

Designed for Change. Built for You.

A business manager's guide to Oracle Fusion Cloud Applications

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Overview

Business growth and pivoting forward

Recent global events ushered in an era of unprecedented business disruption. So, ask yourself this: How can we be the “best” in the business and ready for whatever comes next? Can you rely on your current technology to help you solve problems and change course quickly?

Crisis response begins with recovery and ends with resiliency. But it's just the start of a process that involves rethinking how your business, your partnerships, and your processes run. You need to identify and solve business problems fast. That's how you begin to build business growth based on continuous innovations so that you can get ahead and stay ahead—no matter what the future brings.

Build on our experience

At Oracle we built resilience into our own company by modernizing and innovating business processes in the cloud. What we learned from that experience helps us provide guidance on how to take advantage of the benefits of the cloud and successfully create a sustainable, responsible, and digitally transformative business.

Every aspect of Oracle's business worldwide now runs in the cloud, and we've helped more than 14,000 of our cloud customers with their own business application needs.

[Get details on Oracle's transformation](#)

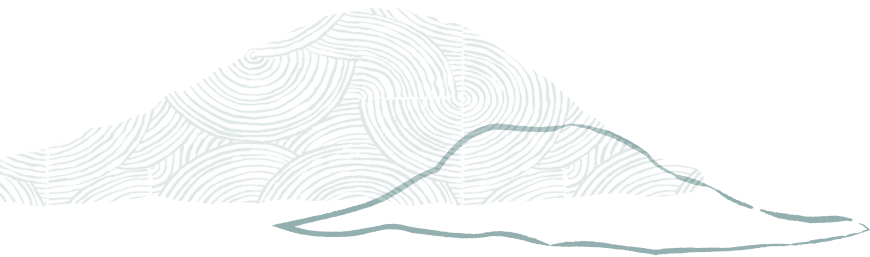
“Becoming a resilient company involves adopting change and preparing for all eventualities, which might at first seem challenging—yet the rewards are great.”

Doug Kehring,
Executive Vice President, Oracle Corporate Operations



Designed for change

In times of upheaval, businesses tend to focus on solving the urgent issues directly in front of them. Yet many companies are taking a different approach, turning disruption into opportunity by adopting composable thinking and composable business technologies. Composable organizations recognize that business conditions for everything from customer demands to financial models often change. So they empower their employees to respond and adapt to those new conditions. By implementing innovative software that is composable by design and built by a company with a customer-first mindset, you can be prepared to weather difficult conditions and establish a strong foundation for thriving in an uncertain future.



Navigate an uncertain world:

Use your data to solve today's issues

Work with your cloud provider to select the software that will help you surface new insights. Find new ways to use your business data to respond faster to change. You'll build resilience for your organization.

Think beyond the quick fix: plan your approach to the cloud

With so many cloud providers available, you may be tempted to subscribe to multiple providers to solve the various issues you're facing. But an accidental architecture approach can create data silos that prevent you from capturing the full value of your data. It also makes it more difficult to secure and manage multiple integrations.

Consolidate your applications portfolio with a trusted provider

Look for a partner with a customer-first approach, one who is listening and responding to their customers' issues. For example, when we designed Oracle Fusion Cloud Applications, we listened to our customers and built a complete suite of business applications from the ground up. Our applications help our customers eliminate data silos, simplify data management, and better protect their data, even as businesses grow and change.

Top 10 signs that it's time for modern cloud applications

Your organization may be ready for modern cloud applications if one or more of these conditions is present.

1. You need an on-premises upgrade

Customizations are a very real issue with legacy applications. Many customizations aren't "upgrade safe," and every customization or upgrade in your on-premises system incurs extra costs and involves extra time to test.

2. Your data security is out of date

You're unable to keep up with the latest security threats.

3. Taking advantage of new technologies is increasingly challenging

You struggle to apply emerging technologies, such as AI, to your business processes.

4. Your on-premises systems require new hardware

Your company's physical infrastructure is past due for an expensive capital replacement.

5. Your on-premises maintenance costs are increasing

Your system fees and services costs are increasing annually.

6. The number of disconnected systems and data silos is increasing

Growth in disconnected systems and data silos results in conflicting answers to key questions, added costs, and increased security risks.

7. You're experiencing rapid and global company growth

International expansion, mergers, acquisitions, and divestitures are hampered by your applications.

