Rapid Process Automation

Customer Successes

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OPEN
WORLD

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Over 50% F500 Disrupted since 2000

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Regulatory

Legal, Risk, Compliance impacting transformation strategy and investments

Technology

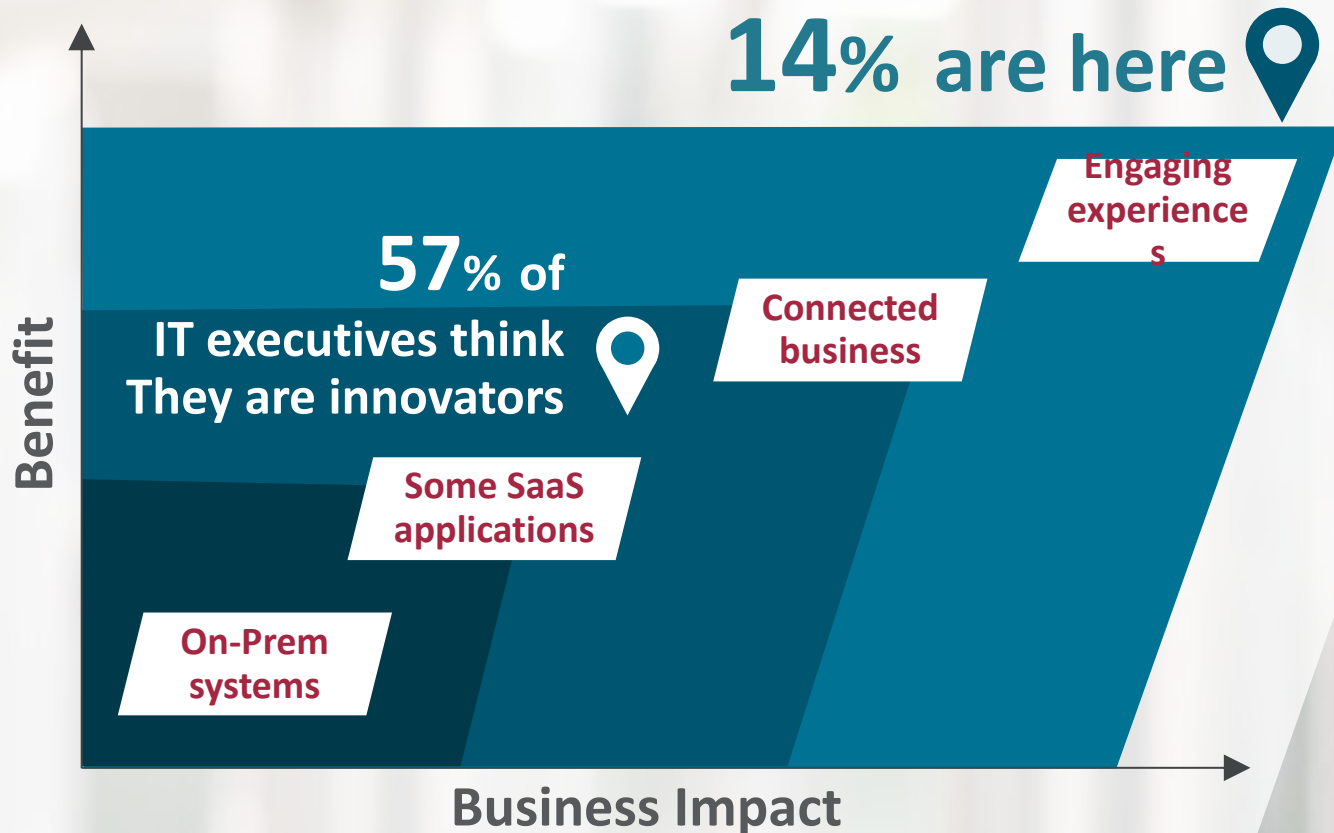Automation ecosystems can have a material impact by reducing process costs 30%*

Customer

"Messaging is one of the few things that people do more than social networking."

- Mark Zuckerberg

* Source: Accenture on Credit Automation 2017

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Business Transformation Starts with SaaS
But it doesn't stop there – or ever

14% are here

Benefit

57% of
IT executives think
They are innovators

Engaging experiences

Connected business

Some SaaS applications

On-Prem systems

Business Impact

Source: Optimizing Distributed Enterprise Performance for the Digital Age, IDC, Oct 2016

