

Modern Finance in the Digital Age

Philippe Mathieu

Vice-President Finance EMEA

Oracle Corporation

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Oracle Corporation



SCALE

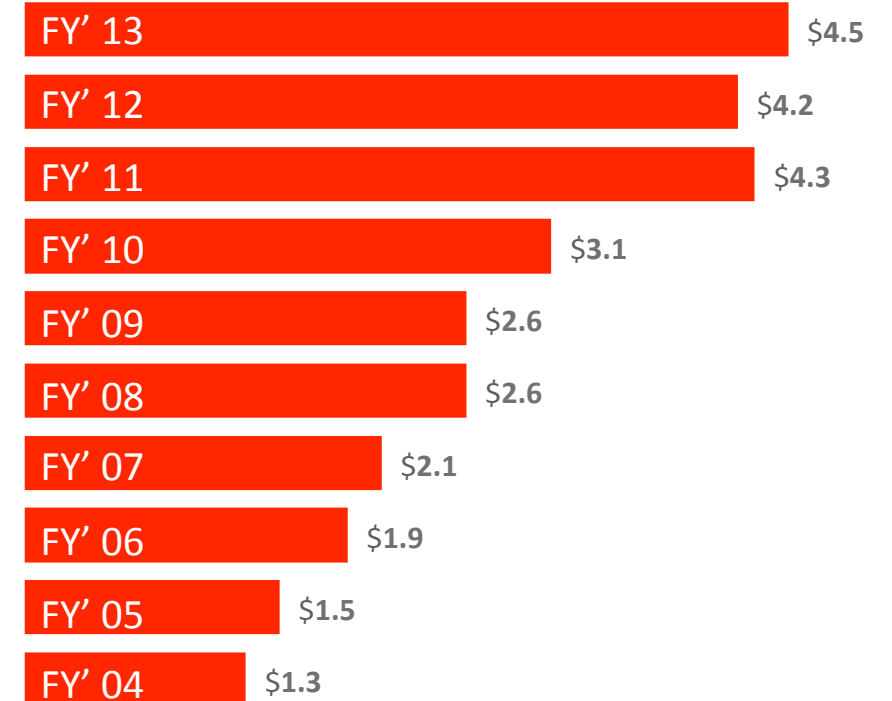
- Founded in 1977
- \$38B Revenue and 122,000 employees
- #1 in 50 product / industry categories
- \$60B+ on >100 acquisitions



INNOVATION

- \$30B USD invested in R&D since 2004
- 34,000 developers and engineers
- 15 million Oracle community developers
- 400,000 customers in 197 countries

ANNUAL R&D INVESTMENT*



*Non-GAAP basis.

Business Transformation Phases

Focused on Efficiency and Scale

1998

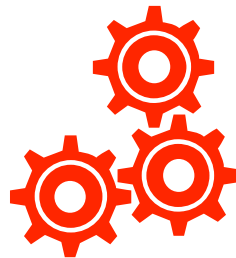
PHASE I

2003



Drive Efficiencies

- Get Oracle's internal operations in order
- Simplify. Standardize. Centralize. Automate.
- Implement plain-vanilla Oracle software to run our business
- Enhance decision-making and accountability
- Increase margins



2004

PHASE II

2012



Scale the Business

- Undertake an aggressive acquisition strategy to expand our portfolio
- Add a new line of business – hardware
- Utilize proven best practices from Phase I to accelerate operational savings
- Scale business profitably



Objectives

Simplify

- 65+ financial apps instances
- Fragmented data: 10000's of Excel spreadsheets
- Decentralized decision making (in country)

2000

- **1** financial app instance
- **1** data warehouse
- **Centralized decision making**
 - Global process owner
 - Divisional process owner
 - Global application owner

