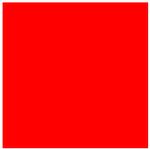# Support Transformation – One Year On

Graeme Mair – VP Operations, Global Customer Advocacy
Croatia, October 22nd, 2010

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Safe Harbor Statement

This document is for informational purposes. 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 in this document remains at the sole discretion of Oracle. This document in any form, software or printed matter, contains proprietary information that is the exclusive property of Oracle. This document and information contained herein may not be disclosed, copied, reproduced or distributed to anyone outside Oracle without prior written consent of Oracle. This document is not part of your license agreement nor can it be incorporated into any contractual agreement with Oracle or its subsidiaries or affiliates.
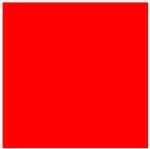
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Agenda

- Oracle Customer Services Vision

- Recap of The Opportunity

- One Year On

  - Program Structure

  - Focus Areas

  - GCS Organization

- Introduction to next session

- Q&A

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

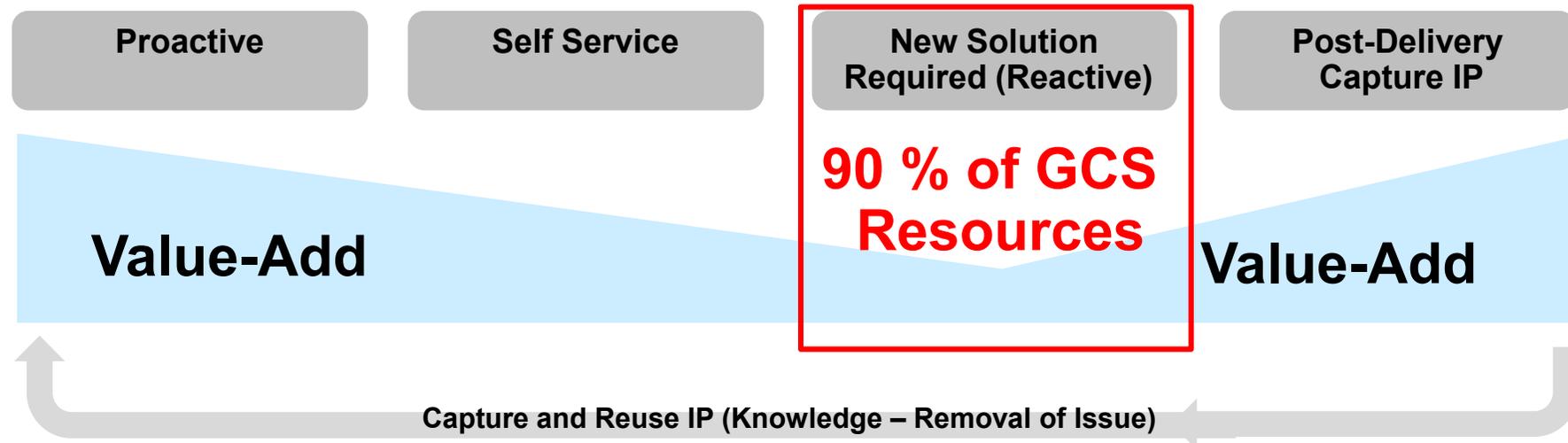❖ Provide clear accountability and governance

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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

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Customer Support System - Recap of The Opportunity

