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Oracle Fusion Applications - Overview, Strategy and Roadmap

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Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.



Oracle Fusion Applications 11g

KEY DESIGN PRINCIPLES AND MILESTONES

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ORACLE STRATEGY



Complete Stack

- Best-of-breed
- Open
- Vertical Integration
- Extreme Performance
- Engineered Systems

Complete Customer Choice

- On-premise
- Private Cloud
- Public Cloud
- Hybrid Cloud

ORACLE APPLICATIONS STRATEGY

- Across all product lines, offer significant functional value with easy to uptake releases and a clear roadmap
- Deliver Fusion Applications suite that can be adopted in a modular fashion alongside other applications
- Fusion Applications are now very real, and can be adopted in a modular fashion alongside Applications Unlimited; and offered as a SaaS Suite.
- We continue to differentiate our Applications by exploiting Oracle Technology capabilities – Engineered Systems/In-Memory; Mobile; Social.
- Provide specialized line of business applications and transformative industry processes

The Driving Force: New Inflection Points

Innovation

Easy
Extensions

Upgrade-
Friendly

Standards-
Based

User Experience

Intelligent

Social

Mobile

Deployment

Incremental

Cloud

Engineered

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Fusion Applications



Started with a Modern Platform

Industry-leading, standards-based, configurable, adaptive and secure Fusion Middleware

Built Best Practice Business Processes Based On Hundreds of Years of Learning
E-Business Suite, PeopleSoft, JD Edwards, Siebel

Reinvented the User Experience

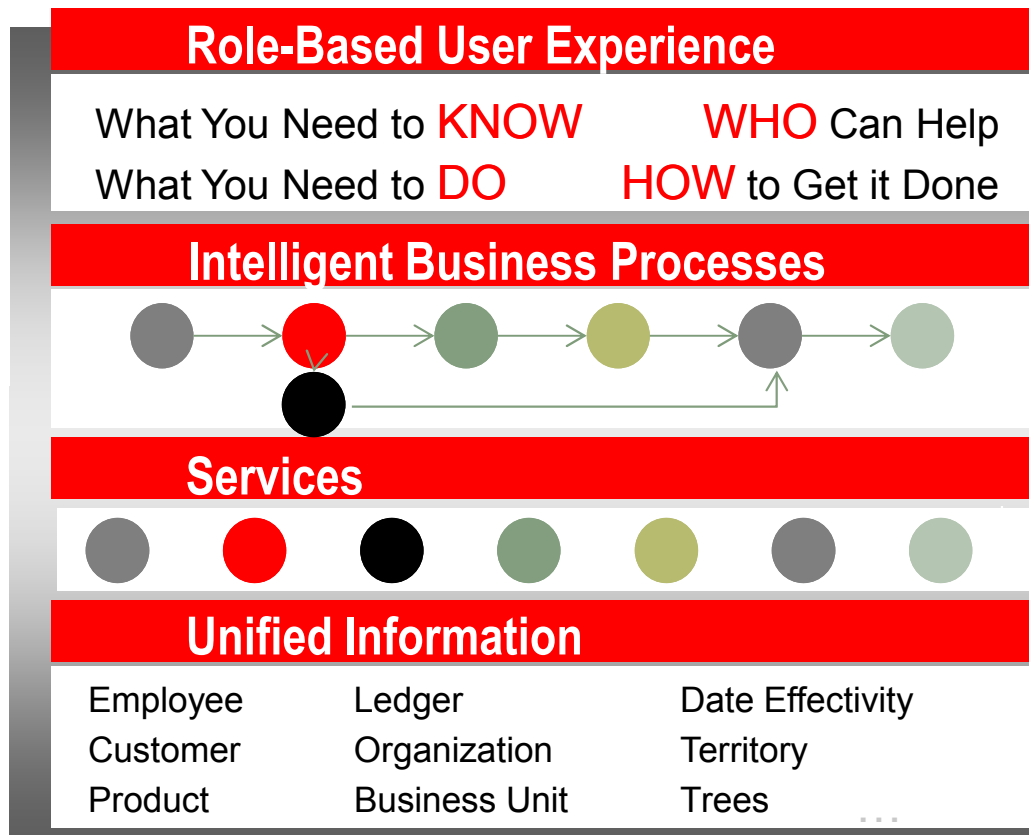
Role-based user interface, embedded decision support, pervasive collaboration

Made Ready for the Cloud

Private or public cloud

Fusion Applications

100% Open Standards



100% Open Standards

Java, BPEL, XML, HTML, AJAX,
Portlet, RSS, Mobile, etc.

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GENERALLY AVAILABLE

Already at R6

and now in an Australian Data Centre

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Oracle Application Customers Are In the Cloud

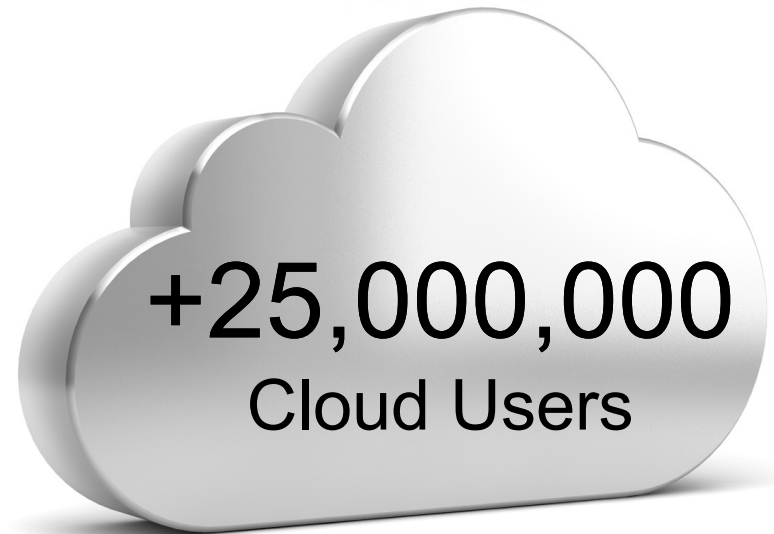


**HCM
Services**

**Talent Management
Services**

**ERP
Services**

**Sales and Marketing
Services**



**Customer Experience
Services**

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Different Cloud Deployment & Service Models