TODAY

Standardize . . . ONE Best Global Process

GLOBAL PROCESS OWNER . . . In Business



Act as Champion and Owner of Global Process

Defining direction, Business needs, KPIs and service level standards

Evaluate

Org structure, Efficiency, effectiveness, best practices

GLOBAL APPLICATION OWNER . . . In IT



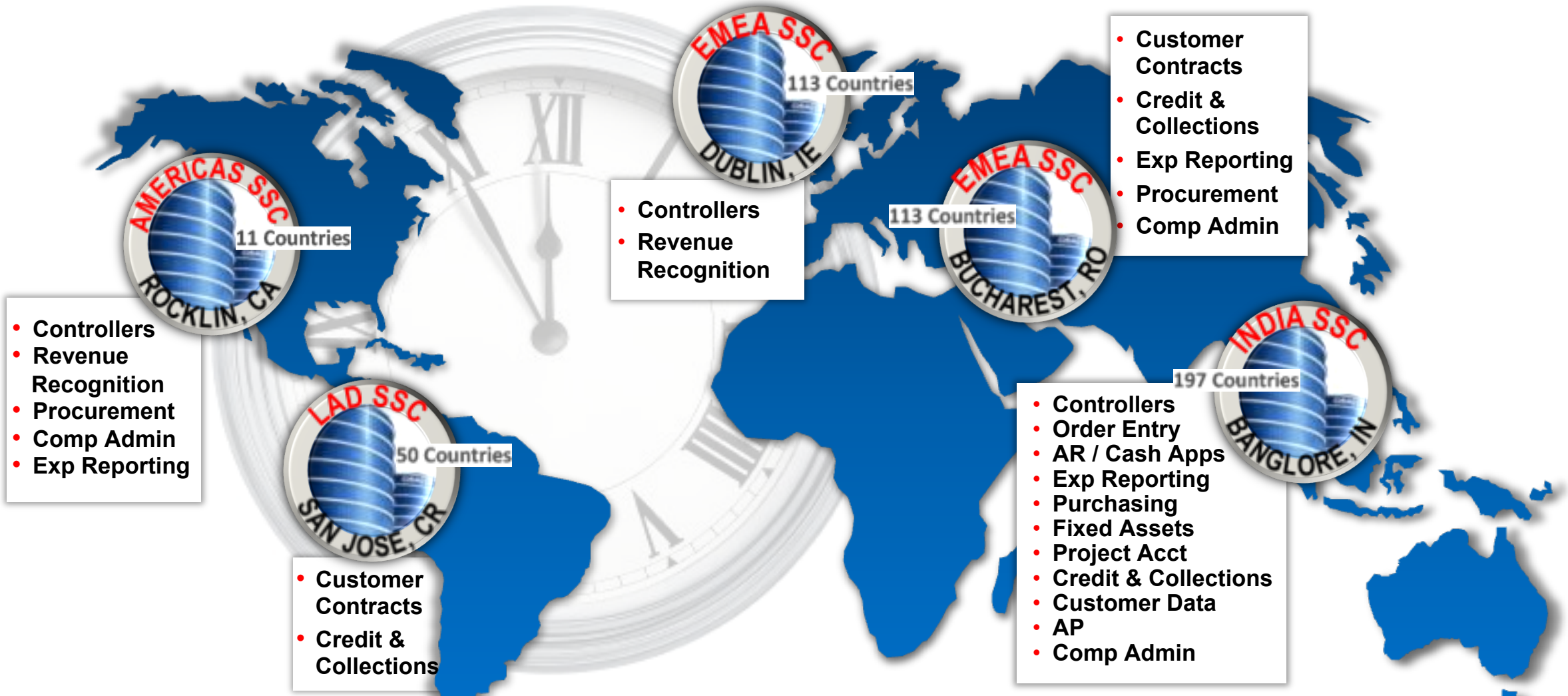
Partner with the Global Process Owner

Best use of technology

Support Single Instance and Shared Services Strategy

Centralize in Shared Service Centers

197 Countries, 22 Languages



Automate: Oracle's Enterprise Reporting Architecture

Data Sources



EBS Global Single Instance



CRM GSI



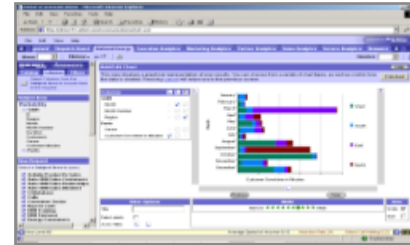
My Oracle Support GSI



EPM - Planning and Budgeting



External Data Sources (D&B...)



Ad-Hoc Analysis



Dashboards

Oracle Business Intelligence Applications

Operational Data Store
Near Real-time

Corporate Data Warehouse

Extract, Transform, Load (ETL)



Example - Business Analytics Strategy

- Information for >100,000 employees **through self-service**
- **ONE source of truth.** From financial reporting to details
- Controlled and **Secured**
- **Low Cost.** Removing data warehouse silos