Proactive	Self Service	New Solution Required (Reactive)	Post-Delivery Capture IP

Value-Add

90 % of GCS Resources

Value-Add

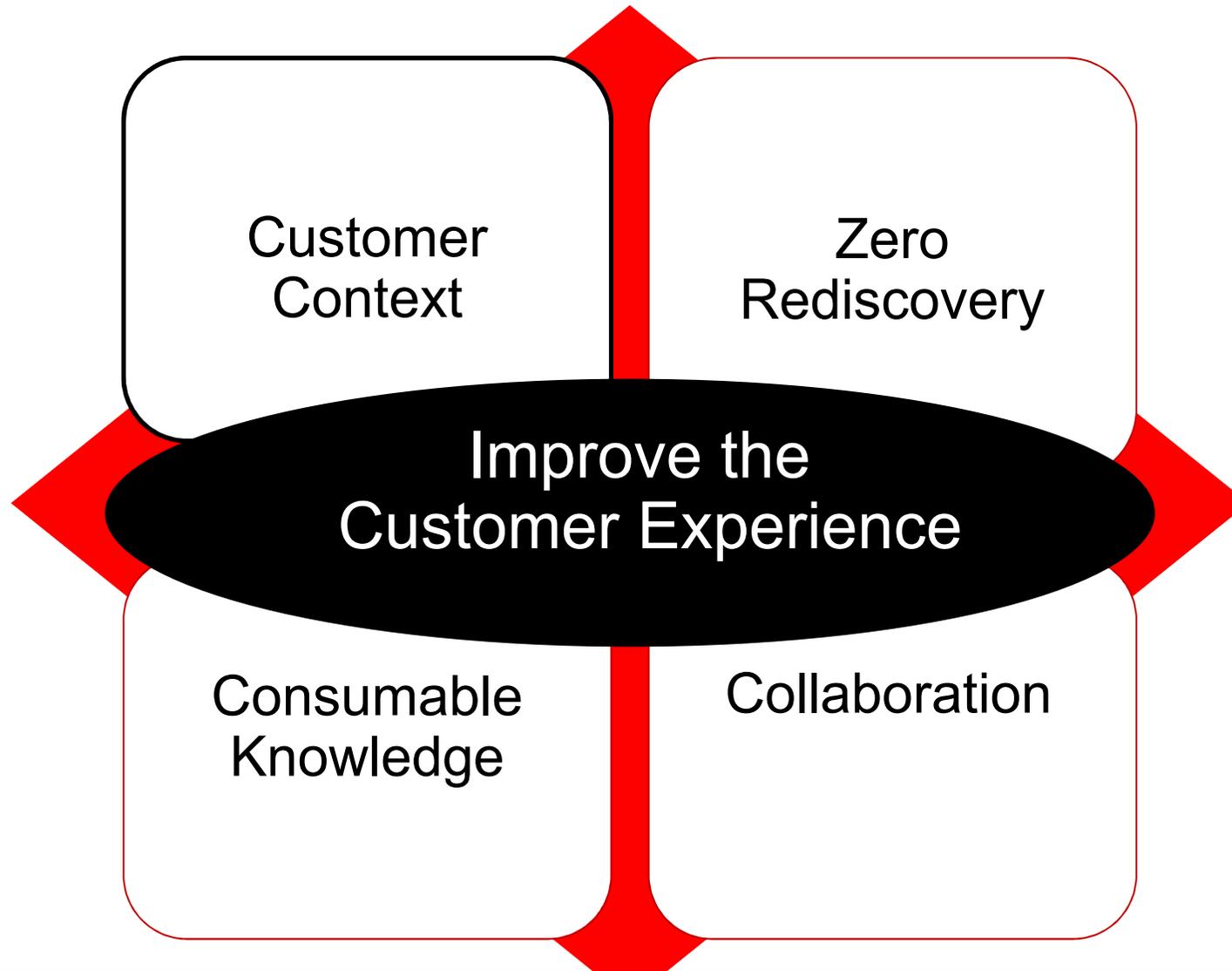Capture and Reuse IP (Knowledge – Removal of Issue)

- There is a huge opportunity from investments such as My Oracle Support, Configuration Manager, Communities etc. to move the focus of Global Customer Support from Reactive to Proactive Support

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Transformation – a 3 year plan

| Year 1	Year 2	Year 3
•Idea generation •Scoping •Workshops •Objective Setting •Team Formation	•Detailed planning •Pilot concepts •Reorganize GCS •Train / educate staff •Begin implementation	•Complete Implementation •Communicate changes •Measure Success

We are here

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Current Structure and Focus Areas

