud-based system designed to give you the edge to innovate, adapt, and grow. KPMG Powered HR helps address common issues facing the

Simplify.

THE PROBLEM

You have to purchase and implement expensive and complex application change management solutions to lower the Total Cost of Ownership of your ERP applications.

THE SOLUTION

Phire Architect application change management for PeopleSoft. The full featured and cost effective solution to simplify the management of your ERP applications.

- Code Version Control and Compare Reports
- Automate Migrations with Rollback
- Change Process Tracking with Workflow
- Controls for Segregation of Duties
- Leverage Existing Infrastructure



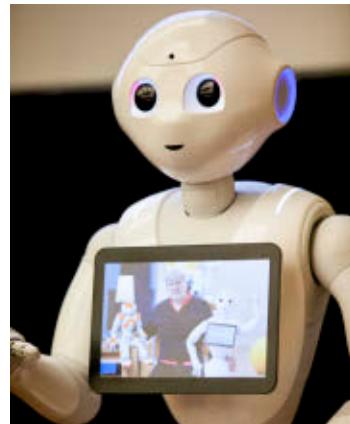
PHIRE

The only thing constant is change.

Day 3 | CONTINUOUS



Oracle Executive Chairman and CTO Larry Ellison delivers his second keynote of the show, "The Secure Cloud."



Robots rule at JavaOne's Hands-On Labs.



Oracle CEO Safra Catz at the Oracle Leaders Circle 2015



Attendees jump for joy at Wipro's Snap Shop booth.



Oracle President of Product Dev

Tuesday at Oracle OpenWorld 2015 delivered a [keynote doubleheader](#), featuring Oracle President of Product Development Thomas Kurian in the morning and Oracle Executive Chairman and Chief Technology Officer Larry Ellison in the afternoon. By the time both keynotes had concluded, one thing was clear: Oracle plans to compete hard in all three corners of the cloud technology landscape—applications, platforms, and infrastructure.

The discussion began with infrastructure as a service (IaaS), a space where Amazon and Microsoft are leaders. In his morning keynote, Kurian laid out four flavors of Oracle IaaS: elastic compute, where a company shares servers with other customers for pay-per-use online computing; dedicated compute, where a customer gets its own boxes in the cloud; and two high-performance systems, where companies get Oracle Exadata or big data appliances as cloud services.

Then, in his afternoon keynote, "The Secure Cloud," Ellison raised the IaaS stakes: Oracle intends to sell its dedicated computing for half the current price of Amazon's elastic compute, he said.

"We play at all three levels of the cloud because, funny thing, we went into the SaaS [software as a service] business only to discover to be successful in the SaaS business, we had to also be in the PaaS [platform as a service] business so people

US INNOVATION



Development Thomas Kurian talks SaaS, PaaS, and IaaS in his Tuesday keynote.

could extend the applications,” Ellison said. “And then we discovered to be successful in the PaaS business, we had to be in the infrastructure business, because people wanted to use our database PaaS service, but write applications in any language they wanted, not just Java.”

PaaS and SaaS Momentum

The two executives made a splash with cloud infrastructure announcements Tuesday—including news of the release, slated for early 2016, of Oracle Private Cloud Machine for PaaS and IaaS. But Ellison and Kurian also discussed a slew of new SaaS and PaaS products and features.

INNOVATIVE SERVICES. Kurian highlighted new cloud services aimed at three different tiers of knowledge workers who do data analysis—data scientists, professional analysts, and the rest of us.



Rick Welts, president and COO of the Golden State Warriors, discusses what it takes to build a winning culture.



Abidali Neemuchwala, group president and COO at Wipro, shares insights about the rapid growth and diversity of SaaS applications.



Dr. Vishal Sikka, CEO and managing director of Infosys, talks about artificial intelligence and the world of services.