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IDC

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Sustaining Transformation

Stabilize

Modernize

Optimize
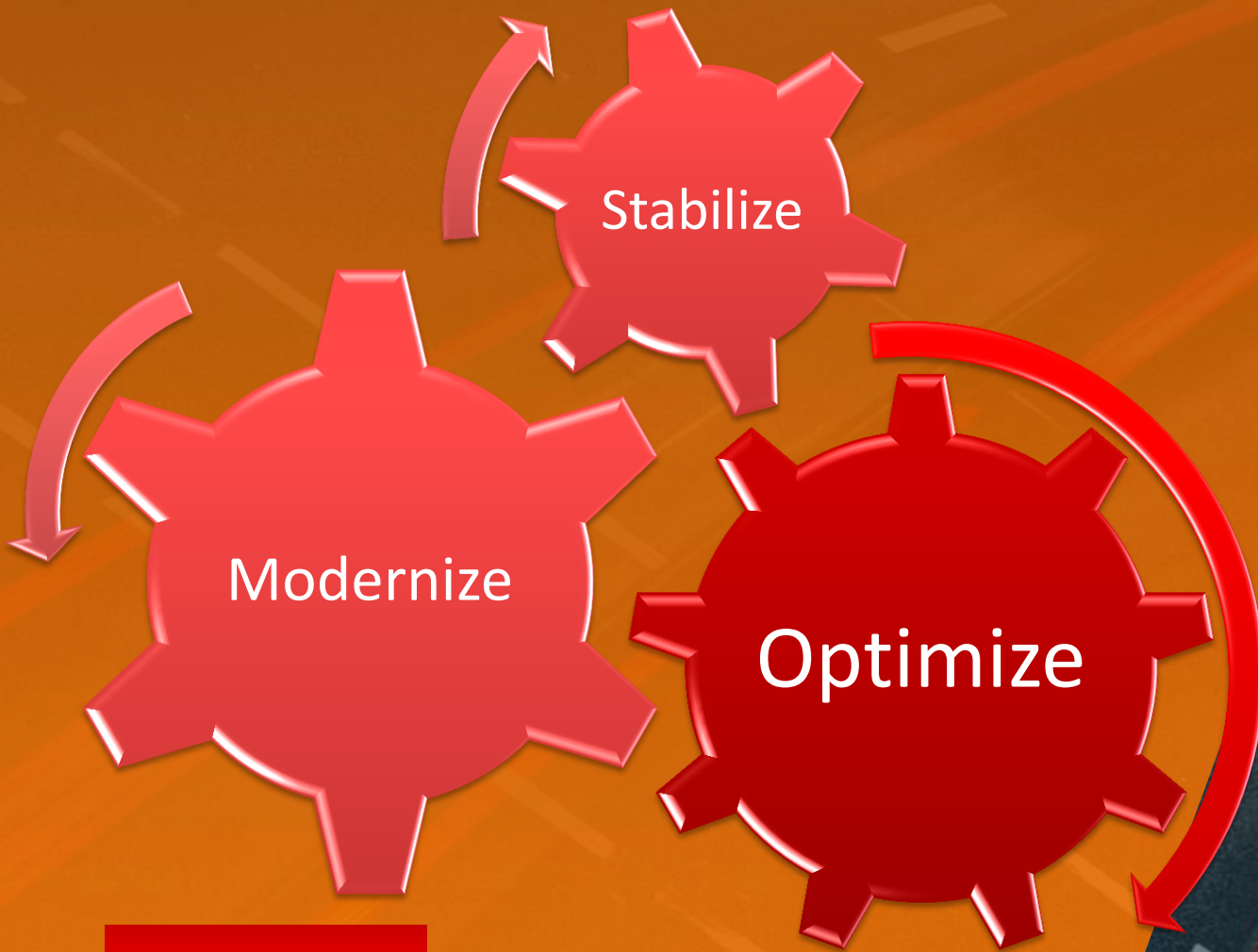
Accelerating Innovation

Design — For Engagement - visually

Assemble — To Delight with no/low code

Scale — What Works in controlled pilots

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Customer Success Stories

Australian Finance Group

National Pharmacies

Rubicon Red

Mythics, Inc.

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Cloud and Beyond

AFG circa 2013

Strengths

Industry Experience
Industry Relationships
Established Team
Established Channels
Cash Flow

Weaknesses

High Operational Costs 80/20

Opportunities

100+ Projects

Threats

Fintechs

AFG

Fundamentals of Fintech Competition

Although Fintechs are not dominating the industry (yet) they are defining the direction and pace across all sectors of the industry.

Drive to improve customer experience
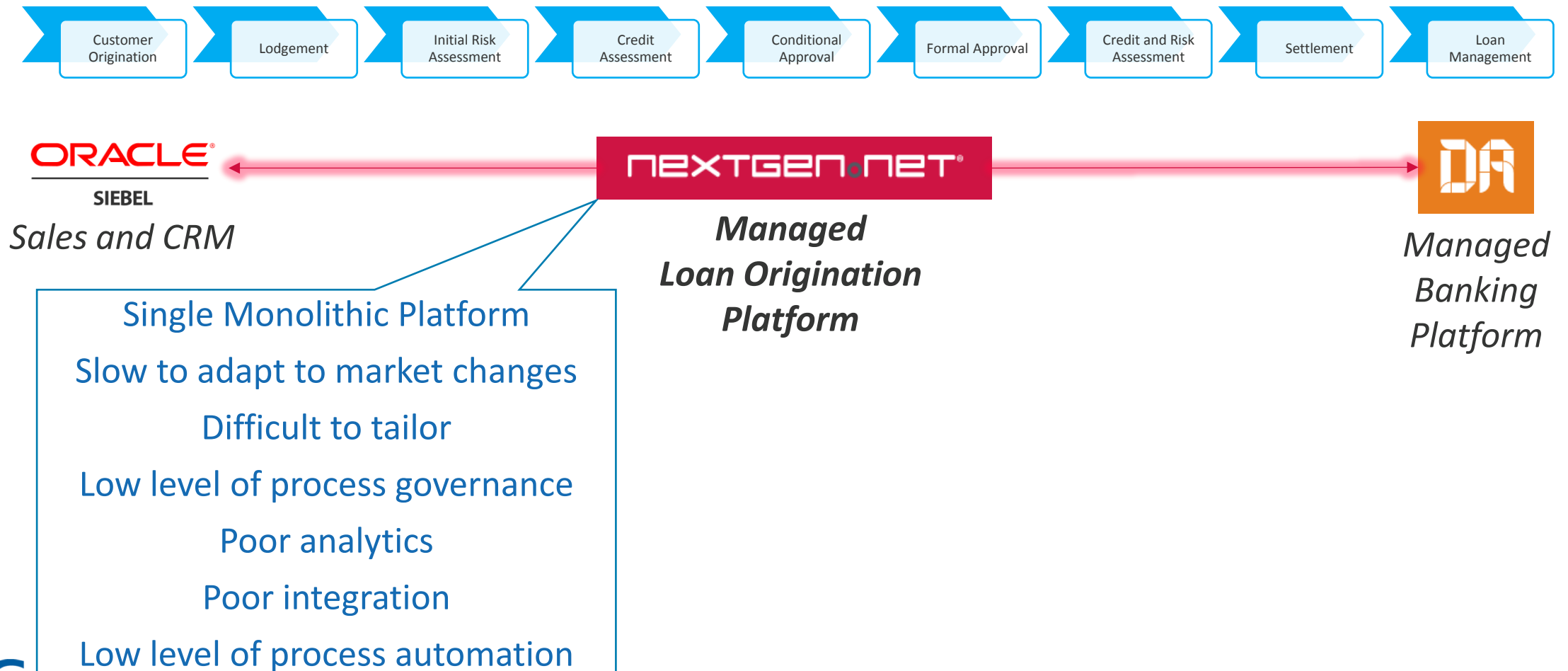
Target CX and engage continuously to deliver

Generally start small but grow quickly

Leverage the benefits of cloud technologies

AFG

Leveraging the benefit of the cloud – Process Digitalisation

AFG

Trying to Manage Customer Experience

| Customer Origination | Lodgement | Initial Risk Assessment | Credit Assessment | Conditional Approval | Formal Approval | Credit and Risk Assessment | Settlement | Loan Management |