HYBRID CLOUD SERVICES

Deployment Model
Service Model

Your Site

Partner's Site

Manage Your Own Cloud

Partner Manages Your Private Cloud

Dedicated Private Cloud

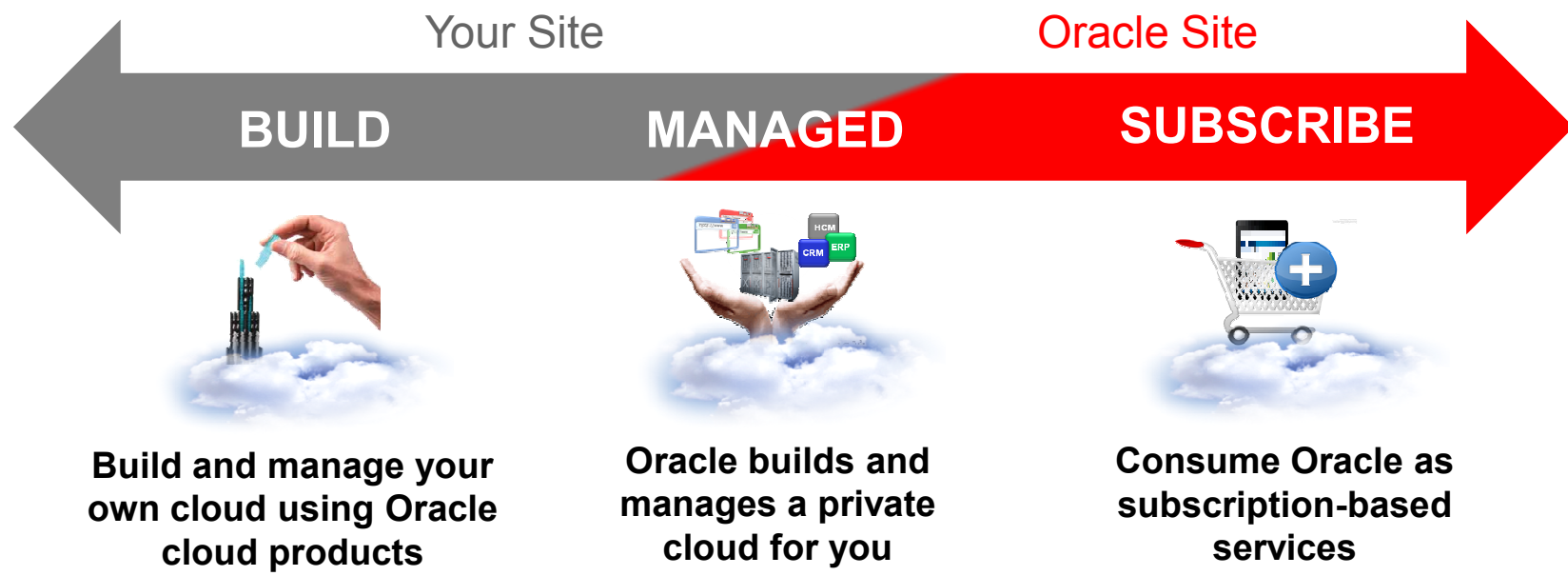
Virtual Private Cloud

PUBLIC CLOUD

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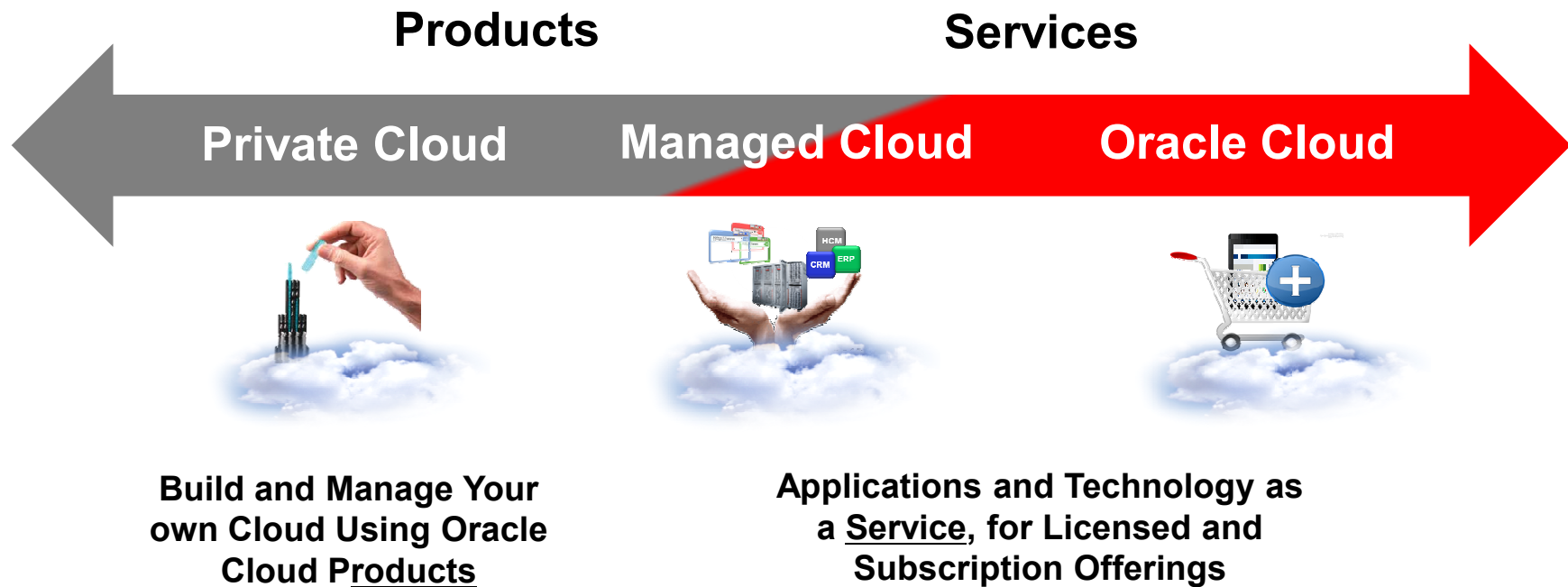
Oracle Cloud Strategy: **CHOICE**

Comprehensive Cloud Products and Services for Business and IT



Oracle Cloud Offerings

Comprehensive Cloud **Products** and **Services** for Business and IT



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Customers Taking a Varied Approach to Cloud



- 55% of all customers use at least one of the cloud deployment models
- 5% of customers use all three models

Cloud at the Crossroads: 2012 OAUG Survey on Application Delivery Strategies", April 2012

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Oracle Cloud

Application Services

Social Services

Platform Services

Common Infrastructure Services

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Application Services: Design Goals

- Broadest applications offering – enterprise customers
- Built on industry standards – Java, standards-based middleware
- Service-Oriented Architecture – simplifies integration
- Self-service control for business users – configure, extend
- Built in business intelligence, social and mobile
- Complete data isolation and flexible upgrades
- Modern user interface – Web, mobile, HTML5

Application Services

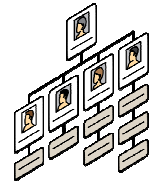
Broadest, Best-of-Breed, Enterprise Grade



Sales & Marketing



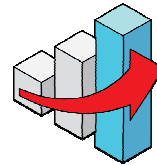
Customer Experience



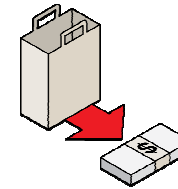
Human Capital Mgmt.



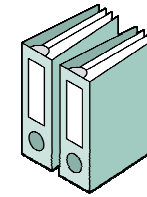
Talent Management



Financial Management



Procurement, Sourcing, Inventory

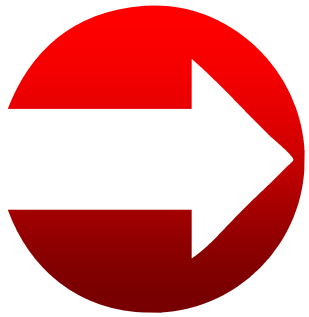


Project Management



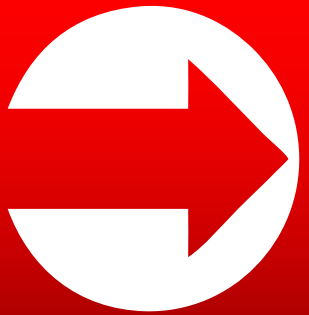
Governance, Risk, Compliance

Common Infrastructure Services



SIMPLIFY

BUSINESS PROCESSES



ACCELERATE

BUSINESS SUCCESS

Trends Driving the Future of Cloud Computing

SIMPLIFY BUSINESS PROCESSES

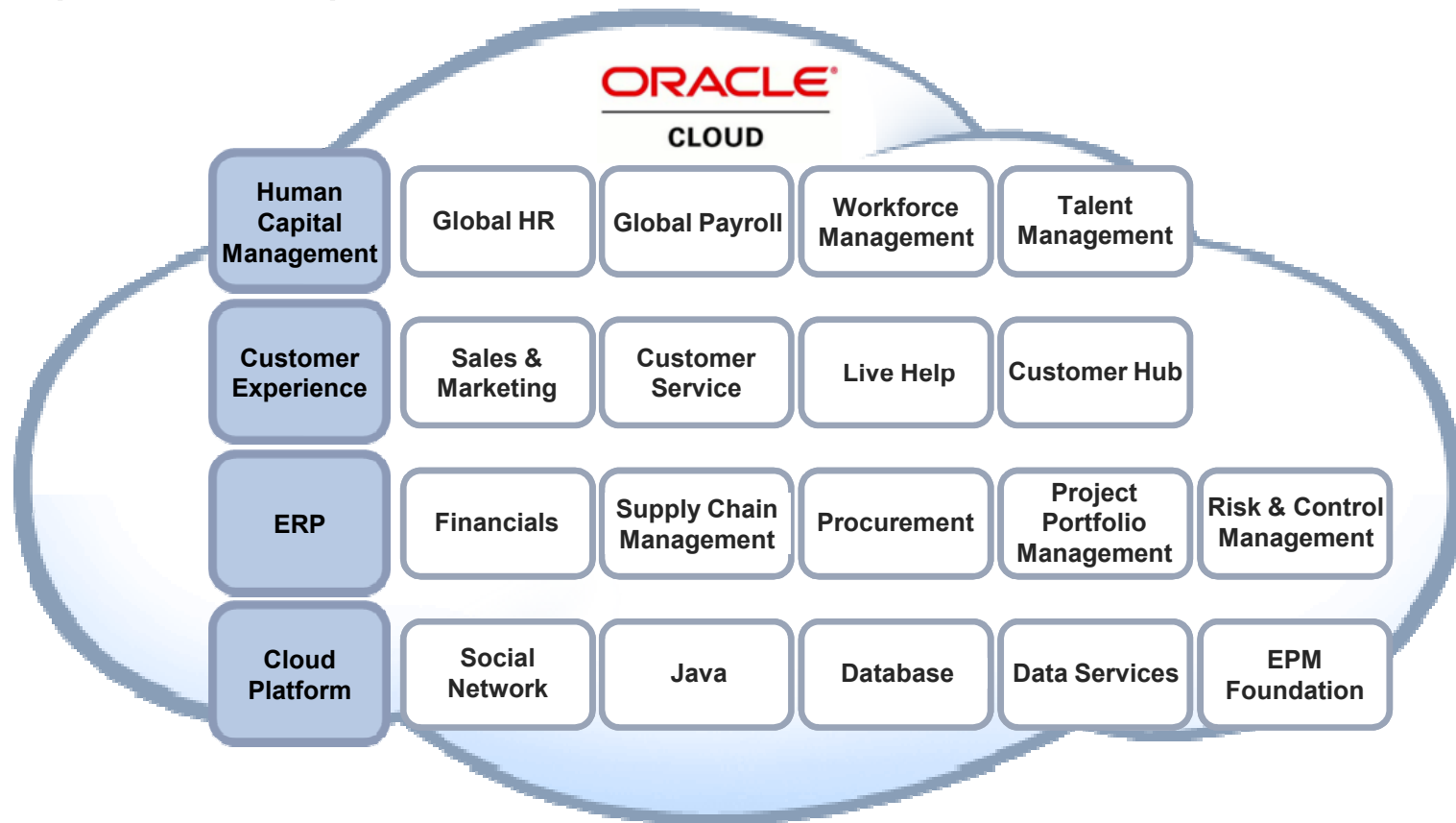
- Complete Enterprise Suite
- Contextual Driven Navigation
- Mobile Access

