


Build, Engage, and Monetize Through Cloud

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Social. Mobile. Complete.



The following 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.

What's Driving The Cloud



GLOBALIZATION

Internet saturation
growing at 8%
annually



DATA EXPLOSION

4300% data
generation
increase by 2020



RISE OF MOBILITY

Smartphone
shipments to top
1B annually by
2016



SOCIAL IS BUSINESS

13+ million
business pages on
Facebook



MODERNIZE TO SURVIVE

Productivity costs
up 70-75% w/
legacy within 7
years

Customers Have Multiple Options With Cloud

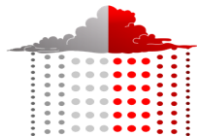
Deployment Model



Private



Public



Hybrid

Service Model



Applications



Platform



Infrastructure

Consumption Model



Build



Managed



Subscribe

Roadmap to Cloud



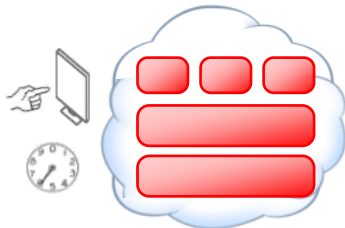
Traditional Silos

- Physical
- Dedicated
- Static
- Heterogeneous



Consolidated

- Virtual
- Shared platform & shared infrastructure
- Dynamic
- Standardized platform & infrastructure



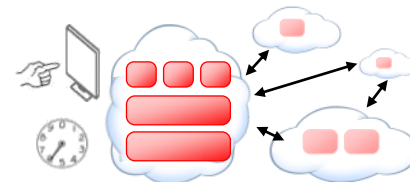
Private Cloud

- Self-service
- Auto-scaling
- Metering & chargeback
- Capacity planning



Public Cloud

- Specialized
- Shared
- Standardized



Hybrid Cloud

- Federation across public & private clouds
- Interoperability
- Cloudbursting

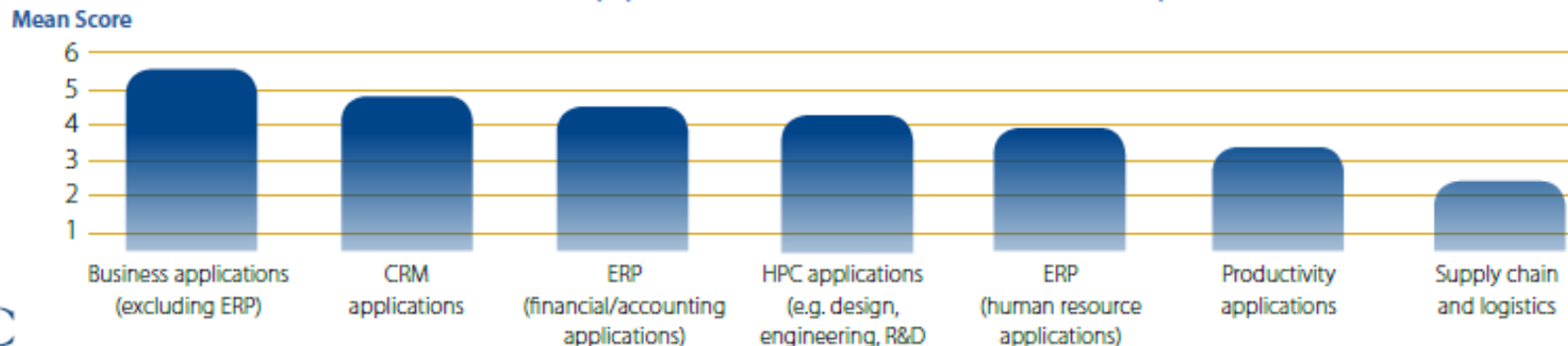
Start with consolidation • Extend to private cloud • Use public cloud where appropriate

What Workloads Are Most Suitable for the Next Wave of Cloud?

Obviously it is crucial to time the market and get a sense of which workloads are perceived as cloud-ready.

- As little as two years ago, there were only a few obvious workloads that were dominating the mindshare of customers' (notably collaboration and email).

The next wave of applications suitable for the public cloud*



Establish Communications



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Government and Enterprise

CLOUD / ON-PREMISES BUSINESS COLLABORATION

- Real time and Collaboration for demanding enterprise end users
- Multi-client access (web/desktop/mobile)
- Host multiple domains on the same hardware
- Provide delegated administration



Healthcare

DOCTOR/PATIENT SECURE COMMUNICATION

- Provide secure email transmission for use with health care providers
- Messages must be digitally signed and encrypted
- Support both provider-to-provider and provider-to-consumer messaging paths



Enhance Customer Engagement



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<http://www.youtube.com/watch?v=X40j57v5g6I>

The Value of Social Intelligence vs. Buzz

Know More

- Retail sales projections for Black Friday and Cyber Monday
- Social analysis showed sales projections would not be met
- Launched “Super Sunday Ad Tracker” to socially analyze Super Bowl ads



Innovate Customer Engagement Channels

Communicate Effectively



After

- **Developed:**
 - Cloud Based Platform for Self Service, Chat, Email, Video
- **Result:**
 - First call resolution rates: +10%
 - Email volume: -72%
 - Call handle times: -25%
 - Customer satisfaction scores: +10%

