



ORACLE®

2010 is over! Where do we go from here?

Jean-Claude Michaca

*Vice President Fusion Middleware
Eastern Europe and CIS*

THE LOST DECADE



MISS ME YET?



Leadership Crisis:

We, the **United States of America**, your top quality supplier of the ideals of liberty and democracy, would like to apologize for our 2001-2008 interruption in service. The technical fault that led to this eight-year service outage has been located, and the bug responsible was replaced November 4, 2008

Early tests of the newly installed program indicate that we are now operating correctly, and we expect it to be fully functional from January 20, 2009 onwards. We apologize for any inconvenience caused by the outage. We thank you for your patience and understanding.



1 or 2 Crisis?



The 100\$ Question



The 100\$ Question

How do you spur economical growth in such an Environment?

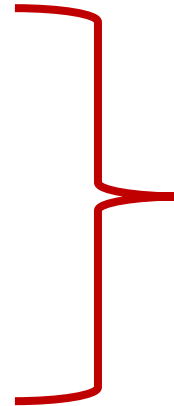
- Create Jobs?
- Lift Living Standards?
- Generate Economic Dynamism?



Sustainable Growth

Rethinking vs Cost Cutting

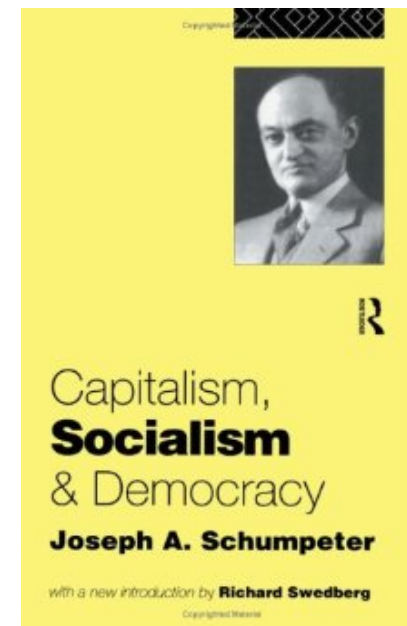
- Adapting and changing
- Continuous Innovation
- Experimenting new things
- Fighting Conventional wisdom



Raise Productivity

CREATIVE DESTRUCTION

Economist Joseph Schumpeter



Rate of Creative Destruction

1920

**T00666 FORD 1920 Model
T Passenger Car**



T00666



**Average
65 years**

2010



**Average
9 years**

Business Consequences

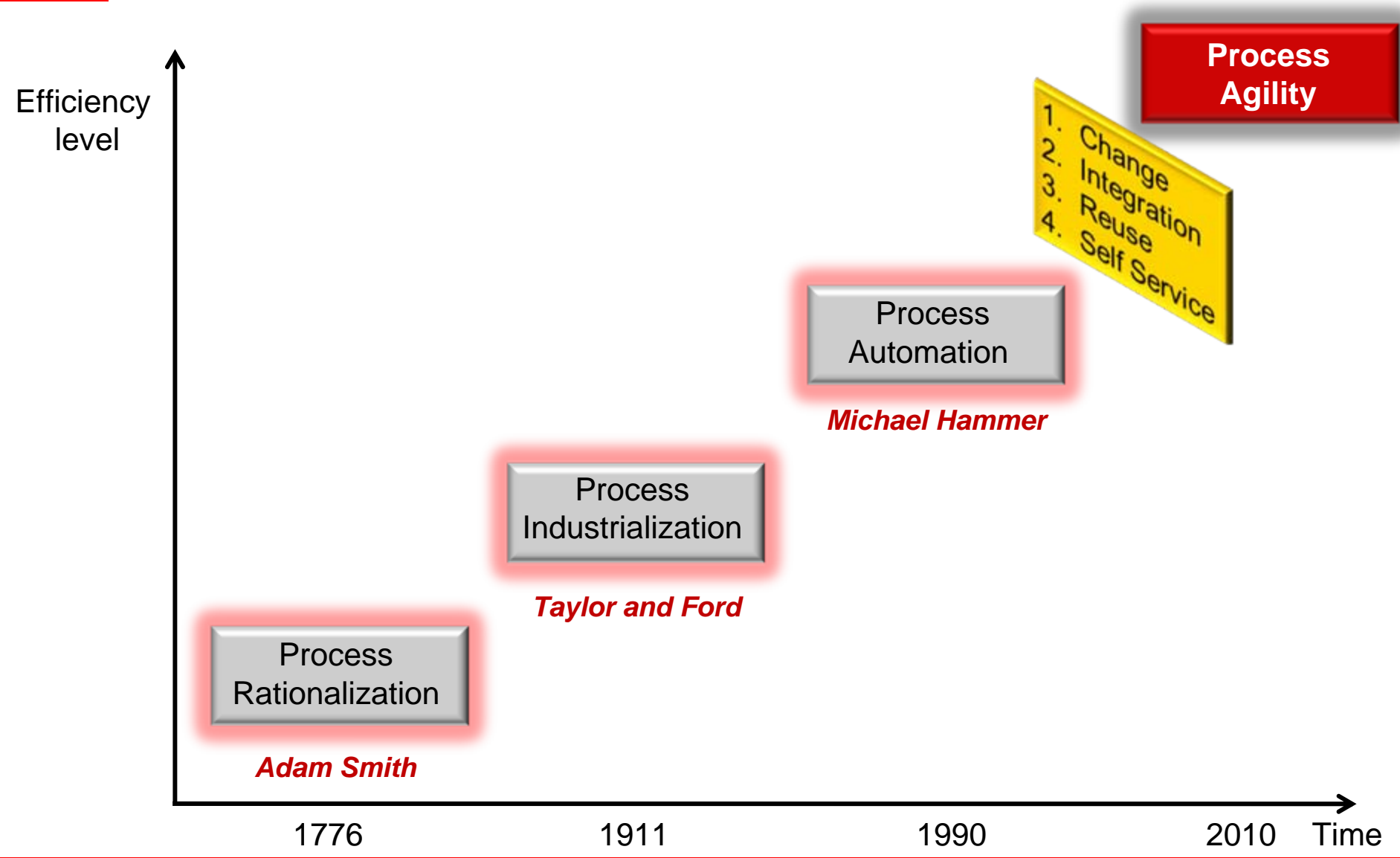
Faster Market Pace

- More information available, higher expectations from business managers
- Customers addicted to instant gratification in this multi-channel world
- First mover's advantage critical