ACCELERATE BUSINESS SUCCESS

- Cloud Delivery
- Social Collaboration
- Real-time and Predictive Analytics

Oracle Fusion Applications

A Complete Enterprise Solution



Contextual Driven Navigation

Simplifies information acquisition



- Efficiently, effectively manage a globally integrated workforce
- Deliver immediate value, making talent foundational to all business processes
- Reduce labor & administrative costs with business process models and design patterns
- Improve productivity with built-in collaboration tools

Announcing **Your Mobile App, Your Way**

- ✓ Simple: One app to download
- ✓ Secure: Knows you and your role
- ✓ Extensible: Support BI and Applications Composer
- ✓ In-Sync: Always current with your enterprise

Oracle Fusion Tap

Work.



Connect.



Analyze.



Learn.

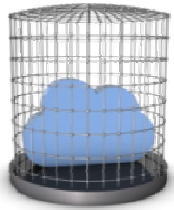




Oracle's Secure Cloud: **Cloud Without Compromise**

- ✓ Speed Deployment
- ✓ Accelerate Results
- ✓ Maximize Choice

MOST SECURE AND RELIABLE



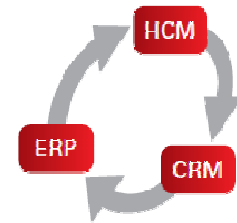
**Integrated cloud stack
optimized and secured from
apps to disc**

COMPLETE CHOICE



**The cloud any way you want:
public, private, or hybrid**

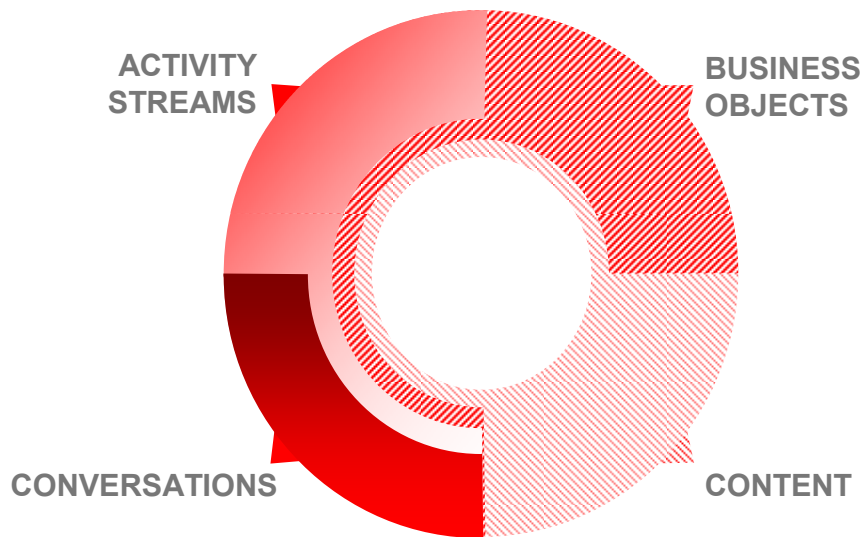
BROADEST FUNCTIONALITY



**Most complete, best-of-breed
cloud processes**

Enterprise Social

A Connected Organization is an Effective Organization



The screenshot shows the Oracle WebCenter Connect interface. At the top, there's a navigation bar with 'Home', 'Opportunities', 'Customers', 'Goals', 'Conversations', 'Documents', and 'People'. The user 'Adam Smith' is logged in. The main content area is titled 'High Temperature Turbine Design' and includes a 'View details in HCM' link. Below this, there's a project summary with 'Status: In Progress', 'Start Date: 06/10/2011', and 'Target Completion Date: 08/30/2011'. A 'Write a message' box is present. The discussion thread below shows a post by Josh Lannin at 14m ago sharing a document 'Ceramics for turbine engines.docx [1]' (7 pages, 75 KB). A reply from Josh Lannin at 13m ago mentions an annotation on the document. Another reply from Josh Lannin at 13m ago asks about material composition. A reply from Carin Chan at 12m ago mentions her team's studies on a different material. A final reply from Adam Smith at 11m ago discusses the specific material requirements for the rotor blade.

Real-Time & Predictive Business Intelligence



- Build rich, visual, interactive reports.
- Publish to role-based dashboards.
- Create reports using real time transactional data.
- Easy for business users to access, analyze, and use the information.
- Build once, share everywhere within Fusion, or export to Excel or PPT.
- Reasoning and Level of Impact
- Predictive involuntary termination
- “What If” Analysis
- Embed into Transactional Applications