Customer
Context

Zero
Rediscovery

Improve the
Customer Experience

Consumable
Knowledge

Collaboration

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Customer Context

Support transformation initiatives by identifying, promoting, tracking and manage customer information within existing infrastructure. Define customer change management needed to support pilots

- *Scope* : Utilizing existing infrastructure identify and support all aspects of customer information to be stored and used in the context of a specific life cycle, for example Upgrade. Align with My OS Strategy and Infrastructure Roadmap
- *Objective* : Having one standard framework to store and use relevant Customer Information and Knowledge (see Consumable Knowledge), in the context of a specific life cycle event
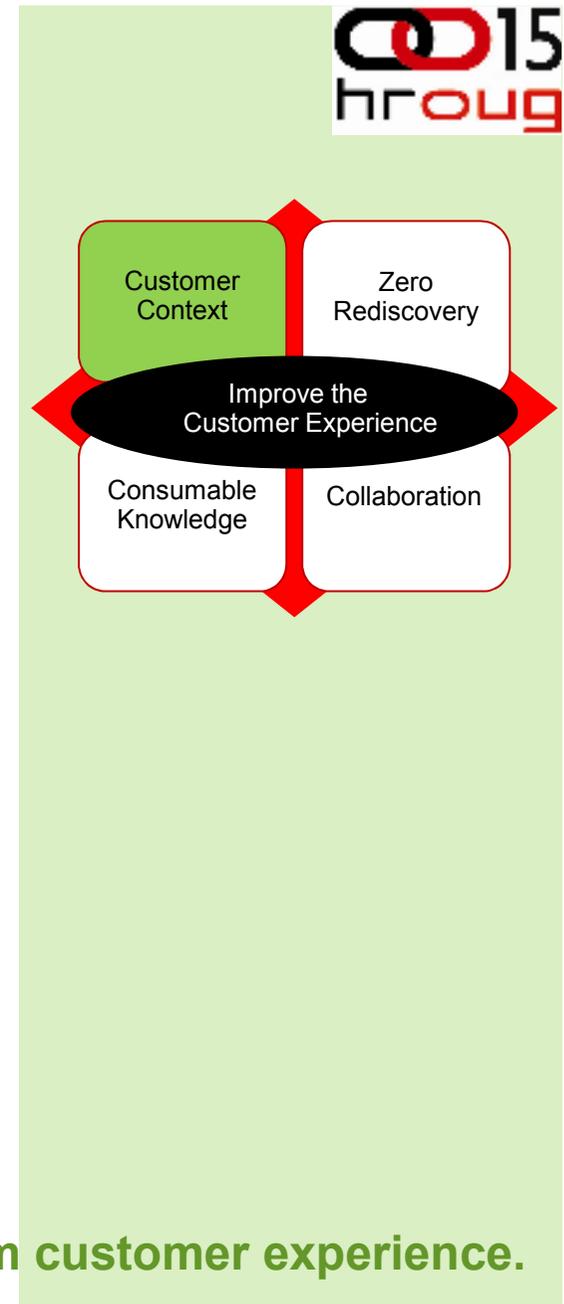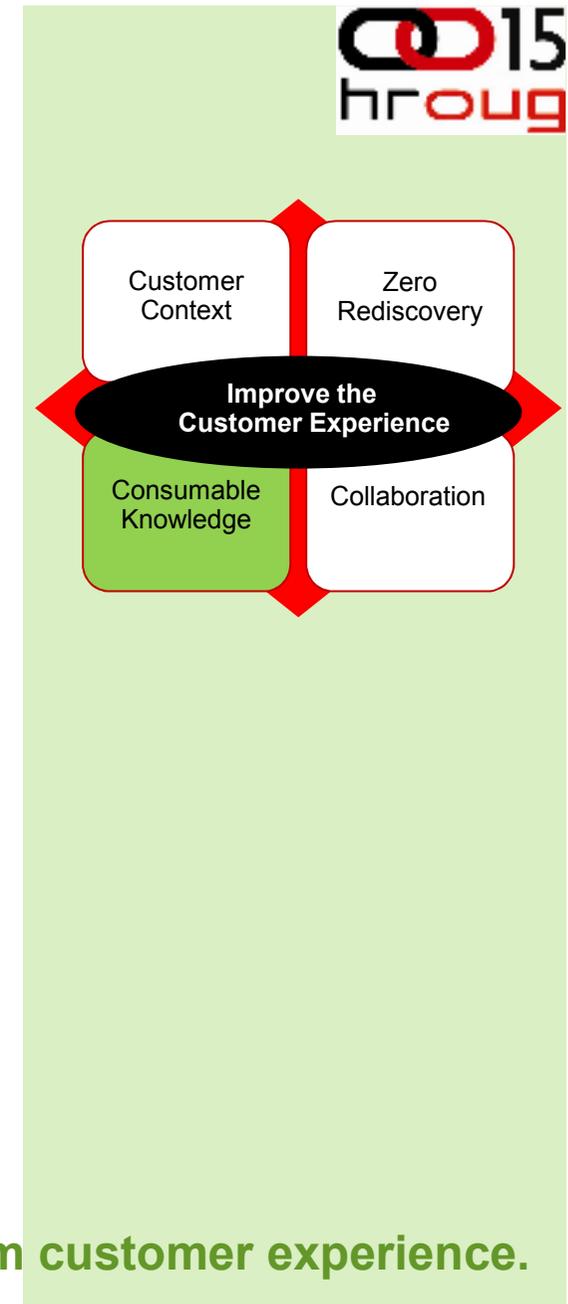