Volatile Economy

- Uncertainty reigns supreme
- Mandates business agility
- Optimization and efficiency focus continues

The quest for Value Creation



Business Excellence



Operational Excellence



Goals:

1. Operating on the efficiency frontier
2. Freeing up resources to invest in value creation

Get the most out of what you have

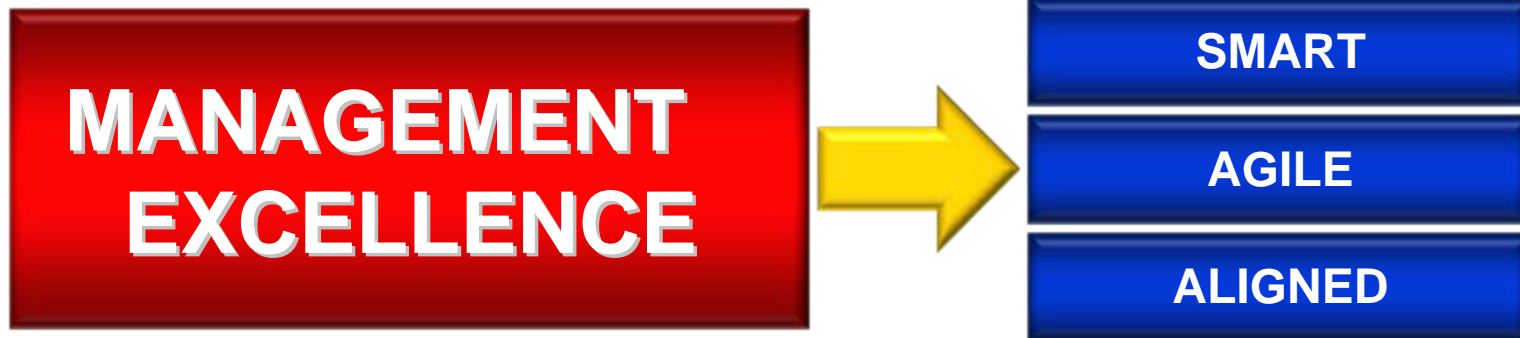


Operational Excellence

Sailing on the Efficiency Frontier



Management Excellence



Goals:

1. Analyse to Adjust
2. Plan to Act
3. Stay ahead of the game

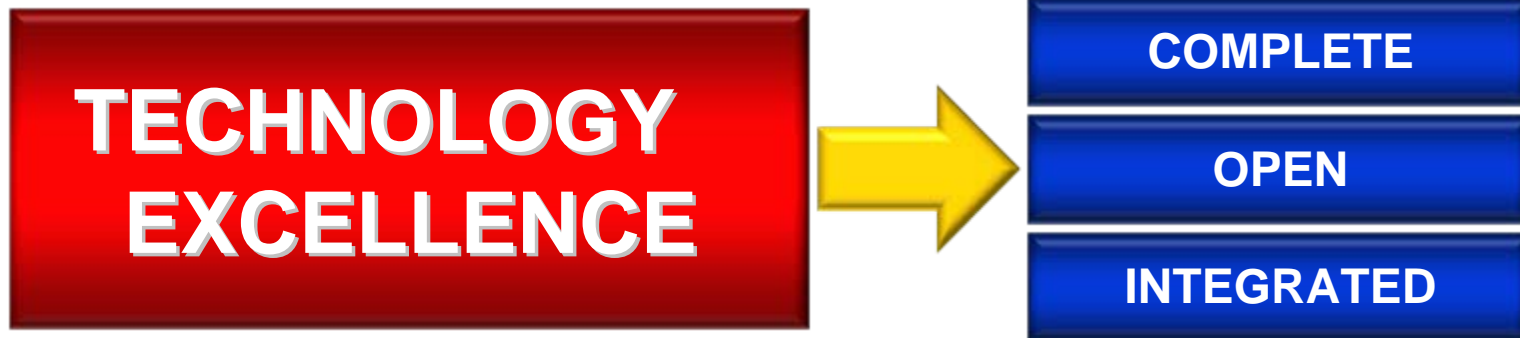
Maximizing your return

Management Excellence

Giving the Perspective



Technology Excellence



Goals:

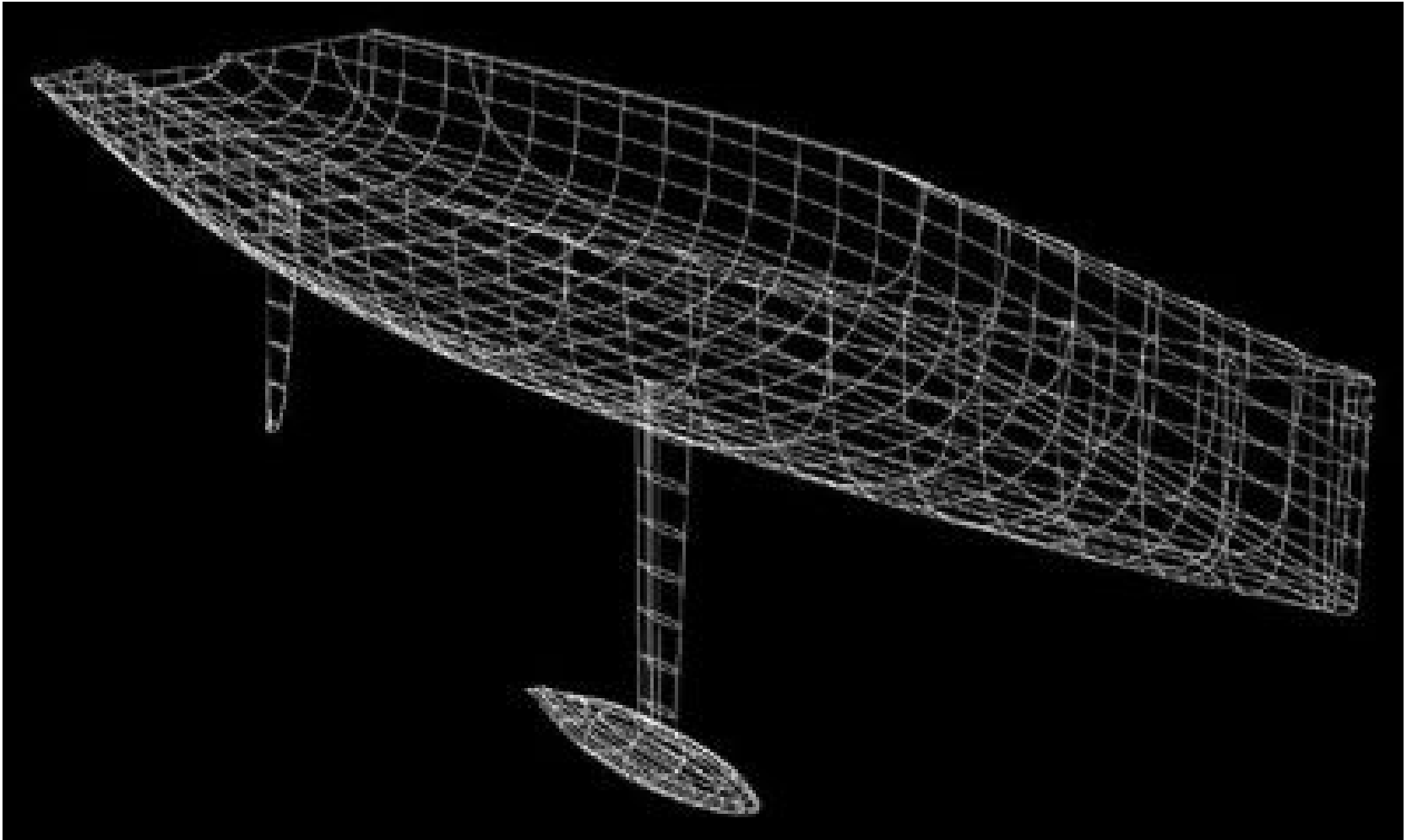
1. Aligning the Business Strategy to the IT Strategy
2. Giving you maximum options

Allowing it to happen no matter what



Technology Excellence

The Enabler





ORACLE®

What  Else



ORACLE®

SOFTWARE. HARDWARE. COMPLETE.

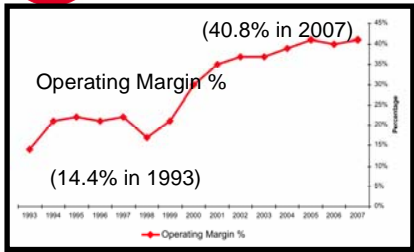
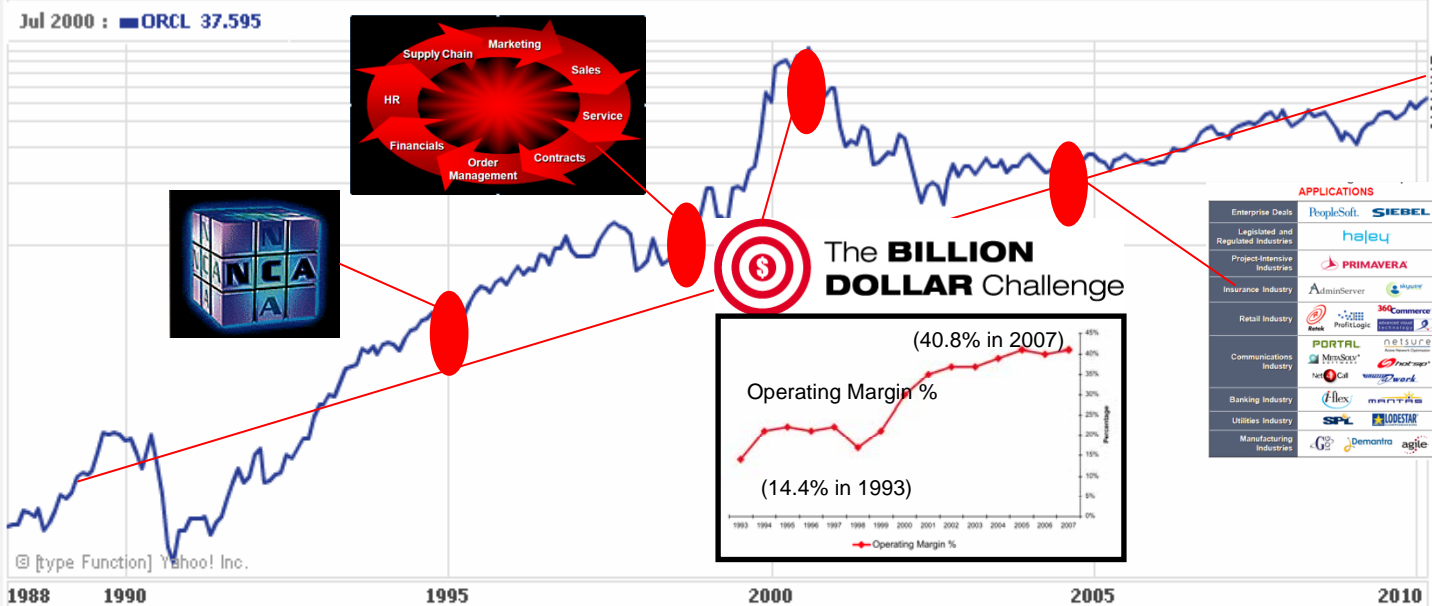
A COMPLETE STORY FOR A FRAGMENTED INDUSTRY



