



ORACLE®

The Networked Enterprise

Transform Your Business By Connecting People, Process and Content

Jean-Claude Michaca
*Vice President Fusion Middleware
Eastern Europe and CIS*

Recap



Recognizing Failure in IT



2000

2010

80%
Keep the lights on



70%
Keep the lights on

IT: Industry in Transition

20%
Strategic
Transformational
Initiatives



30%
Strategic
Transformational
Initiatives

Few Companies did it



48%

Keep the lights on

52%

Strategic
Transformational
Initiatives

- 110'00 Employee
- 700 People in IT (0,6% of total staff)
- 1 person manage 200 Servers
- CPU utilization 40% to 75%
- No storage purchased in the last 2 years
- No plan to increase in the next 3 years
- Elasticity at quarter using load balancing



Aligning IT with Business

Business Goals

Value Creation



Reduce Costs



Faster to Market



Innovate



Globalize

and so on

Enterprise Architecture

Business - IT Alignment
Industry Context

Technology Support

Increasing System Complexity



Business Integration



Infrastructure



Intelligence & Analysis



Enterprise Mgmt



Applications & Services



Data & Content

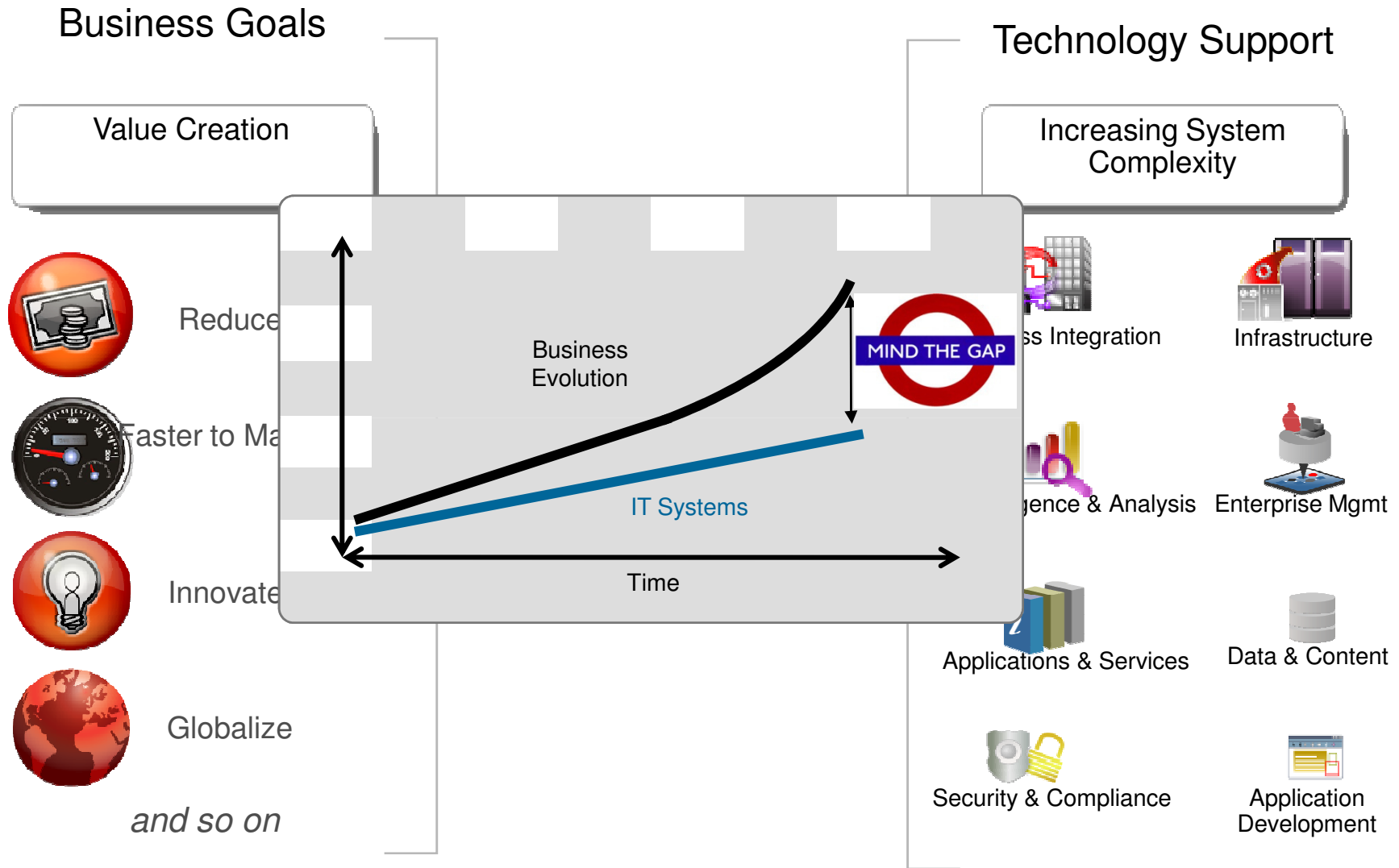


Security & Compliance



Application Development

Aligning IT with Business



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

Management Excellence



Goals:

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

Maximizing your return

Technology Excellence



Goals:

