

ORACLE®

Manufacturing, Banking and Retail Industry Solutions on Oracle Cloud Platform

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Safe Harbor Statement

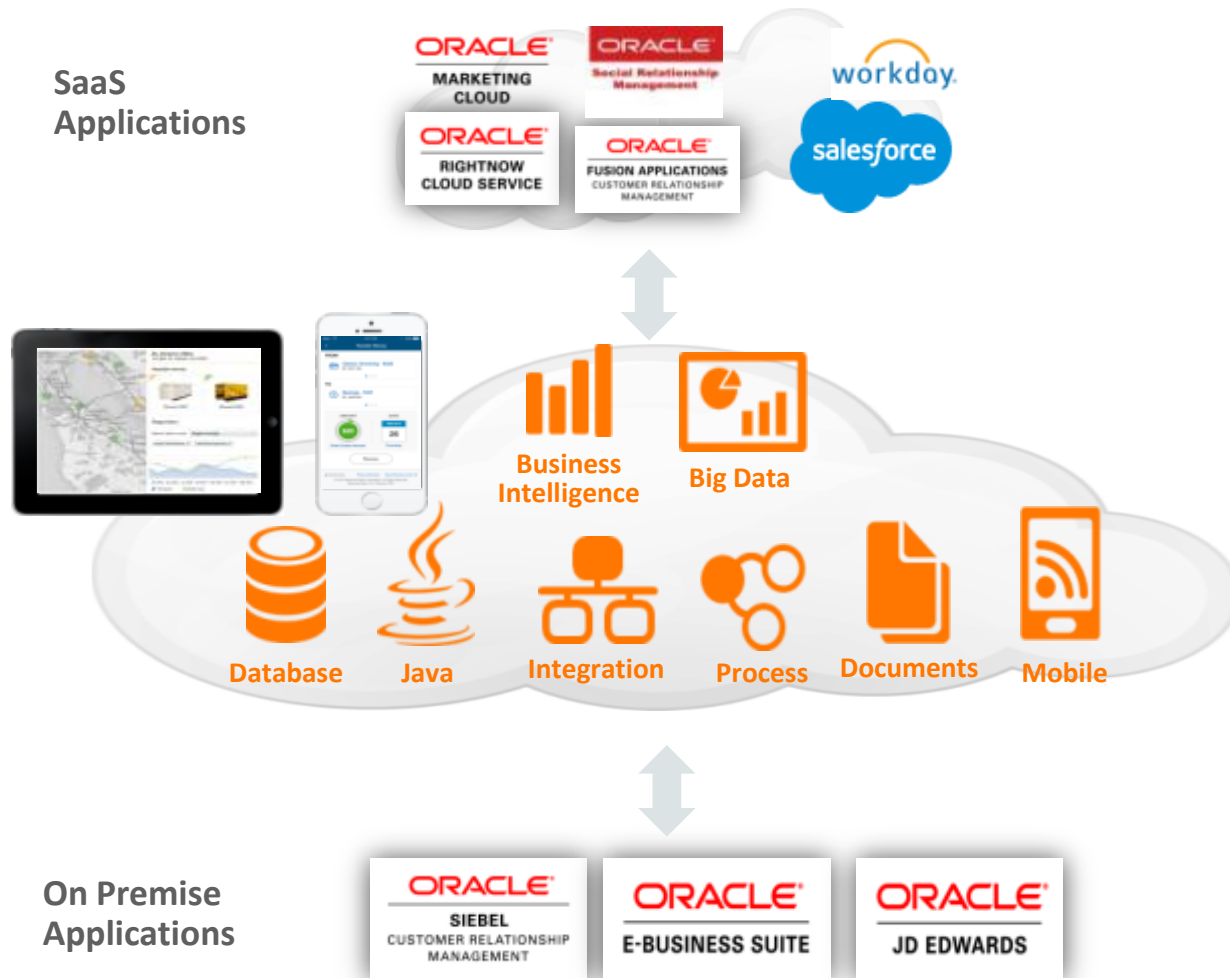
The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

Program Agenda

- 1 ➤ What are Industry Solutions & Why our focus
- 2 ➤ Solutions available today
- 3 ➤ Technical Architecture for Solutions
- 4 ➤ Engaging in the field

What are PaaS Industry Solutions?

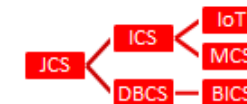
PaaS Industry Solutions – Use Cases and Industries



- **Industrial Mfg. & High Tech**
 - Real Time Connected Service
- **Banking/ Financial Services**
 - Customer 360 for Agile interactions and Recommendations
- **Retail**
 - Modern Customer Experience with Proximity based Marketing
- **Telco, Hospitality**
 - Coming soon