Transform customer experience.

Consumable Knowledge

- Understand Customer Needs and Knowledge sources available throughout the Organization and Company. Design and implement systems, processes and people roles to enable quicker and more efficient translation of IP to content

  - *Scope*: Leverage existing infrastructure and deploy improvements to MOS search, content organization, quality of knowledge, delivery of knowledge (i.e., multimedia) and redefine roles and responsibilities around knowledge
  - *Objective*: Standard and consistent framework to deploy knowledge that includes roles, responsibilities, interface, content organization, MOS interface, taxonomy, training. Pilot framework in context of customer upgrade experience activities.


Customer Context

Zero Rediscovery

Improve the Customer Experience

Consumable Knowledge

Collaboration

Transform customer experience.

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Zero Rediscovery

Zero Rediscovery analyzes, avoids and ultimately eliminates customer issues to improve the overall customer health and experience.

- *Scope*: The Zero Rediscovery team will establish a framework to manage rediscovery problems, implement solutions and measure success to drive down rediscovery in all product lines.
- *Objective*: The objective of Zero Rediscovery Transformation is to improve the overall customer health and experience by moving from a reactive support model to a more proactive service.
  - Implement a problem management system to avoid SRs and eliminate problems (focus on issue clusters with highest impact)
  - Evolve SR Flow to drive SR avoidance and elimination by classifying SRs and tracking actions
  - Create a living framework of best practices around ZR
  - Measure success in terms of Customer Success and Support Efficiency (reduction of rediscovery)
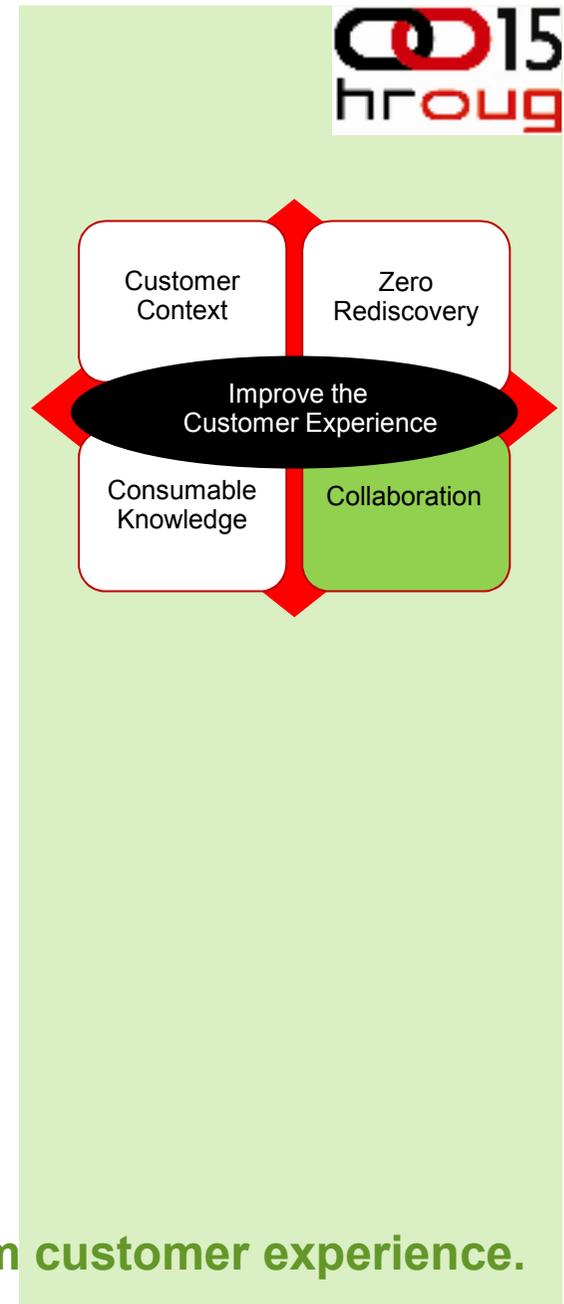
Customer Context | Zero Rediscovery

