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H2FY16 Sales Plays and Pricing Update: Oracle Cloud Platform

Ed Zou, Vice President, Product Management

January 20, 2016



Happy New Year!

Agenda

- 1 Momentum
- 2 Why should you care about IaaS?
- 3 PaaS Product Updates
- 4 Pricing Updates
- 5 What are the H2 Sales Plays to Lead With for PaaS ?
- 6 Who should we focus on selling to?
- 7 Bringing it all together - Retail Industry Solutions Example
- 8 How do I beat the competition?
- 9 How can Partners help?
- 10 Closing and Q&A

Oracle Cloud Platform: Strategy



Data as a Service



Software as a Service



Platform as a Service



Infrastructure as a Service

Bring Oracle's leading Database and Middleware Technology Software to any customer or partner, anywhere in the world, through the Internet

PaaS Momentum is Strong

Customer Momentum

- **3,500+** Cloud Platform Customer
- **2,000+** FMW PaaS Customer.
- **84%** YOY growth in H1
- **20%** customers purchased multiple service in H1

Sales and SC Training

- **1,343** Field and OD reps trained @ Global Sales Immersion
- **1,123** SC's trained Global X-Weeks
- **9,359** attendees on-line training
- **All** reps, globally, trained AND executing on ESP

Lead Gen Events

- **60+** global Cloud Day and Cloud Developer Day events ~ **15,000+** attendees
- **18,000+** Webcast attendees
- **800+** customer workshops

Partner Momentum

6,500+ practitioners trained (hands-on)
6,537 attendees on-line training
1000+ ISV's participate in Q2 trial campaign
300+ ISV's certified on JCS and DBCS
523 apps and services on Cloud Market Place

Delivering New and Differentiated Offerings

DATA MANAGEMENT

- Database
- NoSQL Database
- Big Data
- Big Data SQL
- Big Data Preparation
- Database Backup
- Exadata

IT OPERATIONS MANAGEMENT

- IT Analytics
- Log Analytics
- Application Performance Monitoring

IDENTITY MANAGEMENT

- Identity

CONTENT & PROCESS

- Documents
- Social
- Process
- Sites

APPLICATION DEVELOPMENT

- Java
- Application Container (Node, Java SE)
- Application Builder
- Developer
- Mobile

INTEGRATION

- Integration
- SOA
- API Manager
- Internet of Things
- GoldenGate

MOBILE

- Mobile
- Integration
- Internet of Things

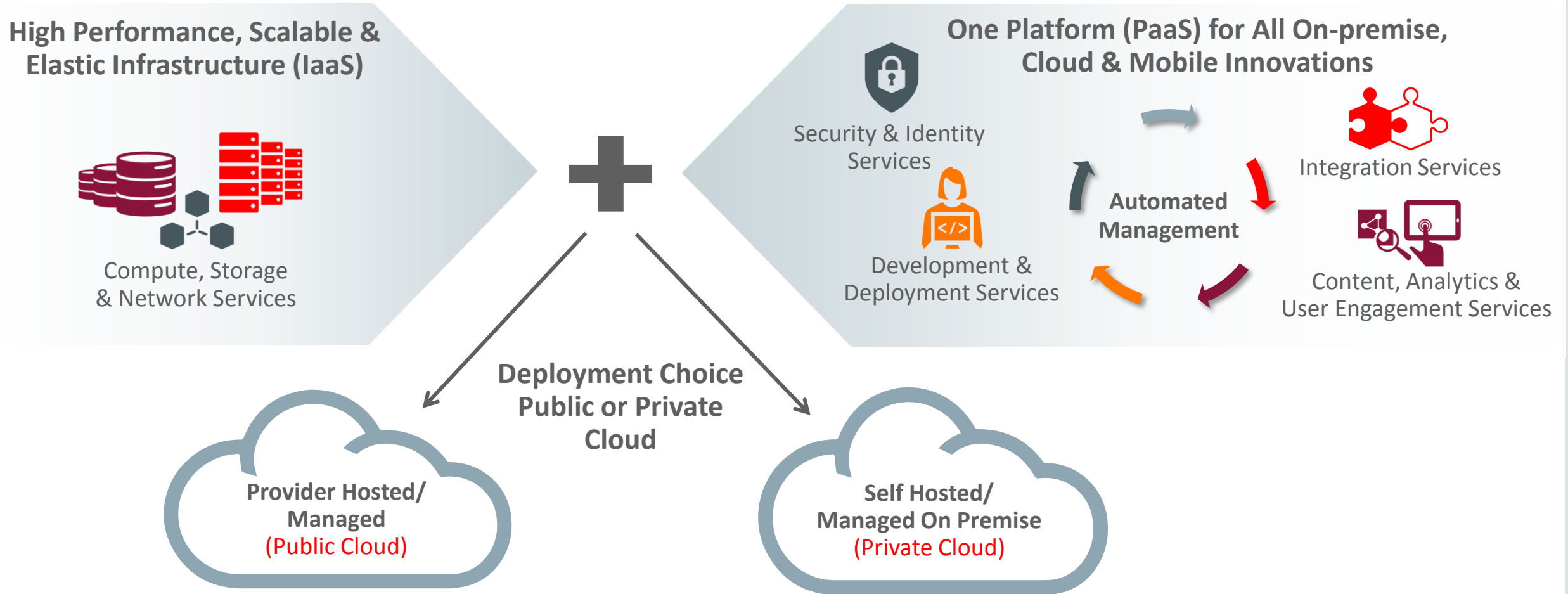
BUSINESS ANALYTICS

- Data Visualization
- Business Intelligence
- Big Data Discovery
- Big Data Preparation
- Internet of Things



- Released
- Planned FY16Q3
- Planned FY16Q4

Oracle's Cloud Services: IaaS and PaaS with Choice of Deployment



Media and AR Highlights from OpenWorld

Media

- 8 PaaS/MW Press Releases
- PaaS/laaS Customer Panel – 6 customers

BUSINESS INSIDER

"We're singularly focused on one thing and that's making sure we're the No. 1 SaaS provider and the No. 1 PaaS provider, and the next two years are going to be crucial for us achieving those goals." - Larry Ellison

WALL STREET JOURNAL

"I think the fact that Oracle has pivoted to the cloud so aggressively is definitely something for Amazon to be concerned about." - Al Hilwa, analyst, IDC

AR

- 172 analysts attended Oracle OpenWorld
- 31 Gartner, 45 IDC, 15 Forrester, 15 Ovum, 66 boutique firms
- PaaS had 41 customer 1:1's



"What I didn't expect however was that at Oracle Open World 2015 I would meet a customer doing just that [making a digital transformation], and sticking with Oracle as a cloud supplier."



"Oracle revamped its cloud-based modeling environment to improve usability for business analysts and nontechnical process analysts."

Customer Momentum

Thousands of PaaS Customers across all Industries

| Financial Services | Utilities | Telco | Public Sector | Retail | Manufacturing |
|--------------------|-----------|-------|---------------|--------|---------------|
| | | | | | |



Background

The University of Melbourne enjoys an outstanding reputation with world rankings consistently placing it as Australia's leading comprehensive research-intensive university, and one of the world's top 50

Challenges

Facing increasing financial pressure resulting from Government funding cuts. Major organization restructure scarcity of resources have resulted in major projects being delayed, delivered over time and over budget. The capital costs for replacing/upgrading major systems is a major expense for little perceived business value

Solutions

Leverage complete suite of Oracle PaaS services (DBaaS, JCS, MCS, ICS, DoCS, PCS, BICS, SOACS) along with SaaS and existing on-prem applications to rapidly deliver multi-channel experience for students, faculties and other constituencies

Results

Major cost savings by spending in subscription mode: Infrastructure and Manpower. Faster innovation by building new solutions on newer tool and services available on Oracle PaaS

Common Use Cases that Drive Business Value

**Move Test
& Dev to
the Cloud**



**Connect SaaS
to On-Premise
& Other Clouds**



**Extend SaaS
to Support
Unique
Requirements**



**Move Database
Workloads to
the Cloud**



Database



Java



Developer



Mobile



Documents



Social Network



Big Data



Analytics



Messaging



Process



Integration

**Document Sharing and
Collaboration in the
cloud**



Documents

**Automate Paper Based
Business Processes**



Process

**Build Applications in the
Cloud**



**Build Mobile
Applications**



Why Should You Care about IaaS?

Why Should You Care About IaaS?

- All enterprises have heterogeneous workloads
- Oracle Workload is only 20-25% of their footprint at best
- Customer will only Pick 1-2 cloud vendors
 - 2 for negotiation flexibility
 - If we only run Oracle workloads, we will not be in this group
- Cannot win PaaS without having IaaS
 - Competitive threat from AMZN/MSFT getting into PaaS

Win more PaaS opportunities, make money on IaaS

ORACLE®

IaaS for Enterprise

**Compute, Storage,
Network**

**Software
Defined
Virtual DC**

**Cost
Effective,
Highly Elastic**

**Migration of
Software,
Automation
without
rewrite**

**Workload
portability
across Public
and Private
Clouds**

**Deep
Control,
Open,
Flexible**

**Unmatched
Security,
Performance,
Governance**

Oracle IaaS: Compute Use Cases

Run heterogeneous, Oracle/non-Oracle workloads in the cloud



Apps Unlimited (EBS, PSFT, JDE, Siebel, ATG) on Cloud(Test/Dev, DR, Prod)



Migrate VMWare/KVM apps to Cloud, with option to eliminate VMWare



Non-Oracle DB (SQL Server, Mongo, Cassandra), Non-Oracle app servers (Websphere, Jboss)



Apps written in C, C++, COBOL, C#, .NET, Scala, Erlang against non-Oracle databases



Non-Oracle stacks including Opensource

Benefits:

- ▶ Lower run/manage costs by 30% compared to other clouds
- ▶ Simplify migration for large enterprise grade on-prem workloads
- ▶ Dedicated compute with predictable performance, network isolation
- ▶ Easy to adopt, transparent to applications & operational tools
- ▶ Highly secure with unified management
- ▶ Open, Flexible: REST APIs, Openstack SWIFT/AWS S3 compatible

Oracle Cloud Platform: Storage Use Cases

Run heterogeneous, Oracle/non-Oracle workloads in the cloud



Backup Databases to create test/dev instances in the cloud



Objects in Cloud seen transparently on-premise for apps (NFS, SMB, or WebDAV)



Backup/Archive files, business critical databases durably, securely, with global distribution



Global DR providing automatic Cross-Region Replication across regions



Persistent store for Data Lake, analytic processing, analytics for data warehouses