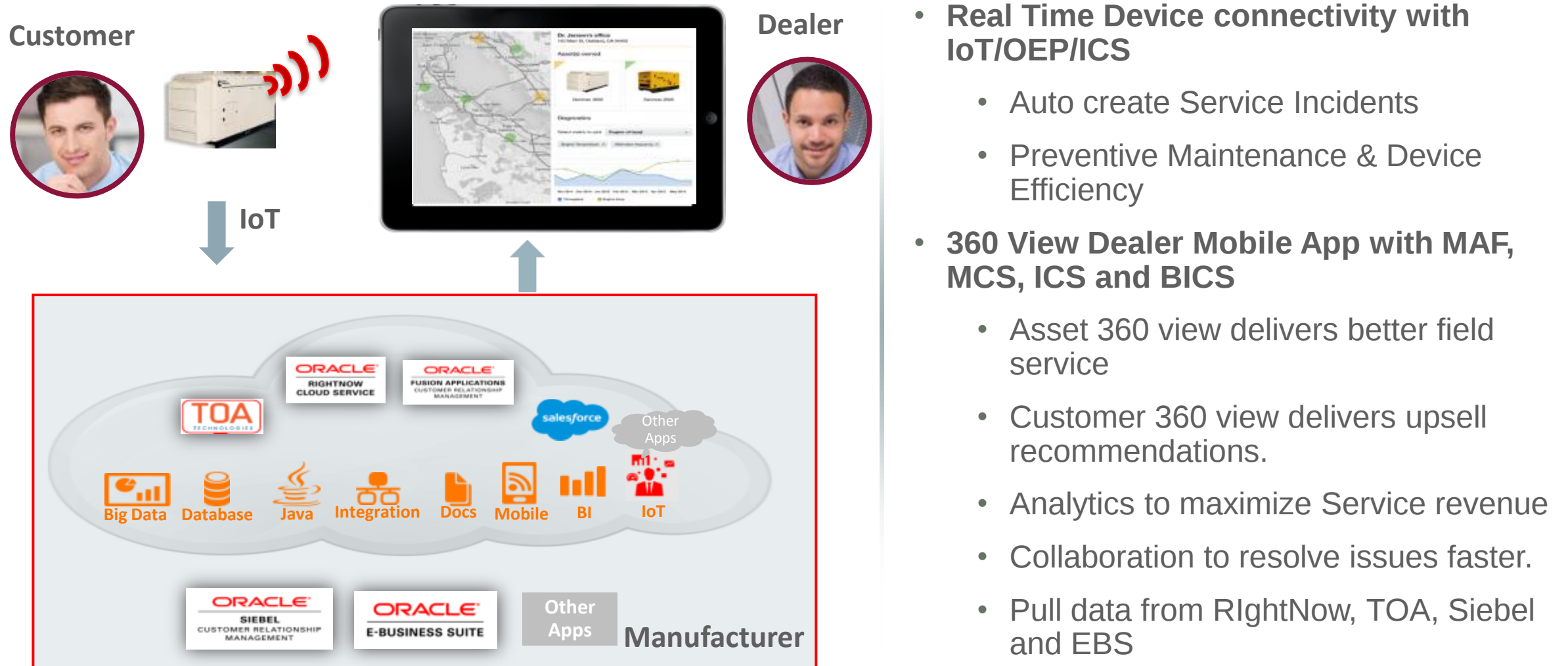
PaaS Industry Solutions Provide You With...

- 1 Videos that tell a story
- 2 Mobile demo's
- 3 Demo Environment
- 4 Reference architecture
- 5 Partners
- 6 Champions



Manufacturing

Real Time Service Excellence





Dr. Jensen's office

143 Main St, Oakland, CA 94405

Asset(s) owned



Genmax 2000

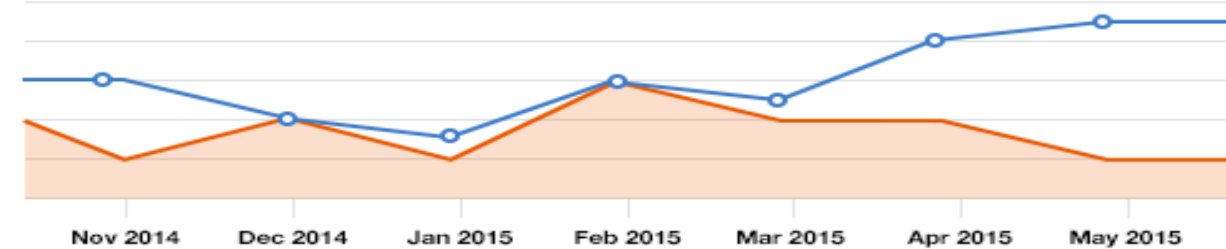
Diagnostics

Select metric to plot

Engine oil level

Engine Temperature X

Alternator frequency X



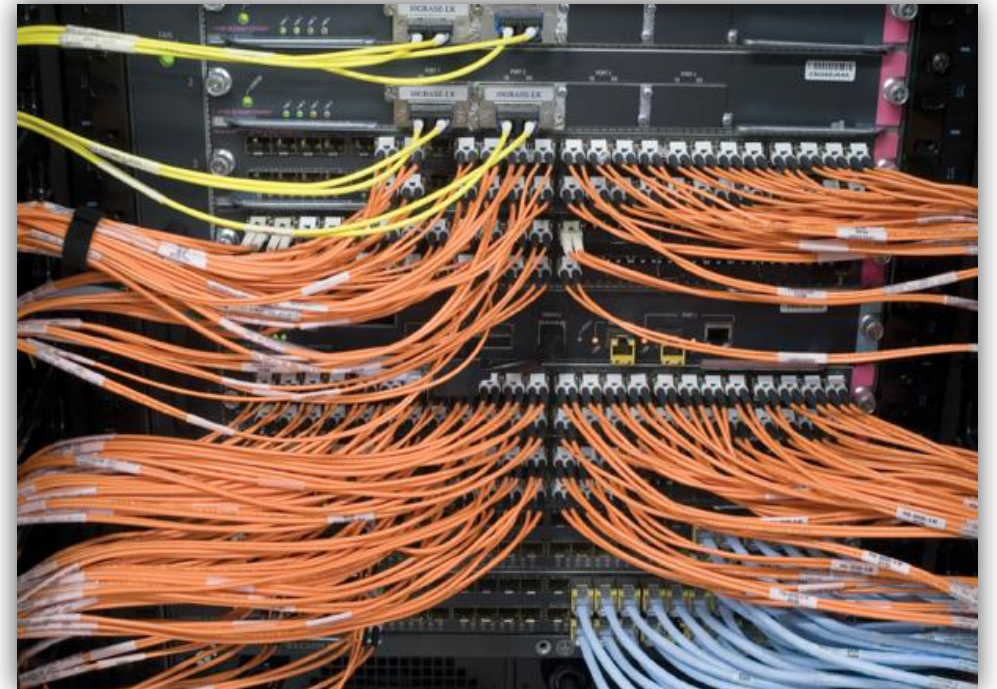
Throughput

Engine temp

What Other Industries can this Solution be Positioned?