Redefining the IT Industry



Enter name(s) or symbol(s) GET CHART COMPARE EVENTS TECHNICAL INDICATORS CHART SETTINGS RESET



APPLICATIONS		TECHNOLOGY	
Enterprise Deals	PeopleSoft, SIEBEL	Enterprise Deals	idea
Legislated and Regulated Industries	haley	Performance Management	Hyperion, THOR Systems
Project-Intensive Industries	PRIMAVERA	Identity Management	oblix, TIOR, Bridgestream
Insurance Industry	AdaptServer, wuwei	Content Management	STELLEN, content, media
Retail Industry	Peak, ProfitLogic, iM Commerce	Middleware Management	J.TANGOSOL, Sunopsis
Communications Industry	PORTAL, naturesoft, Minisys, NetScape, NetScape	Database	TRIPLEP, Oracle, IBM, Timecra
Banking Industry	Flex, merrill	Systems Management	Analytica, ClearApp, MONIFORCE
Utilities Industry	SPL, LODSTAR		
Manufacturing Industries	UGS, Demetra, agile		



Our **Mission**

Reducing Complexity and Delivering Business Value by building Open and Complete Stacks

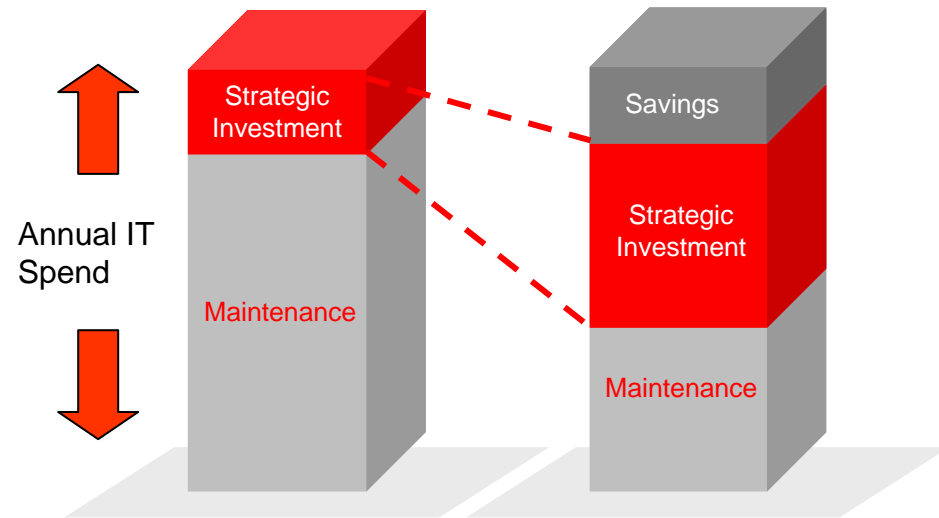
Get Better Results

Get Better Information

Current Costs Today

Companies spend 80% of their IT budgets just to keep the lights on

- **Companies need to reduce the IT funds dedicated to Maintenance in order to**
 - (1) Redirect their IT investments towards strategic projects supporting differentiated processes and capabilities, and/or
 - (2) Reduce IT costs



Shift IT Spending from Operations to Strategic Investments

“At least two-thirds of all IT spending is just to sustain the business, not to change or transform the business. The investments allocated to do new things, to change the business, are usually low, no more than 20 percent, and the investment in innovations which could transform the business is even less.”

