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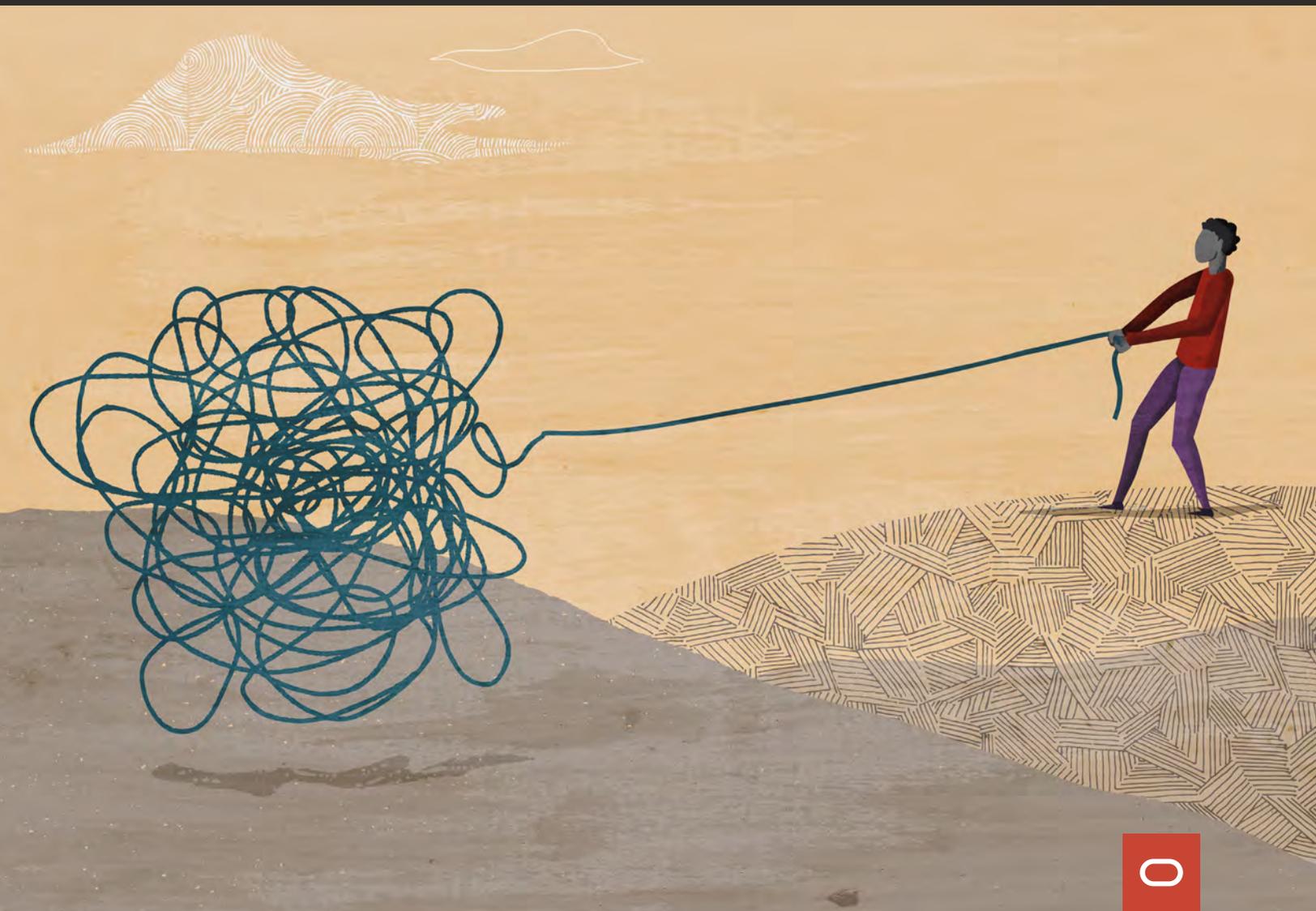
