

## MARKET NOTE

# Improving the Employee Experience Through Oracle Journeys

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## EXECUTIVE SNAPSHOT

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### FIGURE 1

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#### Executive Snapshot: Improving the Employee Experience Through Oracle Journeys

The new enterprise employee experience platform delivered by Oracle, Oracle Journeys, is designed with tailored configuration in mind and seeks to create a seamless, personalized, low/no-code experience for the entire workforce with full-service support to access enterprise functions that span the employee life cycle. The messaging and packaging of the new platform is easy to understand, divided by three distinct elements of service offering to provide the end-to-end solution.

#### Key Takeaways

The market for employee experience platforms continues to gain momentum as businesses attempt to return to a new normal in the wake of the COVID-19 pandemic. With remote, hybrid, and onsite work and an increasing focus on providing access and equity throughout the employee/candidate experience, Oracle continues to innovate its HCM suite of products to provide highly configurable solutions to its clients:

- The initial piece of the offering is called the Journeys LaunchPad, an intuitive, configurable interface with recommended and assigned journeys, triggered by major events in an employee's professional and personal development.
- Journeys Creator provides prebuilt, best practice templates for HR and LOBs to customize for their organization, with opportunities to meet unique, differentiating organizational and team requirements.
- With Journeys Booster, Oracle uniquely provides process automation and integration with customer-grade service support to enable the enterprise employee experience.

The release of Journeys comes at a time where Oracle is finding momentum in the HCM market, with multiple large-scale go-lives occurring each month this year. Oracle attributes this success to its focus on its innovations in the realms of mobility, user experience, cybersecurity, and analytics. Oracle positions itself well in the market, hitting the pulse of COVID-19, employee experience, candidate experience, and enterprise operational integration and agility.

Source: IDC, 2021

## IN THIS MARKET NOTE

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On April 12, 2021, Oracle announced Oracle Journeys, available through Oracle Cloud Human Capital Management (HCM), a new employee experience (EX) platform designed to deliver a personalized and streamlined approach to managing modern employee experiences across the enterprise.

## IDC'S POINT OF VIEW

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IDC's February 2021 *Future Enterprise Resiliency and Spending Survey* shows that 46% of respondents expect that remote and hybrid work models will endure post-pandemic. The need for HCM platforms to meet workers "wherever they are" with a robust EX throughout the employee life cycle, including the candidate experience in a talent market that is heating up, will further emphasize the focus on employee experiences to build organizational resilience and business impact.

Oracle continues to innovate its HCM suite of services to provide highly configurable and personalized solutions to its clients. The technology vendor touts steady growth in the HCM market due to its dedication to experience and integration across the HR operations suite and beyond to support enterprise needs. New solutions, such as Oracle Journeys, continue to bolster the company's portfolio and expand its client base. Oracle Journeys moves beyond standard HR workflows, including personal, professional, operational, and administrative, by creating personalized AI-driven, recommended processes specific to individual employee needs.

## Oracle Journeys

The new platform, Oracle Journeys, designed with tailored configuration in mind, seeks to create a seamless experience for all employees to access HR or other functions that span the employee life cycle. The messaging and packaging of the new platform is easy to understand, divided out among three distinct elements of service offering to provide the end-to-end solution.

The foundation of the service offering is called the Journeys LaunchPad, an intuitive, configurable interface with AI recommended journeys, triggered by major events in a given employee's professional and personal development. This includes recent onboarding, major personal life changes, promotions, offboarding, and learning and development. The interface for these journeys is intuitive and easy to understand for both the newcomer and the veteran to Oracle HR systems. The large, picturesque tiles and clearly identified titles give a modern feel to the HR system. Employees can access Journeys on any device and channel including Oracle Digital Assistant.

Next up is Journeys Creator in which HR or managers can create their own journeys or a series of journeys with prebuilt Journey templates that can be personalized to the organization and specific teams or individuals. All of this is personalized with simple configuration providing ease and efficiency in deployment.

Journeys Booster provides functionality in Oracle's new platform to extend the experience with service support, process integration, and automation. This extensibility layer enables a one-stop-shop experience for all employees in an easy-to-use interface that intuitively guides employees through their employment life cycle. Journeys Booster enables end-to-end process automation and completion with little or no coding.

## Market Implications

As employee experience shifts to become embedded within workflows, the adoption of Oracle Journeys is indicative of the increasing shift in importance of employee and candidate experience. Employees as key stakeholders of the organization must be met with personalized, curated approaches, and Oracle's Journeys provides this through an easy-to-use experience. The goal of user friendliness through an intuitive platform that is all-encompassing to an employee or potential recruit's HR functional requirements gears itself to the trend of improving the overall experience to improve the perception of the current or to-be employer's brand. The "first impression" that is provided through the use of such a platform will have a meaningful impact for clients seeking to impress their new or potential employees with a commitment to their personal development through optimal availability of all enterprise functions the client company has to offer. Existing employees will appreciate the effort on the part of its HR to ensure they have full access to all internal services that they are granted through their employment, providing HR an opportunity to become an innovation leader.

A key element of employee experience is enablement, and Oracle seeks to answer that need through this new platform. For example, employees will have easy access to the right internal tools to fulfill their job expectations, while also granting the right visibility and access to learning and development to improve themselves and grow within the company with personalized guidance.

## Moving Forward

The release of Journeys comes at a time where Oracle is finding momentum in the HCM market, with multiple large-scale go-lives occurring each month. Oracle attributes this success to its focus on its innovations in the realms of agility, mobility, user experience, cybersecurity, and analytics. The company has also placed emphasis on usability for "return to work" experiences due to the COVID-19 pandemic. Providing easy access to COVID-19-related materials for a safe return to work, such as wellness tasks and questionnaires as well as testing appointments, Oracle's HCM suite supports the guidance organizations will be required to provide to support any working environment

Oracle touts its strategy for minimal interruptions throughout the year for its platforms, with a targeted schedule of just four updates per year. The reduced update schedule should provide additional stability for its clients as they acclimate to new software without the burden of frequent, unplanned changes. Bundling of updates in this schedule, however, comes with the caveat that each update is significant in size. Features can be enabled as customers are ready to deploy, minimizing implementation challenges.

Despite the potential front-end challenges of end-to-end HCM implementation, Oracle positions itself well in the market, hitting the pulse of COVID-19, employee experience, candidate experience, and enterprise operational integration and agility.

## LEARN MORE

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### Related Research

- *Microsoft Announces Microsoft Viva, an Employee Experience Platform* (IDC #lcUS47461421, February 2021)
- *Workday Dives Headfirst into Employee Experience with Peakon Acquisition* (IDC #lcUS47436221, February 2021)

- *Market Analysis Perspective: Worldwide Employee Experience, 2020* (IDC #US46683520, September 2020)

## Synopsis

This IDC Market Note discusses Oracle's announcement of Oracle Journeys, a new employee experience (EX) platform.

The launch of Oracle Journeys is a big move for Oracle into the rapidly evolving employee experience space. HCM and IT services vendors are diving into this space quickly as EX workflows with personalized approaches are mandated by employees in a seamless, integrated platform. The three components of Journeys should serve employees well at each stage of the employee life cycle and provide frictionless integration for workers, which is necessary as we move beyond the early phases of the COVID-19 pandemic. Providing access and meeting the employee where they are will be integral to creating business impact and improving employee satisfaction.

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