Business Transformation Results

Business Strategies

**Cost
Reductions**

**Profitable
Growth**

**Strengthen
Security**

**Performance
Management**

+

+

+

+

IT Strategies

Simplification
System Consolidation

Standardization
Global Business Processes Open
Standards

Centralization
Improved Control and Monitoring,
Less Exposure

Automation
Self-Service

Results



**\$ Billions in
Savings**



**Improved
Security**



Better Information

Finance has Evolved from Governance to Guidance



Classic

- Efficient Service Delivery
- Historical Reporting
- Annual Planning
- Controls for Compliance
- Efficient Transaction Processing



Modern

- Effortless Employee Experience
- Predictive & Proactive Analysis
- Continuous Planning & Budgeting
- Controls for Performance
- Real-time Decision Making

CFOs Want to Modernize Finance

Strategic Priorities for Global CFOs: 2013-2015



Improve Speed of Decision-Making

- Respond faster to internal and external clients
- Flex the business model in response to change



Leverage High-Impact Technologies

- Big Data
- Mobile
- Cloud-based systems



Restructure the Finance Skill Set

- Data analysis
- Systems expertise
- Business partnering

Digital Technologies

Transforming How CFOs Create Value



Mobile

\$1+ trillion in mobile ecommerce revenue by 2017



Social Business

\$29+ billion in social media revenue by 2015



Big Data / Analytics

\$17+ billion in Big Data revenue by 2015



Cloud Services

\$200+ billion in cloud services revenue by 2015

Mobile Device Finance Trends

With more demand to move financial data to a mobile device, certain financial activities and business processes will need to evolve



Mobile Finance Trends

Current

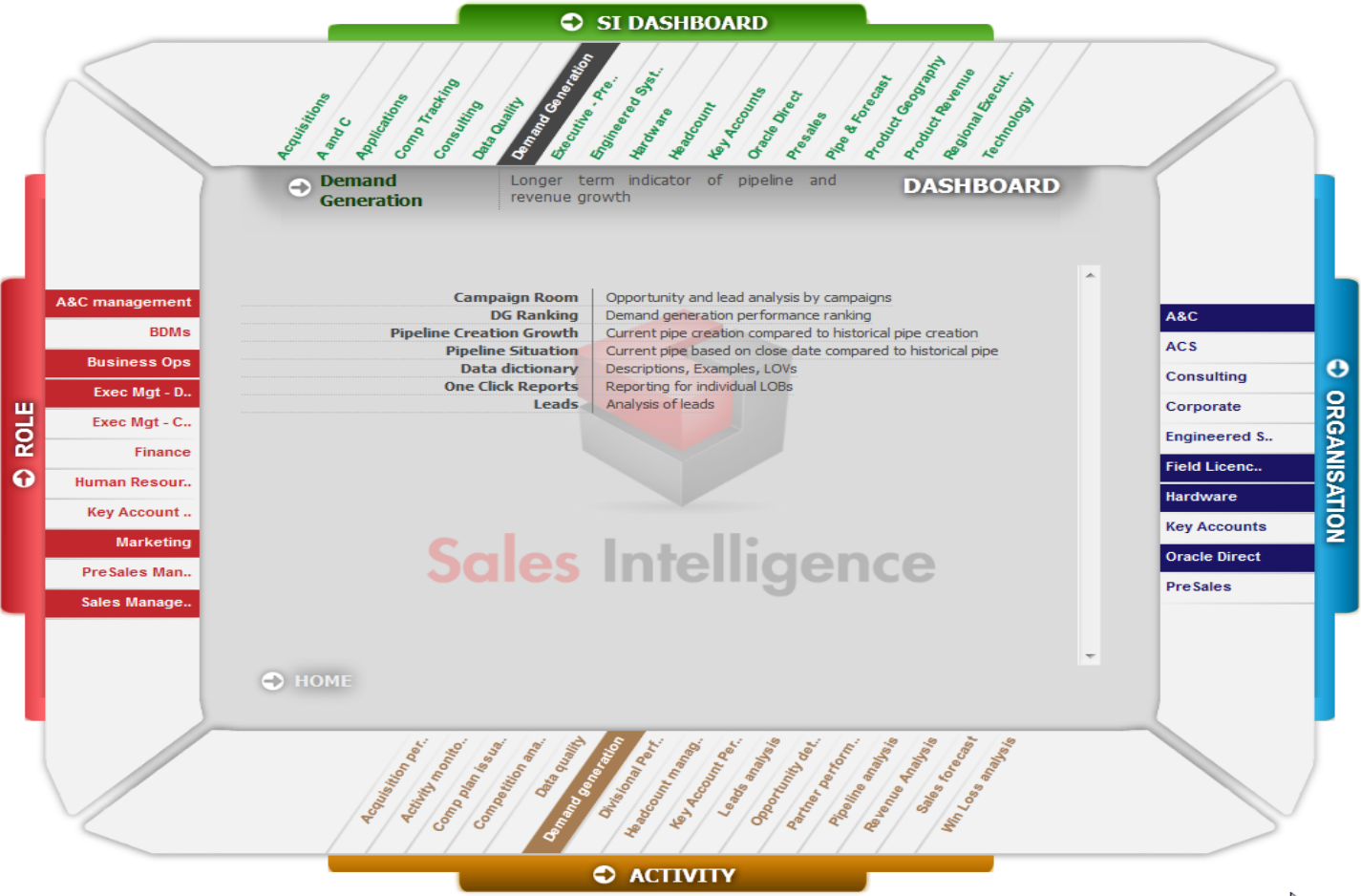
- Expense reporting
- Approvals
- Static financial reports