Improve the Customer Experience

Consumable Knowledge | Collaboration
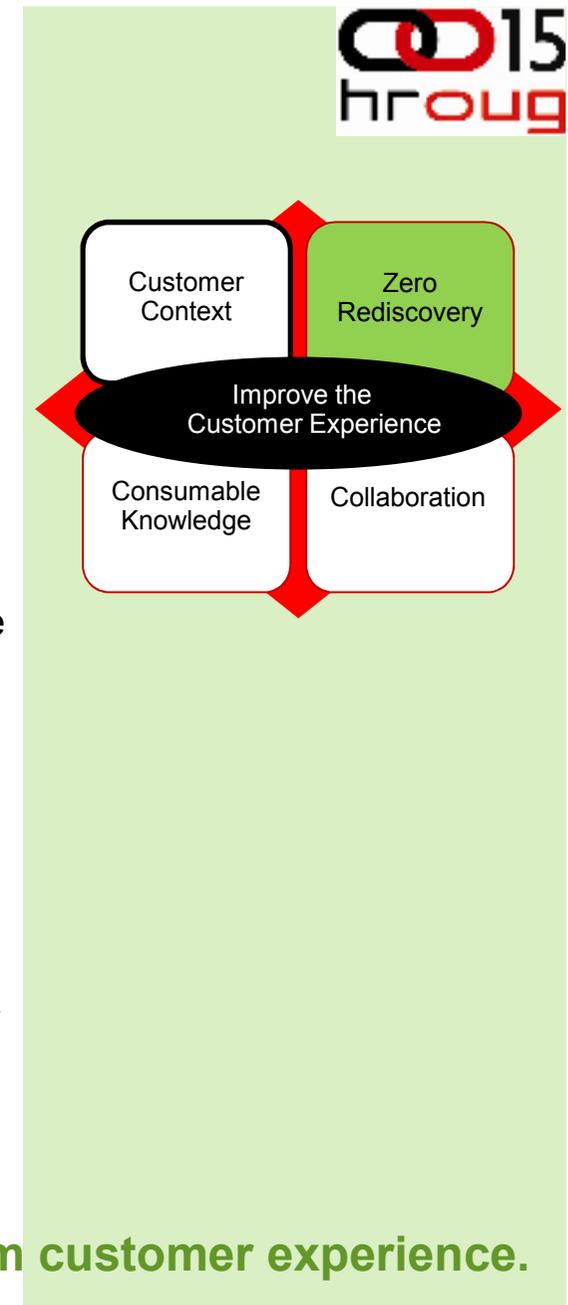