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

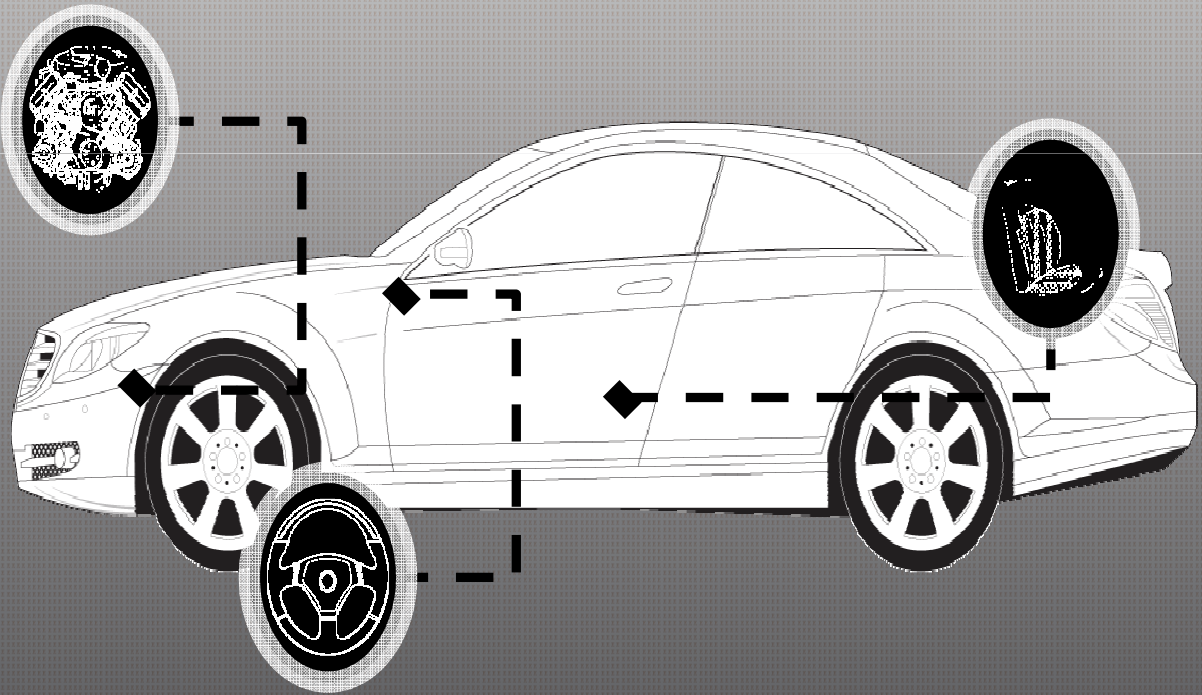
Allowing it to happen no matter what



Learning # 1



ENGINEERED
TO WORK TOGETHER



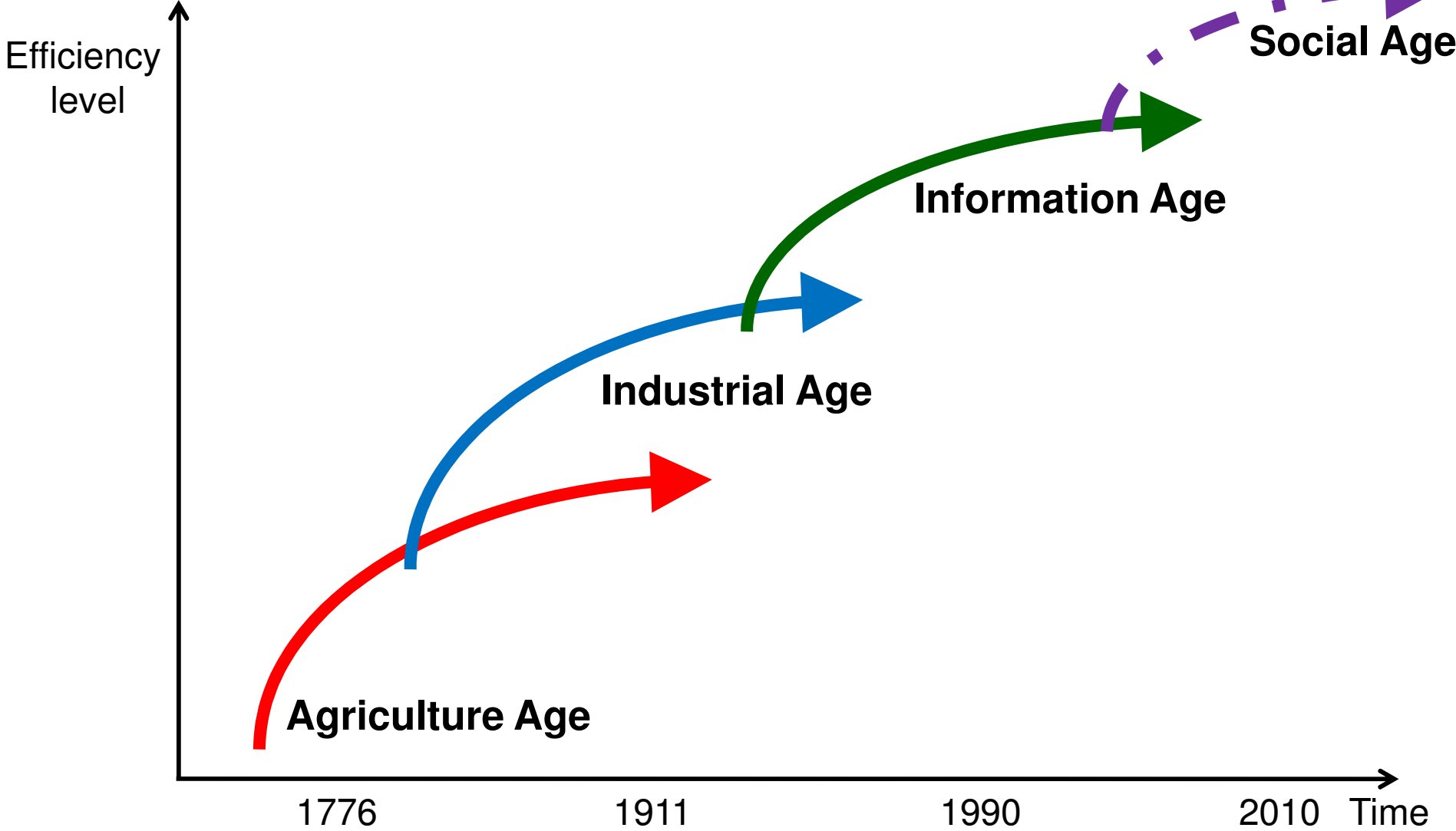
The Social Network evolution

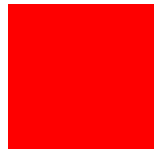
CO16
HROUG



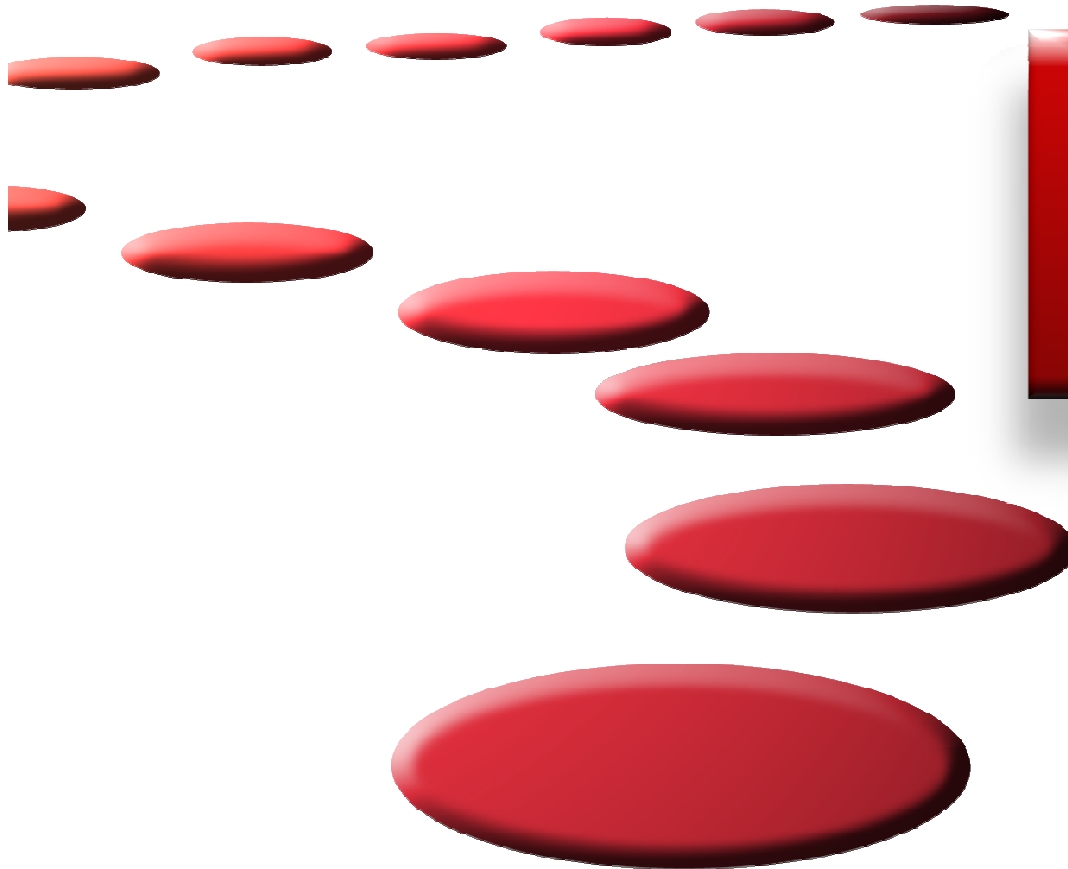


Value Creation





The Social Business



At a time when firms in many industries offer similar products, business processes are among the last point of differentiation.

Tom Davenport, Harvard Business Review



What is driving this?



facebook
500.000.000

flickr
32.000.000

LinkedIn
80.000.000



80.000.000

slideshare
30 mio. visits
a month



9.000.000



175.000.000



WIKIPEDIA
The Free Encyclopedia

11 most visited
web site



3.000.000

ORACLE

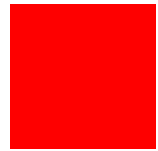
A few Facts

facebook :

Stop invading
my privacy!



- It generates more traffic on the internet than Google
- 50% of the internet Traffic in the UK is Facebook
- 1 in 5 couple meet on line and 1 in 5 divorce are blamed on Facebook
- In US, 70% of recruiters rejected candidates because of their information on line



The real question

We don't have the choice on
whether we **DO** social media

The real question is **“HOW”**
and **“HOW WELL”** we do it

Denial is not an option !

4 P's of Marketing

Phil Kotler



5th P – People

But it is not finish... 5 R's

REPUTATION

RESPONSIBILITY

RIGOR

RELATIONSHIP

REWARD

Major issue... Culture clash

HOW MYSPACE BECAME AN EMPIRE • LIONS, TIGERS, & TRUMPS, OH MY!

CEO

International Magazine
Bastion of Controversial Executive Opinions Vol.1 No.1



LOOKING AT THE BRIGHT SIDE
With all that he's done wrong, he must've done something right