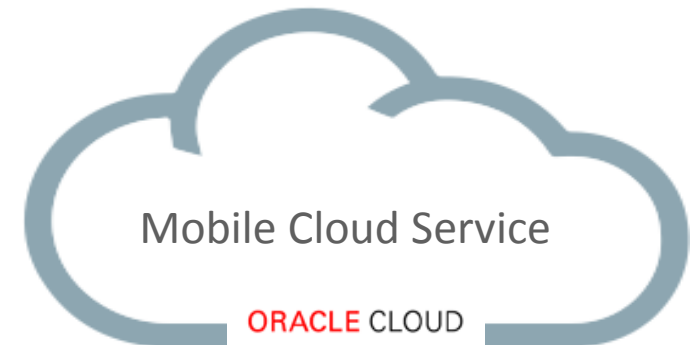
Benefits:

- ▶ Eliminate costly disk based backups, reduced long-term data retention costs
- ▶ Simplified archive & object store management
- ▶ Enterprise Grade: Single global namespace, Policy-based Replication, guaranteed Eventual Consistency
- ▶ Easy to adopt: application (eg. NFS) & backup tool transparency
- ▶ Highly secure: 2-way SSL, 128-bit encryption

PaaS Product Updates

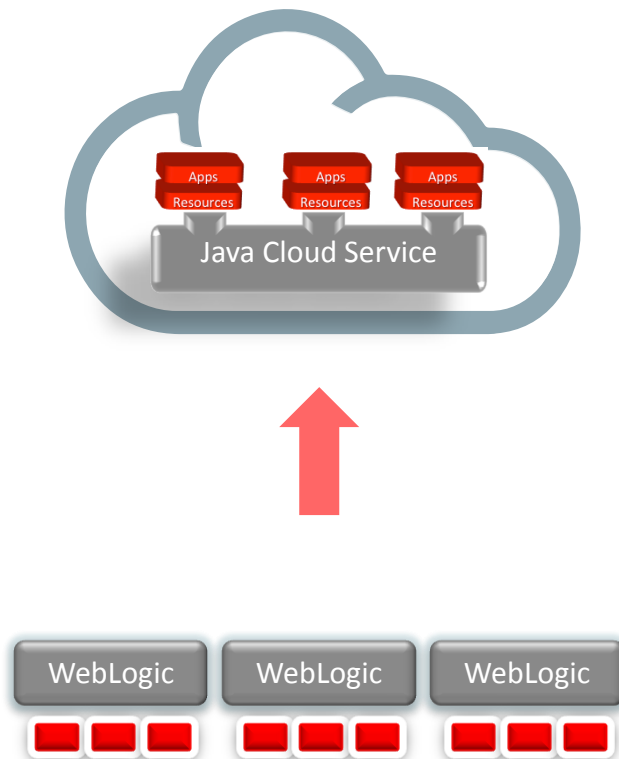
What's New: Oracle Cloud Platform for Application Development

- **Major New** Features for Java Cloud
 - New HA with Oracle RAC Integration with Exadata Cloud
 - Updated to WebLogic Server 12c R2 with Multitenancy (Feb)
 - One click Vertical and Horizontal Scalability
 - Hybrid Management with Enterprise Manager
- **New** Cloud Services Available
 - Application Container Cloud Service
 - Java SE for Non-WebLogic Java Workloads
 - Node for Javascript Workloads
 - Polyglot Platform for Lightweight Applications Running on Docker Infrastructure
- **Extend** to mobile with Mobile Cloud Service
- **Coming** Coherence Cloud Service

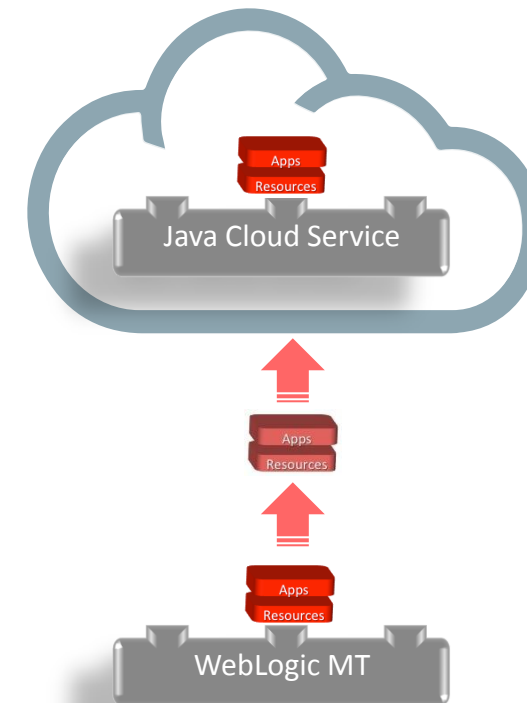


What's New: WebLogic Multitenant: Solving Critical Business Challenges

3X Consolidation Ratio with Multitenant WebLogic



One Click Application Portability with Pluggable Partitions

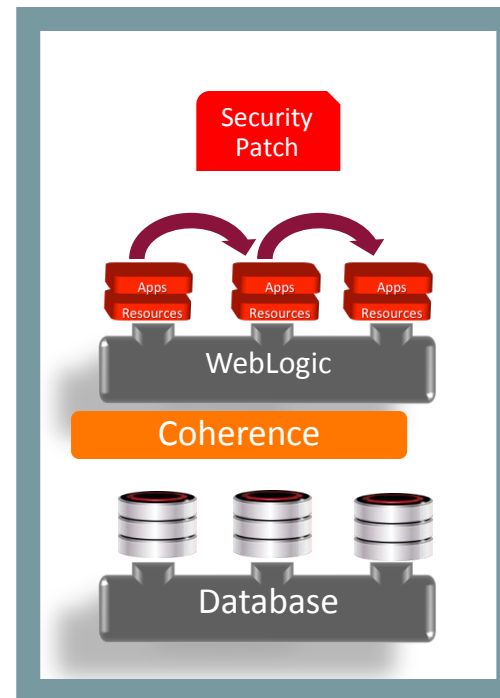


What's New: WebLogic Continuous Availability: Multi Data Center Resilience

Zero Unplanned Downtime Active-Active Availability



Zero Planned Downtime Zero Downtime Patching

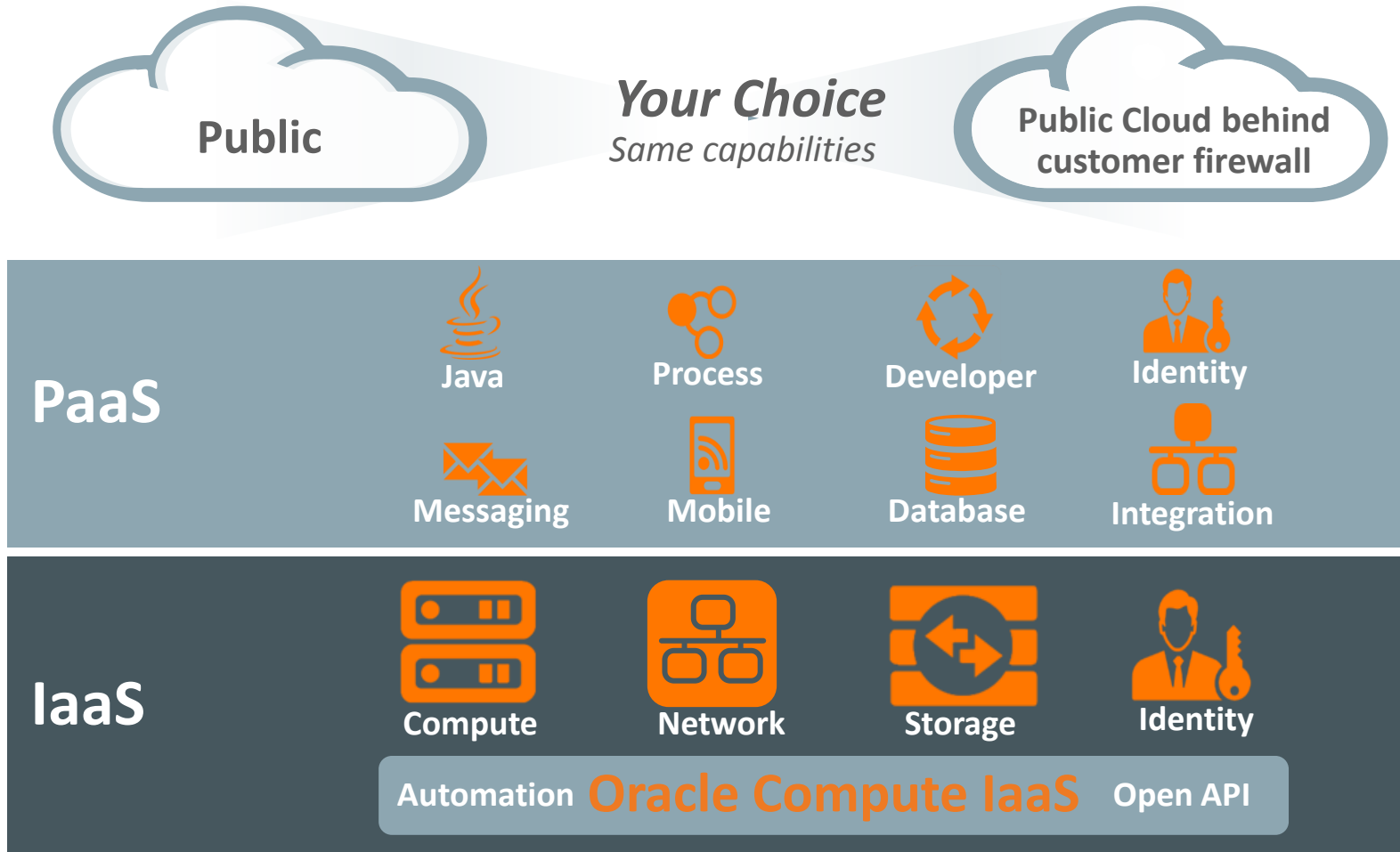


Automated Data Center Setup/Failover



What's New: Oracle Public Cloud Machine (OPCM)

A Piece of Oracle Public Cloud in Your Data Center



- Identical IaaS and PaaS Services as Public Cloud
- Same Architecture, Same Open Standards and Same Capabilities
- Delivered as a service. Managed Services Operations by Oracle
- Subscription based pricing
- Unified management across private and public

