ORACLE

VALUE REALIZATION REPORT

# Oracle Analytics Cloud

# Introduction

Organizations face several challenges in becoming more data-driven: siloed systems that create barriers to generating insights, and increased costs. Performance issues across different toolsets and human bias in analysis can slow down the decision-making process, which leads to analytics taking a backseat to decision-making, rather than being the driver.

We interviewed more than 20 organizations to better understand their benefits and business outcomes. Organizations using Oracle Analytics Cloud (OAC) have eliminated mundane tasks, reduced bias in analysis, enriched decision-making, and acquired predictive capabilities to drive their businesses forward.

The Oracle Value Realization team helps organizations identify, capture, and analyze their business outcomes from the Oracle Cloud, to achieve the full potential of their cloud investments, while showcasing how our other organizations have benefited from them as well.

# The value of Oracle Analytics Cloud

**Based on customer evidence, business benefits from Oracle Analytics Cloud include:**

## 40% - 70%
### *Faster*
Execution

## 25% - 55%
### Improved
User productivity

## 3X ⇓
### Reduction
In deployment time

## 30% - 60%
### Reduced
Costs

### Improved query and system performance

Powerful inline data preparation and enrichment combines with visual workflows for automating data prep and enrichment. Integrated machine learning reveals unseen patterns, making impactful, unbiased recommendations.

*With Oracle Analytics Cloud, customers were able to execute complex queries 40%-70% faster than with their legacy solutions.*

### Enhanced analytics and user efficiency

Oracle Analytics Cloud offers self-learning analytics that deliver proactive insights via mobile devices, while self-service machine learning identifies patterns, clusters, and anomalies in any data. Easy collaboration and social sharing amplify insights to extend an organization's collective expertise.

*By providing automated, self-service, easy-to-use analytics, reports, and collaboration across teams to refine analytics content, customers were able to improve user productivity 25%–55%.*

### Accelerated time to action

Oracle Analytics Cloud has a highly available cloud platform that can be rapidly provisioned and scaled to meet any project demand. It features seamless hybrid deployment options, including lift and shift from on-premises.

*With Oracle Analytics Cloud, customers were able to reduce deployment time by an average of 3X. With Oracle Analytics Cloud, customers had a robust yet flexible platform to deploy analytics at any scale, move from data to insight, and reduce time to market with new products, offerings, campaigns, and solutions.*

### Cost optimization

By taking advantage of elastic services, customers who use Oracle Analytics Cloud only pay for the resources they use and need. With managed, self-governing services, traditional overhead is eliminated, while automating repeat tasks.

*By automating operations with Oracle Analytics Cloud, customers reduced infrastructure and IT overhead costs by 30%-60%.*

# Analytics in action

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The world is facing an unprecedented data explosion, and business teams want to leverage all available data to drive growth and profitability. Finance teams want to cut costs; Human resources (HR) needs new insights to inform hiring; sales wants to know which prospects to approach; and marketing is always looking to improve customer acquisition and retention.

The disruption caused by COVID-19 has highlighted the importance of data, and how key it is to every decision. Oracle Analytics Cloud uses machine learning so that users can leverage interactive self-service analytics for data preparation, visualization, enterprise reporting, and augmented analysis. This process leads to intelligent, data-driven decisions that can propel the business forward.

**The following business examples highlight how organizations typically use Oracle Analytics Cloud:**

01  Revenue Growth          02  People analytics          03  Faster time to market          04  Cost savings

# Business example 1

**How can I understand the performance of my organization and quickly identify opportunities to maximize revenue?**

Sales goals and forecasts are always challenging, and they differ depending on region, country, and individual sales representative. These forecasts must reflect real-time scenarios, incorporate fiscal planning processes, and provide self-service access to data to optimize customer experience. With Oracle Analytics Cloud, sales teams can use data insights to understand performance, identify upsell and cross-sell opportunities, discover new revenue streams, and understand the impact of promotions on revenue and profit.

## Business example
Sales analytics to drive stronger service renewals.

## Business challenges
- Understand the status of bookings and renewals to derive business insights.
- Deliver sales results that are consistent with forecast.
- Understand win/loss and performance against key competitors.
- Quickly combine data from multiple sources into a single version of the truth.