For data scientists, Oracle offers Oracle Big Data Cloud Service, Oracle Big Data Preparation Cloud Service, and Oracle Big Data Discovery Cloud Service for the management and analysis of huge data sets. For professional analysts, Oracle has tools for integration and business intelligence. And for the rest of us, Oracle Data Visualization Cloud Service provides advanced chart-driven analysis that lets us sift through data without having to call in the data scientists and PhDs.

ORACLE MANUFACTURING CLOUD. Oracle’s latest SaaS addition is a cloud application to manage the manufacturing process, which Ellison announced as part of Oracle’s supply chain suite.

“I believe we’re the only ones with a comprehensive suite of discrete manufacturing [applications] in the cloud, period,” Ellison said. “We’re the first and only one to offer this in the cloud.”

Day 4 | MODERN INI



Oracle Executive Vice President John Fowler joins Oracle Senior Vice President Juan Loaiza to deliver the keynote “The New Era of Secure Computing and Convergence with Oracle Systems.”

Wednesday morning began with a group presentation featuring Oracle Executive Vice President for Systems John Fowler, Oracle Executive Vice President for Converged Infrastructure Dave Donatelli, and Oracle Senior Vice President for Systems Technology Juan Loaiza. Hands-On Labs, sessions, and exhibition halls rounded out Wednesday's daytime agenda—as Oracle OpenWorld attendees began to buzz with excitement over the evening's Oracle Appreciation Event on Treasure Island, which this year featured rock legends Elton John and Beck.

Fowler, Donatelli, and Loaiza echoed a familiar theme in their [keynotes on Oracle's integrated approach to cloud computing](#): the cloud is changing everything. But while we're used to hearing about cloud disruption in the context of consumer and business user expectations, that idea applies equally—if not more so—to the computing infrastructure. And that combination of hardware, software, and networking is what powers the digital economy.

One outcome of the growing use of cloud resources by businesses is that, in order to be successful, computer vendors must expand their technology architectures to include public cloud offerings, Donatelli said. “It’s essential because [vendors] need to architect their products to work both in your data center and in the public cloud,” he noted.

That assumes a future “hybrid” computing environ-



Oracle
the pub
On-Pri



Fans cl

FRASTRUCTURE



Executive Vice President Dave Donatelli touts the benefits of public cloud in his keynote, "Oracle's Converged Strategy: From Premises to Cloud . . . and Back."



What better way to learn than Oracle OpenWorld's popular Hands-On Labs?



Channel Elton John at Wednesday's Oracle Appreciation Event.



Elton John thrills the crowd at the Oracle Appreciation Event.

ment that taps both on-premises and public cloud computing resources. It's an IT strategy organizations must start implementing now, if they haven't already.

The Emerging Hybrid Cloud

Oracle supports such hybrid cloud architectures, Fowler explained, by engineering its systems so customers can run their applications with optimal performance on premises, in a private cloud, in Oracle Cloud, or in all three. Such tight integration is possible because Oracle "is a platform company," Fowler said.

By improving its platforms—Oracle's SPARC processor, its flagship database, and its Java programming language—Oracle can improve the applications that run on them, wherever they're running. Oracle has made significant platform improvements, including in-memory database processing and Software

in Silicon, directly into chips such as SPARC M7.

Oracle's engineered systems, such as Oracle Exadata Database Machine, also offer a compelling package of performance enhancements, business optimizations, and cost-effective hardware scalability. "What we've done with our smart database platforms like Oracle Exadata and Oracle SuperCluster is, we've combined the best of cloud architecture with the best of enterprise architecture," Loaiza said.

Fowler said all the elements of infrastructure—performance, security, latency, management—"are amplified by cloud computing because everyone wants to do things faster, quicker, put more services on, grow faster."

With its integration strategy, Oracle aims to address those elements today. "We're shipping the future of infrastructure now," Donatelli said.

The Elements of a Successful Divestiture Strategy

eprntise accelerates ERP simplification efforts with transformation software that helps Oracle E-Business Suite customers become more agile as their business requirements change.