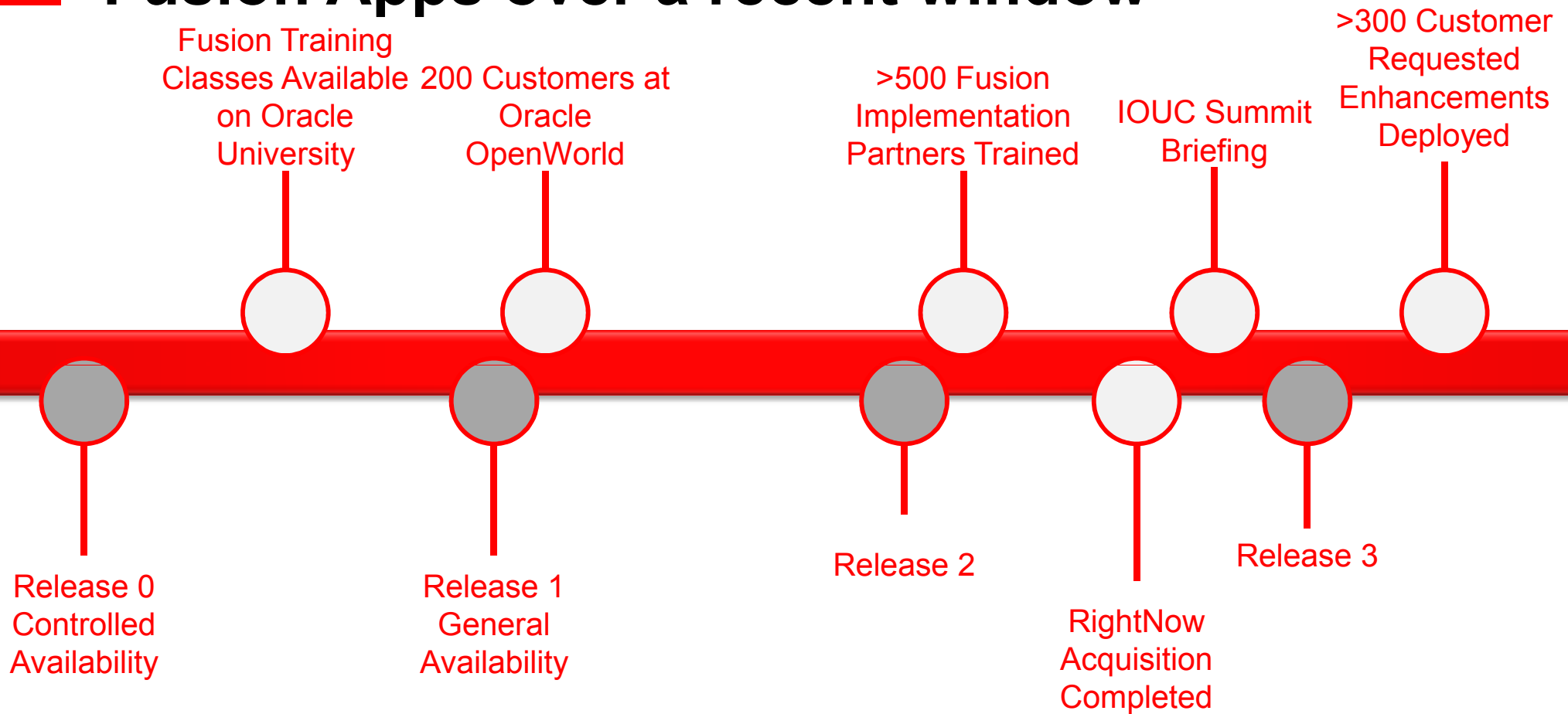


Oracle Fusion Applications 11g

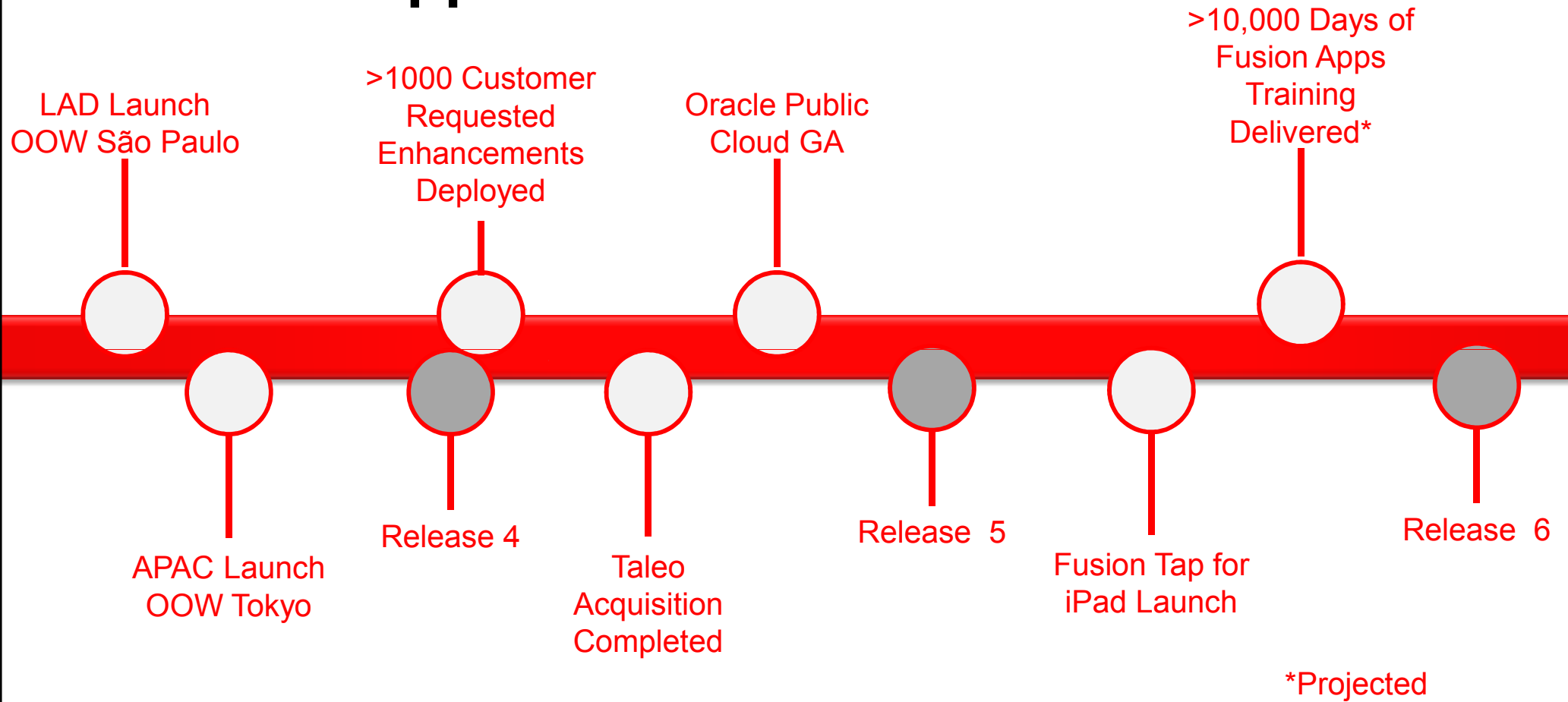
LOOK BACK AND LOOK AHEAD

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Fusion Apps over a recent window



Fusion Apps over a recent window



Fusion Applications 11g+ Release Framework

Roadmap to the Future

More
Localization



More
Industries



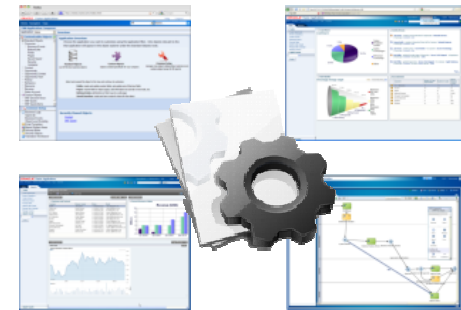
More
Power



More
Mobile



More
Configurability



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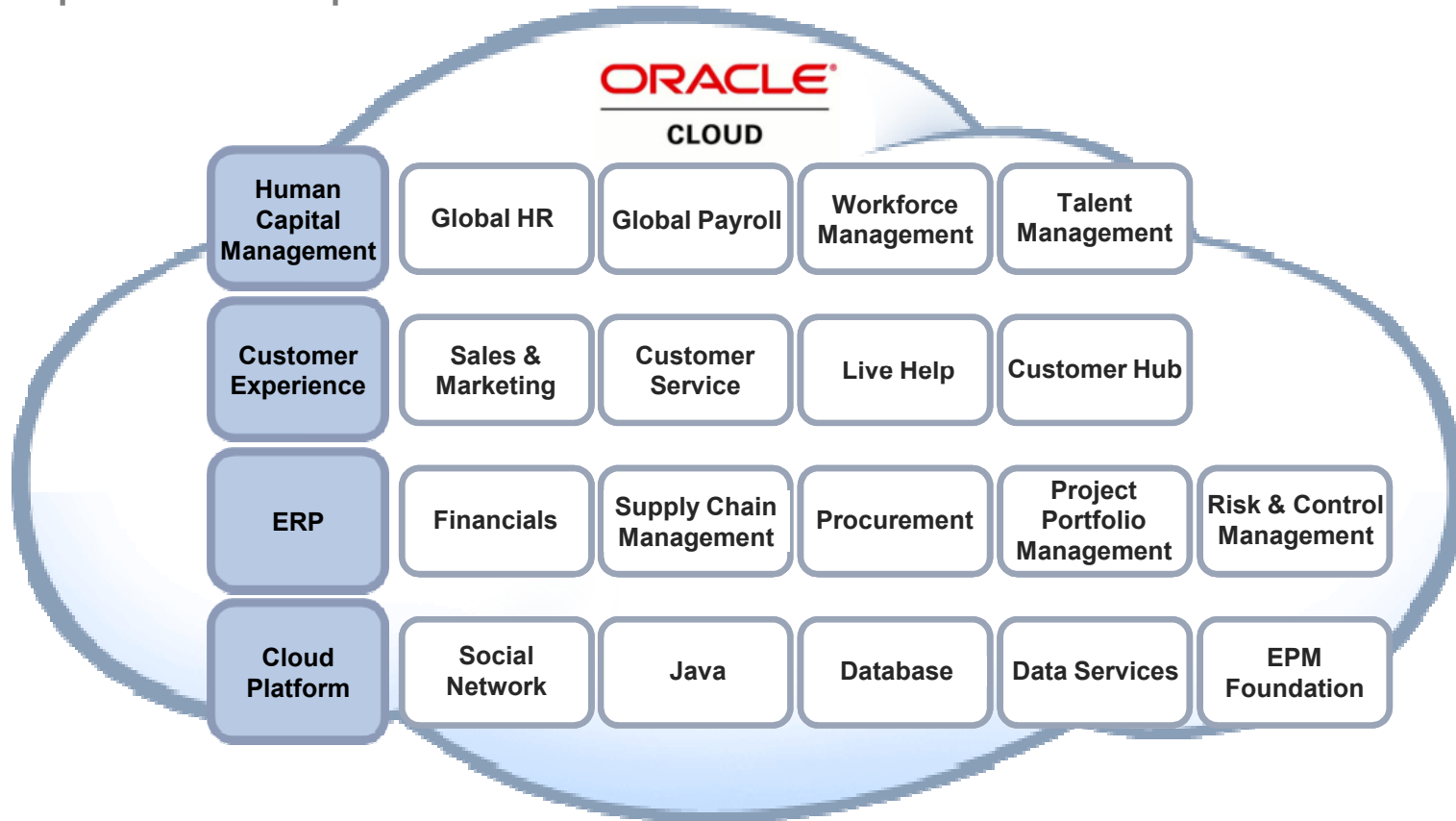
Oracle Cloud