**Anywhere a machine needs a service!
And better fit if a Dealer/Distributor is involved.**

- **High Tech** – Printers, Servers, Storage
- **Automotive** – Connected Cars, Fleets managed for Trucking, Transportation
- **Telco** – Cable box equipments, Dish, new streaming devices
- **Oil & Gas** – Lots of Machinery
- **Healthcare** – Hospital Equipment



PaaS Solutions: Proximity Based Marketing for Retail (and other industries)

PaaS Retail Solution

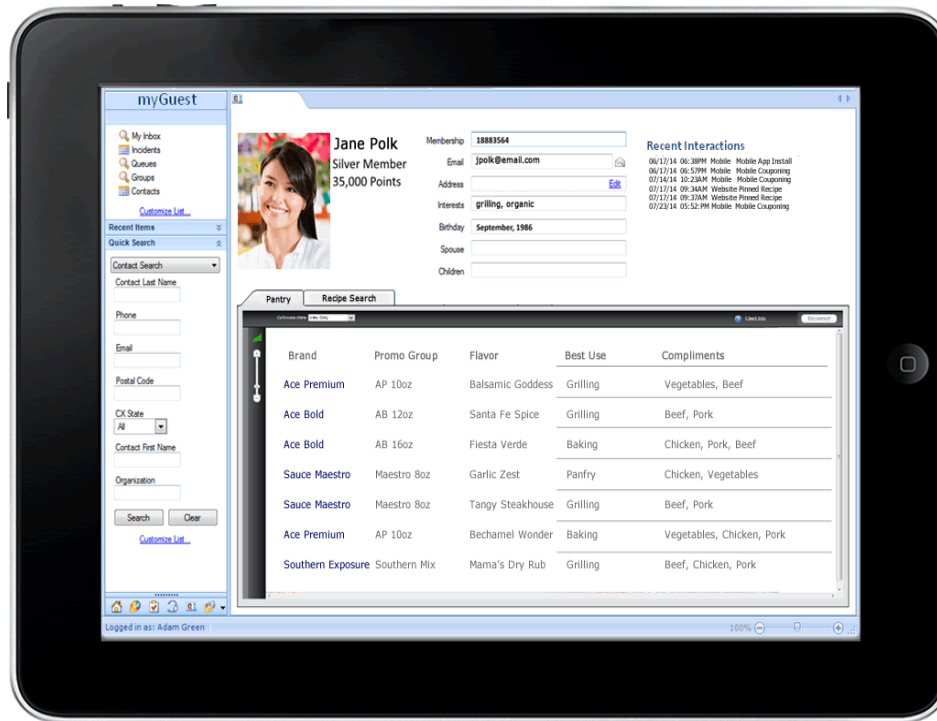
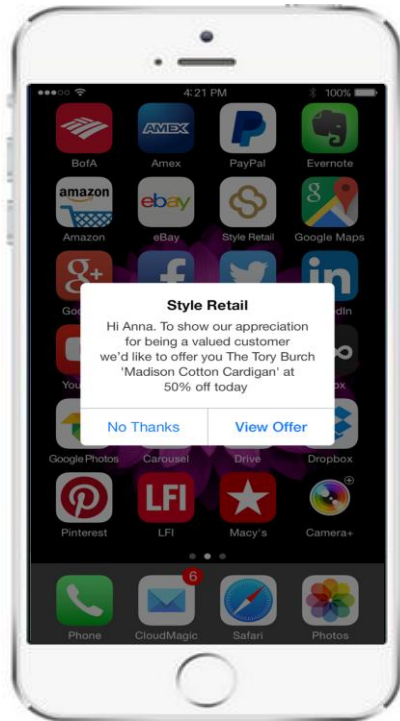
Modern Customer Experience with Proximity Marketing



Customer



Store Associate



- PaaS platform unifies retail and marketing.
- Beacon integration for Proximity Marketing
- Enable real-time inventory views, in-store interaction and self service capability
- Consistent Customer experiences through all channels
- Deliver a set of related interactions that add up to a unique experience for each customer
- Deliver personalized assortments or relevant products, promotions and content, based on what buyers want in that moment.



- PaaS – JCS, ICS, MCS, MAF, PCS, DOCS

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DEMO: Proximity based Marketing for InStore Experience



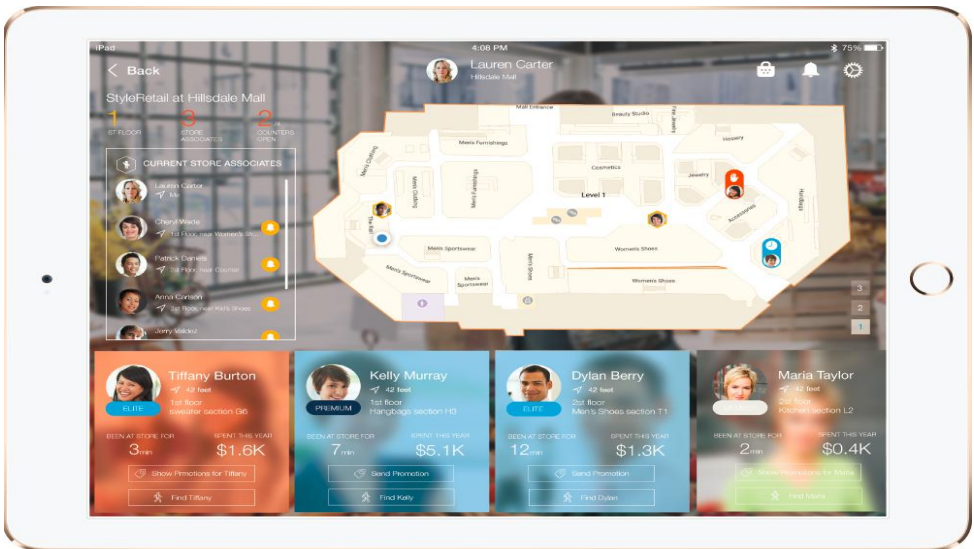
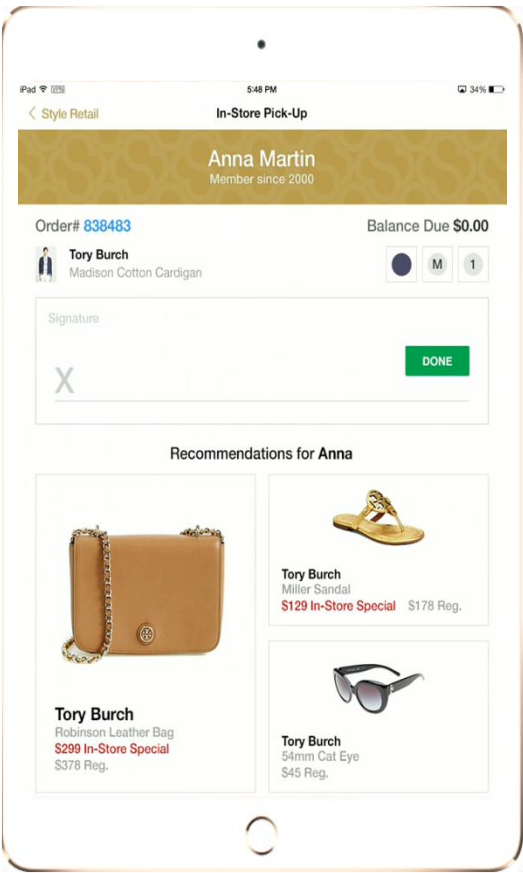
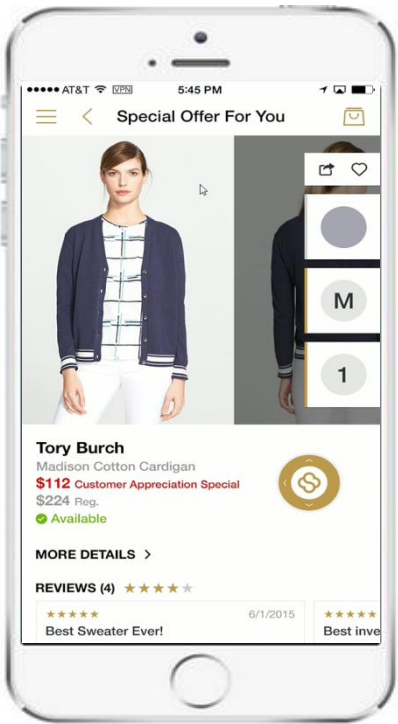
Customer