## Solutions used
Oracle Analytics Cloud, Oracle Enterprise Resource Planning Cloud.

Take a tour

## Results
- Provides analytics dashboard that helps drive understanding of customer renewals, focusing on key indicators such as service contract expirations, number of service cases against a contract, product mix, device telemetry, and discount rate.
- Delivers 8% increase in early renewals; 16% increase in on-time renewals; 68% increase in customer renewal forecast accuracy; 8% decrease in delayed renewals.
- Delivers fast performance of all finance and operational reports to meet service level agreements.
- Evolves from IT-centric to self-service.
- Provides one version of the truth for the executive team and natural language processing (NLP) mobile for operations.

# Business example 2

**How do I maximize workforce effectiveness, reduce turnover,
and increase retention?**

HR teams are transitioning from the role of personnel administrator to that of a strategic advisor to executive
leadership, and managing the most important asset for any organization: people. This is often a challenge, due
to the lack of analytics skills within the traditional HR function. Oracle Analytics Cloud enables HR leaders to derive
data-driven insight into employee actions and recruitment, to drive improved performance, retention, and satisfaction.

## Business example

Workforce analytics to drive decision-making.

## Business challenges

- Measure workforce productivity and costs.

- Perform analysis by different attributes.

- Analyze headcount movement.

## Solutions used

Oracle Analytics Cloud, Oracle Autonomous
Data Warehouse, Oracle Human Capital
Management Cloud

## Results

- Provides an all-in-one people analytics
  platform for all HR-related data analysis.

- Automates HR reporting with leadership
  dashboard to monitor, steer, and evolve
  strategic HR KPIs.

- Enables wide adoption across the entire
  HR community.

- Frees 50% of resources previously dedicated
  to workforce reporting.

- Increases employee retention and
  analytical culture.

Take a tour

# Business example 3

**How can I measure the impact of my campaign spend, adjust demand generation programs faster, and improve ROI?**

Marketing teams often run multiple campaigns across differing channels, while analyzing data from multiple sources. Oracle Analytics Cloud gives marketers the power to effectively measure their strategy, correlate actions to results, and determine the best way forward. Augmented analytics enables interactive discovery and allows marketing teams to perform "what if" analyses around campaign success, marketing pipeline, and other relevant KPIs.

## Business example

Marketing analytics to innovate campaigns.

## Business challenges

- Determine campaign ROI.

- Correlate marketing spends with lead generation.

- Understand which marketing initiatives drive the most impact across channels.

- Gain visibility into campaign performance data.

- Reduce time to market with new campaigns.

## Solutions used

Oracle Analytics Cloud, Oracle Autonomous Data Warehouse.

Take a tour

## Results

- Decreases customer acquisition cost by 52%, reduces time to deliver by 70%, and grows revenue by 25%.

- Reduces deployment of analytics platform to three weeks.

- Accelerates path to predictive analytics with deployment in one week.

- Provides ability to easily collect data for clients.

- Delivers insights to support goals such as increased conversion, better prediction of audience behavior, and maximization of ROI