Application Services (SaaS) - Summary

- Transform Customer, Employee, & Organizational Experience
- With a complete & functionally rich Suite of SaaS Applications
- Designed to be adopted modularly but engineered to work together
- Designed to exploit PaaS Services to extend their capabilities
- Designed to exploit Social & Insight Services

Oracle Fusion Applications

A Complete Enterprise Solution



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Oracle HCM



- World-class technology capabilities
- Best-in-class human capital management processes
- Complete and integrated human capital management solution



Oracle CRM

B2C Customer Experience



Social Marketing & Branding

Social Media Mgmt
Social Branding
Social Communities
Social Analytics

Commerce (2013)

Catalog
Merchandising
Shopping Cart
Personalization
Experience Mgmt.

B2C CX

Social Media Monitoring

Insight (Text Analytics)
Visualizing Customer
Tracking & Learning
Routing

Service

Service Requests
Contact Center
Web Self-Service
Knowledge Mgmt.

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Oracle CRM

B2B Customer Experience



Sales Planning

Installed Base
Accounts & Contacts
Sales Prediction
Territories
Contracts

Sales Execution

Quotas & Commissions
Leads & Opportunities
Forecasting
Partners
Sales Intelligence
Mobile & Social

B2B CX

Marketing

Campaigns
Google Ad-Words
E-mail & Web
Landing Pages
Social Marketing

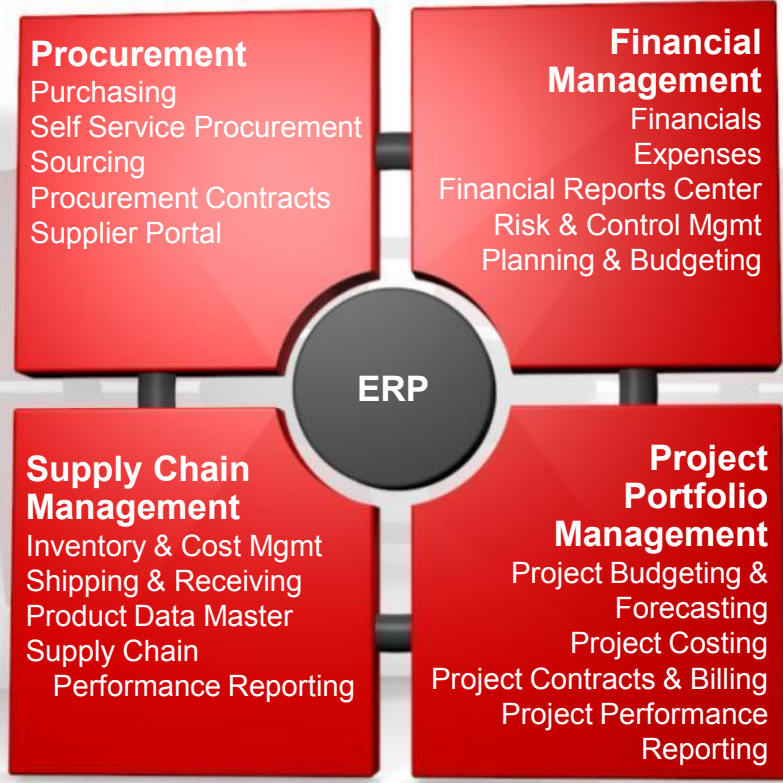
Service

Customer 360
Service Requests
Contact Center
Web Self-Service
Knowledge Mgmt.

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Oracle ERP

Enterprise Resource Planning



Fusion Financials

Run Smarter Processes

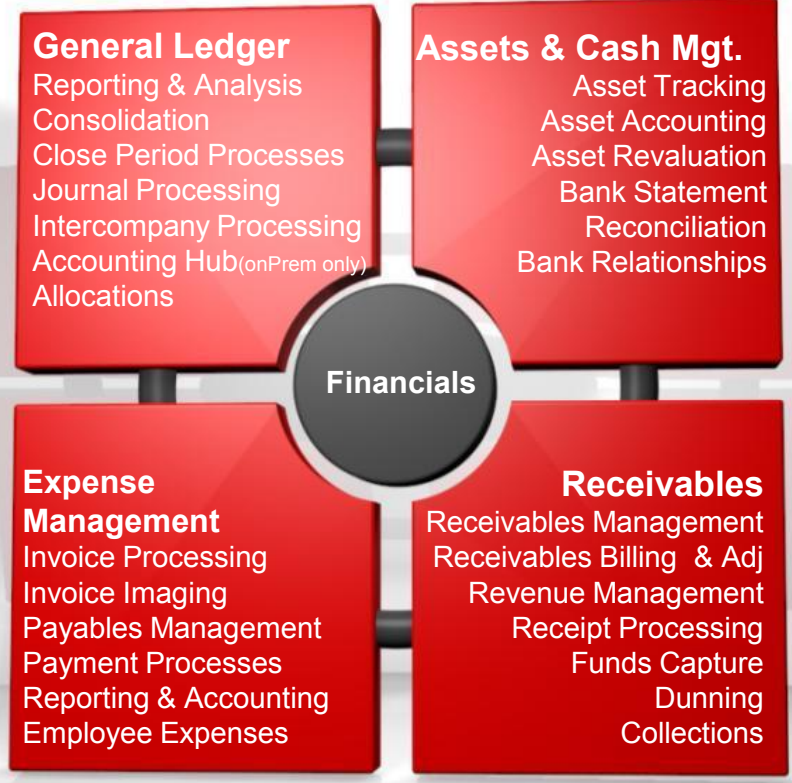
Financial Reporting Center
Data Access Set: InFusionUSA.LS (Charge)
Report: Income Statement (Period Comparison)

HTML Preview
AccountingPeriod: 03-11 | Line of Business: Line of Business | Cost Center: Cost Center | Product: Product | Intercompany: Intercompany

