



# Connecting Your Business to the Cloud

Are you considering connecting a part of your business (e.g. Supply Chain, Finance, HR, Sales, Marketing or Service) to the cloud? If you aren't, perhaps you should.

Understanding common adoption scenarios for connecting existing systems to the cloud can be a turning point for your business.

## Why Connect Your Business to the Cloud?

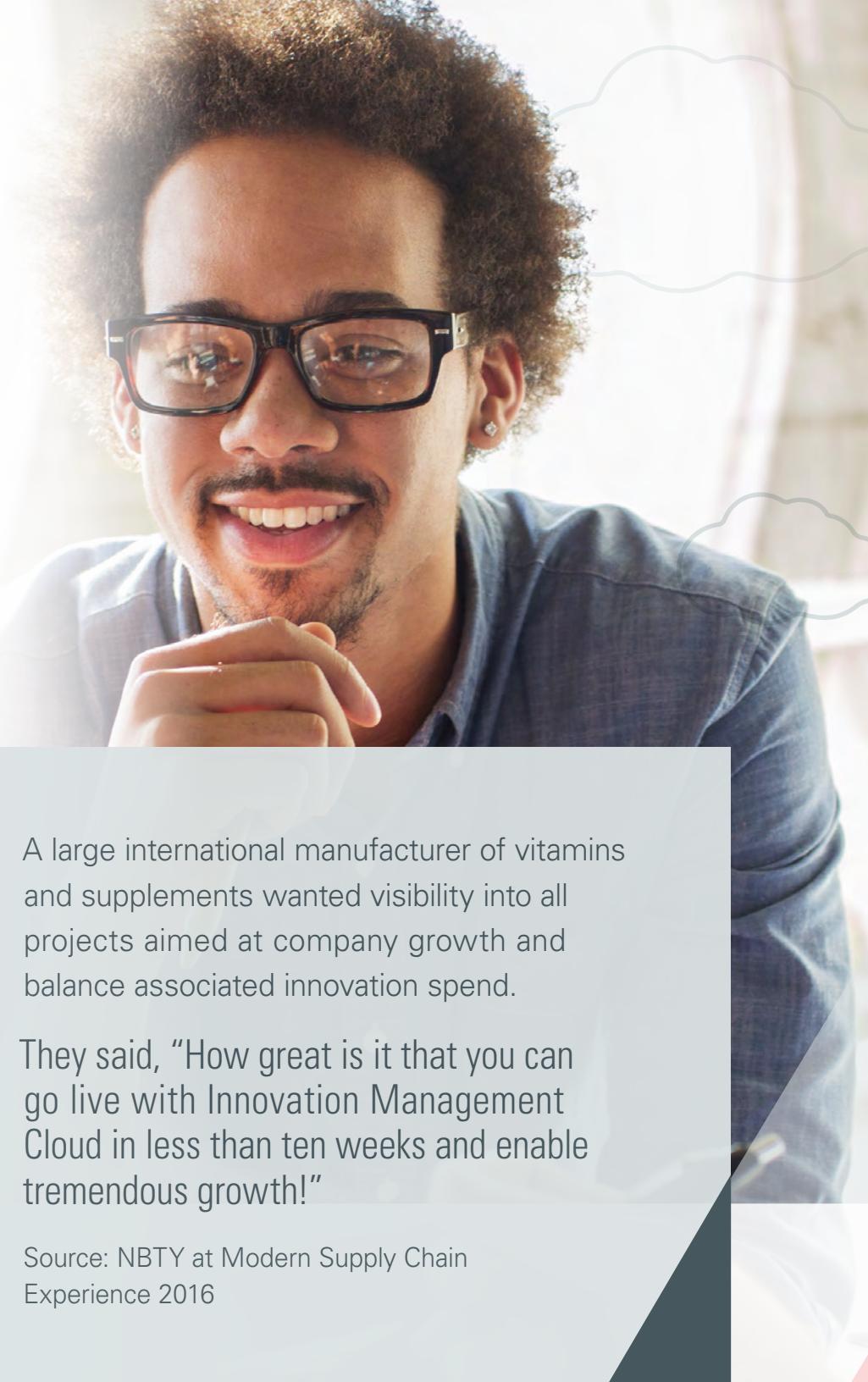
For example, witness familiar business disruptors such as Uber, Amazon.com and Airbnb. Those businesses have transformed entire industries overnight, disrupting the chauffeured transportation, online retail, and hospitality industries. Commonly, at their core, these disruptors have leveraged connected cloud technology, existing networks, existing partners and existing infrastructure to leapfrog the competition quickly.

