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Oracle SEE

DIGITAL DISRUPTION

How successful organisations
will transform and thrive

What is Digital ?



What is Digital Business?

The use of *any digital technology* to promote, sell and enable innovative products, services and experiences





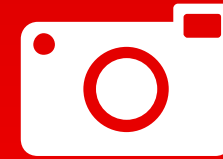
Digital
Download



Web
Publishing



Email



Digital
Camera

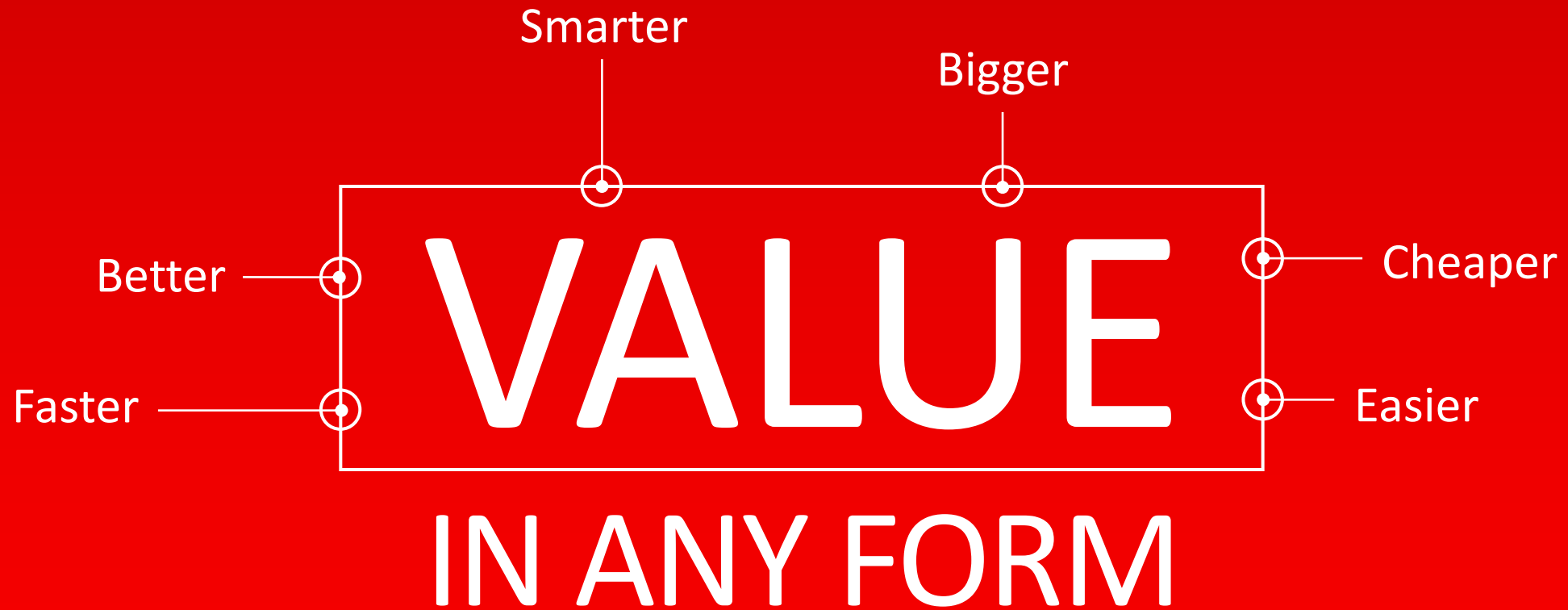