Store Associate



Store Manager



What Other Industries can this Solution be Positioned?

Anywhere a customer interacts over Mobile and is in physical proximity to make a purchase.

- Airports
- Malls
- Stadiums/Ball Parks
- Cruise Ships, Theme Parks



PaaS Solutions:

Customer 360 with Agile Business Processes for **Banking** (and other industries)

PaaS Banking Solution

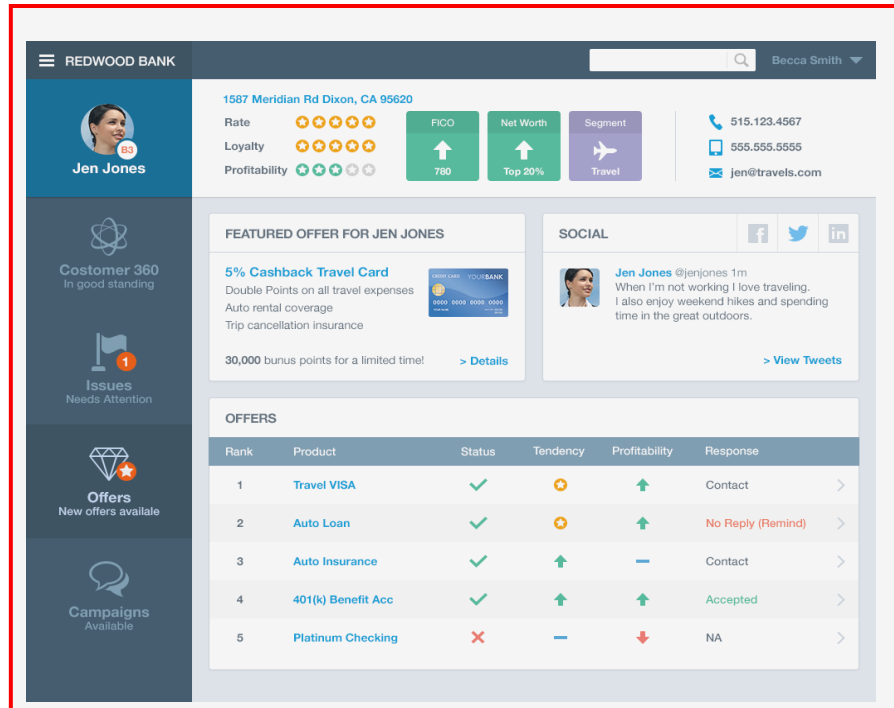
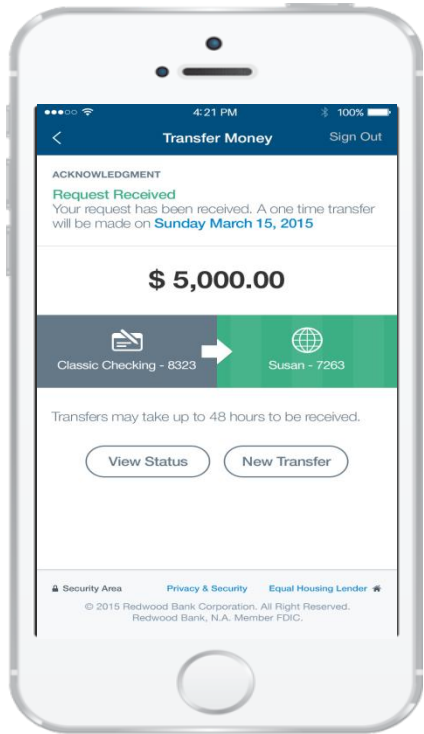
Customer 360 with Agile Business Processes



Customer



Bank



- Enhanced customer experience with 360 degree customer view and Personalization
- Increase revenues with intelligent upselling and cross-selling
- Consistent view across any channel – Mobile or Web.
- Adaptive marketing rules to drive product offers and recommendations to customers based on profile, interaction history and recent behaviors
- Deliver agile business processes to enhance customer interactions.
- PaaS – JCS, ICS, MCS, MAF, PCS, DOCS



PaaS Banking Customer 360 Demo



Ask Oracle for a Demo

What Other Industries can this Solution be Positioned?