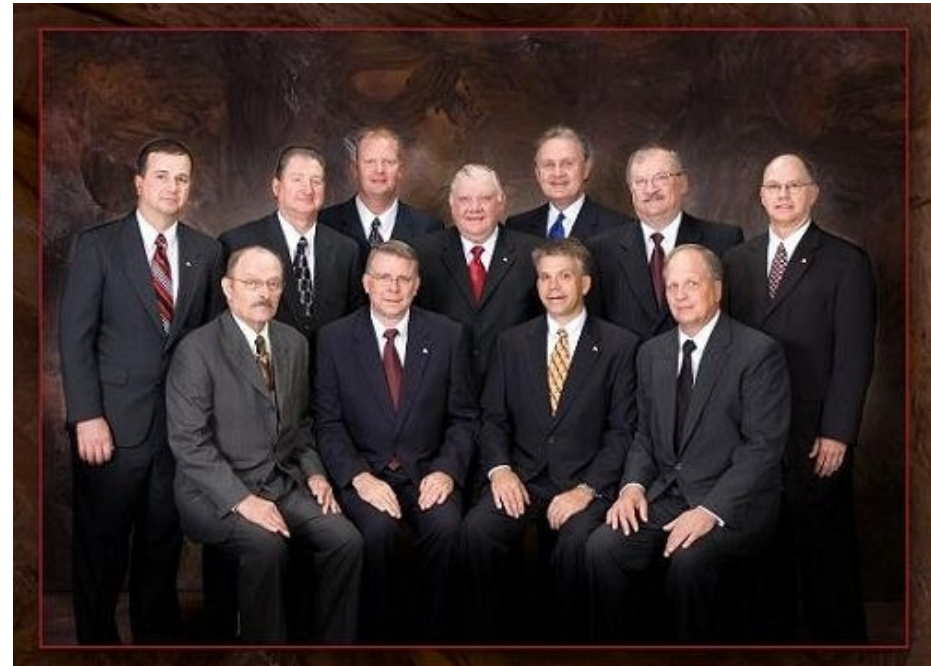
7 CINDERELLA STORIES
7 CEOs dish out their rags-to-riches (fairy)tales

SEXUAL TWIST
The men behind top women CEOs

30 COMPANIES TO WATCH

MAIDEN GRILL
WARREN BUFFET

FOR OUR MAIDEN ISSUE, WE'RE SERVING SOMETHING FANCY BY GRILLING THE WEALTHIEST MAN ON THE PLANET



Average Age: 56 years

Average Age: 62 years

Why being social?



Reduce cost



Sell more

- ✓ Only 14% of Consumer trust Advertising.
- ✓ 90% trust peer recommendation

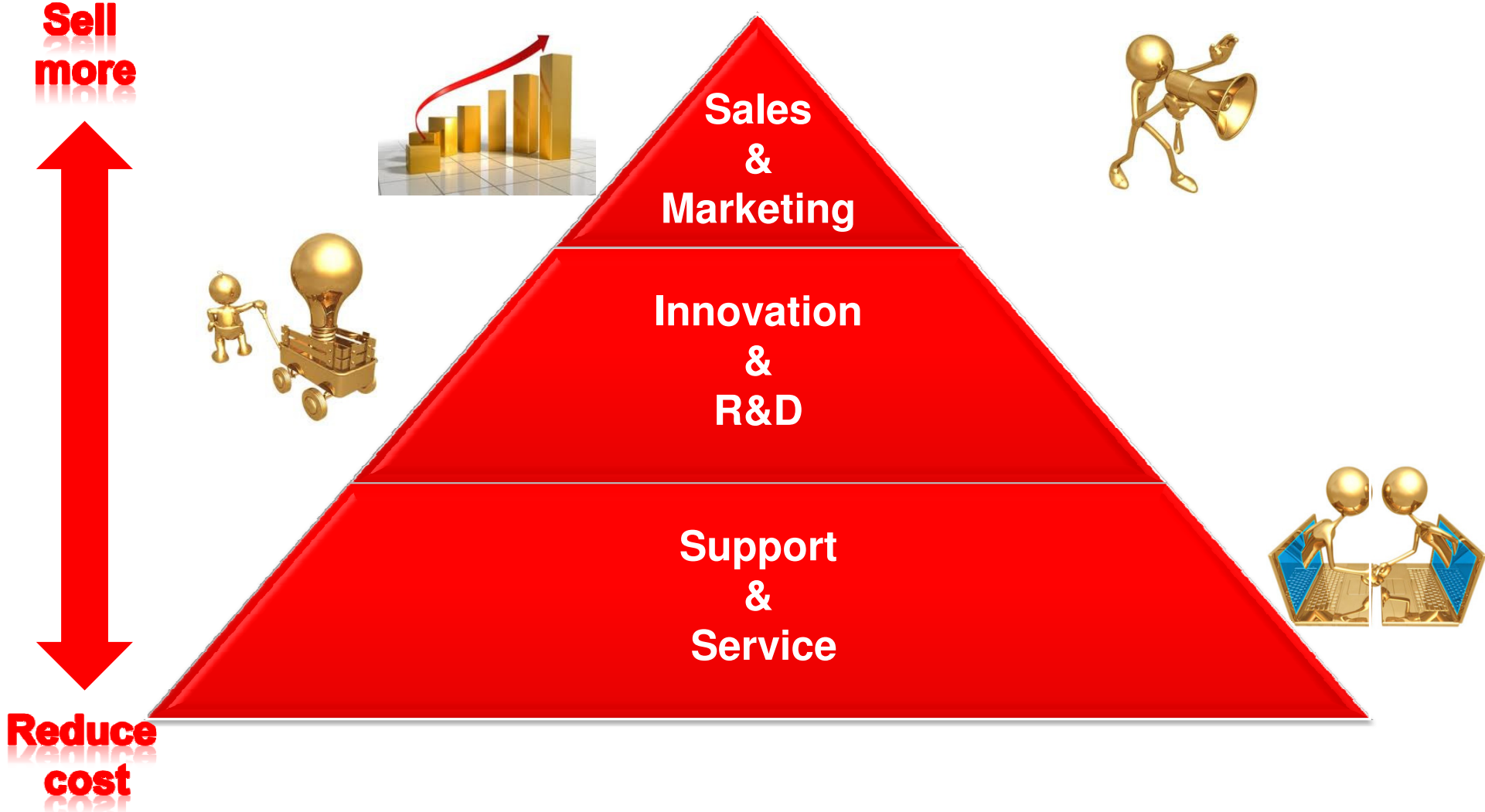
Be Careful of consequences: *The Dave Carroll effect*

The screenshot shows a YouTube video player interface. At the top, the YouTube logo is on the left, and a search bar contains the text "United Breaks Guitars". To the right of the search bar are "Search" and "Browse" buttons. Below the search bar, the video title "United Breaks Guitars" is displayed, followed by the channel name "sonsofmaxwell", "17 videos", and a "Subscribe" button. The video player itself shows a man in a white long-sleeved shirt playing an acoustic guitar. A blue text overlay in the bottom right corner of the video frame reads: "Get case studies and highlights from Dave's speaking tour at www.UnitedBreaksGuitars.com". The video progress bar shows "0:14 / 4:37". Below the video player, there are buttons for "Like", "Add to", "Share", and "Comment". The view count "10,978,061" is prominently displayed and circled in yellow.