8. You're faced with new compliance requirements

Increasing financial and compliance requirements impact your business.

9. Your business demands are increasing

Your business cannot keep up with increasing demands from customers, partners, and employees.

10. Your business is facing economic uncertainty

Your existing business model and processes aren't fast or agile enough to address remote work, virtual connections with customers, or volatile supply chains.

Complete suite

Why a complete cloud suite matters

Our complete cloud suite of SaaS applications brings consistent processes and a single source of truth across the most important business functions—from enterprise resource planning, supply chain management, and human capital management to customer experience. Our applications help you improve your customer engagements, increase your business’s agility, and react to change faster than ever before. And all of these applications sit on Oracle Cloud Infrastructure (OCI), a foundation built from scratch to support mission-critical applications.

You get the latest advances in the best technology—ready when you need it. You’ll spend less time analyzing requirements and integrating, managing and upgrading hardware and software. You don’t have to compromise by choosing between breadth and depth or short-term needs and long-term priorities. A fully integrated cloud suite enables you to bring teams together, create a single source of truth, and experiment with process and business model innovation.

“What differentiates our AI from our peers is the completeness of the SaaS suite and a platform that keeps it all secure. It’s embedded in the product.”

Clay Magouyrk,
Executive Vice President, Oracle Cloud Infrastructure Development



Deep integrations between applications, as well as a common data source, common workflow engine, and a consistent user interface ensure that data is not trapped in silos. Your teams can quickly and easily work together. Business users across your organization have equal and consistent access to the latest capabilities to put your business on a path to reinvention. Collaboration across departments based on a single source of truth improves efficiency, enables roles and responsibilities to evolve, and uncovers new opportunities as you continue to define what’s next for your business.

With the most comprehensive and robust technology portfolio, unmatched security, and future-proof innovations built in, Oracle’s complete SaaS suite helps you outpace change and be ready for the future. Why deal with the headache of multiple software providers? Eliminate headaches, lower costs, and gain the increased functionality, innovations, and security that your business needs.

Benefits of a complete cloud suite

A complete business application suite can offer you the following important advantages:

1. A responsive supply chain

As customers demand instant delivery and more transparency about their products, an agile supply chain can keep you on top of customer demands while responding to ever-changing sourcing, manufacturing, and delivery performance within your supply chain.

With a supply chain that is responsive from end-to-end, make faster decisions and drive process efficiency while improving your profit performance and managing your working capital. Extend your supply chain with Oracle's embedded advanced technologies, such as the Internet of Things (IoT), AI and machine learning, and intelligent track and trace (blockchain), to adapt to changing production, distribution, and labor conditions.

2. Connected enterprise planning

A complete, connected solution can help you understand how well your entire business is operating at any given moment, enabling more insightful, intelligent decision-making. At-a-glance dashboards, data analyses based on AI and machine-learning (ML), rule-based financial consolidation, and more informed forecasting, modeling, and reporting across the enterprise are all possible. A further advantage is that you can easily model business continuity and recovery scenarios to prepare for the next disruption.

3. Unified finance and operations

Technology that frees your finance and operations talent from mundane tasks can improve productivity and efficiency in your business. Today, more than ever, supply chain and finance professionals need full visibility and high performance across their applications to make critical business decisions fast. Transparency, collaborative planning, speed, and accuracy are all crucial elements of an innovative and agile supply chain.

With a complete, connected ERP solution, you can close your books in days, not weeks. You can account for different businesses when you make new acquisitions. From sharing information across departments to improving forecast accuracy, a connected ERP solution accelerates insights and collaboration.

4. A better employee experience

The employee experience is the culmination of every interaction and touchpoint an employee experiences at their company. A complete, connected human capital management (HCM) platform enhances this experience across processes and activities related to an employee's job—onboarding, ongoing performance management, benefits and compensation, job training, and workplace environment. This leads to increased employee engagement and productivity, reduced attrition, and improvements in culture and transparency.

5. A better-together customer experience

In the Experience Economy, using the right data at the right time enables you to give your customers great experiences. A complete, connected customer experience (CX) solution makes it easier for you to acquire new online customers globally and provide new products or services to them quickly. Deeper data insights can also enhance your understanding of your customers and provide a clear view of front and back-office operations.