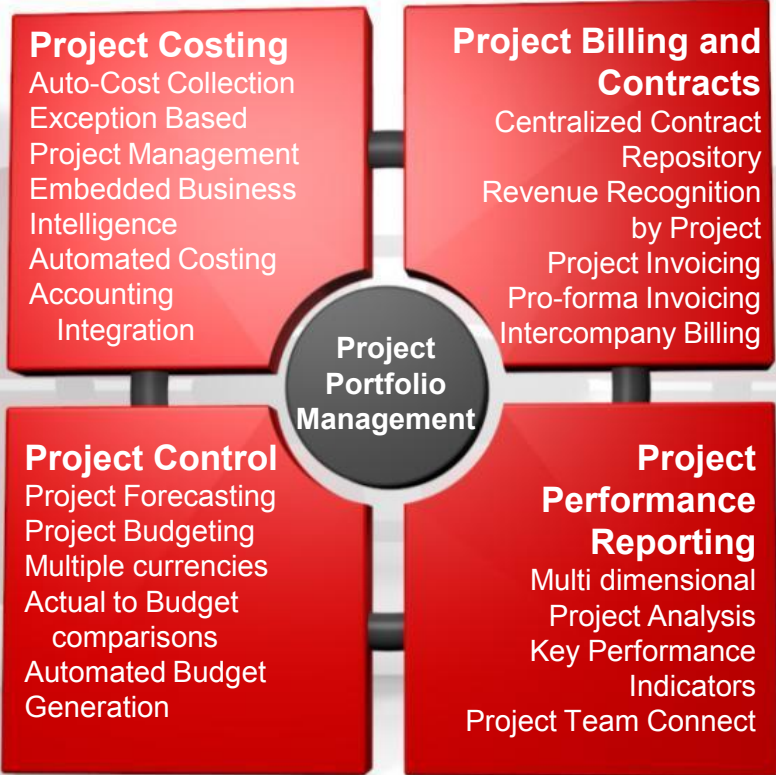
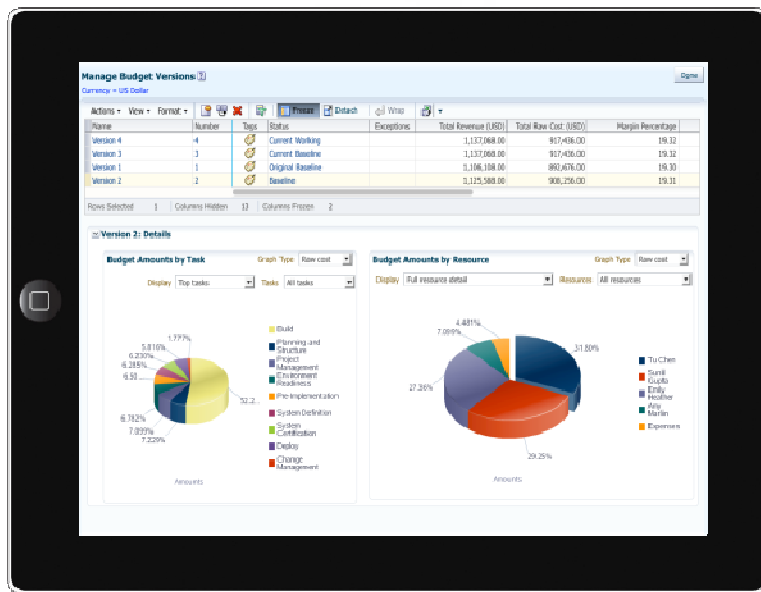
**InFusion USA Income Statement
Period Comparison**

Ledger: InFusion_USA.LS | InFusion_USA.PL | Balance Amount: Period Activity Amount Type: Amount Type Currency: USD Currency Type: Currency T

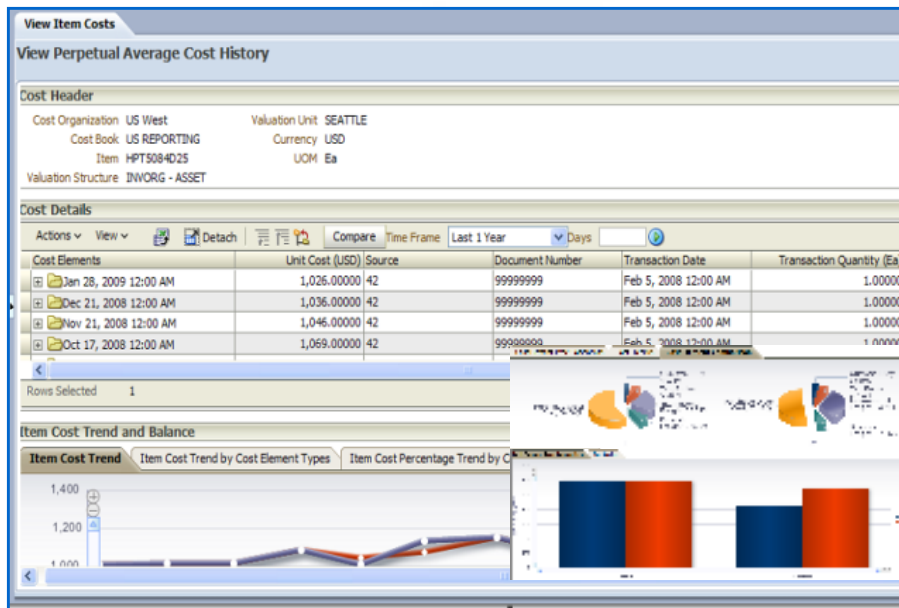
	Actual PTD	% of Revenue	% of Revenue	% of Revenue	\$ Variance	% Variance
	03-11	Revenue	Revenue	Revenue		
> 40000 Revenues	15,542,000	100%	16,456,248	100%	(914,248)	(6)
>> 50000 Material and Goods	8,125,570	52%	8,155,876	50%	30,306	0
>>> 90100 COGS Products	7,192,322	46%	7,229,246	43%	36,924	1
>>>> 91100 Cost of Goods Sold	2,128,252	14%	2,228,246	13%	100,000	5
>>>>> 99000 PPM Expenses	963,398	6%	1,028,630	6%	65,232	(8)
>>>>>> 60100 Wages and Salaries	1,893,642	12%	1,893,642	12%	(0)	0
>>>>>>> 60200 Other Employee Benefits	492,518	3%	500,442	3%	804	0
>>>>>>>> 60500 Travel Expenses	222,436	1%	219,551	1%	(2,885)	1
>>>>>>>>> 62000 Freight and Shipping	215,789	1%	175,572	1%	(38,817)	22
>>>>>>>>>> 63100 Other Purchases and Supplies	1,262,722	8%	1,438,242	9%	182,503	(13)
>>>>>>>>>>> 64000 Office and Communication	290,275	2%	211,822	2%	(78,453)	(7)
>>>>>>>>>>>> 65000 Fees	250,040	2%	262,452	2%	12,412	(18)
>>>>>>>>>>>>> 68000 Depreciation Expenses	525,891	3%	498,248	3%	(27,643)	6



Fusion Project Portfolio Mgmt



Fusion Supply Chain Management



Order Orchestration
(on Prem Only)
Centralized Fulfillment Processing
Global Order Promising
Order Jeopardy Tracking
Global Sourcing

Product Data Master
Common Product Model
Catalog Mgt.
Data Quality
Product Governance
Product Versioning
Product Analytics

Supply Chain Management

Inventory Management
Cost Management
Item Master
Inventory Picking
Cycle Counting
Replenishment Planning

Shipping & Receiving
Centralized Warehouse
Visibility
Shipping Processes
Receiving Processes

Fusion Risk and Controls Mgmt



Risk Intelligence

Key Risk Indicators
Dashboards
Alerts
Reports

Risk & Controls Manger

Risk Analysis and
Evaluation
Audits & Assessments
Issues & Remediation

Risk & Controls

Continuous Controls Monitoring

Access (SOD) Controls
Transaction Controls
Configuration Controls

Connectors & Prebuilt Controls

Procurement,
Financials, HCM

On-Premise Agent for
Fusion, PeopleSoft,
EBS



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CUSTOMER ADOPTION SCENARIOS

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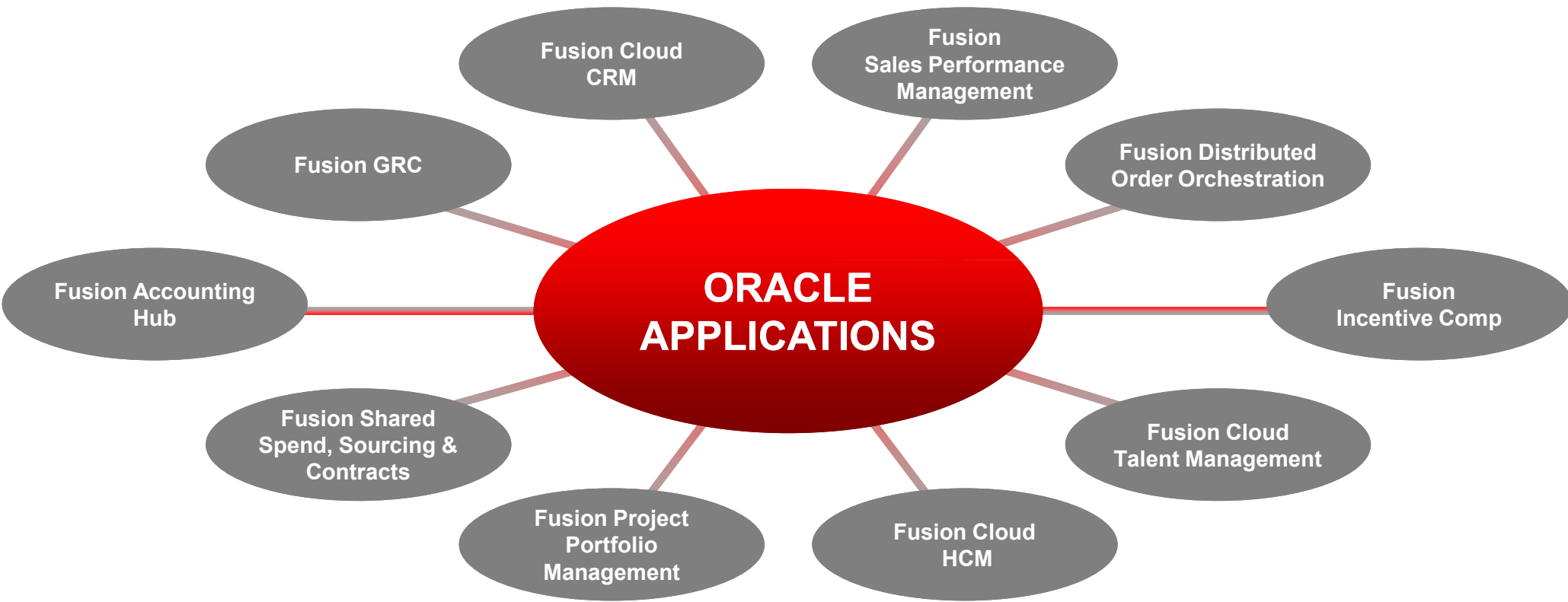
Broad Adoption of Fusion Applications