The Networked Enterprise

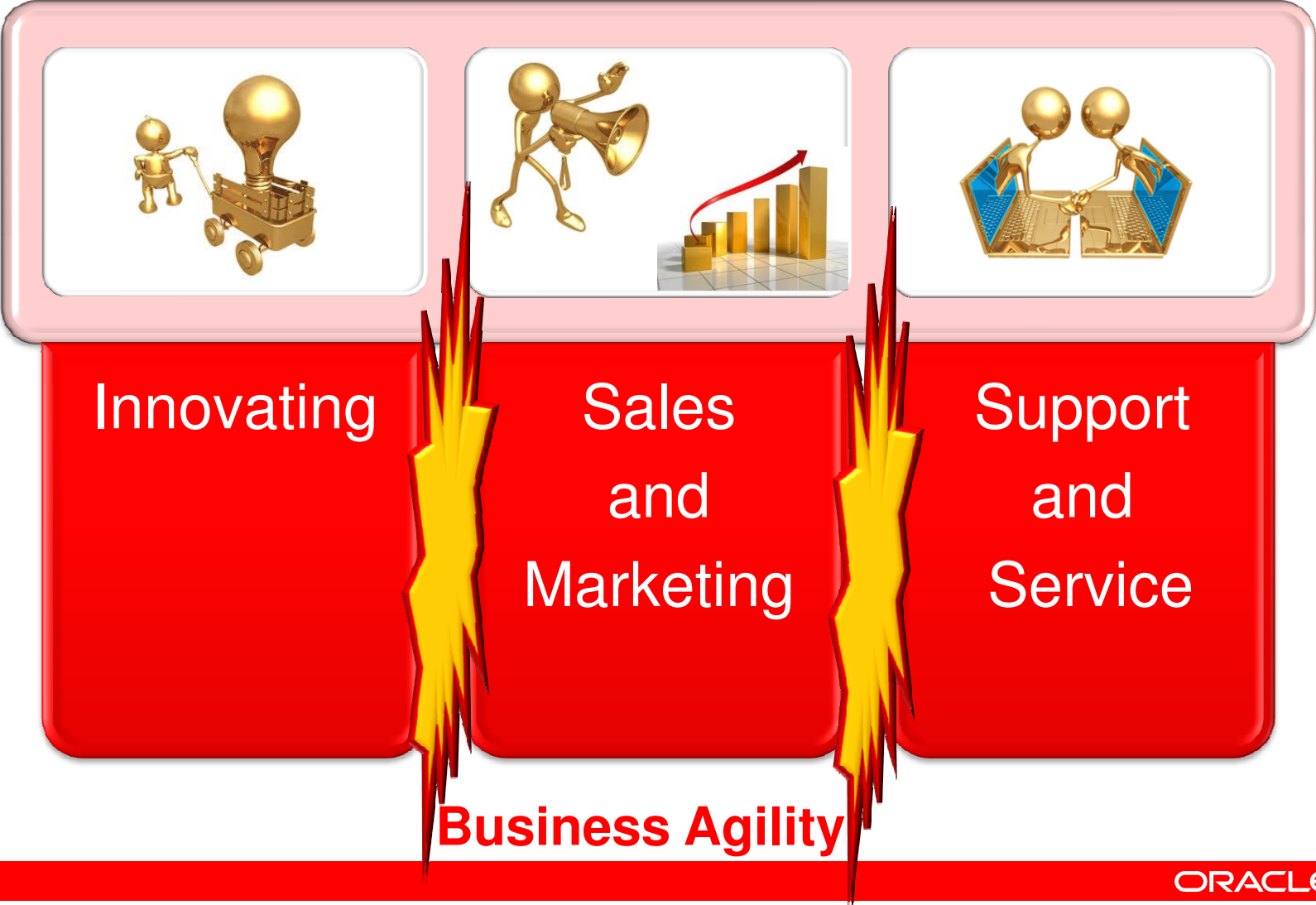
Processes which go beyond the enterprise





The Networked Enterprise

Processes which go beyond the enterprise







Changing rules

“Conventional marketing wisdom long held that a dissatisfied customer tells **10 people**. But...in the new age of social media, he or she has the tools to tell **10 million**.”