6. AI and ML made easy

When traditional and generative AI features are embedded into SaaS applications, you can take advantage of both foundational and specialized large language models (LLMs). As a result, you can reduce the time it takes to complete tasks, improve the customer and employee experience, enhance the accuracy of data insights, and ultimately increase business value. This unique combination of AI features embedded within Oracle Fusion Cloud Applications, helps organizations discover insights more quickly and automate end-to-end business processes—all while improving productivity.

7. A single source of truth

To quickly respond to unforeseen disruptions or market opportunities, you need a single point of truth to chart the optimal course for the entire business and ensure complete alignment from every team. With a unified data source, you can build end-to-end business processes across your organization with consistent business rules, minimal redundancy, and streamlined execution. Your teams can make faster decisions for better business outcomes—from planning to execution—by accessing cross-domain analytics without delay.

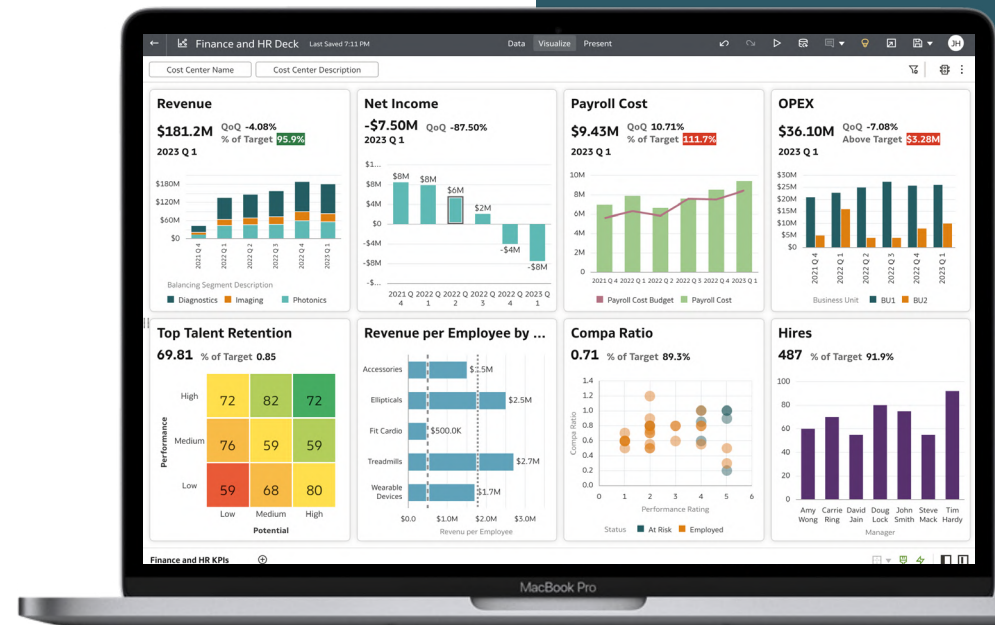


Unify your back office to control costs and improve efficiency

Siloed HR and finance systems create mismatched data, making it difficult to analyze workforce costs, assess the impact of potential changes, and scale the workforce up or down in response to business needs. By unifying your HR and finance systems, you will provide your business with the following benefits:

- Monitor the performance of the entire business through unified data
- Deliver end-to-end business processes with increased security
- Increase adoption by providing simple and engaging experiences to employees
- Plan for growth with insight into labor expenses, talent development, and service costs
- One cloud can strengthen alignment between finance and HR to realize better business outcomes

[View the ERP and HCM unified solution](#)



The power of unified data & the subscription economy

Subscriptions can provide a path to greater revenue predictability, so even B2B organizations such as industrial manufacturers with complex goods and services are pursuing these newer business models. Managing subscriptions successfully, though, requires unified data across your business. Only with unified data can you deliver hard goods, digital goods, and services in a single subscription and track, process, and manage recurring revenues accurately and efficiently. Oracle Subscription Management integrates front and back-office processes on a unified platform for centralized control so your teams can maintain revenue recognition and deliver a more consistent customer experience.

“We deliver the most complete cloud available today, from Financials, Supply Chain and Manufacturing, Human Resources, Sales, Service, and Marketing—all on a unified technology stack, all on best-in-class technology—which allows you to adopt the most complete solution, not just disparate products that you have to weave together into a solution. This gives you a better experience, better cost, better performance.”

