



Applications Update

Financial Analyst Meeting

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Safe Harbor

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, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.

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Fusion Applications: Complete and Integrated Suites

Financials

Financials
Project Management
Procurement
Risk Management
Enterprise Performance Management

Human Resources

Human Resources
Talent Management
Workforce Management

Supply Chain & Manufacturing

Supply Chain Planning
Logistics
Inventory Management
Order Management
Procurement
Product Lifecycle Management
Manufacturing
Maintenance
Blockchain
Internet of Things

Sales

Sales Force Automation
Commerce
Loyalty
Configure Price Quote
Subscription Management
Partner Relationship Management

Service

B2B
B2C
Field Service

Marketing

B2B Campaign Management (Eloqua)
B2C Campaign Management (Responsys)
Content and Experience
Digital Contact Profiles (BlueKai)

Data

Online Measurement (MOAT)
Attention Analytics (MOAT)
Safety & Optimization (Grapeshot)
Branded Audiences
Device Linkage (CrossWise)
Online Interaction Data (AddThis)
B2B Company Intelligence (DataFox)

Fusion Applications: What's New Since Last OpenWorld

Financials

Pervasive AI/ML

- Intelligent Document Recognition
- Predictive Planning
- IoT Monetization with Subscription Management

Conversational UI

- Project Management Digital Assistants
- Expense Reporting Assistant

Complete Suite

- Lease Accounting with IFRS 16 Support
- Vocado Student Financial Planning for Higher Ed
- Labor Distribution for Higher Ed, Healthcare & Public Sector
- Joint Venture Accounting for Oil & Gas

Supply Chain & Manufacturing

Pervasive AI/ML

- Blockchain Track and Trace

Conversational UI

- Supply Chain Management Digital Assistant

Complete Suite

- Oracle Business Network
- Mixed-Mode Manufacturing
- Constrained Planning
- Project-Driven Supply Chain
- Channel Revenue Management
- Supply Chain Collaboration

Human Resources

Conversational UI

- Employee Conversational Digital Assistant
- Candidate Self-Service

Complete Suite

- LinkedIn Profile and Recruiter System Connect
- Oracle Connections
- Event-Based Processes
- HCM Experience Design Studio
- Workforce Planning

Sales, Service & Marketing

Pervasive AI/ML

- DataFox integration
 - B2B Campaign Orchestration
 - Account Enrichment
 - Account Prioritization
 - Smart Talking Points
- Sales Planning
- AI for Telecom & Media, Financial Services, Public Sector