Some Of Our Customers

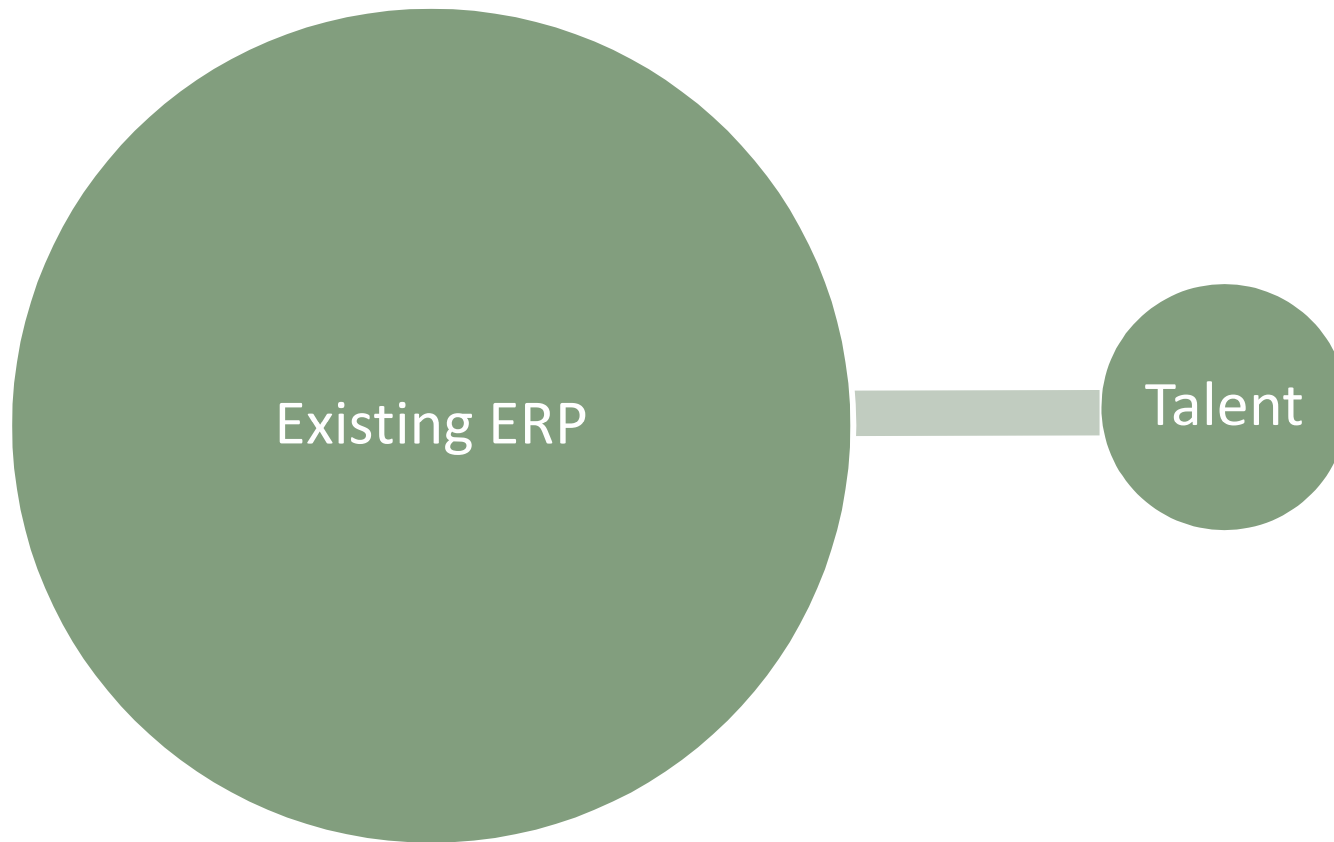


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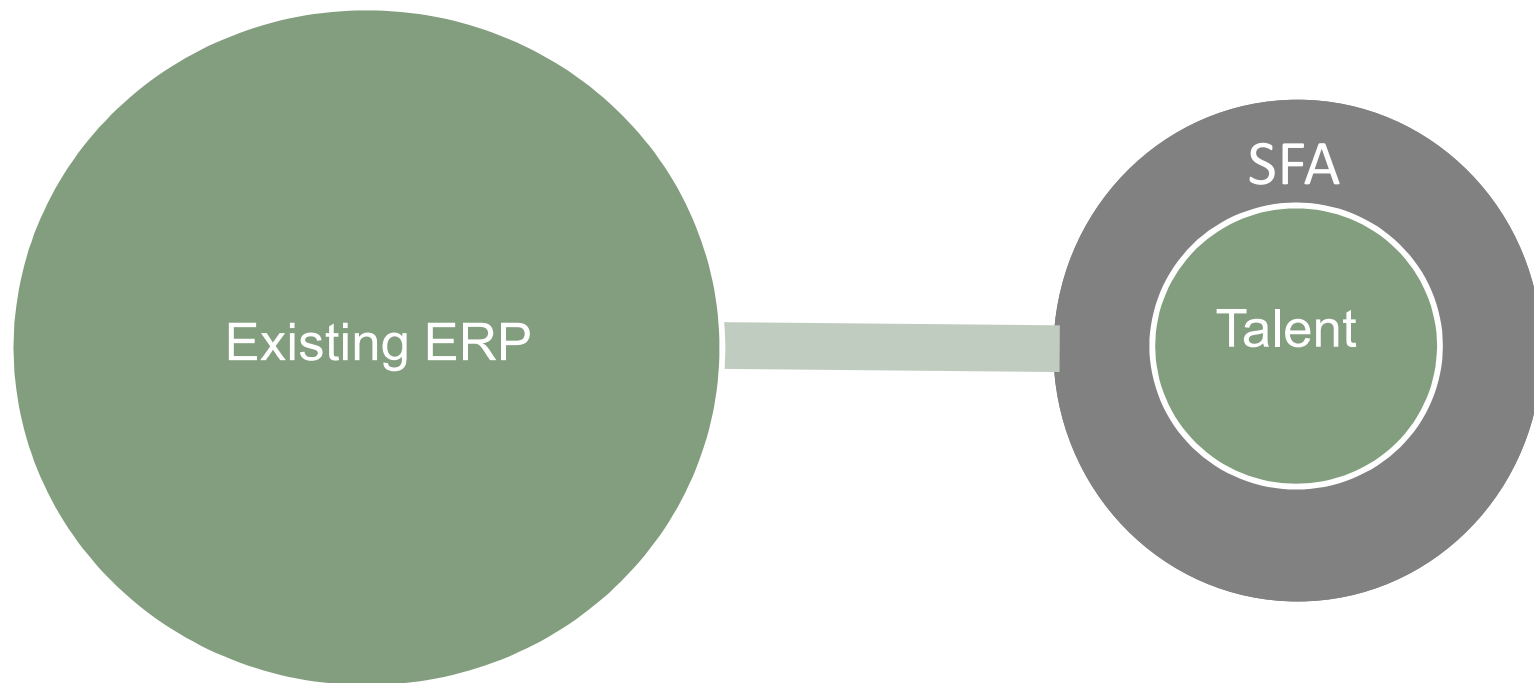
CO-EXISTENCE SOLUTIONS