Steve Miranda,
Executive Vice President, Oracle Applications Development



Pervasive AI

Make AI work for your business and IT operations. Accelerate automation, help reduce human errors, surface anomalies and risks, get better business insights, and deliver personalized recommendations across Oracle Fusion Cloud CX, HCM, ERP, and SCM Applications.

With embedded artificial intelligence and machine learning, these applications are ready to go and can be activated by the customer when needed. This can enable faster time to business insights, acceleration of processes, faster time to market, improved customer experiences, and competitive advantage—all while helping to reduce costs and improve productivity.

[Explore Oracle AI for Fusion Apps](#)



Power your business with Oracle's Generative AI

Together with traditional AI, Oracle is building generative AI features that will surface outcomes inside the Fusion environment our customers are used to working in every day.

Security and performance is included and the generative AI models sit within the same Oracle Cloud Infrastructure as your Fusion Cloud Application. Oracle's platform the prompts submitted to the Large Language Models (LLM) when the 'AI Assist' button is pressed by the user. When the response is returned within the Fusion environment, users need to review the content before it can be used to complete a task. Users are in full control and can use the content provided, edit it in-line or ignore entirely, and use their own content.

Oracle generative AI, embedded in Fusion, provides smart guardrails designed to help improve the accuracy and appropriateness of outputs and puts control in the hands of users on how these outputs are used in their business.

One of the key capabilities in Oracle's new generative AI-assisted authoring includes suggestions and summarizations that can drastically reduce the time it takes to complete tasks, improve customer and employee experience, enhance the accuracy of data insights, and ultimately increase business value. As a result, organizations can quickly and easily adopt the latest AI capabilities to help increase productivity, automate end-to-end business processes, to help improve decision making, and reduce the cost of doing business.

[Learn more about Oracle's AI Strategy for Fusion Applications](#)



Best infrastructure

Best technology: next-generation cloud infrastructure designed for Fusion Applications

As a business user, why should you care about the technology your cloud applications are running on?

Fusion Applications Suite delivers the world's most complete, natively integrated suite of business solutions on a single data platform.

Organizations today are faced with navigating an uncertain world and addressing new business challenges. With an increased focus on efficiency, profitability, and productivity, organizations need to react quickly and achieve more with less. This makes it critical to partner with a technology provider that owns the entire stack.

Built on our own next-generation cloud infrastructure, we can support customers of all sizes and industries and enable them to benefit from the latest advances in technology. Oracle Cloud Infrastructure (OCI) gives you everything you need to build new applications and extend your existing ones. At Oracle, we own all of the technology stack that powers our suite of cloud applications. And because we own the stack, you can run your applications more efficiently and with the performance, resiliency, and security that

enterprises need. And, you can bring your enterprise applications to the cloud without refactoring or rewrites.

Many organizations have challenges related to service management and monitoring, and with visibility into various parts of the business. With Oracle Fusion Applications Environment Management, available through Oracle Cloud Console, the administrative experience for Oracle Cloud Infrastructure and Fusion Applications services is unified through a single interface. Users can easily manage Oracle Fusion Cloud Applications subscription services, provision test environments, view and manage subscription mapping, enhance security, and extend Oracle Fusion Cloud Applications functionality. This helps administrators keep up with the speed of change and adapt to business changes more quickly all while gaining a more holistic view of the business.

The AI features within Fusion Applications are powered by Oracle Cloud Infrastructure (OCI), which is uniquely positioned to run AI workloads as it delivers the highest performance and the highest bandwidth RDMA network in the cloud. The combination of OCI, Fusion Applications, and the thousands of customers that use the applications daily enables Oracle to continuously improve its AI capabilities to deliver best-in-class AI.

Connect your business

A connected business is a smart business. Make work seamless using cloud applications that can easily integrate with third-party and custom applications. It's essential to select a cloud provider with an open standards-based cloud platform that can connect your business without expensive-to-maintain interfaces and integration tools. Whether it's on-premises systems to the cloud or cloud to cloud, you need to smoothly and efficiently automate processes and share data across your business.

“Simply, Oracle's tradition is to deliver the best technology to our customers.”

Steve Miranda,
Executive Vice President, Oracle Applications Development

Security-first design

Our highly automated and secure cloud infrastructure is designed to run the most mission-critical, high-volume, and high-performance applications for customers of any size, and our cloud applications suite was developed with a focus on security first. An isolated design improves data protection, scalability, and performance. As part of a global ecosystem, the suite can connect securely to multicloud environments and other systems.