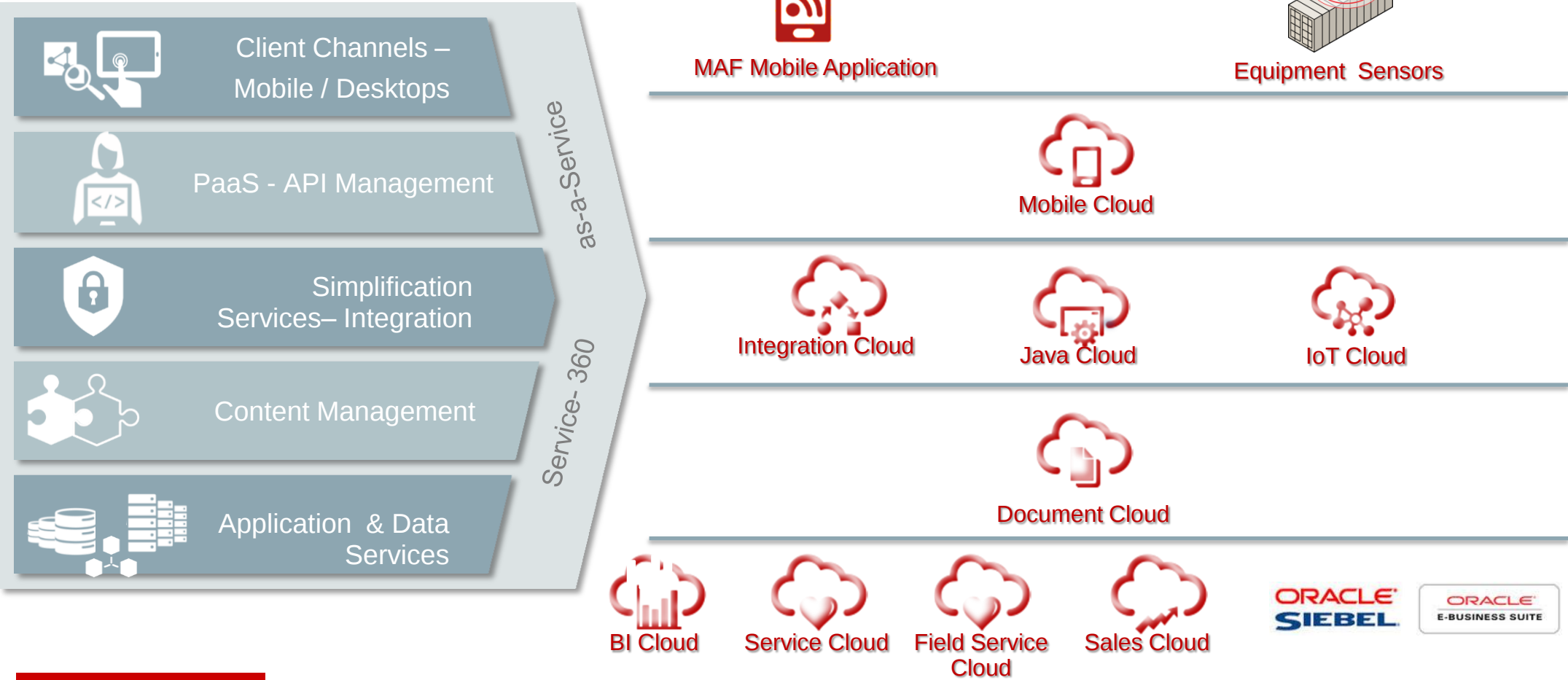
Anywhere a customer interacts over Mobile, Web & Branch/Store or information is stored in multiple apps