What's New: Oracle SOA Suite & iPaaS

- **Integration Cloud Service**
 - New Cloud Adapters
 - Conditional Routing
 - Scheduling, Batching
- **SOA CS, API Manager CS – New Services**
- **SOA Suite 12.2.1, 12.2.2**
 - With Continuous Availability Option (12.2.1)
 - Integration Insight
- **API Management Platform**
- **Stream Explorer v2**
 - Geo-streaming
 - Business Rules
 - Machine Learning & Time Series Analytics



What's New: Internet of Things Cloud Service

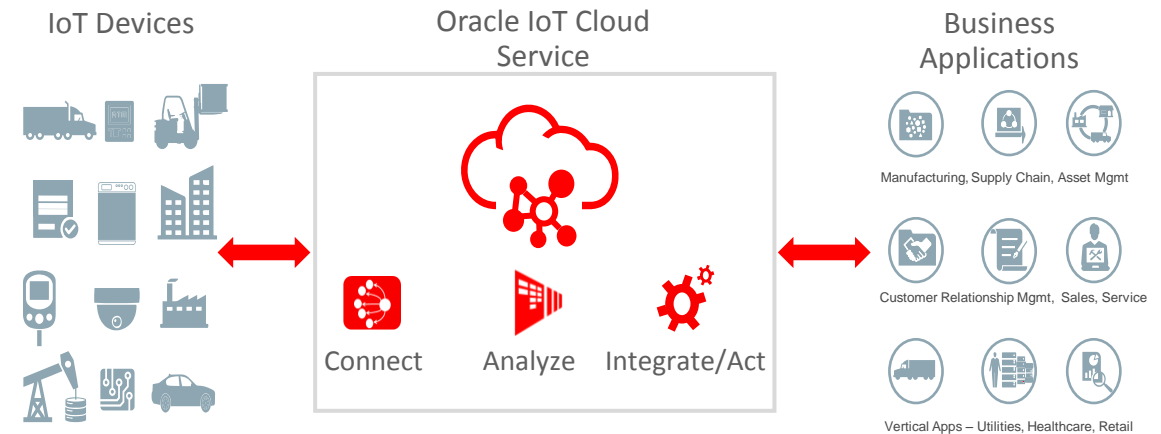
Connect, Analyze, Integrate

Overview

- Securely connect & virtualize any device
- Get real-time analytics to create business events and insights from high volume IoT data
- Achieve out-of-box integration with Oracle enterprise applications such as EBS, JD Edwards, OTM

Benefit

- Rapid IoT innovations using pre-built integrations to extend manufacturing processes & logistics operations



What's New: Oracle Management Cloud Services

Unified Management for Hybrid Cloud



Application Performance Monitoring

Improve End-User Experience
and System Performance;
Diagnose Performance Issues
Faster



Log Analytics

Extract Value from Logs by
Collecting, Correlating, and
Searching Any Kind of Log Data;
Quickly Discover Anomalies



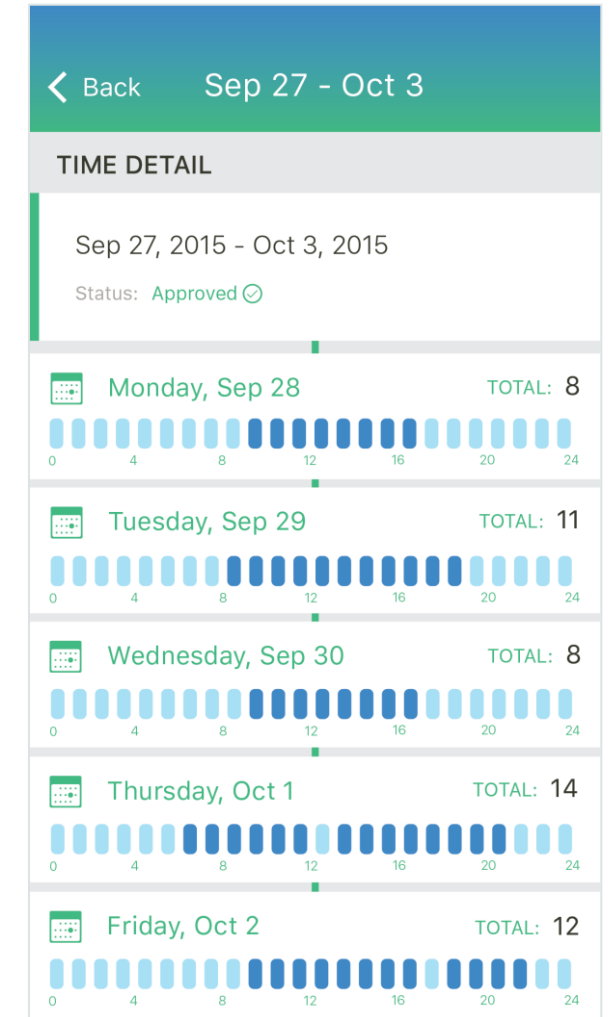
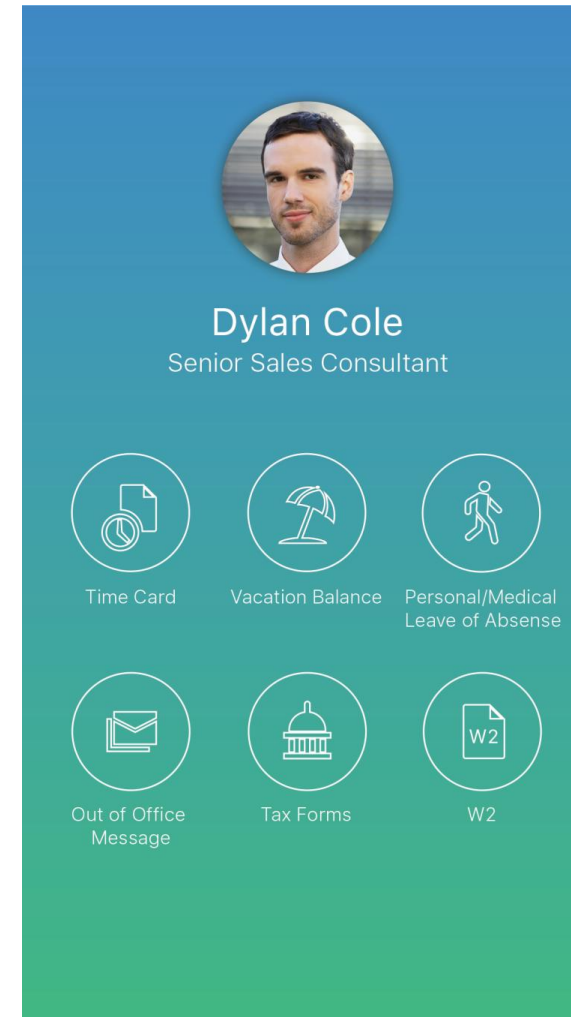
IT Analytics

Make Critical Decisions About Your
IT Estate; Plan For Growth, Run
What-If Analyses, Compare
Resource Usage

What's New: Mobile

Quicker sales with packaged apps

- Extensible Mobile Apps
 - Employee Self Service for EBS 11i
 - Manager Self Service for EBS 11i
 - Mobile Expenses for EBS 11i
 - Field Service / Asset Maintenance JDE
- Work in disconnected mode
- Citizen Developer Tool (MAX)
- On Premise Apps Integration with ICS



What's New: Content and Process

- **Integrated Content and Process Cloud Services**

- Integrated documents, social, process and sites
- Next-gen platform for IT to empower the Line of Business
- Rapid rollout of self service and engagement solutions integrated with apps

- **Documents Cloud Service**

- Anywhere content collaboration with built-in social
- Tight integration with MS Office and Outlook
- Hybrid ECM and Capture for WebCenter to cloud integration

- **Process Cloud Service**

- Simplified business automation and work orchestration with built-in documents and social integration

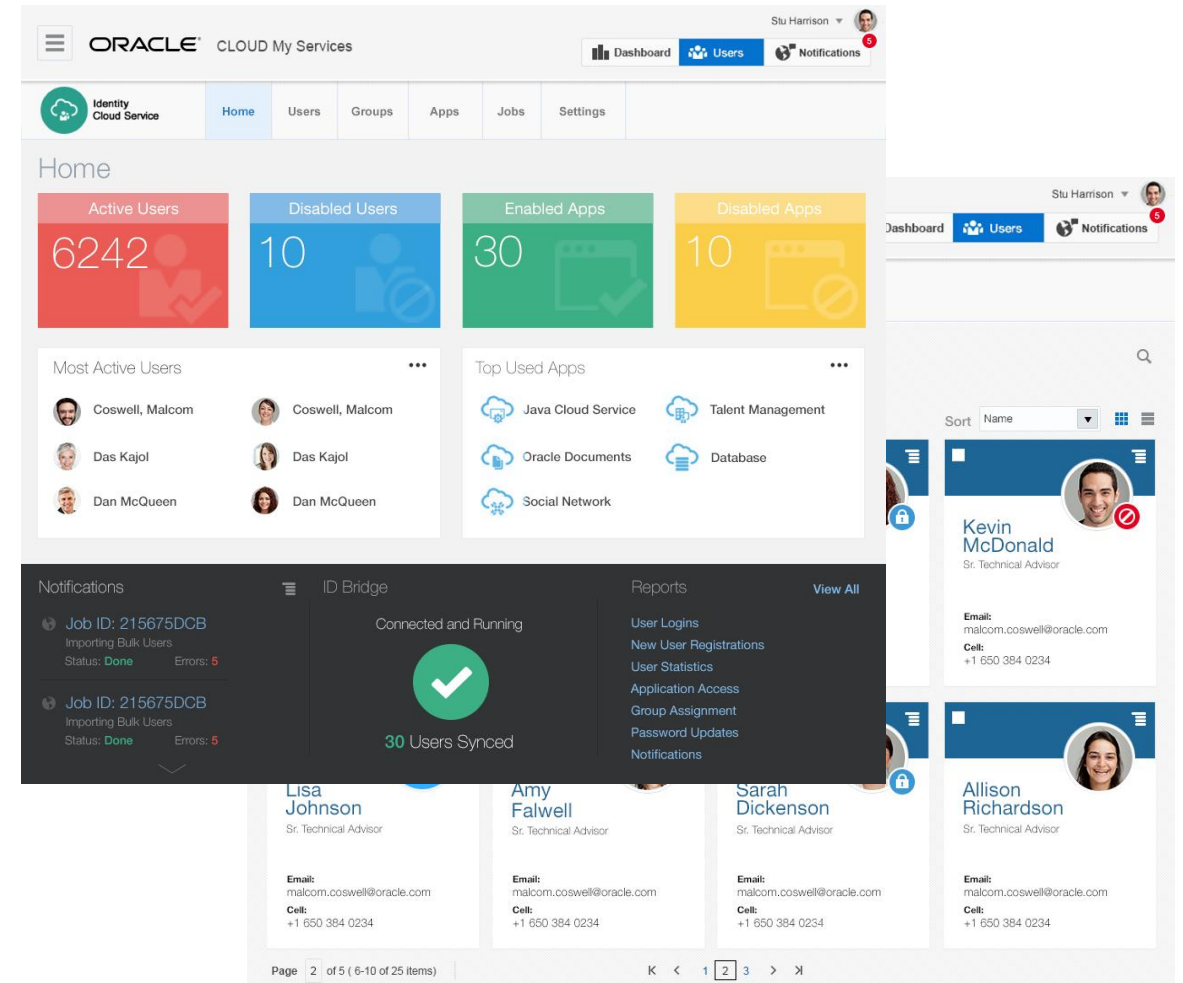
- **Sites Cloud Service**

- Easy to build modern web experiences and focused solutions



What's New: Identity Cloud Service (FY16Q4)