Oracle Fusion Cloud Applications Suite enables customers to benefit from the latest advances in the best technology, including industry-leading [security](#), enterprise-grade scalability, and mission critical performance—all in a connected ecosystem. We do it all, so you can focus on innovation and serving your customers.

Digital assistants

Build AI-driven, conversational experiences for your business processes. This emerging technology interprets the user's intent, automating processes and delivering contextual responses to voice or text commands. Discover how many forward-thinking businesses are using digital assistants, or chatbots, to gain efficiencies and offer smart customer experiences.

Explore

[Oracle Digital Assistants for HCM](#)

[Oracle Digital Assistant for ERP & SCM](#)

[Oracle Digital Assistants for CX](#)

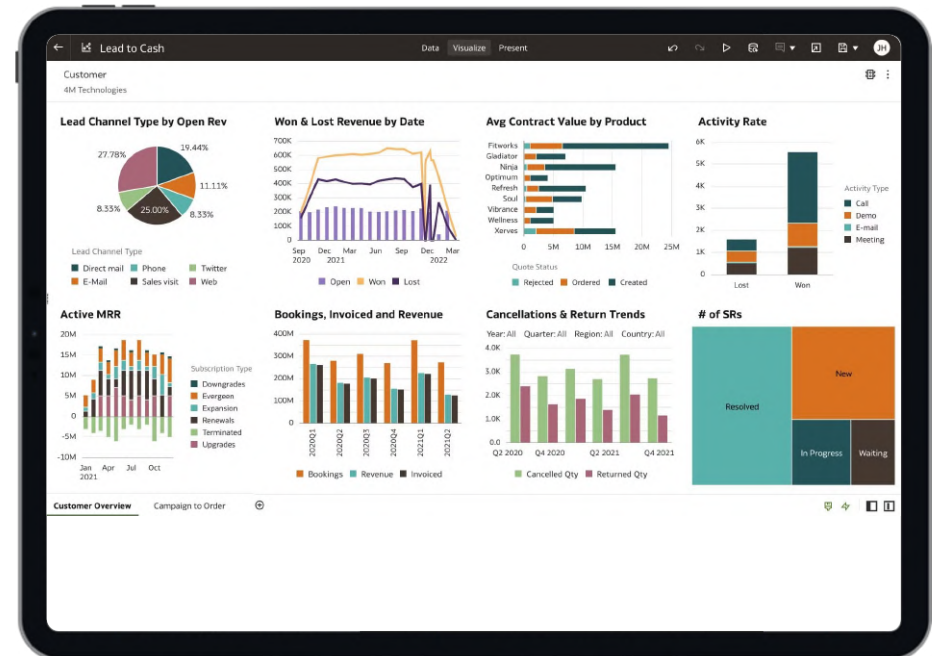
Data that can help shape your future

Most companies have invested years of effort into implementing the enterprise software applications that run their business. They want to leverage the data in these applications to generate insights and create reports, but most analytics ventures require complex data models, custom-developed interfaces, and highly skilled IT professionals to guide the effort.

An added value of Oracle Fusion Cloud Applications Suite is that companies that use embedded reporting within Oracle's Cloud ERP, HCM, CX, and SCM Applications can jump-start these analytics endeavors with Oracle Fusion Analytics. Designed for line-of-business managers, executives, and analysts who want to go beyond the standard reporting in Oracle Cloud Applications, Oracle Fusion Analytics includes tools, such as out-of-the-box dashboards, reports, and key performance indicators (KPIs). You can quickly start analyzing your application data to enhance business operations in finance, HR, sales, marketing, supply chain, and other domains.

Oracle's prebuilt analytics environment complements and extends the reporting capabilities embedded in Oracle Fusion Cloud Applications—and takes these reporting capabilities to the next level.

[Oracle Fusion Analytics](#) is prebuilt and integrates seamlessly with Oracle Cloud Applications to help you get real-time access to unified company data so you can make more informed business decisions.



Build your business for the future

Plan for what's next

In addition to fast, accurate insights, [Oracle Fusion Cloud Enterprise Performance Management](#) (EPM) application capabilities, such as [scenario planning](#), are essential for organizations looking to increase growth and define their own future. Scenario planning tools and other performance management features can add tremendous value to the financial planning process.

