Oracle Global Customer Support – Future Strategy

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Oracle Global Customer Support – Future Strategy - Agenda

- Brief history of GCS
- Oracle Services – current status
- Oracle Customer Services Vision
- My Oracle Support
- My Oracle Support Configuration Manager
- My Oracle Support Community
- Support Transformation Initiative
- Q&A

Oracle Global Customer Support - Brief History of GCS

- 2000-2003 : Country to Regional Model
  - Regionally aligned organization
  - Telephones to Internet
- 2004-2006 : Regional to Global Model
  - Globally aligned organization
  - Global processes
  - Self Service
  - Knowledge Management
- 2007-2009 : System standardization
  - My Oracle Support
  - Configuration Manager
  - Communities
- 2009-2012 : Support Transformation

Oracle Services: Current Status

- Deep Expertise:
  - 15,000+ Customer Service with 6+ years average tenure
  - 21,000+ Developers
- Complete Coverage:
  - Total IT Lifecycle
  - Entire Software Stack
  - 3000+ Products
- Global Presence:
  - 145 Countries
  - 29 languages

Oracle Customer Services Vision

Customer Success

Lower Cost of Ownership

- Drive down labor costs through better systems management and maintenance across the entire IT solution lifecycle
- Reduce IT asset cost through better utilization
- Eliminate complexity via horizontal and vertical integration
- Provide clear accountability and governance

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Lower Business Risk

- Reduce IT project failure rate
- Eliminate business disruption and single points of failure
- Improve change management
- Enhance security
- Leverage industry and Oracle best practices to optimize results
- Offer extensive technical and end-user training

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Higher Business Value

- Drive better business results through better software utilization
- Accelerate new product and technology adoption
- Drive competitiveness through better productivity
- Improve ease of doing business with relationship focus and sound processes
- Enhance speed and agility