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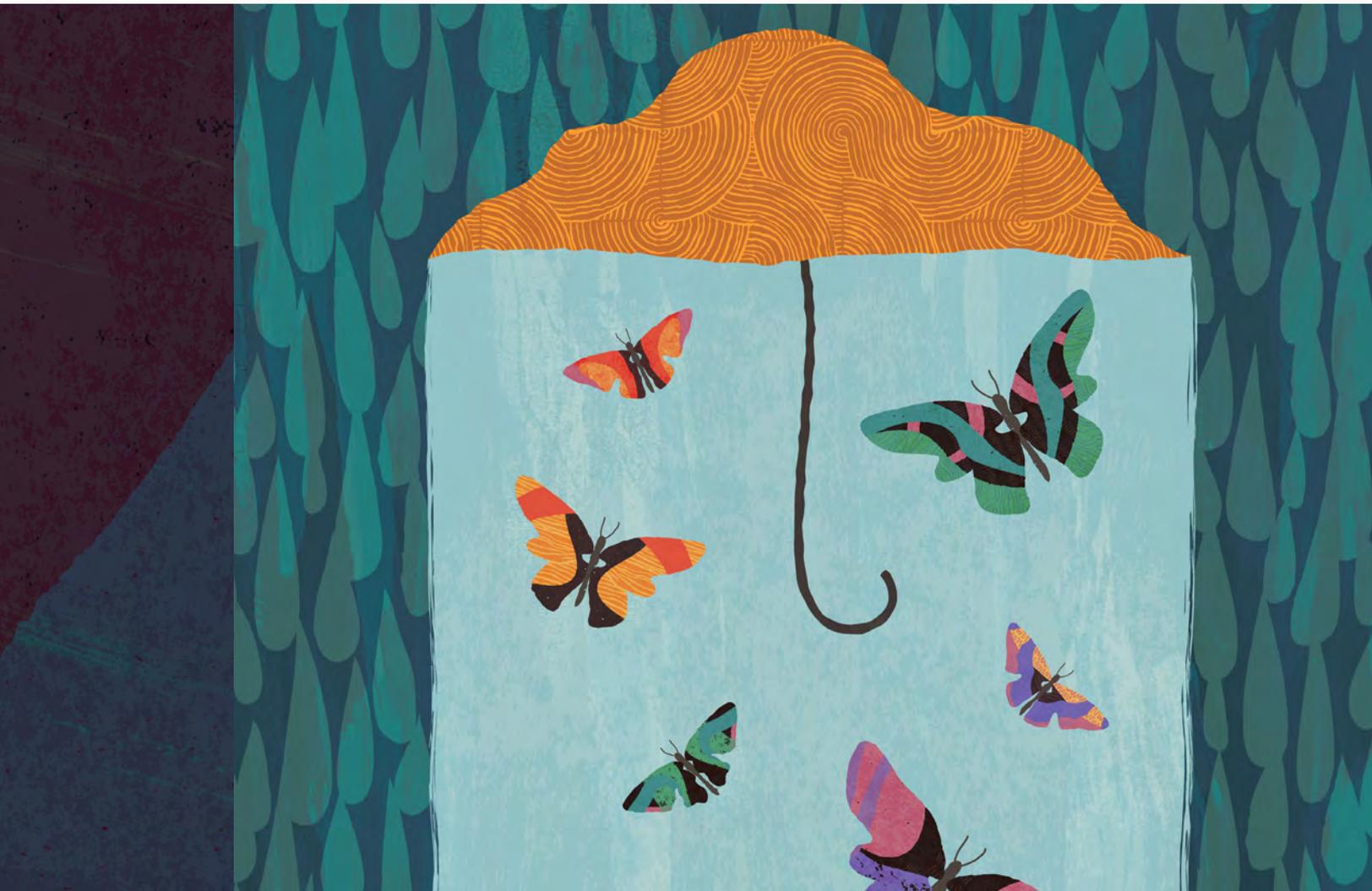
Business Applications in the Cloud Era