- Enables Access by **Anyone**, from **Anywhere**, on **Any Device**
- Manage, Control, and Audit Access Across **Cloud** and **On-Premises**
- Easy to Integrate with **New** and **Existing Apps** and **Identities**



Pricing Updates

Summary Pricing Status

- 15 Middleware Cloud Services being introduced in 12-Months
 - Recently introduced IOT CS, SOA CS, API Manager CS and Java SE/ Node CS
- All available in both Metered and Non-Metered (Subscription) basis by end of FY16
 - [Non- Metered(Subscription) sell on monthly basis, annual commitment and geared for inelastic]
 - Java CS Pool of Funds renamed to FMW Pool of Funds
 - Can be for consumption of new eligible MW Metered Services at pay-as-you go rate unless rate-card is in place
 - **Metered** priced at a premium to Non-Metered (most at 2x) - provides + flexibility to customers
- **Several net-new Cloud Services expected in Q3:**
 - Managed File Transfer CS, Big Data Preparation CS, GoldenGate CS, Application Builder CS and others\
 - Consolidation of the Java CS SKUS (High Memory SKUs consolidation)

PaaS Cloud Services | Pricing (Metered) for Q2 new CS

| | | | | | | |
|---|--------|-----------------------------|---------|--|---|--------|
| Oracle Integration Cloud Service - Metered | | | | | | |
| Oracle Integration Cloud Service - Metered | 1,300 | Hosted Connection Per Month | | | 1 | B84706 |
| Oracle Internet of Things Cloud Service - Metered | | | | | | |
| Oracle Internet of Things Cloud Service for Wearable Devices - Metered | 0.5300 | Device Per Month | 100,000 | | 1 | B85270 |
| Oracle Internet of Things Cloud Service for Consumer Devices - Metered | 1.07 | Device Per Month | 50,000 | | 1 | B85271 |
| Oracle Internet of Things Cloud Service for Telematic Devices - Metered | 2.67 | Device Per Month | 20,000 | | 1 | B85272 |
| Oracle Internet of Things Cloud Service for Commercial and Industrial Devices - Metered | 4.00 | Device Per Month | 10,000 | | 1 | B85273 |
| Oracle Internet of Things Cloud Service - Additional Messages - Metered | 0.0270 | 1,000 Messages Per Month | 1,500 | | 1 | B85274 |

Available under Non-Metered as well

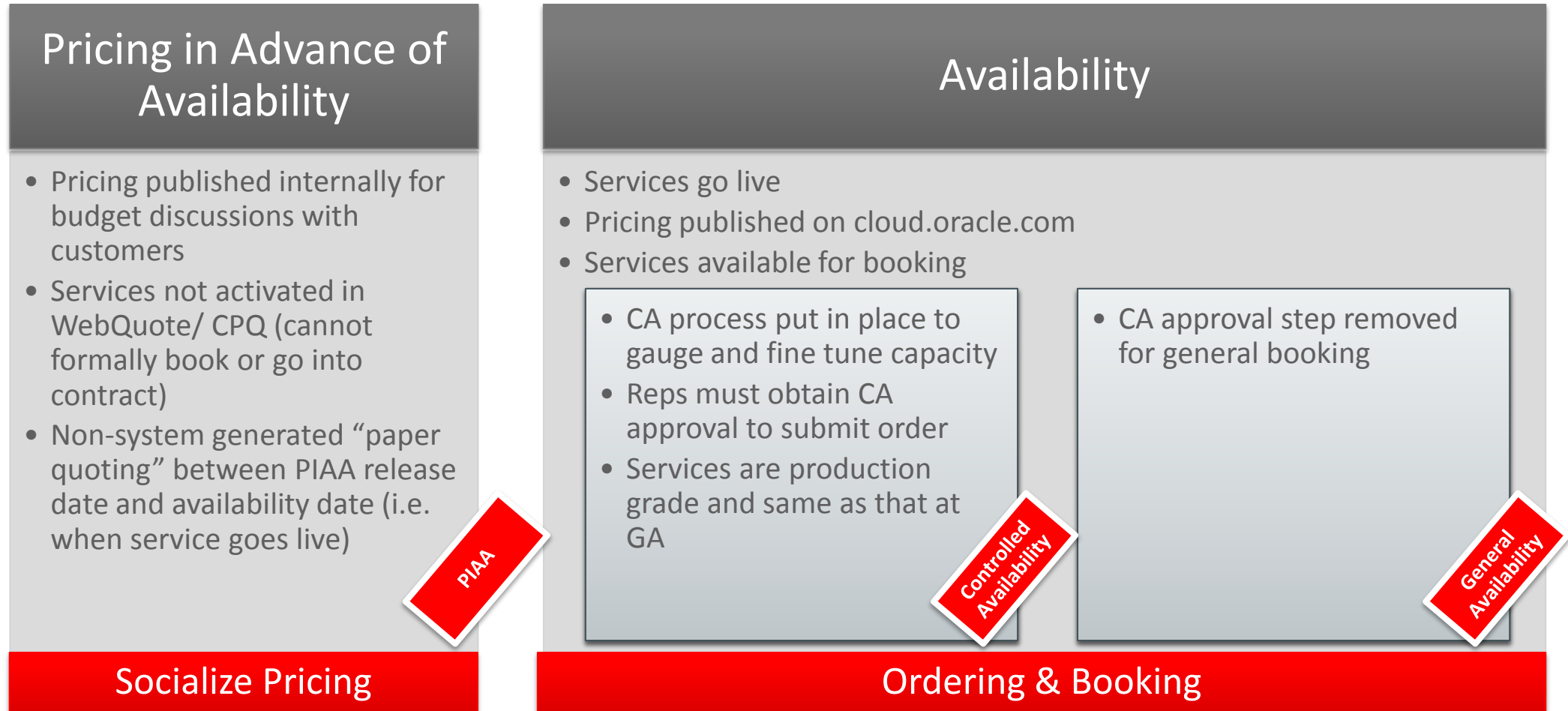
| | Monthly Subscription Price | Metric | Minimum | Service Includes Per Month | Notes | Part Number |
|--|----------------------------|----------------|---------|--|-------|-------------|
| Oracle Integration Cloud Platform Service - Metered | | | | | | |
| Oracle SOA Suite Cloud Service | 5,500 | OCPU Per Month | - | 1 OCPU and 15GB of Memory Oracle Java Cloud Service - Suite- High Memory 1 Developer Cloud Service Environment 2 Adapters of Choice | | B83461 |
| Oracle API Manager Cloud Service | 3,500 | OCPU Per Month | - | 1 OCPU and 15GB of Memory Oracle Java Cloud Service - Suite- High Memory 1 Developer Cloud Service Environment | | B83462 |

Planned Non-Metered Pricing for early Q3

PaaS Cloud Services | Planned Release Schedule

| Cloud Service | Non Metered (Subscription) | | Metered | | |
|-------------------------------------|----------------------------|-------------------------------|----------|---------------------------|--------------------------|
| | Offered? | Orderable Date | Offered? | Pool of Funds eligibility | Orderable Date |
| Java CS | Yes | Live | Yes | Yes (FMW) | Live |
| Java CS - SX | Yes | Live | No Plans | Not Applicable | Not Applicable |
| Document CS | Yes | Live | Yes | Yes (FMW) | Live |
| Integration CS | Yes | Live | Yes | Yes (FMW) | Live |
| Mobile CS | Yes | Live | Yes | Yes (FMW) | FY16Q3 |
| Process CS | Yes | Live (FY16Q3 revised pricing) | Yes | Yes (FMW) | FY16Q3 |
| SOA Suite CS | Yes | FY16Q3 | Yes | Yes (FMW) | Live |
| SOA Suite CS - Adapters | Yes | FY16Q3 | Yes | Yes (FMW) | FY16Q3 |
| API Manager CS | Yes | FY16Q3 | Yes | Yes (FMW) | Live |
| Managed File Transfer CS | Yes | FY16Q3 | Yes | Yes (FMW) | FY16Q3 |
| App Container CS (Java SE, Node CS) | Yes | FY16Q3 | Yes | Yes (FMW) | Live (FY16Q3 re-package) |
| Internet of Things CS | Yes | Live | Yes | Yes (FMW) | Live |
| Application Builder CS | Yes | FY16Q3 | Yes | Yes (FMW) | Late FY16Q3/FY16Q4 |
| Big Data Preparation CS | Yes | FY16Q3 | Yes | Yes (Big Data) | FY16Q3 |
| Big Data Discovery CS | Yes | FY16Q3 | Yes | Yes (Big Data) | FY16Q3 |
| Sites CS | Yes | Live | Yes | Yes (FMW) | Live |
| GoldenGate CS | Yes | FY16Q3 | Yes | Yes (Database) | FY16Q3 |
| Identity Management CS | Yes | FY16Q4 | Yes | CY16 | FY16Q4 |

PaaS Cloud Services | PIAA vs. Availability



What are the H2 Sales Plays to Lead with for PaaS?

