The future is now!

HOUG 2018
Oracle alkalmazások a felhőben

Füzes Péter
Safe Harbor Statement

The preceding 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.
How Will You Play The 21st Century Game: Offensive or Defensive?
### Potential to Unlock $100 Trillion from Digital for Business and Society

<table>
<thead>
<tr>
<th>Industry</th>
<th>Cumulative Value 2016-2025 to Society and Industry ($ billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Consumer</strong></td>
<td>5,439 (Societal) 4,877 (Industry)</td>
</tr>
<tr>
<td><strong>Automotive</strong></td>
<td>3,141 (Societal) 667 (Industry)</td>
</tr>
<tr>
<td><strong>Logistics</strong></td>
<td>2,393 (Societal) 1,546 (Industry)</td>
</tr>
<tr>
<td><strong>Electricity</strong></td>
<td>1,741 (Societal) 1,360 (Industry)</td>
</tr>
<tr>
<td><strong>Telecom</strong></td>
<td>873 (Societal) 1,280 (Industry)</td>
</tr>
<tr>
<td><strong>Aviation</strong></td>
<td>705 (Societal) 405 (Industry)</td>
</tr>
<tr>
<td><strong>Oil &amp; Gas</strong></td>
<td>637 (Societal) 945 (Industry)</td>
</tr>
<tr>
<td><strong>Media</strong></td>
<td>274 (Societal) 1,037 (Industry)</td>
</tr>
<tr>
<td><strong>Mining</strong></td>
<td>106 (Societal) 321 (Industry)</td>
</tr>
<tr>
<td><strong>Chemistry</strong></td>
<td>2 (Societal) 308 (Industry)</td>
</tr>
</tbody>
</table>
Digital world impacts “real world’s” business
What is Your Challenge to Be The First One?
The Permanent Dilemma in Today’s Economy

Regulation
Always be compliant with any regulation

Innovation
Always reinvent business models, processes and decisions faster than anyone in your industry
How are 21st Century Leaders already Shaping their Future?
The New Reality in Business Applications

“...fascinated by is learning stories about digital-born companies ... that have existed for 10 years or less. When you ask about how they’re doing ... they have all embraced the public cloud as just the right thing to do.”

—Irina Starikova, McKinsey Partner
A Question of Generation
First Gen Cloud Apps  Revolutionized consumption of IT

Immediate Consumption of Business Software
Consumer-Grade User Experience
Subscription-Based Service Model
First Gen Cloud Apps  Yet couldn’t reach mass adoption

- Not Mission critical
- Not Extensible
- Not Integrated
The Modern Cloud Applications by Oracle

Revolutionizing ‘again’ businesses with ONE integrated suite of applications and platform for the entire business

Intelligent ready

Industry specific

Innovation focused

And yes: fully secured!
Next-Generation Business Applications

ERP/EPM CLOUD  SCM CLOUD  HCM CLOUD  CX CLOUD SUITE  DATA CLOUD
How can you create Tomorrow ... Today?
Transforming Industries
Revolutionize Business Models

Shifting from products and services to outcome-based business models

Public Sector  Smart Cities
Manufacturing  Product-as-a-Service
Healthcare  Continuous Health Monitoring
Banking  Predictive Services for Wealth Creation
Automotive  Personalized Services for the Connected Car
Retail  Personalized in-Store Services and Experiences

30% of industry revenues will come from new business models by 2020

source WE Forum
Transforming Businesses
Revolutionize Business Processes

Shifting from basic to advanced business automation

Artificial Intelligence powers business innovation of tomorrow:
- augmented reality
- virtual reality
- natural language question answering
- machine learning
- autonomous vehicles

Purpose: automating simple to complex business tasks leading to unprecedented levels of cost-efficiencies

Companies that understand digital transformation earn 26% more profit than others

source WE Forum
A Clear Transformation Journey

1. Start with a new Digital Business Core
2. Extend Digitization to Differentiating Scenarios
3. Establish a Platform for Digital Innovation
And Clear Commitment from Oracle

More Value
One Cloud Suite of Intelligent Apps

Your Success
Cloud With Us or With You

More Trust
Security-First Across Digital Business
So, How Will You Play The 21st Century Game: Offensive or Defensive?