

ORACLE

# Oracle Industry Playbook

Media and Entertainment

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# Media and Entertainment

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Technology has unleashed extraordinary change across the media and entertainment (M&E) industry. Incumbents quickly found themselves challenged by streaming platforms, gaming companies, and consumers ever-changing preferences.

To capture and retain consumers' attention, M&E companies must invest in a consistent stream of content that consumers want and deliver it when and how they want it. They need technology that enables them to rein in skyrocketing content costs, maximize profits across channels, and win the battle for creative and production talent. It's full 'stream' ahead for those that want to win the awards.

M&E companies need infrastructure that supports every aspect of their business: data management and analytics, content and rights management, consumer engagement, and the complete back office suite.

# Key Imperatives for Media and Entertainment

- 1 Content innovation and delivery to new platforms, distribution channels and regions while protecting rights
- 2 Addressing ever-changing consumer preferences
- 3 Technological innovation to keep up with demand and increase efficiency
- 4 Monetization and revenue models

# Forces Shaping the Media and Entertainment Industry

## INDUSTRY CHALLENGES

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### Content Creation

Content control shifted from traditional publishers and broadcasters to consumer choice, with competition from agile streaming media companies.



### Consumer Paralysis

Keeping current with ever-evolving preferences, along with the strain on on-demand resources from the insatiable consumer appetite for content.



### Multi-channel

Diluted monetization from multiple distribution channels and platforms.



### Lack of Data Intelligence

Inconsistent data intelligence prevents predicting the most profitable intellectual property investments and syndication models and implications from M&A.



### Talent and Workforce Management

Attract, develop, and retain a constant pool of creative and production talent.



## VISION OF SUCCESS

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Optimize content creation through integrated business planning and execution. Extract data from all sources to measure the value and profitability of every asset. Boost content investments and gain insights for the intellectual property portfolio.

Map user preferences to personalize the right content and distribution channels; automate new revenue opportunities. Reveal consumer digital behavior through analytics, so each interaction is personalized and relevant.

Make agile investments of the right content and distribution channels through real-time visibility across operations, financial, and strategic plans. Deliver high performance computing to support streaming, visual effects and rendering.

Enforce constant, reliable resource management. Analyze every aspect of the supply chain.

Find creatives, specialists, other M&E pros with the right skills in a timely, efficient manner. Recruit hard-to-find production talent and collaboration tools for a remote workforce to develop world-class content.



# Oracle Industry Suite for Media and Entertainment

Future-proof your business with a secure, scalable, high-performance cloud

## Oracle Industry Applications / Solutions

Supply Chain Command Center

Integrated Business Planning and Execution

Anything as a Service

## Oracle Applications / Business Capabilities

### ERP Enterprise Resource Planning

- Global Accounting
- Performance Management
- Procurement
- Projects
- Risk Management and Compliance

### SCM Supply Chain and Manufacturing

- Maintenance
- Manufacturing
- Order Management
- Planning
- Product Lifecycle Management
- Service Logistics
- Trade and Transportation Management
- Warehouse Management

### HCM Human Capital Management

- Human Resources
- Payroll
- Talent Acquisition
- Talent Management
- Workforce Management

### CX Customer Experience

- B2B Marketing
- B2C Marketing
- Commerce
- Configure, Price, Quote
- Field Service
- Partner Relationship Management
- Sales Automation
- Service
- Subscription Management

## Platform Services

### PS Platform Services



Analytics



Extensibility



Data



Integration



Security

## Oracle Cloud Infrastructure (OCI)

Commercial and Industry Specific Clouds

Cloud@Customer



# Oracle Fusion Cloud Applications Suite

A platform for enterprise-wide transformation

## Customer Experience



Marketing  
Sales  
Service

## Supply Chain & Manufacturing



Supply Chain Planning  
Inventory Management  
Manufacturing  
Maintenance  
Product Lifecycle Management  
Procurement  
Order Management  
Logistics

## Enterprise Resource Planning



Financial Management  
Procurement  
Project Management  
Risk Management and Compliance

## Enterprise Performance Management



Planning, budgeting, and forecasting  
Profitability and Cost Management  
Financial Consolidation and Close  
Account Reconciliation  
Tax Reporting  
Enterprise Data Mgmt.