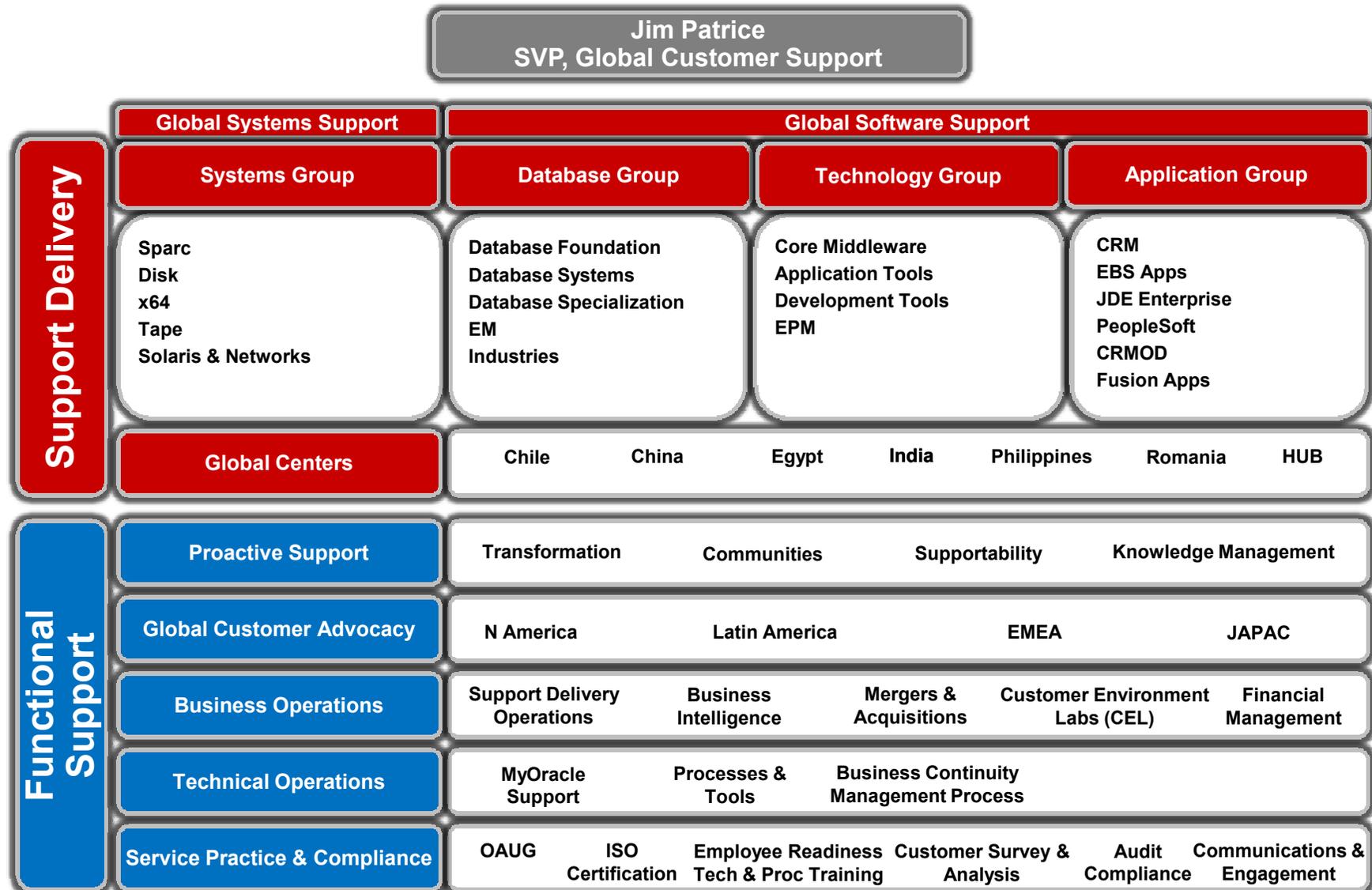**Transform customer experience.**

