

ORACLE

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 the 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 organizations 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 analyze diverse data, including 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, minimize risk exposure, and protect the organization'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 organization**

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 organization.



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 modeling 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 standardize 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 optimize resources by tapping into real-time workforce data and uncovering valuable insights into employee performance, skills, and labor 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 maximize 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.



“We replaced 20+ legacy systems with Oracle’s ERP, EPM, and HCM Cloud. A turning point for our organization was accepting that this was not an IT problem but an overall business problem. We realized what the cost of not acting was.”

Derrek Gafford
CFO and Executive Vice President, TrueBlue

[Oracle Fusion Analytics](#) catalyzes enhanced decision-making across the organization 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 analyze 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 organizational 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.

2x

faster speed
to market

70%

improvement in speed
to hire employees

50%

reduction in time
to close books

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 optimize resource allocation, align skills, and maximize 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 organization'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 organization can create a shared roadmap toward growth and profitability.

Fueling growth and profitability with data and AI

To lay a strong foundation for sustainable growth, finance professionals must make the right IT infrastructure investments for cost efficiency and operational stability.

[Oracle Cloud Infrastructure \(OCI\)](#) offers a range of compelling benefits for finance leaders seeking to innovate and reduce costs. Organizations can exit traditional data centers and embrace a more efficient and cost-effective solution by migrating to the cloud, allowing greater control over resources with fewer physical infrastructure requirements and substantial cost savings. OCI offers robust security services to mitigate risks and safeguard sensitive information. You can trust that your data remains secure in the cloud with advanced capabilities including privacy protection, encryption, and cyber threat prevention. With more than 70 global and industry compliance programs, OCI also provides resources that can help organizations align their data management practices with established standards.

Breaking down department silos is critical for success. OCI seamlessly integrates back-office systems, industry-specific applications, and custom applications, fostering collaboration and innovation across the organization. By embracing the cloud, organizations can streamline workflows and unleash their full potential.

By consolidating data sources, such as ERP, CRM, and third-party databases, OCI enables seamless data streaming and improves data quality and accessibility. Integrating AI eliminates complex administration, empowering data scientists and finance users to focus on deriving valuable insights rather than managing data.

OCI also accelerates application development infused with AI, providing businesses with the tools to innovate at a lower cost. Organizations can efficiently build innovative applications with cloud native app development using open source tools, such as Java, Kubernetes, Postgres, and Python, and low-code platforms or open source MySQL platforms. The cloud's supercomputing capabilities and scalability support robust machine learning model creation and training.

Uber

“We needed a cloud provider that will help us maximize innovation while reducing our overall infrastructure costs. Oracle provides an ideal combination of price, performance, flexibility, and security.”

Dara Khosrowshahi

CEO, Uber

[Learn more](#)

€100M+

savings in costs and 50% less energy with hybrid clouds

- A financial services firm

30%

faster launch of new innovative services at 25% less cost

- A telecom company

Build IT that's ready for anything

- Reduce costs, gain control, and optimize budgets by lowering infrastructure requirements and maximizing resource utilization.
- Modernize legacy workloads in the cloud, leveraging automation and enhanced capabilities to streamline processes and support business objectives.
- Ensure data security and mitigate risks with security services that protect privacy, enable encryption, and defend against cyber threats.
- Unlock the power of data with increased authorized access, streamlining business processes and fostering collaboration for informed decision-making.
- Develop AI and applications faster by leveraging open source tools, low-code platforms and robust ML model creation and training capabilities



What success looks like for finance

- Efficiently and effectively allocating capital to projects, utilizing data-driven insights to prioritize investments that drive the most value for the organization.
- 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 allocate resources efficiently and minimize 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 optimize resource allocation, align skills, and maximize productivity while freeing up resources for value-added activities.
- Modernize 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 organization 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 effectively, 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 organization.

Success awaits those who can leverage technology and innovation to your team and organization'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.](#)

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Outside North America, find your local office at [oracle.com/contact](https://www.oracle.com/contact)

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