Stories from Oracle Cloud

At Oracle, we have over 140,000 people who are focused on helping our customers reimagine what's possible and supporting their journeys. We're bringing our individual skills, experiences, and imaginations to help them transform the way they do business. We've been doing this for over 40 years. And we will continue to work with our customers on whatever comes next.

The opportunities the cloud creates are real and provide the building blocks for companies to pioneer groundbreaking innovations. For example, we're seeing financial services firms use AI for automatic forecasting without human intervention and manufacturers utilizing real-time IoT data for service optimization.

From midsize to some of the world's largest companies across all industries, Oracle customers are leveraging a broad portfolio of cloud applications to innovate, gain agility, and knock out the competition. Enclosed in this book is a selection of some of those customer stories from across the world.

Business Applications in the Cloud Era

Maintaining accurate, actionable data is important for all businesses, but the ability to quickly crunch that data, look at it in different ways, and apply it in situations with high degrees of variability is where much of that data's value lies. Oracle fields the world's most comprehensive suite of cloud-based software applications used by companies to run their financial, supply chain, HR, CRM, ecommerce, service, and marketing operations to do just that.

These cloud-based applications, embedded with state-of-the-art AI and analytic capabilities, give users real-time access to the information they need and easy ways to interact with it, even via a natural-language interface, which makes data even more readily available to a broader audience.

Check out these stories to learn how customers are using a variety of Oracle Cloud applications to enter new markets, improve their respective bottom lines and ultimately better serve their employees, partners, and customers.

- **All Nippon Airways:** Building a bridge between Japan and the rest of the world

- **Elgin Sweepers:** Differentiating through service

- **illy Caffè:** Having a "latte" success with its employees

- **Industries for the Blind and Visually Impaired:** Creating new career opportunities for the blind and visually impaired

- **Movember:** Changing the face of men's health

- **Save the Children India:** Helping more than two million children with health and nutrition services

- **The Vermont Country Store**: Providing in-store experiences in an online world

- **Titan International:** Taking a journey to Industry 4.0

- **True Blue:** Staffing for the 21st centruy

- **Vinomofo:** Bringing wine straight to the door of wine lovers

All Nippon Airways Builds a Bridge Between Japan and the Rest of the World

All Nippon Airways (ANA) is the largest airline in Japan and one of the world's leading carriers, carrying over 47 million passengers annually. Japan is already this decade's fastest-growing major destination for tourism and by 2030, the country expects the number of international visitors to double to 60 million per year.

> " With Oracle Cloud ERP, we're spending less time on admin tasks and more time focused on our customers.
>
> **Manabu Yada**
> Manager, Corporate Office
> Procurement, Material & Services,
> All Nippon Airways

With many people expected to visit Tokyo for the Olympic and Paralympic Games next year, ANA wishes to bridge Japan and the rest of the world, providing a pleasant air-travel experience for all. "For ANA, this presents an opportunity to showcase our world-class services on a global stage," says Manabu Yada, Manager, Corporate Office Procurement, Material & Services at ANA.

But the airline industry is crowded, and even at its size, ANA still needs to find ways to stand out. "The challenge we faced was finding a way to ensure our customers could trust they're getting the best service in the market, while we remain profitable. To adopt to changes in a global business environment and make important business decisions fast, we needed to develop a system to visualize all procurement processes, comply with complex regulations, and optimize all procurement costs," Yada said.

ANA implemented Oracle Cloud ERP to streamline how it approves invoices and manages its suppliers through automation and social collaboration.

"Oracle Cloud ERP covers procurement processes and reduces required transactions. It also provides the tools to improve efficiency and productivity of our procurement team. In addition, it shows us the history of all transactions so we can reduce costs and risks of all processes and increase profitability, while staying compliant with all related regulations," said Yada.

The airline also intends to use Oracle Cloud ERP for its 88 branches in the future and aims to cut procurement costs for indirect materials by 5%.

Watch this video to learn how All Nippon Airways is delivering the perfect customer experience.

ANA is one of Japan and the world's leading airline companies, carrying over 47 million passengers annually.

Image courtesy of All Nippon Airways

106-Year Old Elgin Sweeper Stays Competitive with Oracle CX Cloud

Street sweepers are the workhorses of most city fleets. Like any fleet vehicle, maintenance is essential to deliver consistent, quality service while keeping costs down. There are simply going to be components and parts that need to be replaced and repaired for it to work properly.