- Increases customer base. One customer went from one client to 35 clients in a shortened amount of time.
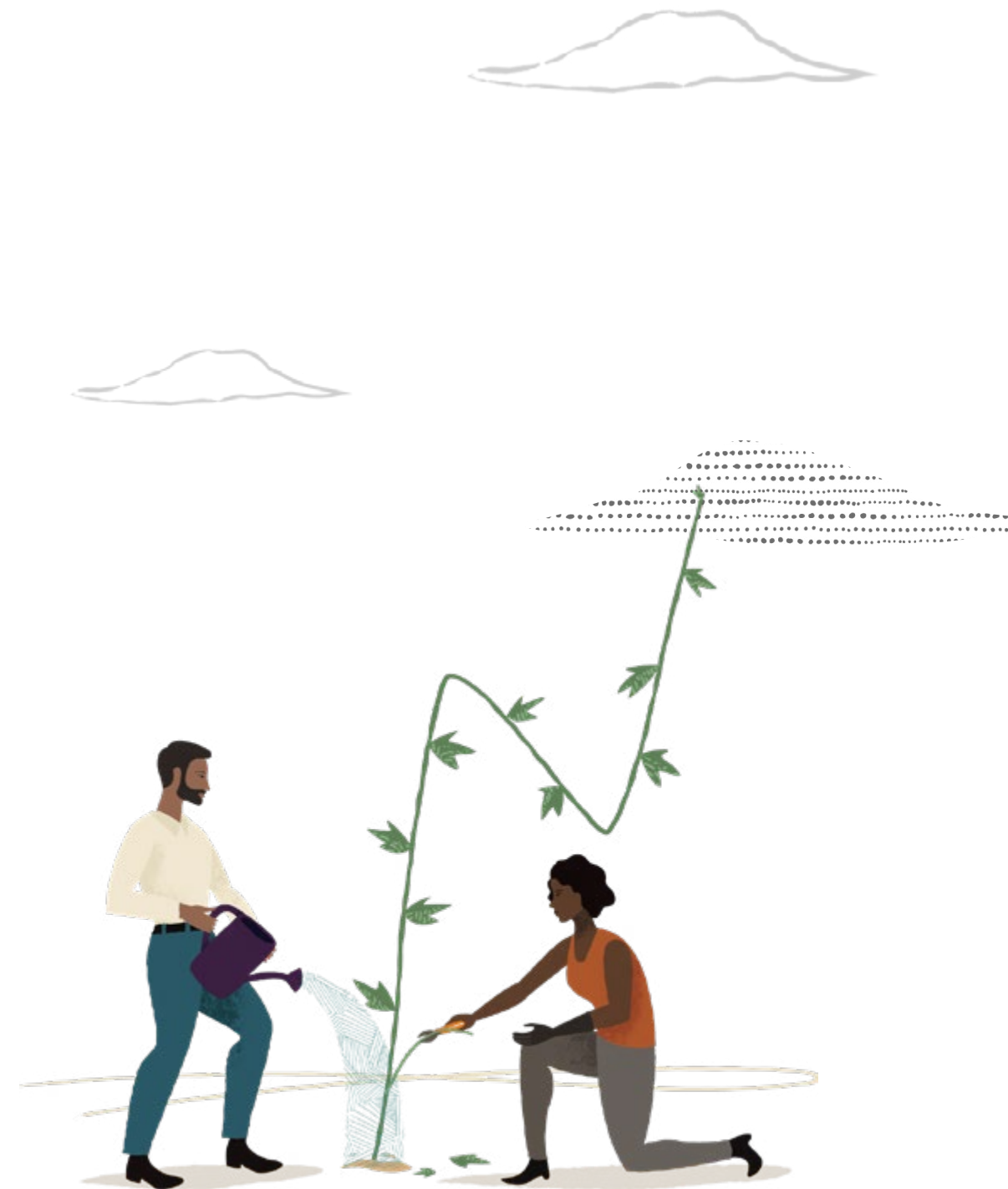
# Business example 4

**How can I manage costs and find cost reduction opportunities
with speed and agility?**

The responsibilities of finance teams have evolved, and executive leadership now depends on them to be a strategic partner, while driving business growth through predictive analytics. Transactional financial reports provide much of the day-to-day measure but cannot answer questions around revenue, profitability, or optimizing working capital. Oracle Analytics Cloud enables finance to derive deeper insights around revenue, spend, and cash flow. These insights empower finance teams to monitor risks, while making more informed decisions on where to invest and allocate capital.

### Business example
Predictive analytics to drive cost savings.

### Business challenges
- Gain deep visibility into spend.
- Identify potential cost savings.
- Perform fraud analysis on services offered.
- Perform predictive analytics/what-if analysis.

### Solutions used
Oracle Analytics Cloud, Oracle Enterprise Performance Management Cloud, Oracle Exadata.

Take a tour

### Results
- Drives cost savings by identifying practices with high costs and enabling change of habits at those practices towards lower costs.
- Enables significant savings with predictive fraud analytics. One customer saved more than $1 billion.
- Enables handling of a higher volume of requests due to the richness of the dataset.
- Creates more demand from the business for reporting intelligence and shifts the value of the work performed from administration duties to analytical activities.
- Demonstrates compliance and ensures users are seeing what they are supposed to be seeing.
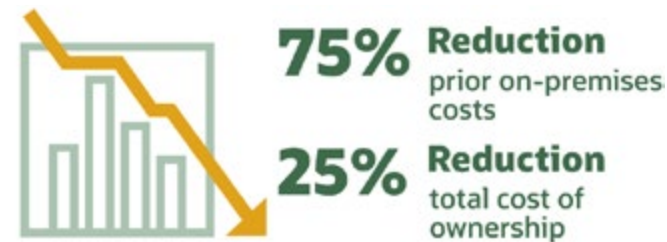- Saves cost by having Oracle manage and maintain all infrastructure.