Essentially, they quickly became a large enterprise that operates at the speed of a startup, or conversely was a smaller high growth business that scaled quickly and now operates as a large enterprise. It shows that speed, scale and standardization is paramount to business success.

And today, there is still great opportunity for the business managers to take that first step in leading business transformation while being poised to respond more rapidly to changing business dynamics, so as to not become a fatal statistic on the business disruption scorecard.

## Cloud Advantages and Integration Hurdles

CXOs today understand the necessity and the advantages of adopting cloud, even if only, for a part of their business. Of 376 cloud adopters, surveyed by Harvard Business Review,<sup>1</sup> 76% launched new products faster, 62% expanded into new market segments, and 55% expanded rapidly geographically. Yet many organizations still have difficulty taking the first step to the cloud due to integration hurdles with existing systems. In fact, 46% of 500 CxOs surveyed by KPMG said integration with existing systems was their most important challenge.<sup>2</sup>



A large international manufacturer of vitamins and supplements wanted visibility into all projects aimed at company growth and balance associated innovation spend.

They said, "How great is it that you can go live with Innovation Management Cloud in less than ten weeks and enable tremendous growth!"

Source: NBTY at Modern Supply Chain Experience 2016

<sup>1</sup> Harvard Business Review: Cloud Computing Comes of Age, 2015,

<sup>2</sup> Source KPMG: Cloud Computing Survey, 2014 .

# Four Cloud Adoption Scenarios for Business

Most CxOs we talk with want simple answers such as: "when" is the best time to leverage cloud and then "how" to easily take that first step toward business transformation and Modern Best Practice processes; without ripping and replacing their current systems.

Here are four scenarios that business managers can consider adopting to take that first step toward business transformation with the cloud and existing systems. Business leaders can look for opportunities to leverage cloud using these adoption scenarios below.

## Single Specialized Function

Securely share planning information more easily. Enable the product ideation process securely across the enterprise. Securely share contracts and project information faster to make necessary adjustments to projects real time. Use the latest innovative marketing cloud software and create leads for sales more quickly.

Use new innovations in the cloud to improve HR processes such as social recruiting. Easily connect a modern specialized cloud to existing on-premises system(s).

Look for opportunities to relieve repetitive manual processes. Enable cloud based sharing among siloed departments and locations. Displace email and spreadsheets serving as an automation tool. Stop storing vital data on PCs or laptops.

## Connect a Subsidiary

Mergers and acquisitions allow businesses to reach scale quickly. Quickly connect an acquired subsidiary or division from anywhere in the world. Allow autonomous operation while securely sharing only necessary data with headquarters.

## Modernize a Division

Look for opportunities to connect and modernize a key strategic division. Outdated processes, legacy systems, single purpose siloed cloud application(s) can stagnate business growth and collaboration, hinder innovation and keep costs high.

Choose a division where accurate information sharing matters most. Where improved Modern Best Practices can become an efficiency multiplier. See where improved analytics and planning can improve margins. Identify where IT maintenance costs are highest and productivity/profit can be accelerated concurrently.

## Shared Services / Outsourcing

Implementing a shared services model or setting up a Center of Excellence with Modern Best Practices can enforce compliance, reduce administrative costs and improve quality when centrally processing certain data from across the enterprise. Cloud-based orchestration of connections and processes from multiple locations, partners and suppliers is the fastest way to connect and securely share data with existing systems, portals, other clouds as well as connect Internet of Things and Big Data.

