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Oracle for Finance Profit, Growth, or Both?

A complete cloud suite for profitable, sustainable growth

Finance professionals today are navigating high-profile layoffs, political and economic uncertainty, alongside global inflation. Despite the challenges, they express increasing optimism about the immediate future. This pivotal moment requires technology to streamline processes, gain insights, and make data-driven decisions.

The complexities of balancing growth and profitability

Gone are the days when finance professionals managed financial reporting and compliance alone. Today, they navigate an economy marked by contradictions, steering their companies through the confusion to make the smartest choices for profits and future growth.

As custodians of vital data, finance plays a central role in resource allocation and making trade-offs that enhance profitability while fostering growth. With 'growth at all costs' giving way to a more nuanced approach, stakeholders rely on finance leaders for guidance on identifying strategic investments with long-term payoffs, managing the company's ESG performance, and reducing overall costs. Finance professionals are now in the spotlight, entrusted with helping their organisations thrive amidst uncertainty.

So how can finance reconcile immediate challenges to profitability with the investments required for sustainable growth?

5 Challenges for finance leaders to tackle now

1   Making the most of limited capital for investment

Doing more with less is familiar for finance leaders. It falls on finance to allocate scarce capital to projects and initiatives that yield optimal outcomes while considering risk, market conditions, stakeholder expectations, estimated time to value, as well as short- and long-term goals.

2   Forecasting and planning more accurately and frequently

Lengthy planning delays hinder decision-making by reducing accuracy and actionability. For precise and timely financial planning, professionals need to analyse diverse data, include finances, market trends and external factors.

3   Mitigating risk without strangling growth

Preserving financial stability and driving informed decisions requires finance to identify and mitigate operational and financial risk, resulting in in-depth data analysis to ensure compliance, minimise risk exposure, and protect the organisation's economic well-being.

4   Using every resource more effectively

From tech investments to trained personnel, finance professionals must allocate resources as effectively and profitably as possible based on integrated data on capital, costs, talent, and market conditions. Automating inefficient, outdated, and error-prone processes can save significant money.

5   Charting a path for the entire organisation

To establish a strategy for growth and profitability, finance professionals must break down information silos, establish cross-functional communication as standard practice, and present targeted financial insights to influence decision-making.

Technology for profitability, growth, and impact

Technology and innovation are the greatest levers a finance team can pull to respond to today's challenges. Oracle Cloud Applications offer real-time financial visibility, with embedded AI and ML to deliver accurate predictions and proactive risk management for informed decision-making.

Oracle Cloud Infrastructure (OCI) provides a scalable and secure foundation for leveraging these technologies. With a tech toolkit, finance leaders can navigate the complexities of financial management and chart a successful course for their organisation.

Create an innovation roadmap toward growth and profitability

Finance professionals hold the keys to guiding their companies toward greater profits and sustainable success. However, a recent Deloitte survey reveals that many CFOs face a significant hindrance: inadequate systems and technologies that impede their decision-making influence.

Oracle's complete cloud suite of SaaS applications offers a compelling solution, bringing consistent processes and a single source of truth across vital business functions. Our applications include enterprise resource planning (ERP), supply chain management (SCM), human capital management (HCM), advertising, and customer experience (CX), providing the tools to enhance customer engagements, boost business agility, and respond to rapid change.

Oracle Fusion Cloud ERP is a financial compass to gain unparalleled visibility into your finances with AI-powered automation of manual processes, real-time business analytics, and automatic updates to stay ahead of the competition. Oracle Financials gives finance a complete view of their financial position, enabling them to respond promptly to opportunities and challenges. Oracle Procurement simplifies and integrates source-to-pay with an intuitive user experience, built-in analytics, and collaboration that simplifies supplier management, enables supplier selection, enforces compliant spending, and improves profitability.

Oracle Risk Management and Compliance uses the power of AI and ML to reinforce financial controls to help prevent cash leaks, enforce audits, and protect against emerging risks—saving hours of manual work. Oracle Project Management helps you plan and track projects, assign the right talent, balance capacity against demand, and quickly scale resources up or down as needs change. Finance professionals can make informed capital allocation decisions, opening opportunities to invest more strategically, deploy resources more effectively, and efficiently drive profits.

Oracle Fusion Cloud EPM enables modelling and planning across finance, HR, supply chain, and sales. Streamline the financial close process and drive better decisions with agile, connected plans. Gain deeper insight into costs and profitability, while automating account reconciliations and transaction matching. Oracle Cloud EPM helps you collect and standardise ESG data from multiple sources and manage it in one place. With an established ESG baseline, finance can model short- and long-term sustainability goals, align initiatives across their operations, and make decisions based on an integrated understanding of ESG, finance, and operations.