My Oracle Support
- The Journey

Integrated Support Platform

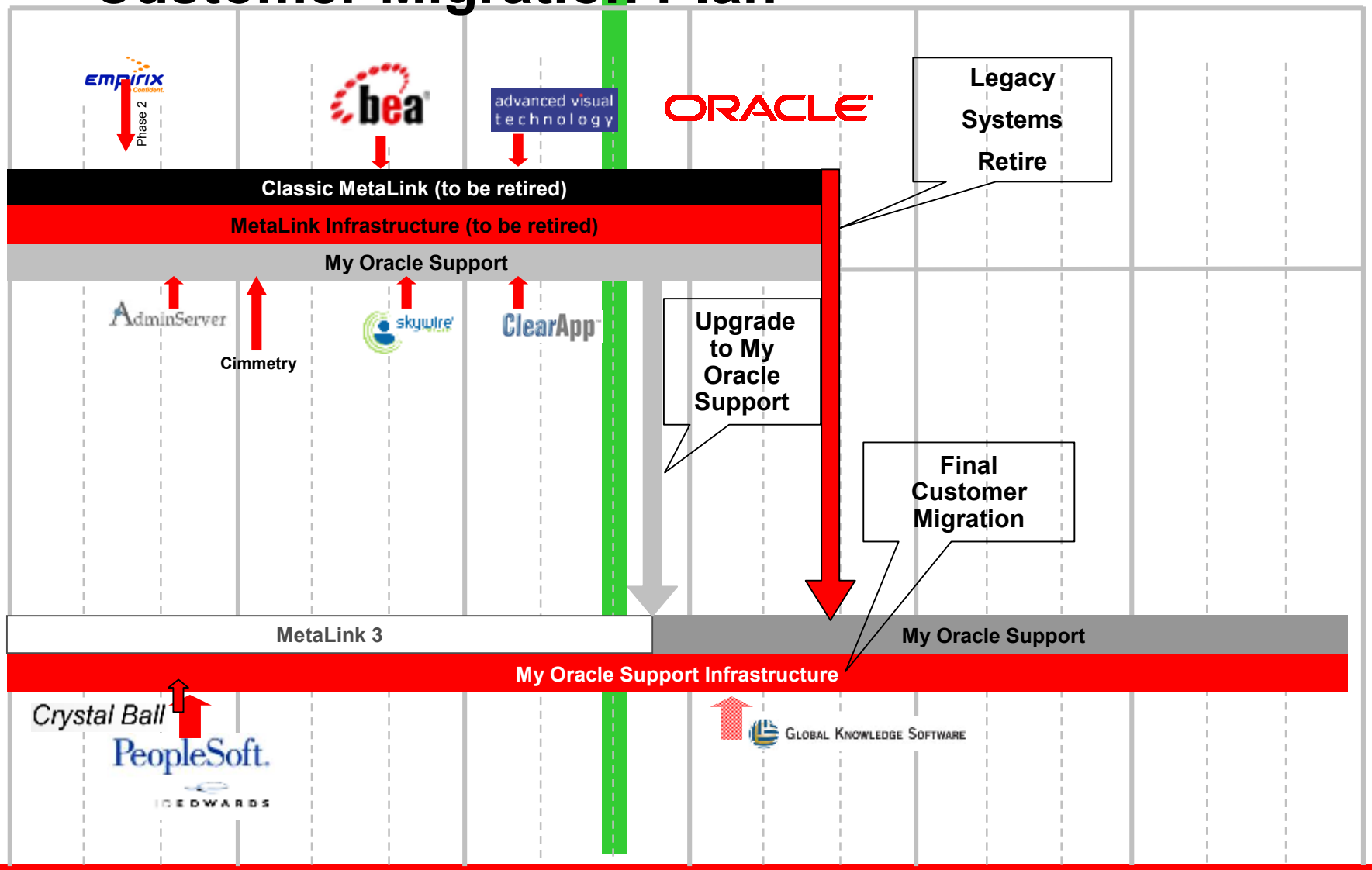
Next Generation Support Platform

- Personalized & Proactive Services
- Embedded Configuration Management
- Extensive Knowledge Base & Communities

Outcome: Customer Success

- 25% problems avoided
- 40% faster problem resolution
- 30% faster service request creation
- 97% of problems resolved quicker with targeted knowledge

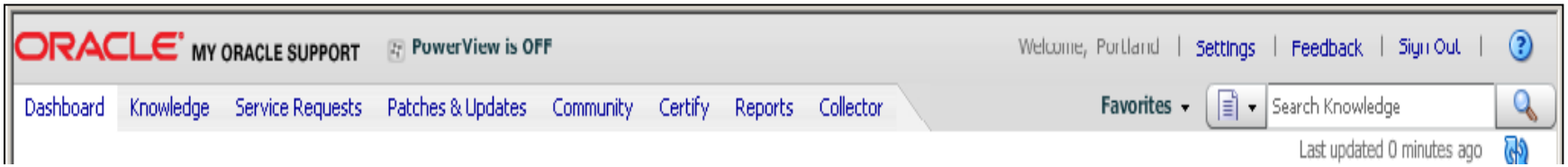
My Oracle Support
- Customer Migration Plan



Timeline set
Timeline to be confirmed

My Oracle Support Configuration Manager

What is it?



A Support capability that automates configuration information exchange between Oracle and our customers enabling faster resolution and proactive detection of issues that our customers might encounter. My Oracle Support utilizes core configuration management capabilities available from Oracle Enterprise Manager and provides:

- The ability to define configurations and organize projects
- A view of System details and changes
- Create, track, and status Service Requests
- Advanced Knowledge Management capabilities
- Proactive problem avoidance with HealthChecks
- Proactive Product and Security Alerts
- Service Request Priority Handling (Pilot Program Database 10g R1, R2 and 11g)

Configuration Manager

What Data is Collected?

- Captures information about:
  - Host
  - Oracle Software and Patches
    - E-Business Suite Patches
    - Database and iAS Patches
  - Third party software inventory
- Access to this data is limited by:
  - Hardware
  - System Software
  - Oracle Product Information
- Collected data does not include:
  - Business Transactions
  - Passwords
  - Control Sensitive Information

My Oracle Support

Engage Best Practices via Collaborative Support Environment

Graphical View of System Health and Critical Patches Based on Your Environment

Graphical View of Inventory and Usage

Quick Access to Tips and Tricks. Many Customizable Drop In Regions

Latest Breaking News

Page and Regions Refreshed Dynamically Real-Time

Personalized View Of Your Service Requests Based On What You Need To Do Today

Systems Are Prioritized Based On Which System Configurations Have Critical Issues Needing Attention

Targeted Knowledge Based On Your Specific System Configurations

Manage Your Projects At A Glance

My Oracle Support Community

ORACLE MY ORACLE SUPPORT | PowerView is OFF | Welcome, Melissa

Dashboard | Knowledge | Service Requests | Patches & Updates | Community | Certify | Reports | Collector | Favo

Dashboard

ORACLE MY ORACLE SUPPORT | Welcome, **MelissaB - Moderator** | C

Home | Discussions | Documents | Private Messages | People Finder | Tags | Classic Forums | Profile | Sea

My Communities

Quick find

Enterprise Manager
- Application Testing - Tuning
- Database Monitoring
- Enterprise Manager Framework
- Middleware Monitoring
- Other Plugins and Connectors
- Provisioning and Configurations

Middleware
- Universal Content Management
- Oracle Portal
- Oracle Forms
- Oracle Reports
- SQL*Plus

My Oracle Support
- Using My Oracle Support

Community Spotlight

Hi Everyone and Welcome to My Oracle Support Communities!