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SIEBEL

Sales and CRM

nextgen.net

Managed Loan Origination Platform

DA

Managed Banking Platform

Single Monolithic Platform

Slow to adapt to market changes

Difficult to tailor

Low level of process governance

Poor analytics

Poor integration

Low level of process automation

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Targeting a "frictionless" Customer Experience

Customer Origination → Lodgement → Initial Risk Assessment → Credit Assessment → Conditional Approval → Formal Approval → Credit and Risk Assessment → Settlement → Loan Management

ORACLE SIEBEL

Sales and CRM

Process

Content and Experience

SOA

Analytics Cloud

Database

ORACLE SERVICE CLOUD

DA

Managed Banking Platform

Specialist cloud-based components working together

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Achievements

4x **Faster time to market** and ability to easily tailor

10% **Faster response** to customer (aiming for much more)
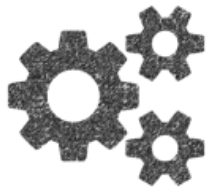
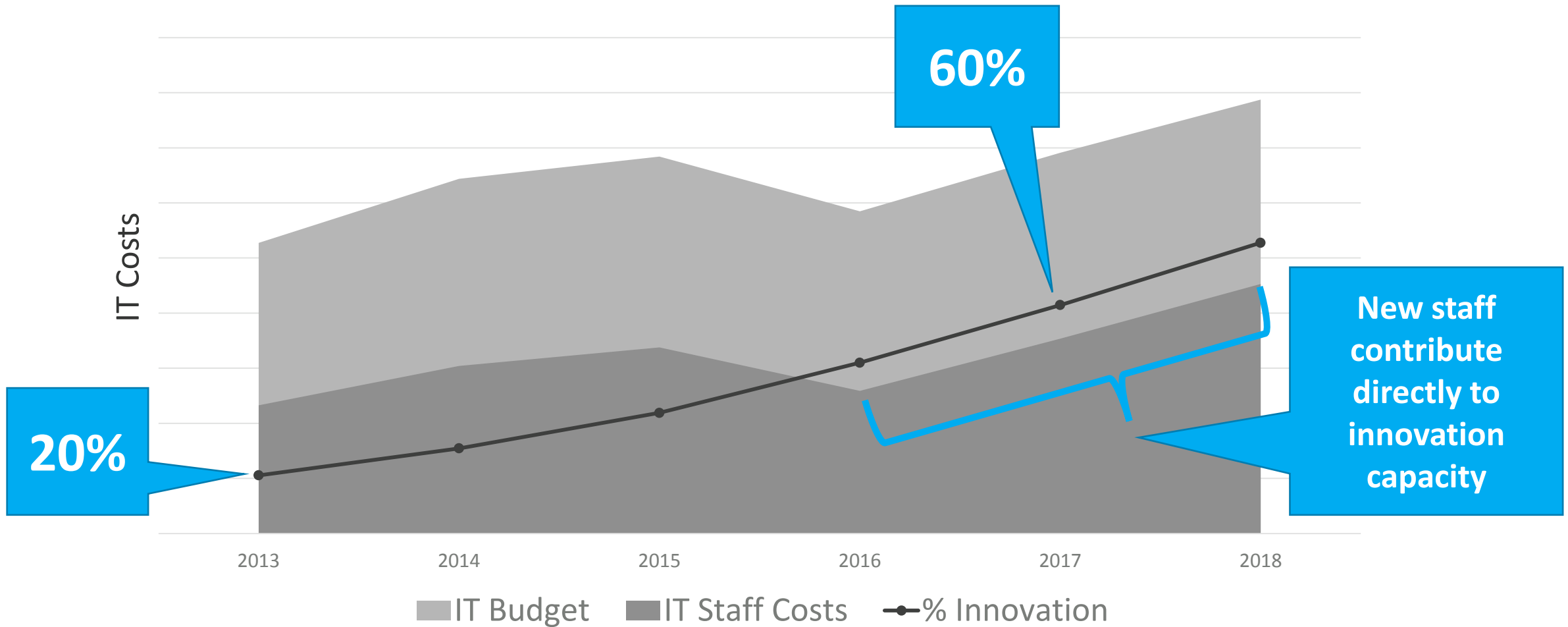**80%** **Lower** quality issues

Engaged team contributing new ideas

45% **Lower Total Cost of Ownership**

Significantly improved data and analytics

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Innovation Capacity

60%

20%

New staff contribute directly to innovation capacity

IT Costs

2013   2014   2015   2016   2017   2018

■ IT Budget   ■ IT Staff Costs   —●— % Innovation

AFG

Why Oracle?

- **Completeness of cloud offerings** to suit the complex requirements

- **Established relationship** helped a combined understanding of the problem and implementing the right solutions

- **Reduced the costs and effort** in contracting, managing and integrating a number of vendors

- **Commitment to the project success** – Oracle were involved in all aspects of the projects and helped manage push the solution forward