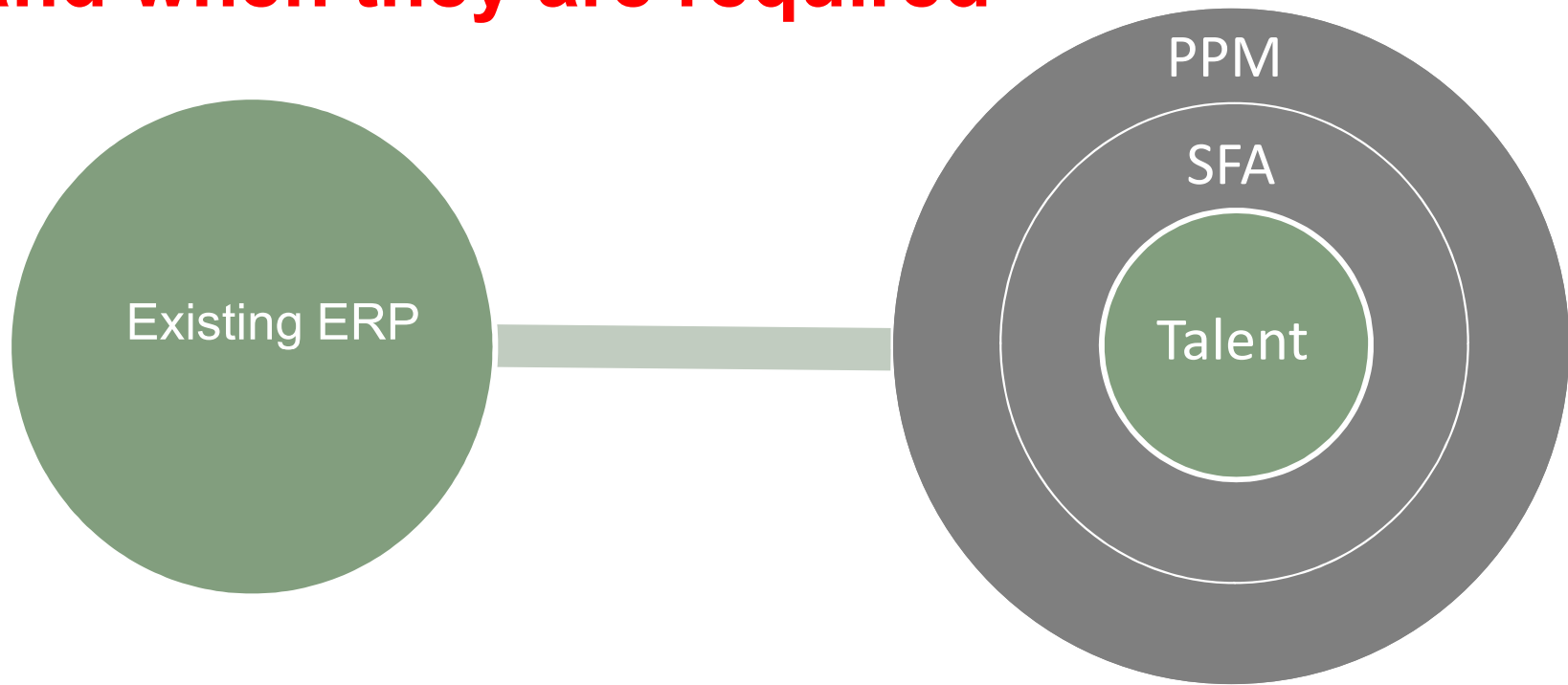
So how do we get there?



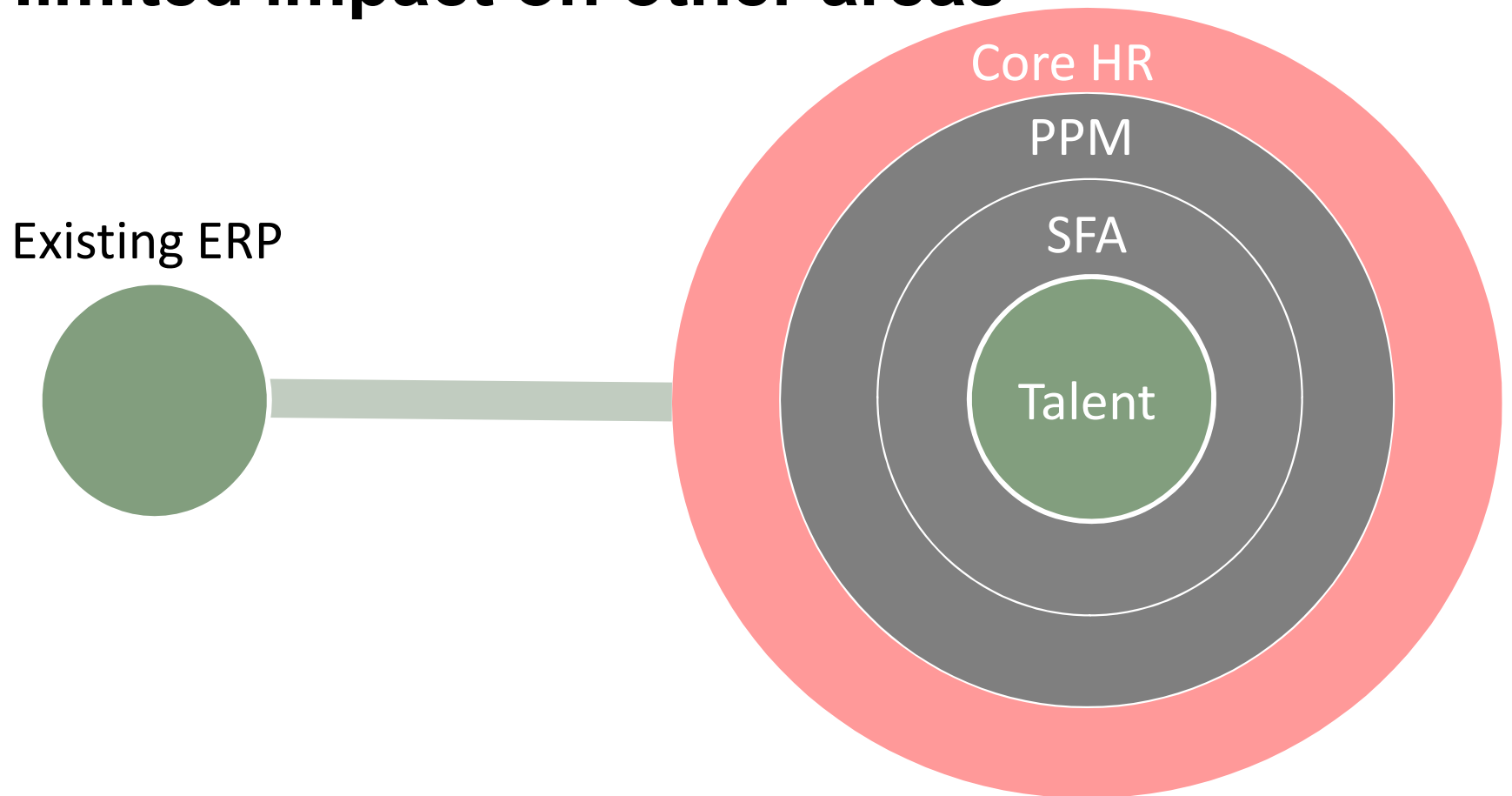
Deliverable projects in short, sharp timeframes



Addressing business needs - as and when they are required



With limited impact on other areas



Complete Choice

Multiple Adoption Paths

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FUSION APPLICATIONS



Continue on Your Current Path

Upgrade to the latest release of your current Oracle Applications



Adopt a Co-Existence Strategy

Add new Fusion Applications modules or pillars to your current Oracle Applications



Embrace the Complete Suite

Deploy the comprehensive suite of Fusion Applications products

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Summary

- Your Investments → Continued Investment from Oracle
- Fusion Applications are Different
 - *Simplify your Business Processes*
 - *Accelerate your Business Results*
- Significant Progress in Only 18 Months. More to Come.
- Fusion Apps are Real. Many Adoption Paths
- Connecting With Customers
 - Fusion Applications Connect Programs
 - www.youtube.com/fusionappsatoracle

Hardware and Software

ORACLE®

Engineered to Work Together

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