With these tools, you can analyze the impact of outlier economic events, supply chain disruptions, and other unpredictable business changes. They also help you to align plans across not only finance, but all lines of business.

When executed properly, scenario planning is more than a financial tool. It's an integrated approach to dealing with uncertainty and visualizing the future, enabling finance organizations to build agility and move the business forward. With a modern EPM solution, CFOs can model multiple scenarios, which is a capability that has become a requirement in a time when historical trends and assumptions are no longer reliable.

Scenario planning and related EPM software solutions offer key ways to enhance the role of finance teams—so they can take actions that will drive smarter, more accurate decision-making.

A roadmap for your business

A complete SaaS suite built on an advanced cloud infrastructure is a good choice to gain business agility and be ready for growth. But the reality is that your business may not be ready to use all of the technology or all of the business processes available across finance (ERP), SCM, HCM, and CX. That's why it's important that your solution makes it easy to modernize key business processes and activate application capabilities as you need them.

An end-to-end suite of applications provides a way to move your business forward. With modern, fully connected business processes that are continuously updated in your application's software, you don't have to reinvent the process wheel. Yet if you want to extend or create new applications, you can do that, too.



6 Principles to build a better business with the Oracle Platform

1. Unleash the power of data with the suite approach

We architect our applications based on unified data so you can bring your teams together and make better decisions faster by operating your business from a single point of truth.

2. Develop, deploy, and manage robust enterprise applications with a full stack technology platform

As the only cloud provider running its applications on its own cloud, we leverage Oracle Cloud Infrastructure (OCI). From new feature development to hosting to maintenance upgrades, we pass the benefits to our Fusion Applications customers.

99.9% - Industry-leading Service Level Availability (SLA) commitment for Fusion Applications achieved after switching over to OCI.

3. Safeguard data with layers of built-in security

Taking a holistic approach to information security, Oracle implements stringent security practices from the management of hosting facilities to data transmission and storage to software development.

4. Make better decisions faster with accurate analytics

Leveraging machine learning capabilities, our prebuilt analytics help you get timely access to critical cross-departmental insights and provide on-target forecast without lengthy implementation.

5. Connect your entire business ecosystem with powerful integrations

Oracle's out-of-the-box integrations and pre-built adapters help you quickly connect to business-critical service providers and other applications for end-to-end business processes execution.

6. Innovate at your own speed with the latest enhancements and tools

Our quarterly update delivery and Applications Platform make sure you always have the latest functionalities and tools for new business requirements or to extend Fusion Applications for your own needs.



Learn more about the platform that powers Oracle Fusion Cloud Applications.

[Read the ebook](#)

Built for you

Continuous change requires continuous innovation, and Oracle puts you in the driver seat to decide the pace. We introduce new features to customers' Oracle Fusion Cloud Applications environments every quarter to help you be competitive and meet evolving stakeholder demands. These new features are turned off on delivery to maintain operational continuity and you decide when to adopt the new features based on your business needs.

We also want to bring the innovation in consumer applications into the business world. These applications have made it easier for us to communicate with our friends and family, manage our vacation bookings, and shop for daily necessities. Why can't we have the same level of experiences for our business tasks? This is where Redwood Design System and Oracle Applications Platform comes in.

What is the Redwood Design System?

Redwood is Oracle's next-generation user experience. It brings state-of-the-art, consumer grade user experiences across devices to Oracle's business applications and its principles extend to our interactions with our customers, partners, and employees.

Creating state-of-the-art user experience at scale requires careful collaboration and coordination, a shared vision around high-end quality, and lots of patience and discipline. The resulting Redwood Design System is a collection of prefabricated components, templates, and patterns to enable developers to quickly create very sophisticated and polished interactions that are upgrade-safe. With Redwood and Oracle Applications Platform, Fusion Cloud Applications developers can quickly address the latest demand from our customer community. Now you have the same tools for your own business needs.



A shared resource you can use to extend and build applications

Here are a few reasons why applications built using the Redwood Design System deliver extraordinary results:

- Consumer-grade and user-centric UX—positive and productive interactions while conducting business
- Embedded conversational and search capabilities—find the information you need and complete tasks easily
- Out-of-the box AI/machine learning technology—continually improve your business operations based on user behavior, without extensive coding
- Extensive data visualization components let you access data when and where you need it without worrying where the data resides
- The same modern UX components and tools that Oracle uses internally
- Easy-to-assemble application building blocks address new business needs quickly, without expensive IT investment



By using a thoughtfully designed set of pre-defined components and patterns in our code, we do a little more work up front, but we can then scale quickly with quality, consistency, and coherence. And ultimately, having a suite with a coherent and unified experience, means less confusion, and more satisfaction for our end users.