## Human Capital Management



Human Resources  
Talent Management  
Workforce Management  
Payroll

Data Intelligence

Revenue Transformation

Back-office Unification

Customer Experience

Supply Chain Unification

Financial Excellence

Empowered Workforce

Connected Planning



# Oracle Fusion Cloud ERP

## AI-Powered Finance



### Financials

- General Ledger
- Accounting Hub
- Payables & Assets
- Treasury & Payments
- Expense Management
- Receivables & Collections
- Bill & Credit Management
- Revenue Management
- CPQ / Subscription Management
- Joint Venture Management
- Lease Accounting



### Procurement

- Supplier Qualification Management
- Sourcing
- Procurement Contracts
- Self Service Procurement
- Purchasing
- Supplier Portal
- Spend Classification



### Project Management

- Cost Management & Control
- Billing & Revenue Mgmt
- Planning, Scheduling & Forecasting
- Project Asset Management
- Project Management
- Resource Management
- Program Management
- Grant Management
- Task Management



### Enterprise Performance Management

- Enterprise Planning
- Profitability & Cost Mgmt
- Narrative Reporting
- Financial Consolidation & Close
- Account Reconciliation
- Tax Reporting
- Enterprise Data Management



### Risk Management

- Separation of Duties Reporting (SOD)
- Preventive SOD User Provisioning
- Security Monitoring
- User Access Reviews & Certifications
- Fraud & Payment Monitoring
- Configuration & Audit Monitoring
- Internal Control Assessments
- Risk & Controls Matrix
- Workforce Health & Safety

Touchless Operations

Predictive Insights

Connected Actions



# Oracle Fusion Cloud SCM

Deep Functional Integration Connecting the Digital Thread



## Supply Chain Planning

Demand Management  
Supply Planning  
Sales & Operations Planning  
Supply Chain Collaboration

Strategic Sourcing



## Supply Chain Execution

Inventory  
Costing  
Manufacturing  
Maintenance  
Quality  
Production Monitoring

Smart Operations



## Order Management

Order Management  
Product Configuration  
Order Pricing  
Global Order Promising  
Channel Revenue Management

Perfect Order



## Logistics

Transportation Management  
Global Trade Management  
Warehouse Management  
Logistics Network Modeling

Revenue Transformations



## Product Lifecycle Management

Innovation Management  
Product Hub  
Product Development  
Quality Management

Strategic Sourcing



## Procurement

Sourcing  
Contracts  
Purchasing  
Supplier Management

End to End Visibility





# Oracle Fusion Cloud HCM

Empowering Employee Success for Exceptional Business Outcomes



## Human Resources

- Benefits
- Core HR
- Work Life
- Workforce Modeling & Predictions
- Strategic Workforce Planning
- Advanced HCM Controls



## Talent Management

- Recruiting
- Onboarding
- Learning
- Career Development
- Opportunity Marketplace
- Performance Management
- Compensation
- Succession Planning
- Dynamic Skills



## Workforce Management

- Time & Labor
- Workforce Scheduling
- Workforce Labor Optimization
- Absence Management
- Workforce Health & Safety



## Payroll

- Payroll
- Payroll Core
- Payroll Interface



## Employee Experience

- HCM Communicate
- Journeys
- Connections
- Grow
- Touchpoints
- Celebrate
- HR Help Desk
- Digital Assistant

Intelligent & Automated People Processes

Hyper-Personalized Experiences

End-to-End Visibility



# Oracle Fusion Cloud CX

## Maximizing the Power of Your Enterprise Data and AI



### Marketing

Unity Customer Data Platform  
Eloqua Marketing Automation  
Responsys Campaign Management  
CrowdTwist Loyalty and Engagement



### Sales

Fusion Sales  
Sales Force Automation  
Configure, Price, Quote (CPQ)  
Subscription Management  
Commerce  
Incentive Compensation



### Service

Fusion Service  
Digital Customer Service  
Field Service  
Knowledge Management  
Service Logistics