- Gartner-

Commitment to our Customers

Executing On Our Mission

⇒ Continued Innovation

↳ Leverage Next Generation Technology

⇒ Reduce Complexity and Customization

↳ Complete and Integrated suite of Products

⇒ Lower TCO

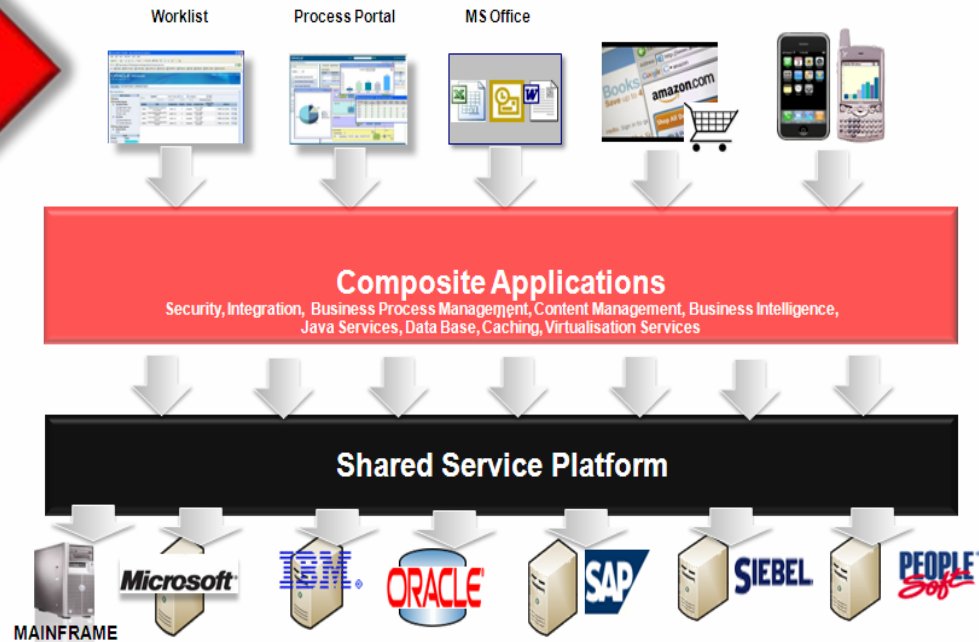
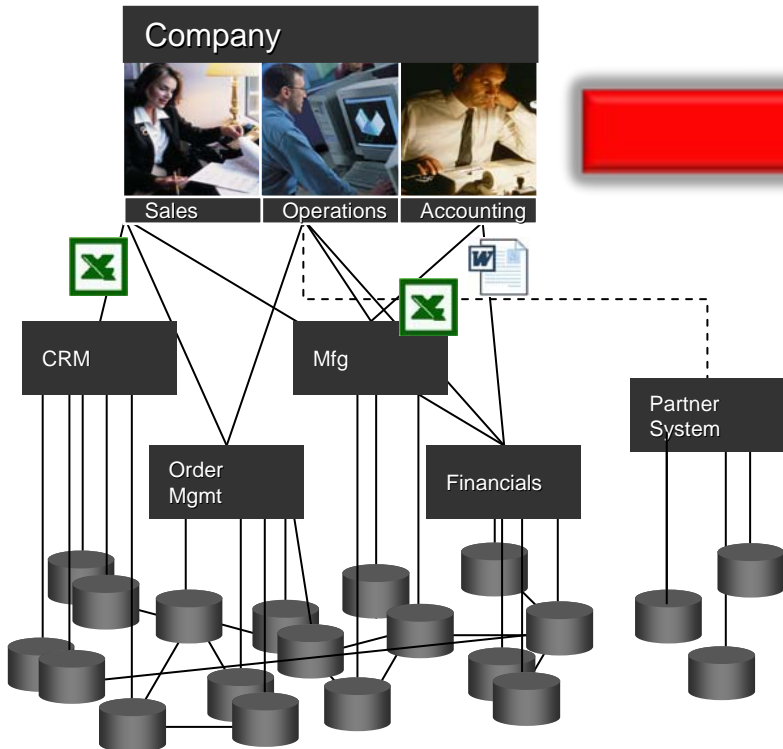
↳ Taken labor cost out of the equation. Software based Integration