Take a first step and use the latest innovations in the cloud while maintaining foundational on-premises systems.

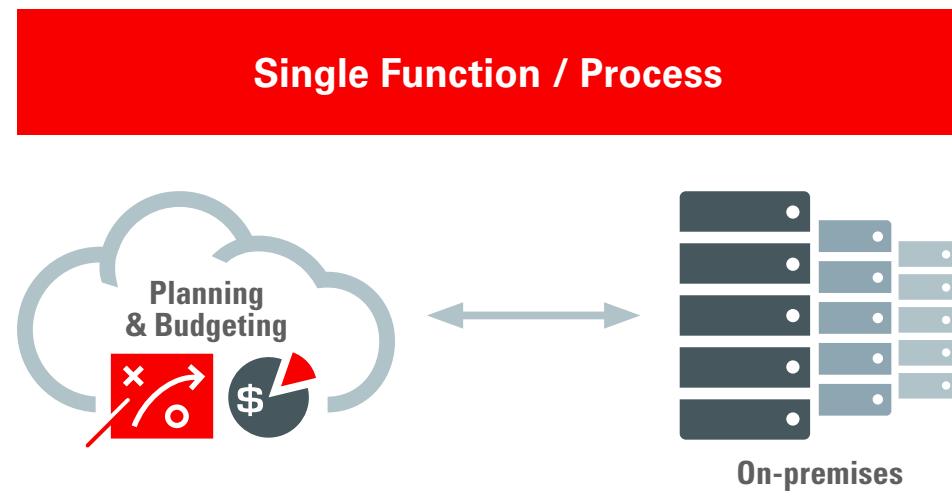


**"Being able to understand talent across the organization is central to our mission to deliver innovation. Oracle's cloud-based talent management allows us to develop critical talent pools, assess, select, hire and onboard talent more efficiently."**

--Vice President, Hitachi Consulting

# The Fastest Way to Transform

Inside of the common adoption scenarios Oracle has cloud services that can quickly transform the way you conduct business with built-in Modern Best Practices.



## Achieve Faster Results with Less Effort

### Single specialized function or process in the cloud

Some cloud examples: Planning/Budgeting, Innovation Management, Transportation Management, Talent Management, Marketing Cloud and Sales Cloud.

Fig 1. Oracle adoption scenario using a single specialized function or process.

### Connect your existing on-premises...

- ERP to Oracle Planning and Budgeting Cloud Service to cut down on the spreadsheet madness to accelerate and streamline your planning, improve planning accuracy and the budgeting process.
- PLM to Oracle Innovation Management in the cloud to enable ideation, selection and development of new products
- HR to Oracle Talent Management in the cloud to track performance and develop skills in employees
- SFA to Oracle Marketing Cloud to quickly create a B2B lead nurturing and scoring campaign for sales
- ERP to Oracle Project Execution Management in the cloud easily share project related financial information, invoices and expenses from projects around the world back to your existing GL, AR and AP.

### How to connect a single specialized function or process to an existing system:

To connect Oracle Cloud or a single specialized function to your existing on-premises systems, in some cases you will use simple built-in file import and export functions or use prebuilt connections as needed. Data passed is typically common transaction data such as: general journals, receivables, payables transactions, service requests, leads, orders, product data, customer data, HR data, etc.

