

A photograph of a collaborative workspace. In the foreground, a wooden table is cluttered with various items: a laptop on the left, a grey mug in the center, a tablet displaying a 'MARKETING STRATEGY' diagram on the right, and several papers and folders scattered around. In the background, several people are seated at the table, their hands and arms visible as they work. The overall atmosphere is one of active collaboration and productivity.

# Untangling the Cloud

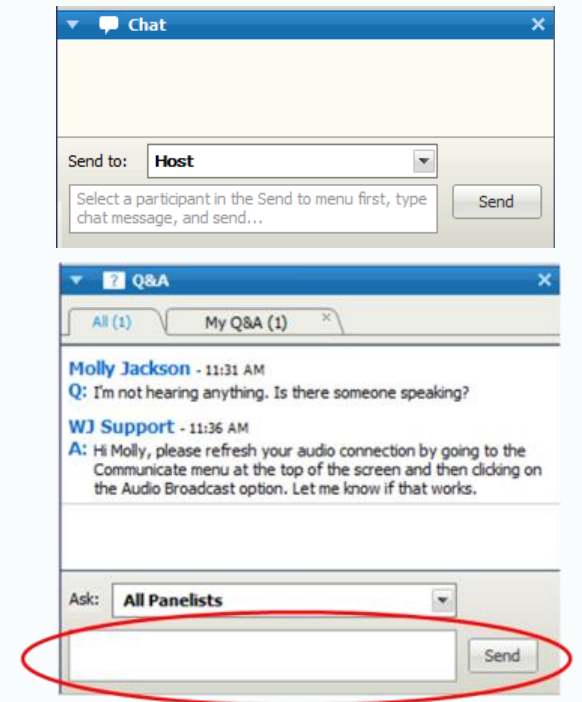
Understanding Your Options and  
Executing to Your Cloud Roadmap

# Confidentiality

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- Copying or capturing screenshots of either the presentation or the demonstration without prior written consent of Keste is prohibited.
- Customer content exposed as part of this presentation is done under explicit permission from the respective customer and this permission expires as of the completion of this presentation.

# Webinar Mechanics

- Submit text questions.
- Q&A addressed at the end of the session. Answers will be posted within two weeks on our new LinkedIn Group, EBS Answers:  
<http://www.linkedin.com/groups/EBS-Answers-4683349/about>
- Everyone will receive an email with a link to view a recorded version of today's session.
- Polling questions will be presented during the session. If you want CPE credit for this webinar, you must answer all of the polling questions



# About eprentise

- Origin
  - Founded by industry veteran Helene Abrams who was Oracle's first Applications consultant
- Who we are
  - Product company supporting Oracle E-Business Suite customers' needs for financial and operational change
  - Oracle Gold Partner since 2007
  - Patent for Consolidation Methodology, 2012
- Our current target markets
  - Large global corporate organizations
  - Cross-industry
- Our current product lines
  - Four business transformation software product lines:
    - Consolidation merges and harmonizes one or more disparate, differently-configured, database instances into a single, fully-functional application
    - Divestiture filters data when a company is carving out or selling off part of their business, to create a stand-alone fully functional environment for the divested entity with a limited data set
    - FlexField changes the financial chart of accounts to support standardization and increase reporting reliability retaining all transactional history
    - Reorganization changes or moves any configurations or set-ups and all related transactions. Reorganization is a broad category and includes software solutions for merging or separating organization units, ledgers, inventory organizations, or legal entities, calendar changes, currency changes, etc. Reorganization Software is used to comply with new regulatory or statutory changes, new organization structures, entry into new markets, and to support mergers, acquisitions, or divestitures.
- New product lines
  - Automated Financial Audit
  - C Collection Analytics
  - GDPR
- **Does not violate Oracle Support Agreement**

# Learning Objectives

**After completion of this presentation you will be able to:**

**Objective 1:** Explain different Cloud options, and the best use cases for each – including when the Cloud is the best approach vs. when the Cloud is not the right fit for an organization.

**Objective 2:** Define why upgrades and a hybrid Cloud approach may be the next best step on your Cloud journey.

**Objective 3:** Explore how to design a Cloud roadmap to accomplish your organization's goals and transform your business.



# Alyssa Johnson

- Vice-President, Applications – Keste
- OAUG Board of Directors
- Expertise in overall program management, strategic planning and global design of robust business solutions to ensure client satisfaction
- Oracle EBS 12 and ERP Cloud Certified Specialist
- Co-Author, “The Release 12 Primer”
- Over 150 presentations regionally, nationally, internationally





Keste is an award-winning, global software solutions and advisory firm focused on B2B and e-commerce solutions. We work as trusted advisors, helping our clients choose and implement the right technology to transform the way they do business.



In business  
since  
**2004**

Headquartered in  
**Dallas, TX**  
Solution Center in  
**Hyderabad, India**

**Full Stack Partner**  
Apps, Technology,  
Hardware



# Engagement Models



## Advisory

Consultative approach to deliver business solutions and process advisory. In the world of Cloud we need to find opportunities to help drive and own customer relationship, roadmap and strategy. Be the trusted advisor and thought leader.



## Modernization

Help customers execute and deliver a modernization strategy for their legacy platforms. There are typically older version of apps needing upgrade or migration to a modern stack with Cloud, Mobile and Analytical capabilities.



## Innovation

Co-Innovate with customers on building newer platforms on the Cloud, bring modern DevOps best-practices and help achieve a new growth driven vision with modern apps and technology tools.