⇒ Higher Return

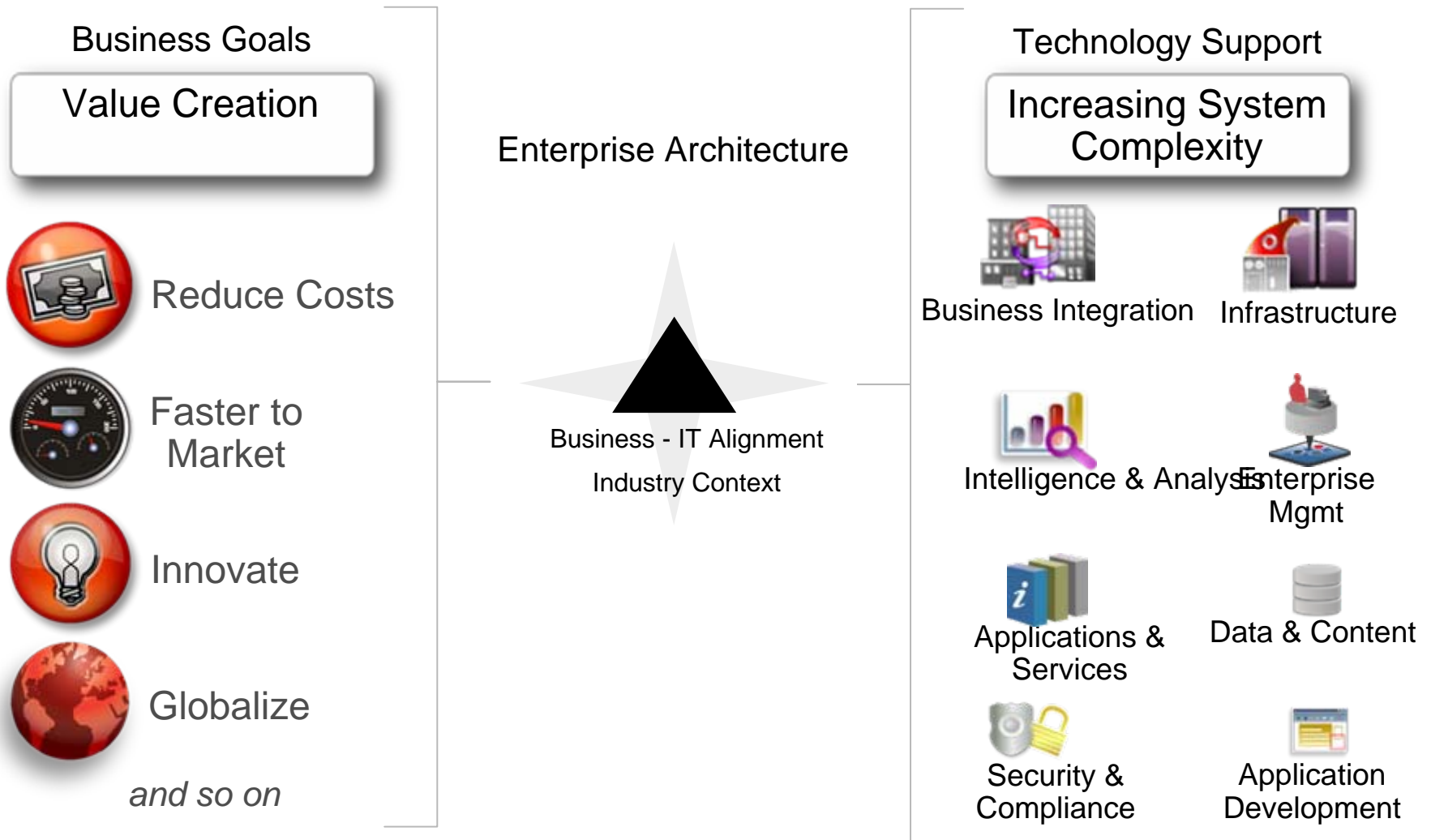
↳ Allow you to innovate faster



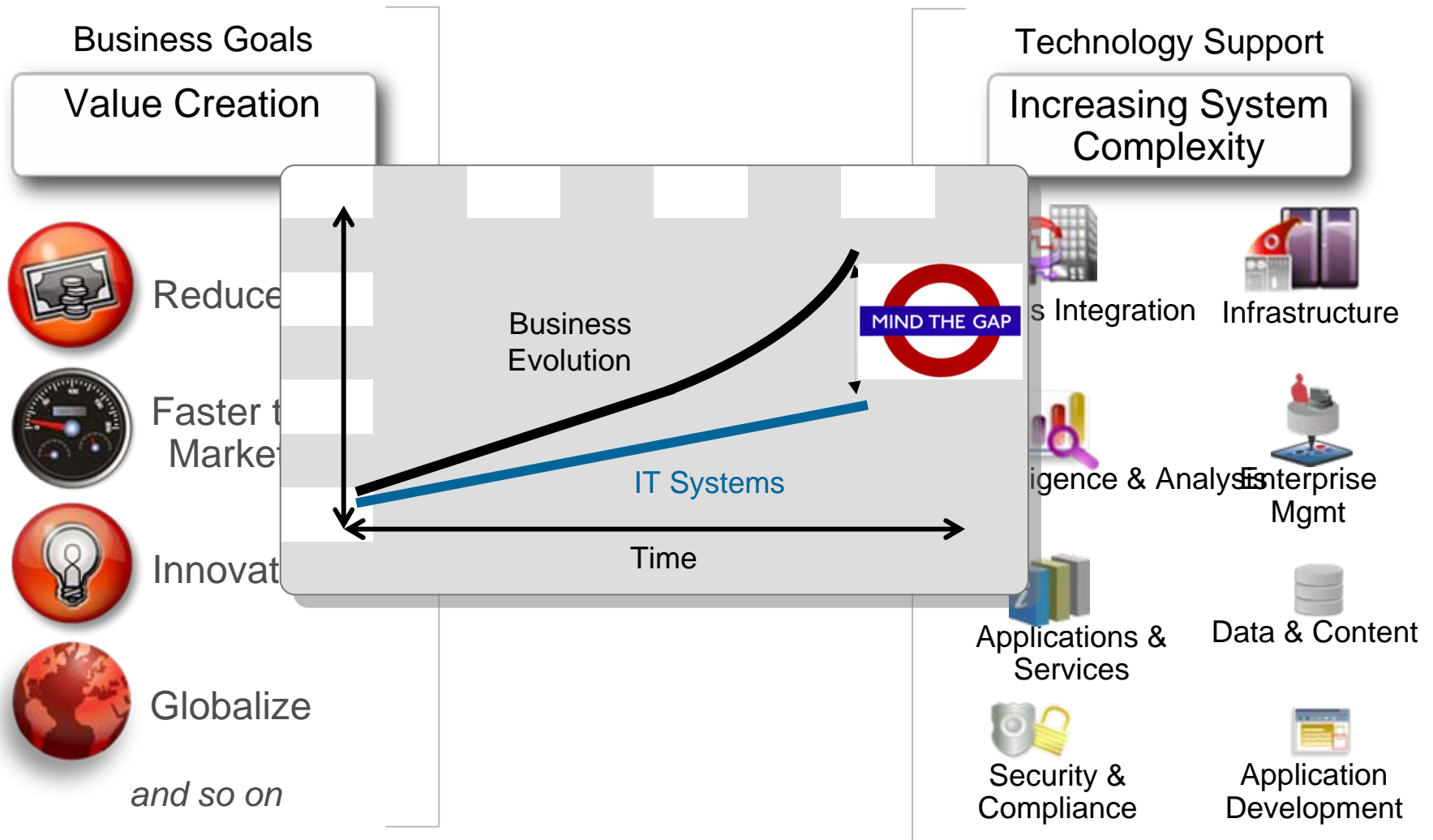
Changing paradigm



Aligning IT with Business



Aligning IT with Business



Performance Demands Differentiation

Invest in Agility Where You Achieve Competitive Advantage

Value Creation:
Domain of
Differentiation.