This fact is well known to all who work at Elgin Sweeper Company—a 106-year-old company that designed the original street sweeper and still manufactures and services North America's most popular machine.

For Elgin Sweeper, up-time is extremely important to its customers. Contractors don't get paid if their machines aren't running and cities can't meet schedules, leading to citizen complaints that their streets aren't clean.

"What really makes a company stand out from others is how fast a problem is addressed and how quickly a machine is back up and running. This is where we are able to differentiate ourselves from the rest," said Jim Holliday, technical information, training and warranty manager, Elgin Sweeper Company.

To continue to differentiate itself from competitors, Elgin Sweeper turned to Oracle CX Service Cloud coupled with augmented reality and IoT to improve the customer experience around service repairs and reduce the overall operating cost of a unit.

In its first IoT pilot project, Elgin Sweeper used telematics to track new sweeper prototypes, which were outfitted with transmitters. With custom business rules set up in Oracle CX Service Cloud, Elgin Sweeper receives real-time alerts, letting them know instantly if there's a unit operating outside of its assigned boundary (which may indicate theft), or if a unit is running over 3-4 miles per hour (which could indicate inefficient operation).

In addition, Elgin Sweeper's field service teams have insight into what the units were doing prior to going down and can respond to any fault codes. Steps can be taken to make the needed repairs and notify the owner to stop any additional damage and offset downtime.

Once they are in front of the sweepers, field technicians use a communications-enabled virtual reality app which provides the information needed while working to repair the unit.

"Elgin Sweeper has been around for over 100 years, and we are making sure that we will be around for another 100. With the help of Oracle CX Service Cloud we will have the tools needed to do just that by always anticipating what our customers need and want," said Mike Higgins, vice president and general manager, Elgin Sweeper Company.

Elgin Sweeper Company was founded in 1914 when John Murphy recognized the health hazards caused by streets filled with filth and debris. Today the company remains the leading manufacturer of street sweepers for general street maintenance, special industrial, and airport applications.

"

What really makes a company stand out from others is how fast a problem is addressed and how quickly a machine is back up and running. This is where we are able to differentiate ourselves from the rest.

Jim Holliday
Technical Information, Training, and Warranty Manager at Elgin Sweeper Company

"

Watch this video to learn how 106-year old Elgin Sweeper Company stays competitive with Oracle CX Cloud.

The Cloud Helps illy Serve Up World's Best Coffee

illy offers only one blend of coffee. Painstakingly perfected during the last eight decades, derived from nine kinds of Arabica beans, illy's blend is sold in 140 countries. The company sells its coffee and accessories online and in 259 shops and cafés, and an additional 100,000 retailers serve or sell illy-branded coffee. Keeping them all stocked is a tall order.

Behind the blend are more than 1,200 dedicated employees. illy counts on its employees to maintain close relationships with coffee producers, helping them to remain profitable while supporting sustainable growth practices. Maintaining these personal relationships is critical for ongoing success in a highly competitive environment.

> Francesco Illy founded illy Caffè in 1933 in Trieste. Today it is led by the third generation of the family. The company is known and admired on five continents for the high quality and unmistakable velvety taste of its coffee, an outstanding blend made up of nine types of pure Arabica that every day delights millions of people at home, and in offices, hotels, restaurants, and cafés.

In order to continue serving up the world's best coffee, illy turned to technology to serve its workforce. The company uses Oracle Cloud HCM to offer standard HR practices to its employees in all locations.

The cloud platform helps illy attract and retain the best employees, offer standard pay and benefits packages across geographies, and identify talented employees to staff its new locations. The system gives managers a single source of detailed information about the company's growing number of employees.

illy completed its implementation of Oracle Cloud HCM—including all core HR functions and talent management—in less than two years, setting up the company for future international growth.

> "Everything around technology is an enabler. Tech allows us to reduce uncertainty and gives us more-useful data in less time so we can deliver relevant and timely service.
>
> **Massimiliano Pogliani**
> CEO, illy

> "With the cloud, we have the ability to keep the platform updated with continuous innovation.
>
> **Luca Tiepolo**
> Chief HR and Information Officer, illy

Watch this video to learn more about illy's story and how Oracle cloud is helping it serve up the 'world's best coffee.'