Is it the right time to sell your business? If the answer is yes, there are some fundamental steps that you should be taking to maximize its value. Helene Abrams, founder and chief executive officer of eprntise, an enterprise software company specializing in Oracle E-Business Suite, discusses how to develop a successful divestiture strategy.

What are the components of a successful divestiture strategy?

Companies need to do four things: first, determine what part of the business you are carving out, and what systems and data are needed to support the business's operations. Second, create a transition team to focus on creating value for the new entity, and to develop a plan for deliverables for the divestiture. Third, negotiate a transition services agreement. And finally, remember that it's not over when the sale is complete—you must focus on separating the people, the processes, and the technologies as quickly and efficiently as possible.

What is an appropriate risk management strategy to adopt during a divestiture?

During the rapid transition of a divestiture, it is critical to ensure that due attention is given to the risk of exposing enterprise resource planning (ERP) data that is legacy, inactive, and unrelated to the divestiture. A single,

inadvertent disclosure of private customer information could result in large penalties. The best strategies are either to minimize or accept the risk, and to avoid the unacceptable act of ignoring the risk. Minimizing the risk involves a variety of steps, including nondisclosure agreements with third parties, contractual obligation, and other due diligence around the risk. However, the ideal way to minimize the risk is to purge old or legacy nondivestiture-related data from the clone instance provided to the divested or acquired entity. If companies choose to accept the risk, entity management must have a relatively accurate estimate of the risky data exposure accompanied by a what-could-go-wrong quantification of the potential risk respective losses.

How does eprntise help Oracle E-Business Suite customers who are planning a divestiture?

eprntise divestiture software can separate data for the child company so that both the selling and buying company can ascertain exactly what is being divested and how that unit has performed. The software finds all related data, regardless of the number or complexity of the criteria. A fixed-price six to eight week analysis project clarifies the criteria for the divestiture, and then a short four to five month project with eprntise Divestiture software creates a standalone environment for the child company with the



Helene Abrams, eprntise

parent company's data purged. These divested Oracle E-Business Suite systems contain all data and history of the separated entity, but no more than that. All data and records that are unique to the parent company remain undisclosed to the child. Having that information allows accurate financial results for the divested entity while reducing uncertainty, and mitigates the risks for both the buyer and the seller.

When in the divestiture process should companies implement eprntise software?

If implemented before the closing, eprntise software eliminates the kludgy and expensive process of working in the seller's environment and getting inaccurate results. Even if started after the closing, using eprntise software significantly reduces the time to operate independently or be integrated into the buyer's environment.

For more information, please call eprntise at 1.888.943.5363 or visit www.eprntise.com.



WE MAKE THINGS SIMPLER



The Automation you always dreamed of.

RAPIDCopy: Copy configurations from one instance to another - fast.

RAPIDSnapshot: Document instance details with a simple click.

RAPIDRollout: Set up new entities or companies in a fraction of the time.

RAPIDImplement: Fast track New ERP Implementations in a matter of days.

RAPIDMigrate: Move from EBS R12 to Oracle Cloud seamlessly.

To see our Software in action write to us at:

info@rapid4cloud.com www.rapid4cloud.com +1 415 373 0180

Day 5 | IT'S ALL AB



Michael Greene, vice president and general manager of system technologies and optimization in Intel's Software and Services Group, delivers his JavaOne keynote, "Accelerating Java for a Connected World."



Mark Reinhold, CEO of id Software, closes JavaOne with a speech.

Although no keynotes were on the agenda for Oracle OpenWorld 2015 on Thursday, there were still plenty of sessions and Hands-On Labs, and one last chance to enjoy a long lunch at the Oracle Cloud Plaza @ Howard Street. This San Francisco thoroughfare was closed for the week of the conference, and Oracle Cloud Plaza made a fine venue in which to eat, drink, and be merry with colleagues and friends new and old.