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Collaboration

Support transformation initiatives by identifying, promoting, tracking and manage customer information within existing infrastructure. Define customer change management needed to support pilots

- *Scope* : Bring together all possible resources to resolve complex customer issues in a highly personalized and preventative manner
- *Objectives* : Define the work lifecycle in the context of a collaborative support model. This will include defining roles, triggers and types of collaboration. Improve the customer experience through better collaboration with Oracle, their peers and our partners. Leveraging My Oracle Support Community, chat capabilities, Partners and User/Special Interest Groups to evaluate the overall effectiveness of the customer interaction and experience with Global Customer Support.

Transform customer experience.
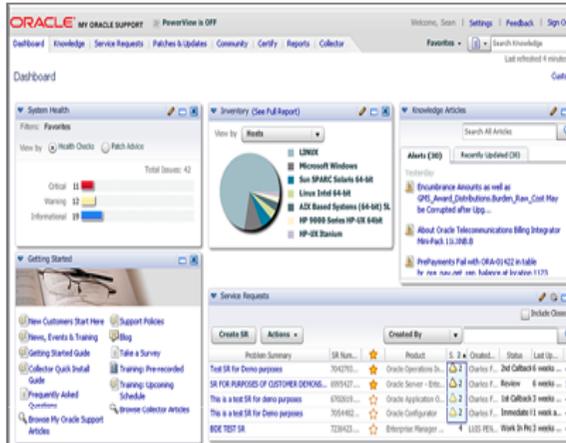
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GCS Organizational Structure – FY11

Jim Patrice
SVP, Global Customer Support

	Global Systems Support	Global Software Support		
Support Delivery	**Systems Group**	**Database Group**	**Technology Group**	**Application Group**
	Sparc Disk x64 Tape Solaris & Networks	Database Foundation Database Systems Database Specialization EM Industries	Core Middleware Application Tools Development Tools EPM	CRM EBS Apps JDE Enterprise PeopleSoft CRMOD Fusion Apps
	Global Centers	Chile China Egypt India Philippines Romania HUB		

Functional Support	**Proactive Support**	Transformation	Communities	Supportability	Knowledge Management
	Global Customer Advocacy	N America	Latin America	EMEA	JAPAC
	Business Operations	Support Delivery Operations	Business Intelligence	Mergers & Acquisitions	Customer Environment Labs (CEL) Financial Management
	Technical Operations	MyOracle Support	Processes & Tools	Business Continuity Management Process	
	Service Practice & Compliance	OAUG ISO Certification	Employee Readiness Tech & Proc Training	Customer Survey & Analysis	Audit Compliance Communications & Engagement

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Support Innovations – My Oracle Support
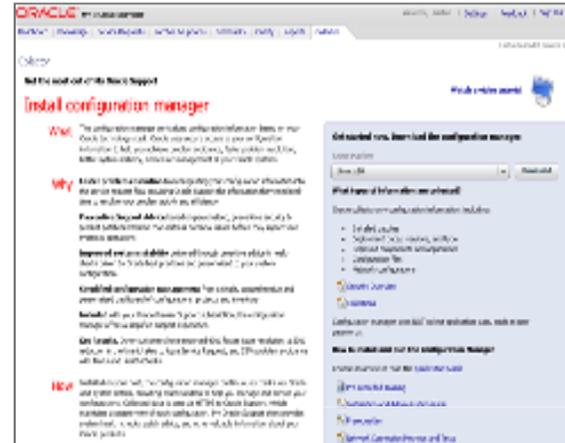## Providing *A Simplified Support Experience*

Next Generation Support Platform	Configuration Management	Support Communities
Personalized Knowledge	**Predictive/Proactive Support Advice**	**Real-Time Collaboration**
Easy to Navigate	**Faster Problem Resolution**	**Web 2.0 Technologies**
Faster and More Efficient	**Improved Systems Stability**	**Extensive Expert Network**

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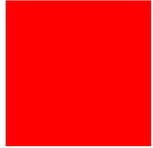
Questions and Answers

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