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Summary

*"*Digital process automation from Oracle has ***improved our time to market 4X*** and improved the governance, automation, and quality of our processes in an aim for a 'frictionless' customer experience.*"*
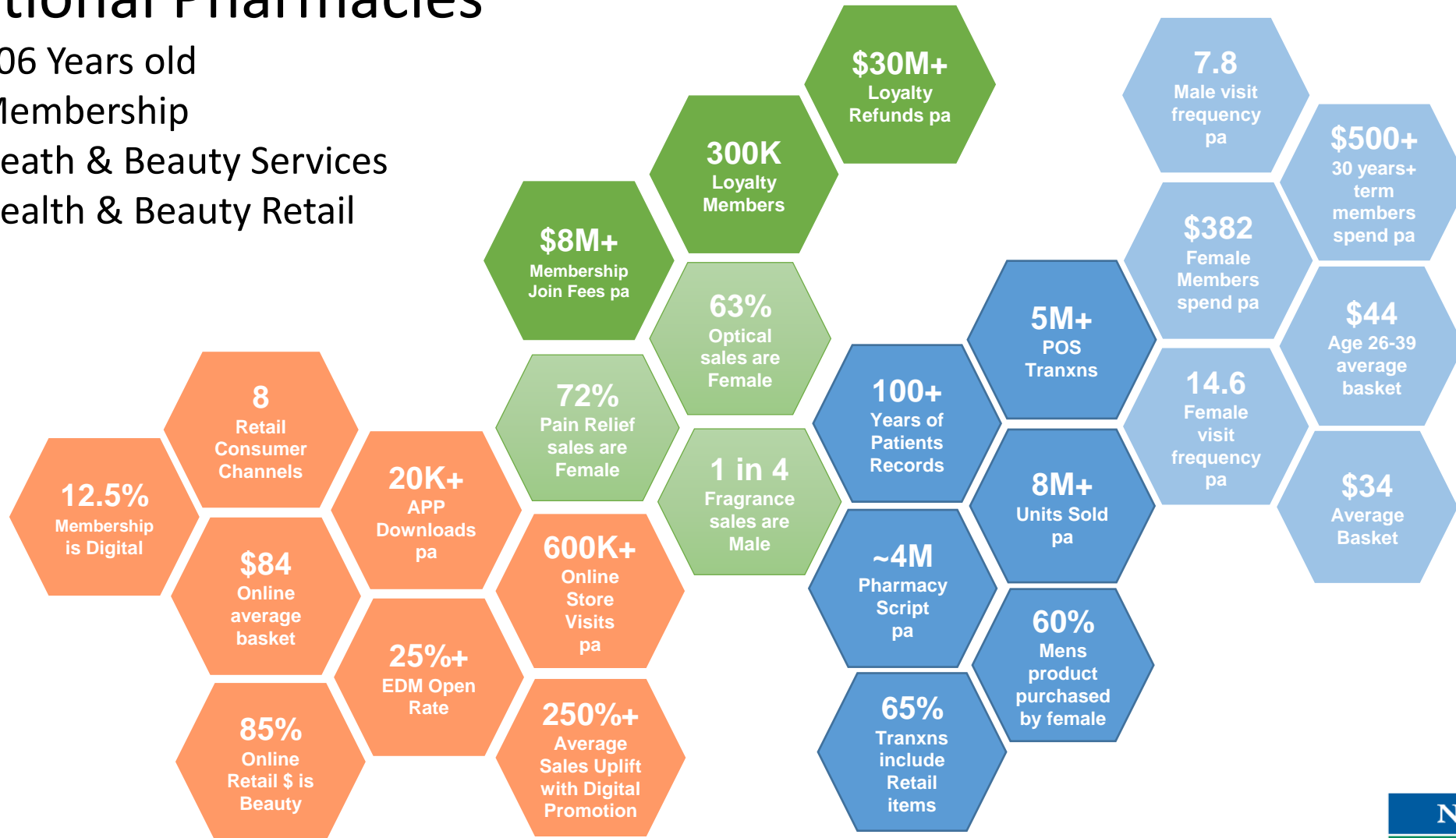
– Andrew McGee, IT Manager, AFG

AFG

Thank you.

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Our Vision for 2016 – *'We will deliver the needs in the technology today, but build the competitive edge in this technology for tomorrow.'*

2013 – Why not make everything available on Mobile.

Operations

POS

Stock Management

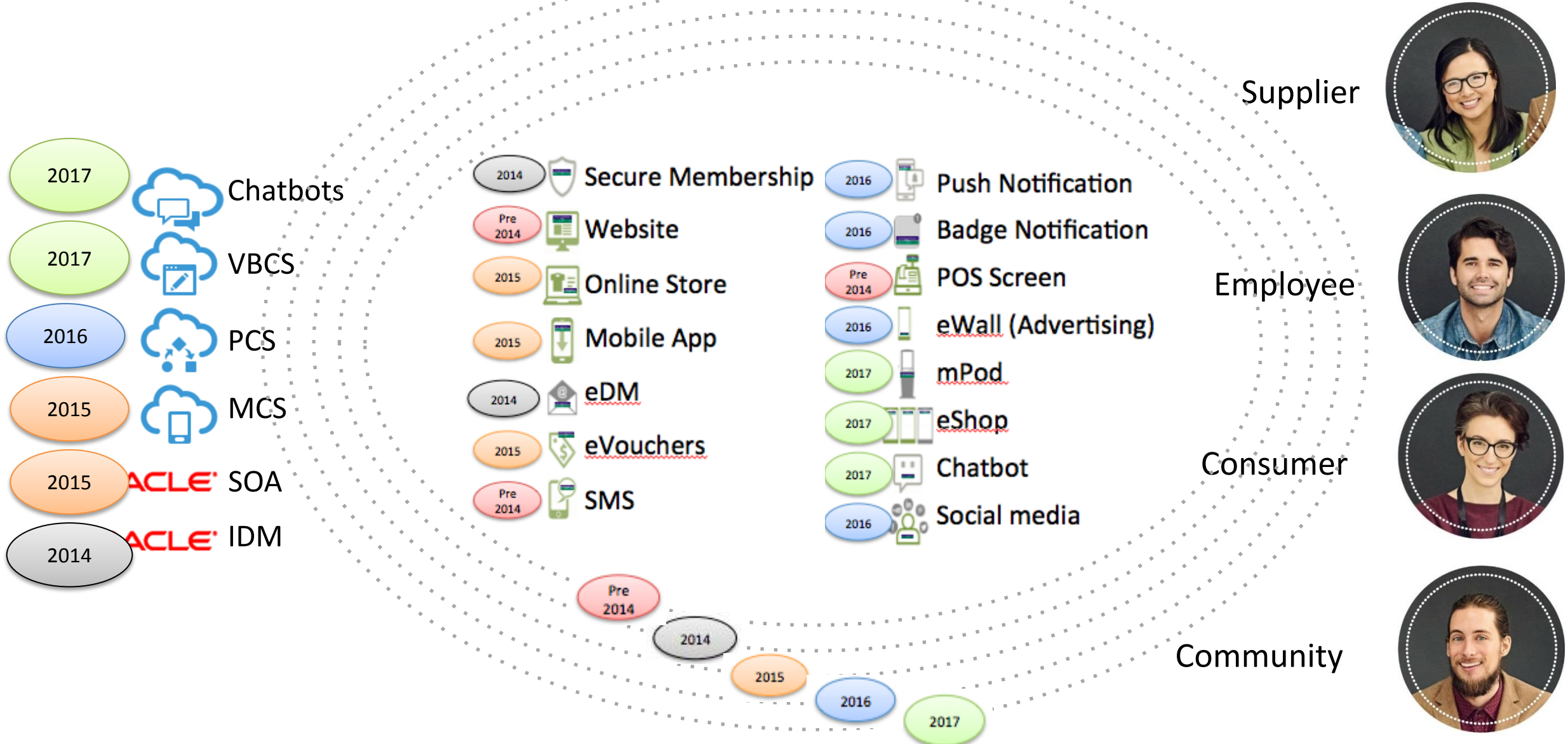# Sharing insights from this journey

In 2013, this was National Pharmacies:

Our leadership message = *IT Tools that work*

People = Lacking belief or the will to change
Process = IT often the excuse for lack of progress, growth or barrier to innovation
Place = An organisation where innovation is spoken and not heard
Product = Technology systems design and built in the 90s for the 90s
Perception = People just don't get it. Our leadership have no idea!