Also wrapping up on Thursday was the JavaOne conference—the premier conference for developers who want to learn from the luminaries in their field. Stephen Chin, lead Java community manager at Oracle, took the stage Thursday afternoon to make the tongue-in-cheek announcement that the “Java Community” keynote had been canceled—to be immediately replaced by a Java community *party* celebrating the thriving global ecosystem of Java developers and enthusiasts. Chin’s talk paid homage to the vibrant 20-year history of Java, along

with showcasing several Java community leaders and their bodies of work through innovative onstage demos.

Throughout the week, the hefty Java user community, consisting of more than 315 Java user groups, learned of new developments in the programming language that highlight not only Oracle’s ongoing investment in Java, but also its ability to continue evolving and to remain as relevant as ever.

One of the main reasons for Java’s popularity is the Java Community Process (JCP)—the mechanism for developing

OUT COMMUNITY



chief architect of the Java Platform Group at Oracle, kicks off Sunday's opening keynote celebrating 20 years of Java.



Stephen Chin, Oracle's lead Java community manager, turns the "Java Community" keynote into a Java community party.

standard technical specifications for Java technology. The JCP allows any Java developer to review and provide feedback on hundreds of different Java specification requests, as well as participate as a member of a Java Expert Group.

Looking Forward

The networking and learning experiences executives and technologists share at Oracle OpenWorld and JavaOne are a reminder of the powerful impact events can have on developing technologies, accelerating careers, and future generations of business leaders and technologists. Here are a few upcoming events to help you keep the momentum going:

[Modern Supply Chain Experience 2016](#), presented by Oracle in January, brings together thousands of supply chain management professionals for hands-on workshops, product

demonstrations, and breakout sessions on logistics and order management, product lifecycle management, and more. In April, [Oracle Industry Connect 2016](#) allows industry peers to share deep-domain expertise, insights, and best practices about the mission-critical applications core to their businesses. Also in April, [Oracle HCM World](#) brings together Oracle customers, partners, and industry HR luminaries and experts for three days to discuss critical HR topics including workforce planning, recruiting, and leadership development.

Finally, don't forget to register early for Oracle OpenWorld 2016. Sign up to be notified when registration is open for next year's conference, taking place September 18 through 22 in San Francisco, California.

Scheduling Made Easy with the Cloud

Ventureforth's cloud-based scheduling tool is designed to be the one-stop shop for maintenance planners and schedulers managing their enterprise's assets and resources.

Ventureforth is a global leader in mobilizing the workforce. By combining industry-leading technology solutions and best practices, the company's mobile and cloud-based solutions deliver real-world quantifiable value to companies in every industry, across the globe.

Ventureforth is an Oracle Platinum Partner that works exclusively with Oracle. Kevin Kling, director of Asset Lifecycle Management Solutions at Ventureforth, discusses Ventureforth's vWork Scheduler and the value it brings to Oracle E-Business Suite Enterprise Asset Management customers.

What is Ventureforth's vWork Scheduler?

vWork Scheduler allows you to quickly and easily manage your Oracle E-Business Suite Enterprise Asset Management resources from any web browser. It is designed to be the easy, one-stop shop for maintenance planners and schedulers to interact with Enterprise Asset Management. It runs in the cloud and enables maintenance planners and schedulers to easily schedule work for maintenance technicians. Schedulers can use its intuitive drag-and-drop capabilities to optimize the scheduling of their crews and technicians. vWork Scheduler also allows schedulers to create, print, notate, and complete work orders, create as-

sociated work requests, and view and print all asset, activity, work order, and operation attachments. Maintenance planners have drill-down access to information relating to the assets their technicians are working on, the maintenance history of an asset, the asset bill of material, and direct purchases made for an asset.

What was the impetus for this solution?

One of the main cost efficiencies a maintenance organization can achieve is to have a full, realistic, and planned schedule for the maintenance technicians. Our customers requested an easy-to-use, cloud-based, robust scheduling solution for Oracle E-Business Suite Enterprise Asset Management that could do both department and resource scheduling. They wanted a solution that is built and runs on the Oracle technology stack, and that has minimum purchase cost, quarterly billing, and no implementation costs.