Future

- Month-end close
- Dashboards
- Interactive reports



Mobile Business Intelligence Dashboard at Oracle

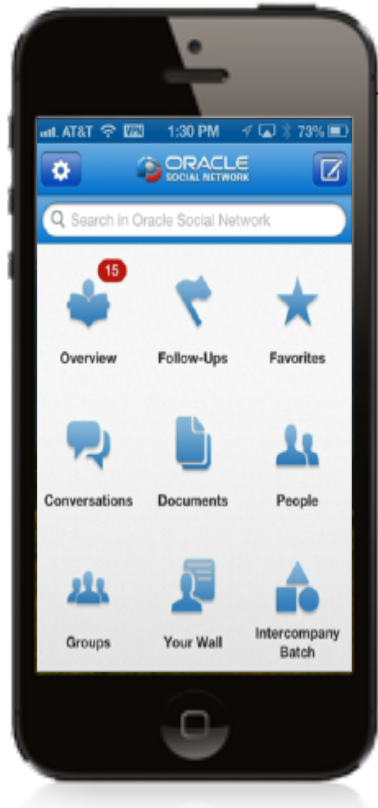


For CFOs, Social Is All About Collaboration

The average worker collaborates with 10 or more people to accomplish daily tasks



Social at Oracle Finance



- OSN is the ideal way to share information among teams in one application
- All project tracks have dedicated “conversations” where team members can share ideas, documentation, progress updates etc. in a secure environment
- Use of email being phased out in the project environment as it fragments information flow

Turning Big Data, Analytics into Big Insights



Customer Analytics



New Market Opportunity



Business Performance



Risk Management

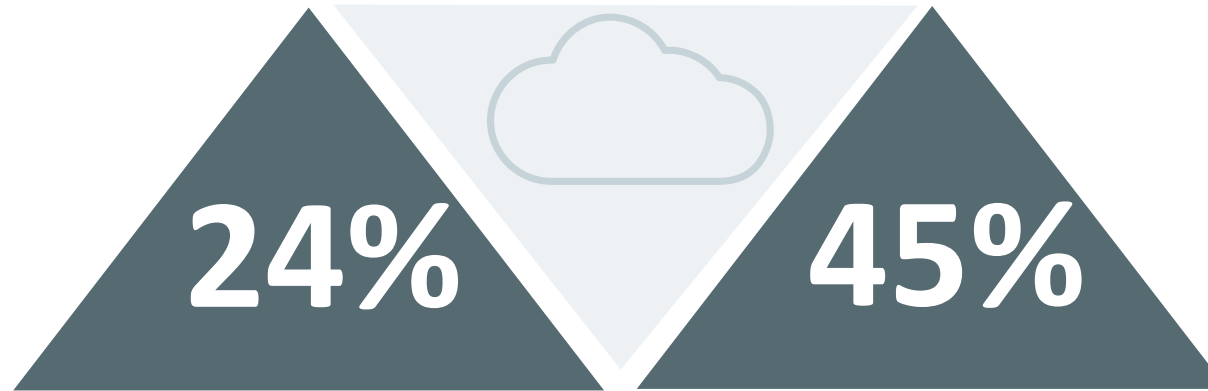
Analytics at Oracle

Reporting Center of Excellence

- **Location:** Oracle Global Financial Information Center in Bangalore
- **Strategy:**
 - Decommission Excel-based reports and replace with predefined multi dimensional dashboards.
 - Centrally produce ad hoc reports
 - “Single source of truth” and efficient reporting
- **Platform:** Hyperion and OBIEE
- **Results:** Target 90% reduction in manual reports