Conversational UI

- Digital Assistants for Sales, Service, Marketing

Complete Suite

- CX Unity
- Service Logistics

ORACLE NETSUITE



1st and Only
Unified Cloud
Suite for the
Mid-Market



32%
ERP Growth
FY19



18k+
Customers



9k
Employees
Globally



Offices in 30+
Countries

Fusion Applications: Built on the Best Technology

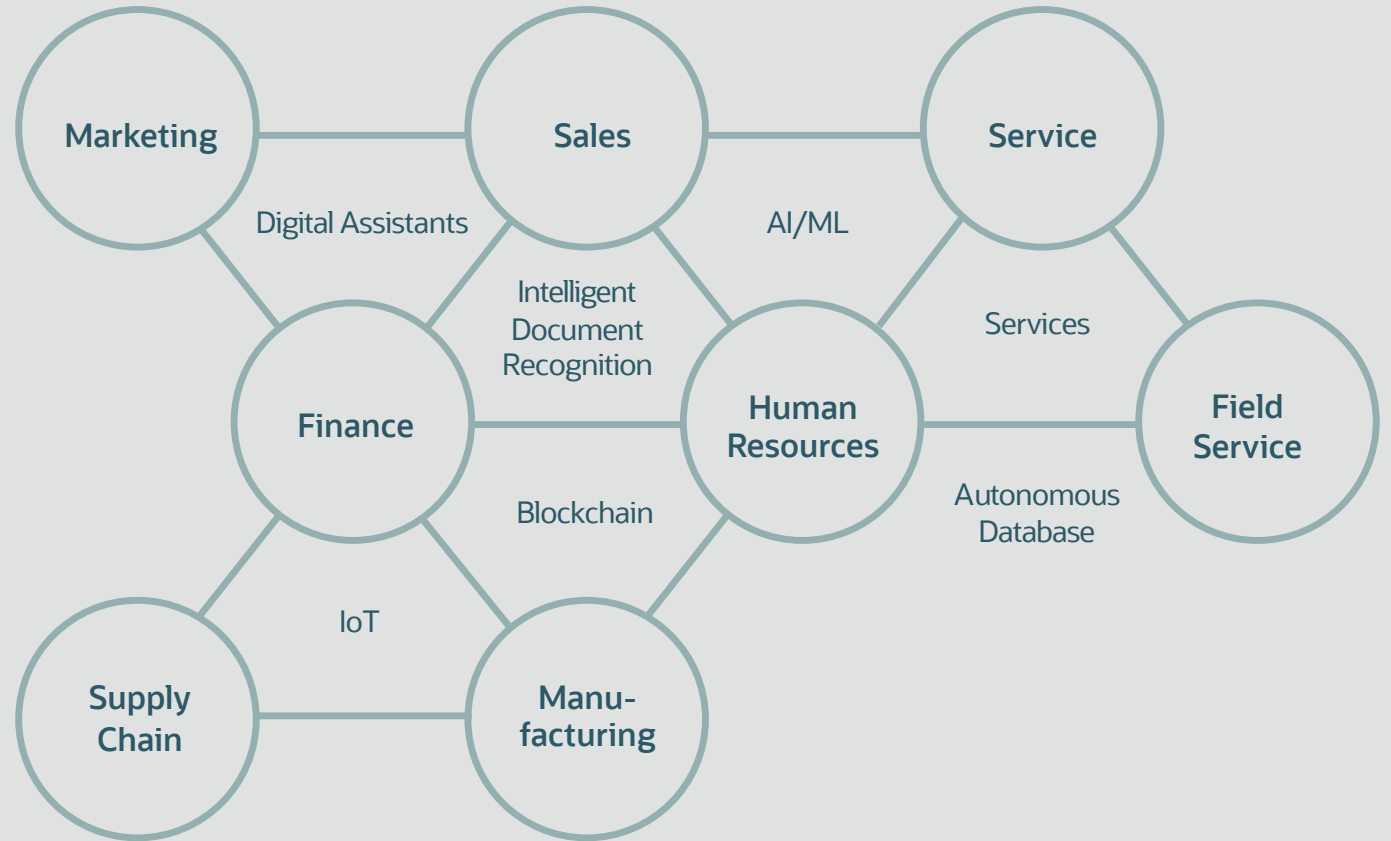
Mission-critical performance

Limitless scalability

Bullet-proof security

Comprehensive integration

Next-gen technologies



AI/ML Everywhere

Sales

- Smart Talking Points
- TAM Expansion
- Account Prioritization
- Account Enrichment
- Account Data Diagnostic
- Signal Alerts
- Ideal Customer Profile Modeling
- Win Probability / Opportunity Scoring
- Next Best Action
- Deal Acceleration
- Digital Sales Assistant
- Virtual Service Assistant
- Next Best Product Recommendations
- Next Best Offer
- Intelligent Search

Marketing

- Intelligent Switch
- Look-a-like Modeling for Advertising
- Marketing Data Identity Resolution
- Web Real-Time Intelligent Targeting
- Marketing Campaign Performance Prediction
- RFM Scoring
- Lead Enrichment in Eloqua

Supply Chain

- Predict Demand
- Identify “At-Risk” Deliveries
- Anomaly Detection
- Maintenance Prediction and Planning
- Predict Operations Yield and Throughput
- Predict Product Quality, Scrap, and Returns

Financials

- Expenses Chat Bot
- Intelligent Document Recognition
- Intelligent Code Combination Defaulting
- Supplier Spend Intelligence
 - Smart Supplier Profile
 - Supplier Categorization
 - Supplier Spend Currency Conversion
- Supplier Spend Advanced Insights
- Intelligent Payment Discounts
- Conversational EPM Bot
- Intelligent Process Automation
 - Close Manager Integrations
 - Automated Consolidations
 - Auto Tagging for Disclosure Management
 - Intelligent Narrative Generation
- Intelligent Performance Management

HR

- Best Candidate
 - Candidate to Job Matching
 - Candidate Tiering
 - Stack Rank Applicants
 - Smart Candidate Re-Ranking
- Hiring Accelerator: Time-to-Fill
- Predict Employee Attrition
- Advanced HCM Controls
- Intelligent Employee Assistant

AI/ML at Work

FIELD SERVICE

624 million

Route recommendations
per year

MARKETING

500 thousand

Send-time
recommendations

COMMERCE

58.5 million

Product recommendations
in email campaigns

SALES

4.4 million

Recommended next best
sales actions

DATAFOX

49 million

Data points
each week

MARKETING

2X higher

Conversion rate
with lead scoring

Oracle Autonomous Database

Self-Driving

Automatically provision,
monitor, backup,
recover and tune

Self-Securing

Automatically apply
patches with no
downtime

Self-Repairing

Maximize availability;
downtime <2.5
min/month

Financials Customers

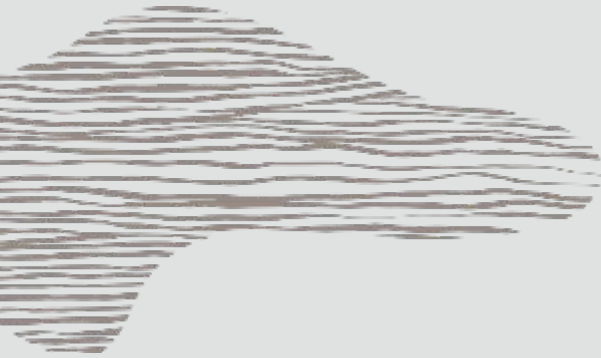
Financial Services	Professional Services	High Tech	Communications	Hospitality & Entertainment	Transportation, Automotive & Manufacturing	Retail & Consumer Goods	Higher Education
							
							
							
							
							

Human Resources Customers

Financial Services	Professional Services	High Tech	Communications & Media	Hospitality & Travel	Transportation, Automotive & Manufacturing	Retail & Consumer Goods	Higher Ed, Healthcare, Public Sector
							
JPMORGAN CHASE & CO.						WILLIAMS-SONOMA	
				Hilton Grand Vacations			
							
							

Sales, Service & Marketing Customers

Financial Services	Professional Services	High Tech	Communications & Media	Hospitality & Travel	Transportation, Automotive & Manufacturing	Retail & Consumer Goods	Higher Ed, Healthcare, Public Sector
							
							
							
							
							



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