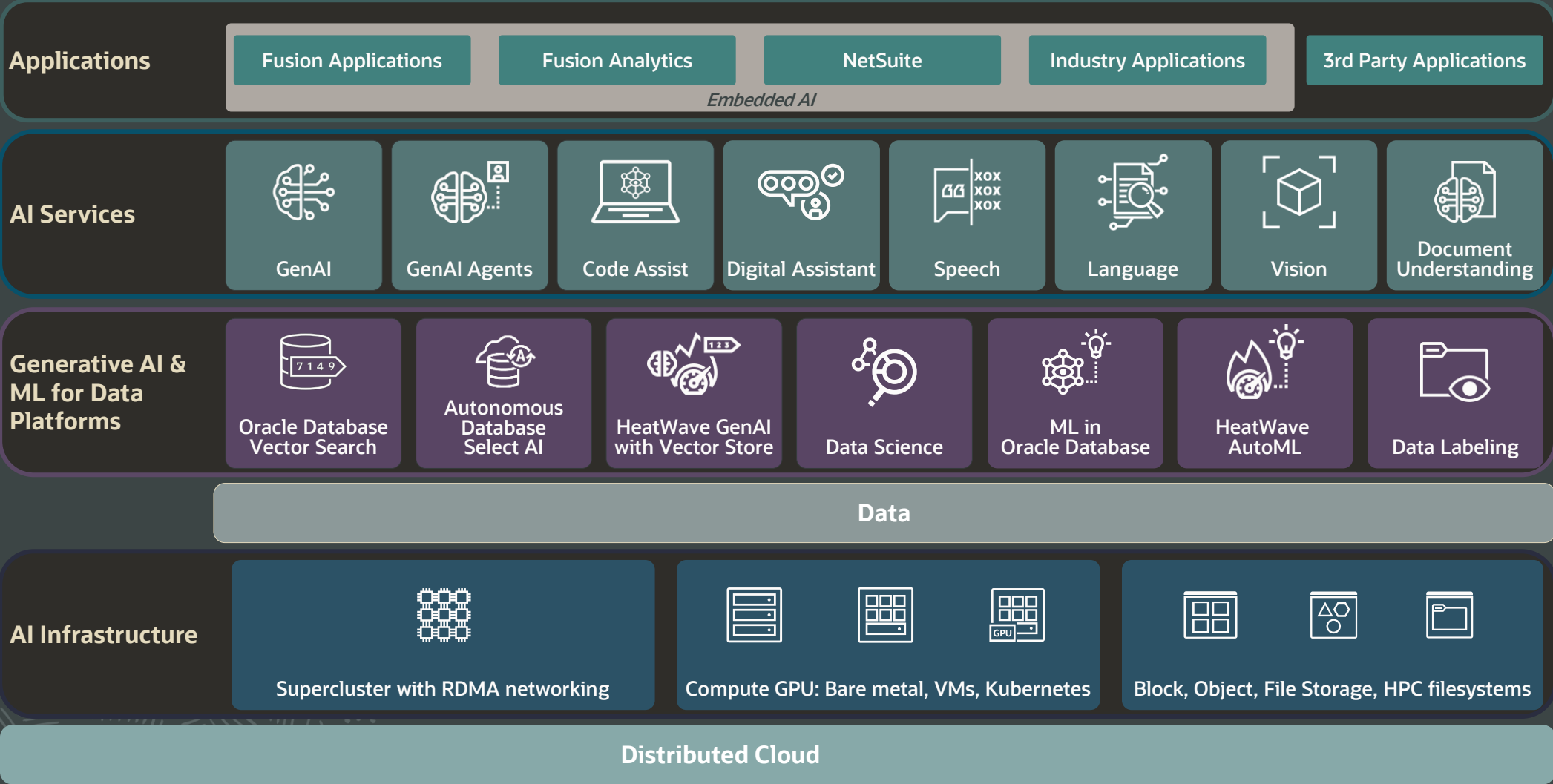
Revenue Transformation

Service Automation

Marketing and Sales Unification

Single Customer View

# The Oracle AI Stack



AI Partners and ISVs



# Extensive Partner and ISV Ecosystem



+20,000

Partners and ISVs



# More Industry and Leadership Awards Than Any Other SaaS Company

ERP	SCM	HCM	CX
<b>28X</b>	<b>10X</b>	<b>8X</b>	<b>22X</b>

Gartner, Forrester, IDC, Omdia

Number of times top-tier analyst firms placed Oracle in a leadership position over the last 36 months

# Why Oracle?

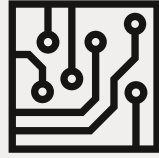


## Complete Suite

Best-of-breed apps designed and built for changing customer needs—with machine learning, process automation, and other customer-driven innovations.

Finance, HR, supply chain, manufacturing, marketing, sales, service and analytics built to work together.

100s of new features each quarter.



## Best Technology

Next-generation cloud infrastructure (OCI) designed for Fusion Applications.

The only public cloud with the performance, security and availability to run your mission-critical operations.

40 cloud regions worldwide for commercial and government with 9 more planned.



## Applications Platform

Award-winning consumer-grade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend and build applications.

Self-learning and self-improving applications.

The logo consists of a red square with rounded corners. Inside the square, there are three horizontal white lines at the top, resembling a book's pages, and a white Oracle 'O' logo below them.

# Oracle Playbook