Digital
Currency

Digital Disruption

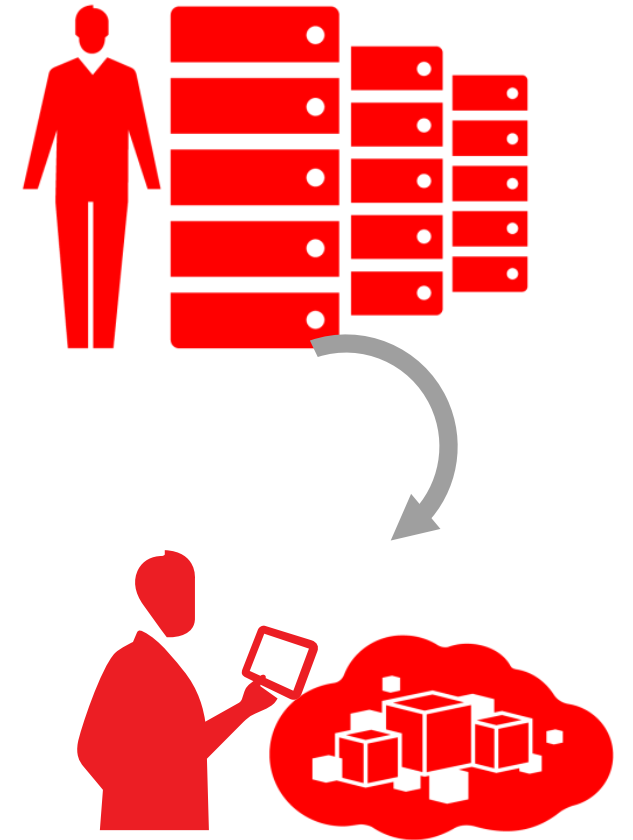
The **change** that occurs when new digital technologies and/or business models **affect the value proposition** of existing goods and services



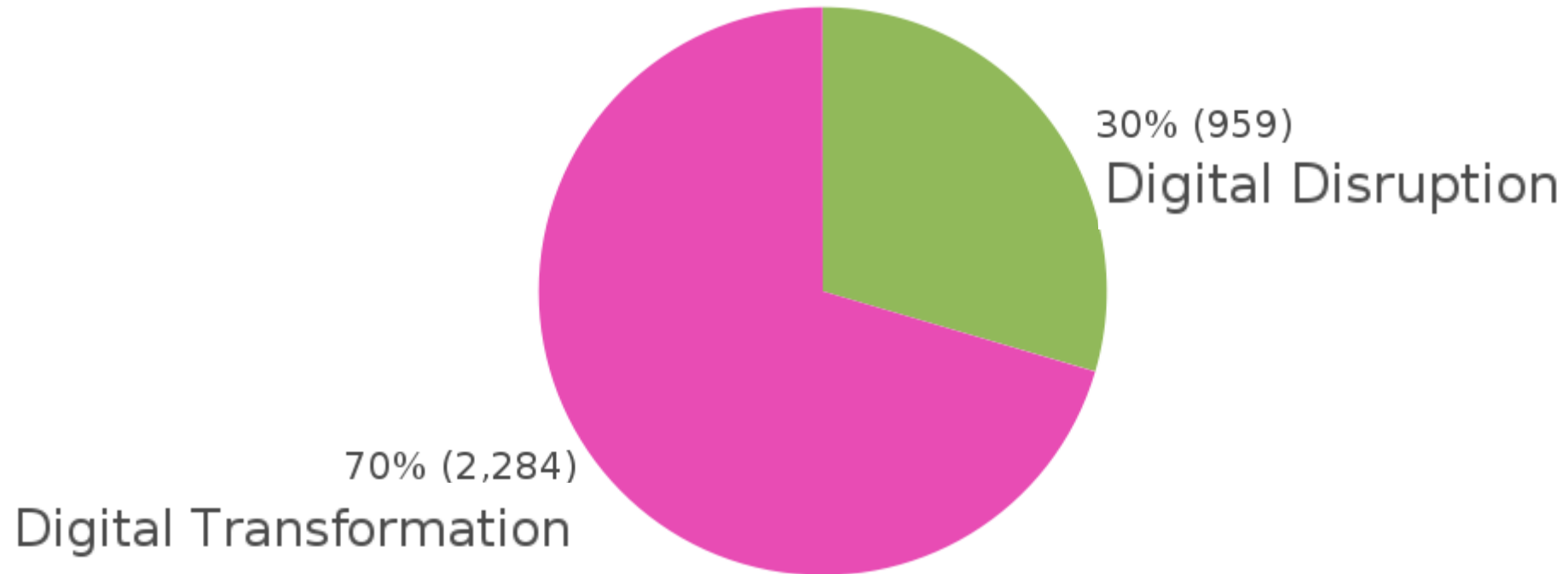


Digital Transformation

The **re-alignment** of, or **new investment in, technology** and/or business models to more effectively engage consumers or employees