H2FY16 Sales Plays to Lead With for PaaS

Cloud & On-Premises Integration

Integrate Salesforce.com
with EBS

Integrate Sales Cloud
with EBS/JDE

Integrate Service Cloud
with EBS/JDE

Cloud App Dev & Deploy

Oracle SaaS Extension

Lightweight Web Apps

Java EE Dev/Test

Mobile Solutions for On Premise Oracle Apps

HR: Self Service Approvals for
E-Business Suite
(Employee & Manager)

Self Service Expenses for E-
Business Suite

Field Service: Asset
Maintenance for JD Edwards

Self Service & Engagement Solutions

Sales performance integrated
with Sales Cloud & Siebel CRM

New hire on-boarding and
training integrated with HCM

Marketing asset management
integrated with Marketing
Cloud

Business services portal for
suppliers and partners
integrated with EBS

IDM: Continue with H1 Sales Plays

FY16 Sales Plays for Cloud Application Development and Deployment

| | App Dev/Test | | Lightweight Apps | | SaaS Extension | |
|-------------------|---|---|---|---|---|---|
| Customer Target | <ul style="list-style-type: none"> IT: VP of IT, CTO CIO, Architects, App-IT Managers, Development Execs | | <ul style="list-style-type: none"> IT: IT: VP of IT, CTO CIO, Architects, App-IT Managers, Development Execs | | <ul style="list-style-type: none"> LOB: SaaS App owners, LOB Exec, VP of Customer Services / Sales, VP Marketing, VP HR IT: App IT managers, CIO, VP of IT | |
| Customer Problem/ | <ul style="list-style-type: none"> Time/complexity to get infrastructure for Java and other custom app/dev with latest software releases Non-standard/complex/unmanagable dev/test environments Lack of DevOps agility on prem for application delivery | | <ul style="list-style-type: none"> Need to deliver targeted Java/Node application functionality quickly – time to market critical Non-existent IT infrastructure (LOB) *or* complex and very slow IT process to access Java infrastructure | | <ul style="list-style-type: none"> Inability to extending and personalizing SaaS applications – Sales, HR/HCM, Fusion Applications IT organization not responsive to LOB for extend and integrate SaaS | |
| Value Proposition | <ul style="list-style-type: none"> Develop & test applications in cloud; deploy on premise; eliminate IT infrastructure complexity Use cloud for upgrade and new feature testing – latest Java, Java EE, Caching releases without impact to on premise deployments Continuous integration/delivery for easy DevOps | | <ul style="list-style-type: none"> Instantly available platform for Java EE and non-Java EE applications Complete end to end infrastructure – development, deployment and DevOps Mission critical platform for running applications Take your Tomcat/Java SE apps to the cloud easily | | <ul style="list-style-type: none"> Instantly available platform designed to extend and personalize Oracle SaaS applications – HCM, Sales, Marketing etc No IT overhead – focus on business functionality using standard tools and languages | |
| Oracle Products | PaaS: <ul style="list-style-type: none"> JCS, DBCS, MCS App Container Cloud | On-Prem: <ul style="list-style-type: none"> Public Cloud Machine with IaaS/JCS | PaaS: <ul style="list-style-type: none"> JCS, DBCS, MCS App Container Cloud | On-Prem: <ul style="list-style-type: none"> Public Cloud Machine with IaaS/JCS | PaaS: <ul style="list-style-type: none"> JCS-SX JCS | <ul style="list-style-type: none"> DBCS App Builder Cloud Service |
| Sales Cycle | <ul style="list-style-type: none"> 3-6 months Med-Large Deal Size | | <ul style="list-style-type: none"> 3-6 months Med-Large Deal Size | | <ul style="list-style-type: none"> 3-6 months Small-Med Deal Size | |
| | 50-75K ARR Transformational Deals: \$1-2M | | \$50-75K ARR | | \$50K ARR | |

FY16H2 Sales Plays for Cloud and On-Prem Integration

| | Integrate Salesforce.com with EBS/JDE | | Integrate Sales Cloud with EBS/JDE | | Integrate Service Cloud with EBS/JDE | |
|-------------------|--|---------------------------------------|--|--|---|--|
| Customer Target | <ul style="list-style-type: none"> EBS Customers with Salesforce.com VP of Sales, VP of Customer Service, CIO, Apps IT | | <ul style="list-style-type: none"> EBS/JDE customers with or considering Sales Cloud VP of Sales/Sales Ops, CIO, Apps IT | | <ul style="list-style-type: none"> EBS/JDE customers with or considering Service Cloud VP of Customer Service, CIO, Apps IT | |
| Customer Problem/ | <ul style="list-style-type: none"> Disconnects and problems integrating SFDC and EBS IT lacks business expertise to map objects and processes between SFDC and EBS Lengthy integration times limit business agility | | <ul style="list-style-type: none"> Current or anticipated disconnects and problems integrating Sales Cloud and EBS or JDE IT lacks business expertise to map objects and processes between Sales Cloud and EBS Lengthy integration times limit business agility | | <ul style="list-style-type: none"> Current or anticipated disconnects and problems integrating Service Cloud and EBS or JDE IT lacks business expertise to map objects and processes between SFDC and EBS Lengthy integration times limit business agility | |
| Value Proposition | <ul style="list-style-type: none"> Increased sales and service productivity, higher sales attach, and better customer experience Immediate, accurate and real-time access to Accounts, Contacts, Service Requests, Products, Opportunities, Orders Faster order fulfillment, real-time quote generation End-to-end business visibility Integration delivered 6X faster with Integration Cloud Service | | <ul style="list-style-type: none"> Increased sales productivity, higher sales attach, better customer experience Immediate, accurate and real-time access to Accounts, Contacts, Service Requests, Products, Opportunities, Orders Faster order fulfillment, Real-time quote generation End-to-end business visibility Integration delivered 6X faster with Integration Cloud Service | | <ul style="list-style-type: none"> Improved customer experience with increased service quality Ability to automate fulfillment, check status and link service requests to sales opportunities Immediate, accurate and real-time access to customer data Faster order fulfillment and end-to-end business visibility Integration delivered 6X faster with Integration Cloud Service | |
| Oracle Products | PaaS: <ul style="list-style-type: none"> ICS SFDC Adapter EBS Adapter | On-Prem: Optional SOA Suite | PaaS: <ul style="list-style-type: none"> ICS Sales Cloud Adapter EBS Adapter | On-Prem: <ul style="list-style-type: none"> Optional SOA Suite | PaaS: <ul style="list-style-type: none"> ICS Service Cloud Adapter EBS, Adapter | On-Prem: <ul style="list-style-type: none"> Optional SOA Suite |
| Sales Cycle | <ul style="list-style-type: none"> 3-6 months Small-Medium Deal Size | | <ul style="list-style-type: none"> 3-6 months Small-Medium Deal Size | | <ul style="list-style-type: none"> 3-6 months Small-Medium Deal Size | |

Average \$45-50K ARR

Average \$45K ARR

Average \$45K ARR

FY16 Sales Plays: Mobile Solutions

| | Mobile Solutions for On-Premise Oracle Applications | | |
|-------------------|---|---|---|
| | Employee Self Service | Mobile Expenses | Field Service |
| Customer Target | <ul style="list-style-type: none"> LOB: VP of HR, HR Manager, CFO, CHRO, VP of HR | <ul style="list-style-type: none"> LOB: VP of HR, HR Manager, CFO, CHRO, VP of Finance, VP of HR | <ul style="list-style-type: none"> LOB: VP of Field Service |
| Customer Problem | <ul style="list-style-type: none"> No Mobile HR Self Service Apps for EBS R11.5.x. Lack of modern experiences impacting adoption & unhappy employees Business impact e.g inability to receive critical approvals when remote | <ul style="list-style-type: none"> No Mobile Expenses App for EBS R11.5.x. Poor visibility to finance operations on expense during critical business periods High cost to upgrade to latest EBS version or cloud due to heavy customization. | <ul style="list-style-type: none"> Lack of modern tools and data for field techs in the field High cost of operations due to duplicated tasks and data entry Lack of real time visibility |
| Value Proposition | <ul style="list-style-type: none"> Empower employees & managers with modern mobile interfaces to common tasks on mobile anytime, anywhere Modernize without upgrading the backend | <ul style="list-style-type: none"> Expense management on the go Accurate and real time data for finance for Q close Modernize without upgrading the backend | <ul style="list-style-type: none"> Improve field service operational efficiency, reduce costs and increase margins Increase customer satisfaction with faster time to resolution Improve Asset maintenance & utilization |
| Oracle Products | <ul style="list-style-type: none"> Oracle Mobile Cloud Service for E-Business Suite Employee Self Service Oracle Mobile Cloud Service for E-Business Suite Manager Self Service | <ul style="list-style-type: none"> Oracle Mobile Cloud Service for E-Business Suite Expenses | <ul style="list-style-type: none"> Oracle Mobile Cloud Service for JD Edwards Field Service |
| Sales Cycle | <ul style="list-style-type: none"> 3-6 months Average ARR \$90K | <ul style="list-style-type: none"> 3-6 months Average ARR \$70K | <ul style="list-style-type: none"> 3-6 months Average \$60K ARR |

FY16 Sales Plays: Self Service and Engagement

| | Sales performance integrated with Sales Cloud & Siebel CRM | New hire on-boarding and training integrated with HCM | Marketing asset mgmt integrated with Marketing Cloud | Business services portal for suppliers & partners integrated with EBS |
|--------------------------|---|--|--|---|
| Customer Target | <ul style="list-style-type: none"> • LOB: Sales, Marketing • IT: VP of IT and App IT Manager | <ul style="list-style-type: none"> • LOB: HR • IT: VP of IT and App IT Manager | <ul style="list-style-type: none"> • LOB: Marketing • IT: VP of IT and App IT Manager | <ul style="list-style-type: none"> • LOB: Customer Service / Order Mgt • IT: VP of IT and App IT Manager |
| Customer Problem | <ul style="list-style-type: none"> • Too much time spent looking for expertise and content • Approval processes, deal reviews are inefficient • Need better ways to collaborate and engage prospects, partners, customers | <ul style="list-style-type: none"> • Lost productivity due to new hire learning curve • Attrition resulting from lack of employee engagement and consumer grade productivity tools • Liability due to lack of compliance | <ul style="list-style-type: none"> • Lack of reuse and consistency across channels • Difficult to collaborate with distributed teams and digital agencies • Lack of controls over what gets published and compliance risks | <ul style="list-style-type: none"> • High cost associated with lack of self service for common business services requests (collection dispute, RMA, warranty management) • Lack of visibility into the processing of submitted requests |
| Value Proposition | <ul style="list-style-type: none"> • Use the right content anywhere, anytime • Improve mktg content effectiveness and prospect / customer engagement • Streamline sales processes and improve sales productivity • Meet unmet sales needs w/ limited IT | <ul style="list-style-type: none"> • Accelerate new hires learning curve • Improve employee engagement and collaboration • Improve employee retention • Meet HR compliance requirements • Meet unmet HR needs w/ limited IT | <ul style="list-style-type: none"> • Leverage approved assets across channels thru shared repository • Improve collaborative review of digital assets • Workflow driven approvals and multichannel publishing process • Rapidly build microsites w/ limited IT | <ul style="list-style-type: none"> • Save time and improve visibility for business services requests • Improve collaboration with suppliers and partners • Expose new business services requests to suppliers & partners with limited IT involvement |
| Oracle Products | PaaS: Sites, Documents (incl. Social), Process Cloud Services | PaaS: Sites, Documents (incl. Social), Process Cloud Services | PaaS: Sites, Documents (incl. Social), Process Cloud Services | PaaS: Sites, Documents (incl. Social), Process Cloud Services |
| Sales Cycle | <ul style="list-style-type: none"> • 3-6 months • Small-Large Deal Size | <ul style="list-style-type: none"> • 3-6 months • Small-Large Deal Size | <ul style="list-style-type: none"> • 3-6 months • Small-Large Deal Size | <ul style="list-style-type: none"> • 3-6 months • Small-Large Deal Size |
| | \$80K ARR | \$60K ARR | \$60K ARR | \$70K ARR |