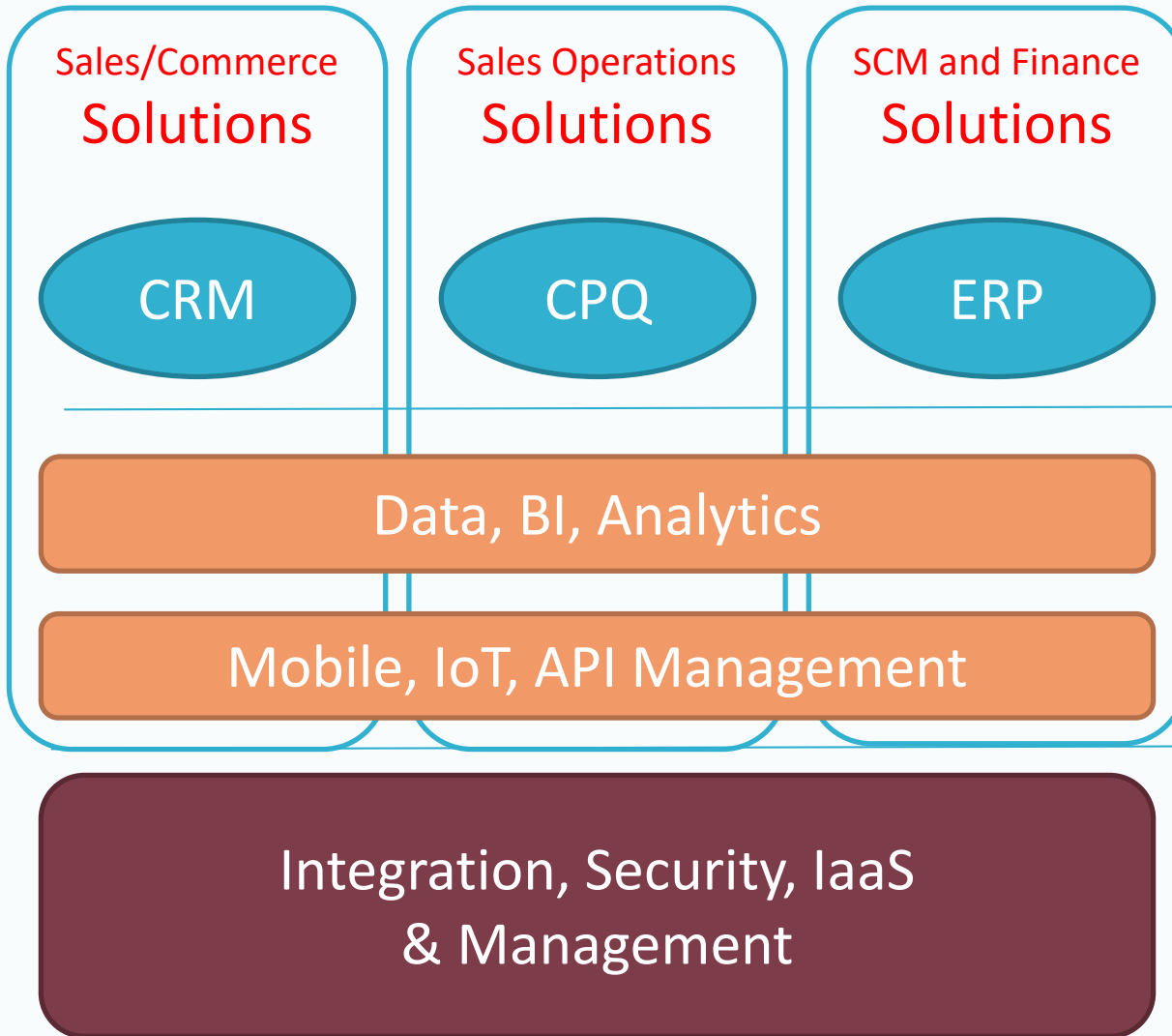


## Managed Services

Deliver consistent, predictable managed services for legacy and modern Cloud platforms. Leverage our global delivery model and resource footprint. Provide 24x7 support and engage in long term relationship.



# Organized for Success



Business driven approach to  
Sales and Service Transformation

Purposeful PaaS delivering  
business driven core value with  
process and data

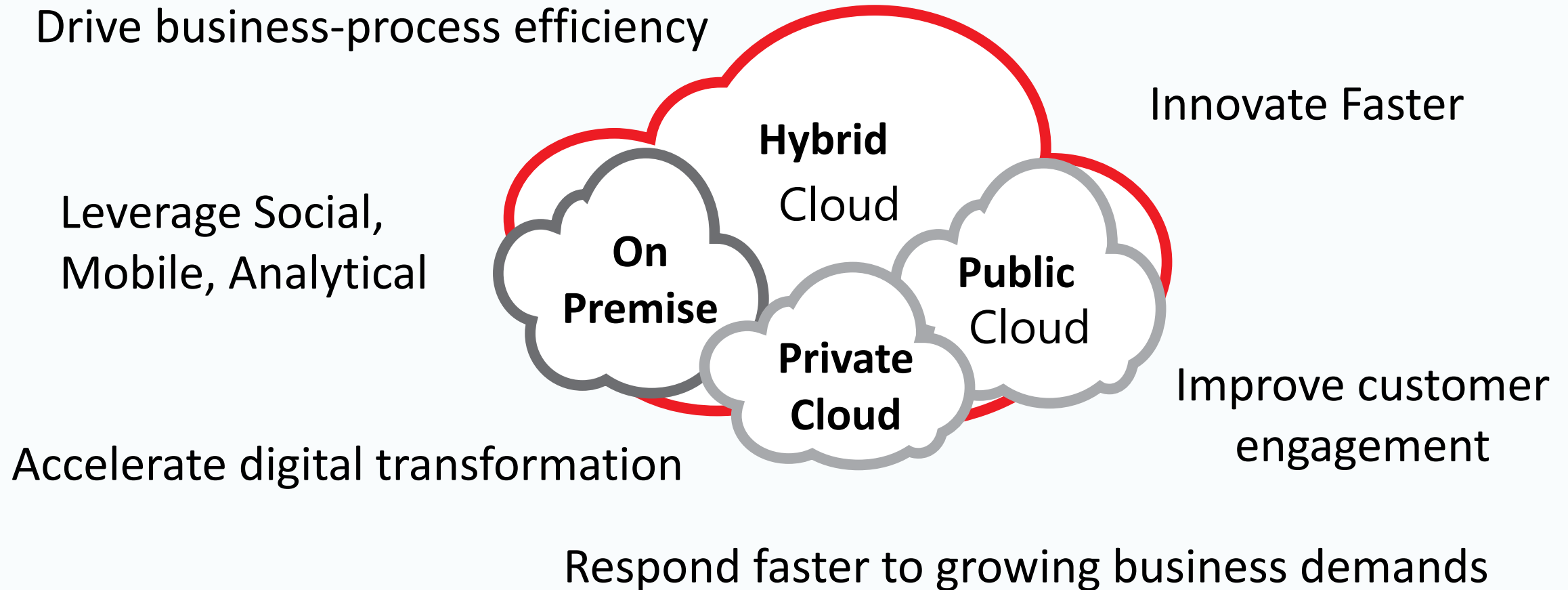
Integrated foundational PaaS/IaaS  
Management