At Organization for the Blind There Is One Measure of Success: Jobs Created

More than seven million adults in the United States are blind or visually impaired, and an estimated 70% are unemployed. Industries for the Blind and Visually Impaired (IBVI) employs many of those people in a wide range of jobs, from assembling toolkits for military troops to performing various customer-service and office tasks. IBVI is always looking for ways to improve product quality and accuracy around factors such as shipment status and inventory. Unlike many companies, IBVI is not looking to cut labor costs; its mission is to create opportunities.

"If we don't employ an additional person, it doesn't help us," IBVI Chief Innovation Officer Emmanuel Vouvakis says.

IBVI sells products in part under a United States government program called AbilityOne, in which government and defense agencies buy products from contractors that create jobs for people with disabilities. IBVI sees opportunities to expand into new markets, and it's also facing new online competition that is also starting to sell into its markets.

To meet those challenges, IBVI has moved from a collection of disparate legacy software systems to the full suite of Oracle Cloud applications for functions including financials, supply chain, product configurations, human resources, and customer experience. The company chose Oracle Cloud applications because the integrated platform makes it easier to access its sales and operations data, and because of its accessibility features, including compatibility with tools such as JAWS (text-to-speech) and ZoomText.

"In order for us to scale and grow, we needed a solid and accessible platform," Vouvakis says.

In the past, most of the jobs available to the blind community were limited to manufacturing and assembly. Jobs in customer service and finance required the assistance of one sighted person for every four blind employees. Since going live, IBVI has been able to create new independent roles (no sighted assistance required) in customer service, human resources, and financial management.

Sandra Teague-Martin, for example, had worked in a real estate office for years until losing most of her vision to glaucoma. She joined IBVI doing assembly work and then was promoted to an office role, where she now uses Oracle Financials Cloud to enter and track orders.

"I didn't think it would be possible to find employment like this, where you're accepted; where you're equal to people who are sighted," Teague-Martin says.

IBVI's values include creating and growing employment opportunities for people who are blind or visually impaired; providing the best, most cost-effective industrial supplies and friendly customer service; and being the leading voice in educating businesses on how to create, design, and build accessible workplaces for the blind and visually impaired.

> " In order for us to scale and grow, we needed a solid and accessible platform.

Emmanuel Vouvakis
CIO, IBVI

Watch this video to learn more about IBVI's mission to create opportunities for the blind and visually impaired.

More than Moustaches: Movember Is Changing the Face of Men's Health

Since Movember's founding in 2003, the Melbourne charity has recruited millions of men to set aside their razors for the month of November and sport a moustache. But Movember isn't about changing men's faces—the company's core mission is to change the face of men's health.

Movember helps men win their battles against prostate cancer, testicular cancer, and mental health problems. The company has invested upwards of $900 million to fund more than 1,250 projects globally to advance prostate cancer research, made possible by donors. In fact, about 95% of Movember's revenue comes from its five million participants who fundraise on its behalf.

But marketing to millions of members who participate in different activities, live in 21 different countries, and speak dozens of languages created big problems for Movember's three-person email marketing team. The team had to manually create nearly 40 different drafts of one email, delaying its release for weeks. The nonprofit needed to simplify. It replaced its marketing automation tools for a cloud-based solution.

Movember's marketing team upgraded to Oracle Eloqua in 2017. Now, if the team wants to tailor its message, "in a few clicks, we can pull 15 to 20 different characteristics into a single email segment," said Paige McCallum, email marketing manager for Movember.

> "We want to be known for more than men growing moustaches in the month of November. We want to be known for the work we're doing to change the face of men's health.
>
> **Meaghan Bilinski**
> Director of Digital Marketing and Automation, Movember

"Shifting our efforts from building 40 different versions of emails to focusing on segments that bring in the majority of our funds, has been the single biggest factor in getting more donations from our email marketing campaigns," McCallum says.

As a result, Movember increased its donations from email by 48% from the year before. In the 2019 campaign alone, Movember had raised more than $100 AUD million globally—nearly one-fifth was generated in the US.