FY16 Sales Plays: Self Service and Engagement

Sales Play Summary for IT: Self Service and Engagement Solutions

Self Service and Engagement Solutions

Customer Target

- LOB: Sales, Marketing, Services, HR VP or Director
- IT: VP of IT and App IT Manager

Customer Problem

- Hard to satisfy business needs without IT involvement
- Lack of self service capability to engage with employees, customers, partners and automate processes
- Need for secure content exchange and collaboration

Value Proposition

- Rapidly rollout self service and engagement solutions integrated with apps
- Reduce cost and IT backlog by empowering the business to leverage / build solutions that extend applications and enable faster innovation
- Meet unmet business needs

Oracle Products

PaaS: Sites, Documents (incl. Social), Process Cloud Services

Sales Cycle

- 3-6 months
- Small-Large Deal Size

\$60K - \$80K ARR

FY16 Sales Plays for Identity Management Reps

| | Unified Access Management | Compliance & Controls | Directory Consolidation |
|-------------------|--|--|--|
| Customer Target | <ul style="list-style-type: none"> • Chief Information Security Officer • VP of Sales or Marketing for eCommerce | <ul style="list-style-type: none"> • Organizations in highly regulated verticals • Enterprise Architect • Compliance Officer • CISO | <ul style="list-style-type: none"> • Organizations with multiple directories • Network Architect • Lead Apps Developer • CTO, CISO • Security Officer |
| Customer Problem/ | <ul style="list-style-type: none"> • Authentication across many more applications on-prem, cloud, mobile, social | <ul style="list-style-type: none"> • Identity fragmentation • No Complete view of User Access Rights • Difficult to meet compliance requirements • Manual or Legacy User Management • Limited Auth Capabilities | <ul style="list-style-type: none"> • Multiple Data Stores/directories drive up application development costs • Older directories cannot handle increased loads |
| Value Proposition | <ul style="list-style-type: none"> • SSO across On-Premise apps, Cloud Apps, PCs, Smartphones, tablets • Centralized Security Policies , strong authentication • Easy to use Self Service Portal • Social Identity integration, handle B2C volumes | <ul style="list-style-type: none"> • Centralize on-boarding, account management • Automated user access remediation • Audit all user access/deliver compliance • Centralized access policy for all apps | <ul style="list-style-type: none"> • Consolidate user accounts into one scalable, performant directory |
| Oracle Products | <ul style="list-style-type: none"> • Access Management Suite Plus • Mobile Security Suite & API Gateway | <ul style="list-style-type: none"> • Identity Governance Suite | <ul style="list-style-type: none"> • Directory Services Plus |
| Sales Cycle | <ul style="list-style-type: none"> • 3-6 months • Medium – Large Deal Size | <ul style="list-style-type: none"> • 6-9 months • Large Deal Size | <ul style="list-style-type: none"> • 3-6 months • Small-Medium Deal Size |
| | \$200K - \$750 Average Deal Size | \$500k - \$1M Average Deal Size | \$100k - \$350k Average Deal Size |

Who Should We Focus on Selling To?

Who do you Sell To? New Audiences to Target



Line of Business

- Leads business strategy for growth and profitability
- Drive IT prioritization to align with business strategy
- Increasingly, with larger technology spends



Application Development

- Rapidly build applications based on business requirements
- Lead new technology adoption and innovation
- Technologies selected move into production



IT Architects & Operations

- Reduce IT expenses through consolidation to fund innovation
- Standardize IT and architecture and governance
- Reduce Run costs to free up budget to deliver innovation

LOB Becoming Key IT Purchase Decision Maker

38%

of the IT budget spent by LOB. By 2017, 50% of the IT Dollars are going to be spent by LOB.

Gartner AADI, 12/2015

16%

Of LOB buyers have purchased cloud services without any IT involvement.

Harvard Business Review: Cloud Computing Come of Age April/15

14%

Non-IT department's budget is spent on technologies.

Gartner: Every Budget Is an IT Budget 9/2014

87%

Of companies feel that Digital Transformation is a competitive opportunity. 63% believe the pace isn't happening quickly enough.

Capgemini Consulting Digital Talent Gap Report



Bringing it All Together

Example of a Retail Industry Solution

Retail: Proximity based Marketing for In-Store Experience



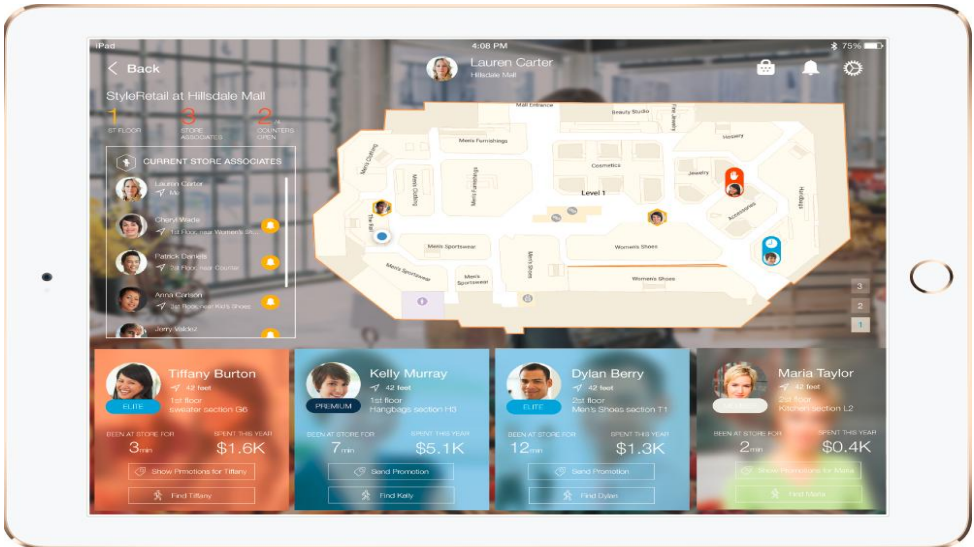
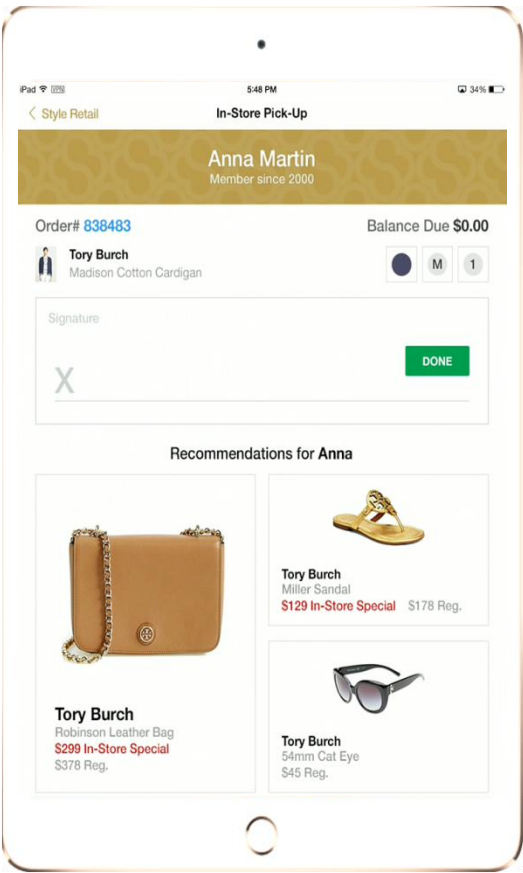
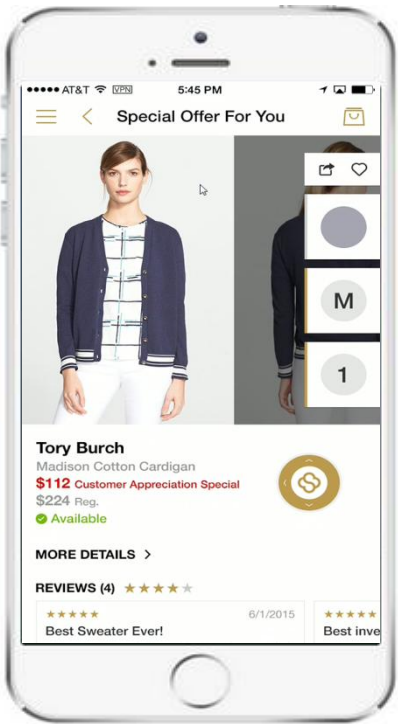
Customer