What differentiates this solution from its competitors?

We built vWork Scheduler using Oracle tools, including Java, Oracle WebLogic, Oracle Database, and Oracle Application Express. It runs on Oracle Cloud Services, on Oracle Exadata hardware. It integrates with on-premises or hosted versions of

Oracle E-Business Suite Enterprise Asset Management Release 12 and above. Our deployment method lets customers add and remove resources at will. Also, you only pay for what you use—\$1 or less per resource per day. Our customers are billed quarterly in arrears, with no implementation costs or long-term contract, and there is no cost for hosting, Oracle Database, or a central processing unit. We believe our solution is the most flexible, efficient, and robust scheduling tool available today.

vWork Scheduler Features

- Intuitively drag and drop work orders to modify scheduled start dates/times
- Grid screen for reassigning work order department and/or technicians
- Assign work to defined resource instances, defined technicians, or outside resources
- Graphical reporting using key performance indicators
- Create, update, and complete corrective work orders leveraging Oracle Workflow
- Create work requests
- Compatible with Oracle E-Business Suite Enterprise Asset Management Release 12.1.3 and later



Infuse is a global IT services and solutions company. Our aim is to earn your trust through service excellence, innovative software solutions, and by exceeding your expectations every time.

What differentiates us, is that we bring combined innovation and smart business thinking, to make quality assurance and testing, a true cost saver, and enabler, for the digital goals of your business.

We bring business acumen, innovative tools and solutions, and we provide a pragmatic delivery approach, to ensure organisations thrive in the digital age.

Our solutions include:

useMango™ – Functional Automated Scriptless Testing for Oracle Applications that enables you to save 40% on testing costs and 80% on testing times. Click here to [download](#) a free trial.

useMango™ Test Factory – Quality Assurance and Testing for Oracle Applications and Technology in the Cloud that can save 40% on costs.

Intelligent Upgrade Robot - the migration, consolidation and upgrading of Oracle databases and the conversion of other vendor databases to Oracle at a fixed price.

Service and Network Virtualisation - SNV enables you to test your fusion services and applications in a simulated virtual environment while your application is being built and deliver apps faster, better and smarter.

QEII Conference Centre
Broad Sanctuary
London SW1P 3EE
Tel: +44 (0)20 3755 5135
Fax: +44 (0)20 7106 9373
Email: _info@infuse.it

THOUGHT LEADERSHIP

TOMORROW PEOPLE

At the Oracle Applications User Experience Cloud Exchange, Oracle OpenWorld attendees got a glimpse of the future of work.

BY AARON LAZENBY

■ For attendees of Oracle OpenWorld 2015, the dominant story was loud and clear—cloud computing is transforming the enterprise as we know it. But what about the enterprise we don't yet know?

Imagining the workplace of tomorrow is the domain of the Oracle Applications User Experience team. This group of developers, makers, anthropologists, and dreamers spends its time tracking new technologies that could change how we work and building new enterprise use cases for Oracle customers. And while the work this team does requires experimentation and flights of fancy, it ultimately boils down to a single question: What does this mean for my product? “We need to show the complete story,” says Jeremy Ashley, group vice president of applications user experience at Oracle. “We can’t just be idly talking about new technology; we’ve got to show a product-specific story that any customer can look at and say, ‘Oh! I get it.’”

Every year at Oracle OpenWorld, Ashley hosts the Oracle Applications User Experience Cloud Exchange to show off the work his team has done throughout the year, connecting next-generation gadgets to Oracle technology. This year, the expo demonstrated three particularly compelling use cases that take advantage of technologies such as voice command, gesture controls, mobility, beacons, the Internet of Things, and much more.