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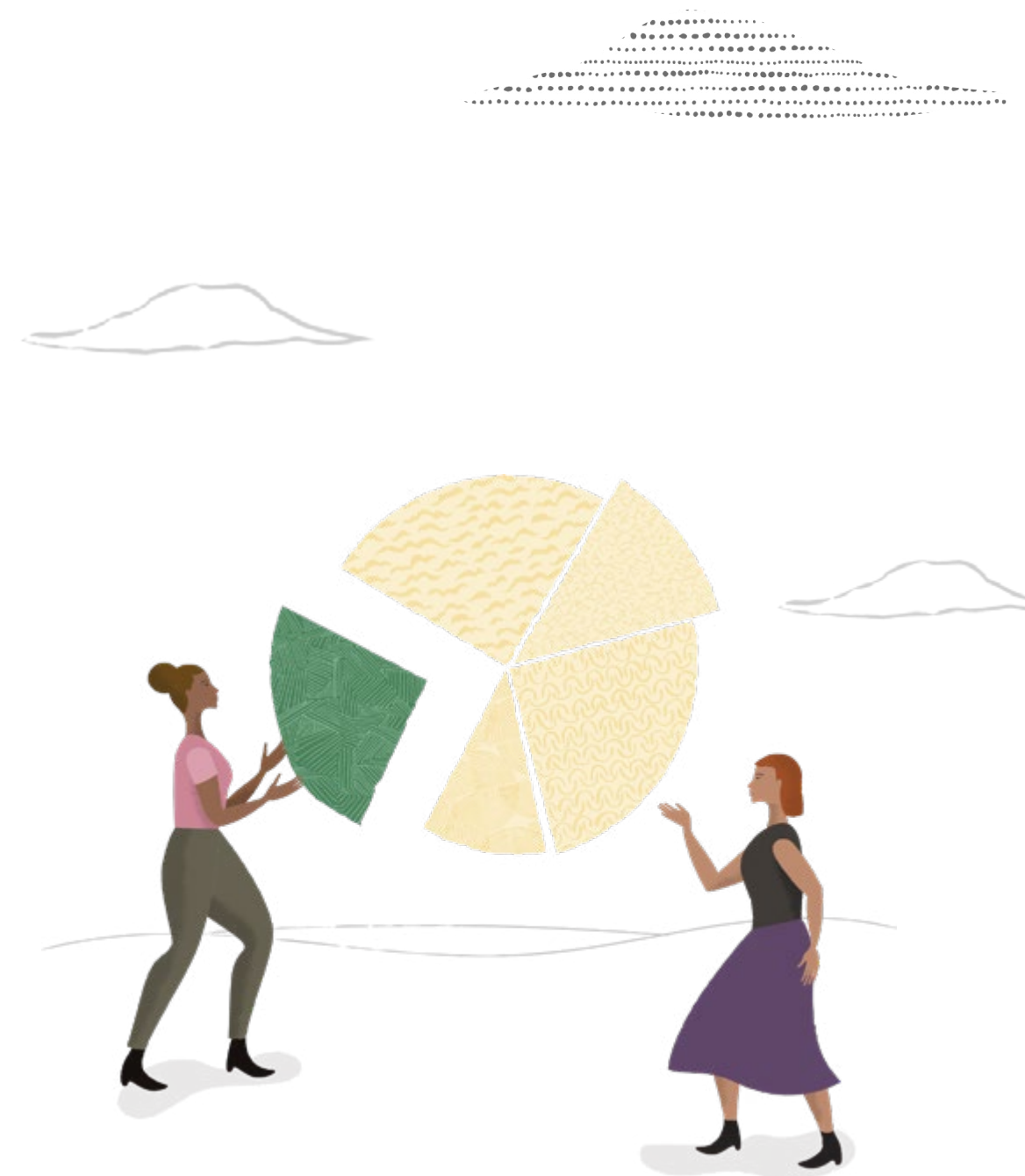
# Success story: Kingold Group

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Kingold Group is a multinational enterprise dedicated to improving the quality of life for all. Headquartered in Guangzhou, China, the company's core businesses are in real estate, finance, health, education, hospitality, and media. Kingold chose Oracle Analytics Cloud (OAC) to consolidate data silos and provide employees with real-time data access to drive business opportunities.

**Business value realized:**

**30% Resources** retooled in cloud management

**70% Resources** retooled in digital and data management

**75% Reduction** prior on-premises costs

**25% Reduction** total cost of ownership

**10X Increase in** project respone times
- **200** data sets
- **130** projects

Then
**3-10** Days to get the right data

Now
**Can analyze data anytime!**

**30 + 8 = 50X**
**Systems** integrated into source systems  **Internal** data analysis domains  **Increase** in source data while simplifying analysis

**25% Additional** sales prospects

Read the full customer story

*"Our mission is to empower users with meaningful, actionable and monetizable data that can be accessed anytime, anywhere in any size and format"*