- Insurance
- Retail
- Any Online Commerce

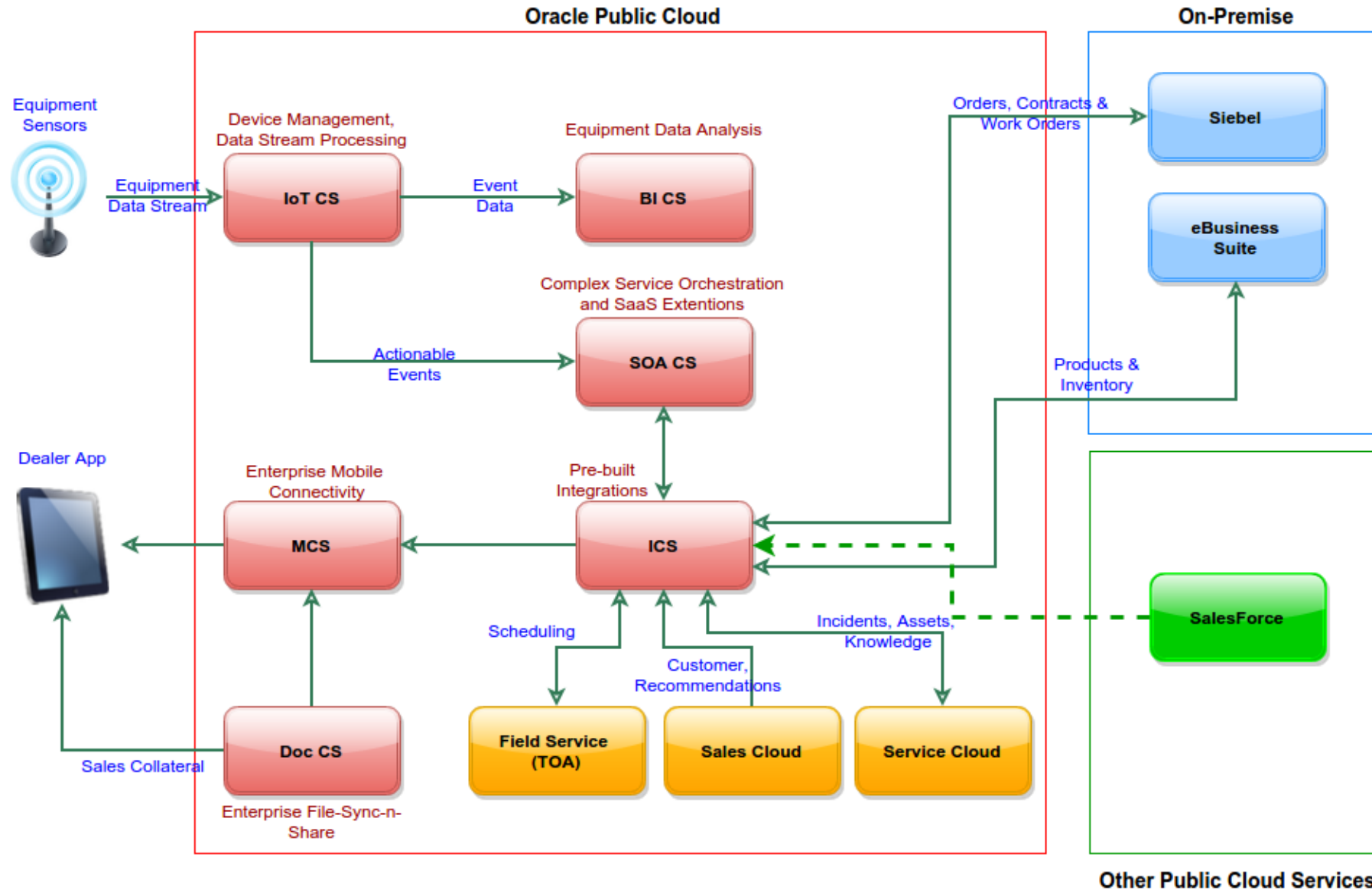


PaaS Solutions Architecture

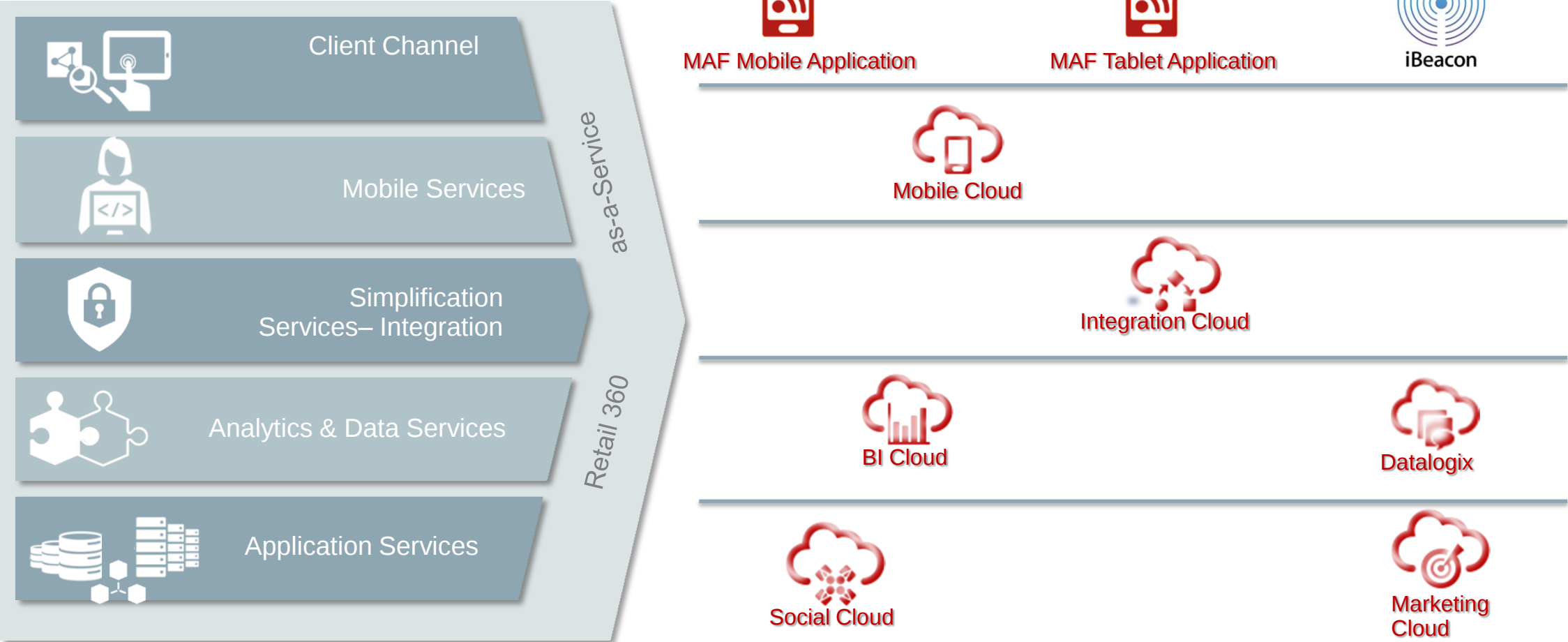