Steve Miranda,
Executive Vice President, Fusion Applications

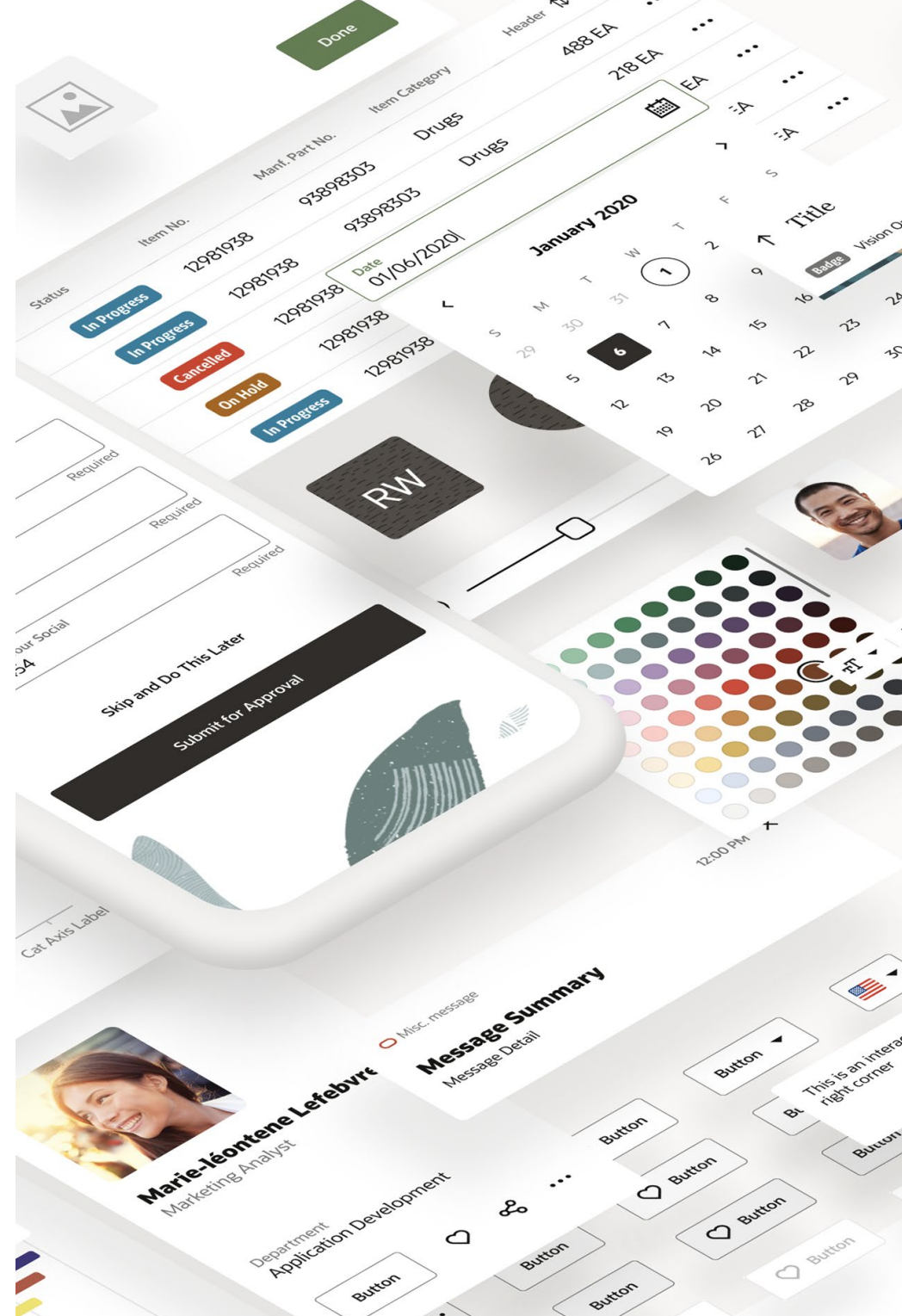
Oracle Applications Platform—Go beyond standard features

What if you want to extend your Oracle Fusion Cloud Applications or add your own features? The Oracle Applications Platform helps you do that with a comprehensive collection of user experience (UX) building blocks and development tools that enable enterprise developers to quickly create consumer-grade applications engineered to scale with Oracle Cloud Applications.