**Business
Agility**

Innovation of
Products
and
Services

Customer
Acquisition
and
Retention

Fulfillment
Operations

Talent
Acquisition
and
Retention

Enterprise Processes

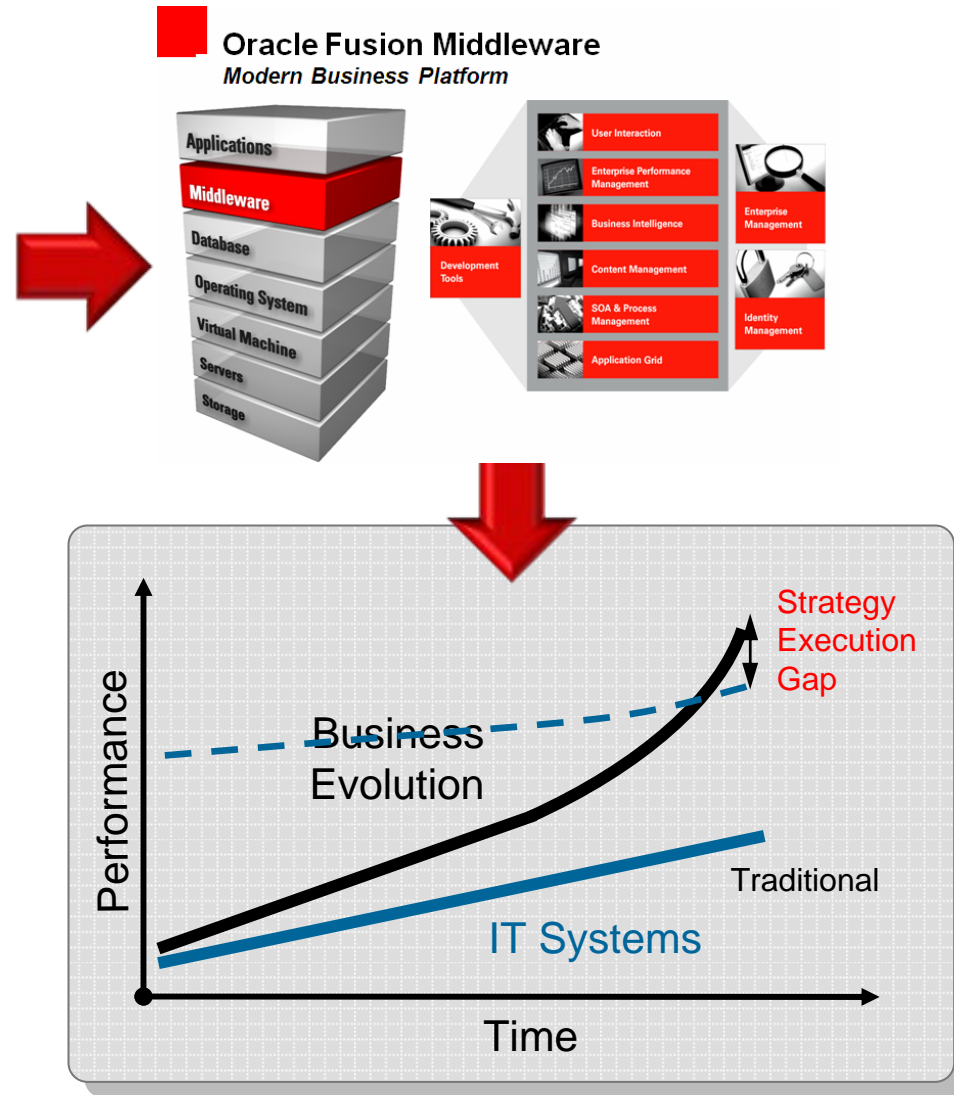
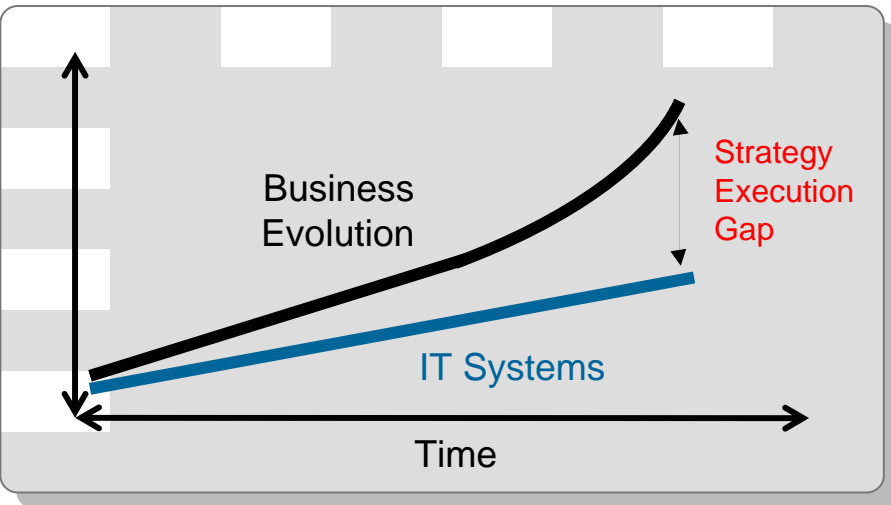
Domain of Best
Practices