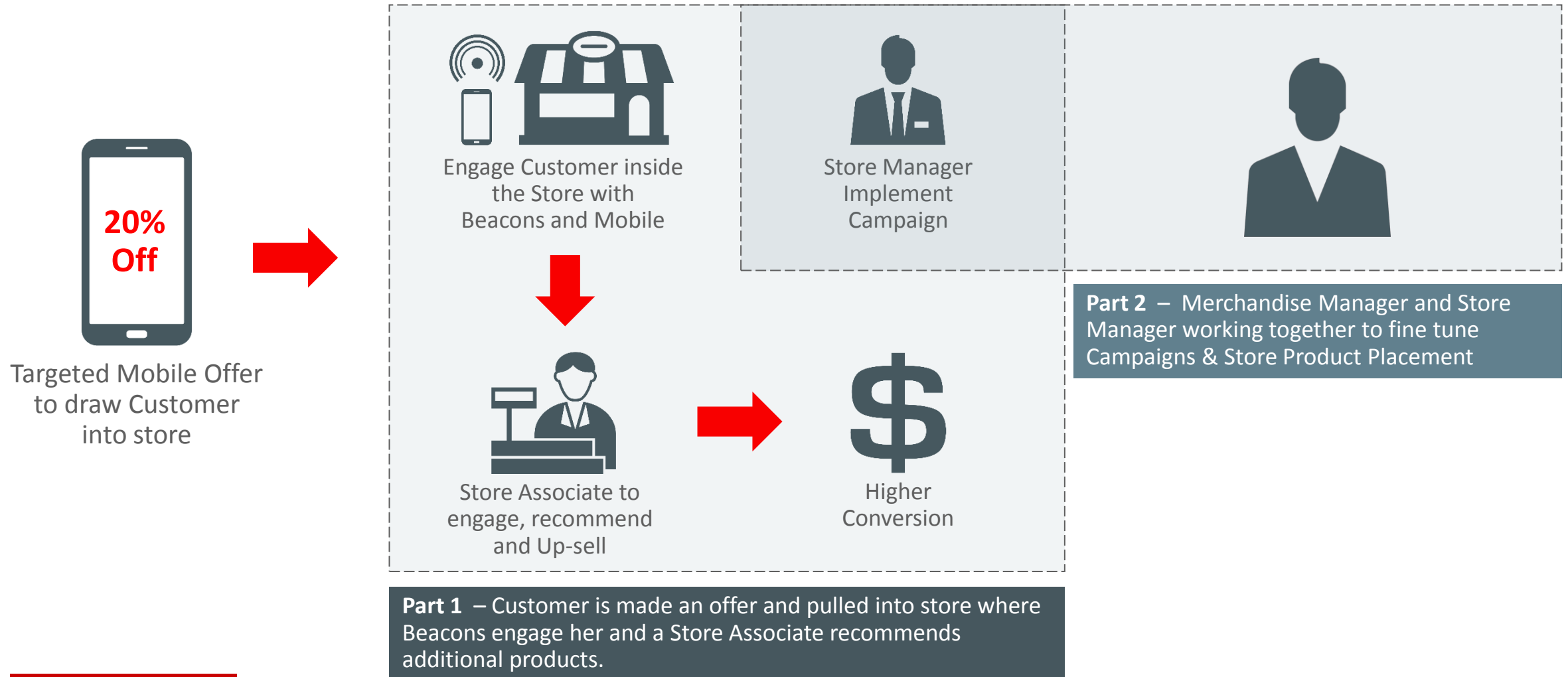
Store Associate



Store Manager



A Better In-Store Experience with Higher Conversion





iPad

4:08 PM

75%

StyleRetail



Lauren Carter
Hillsdale Mall



Overview

Floor View

Average

Real-time

Type of Data



TIME SPENT



WAIT TIME



TRAFFIC



REVENUE



ASSISTANCE

When



TODAY



YESTERDAY



SELECT A DATE

Day of the Week

S

M

T

W

Th

F

S



3

2

1



Congested



Crowded



High Traffic



Normal

PaaS & SaaS Deliver on Rich Industry Solutions

Start Small, Deliver Value Fast



Customer



Mobile CS



ICS & SOA CS



Marketing



Commerce



Sales



Associate



Mobile CS



ICS/SOA CS



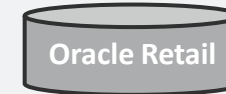
Process CS



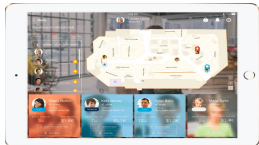
Social



Commerce



Store Manager



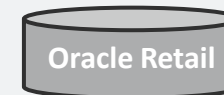
Mobile CS



DOCS



Social



Merchandise Manager



BICS/DVCS



Sites CS



DOCS



Social



Marketing

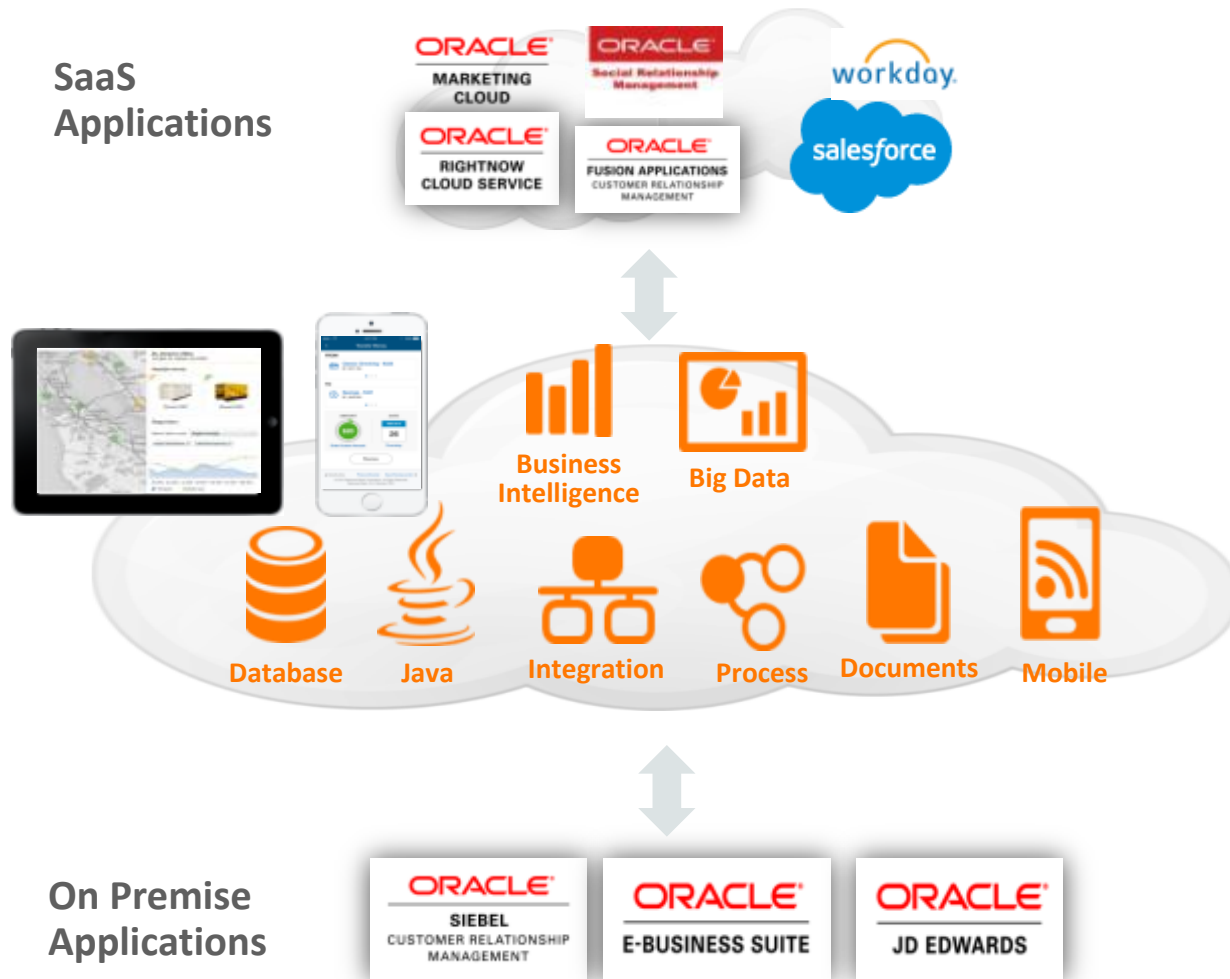


Commerce



Industry Solution Using PaaS and SaaS

Delivering immediate value to LOB's



- **Industrial Mfg. & High Tech**
 - Real Time Connected Service
- **Banking/ Financial Services**
 - Customer 360 for Agile interactions and Recommendations
- **Retail**
 - Modern Customer Experience with Proximity marketing
- **Telco, Hospitality**
 - Real-time upsell, provisioning of services to customers

How do I beat the competition?

How Oracle Cloud Compares With Other Providers

Familiar names we come up against

IaaS +
PUBLIC CLOUD

PaaS + SaaS
PUBLIC CLOUD

IaaS + PaaS
PUBLIC + PRIVATE CLOUD

Niche PaaS
PUBLIC CLOUD

Oracle Cloud
Advantage

1

Broadest Solution with Deep Integration

2

Highest Value Creation with Cloud Automation

3

Highest Productivity

4

Lowest TCO

1

Broadest Solution with Deep Integration

| | Cloud Solutions | ORACLE® | amazon web services™ | | salesforce | workday. | NETSUITE | SAP® | IBM® | redhat | Pivotal™ | vmware® |
|------|---|---------|-------------------------|---|------------|----------|----------|------|------|--------|----------|---------|
| IaaS | Compute Cloud | ✓ | ✓ | ✓ | | | | | ✓ | | | |
| | Object Storage Cloud | ✓ | ✓ | ✓ | | | | | ✓ | | | ✓ |
| | Block Storage Cloud | ✓ | ✓ | ✓ | | | | | ✓ | | | ✓ |
| | Identity, Messaging, Notification | ✓ | ✓ | ✓ | | | | | ✓ | ✓ | | ✓ |
| PaaS | Database Cloud | ✓ | ✓ | ✓ | ✓ | | | ✓ | ✓ | ✓ | ✓ | |
| | Java, Node.JS, Mobile, JavaScript Cloud | ✓ | | ✓ | ✓ | | | | ✓ | ✓ | ✓ | |
| | Big Data & Discovery Cloud | ✓ | ✓ | | | | | ✓ | ✓ | | | |
| | Business Analytics Cloud | ✓ | | ✓ | ✓ | | | ✓ | | | | |
| | Documents, Sites, & Social Cloud | ✓ | | ✓ | ✓ | | | | | | | |
| | Process, Integration, IoT Cloud | ✓ | | ✓ | | | | ✓ | ✓ | ✓ | | |
| | Log Analytics & APM Cloud | ✓ | | | | | | | ✓ | | ✓ | ✓ |
| SaaS | Enterprise Performance Mgmt. Cloud | ✓ | | | | | | | ✓ | | | |
| | Enterprise Resource Planning Cloud | ✓ | | ✓ | | ✓ | ✓ | ✓ | | ✓ | | |
| | Human Capital Management Cloud | ✓ | | | | ✓ | | ✓ | | ✓ | | |
| | Customer Experience Cloud | ✓ | | ✓ | ✓ | | | | | | | |
| | Supply Chain Cloud | ✓ | | | | | | ✓ | | ✓ | | |
| | GRC Cloud | ✓ | | | | | | | | | | |