# Agenda

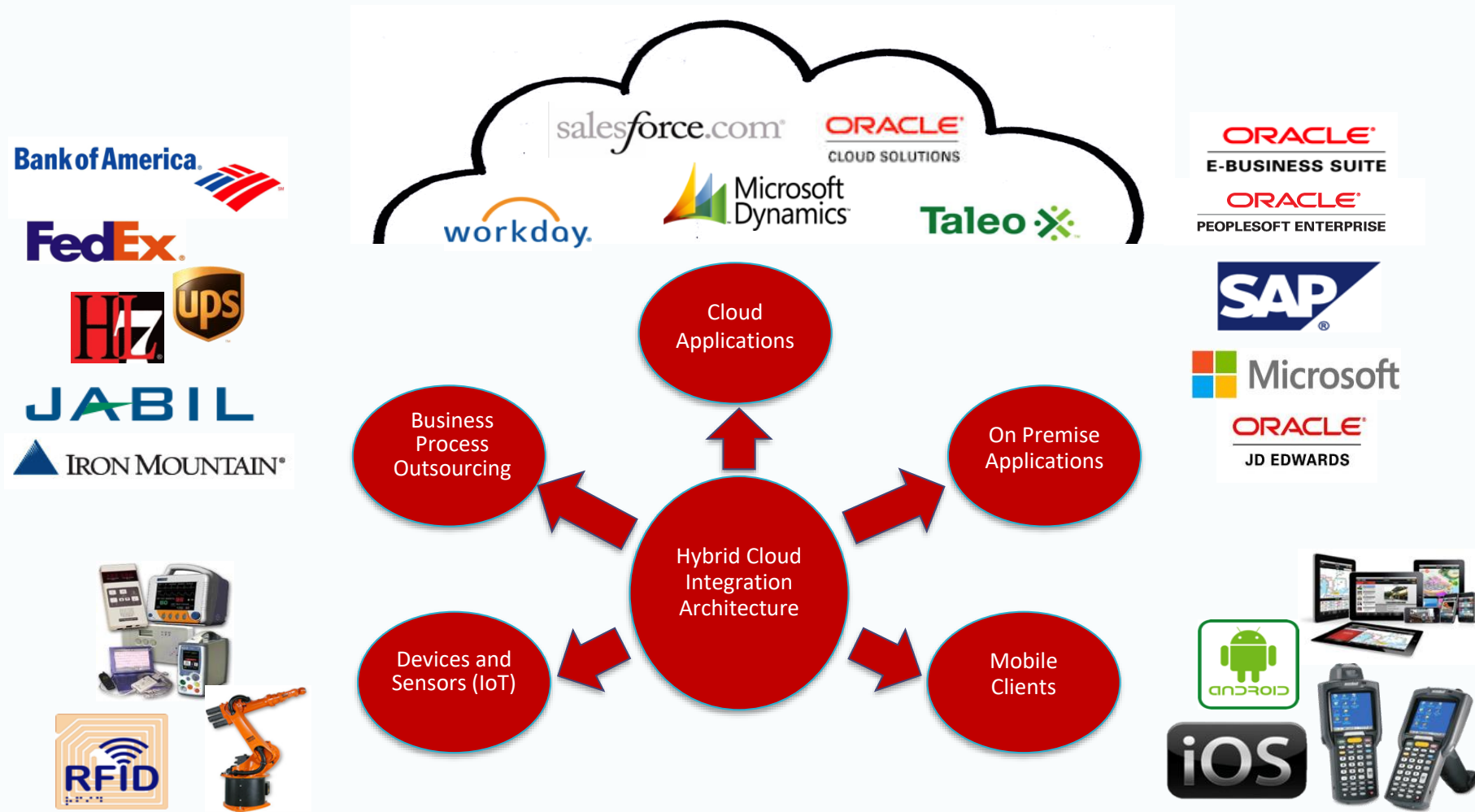
- The Cloud Imperative
- Cloud Components
- Use Cases
- Building a Roadmap
- Resources
- Questions