Oracle Fusion Cloud HCM helps finance optimise resources by tapping into real-time workforce data and uncovering valuable insights into employee performance, skills, and labour costs. With AI and ML integrated throughout, Oracle Cloud HCM allows finance teams to identify workforce gaps, assess training needs, and strategically align resources to maximise productivity. By streamlining HR processes and reducing administrative burdens, finance can free up resources and redirect them toward more important, value-added activities, nurturing a growth culture and enhancing collaboration.

Oracle Fusion Cloud SCM enables finance to navigate and quickly respond to changing demand, supply, and market conditions. Finance professionals can use AI and ML to help predict supply chain disruptions in the planning process, allowing them to structure changes that mitigate risk. Finance professionals can build scenario plans that calculate the consequences of various supply chain disruptions as well as the financial toll of other concerns such as ESG.

"Oracle Fusion Cloud has demonstrated why it's the most competitive platform on the market."

Javier Echave
Chief Financial Officer
London Heathrow Airport

Learn more

Oracle Fusion Analytics catalyses enhanced decision-making across the organisation by unifying analytics across Oracle Cloud Applications (ERP, HCM, SCM, and CX) data and other data sources. With integrated AI and ML, finance can continuously parse through and analyse vast volumes of data to unlock valuable insights. With predictive analytics, they can accurately anticipate future revenue, expenses, cash flow, and other critical financial details. These tools facilitate strategic, data-driven decisions by aligning financial objectives with organisational goals to fuel growth.

Oracle Cloud Infrastructure provides a complete cloud infrastructure and platform for these leading-edge capabilities, ensuring data security, compliance, and seamless integration across systems and applications so you can harness the true power of Oracle Cloud Applications.

5x
5X faster
bringing new
facilities online

20-50
HR tasks that took
20–50 hours now take
a fraction of the time

50%
Automated nearly 50%
of the manual journals
processed

Leverage a complete enterprise cloud for sustainable growth

- Real-time visibility into financial data enables swift and informed capital-allocation decisions that drive profits and encourage growth.

- A unified view of financial, operational, and line-of-business planning that improves planning accuracy and makes your company more agile.

- Integration of workforce data and AI helps you optimise resource allocation, align skills, and maximise productivity while freeing up resources for value-added activities.

- Risk monitoring in real time allows finance professionals to proactively mitigate risks, ensure compliance, and safeguard the organisation's financial health.

- Valuable connected insights from Oracle Cloud Application data and other data sources help you make strategic data-driven decisions, enhance operational efficiencies, and run quick predictions to fuel growth.

- Cutting-edge capabilities, secure data management, and seamless integration ensure that the organisation can create a shared roadmap toward growth and profitability.

What success looks like for CFOs

- Efficiently and effectively allocating capital to projects, utilising data-driven insights to prioritise investments that drive the most value for the organisation.

- Responding to rapidly changing market conditions with accurate planning and forecasting capabilities and real-time decision-making.

- Proactively identifying and mitigating risk with advanced analytics, AI, and machine learning (ML) algorithms to ensure business continuity, consistent compliance, and security.

- Accessing to up-to-the-minute data on capital, costs, talent, and market conditions to efficiently allocate resources and minimise waste.

- Asserting global influence and decision-making through integrated processes, employee training and development, cross-functional communication, and data-driven insights shared seamlessly across the business.

Why Oracle for finance?

Oracle offers a natively designed Oracle Cloud Application suite for your entire business that runs on next-generation Oracle Cloud Infrastructure to automate processes, provide data visibility, and support your data security efforts.

- Drive profits and foster growth with real-time visibility into financial data for swift and informed capital allocation decisions.

- Leverage workforce data and AI integration to help optimise resource allocation, align skills, and maximise productivity while freeing up resources for value-added activities.

- Modernise legacy workloads on the cloud, leveraging automation and enhanced capabilities to streamline processes and support business objectives.

- Help improve data security and mitigate risks with security services that protect privacy, enable encryption, and defend against cyber threats.

Next steps to move your finance organisation forward

As high-profile layoffs, political uncertainty, and a possible recession continue to raise alarms around the globe, the instinct might be to tighten up and cut costs. Despite all this, bold finance leaders who act now will be better equipped to navigate the complexities of balancing growth and profitability. Finance keeps vital data and plays a pivotal role in resource allocation and decision-making. To most effective, you must address challenges such as making the most of limited capital, accurate and fast forecasting, risk identification and mitigation, effective resource allocation, and how to chart a strategic path for the entire organisation.

Success awaits those who can leverage technology and innovation to your team and organisation's advantage to rise above the competition—even in an unpredictable business environment. This is the moment. Don't hesitate. Be at the forefront of financial management. **Schedule an Oracle Cloud demo today**.

Learn more

Explore Oracle Cloud Applications

Connect with us

Request a live demo

Call +972-3-9273700 or visit oracle.com/il-en/corporate/contact/