Digital Disruption v Digital Transformation



Land Grab of Future Organic Growth





44%

Customer
Experience



30%

Operational
Improvement

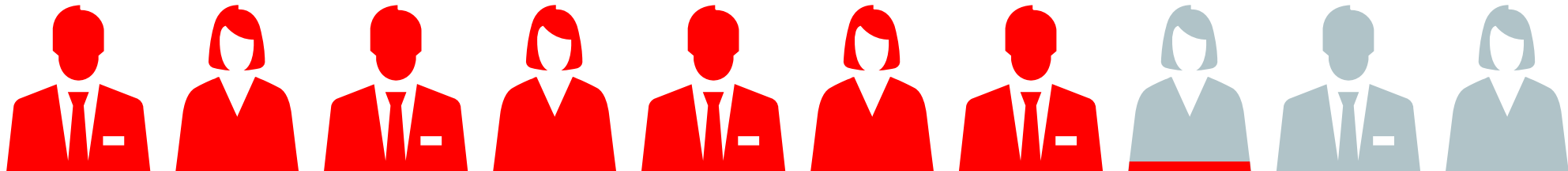


26%

New Business
Models

73%

of executives say they **already**
have a digital strategy



You Need a Platform to Support Your Digital Business

What do we
need to do?

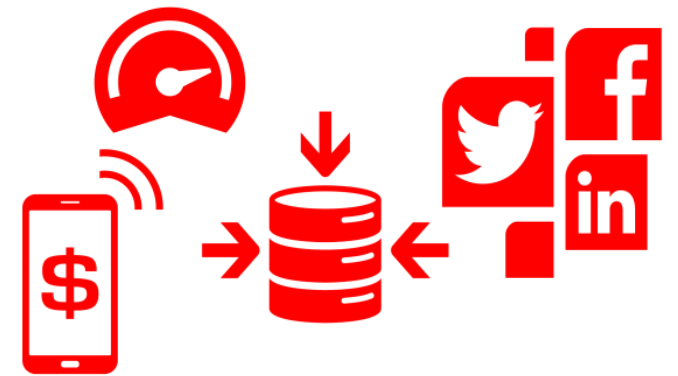
How do we **support**
a digital business?

How do we **build**
a platform?

Digital Business Platform (DBP) - Definition

"A 'Digital Business Platform' is a collection of **enterprise technology capabilities**

...that are accessible to Digital Technologies (smart phones, sensors, websites, cloud services, social networks...)"



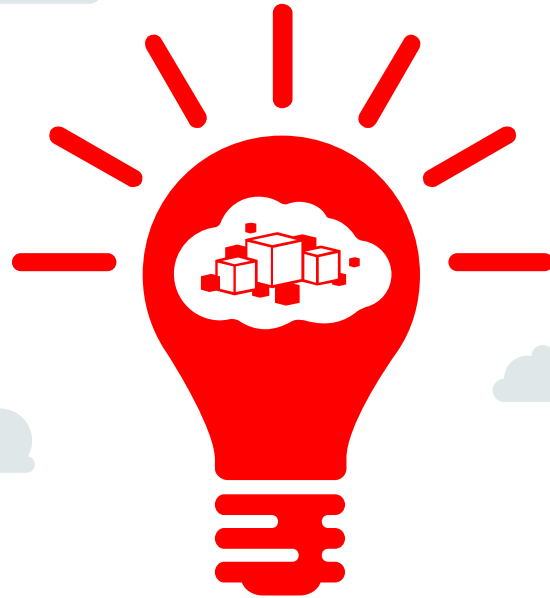


A man and a woman are looking at a tablet together in a modern office setting. The man is on the left, wearing a plaid shirt, and the woman is on the right, wearing a teal shirt. They are both smiling and looking at the tablet. The background shows a bright, open-plan office with desks, computers, and large windows.