# The Cloud Imperative – Hybrid is the New Norm

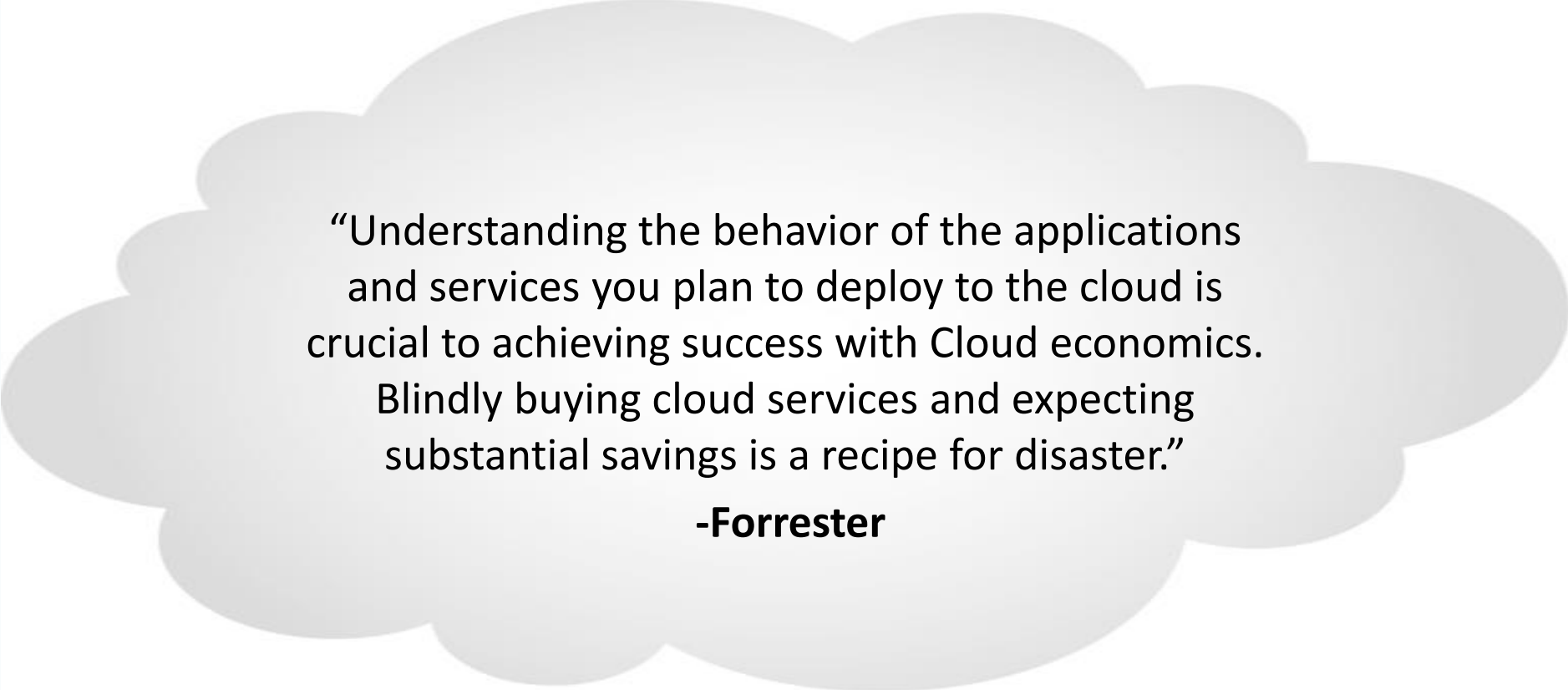


# Why does your Business need a Hybrid Cloud Architecture





# The Cloud Imperative



“Understanding the behavior of the applications and services you plan to deploy to the cloud is crucial to achieving success with Cloud economics. Blindly buying cloud services and expecting substantial savings is a recipe for disaster.”