Global CFOs Embrace Finance in the Cloud



**HAVE ALREADY ADOPTED
A CLOUD-BASED SYSTEM
FOR CORE FINANCIALS**

**ARE PLANNING A ROADMAP
FOR ADOPTING CORE
FINANCIALS IN THE CLOUD**

Cloud Applications at Oracle

STRATEGY



RESULTS

Fusion ERP (OFSS Business Unit)

Co-existence strategy enables synchronization of close calendar, compliance with Indian regulatory requirements

Fusion Accounting Hub

17% improvement in consolidation process; less risk, improved visibility

Fusion HCM (Talent, HR Analytics)

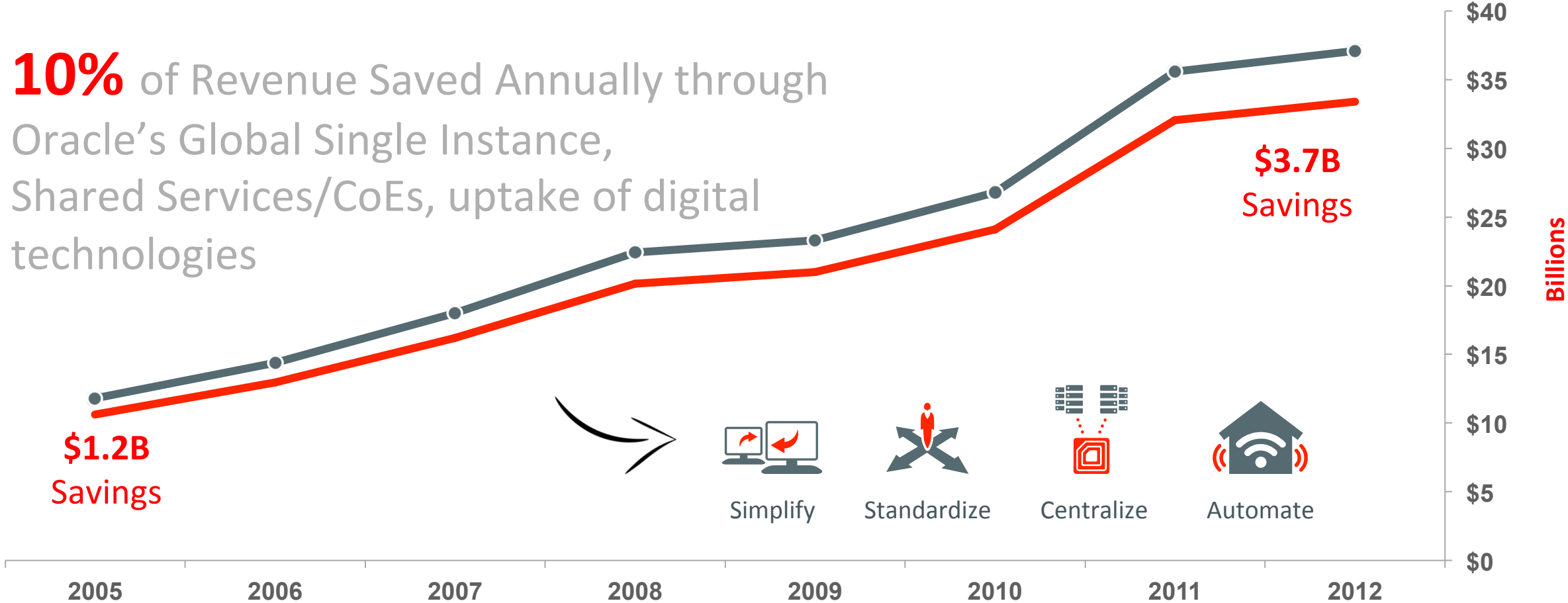
Attract and retain finance talent; significantly reduce time to identify and proactively respond to high-value, high-risk employees

Fusion CRM

Used by Finance business support teams to help drive sales; global, scalable campaign to opportunity to quote processes

Outcome: Ongoing Savings

10% of Revenue Saved Annually through Oracle's Global Single Instance, Shared Services/CoEs, uptake of digital technologies



Outcome: 100+ Acquisitions since 2005



Executive Strategies for Finance Modernization

- ✓ Secure executive mandate to implement transformation
- ✓ Simplify your operations as much as possible before embarking
- ✓ Develop optimized business processes and deploy using modern systems
- ✓ Implement a shared services model that follows these standardized processes globally
- ✓ Empower your workforce with collaborative tools and modern, socially-enabled self-service applications
- ✓ Move fast and stay the course

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