Enabling interactions

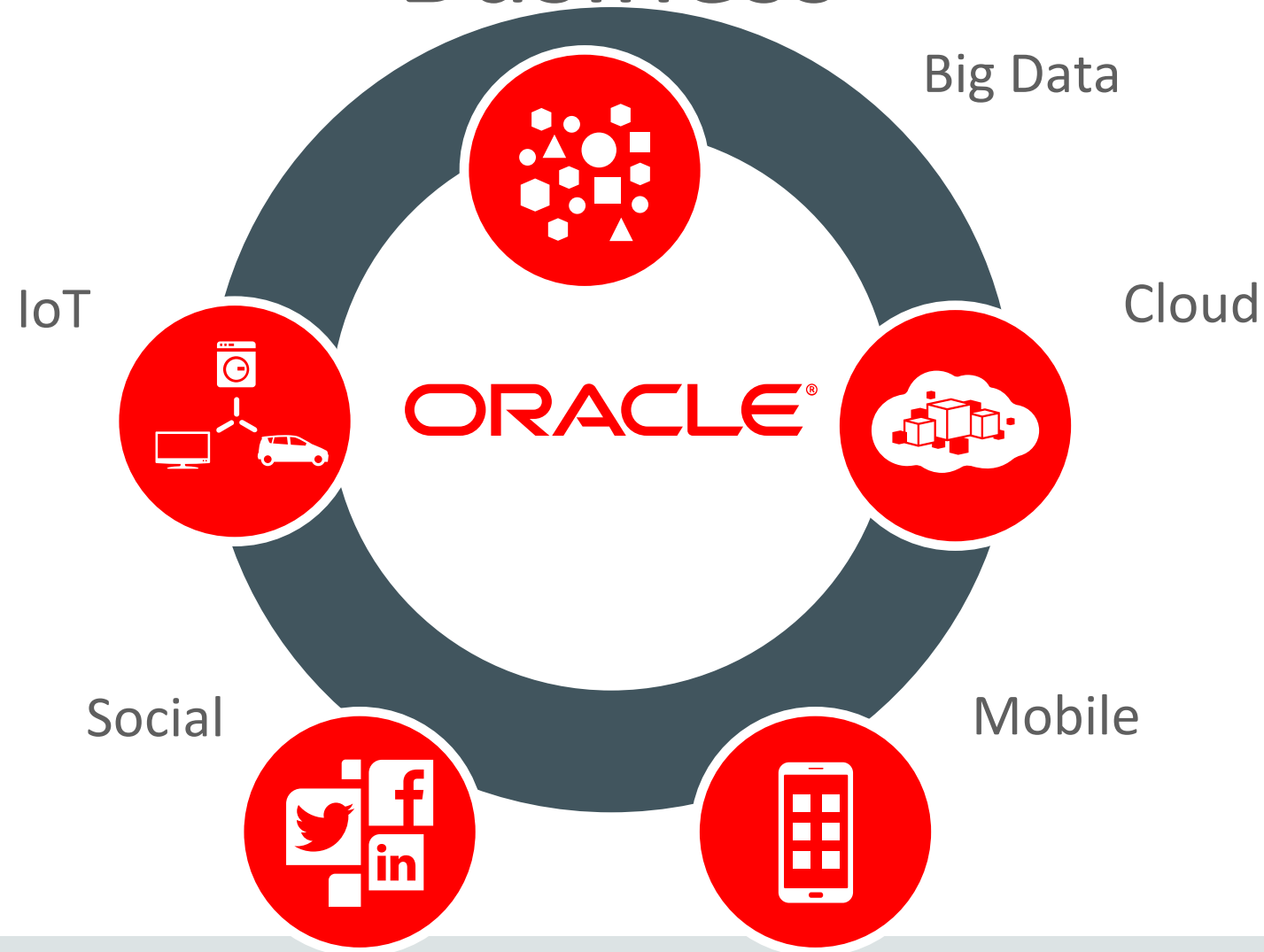


AVOID THE INTEGRATION TRAP



MORE
INNOVATION
LESS INTEGRATION

Platform to Support Your Digital Business



Digital Platform Capabilities



Applications



Database



Middleware



Analytics



Engineered
Systems

Cloud Deployment Choices

Oracle Enabling the Digital Platform



Applications

CX Cloud
HCM Cloud
ERP Cloud
Social Cloud



Database

DbaaS
PaaS
In Memory
Multitenancy



Middleware

Cloud Integration
Java Services
Mobile Platform
Internet of Things



Analytics

Bi Cloud
Structured
Unstructured
Discovery

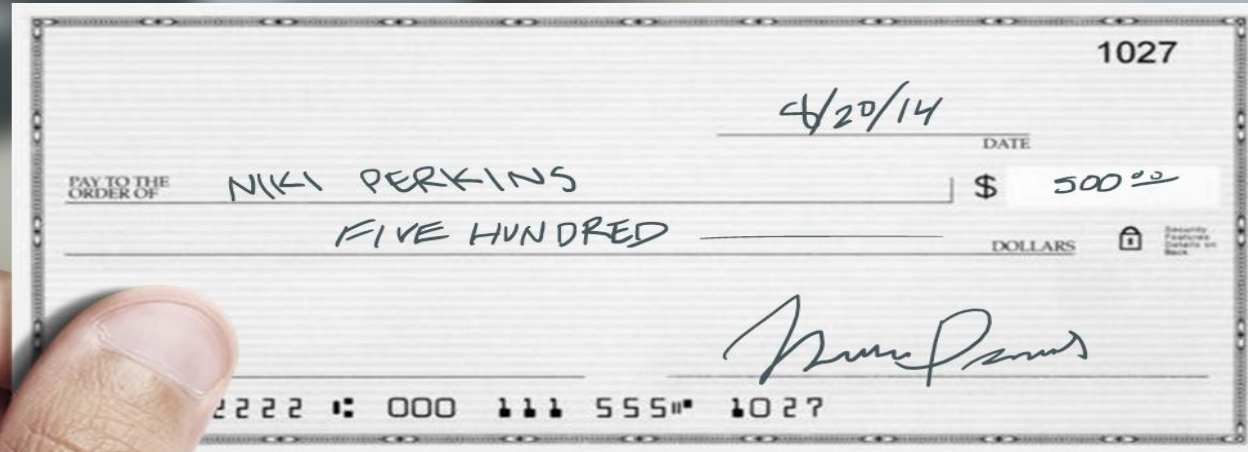