Reference Architecture - Manufacturing



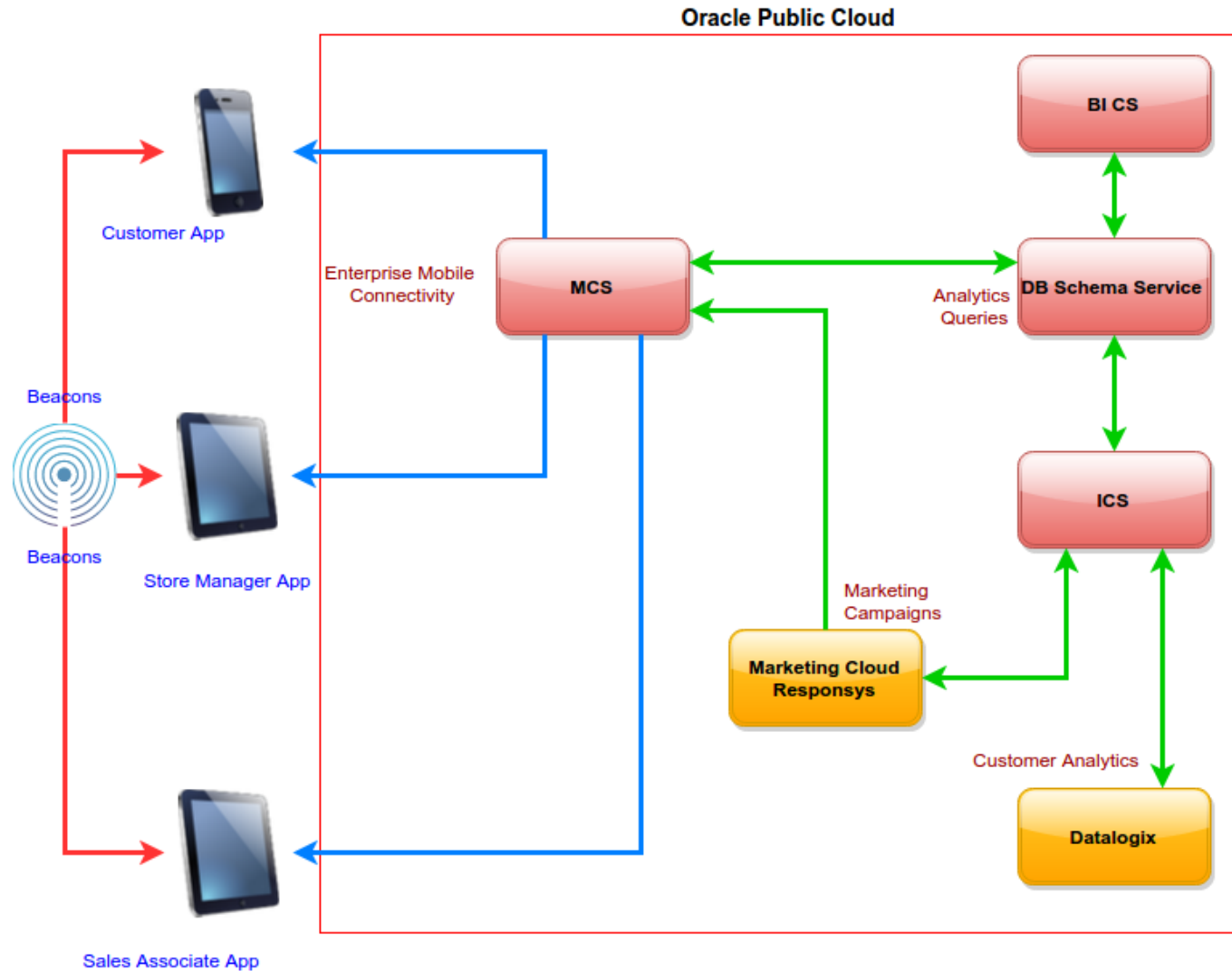
Solution Architecture (Conceptual) - Manufacturing