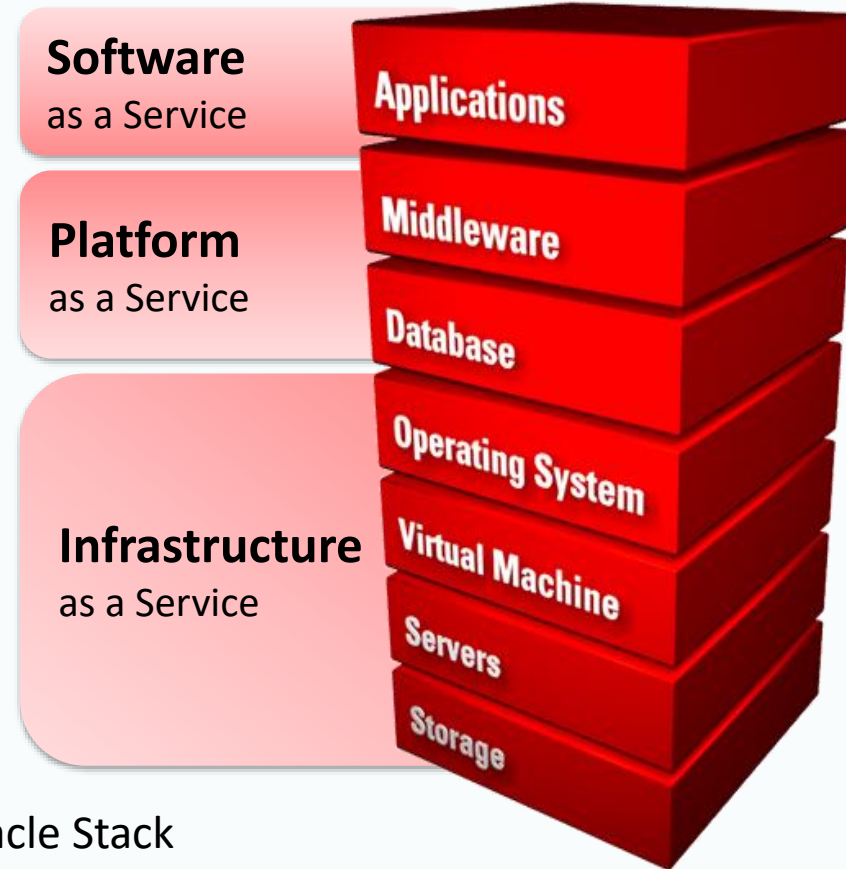
**-Forrester**

# Poll Question



# Cloud Components

# The Oracle Cloud Stack



Cloud Oracle Stack

On-premise Oracle Stack

# Software as a Service (SaaS)

- Software-as-a-service (SaaS) represent the largest component of the cloud marketplace.
- Most SaaS applications can be run directly from a web browser without the need for any downloads or installations.
- Users subscribe to instead of license software.
- Eliminates the need to install and maintain applications, runtime, data, middleware, operating systems, virtualization, servers, storage, or networking on-premise.

Integrated with social, mobile, and analytic capabilities  
to deliver the experiences customers expect



# Oracle SaaS/DaaS Offerings

<https://cloud.oracle.com/home>

Applications ( SaaS )	Why Oracle SaaS? ►	Customer Community ►	Cloud Marketplace ►	API Catalog ►
<b>Human Capital Management</b> Global Human Resources Talent Management Workforce Rewards Workforce Management Work Life Solutions HCM Analytics HCM Cloud for Midsize	<b>Customer Experience</b> Marketing Commerce Engagement - Sales and Service Service Configure, Price, and Quote (CPQ) Loyalty Social Data Cloud CRM Analytics CX Midsize CX Industry	<b>Supply Chain Management</b> Inventory Management Logistics Maintenance Manufacturing Order Management Procurement Product Lifecycle Management Product Master Data Management Supply Chain Collaboration and Visibility Supply Chain Planning In-Memory Cost Management SCM Analytics		
<b>Enterprise Performance Mgmt</b> Account Reconciliation Enterprise Data Management Enterprise Performance Reporting Enterprise Planning Financial Consolidation and Close Planning and Budgeting Profitability and Cost Management Tax Reporting	<b>Enterprise Resource Planning</b> Financials Accounting Hub Project Financial Management Project Management Risk Management Procurement ERP Analytics ERP Cloud for Midsize	<b>Internet of Things Apps</b> IoT Asset Monitoring IoT Production Monitoring IoT Fleet Monitoring IoT Connected Worker Service Monitoring for Connected Assets		
<b>Industry Solutions</b> Automotive Communications Consumer Goods and Retail Education and Research Financial Services Healthcare High Technology Industrial Manufacturing Public Sector		<b>Adaptive Intelligent Apps</b> AI Apps for CX AI Apps for Manufacturing		

# Platform as a Service (PaaS)

- Platform-as-a-service (PaaS) provides cloud middleware components which can be used for applications, and other development
- Framework for developers to build or customize applications.
- Enables quick, simple, and cost-effective development, testing, and deployment of applications.
- Applications using PaaS inherit cloud characteristics such as scalability, high availability, and SaaS enablement

Automate Business Policy, Migrate Applications to a Hybrid Model, and Reduce the Amount of Coding Necessary

# Oracle PaaS Offerings

Platform ( PaaS )			<a href="#">Customer Community ►</a>	<a href="#">Cloud Marketplace ►</a>	<a href="#">API Catalog ►</a>
<b>Data Management</b>		<b>Integration</b>		<b>Business Analytics</b>	
Database		Integration Cloud		Autonomous Analytics Cloud	
Database Backup		Data Integration		Analytics Cloud	
Autonomous Transaction Processing		Data Integration Platform Cloud		Business Intelligence	
Autonomous Data Warehouse		Internet of Things		Data Visualization	
Autonomous NoSQL Database		API Platform		Essbase	
Big Data		Self-Service Integration		<b>Security</b>	
Big Data Cloud		Process Automation		CASB	
Data Hub		SOA		Identity	
Event Hub		<b>Management</b>		Configuration and Compliance	
MySQL		Application Performance Monitoring		Security Monitoring and Analytics	
<b>Application Development</b>		Infrastructure Monitoring			
Java		Log Analytics			
Mobile and Chatbots		Orchestration			
Digital Assistant		IT Analytics			
Autonomous Blockchain		<b>Content and Experience</b>			
Autonomous Visual Builder Cloud		Autonomous Content and Experience			
Autonomous Data Science		Content and Experience			
Application Container		WebCenter Portal Cloud			
Container Pipelines		DIVA Cloud			
Developer					
Visual Builder Cloud					
API Catalog					
Messaging					

# Infrastructure as a Service (IaaS)

- Infrastructure-as-a-service (IaaS) is a self-service model for accessing, monitoring, and managing remote data center infrastructures.
- Instead of having to buy hardware, users can purchase IaaS based on consumption, similar to payment for electricity or other utilities.
- Users are still responsible for managing applications, middleware and operating systems while the providers manage virtualization, servers, hard drives, storage, and networking.
- Oracle Cloud Infrastructure as a Service (IaaS) offers a set of core infrastructure capabilities including elastic computing, on-line storage and networking to provide customers the ability to run any workload in the cloud.