In 2017, this is National Pharmacies :

Our leadership message = *We're that somebody*

People = New roles. IT Department, Digital Department, Marketing Department, and Executive Team
Process = Centrally governed for a connected audience: Employee, Consumer, Supplier, Government etc
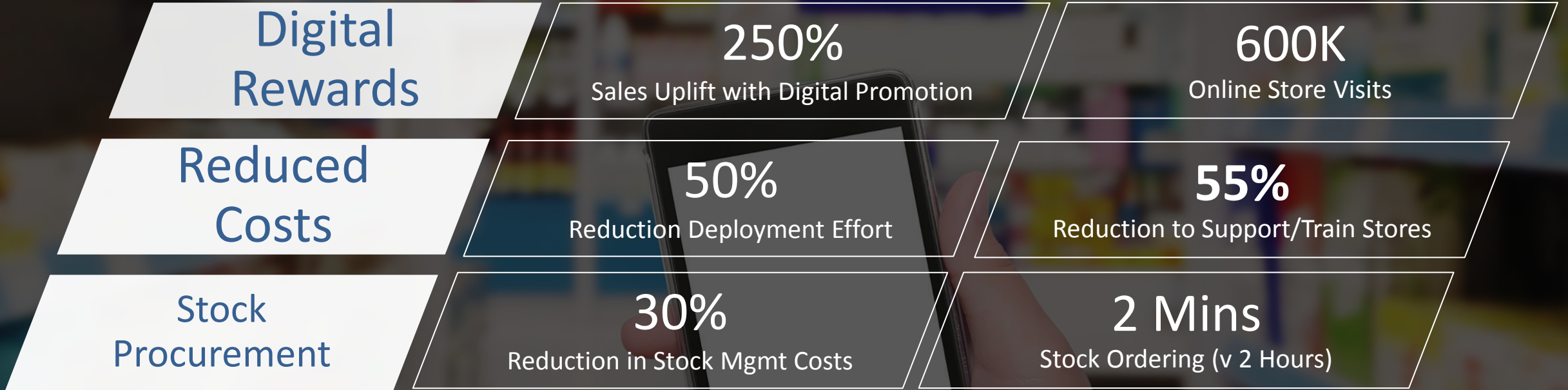Place = Pace.
Product = <u>Build</u> the pieces, <u>Assemble</u> solutions, <u>Deliver</u> for easy consumption
Perception = Pace.

NATIONAL PHARMACIES ®
we're that somebody

Incremental Innovation: Speed to Value

NATIONAL PHARMACIES
we're that somebody

Digital Rewards	**250%** Sales Uplift with Digital Promotion	**600K** Online Store Visits
Reduced Costs	**50%** Reduction Deployment Effort	**55%** Reduction to Support/Train Stores
Stock Procurement	**30%** Reduction in Stock Mgmt Costs	**2 Mins** Stock Ordering (v 2 Hours)

"We have delivered **15+** innovative new member/consumer mobile/web apps in **< 2yrs.** Delivering an adaptive user-experience, to rapidly introduce new experiences for our members, based on business/consumer demands, is essential to delighting customers. "
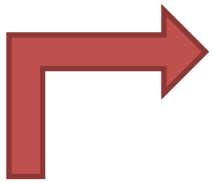Ryan Klose, General Manager, Corporate, National Pharmacies.

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Every Industry is facing Digital Disruption

Don't be the next Blockbuster, Kodak, Nokia, Borders, Postal Service, …

RUBICON**X**RED

Looking at the business challenges through **two lenses**

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ORACLE® **Cloud Customer**

AGILITY
- Our customers want the capability to rapidly learn and adapt to a continuously changing business environment
- We need to be able to rapidly deliver sustainable solutions for our customers

CONTINUAL INNOVATION
- We, and our customers, are looking to use technology to
  - Drive innovation into their products and services
  - Increase engagement with enhanced experiences
  - And differentiate their Business
- Our core principle is to deliver sustained innovation and tactical business value, concurrently
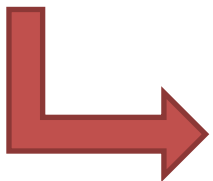
COST … is a factor BUT
- Our customers want to deliver more for less and simultaneously deliver efficiencies
- We need to improve the EFFICIENCY for delivering a "unit" of capability to our customers
- Increase efficiency of Marketing, Sales, Back Office Processes

Automated Trial Request

RUBICON X RED

Challenges / Opportunities

- MyST Trial Request process was a manual, time consuming process via emails, phone calls
- With rapid increase in the number of MyST Trial requests wanted to improve customer response times, reduce sales workload

Solution

- New automated PCS process to manage trial requests
- Cloud-based enterprise-quality tooling, provides full life cycle process management
- Integrates with Zoho CRM for end-to-end visibility for sales to follow-up with customers
- PCS Rule design feature helps quickly qualify leads and automate approval flows

90%
Reduction in Compute Use

< 1 Hour
Provision MyST Trial
(vs 2-4 Weeks)

4x
More Trials per Week

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SUSTAINABILITY INNOVATION AWARD

FUSION X CLOUD™

RUBICON X RED

Automated MyST Trial Request

RUBICON✕RED

Faster Time to Market

< 1 Hour
Provision Trial (vs 2-4 Weeks)

40%
Faster Time to Market

Reduced Cost

90%
Reduction in Compute Use

95%+
Reduction in Cost

Scale What Works

4x
More Trials/Week

99.75%
Reduction in FTE to manage

"By leveraging a strategy and architecture that evolves over time, we can design for ongoing engagement with our customers and "assemble to delight" with same day changes, and then scale what works. "

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Oracle Excellence Award
SUSTAINABILITY INNOVATION AWARD

FUSION✕CLOUD™

RUBICON✕RED

Rubicon Red: Best Practice Approach
Standardized "Best Practice" for building solutions on Oracle Cloud Platform

Key value of Oracle Cloud Platform is it's breadth of evolving capabilities.