With the new applications platform, you can:

- Build and extend your applications with sophisticated UX components based on our next generation Redwood Design System across all devices
- Easily incorporate user productivity technology including powerful search, intelligent recommendations, conversational experience, and data visualization
- Address your unique needs while offering users the interactions consistent with Oracle Fusion Applications
- Preserve your extensions through quarterly software updates by using the same set of tools for Oracle's business applications development
- Continue to enhance user experience and productivity as AI learns from people's unique way of working

Leveraging the tools and technology on Oracle Cloud Infrastructure, the Oracle Applications Platform makes it easier and faster for developers to build enterprise applications with low-code development tools, telemetry, and business logic engine. Now you can better support your business requirements without the need to staff up technical resources.



Innovation that matters

As the business environment keeps changing—quickly and unpredictably—businesses are using software to be more competitive and meet evolving stakeholder demands. Cloud application software provides built-in innovation and gives you the ability to respond faster to a dynamic marketplace.

Oracle Fusion Cloud Applications delivers the right technology at the right time via a consistent and modern user experience. This makes it easier for people to complete their tasks, whether they're at their desks or on the go. They also do tasks for your people: using powerful AI and machine learning that's already embedded in the applications to automate manual work and enable new business capabilities that weren't possible before.

Customers also automatically receive new innovations and functionality 4 times a year. They know that Oracle has a long track record of anticipating their needs. But at the same time, they don't want to be constantly updating their business processes. That's why we ship all of our new functionality as opt-in features and allow our customers to adopt at their own pace.

Making the choice to plan for continuous innovation now will help you turn changes in business and technology into an opportunity. Compared to on-premises systems, cloud software makes it possible for you to spend less time maintaining and upgrading systems and more time focused on driving innovation and serving your customers.

Oracle's success depends on innovation that matters, and we help our customers achieve the same through our commitment to research, rapid development, and rollout of new features, sustainability, and more.

Committed to innovation that matters, including strategic solutions for key industries including healthcare, utilities, government, and more. Embed sustainability into our business—our innovations extend across cloud operations and cloud applications that help our customers run their own businesses at lower costs and with less energy use.

- More than US\$64B in R&D since FY2012
- [Rated as a cloud applications leader 49 times](#)
- Have 48,000 developers
- Have 27,000 partners globally so that your business has the ongoing support and resources you need
- Listen to our customers—80% of our innovations are customer sourced
- Deliver regular streams of innovations for our cloud applications
- Deliver more than 1,200 cloud application features across the suite annually—updates are done automatically for minimal disruption to your business
- Completely re-engineered Oracle Cloud Infrastructure so speed and application performance concerns aren't at the top of your list
- Built a security-first design into every layer of the technology stack, so you don't have to worry about who has access to your data

Oracle Fusion Cloud Applications Suite

Whether you want to improve an existing or new business process, innovate in one key area, or reduce data silos with a unified suite of applications, we are here to support your journey every step of the way. [Oracle Fusion Cloud Applications Suite](#) is a complete, connected suite of cloud applications and the best technology, with comprehensive security, scalable deployment, and high performance for:

ERP: Gain the resilience and agility you need and position your organization for continuous innovation and growth. Move to the cloud faster, more easily, and with less risk than with other ERP providers.

EPM: Seamlessly connect finance with every part of your business for enterprisewide agility, alignment, and insights. Analyze, plan, budget, forecast, and generate reports by using embedded intelligence to drive better decisions with scenario modeling and built-in, advanced analytics.

HCM: Deliver a consistent experience across devices with a single source of truth for better-informed decision-making. Easy access, simple and intuitive AI, and personalized experiences increase business agility and help your workforce do their best work.

SCM: Proactively adapt to changing conditions with the latest innovations at your fingertips. Make faster and smarter decisions with agile manufacturing and supply chain logistics and planning that meet the demands of connected sales, service, and operations.

CX: Develop strong and lasting customer relationships with personalized experiences built on intelligent interpretations of customer signals. Unify your systems and applications across the organization to deliver real-time personalized customer experiences.

Explore Oracle Fusion Cloud Applications

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