Use Case: Extend current data center infrastructure for temporary workloads (e.g. during peak selling seasons)

# Oracle IaaS Offerings

Infrastructure ( IaaS )			Customer Community ►
<b>Oracle Cloud Infrastructure</b> Compute Networking Storage Security Governance Database Load Balancing Edge Services Containers Container Pipelines Architecture  <b>FastConnect</b>  <b>Cloud at Customer</b>  <b>Classic Services</b>	<b>Solutions</b> Oracle Applications Database Applications High Performance Computing Big Data DevOps Data Protection Ravello  <b>Jump Start Demo Labs</b>  <b>Customer Success Stories</b>	<b>Pricing</b> <b>Resources</b> New Releases Training Technical Resources Documentation Compliance Data Regions Service Level Agreement Service Health Dashboard Blog	



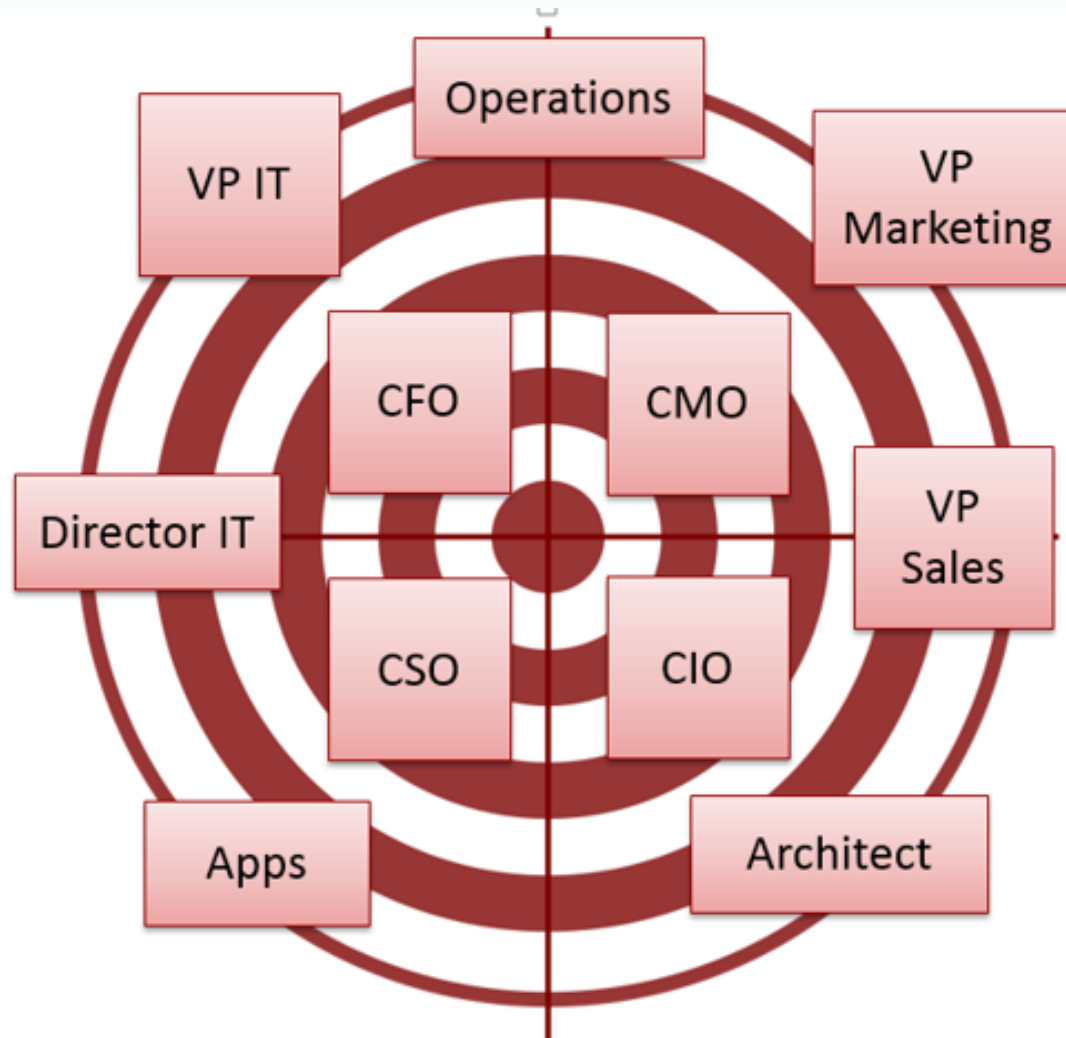
# Poll Question



# Cloud Use Cases

# Who Can Benefit from the Cloud

- ✓ Every Area Of Your Business Requires Some Type of Cloud Strategy/Offering



# CFO/CIO

## Challenge

High Total Cost of Ownership including licensing, support, and resources

Must reduce unnecessary IT complexity to achieve cost advantage

Needs greater levels of standardization in policies, processes, and technology

Unscheduled downtime impacts operations resulting in loss of revenue or cost in hiring exceptional expertise



**Use Case:** Pick any critical system and quickly determine what it might cost to put a DR solution in place: software, hardware, resources, testing, patching, and monitoring. Cloud can deliver in a fraction of the cost!

# Marketing & Sales

## Challenges

Control corporate branding to prevent fragmented customer view resulting in disconnected customer experience

Slow time to market resulting in lost opportunities and lost revenue with traditional on-premise solutions

Lack of competitive edge due to poor visibility and business control



**Use Case:** Pick any critical business initiative that you need to beat your competition and determine how long it will take IT to implement or when they will have time to budget and schedule the delivery. By the time the system is ready, will the market dynamics have changed? Cloud can deliver in a fraction of the time with more capabilities!



# IT Operations (VP, Director, Architect)

## Challenges

Disparate, loosely integrated systems require high maintenance and specialized skill sets

Total cost of ownership is on the rise while company mandates reduction

Secure solutions across the hybrid landscape are critical

High availability is a must

Business demands modern solutions with rapid time to market



**Use Case:** Pick any new business initiative that needs to be completed quickly and determine budget, schedule and resources to build out the development environment only. Cloud can deliver in a fraction of the time with more capabilities likely all the way through to production in the same time as setting up the Development system!