Defined "Best Practice" provides:

- **Agility:** Enables rapid change.
- **Reduces Risk**: Consistent proven approach.
- **Reduces Cost**: Minimise re-work, increases re-use, reduce operational costs.
- **Faster Delivery:** Speed-up time to market.

Assemble to Delight

Enables us to rapidly assemble (and re-assemble) capabilities/functionality to quickly deliver a seamless and unified experience to the "delight" the customer.
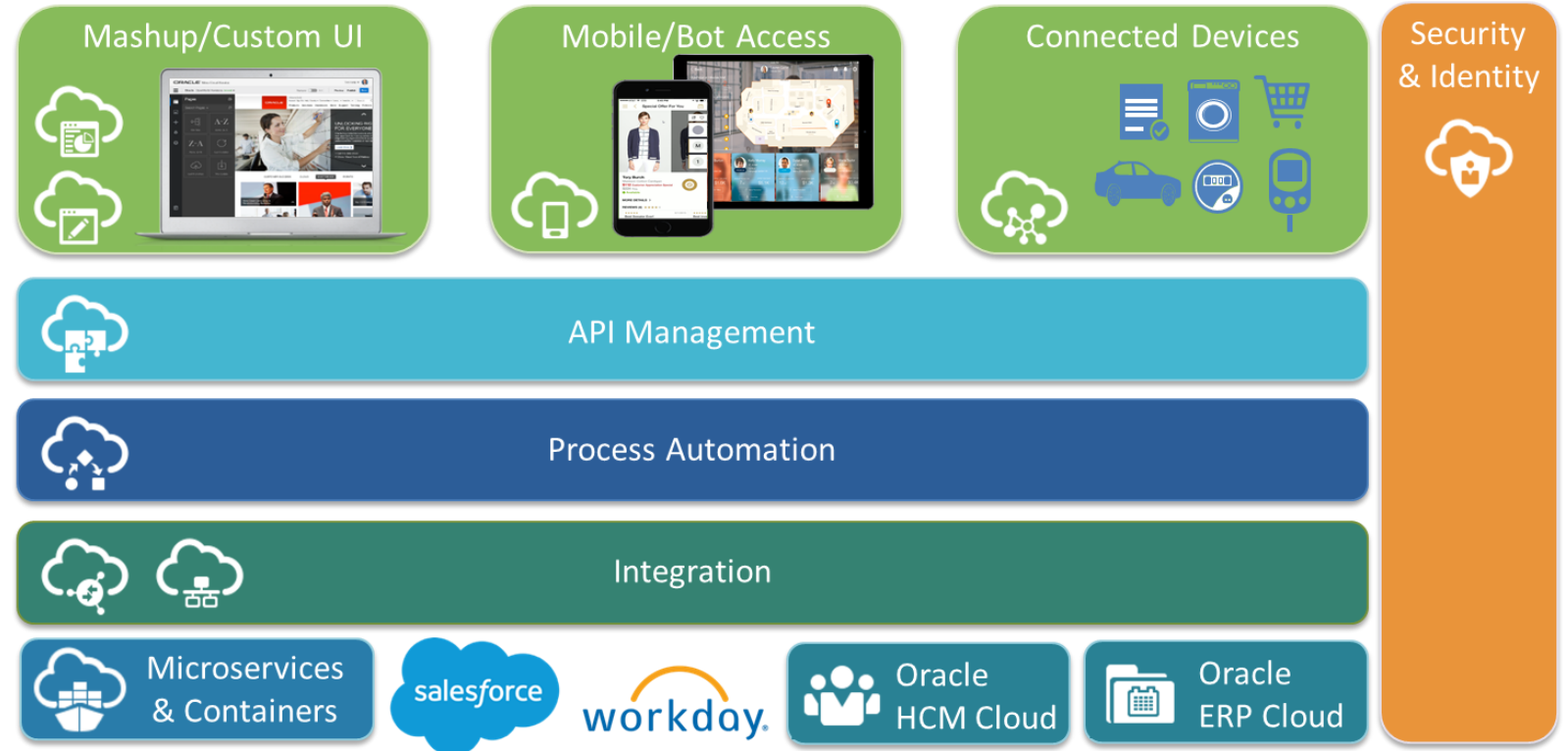
Solution Expertise

- **Enterprise Cloud Modernization**
- **Private & Hybrid Cloud Transformation**
- **Application Integration & Development**
- **Data Security & Remediation**
- **Advanced Analytics & Reporting**

Software & Cloud

Hardware

Engineered Systems

Contracts

Training

Consulting

Managed Services

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More Demand for:

Integrated Processes

Cloud Expertise

Managed Services
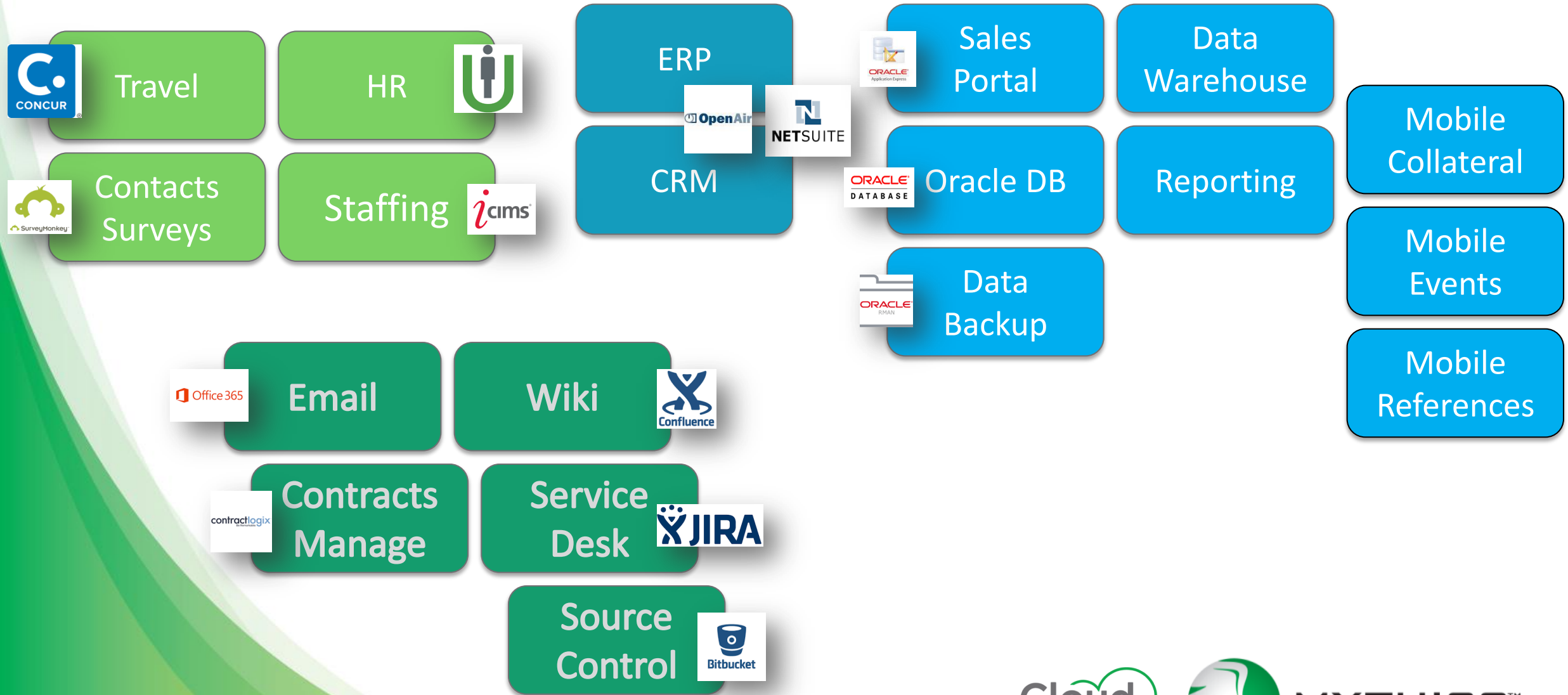
Modernization Options

FULL SERVICE

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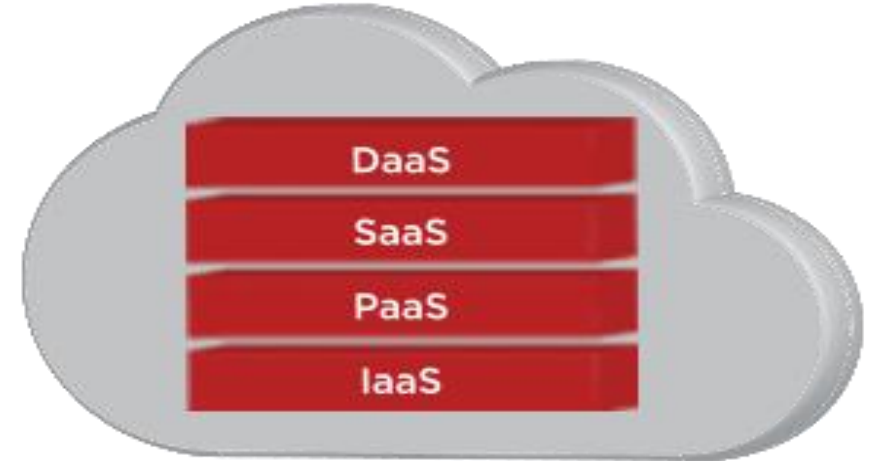
DaaS
SaaS
PaaS
IaaS