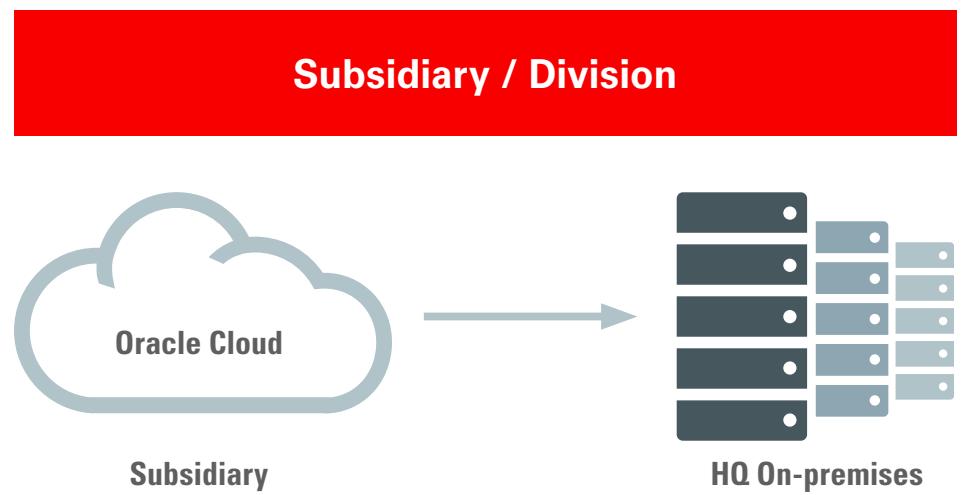
Any of these single specialized functions connect simply to Oracle's Cloud can quickly save your organization tremendous amounts of time, improve compliance and improve accuracy in operations management, product development, sales, service, HR, marketing, planning and reporting.

A leading manufacturer of interconnect solutions grew pipeline by 380% with Oracle Marketing Cloud<sup>3</sup>

<sup>3</sup> <https://www.oracle.com/marketingcloud/content/documents/casestudies/molex-customer-success-oracle.pdf>

## Holistically adopt Oracle Cloud in your subsidiary or division and automate the cloud-based data transfer to an on-premises system.

- Oracle Cloud modernizes and connects a subsidiary or a division with your headquarters. Select subsidiary information can be automatically transferred to your existing on-premises system.



## Rapidly Scale Your Business

### Subsidiary or division in the cloud

You can modernize a subsidiary or division with Oracle ERP Cloud or SCM Cloud or HCM Cloud or Marketing Cloud or even Sales Cloud.

### How to connect a subsidiary or division to an existing system

Use automated / scheduled file based loaders to transfer information between the subsidiary with Oracle Cloud and your existing on-premises system.

Connecting a subsidiary or a division in this manner can allow modernization. Also can enable compliance while the subsidiary operates autonomously. Only necessary information is sent back to headquarters as required.

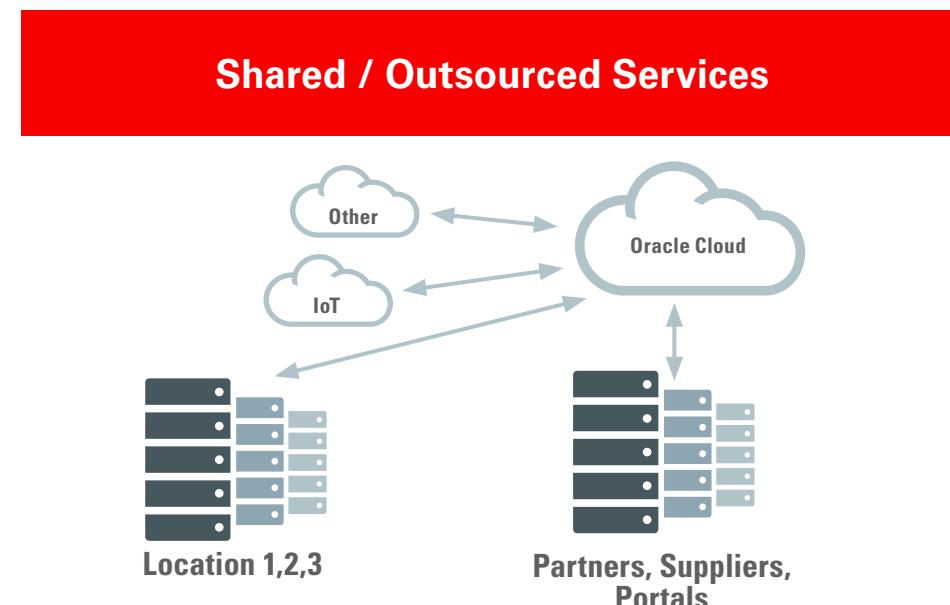
### Oracle's Commitment to a Modern Cloud

Oracle has a complete cloud strategy with more than 15 years of experience in running enterprise clouds with over 70 million users supported every day.