For Movember, better marketing means more participants, more donations, and more moustaches. But most importantly, it enables Movember to continue working on its core mission: improving prostate and testicular cancer outcomes and reducing suicide and mental health issues on a global scale.

Since its founding in 2003, Movember has funded more than 1,250 men's health projects around the world, challenging the status quo, shaking up men's health research, and transforming the way health services reach and support men.

Watch this video to find out how Movember is working with Oracle to change the face of men's health.

MOVEMBER

The only charity changing the face of men's health

Cloud Gives Save the Children the Biggest Bang from Donations

Save the Children in India is modernizing its human resources and financial operations so it can wring the most out of every donor dollar and maximize services provided to the region's neediest children.

Like many legacy organizations, Save the Children—now a century old—grew up on manual, paper-intensive processes that needed to be updated and automated.

It employs over 500 people in India and coordinates work with 90 partners worldwide to serve millions of children; Oracle Human Capital Management Cloud ensures the organization optimizes that staff time and use of other resources.

Also key is the use of the expense module within Oracle Cloud ERP for logging and tracking expenditures. This provides staff with real-time visibility into financial data—which was impossible in the precloud era. The organization created a single pool of global resources so staff can track use of assets in real time. That is important when disaster strikes, as it did this year when Cyclone Fani hit the eastern state of Odisha and relief workers and supplies had to be deployed fast.

CEO Bidisha Pillai thinks the use of AI and analytics will make it easier to follow children's progress in school, and to log and parse vaccination and nutritional data.

With this technology update, not only can the organization see how it's doing, but donors can get data on how their contributions are being used.

Going forward, the organization is expanding its use of Oracle Cloud HCM beyond India to the rest of the world to ensure that its staff is more productive and more children can be reached.

> At 100 years old, Save the Children remains dedicated to helping marginalized children with health and nutrition, education, and emergency services. Last year, it reached out to more than 2 million children in India alone.

> "Modern cloud technologies have helped us to better manage our financial data. Therefore we can provide the value of every rupee received and spent by our organization.
>
> Deepak Kapoor
> Chairperson, Save the Children India

> "Oracle Cloud applications have allowed people to spend their time effectively towards more value-added work by automating the mundane work.
>
> Bidisha Pillai
> CEO, Save the Children India

The Vermont Country Store Expands Market with Oracle CX Commerce

The Vermont Country Store takes pride in being the 'purveyor of the practical and hard-to-find.'

Founded in 1946 by Vrest and Mildred Orton, the company remains a family-run business that goes to great lengths to find products that are not sold anywhere else. They are known for bringing back brands from the past that are just as popular with customers today. The product assortment is enormous and constantly changing.

The one thing that hasn't changed for the retailer is its commitment to customer satisfaction. As the company expanded online, it wanted its ecommerce customers to experience the same magic as its in-store customers. In other words, it wanted to continue to portray a country store image but with a modern website and technology footprint.

This goal proved to be challenging given changing customer expectations, the increase in mobile shopping, the need to continuously add (and retire SKUs, and support for increased holiday traffic without long load times.

Oracle CX Commerce provided the scalable solution needed. When visitors go to VermontCountryStore.com they are met with the company's well-known storefront, and the site provides them with a tour of each department just as if they were physically in the store. In addition, loyal customers seek out the family owners while at the store, and VermontCountryStore.com is now able to provide that same opportunity to its online customers.

No longer do they have to maintain servers and manage licensing and patching. They are also able to easily make changes to the online store and new features and services are pushed out regularly. They are much more innovative, without spending more money.

Ultimately, by partnering with Oracle, the Orton family and their team can focus on what they do best—being great storekeepers.

"When we began this journey with Oracle, we viewed them as a vendor. Today we view them as a partner and a friend. Oracle CX Commerce makes it all possible. We are only limited by our imagination and creativity," said Jim Hall, president, The Vermont Country Store.

Opened in 1946 in Weston, VT by Vrest Orton, the company is still run by the Orton family. The Vermont Country Store remains the place to go for a broad selection of nostalgic and hard-to-find merchandise, ranging from apparel, food items, bed and table linens, baked good, and candies.