**Steven Chang**
CIO, The Kingold Group
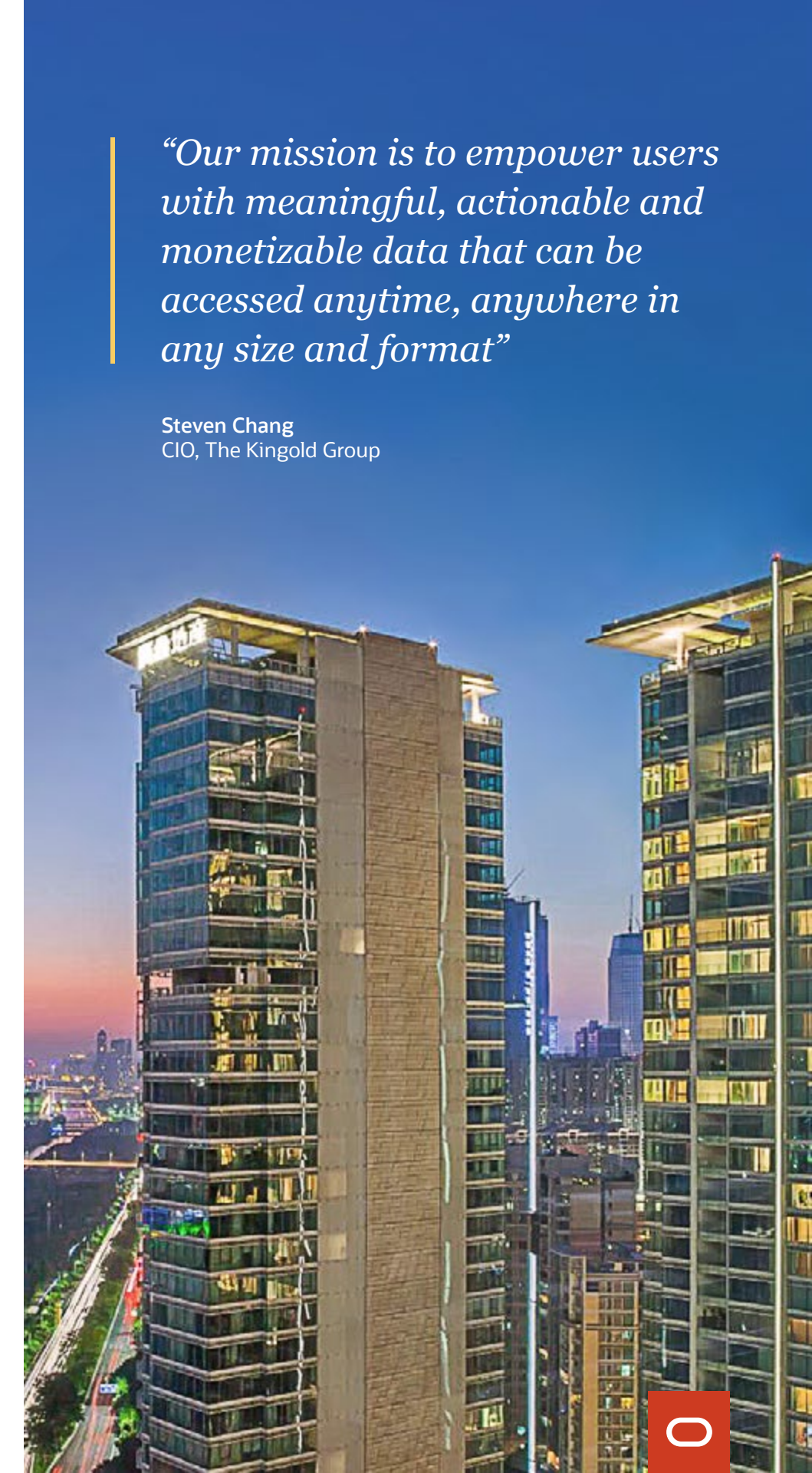
# Conclusion

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Analytics provides answers and drives informed decision-making throughout every aspect of an organization—in finance, HR, marketing, and more. Traditionally, analytics was limited, human-driven, and labor-intensive, requiring specialized IT skills.

Oracle Analytics Cloud (OAC) combines data and machine learning to enhance human interactions, eliminate mundane tasks, reduce bias in analysis, and enrich decision-making and predictive ability. With OAC, discover hidden patterns, access actionable insights, and use data to achieve the business outcomes you envision.

**Contact us to help you assess the value of your analytics.**

Learn more about Oracle Analytics at **oracle.com/analytics** and follow us on Twitter **@OracleAnalytics**

Link to whitepaper

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