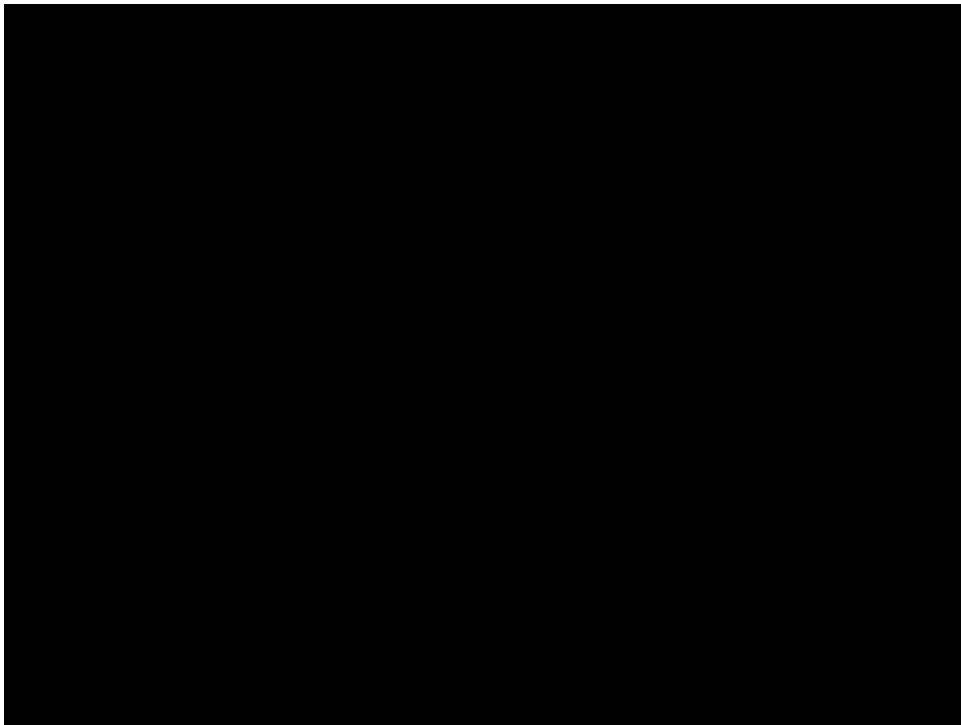


Monetize The Ecosystem

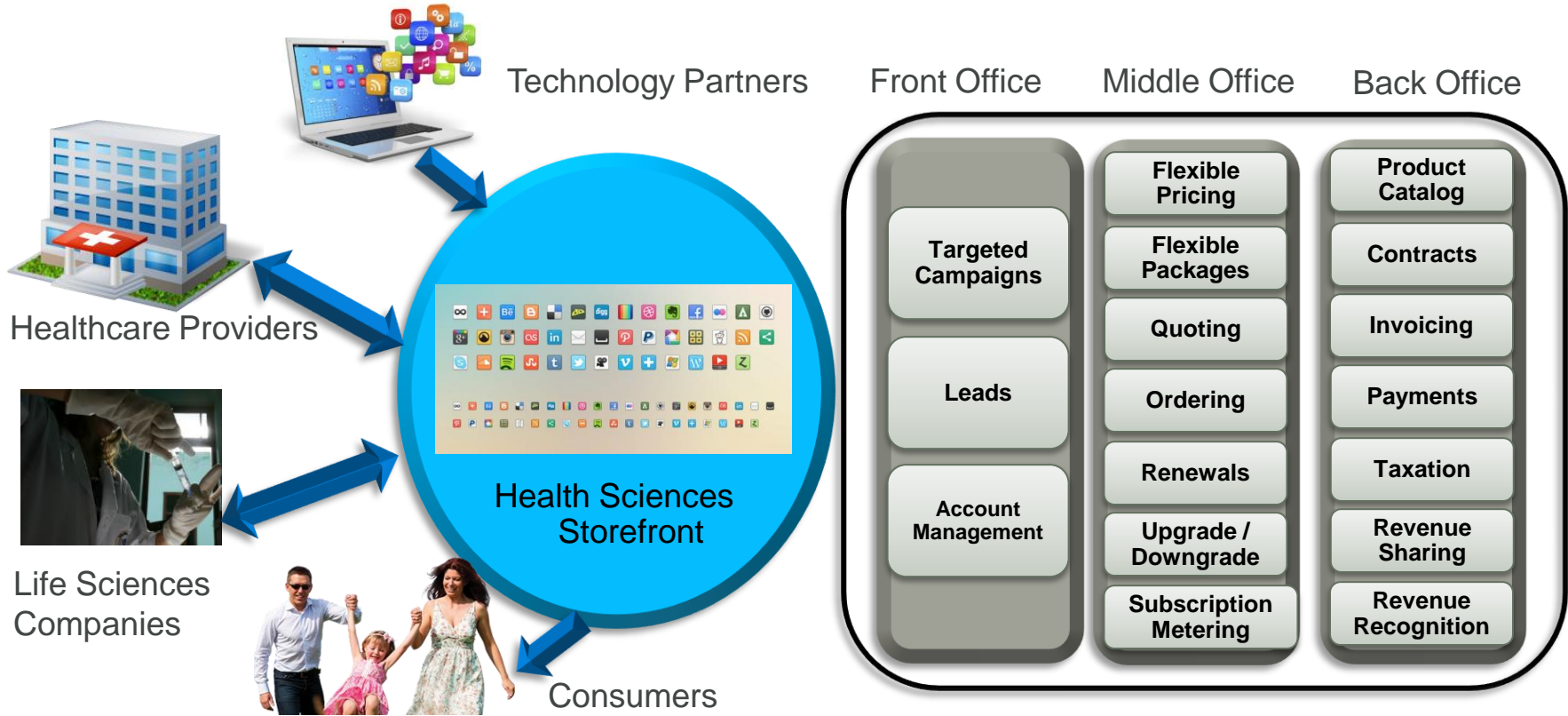


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Life Sciences Subscription Ecosystem



Summary

- Build a foundation with PaaS
- Focus on engaging customers
- Monetize your ecosystem through Social – Mobile – Cloud

Hardware and Software

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