"

When we began this journey with Oracle, we viewed them as a vendor. Today we view them as a partner and a friend. Oracle CX Commerce makes it all possible. We are only limited by our imagination and creativity.

Jim Hall
President, The Vermont Country Store

"

Watch this video from The Vermont Country to learn more about its move to Oracle CX Commerce and the benefits and ROI of a scalable cloud solution.

Titan International Selects Oracle SCM for The Journey To Industry 4.0

Illinois-based Titan International has been manufacturing wheels and tires for the farming and construction industry for more than 125 years. Since its founding more than a century ago, Titan has remained a leading global manufacturer of off-highway wheels, tires, assemblies and undercarriage products. To continue its success into the new age, Titan needed to innovate its aging processes to meet changing customer expectations and improve business performance.

The Titan team decided it was time to replace its existing systems with a cloud-based platform that could improve visibility into core business processes, enhance reporting, reduce costs and improve production quality.

To execute the task, Titan selected Oracle Cloud SCM, alongside Oracle Cloud ERP, and Oracle Internet of Things (IoT) Cloud to meet these needs. With this modernization, Titan took its first step in a journey towards Industry 4.0 capabilities and

building a "smart" factory.

With the combined powers of Oracle Cloud SCM, Oracle Cloud ERP, and Oracle IoT Cloud, Titan can capitalize on a single integrated cloud platform to break down organizational silos, standardize processes and manage financial, supply chain and manufacturing data. The adoption also saves time for Titan's production and shipping teams by automating manual processes and using data from sensors to improve insights into inventory.

"Oracle Cloud applications gives us access to constant innovation and enables us to benefit from emerging technology, such as IoT, to gain an advantage over the market," said Jeff Blattner, director of IT at Titan International.

Watch this video to hear Titan's executives explain how Oracle Cloud applications allow them to be more competitive and to better serve their customers.

"
To better support our customers, we needed to move from multiple systems to a single platform that would give us better visibility into our business. We wanted to standardize on an ERP system that could grow with us and ensure our systems are always up-to-date.
"

Jeff Blattner
Director of IT at Titan International

Looking to the future, Titan will introduce this automation to more production areas. The final phase of the rollout will include machine monitoring on the shop floor so that Titan can better understand the health of its machines and do predictive maintenance to reduce disruption of production.

Titan International Inc. is a global leader—as well as one of the largest North American manufacturers—of off-the-road tires and wheel technology for agriculture, construction, forestry and mining equipment.
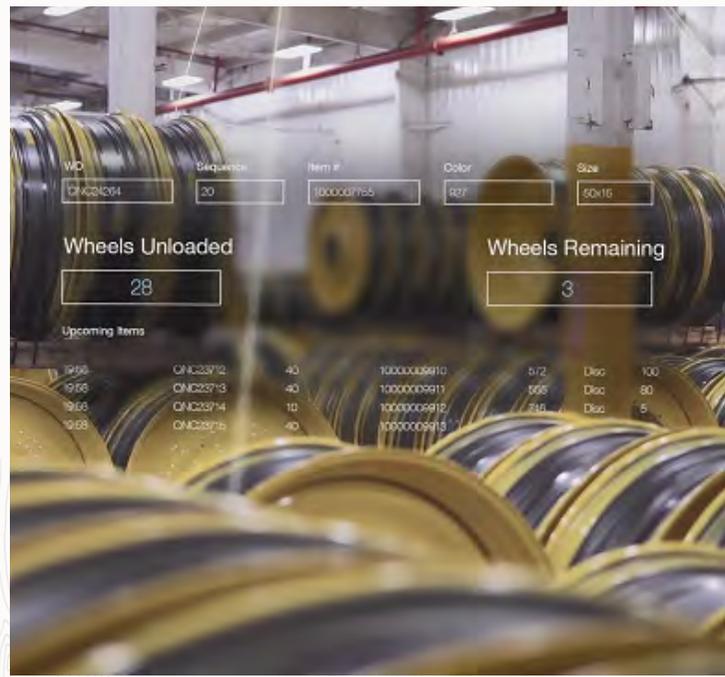
Modern Tools to Meet Customers' Staffing Needs

The TrueBlue family of staffing companies connects more than 700,000 people with jobs around the world every year. Whether providing temporary workers for a local business or filling permanent professional staff for a multinational brand, TrueBlue's information management needs are complex.