Our Oracle Customers have requested Web 2.0 technology as a way for experts and peers to exchange ideas. At Oracle we are excited about our initial launch of Communities and can see that you are too, as we have over 29,000 registered users. 90% of the users and contributors are Oracle Customers and Partners! We just held our first Community Webinar, on Database Globalizaton. These webinars are ongoing featured events drawing on community topics generating the most dialogue. We have received great user feedback and suggestions that are being rolled into planned enhancements for near-term releases. More communities will continue to be released as we continue our plan to include the entire tech stack. So stay tuned, tell your friends, colleagues, and user groups members: Oracle Communities is a great way to exchange information and it is only going to get better.

Getting Started
- New Member Orientation
- Rules of Conduct
- FAQ
- Rewards & Recognition Program

News and Announcements

05-Mar-2009:
Oracle Support Adds More Communities...

You're The Expert...

Prior News & Announcements...

62,000 Members and Growing

- Applications Integration Architecture
- Communications Industry
- Enterprise Manager
- Middleware
- My Oracle Support
- Oracle Database
- Oracle E-Business Suite

95+ Communities
and growing

Content Programs

- Best Practices, Tips & Tricks
- Featured Discussions
- White Papers
- Events (Live Webcasts, Expert Sessions)
- Product News & Announcements
- Community Member Spotlight

My Oracle Support Platform

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MY ORACLE SUPPORT

Personalized

- Personalized Dashboard
- Service Request Management
- Priority Handling
- Knowledge Base

Proactive

- Configuration Management
- Healthchecks
- Patch Advice & Recommendations
- Business Intelligence

Collaborative

- 60K+ Members Peer Community
- Web 2.0 Capabilities
- Oracle Expert Community
- Community Knowledge

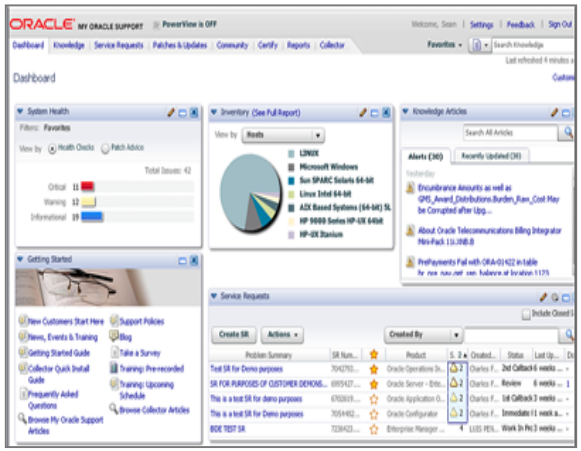
Integrated

- ORACLE ENTERPRISE MANAGER 10g — Seamless Enterprise Manager Integration
- ORACLE ON DEMAND / ORACLE ADVANCED CUSTOMER SERVICES — Services Integration

Support Innovations – My Oracle Support

Providing *A Simplified Support Experience*

Next Generation Support Platform

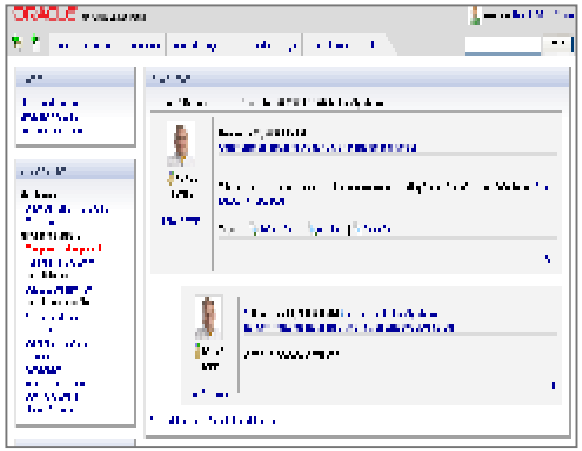


- Personalized Knowledge
- Easy to Navigate
- Faster and More Efficient

Configuration Management

- Proactive Support Advice
- Faster Problem Resolution
- Improved Systems Stability

Support Communities



- Real-Time Collaboration
- Web 2.0 Technologies
- Extensive Expert Network

Transformation from Break-Fix to Proactive and Preventive Support

Proactive Resources

- Configure Alerts and Notifications
- Configuration Manager & Dashboards
- 11 Community-wide resources

Efficient Research

- Knowledge Browser- Knowledge Base

Diagnostics & Tools

- Remote Diagnostic Agent
- 250+ EBusiness Suite Diagnostics
- Siebel Upgrade Wizard
- PSFT/JDE Change Assistant & Performance Monitor

Reactive Support Engagements

- Configuration Manager with Systems
- Service Requests

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Current State Versus Future State

Today	Tomorrow
Driven by Problem Needs	**Driven by Customer Needs**
Text-Based Content Offerings	**Rich Multi-Media Solutions**
Break-Fix Oriented Employees	**Preventative Oriented Knowledge Workers**
Heavy Focus On MOS Search/Browse With Little Application Integration	**Group Content By Lifecycle And Embedded Help In UI**
Activity-Oriented Measurements	**Customer-Driven Effectiveness And Value Oriented Measures**
Product/System Oriented	**In Customer Context**

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