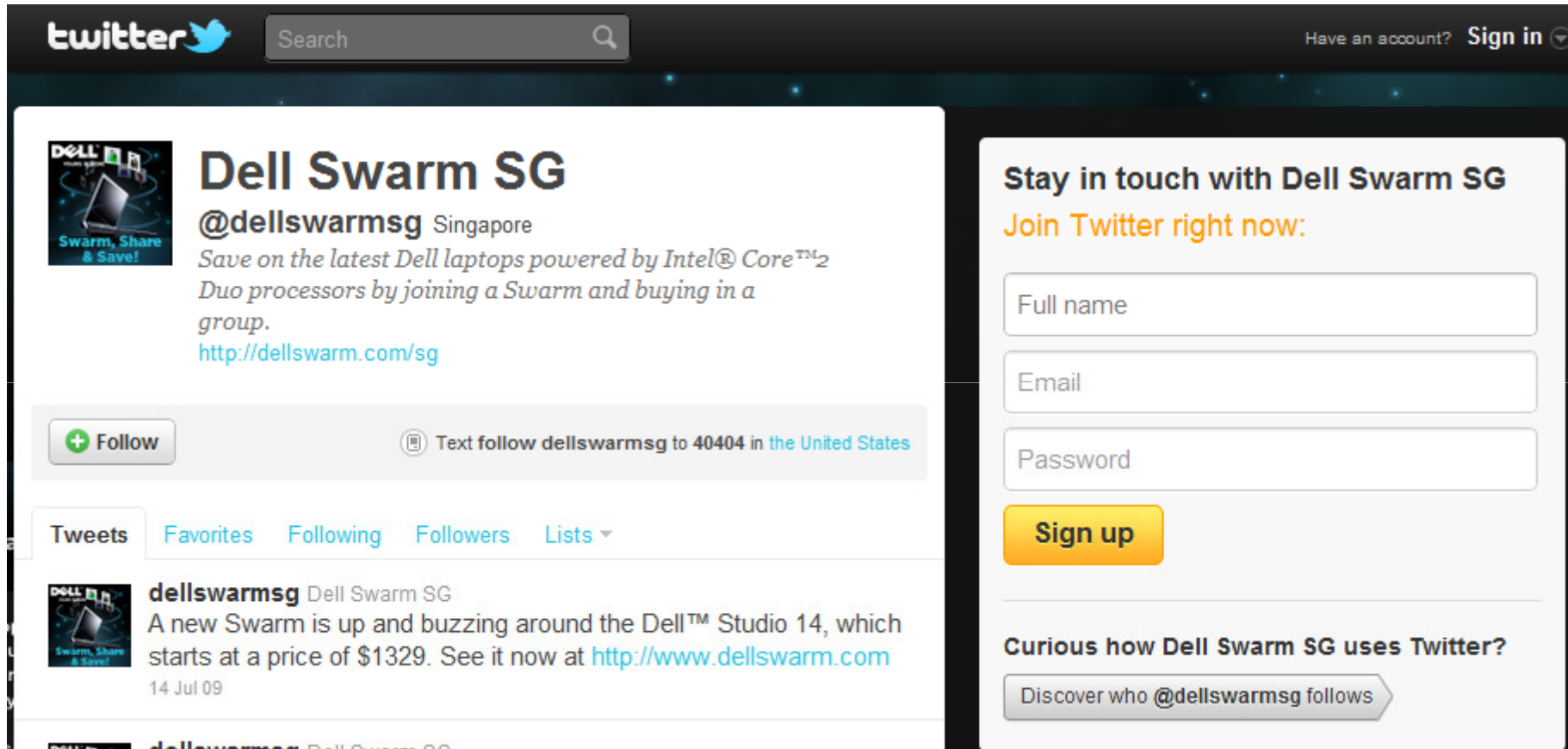
Paul Gillin, author of *The New Influencers*

... so it is time to engage and care even more about your customers



**What are people
saying about us?**

Dell SWARM



The screenshot shows the Twitter profile for Dell Swarm SG (@dellswarmsg). The profile includes a bio, a follow button, and a tweet. On the right, there is a sign-up form for Twitter.

twitter Search Have an account? Sign in

Dell Swarm SG
@dellswarmsg Singapore
Save on the latest Dell laptops powered by Intel® Core™2 Duo processors by joining a Swarm and buying in a group.
<http://dellswarm.com/sg>

+ Follow Text follow dellswarmsg to 40404 in the United States

Tweets Favorites Following Followers Lists

dellswarmsg Dell Swarm SG
A new Swarm is up and buzzing around the Dell™ Studio 14, which starts at a price of \$1329. See it now at <http://www.dellswarm.com>
14 Jul 09

Stay in touch with Dell Swarm SG
Join Twitter right now:

Full name
Email
Password

Sign up

Curious how Dell Swarm SG uses Twitter?
Discover who @dellswarmsg follows

IKEA Promotion of new Store

facebook Home Profile Friends Inbox 37 Nick Burcher Settings Log out

Gordon Gustavsson Add as Friend

Wall Info Photos

View Photos of Gordon (2)
Send Gordon a message
Poke Gordon

Jag är varuhuschef för IKEA Malmö som är världens grönaste IKEA!

Information
Hometown: Malmö, Sweden
Website: <http://ikea.se/nyamalmo>

Friends
494 friends View All

Oscar Emard Ann Spennare Anna-Malin Blomqvist

Elke Fleing Absolutely gorgeous Social Media Campaign! <http://bit.ly/2H5660> Chapeau!

IKEA Facebook Showroom
Source: bit.ly
Awesome promo that let's users win stuff by tagging photos of IKEA rooms on Facebook. We think it's a brilliant idea, and we like those. Enjoy.

Yesterday at 18:30 · Share

Ojo de Sapo likes this.

RECENT ACTIVITY

- Gordon commented on his own photo.
- Gordon and Danger Dave are now friends.
- Gordon and Nuno Pires are now friends.

16 more similar stories

Marie-Louise Milo Johansson hej gordon! tack för presentkortet! mvh
Yesterday at 14:21

Gordon Gustavsson Tack för att du var med och tävlade! Hoppas du får nytta av vinsten.
Yesterday at 15:09

Marie-Louise Milo Johansson det får jag!! flyttar den 1:e dec, och de e alltid så skoj att shoppa på ikea när man flyttat!
Yesterday at 15:36





My Starbucks Idea

GOT AN IDEA? VIEW IDEAS IDEAS IN ACTION

Ideas so far _____

Search Ideas



PRODUCT IDEAS

- 25,973 [Coffee & Espresso Drinks](#)
- 2,072 [Frappuccino® Beverages](#)
- 7,997 [Tea & Other Drinks](#)
- 12,128 [Food](#)



130'000 suggestions from March to September, 2008.