TrueBlue is a leading provider of specialized workforce solutions, helping clients improve growth and performance by providing staffing, workforce-management, and recruitment-process-outsourcing solutions through its PeopleReady, PeopleScout, Staff Management | SMX, Centerline, and SIMOS brands.

TrueBlue's technology expertise centers around innovation that is reshaping the staffing industry. Examples include creating AI-powered Affinix to accelerate sourcing and hiring for customers of its PeopleScout brand, and JobStack, a mobile app that fills a job every nine seconds, 24/7, in the PeopleReady brand. So when it came to simplifying core corporate information systems, TrueBlue turned to the expert in business systems innovation: Oracle.

> " We had four different permanent payroll providers, three separate time-clock entry systems, and a couple of different expense systems, just to name a few. We didn't integrate our old applications with Oracle Cloud applications. We are replacing all of those applications entirely. "
>
> **Derrek Gafford**
> CFO, TrueBlue

Watch this video to hear Derrek Gafford, EVP and CFO of TrueBlue, discuss how TrueBlue is unifying finance and HR with Oracle Cloud.

![trueblue - THE PEOPLE COMPANY]

Based in Tacoma, Washington, TrueBlue has grown through acquisitions and organic expansion, leaving it at one point with more than 20 legacy financial and HR systems that sometimes overlapped or conflicted with one another. Even a simple query about hourly workers might require accessing three separate time-entry systems. Unified reporting across the company's brands involved time-consuming manual workarounds.

TrueBlue is replacing all of those legacy HR and finance systems with Oracle Cloud HCM, Oracle Cloud ERP, and Oracle Cloud EPM (Enterprise Performance Management). "We didn't integrate our old applications with Oracle Cloud applications," says TrueBlue CFO Derrek Gafford. "We are replacing all of those applications entirely."

Image courtesy of TrueBlue

Online Wine Retailer Fine-Tunes Inventory and Speeds Delivery with Oracle Cloud

Enjoying wine may be an age-old pleasure, but making sure online buyers get the right wine delivered promptly is a very modern concern.

Vinomofo, a global online wine retailer brings wine to the doors of wine lovers across Australia, New Zealand, and Singapore. Founded in 2011 in Australia, Vinomofo initially focused on marketing, customer interaction and sales while relying on a third-party to handle warehousing, logistics, stock levels and distribution.

> Vinomofo, founded in an Adelaide garage, now serves half a million wine buyers in Australia, New Zealand, and Singapore. Its goal is make great wines available to wine lovers and to help great wine makers grow.

While the service from the third party supplier was great, it was not a scalable solution. Vinomofo decided it had to take back the control of the back-office tasks, but with the help of a technology partner.

In light of this strategic change, it turned to Oracle Warehouse Management System (WMS), giving Vinomofo a better handle on key data such as inventory levels and reporting. The Oracle cloud-based system lets the company check key performance indicators (KPIs) to make sure employees and the system itself meet expectations.

These automated processes enable Vinomofo to focus on the wine itself and the company's 550,000 strong member base, rather than worrying about the logistics and back of house operations. Since using Oracle WMS, Vinomofo has been able to deliver wine three times faster – we'll raise a glass to that!

It also allowed Vinomofo to start a new "click-and-collect" service in its Melbourne distribution center in three weeks of using the software. The system will also enable customers to mix their own cases, something Vinomofo is excited to launch within the next 12 months.

Use of the Oracle technology has improved both the accuracy of inventory stock checks and made it easier to offer same-day shipping.

> "Oracle Cloud has enabled us to focus on quality and curation whilst warehousing and distribution now take care of themselves.
>
> **Krista Diez-Simson**
> CFO and COO, Vinomofo

Watch this video to learn more about the Vinomofo story.

Learn more
Go to oracle.com/applications

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