PUBLIC | PRIVATE | HYBRID

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Travel

HR

Contacts Surveys

Staffing

ERP

CRM

Sales Portal

Data Warehouse

Oracle DB

Reporting

Data Backup

Mobile Collateral

Mobile Events

Mobile References

Email

Wiki

PCS

ICS

Contracts Manage

Service Desk

CECS

Mobile SOW

Source Control

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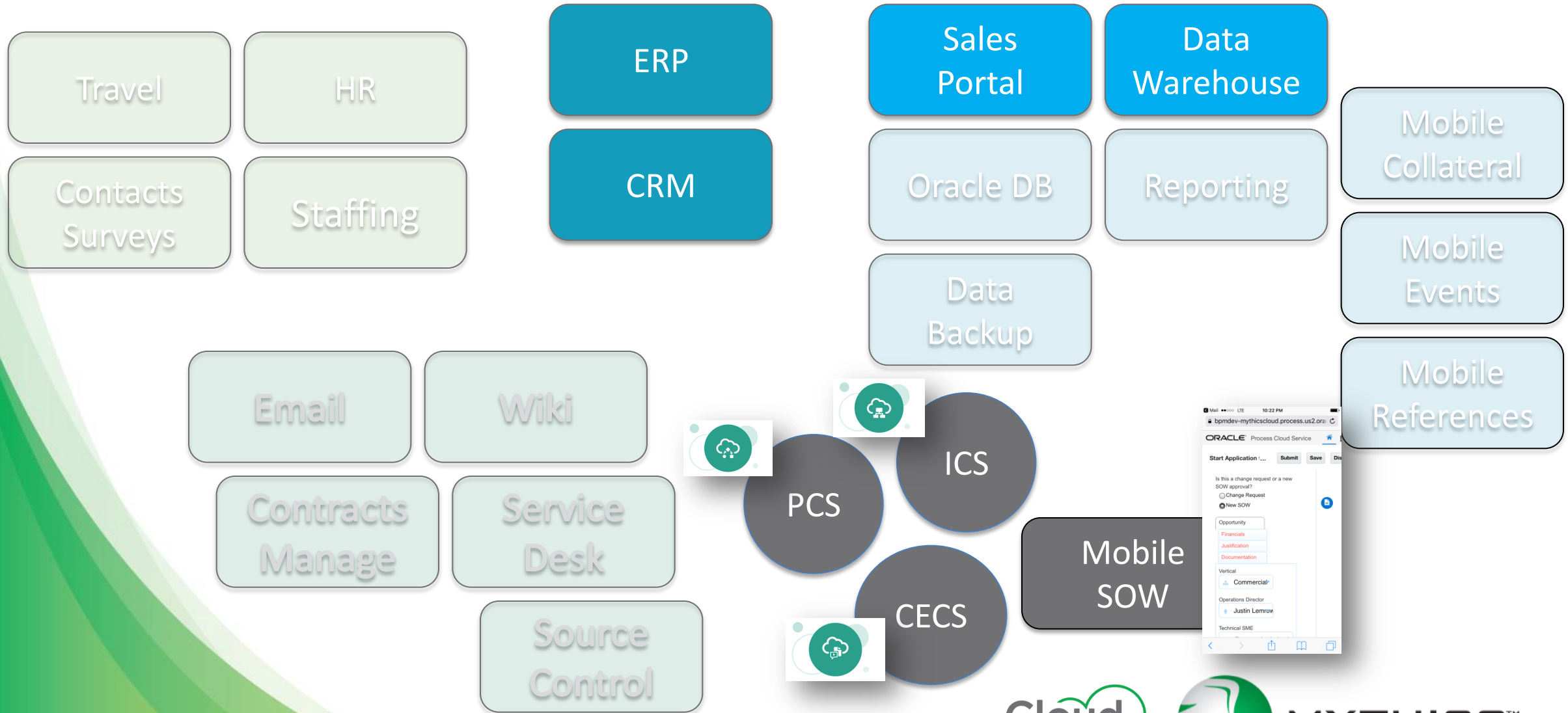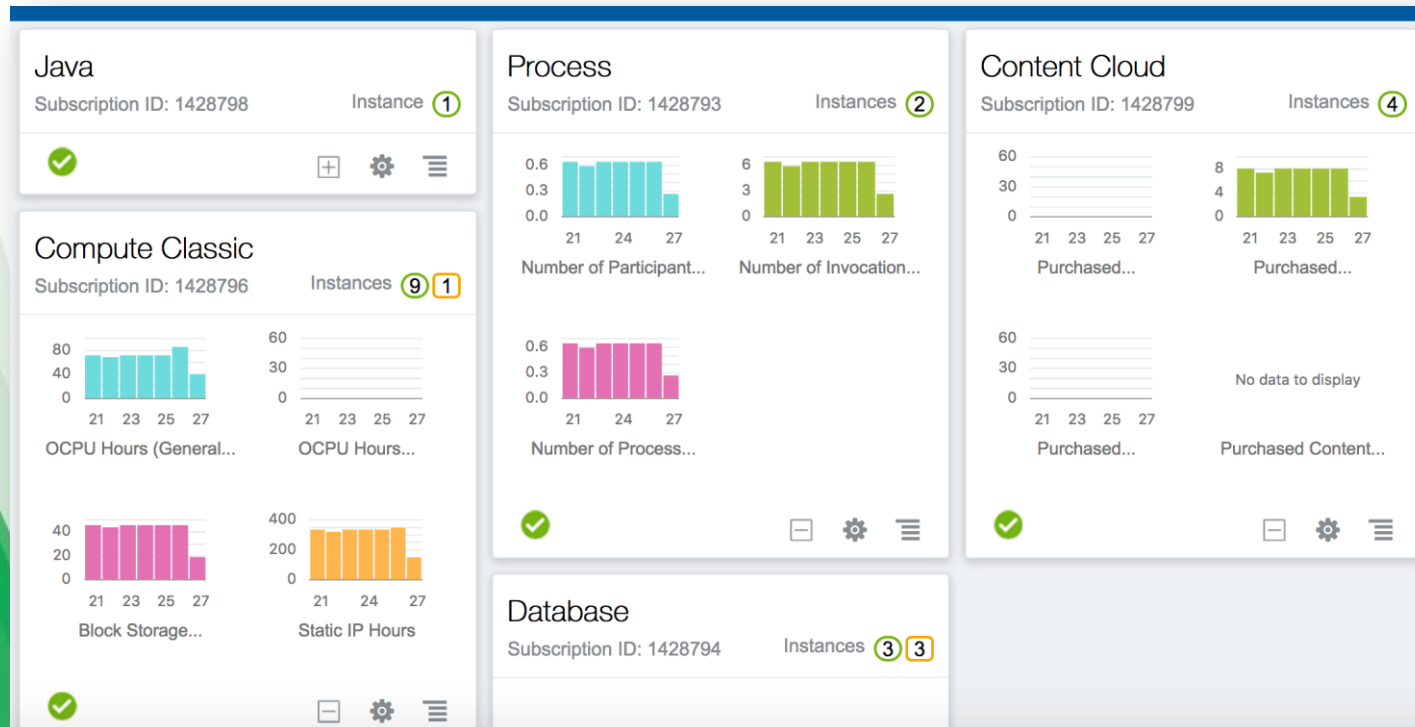
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Journey with Oracle Cloud Services

Adopting SaaS, PaaS, & IaaS

- **Baseline (Pre-Oracle OPC)**
  - Eloqua (Marketing Cloud)
  - NetSuite (CRM & ERP)
  - OpenAir (Professional Services Automation)
- **Phase 1 (2015) Digital Experience:**
  - Process Cloud Service (PCS)
  - Content and Experience Cloud Service (CECS)
- **Phase 2 (2016) Infrastructure:**
  - Compute & Storage Cloud Service
  - DB & DB Backup Service (DBCS)
  - Java Cloud Service (JCS)
- **Phase 3 (2017) Integration:**
  - Identity Cloud Service
  - Developer Cloud Service
  - Integration Cloud Service (ICS)

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Process Digitized - Pilot

Launch Across Enterprise

Create Efficiencies

Connect System of Record

Contextual Launch In App

Q4 2015

Q1 2016

Q3-Q4 2016

Q3 2017

Next

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Recommendations/Tips

1. Apply Gartner "6 Rs"
2. Define your approach/methodology
3. Establish baseline direction + priorities

Kill
- **Retire**
  - Decommission Plan
  - Disposition

Sustain
- **Retain**
  - Life Support
- **Rehosting**
  - Infrastructure Refresh

Modernize
- **Refactoring**
  - Upgrade same location
  - Alternate location
- **Replatforming**
  - IaaS and/or PaaS
- **Repurchasing**
  - Migrate to SaaS

Evaluate	Plan	Transform	Run
Discover / Recommend	Strategy / Design	Migrate / Transition	Operations / Improve
IT Business Assessment	Application Migration Assessment	Re-Hosting / Re-Architechting (Lift and Shift)	Application Optimization

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Questions?

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