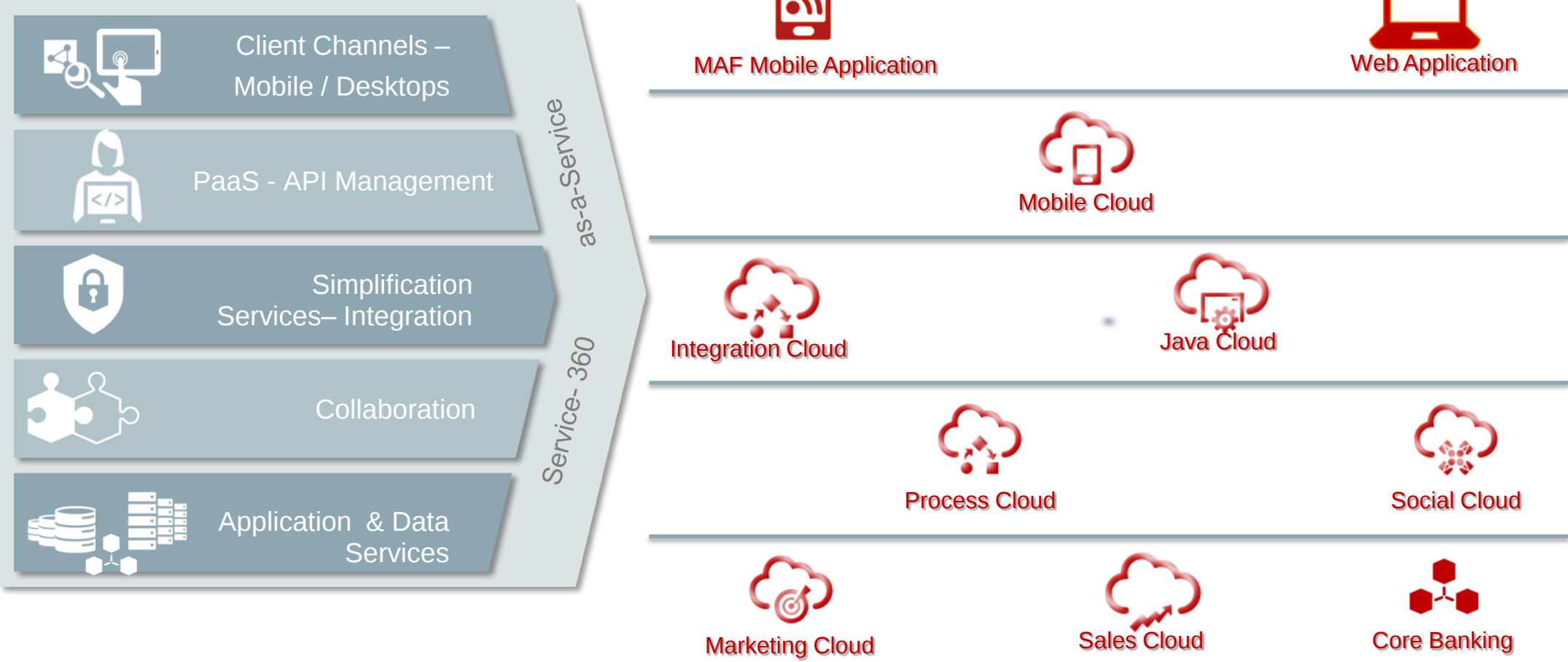
Reference Architecture - Retail



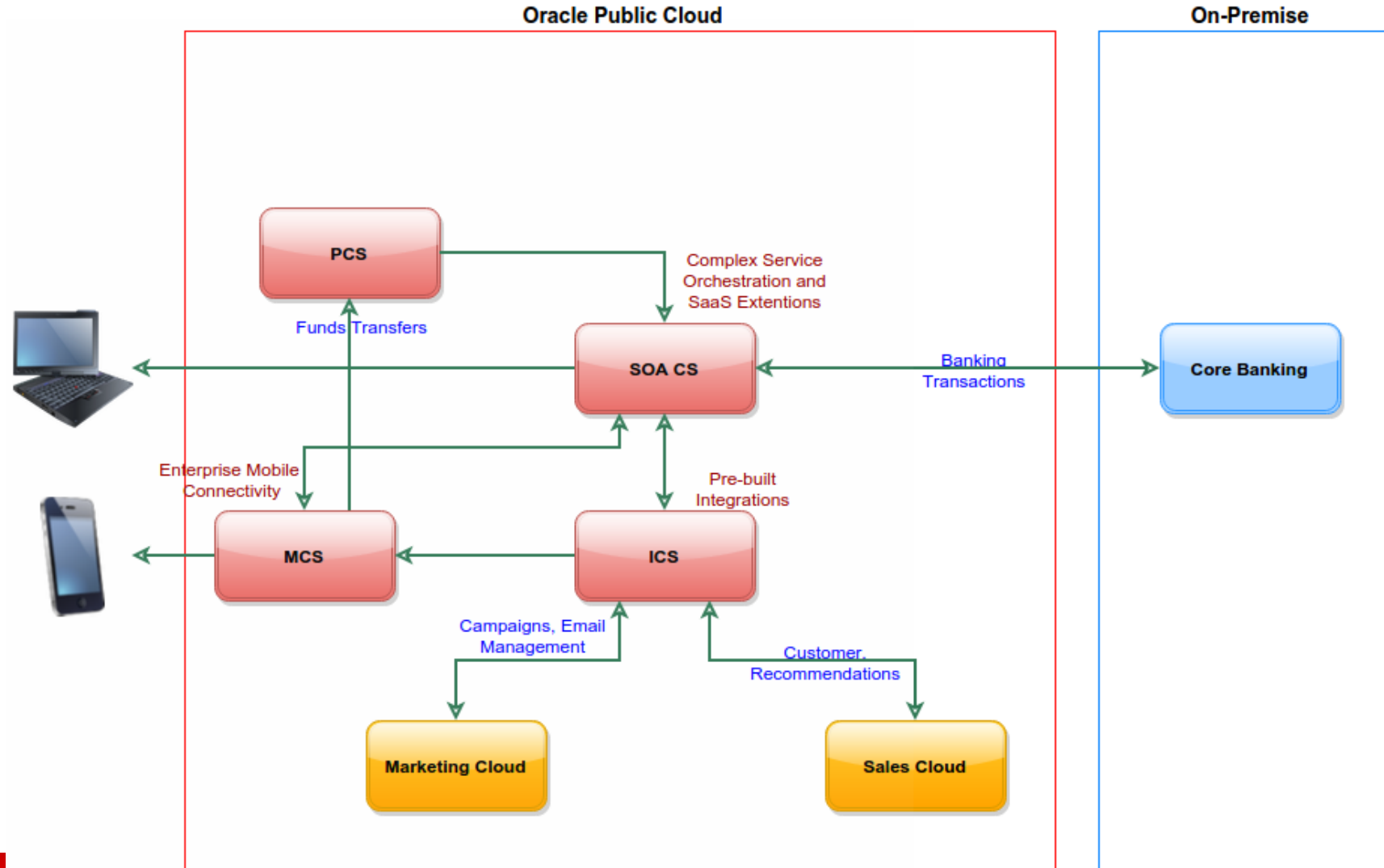
Solution Architecture - Retail



Reference Architecture - Banking



Conceptual Solution Architecture - Banking



Q & A

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OPN Cloud Platform Resources Oracle Cloud Platform Partner Community EMEA MW Partner Communities

Carmen Dumitrascu
Sr. Project Manager, Global Partner Enablement

OPN Cloud Platform Resources



Oracle Cloud Platform as a Service (PaaS) Knowledge Zone

Check out the latest
resources!



Oracle Cloud Platform Partner Community

Become a member
today!



Resale Program

Apply to Resell
Cloud Platform
Services!



Cloud Platform Partner Webcast Series 2015

Coming up next: **IoT Cloud
Service**
Nov 18th, 2015

Oracle Cloud Platform Partner Community is a collaborative communication channel for Oracle Partners and employees to exchange sales information on Oracle's PaaS offerings.

What's in it for you?

- Access to Oracle Cloud Platform Services content (sales & marketing)
 - ✓ Cloud Services Customer Success Stories
- Partners interactions with Oracle Experts

JOIN TODAY!



Cloud Platform Partner Community

Following in ~ 1 stream

Leave this group

Overview

Activity

Content

People

Reports

Calendar

Actions

About

Manage

About this Group

The Oracle Cloud Platform Partner Community is a collaborative communication channel for Oracle employees and partners to exchange sales information for Oracle's PaaS offerings.

Featured Expert



Christine Kungl-Oracle
Joined on Apr 12, 2010

Welcome to Oracle Cloud Platform Partner Community
Your one-stop shop for information on Oracle's Cloud Platform Services.

Ask a question to the Oracle Cloud Platform Partner Community

Type your question

ASK IT

Recent Ideas



Create an idea »
Create an idea for others to see and vote on

Beehive Space



community.oracle.com/groups/cloud-platform-partner-community

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Fusion Middleware Partner Communities

register www.oracle.com/goto/emea/soa



Community

Focused & regular
communication &
networking



Marketing

Campaign Kits
and marketing
service



Sales

Sales kits and
sales alignment &
OMM



Pre-Sales

Demo Service
and workshop kits



**Enablement &
Specialization**

Trainings and
Certification

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