EXPERIENCE IDEAS

- 6,522 [Ordering, Payment, & Pick-Up](#)
- 11,493 [Atmosphere & Locations](#)
- 9,062 [Other Experience Ideas](#)

INVOLVEMENT IDEAS

- 3,724 [Building Community](#)
- 7,364 [Social Responsibility](#)
- 4,814 [Other Involvement Ideas](#)
- 899 [Outside USA](#)

Most Recent Ideas

- 1 Hour(s) Ago [The Muddy Chi](#)
- 1 Hour(s) Ago [Free Book](#)
- 1 Hour(s) Ago [Up Coming Nintendo events](#)
- 2 Hour(s) Ago [out door seating](#)
- 2 Hour(s) Ago [coupon on coffee bag](#)
- 3 Hour(s) Ago [Free Drink Rewards ON THE CARD instead of post card](#)
- 4 Hour(s) Ago [Weekly drawing for your drink & name to be featured](#)
- 4 Hour(s) Ago [Offer K-cups for Keurig coffee makers](#)
- 4 Hour(s) Ago [Free Coffee Voucher](#)



Apple Support Communities

New Your Stuff History Browse

Welcome, **Toppenberg** (Sign out)

Search communities

All Content Your View

2011 London Meet Ups – There is still time to RSVP [Show Details](#)



Welcome

Join the conversation. Share tips and solutions with fellow Apple product users from all around the world.

[How it works](#)



Tutorials

All the information you need to participate.

- [Asking questions](#)
- [Creating your account](#)
- [All tutorials](#)

Communities

Type at least two letters to find a community

All Communities



iPad

[Using iPad](#)

[iPad in the Enterprise](#)



iPhone

[Using iPhone](#)

Recent Content

[Re: i have already purchased os x lion software i cant install it.when start to install.there is a message saying that"the software could not be varified.it may have been corrupted or tampered with during downloading](#)

Less than a minute ago in Mac OS X v10.7 Lion

by [hussainfrommaldives](#)

[Re: The field in my personal email is gray when opting for text edit. Brand new motherboard, optical drive, and battery.](#)

by [Carolyn Samit](#)