Engineered Systems

Real Time Enterprise



Digital Transformation

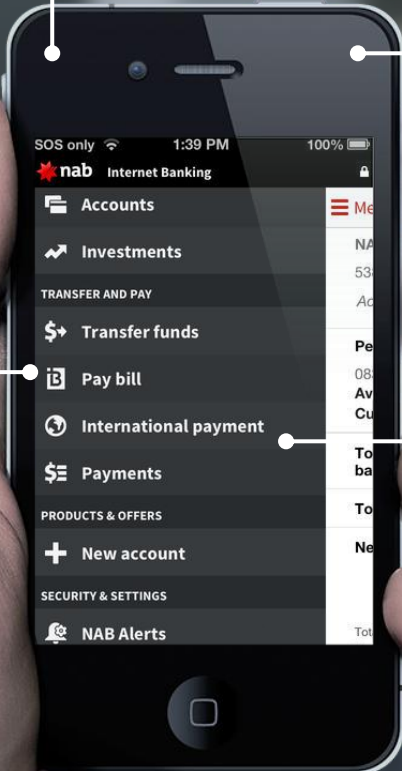


Real time

Analytics

Scanned checks

Spending behavior



- Digital Health Platform



Ingestible Sensor : made from organic ingredients



Your Body : powers the ingestible sensor



The Patch : captures & relays you body's physiological response



Applications : use any bluetooth enabled mobile device

Mobile at Paym

- Disrupting the traditional banking process
- Payments via mobile phones
- Phone number only requirement



BE A DISRUPTOR

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