A photograph of a collaborative workspace. In the foreground, a wooden table is cluttered with various items: a laptop on the left, a grey mug in the center, a tablet on the right displaying a 'MARKETING STRATEGY' dashboard with colorful charts, and several papers and folders scattered around. In the background, the hands and arms of several people are visible, suggesting a team meeting or collaborative work session. The overall atmosphere is professional and busy.

# Building a Roadmap

# Building a Roadmap



# Map out Your Systems and Processes

- Take inventory
- Look for outdated systems
- Where are is your organization required to change
- Look for pain points or inefficient processes
- Opportunities for improvement

**Software**

as a Service

- Can Legacy System(s) be replaced
- Edge Applications

**Platform**

as a Service

- Hybrid is the new Normal
- Custom Applications
- Middleware Technology

**Infrastructure**

as a Service

- If everything implemented as SaaS

**Software**  
as a Service

**Platform**  
as a Service

- New Middleware Deployments

**Infrastructure**  
as a Service



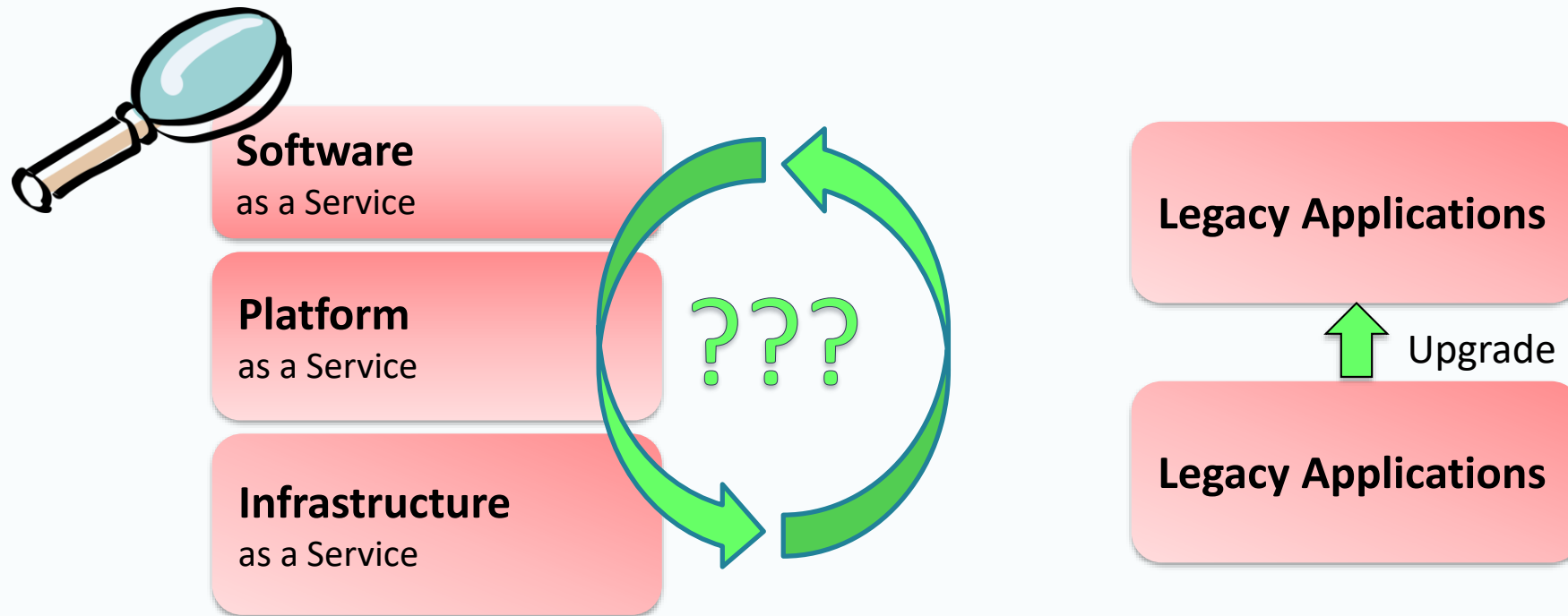
**Software**  
as a Service

**Platform**  
as a Service

**Infrastructure**  
as a Service

- Hybrid is the new Normal
- Custom Applications
- Shifting On-Premise Workloads

# Where Do Your Legacy Apps Fit?



# Laying out the Roadmap

- Project Approval and Funding
- Implementation of Pilot/Proof of Concept
- Update Financial Model with proven benefits and savings
- Business Case Development and Approval
- Execution of long term business process improvement plan