Fig 2. Oracle Cloud scenario connects a subsidiary or modernizes a division for your business

**Create a Shared Services Center of Excellence or use an outsourced provider to uniformly improve an orchestrated process across an enterprise and/or across multiple locations.**

- Oracle Cloud can connect with a variety of locations, existing systems, portals and clouds.



**Improve Compliance. Save Time, Save Money**

#### **Share services with partners, portals, locations, suppliers**

Use Modern Best Practices to uniformly process data such as receivables, payables, contracts, service requests, logistics data, orders, inventory through the Center of Excellence.

#### **How to connect in a shared services scenario**

Use a point and click cloud-based connection service, built on one standards-based platform, to connect and map various systems and/or clouds that are to be included in the transformational shared services / outsourced model. As new divisions, subsidiaries, locations, partners, suppliers come on board they can be connected easily.

Orchestration and routing of data flow can occur via the connection based cloud service. Connection monitoring and error alerting can be observed through the connection service dashboard. All connections are stored, monitored and secured all in one place in the cloud.

Creating a shared services / outsourced model for your business can improve compliance, ensures information such as accounts receivables, inventory requests, service requests and orders are processed, collected and answered in a uniform and timely manner. Payables can be paid consistently as due date nears. Partner and supplier contracts can be centrally managed, approved, terms and conditions and expirations alerted.

# What Should You Look For In a Connected Cloud Provider?

**Connect and protect your data in the cloud. And when it comes to connecting in the cloud, look for a cloud provider that offers:**

- Built-in functionality to easily exchange data
- Pre-built connections to existing on-premises systems
- Cloud-based point and click connection service
- Built-in recommendation engine to map to existing connections
- Provider commitment to innovation and secure connectivity
- Built-in Modern Best Practice processes
- Monitoring and error alerting across connections
- One standards-based cloud platform for all your connections

Oracle Cloud is built on one standards-based cloud platform. Connections are maintained securely and consistently across the platform. Most often customers find a quick data export and import may satisfy their immediate needs.

That functionality is often built directly into the Oracle Cloud Applications. For more automated connections and file loading, existing on-premises systems connect to the Oracle Cloud with pre-built connections. For more advanced orchestration amongst a variety of systems and clouds, Oracle's cloud platform connection service provides a simple point and click user interface and secure repository of connections for the entire enterprise as well as to 3rd party clouds, portals and systems to enable fast connections as needed.



# A Modern Cloud for Modern Business

In today's digital age, modern business needs more than just a cloud—modern business needs a modern cloud to power innovation and to stay ahead of change. Oracle provides complete, data-driven, personalized, connected and secure cloud applications and platform that enables you take your business to the next level and stay ahead of the competition and business disruptors.

- **Complete.** One cloud for your entire business with best in class applications that you can consume incrementally and grow with no matter the size of your business.
- **Data-Driven.** Unified, actionable information you can trust with embedded intelligence so you unlock the value of data every level.
- **Personalized.** SaaS applications are configurable per user and that can be enriched for your unique business needs.
- **Connected.** Connect any part of the business or process, connect any person anywhere with embedded social and mobile and connect any “thing”.
- **Secure.** Designed to be secure at every layer of the stack with reliable performance without limits.

It's time to connect your business to the cloud and thrive in the digital age. Connect your existing systems to Oracle Cloud—a modern cloud for the digital age.



## Contact Us

To learn more, call **+1.800.ORACLE1** to speak to an Oracle representative or visit [oracle.com/applications](http://oracle.com/applications).

Outside North America, find the phone number for your local Oracle office at [oracle.com/corporate/contact/global.html](http://oracle.com/corporate/contact/global.html).

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