**Economies of
Scale**

Financial Management
Compliance
Human Resources

Business Agility

Closing the Strategy Execution GAP



Oracle Exalogic Elastic Cloud

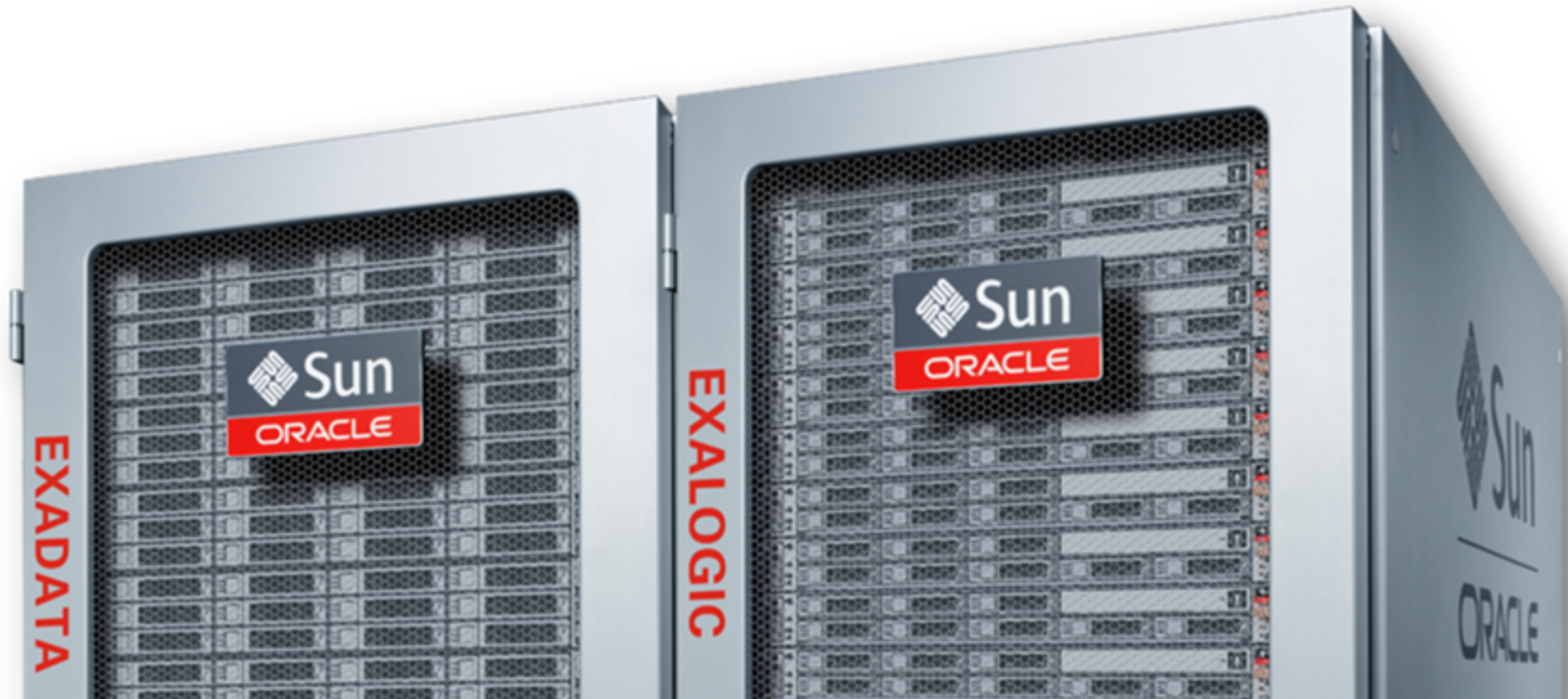
Software. Hardware. Complete.

OPERATIONAL
EXCELLENCE

MANAGEMENT
EXCELLENCE

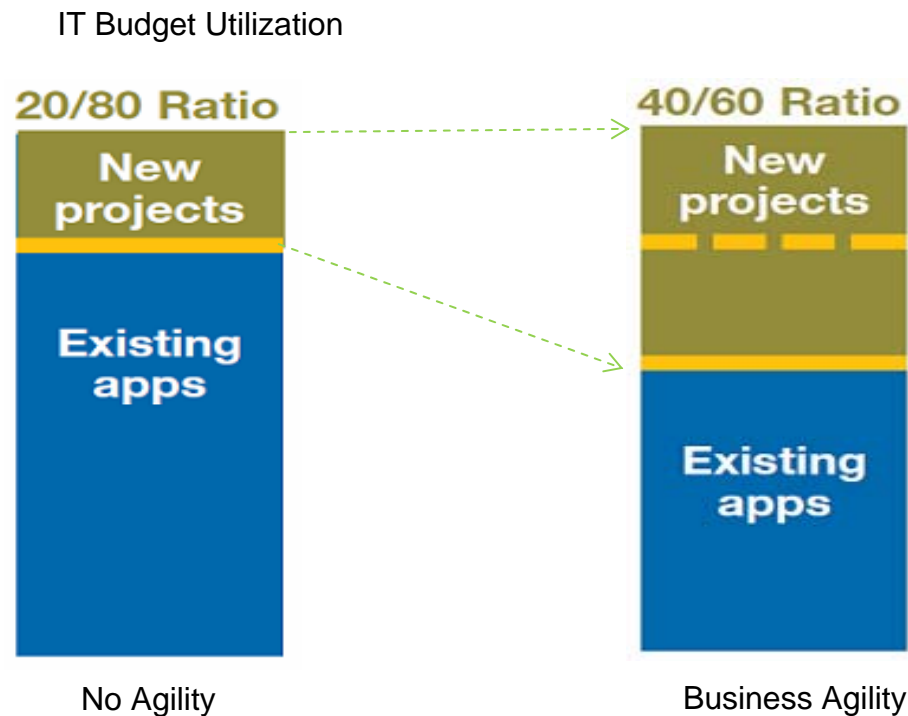
TECHNOLOGY EXCELLENCE

Building the 21st Century Datacenter



ORACLE

Business Agility Pay Off



The more you spend on IT
the worse results you get!

Summary



- 👉 Cutting cost alone does not cut it anymore
- 👉 Business Agility is the cement of Business Excellence
- 👉 Be careful about the Conventional Wisdom Trap
- 👉 Be prepared to destroy the pass to stay ahead of the pack



SOFTWARE. HARDWARE. COMPLETE.

A COMPLETE STORY FOR A FRAGMENTED INDUSTRY