“We all have a passion for nerding out,” says Jake Kuramoto, senior director of emerging technologies, Oracle Applications User Experience. “You give people something fun to do and you get their creative juices flowing. But the expo is for getting feedback from customers. I’m not a domain expert in human capital management or supply chain management. So if visitors to the expo come play with what we’re offering, we’re going to get great feedback about how to apply new technologies to use cases for Oracle systems.”

Here are three demonstrations the Oracle



A Lego model (above) demonstrates a sensor-based warehouse system, while attendees log in to a “smart office” using an employee badge or smart watch.



Applications User Experience team showed off at Oracle OpenWorld 2015 that piqued the interest of attendees—and showed how the future of the enterprise may not be that far off.

WORK SMART

Flexible offices and hoteling—where employees sign up for a desk and workspace on an as-needed basis—is now well established in the workplace. A recent survey found that two-thirds of organizations either have or have plans to establish an office hoteling program. While these programs deliver excellent cost benefits for management (especially as more staff choose remote work and instances of business travel increase), spartan common cubicles may leave employees a bit cold. But what if flexible offices were state-of-the-art workspaces that helped to increase productivity and employee engagement?

This is the concept behind the “smart office” that was demonstrated at the expo. Actually built into the physical space of the event, the smart office allowed attendees to act like as if they were a visiting employee and check into a flexible workspace designed by the Oracle Applications User Experience team. At the core of the design: commercially available technologies that connect back to Oracle Cloud enterprise systems with the help of voice command, gesture control, touchscreen input, and location-based authentication—all to create an amazing experience for workers.

Expo attendees were given a temporary, beacon-enabled employee badge to sign into the smart office. After being securely authenticated, the employee’s name, photo, and daily schedule were displayed on the exterior of the office to show that it was in use (and when the occupant would be available). Once inside, the employee initiated work by speaking commands (such as “open lead,” “display notifications,” or “search contact”) to a voice controller. “In the last year or so, voice has become really good, which introduces new opportunities for the enterprise user,” says Misha Vaughan, senior director of communications and outreach, Oracle Applications User Experience. “For gesture, that’s mostly for moving data and sessions from the ambient screen.”

The smart office provides a large ambient display that shows relevant dashboards, alerts, or a “team map” that collects social data, ID card scans, and calendar information to show the whereabouts of other employees. Any data or application on the display can be dragged, via gesture control, to a tablet or laptop computer for further action. This allows employees to segregate the universe of general work information

from the events that require intervention.

All work events and notifications are served to the smart office via Oracle Cloud applications, such as Oracle Sales Cloud, Oracle Human Capital Management Cloud (Oracle HCM Cloud), or Oracle Enterprise Resource Planning Cloud (Oracle ERP Cloud). “Everyone has so many devices now, but since all this data is on the cloud, it should be able to be served to any screen in the smart office,” says Kuramoto.

TAKING STOCK

Office workers are not the only beneficiaries of new workplace technology. A pilot warehouse management application demonstrated at the Oracle Applications User Experience Cloud Exchange brought new efficiency and simplicity to warehouse workers as well. The result of an Internet of Things hack-a-thon hosted at Oracle’s Mexico Development Center, the system—built on low-cost sensors, Raspberry Pis, and smartphones—matches data held in Oracle Cloud systems with orders for physical goods that need to be shipped to customers.

The idea is based on a simple labor concept: the value of a typical warehouse worker is assessed by how many orders they can accurately fill in an hour. Any system that can assist warehouse workers by optimizing their workday would be a clear boon to the bottom line.

The solution demonstrated at the expo works like this: when warehouse staff log on to the supply chain management system that powers the warehouse, they are assigned a color. When an order is received by the warehouse, employees are assigned a cart that is known to the system to have the appropriate number of bins needed to fill the order. The system then assigns each order item to an appropriate bin. “The system knows that cart #27 is a six-bin cart, so it will assign a six-item order for me,” explains Erika Webb, senior manager of the Oracle Applications User Experience team.