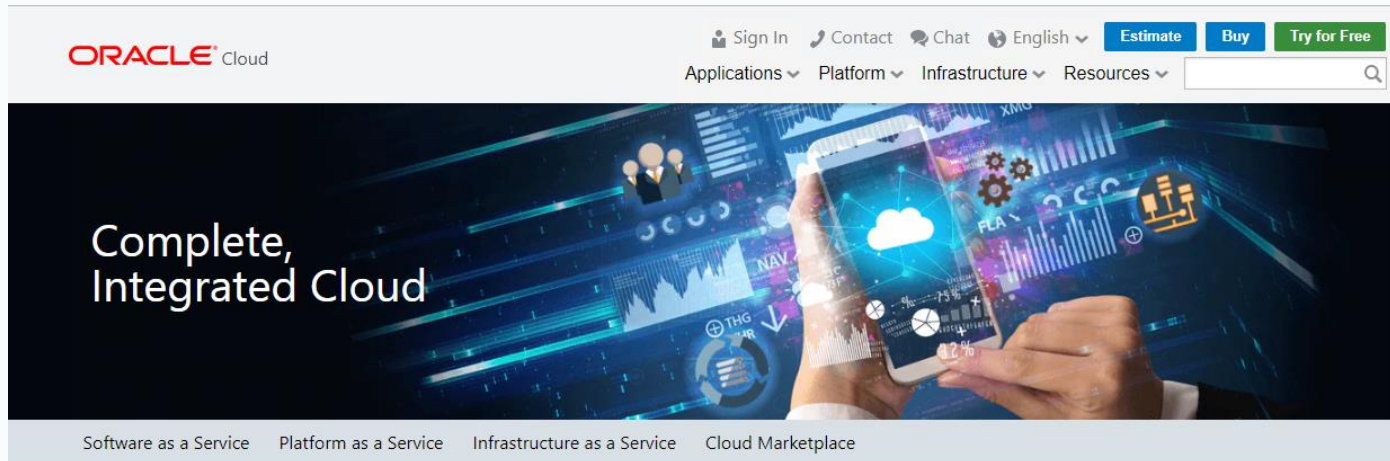
# Poll Question

A photograph of a wooden conference table with several people working. In the foreground, a laptop displays a 'MARKETING STRATEGY' presentation with various charts and icons. To its left is a grey mug and another laptop. Papers, a calculator, and a smartphone are scattered on the table. The scene is brightly lit, suggesting a professional meeting environment.

# Resources



# https://cloud.oracle.com/en\_US/home



## Accelerating Business Transformation



### Oracle Autonomous Database

Oracle Autonomous Transaction Processing and Autonomous Data Warehouse deliver self-driving, self-securing, self-repairing database services that scale instantly to meet the demands of mission critical applications.



### Improved Pricing Options

Simplify cloud purchasing and utilization with two new IaaS and PaaS pricing options: [Universal Credits](#) and [Bring Your Own License](#). Sign up for a cost-effective, monthly flex subscription and benefit from discounted, predictable cloud spending. Or, apply existing Oracle on-premises licenses to lower your costs with workload compatibility in Oracle Cloud.



### Why Move to Oracle Cloud

Enterprises can innovate faster, improve customer engagement, drive business-process efficiency, and accelerate digital transformation with Oracle Cloud. Oracle is the enterprise technology partner that positions companies of all sizes to succeed on their journey of digital transformation.



# SaaS Pricing

[https://cloud.oracle.com/en\\_US/financials-cloud/pricing](https://cloud.oracle.com/en_US/financials-cloud/pricing)

ORACLE Cloud

sign in Contact Chat English Estimate Buy Try for Free

Applications Platform Infrastructure Resources

Applications > ERP > Financials > Pricing

Financials Cloud Quick Tours

Overview Features Pricing Learn More Customer Success

US Dollar

Financials

\$600.00

user / month<sup>1</sup>

Request a Quote

- General Ledger
- Accounts Payable
- Accounts Receivable
- Assets
- Cash Management
- Financial Reporting

# PaaS and IaaS

[https://cloud.oracle.com/en\\_US/cost-estimator](https://cloud.oracle.com/en_US/cost-estimator)

The screenshot shows the Oracle Cloud Cost Estimator web application. At the top, there's a navigation bar with the Oracle Cloud logo, links for Sign In, Contact, Chat, and a language selector set to English. A 'Try for Free' button is also present. Below the navigation bar, there are tabs for Applications, Platform, Infrastructure, and Resources. The main header area features the 'Cost Estimator' title and two pricing options: 'Pay As You Go \* \$0 /mo' and 'Monthly Flex \* \$0 /mo', each with a 'Buy' button. On the left side, a sidebar lists various cloud services with radio buttons: Infrastructure (selected), Data Management, Autonomous Services, Application Development, Integration, Management, Content and Experience, Analytics, Security, and Cloud Entry Packages. The main content area displays three service cards: 'Oracle Cloud Infrastructure - Compute, VM', 'Oracle Cloud Infrastructure - Object Storage', and 'Oracle Cloud Infrastructure - FastConnect'. Each card includes a brief description and an 'Add' button. At the bottom right, there are links for 'How to Use', 'Video', and 'Documentation'.

- “License-included PaaS” :
  - Compute and compute support
  - Automation
  - License entitlement and license support
- BYOL to PaaS includes:
  - Compute and compute support
  - Automation

**Universal Credits:** [https://cloud.oracle.com/en\\_US/ucpricing](https://cloud.oracle.com/en_US/ucpricing)

# Try for Free


## Get Started with Oracle Cloud for Free

# \$300 in free credits


Build production-ready workloads by using a variety of cloud services including databases, compute, containers, IoT, big data, API management, integration, chatbots, and many more

Create a Free Account >


\*Free Credits available in select countries and valid for 30 days



Sign up and get \$300 in free credits for 30 days



Learn from our technical resources or get in touch with solution engineers




Sign in and start building


Create a Free Account >

Frequently Asked Questions


### Examples of What You Can Do With Oracle Cloud




Compute, Storage, and Network resources



Modernize with containers and microservices



Develop in Java, Node.js, Python, PHP, and Ruby



Oracle, MySQL, NoSQL, and open source databases

# Resources

- Oracle Cloud Home – <https://cloud.oracle.com/home>
- Free Trials – <https://cloud.oracle.com/tryit>
- Demos and Videos – <https://cloud.oracle.com/videos>
- The Oracle Cloud Marketplace – <https://cloud.oracle.com/marketplace>

# Keste Contacts



**Alyssa Johnson**

VP, Applications

[alyssa.johnson@keste.com](mailto:alyssa.johnson@keste.com)

(817) 233-7914