2

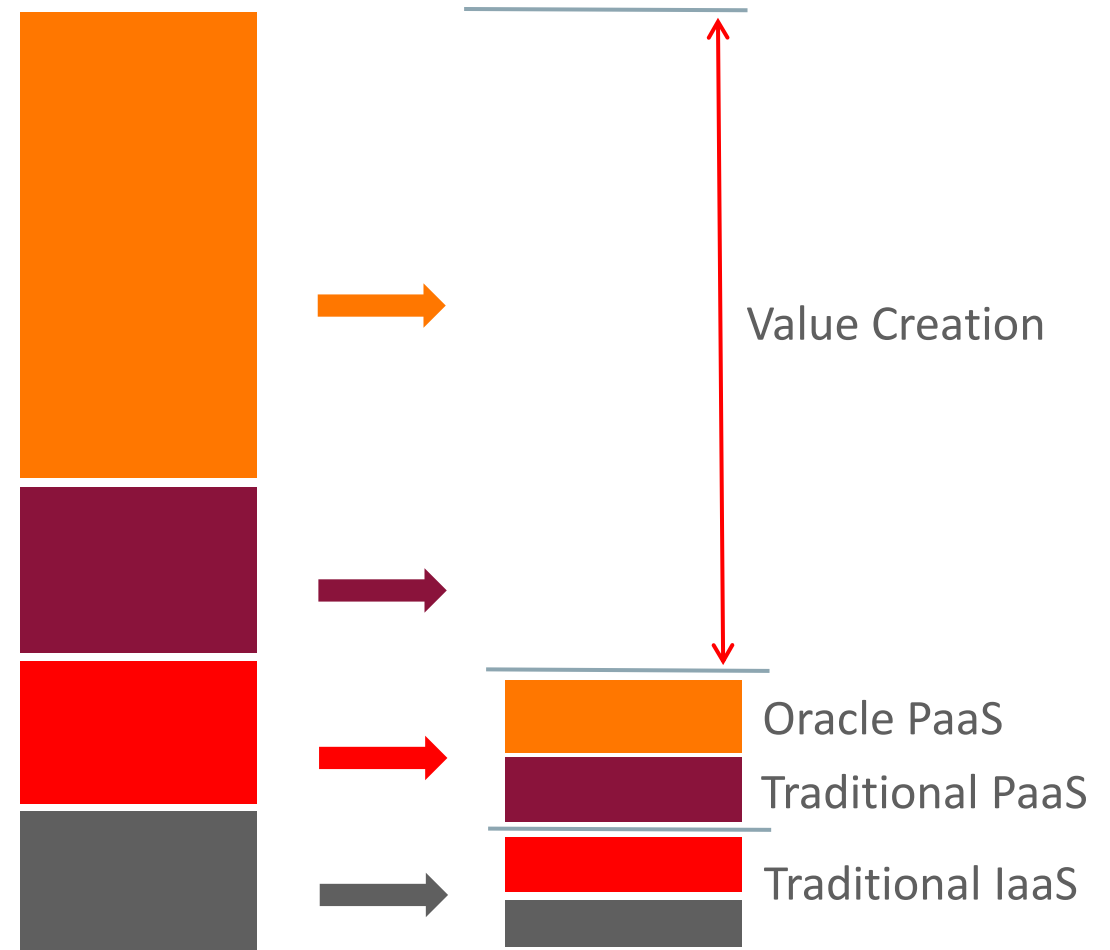
Highest Value Creation with Cloud Automation

Ongoing Maintenance Cost: Backup, Patching, Hardware Upgrade, OS Upgrade, Firmware Upgrade, Software Upgrade, Test-Dev Synchronization, Cloning, Data Masking, Security Configuration Checks, Security Auditing, ...

Software Cost: License, Installation, Configuration, Security Setup, DR Setup, ...

Hardware Cost: Servers, Storage, Network, ...


Facilities Cost: Data Center, ISP, CDN, DNS, ...



3

Highest Productivity to Provision, Develop and Manage

Save time and effort to run Java Applications with Oracle Cloud

| |  |  On Premise |  |  OPENSIFT |  |
|---|---|--|---|---|---|
| Time  | Shortest Time | 3.8x slower | 3.4x slower | 7.5x slower | 1.6x slower |
| Steps  | Fewest Steps | 11x more | 12x more | 14% more | 30% more |

Key Contributing Factors:

- **Fully managed** services (installation, configuration, upgrade, patching) of WebLogic in the cloud
- **Deep vertical integration** with Database CS and IaaS delivers higher performance, reliability, productivity
- **Full continuous delivery** platform with Developer Cloud

Tests and scopes vary per study

4

Lowest TCO with Oracle Cloud

Cost/core/month over 4 years for 1,000 cores

| | | | |
|---|--|----------------|---|
| ORACLE® CLOUD PLATFORM | | \$780 | <ul style="list-style-type: none"> Java & Database Cloud Services – fully integrated Lowest TCO of any other solution |
| ORACLE® WebLogic On Premise | | \$1,243 | <ul style="list-style-type: none"> <u>59% more expensive</u> On premise only offers infrastructure |
| ORACLE® WebLogic amazon web services | | \$1,162 | <ul style="list-style-type: none"> <u>49% more expensive</u> AWS's strength is infrastructure – not platform |
| JBoss™ On Premise | | \$1,258 | <ul style="list-style-type: none"> <u>61% more expensive</u> 100% manual with no elasticity or repeatability |
| JBoss™ amazon web services | | \$1,229 | <ul style="list-style-type: none"> <u>58% more expensive</u> Only working at the infrastructure-level |

Facilities
 Hardware
 Software
 Maintenance

Oracle Cloud Platform



Comprehensive

Broadest, Easy to Use, PaaS & IaaS

Integrated

Identity, Infrastructure, Management

Choice

Standards-Based, Public/Private Cloud

How can Partners help?

Rep to Leverage Partners in Cloud Platform Sales Plays

Partners Can Help You Win and Grow

| | |
|---|--|
| 1 | Accelerate Cloud Services sales with quick start service packaging |
| 2 | Drive Customer Success and service utilization |
| 3 | Sell to LOB with industry solutions |
| 4 | Drive PaaS purchase with apps on Oracle Cloud Marketplace |

**** Specialized partners have deep product expertise ****
www.oracle.com/specialized

FY16 Partner Programs

| | |
|------|---|
| NA | <ul style="list-style-type: none">• Target: 5 Initiatives for 77 Top Partners• Build/Deploy on the cloud; PaaS4SaaS/Hybrid Integration; Mobile Applications; DX; Enterprise security• Goal: 30% Attach Rate |
| EMEA | <ul style="list-style-type: none">• Target: Cloud Advantage for 150 SaaS and PaaS Partners (current and incubating)• Align partner business plan on key sales plays• Incent Partners with MDF funding |
| APAC | <ul style="list-style-type: none">• Target: 100 ISV certified on PaaS• VAD support for PaaS for migration and transaction management• Partner solutions around PaaS4SaaS, PaS4CX, PaaS4Mobile |

How Partners Can Maximize Value from Oracle Cloud Solutions

Provide Packaged Implementation for Quick Project Turn-around

Extend, Integrate and Analyze SaaS with PaaS

Build Industry Solutions with PaaS, SaaS and more

Help Customers to Maximize Value of Hybrid Cloud

Leverage PaaS to build own SaaS to be marketed in the cloud



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
 - ✓ Sales Play Kits
- Partners interactions with Oracle Experts

JOIN TODAY!



Oracle PartnerNetwork
Cloud Connection

GO DIRECTLY TO

CREATE

Search

Develop

Influence

Resell

Build

Portfolio

Groups

About the Community

All Places > Cloud Platform Partner Community



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.

The new one-stop shop for information on Oracle's Cloud Platform Services



Oracle Cloud Platform
Partner Community

Popular Tags

cloud cloud; dbaas
engineered systems iaaS ics iot
jcs mcs oow15 opn oracle
paas partner saas
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Featured Expert



Christine Kungl-Oracle
Joined on Apr 12, 2010

Senior Manager, Global
Partner Enablement (Cloud
Communities)

Ask a question to the Oracle Cloud Platform Partner Community

Type your question

ASK IT

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Announcements

- Now Available - Oracle IT Analytics Cloud Service (non-metered). Controlled availability. North America data center. (Dec 2015)
- Now Available - Oracle Log Analytics Cloud Service. Controlled availability. North America data center. (Dec 2015)
- Price Decrease - [Oracle Java Cloud Service Non-metered](#) (Nov 2015)

Platform as a Service (PaaS)

| Data | Integration | Management |
|--|--|--|
| Database Database Backup Big Data NoSQL Database | Integration SOA | Log Analytics IT Analytics Application Performance Monitoring |
| Application Development | | Analytics |
| Java Mobile Application Container Service (Java SE & Node.js) Developer Application Builder Messaging | | Documents Process Sites Social Network Business Intelligence Big Data Preparation Big Data Discovery Data Visualization Internet of Things |

FY16 Sales Plays

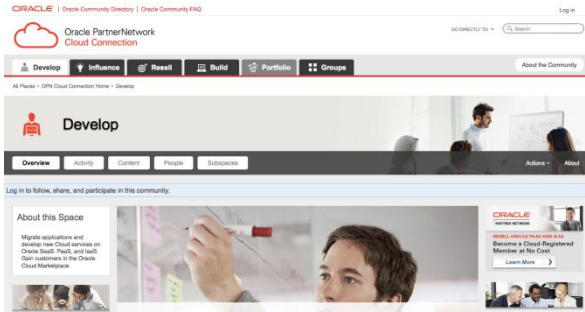
[Cloud Application Development and Deployment](#)

1. [Java EE Dev/Test \(and Standby\) in the Cloud](#)
2. [Lightweight Web/Scripting Application Development and Deploy](#)
3. [Extending Oracle SaaS \(Fusion Apps\)](#)

How to Join the Oracle Cloud Platform Partner Community

- Visit our registration page [here](#)
- Click on LOGIN in the top right corner
- Login using Oracle Single Sign On
- Submit your request to join the group
- Wait for your approval email
- Learn how to edit your Profile [here](#)

Additional Resources



[Partner Community Forum](#)



[Oracle.com](#) | [OTN](#)



[Blogs](#) | [Newsletters](#)



Social Media

Sales Play Content

Get Ready for H2FY16

- Sales Play content published in:
 - [Cloud Platform Partner Community](#)
 - [Cloud Platform Partner Reference Guide](#)

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