Attaching an out-of-the-box consumer phone to each cart provides the system with a simple, inexpensive user interface to direct the employee to each task. The employee is directed, by their assigned color, to the area of the warehouse where the ordered item is stored. The system plots the optimal path through the warehouse (adjusting for the other active orders and employees at work in the environment) and directs the employee to the next item to be picked.

Using the system to manage orders in this way not only simplifies the order retrieval process for the worker, but also reduces the chance of error.

“**WE ARE LISTENING TO THE WAY CUSTOMERS REACT TO WHAT THEY SEE HERE AT THE EXCHANGE . . . IT’S ALL ABOUT THE ART OF THE POSSIBLE.**”

—Jeremy Ashley, Group Vice President, Applications User Experience, Oracle



Jeremy Ashley, group vice president of applications user experience at Oracle, meets with an attendee at the Oracle Applications User Experience Cloud Exchange.

If the employee selects the wrong item and puts it in the bin, sensors on the item can be validated against the order in the system. If the wrong item has been selected, the system throws an error.

"The system is there to make the employee faster, but you've got to be accurate or you lose the efficiency," Webb says.

ROAD WARRIORS

But not all employees work in a fixed location—not even temporarily, as with the case of the flexible smart office. Many staff have regular travel as part of their job description. And road warriors in sales have particularly demanding schedules and workloads that they have to manage on the go, 24/7.

"From the moment I open my eyes in the morning, I can be working. Not that I should, but the opportunity is there," says Ashley. "In that kind of environment, I need to be able to work during any downtime. Work is already following me to the coffee shop or to my phone. Why not have it follow me to my car? The notifications are the same, just in a different form factor."

Pushing work into the car has very specific limitations. Neither IT nor the user can control the platform or the interface—plus the interface is limited and can vary from vehicle to vehicle. Safety is also a major concern, with many states in the US (rightly) prohibiting the use of handheld devices to protect against distracted driving.

But if a salesperson is working on an important deal, the car represents a data-free zone where crucial information may not penetrate. If a sales

representative is in transit and someone in the office updates the system to increase the win percentage of a deal, that deal is now more important to close. But if you are in the car, safely focused on the road (not texting or tapping out emails on the phone while driving), you're not going to know that something has changed until you arrive at your destination.

If a smartphone is connected (via Bluetooth or USB) to the car's onboard system, there's no reason why enterprise alerts can't be displayed and acted on from the driver's seat, via touch-screen or voice command. "Car manufacturers emphasize the use of voice for safety reasons," says Kuramoto. "So we are working on ways to send ERP events to drivers via audio alerts while they are en route."

But user interface is not the only safety concern related to the enterprise-enabled car. Another concern is the frequency and quality of the alerts. Drivers should not be distracted by every new update to the system—imagine how hard it would be to focus on the road if your car was constantly interrupting you with email notifications. For that reason, it's essential to create a notification-filtering interface so drivers only receive priority alerts. "You've got to get the notifications right," says Vaughan. "The notifications engine we've built allows users to select, in advance, what goes to their phone and what goes to their car."

MAKING IT WORK FOR CUSTOMERS

Despite the cool technology and the playful spirit on display at the Oracle Applications User Experience Cloud Exchange, every year the event has to focus on one main goal: delivering value back to Oracle customers.

A key benefit for the Oracle Applications User Experience team is to interact with Oracle customers as they explore the forward-thinking enterprise toys at the event.

"We are listening to the way customers react to what they see here at the Exchange," says Ashley. "Their questions and comments add to the research we provide to Oracle product teams when it's time to move some of these experiments into development. It's all about the art of the possible." □

EVERY
YEAR THE
EVENT HAS
TO FOCUS
ON ONE
MAIN GOAL:
**DELIVERING
VALUE BACK
TO ORACLE
CUSTOMERS.**

Aaron Lazenby is editor in chief of Profit.

ACTION ITEM



Scan to learn more about the Oracle solutions featured in this story.

Oracle Cloud Applications



**More Enterprise SaaS Applications
Than Any Other Cloud Services Provider**

ORACLE®