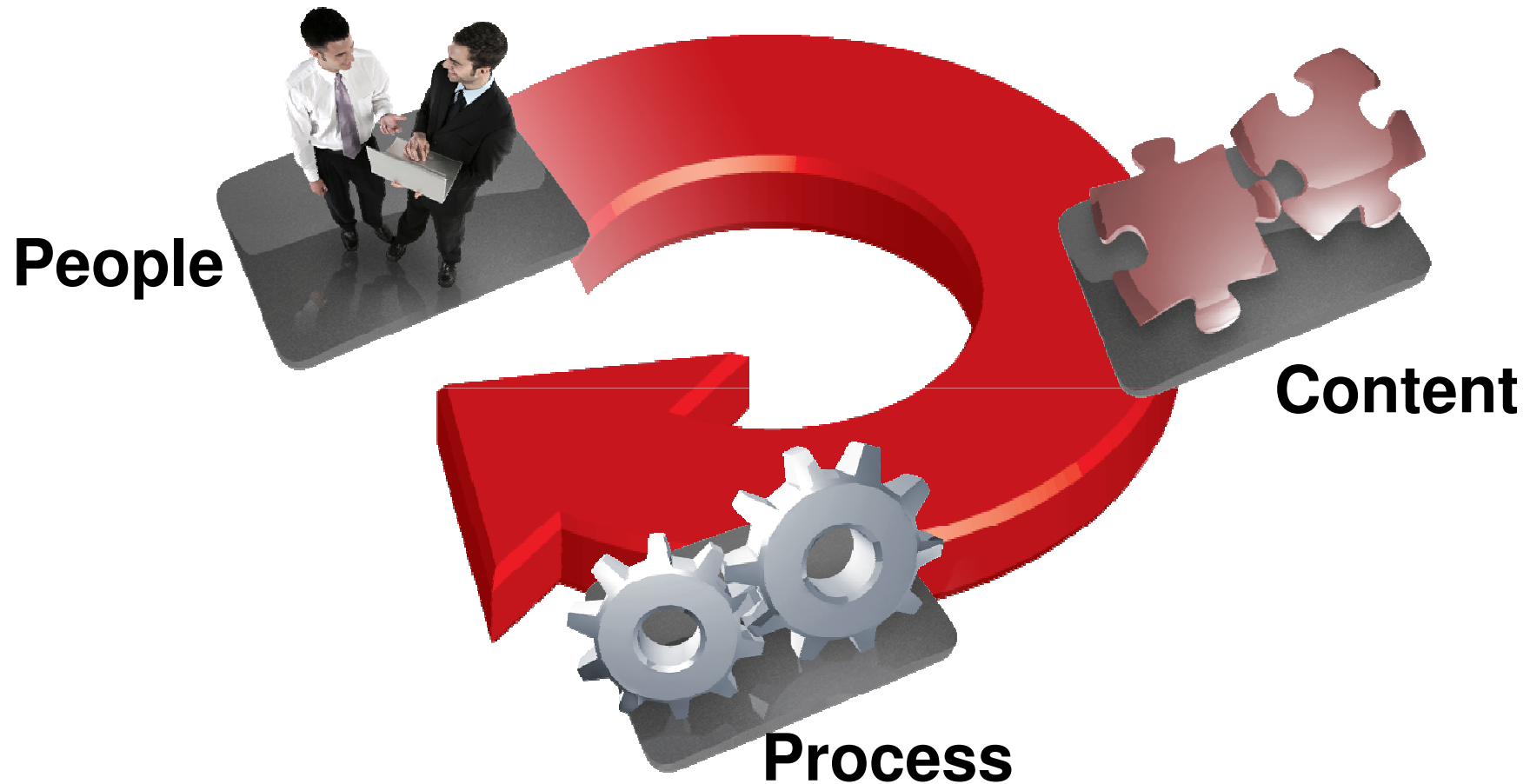


**Transform to a
Networked
Enterprise**

Enabling the Networked Enterprise

Connecting People Process and Content

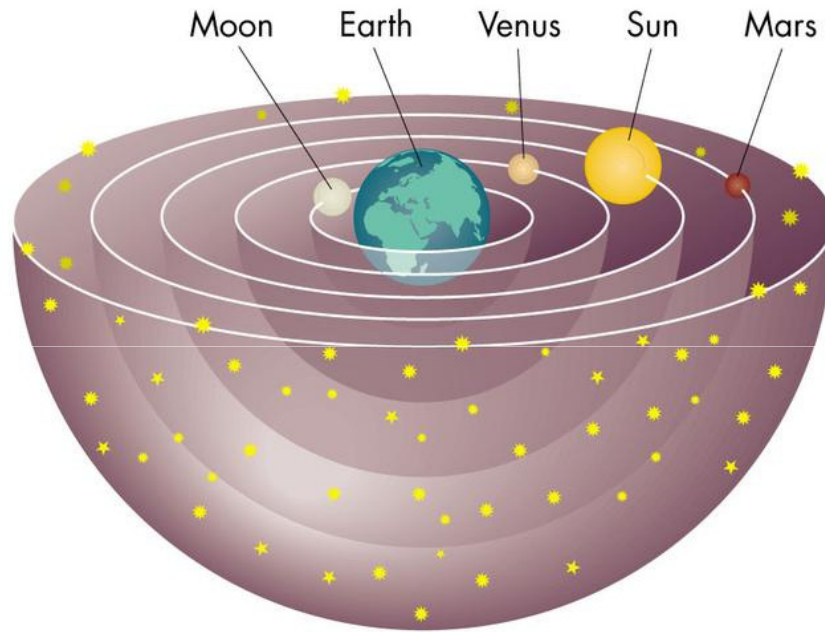
ORACLE 16
HROUG



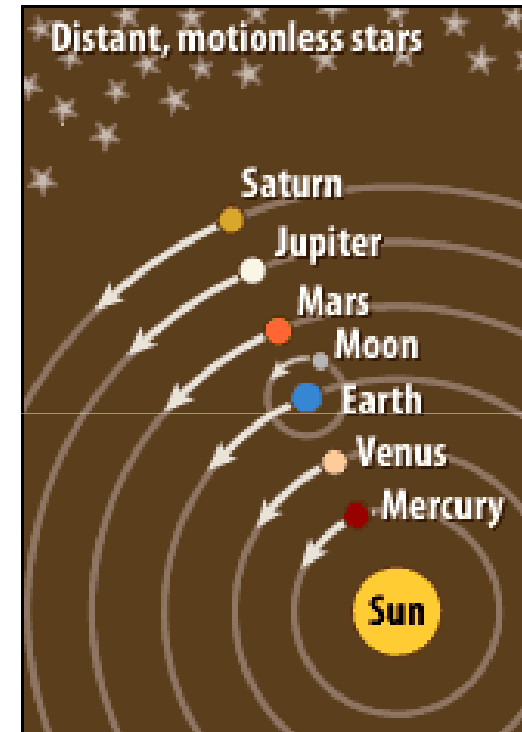
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**The ROI for social
media is that your
business still will
exist in 5 years**

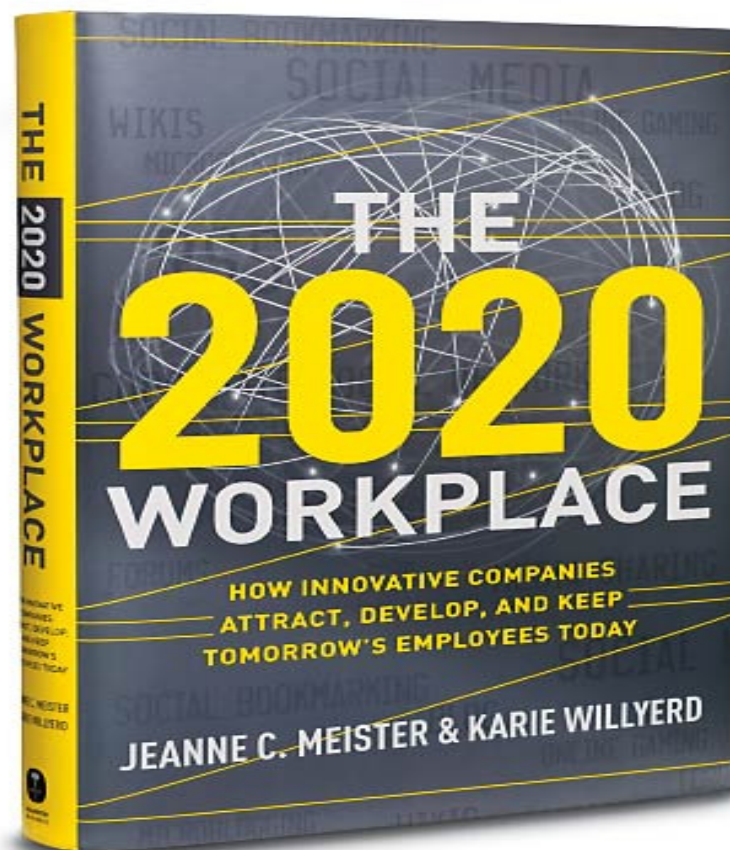
Change in belief system



Geocentric Model
Ptolemy 90 -168 BC



Heliocentric Model
Copernic 1510-1610 AC



Hardware and Software

ORACLE®

Engineered to Work Together

ORACLE®