



POWERING UP ORACLE SAAS WITH INNOVATION

**Oracle Cloud Infrastructure
is the connective tissue to
elevate business value**



With markets in a state of permanent disruption and traditional industry lines blurring, bold business leaders are seeking to create future opportunities while dominating the market today.

They view innovation as a way of being and the only path to success. Innovation shapes how businesses attract and engage with customers, employees and suppliers. Savvy business leaders consider that customers have more options than ever, the workforce has greater mobility than at any time in history and supplier interactions come with high expectations. In this ever-changing business environment, market leading organizations embrace change by shaping their business to maintain a competitive edge. They strive to improve effectiveness with customers, spur engagement with employees and gain efficiencies with vendors. To power these initiatives, business and IT functions must collaborate through the adoption of new technology. Software as a Service (SaaS) provides ready-made solutions to accelerate many of these programs.

The upside of moving to a SaaS model is clear: it is a cloud framework from which innovation can be continuously delivered. Leveraging a common cloud platform, these applications standardize processes, automate functions and provide a cost-effective way to modernize core applications. SaaS applications embody modern leading practices, allowing for personalization and configuration to fit client requirements. However, the one-size-fits-all approach means that companies may encounter misalignment between the standard functionality and their business processes. As a result, companies compromise on functionality in some areas,

create workarounds to get what they need in other areas, and, potentially, find some business requirements that require extensions to SaaS.

Oracle Cloud Infrastructure (OCI) products are the connective tissue that links together Oracle SaaS and the complex business requirements to deliver unique functionality on the way to a high performing solution. OCI simplifies the connection of Oracle SaaS with other enterprise systems. It enables the creation of targeted and customized applications that extend Oracle SaaS to meet a broader range of business needs. OCI facilitates extracting value from data allowing leaders to drive thoughtful and considerate business decisions. The use of a common Oracle Cloud platform illustrates how combining applications with platform technologies helps companies increase efficiency and competitiveness. Where Oracle SaaS provides the core capability, OCI supplies the glue to pull those solutions together and amplify the business value.

As a global leader in Oracle SaaS programs, Accenture leads with OCI as a key component of the client's solution. For each implementation, Accenture partners with clients to define their Oracle Innovation Strategy as part of Accenture's Oracle Cloud delivery methodology. All of this is executed through Accenture's myConcerto for Oracle Cloud, an insight-driven, digitally integrated platform that orchestrates the power of new Oracle solutions and technologies, and Accenture's industry and functional expertise—methods, tools, solutions, capabilities—to create exponential business outcomes.

REALIZING THE BOUNDARIES OF SAAS

As organizations strive for success in their Oracle SaaS journey, Accenture has observed 4 key principles where Oracle SaaS consistently challenges dynamic organizations.

Leveraging Oracle's common cloud platform to move beyond these boundaries could be the difference between an Oracle SaaS transformation realizing the business case or failing to find the value.

01 **User experience is paramount to adoption.**

Oracle SaaS brings a much-improved interface over most legacy applications. That said, for certain users, elevating the experience of their specific use cases with OCI with AI-powered conversation or a simplified user interface can greatly improve engagement.

02 **Seamless integration unifies a complex ecosystem.**

Oracle SaaS is rarely self-contained and moving data externally is a necessity. Orchestrating that data movement efficiently and securely involves robust integration services using OCI to minimize complexity.

03 **Extracting value from data separates the leaders from the laggards.**

Oracle SaaS reports and dashboards provide operational data access to operate the business. Driving the business ahead of the competition necessitates OCI for enhanced analytics, AI and natural language processing to obtain insights and enable strategic decision-making.

04 **Competitive advantage comes from differentiated processes.**

Oracle SaaS creates standard processes that should be leveraged where possible. Maintaining an organization's secret sauce entails using OCI to extend the functionality.

Accenture has found Oracle's Cloud Infrastructure products to be highly effective in driving enhanced value for clients to complement their Oracle SaaS application. As OCI is tightly coupled with Oracle SaaS, it enables secure connectivity and sound performance. It has native compatibility with Oracle SaaS, leveraging common frameworks that streamline implementation. Security, identity and access management functions act as one across Oracle's common cloud platform. Interactions are seamless from the end user's perspective. Altogether, the use of OCI with Oracle SaaS eliminates the need for multiple third-party tools to address user experience, integration, data & analytics and creates the full functionality companies require.

UNLEASHING THE POWER OF ORACLE CLOUD TECHNOLOGIES

Oracle Cloud Infrastructure's underlying platform services create a near limitless opportunity for clients to add value to their Oracle SaaS journey.

The platform functionality supports custom development, data management, data analysis and security among other capabilities. Companies can scale up or scale down the solutions as business needs dictate, creating a level of flexibility rarely seen in technology.

Approximately 85% of Accenture's more than 300 Oracle SaaS clients have realized the value of OCI in elevating them above and beyond the boundaries of Oracle SaaS.

User experience drives engagement

The breadth of Oracle SaaS functionality provides companies with feature rich capabilities, but it also means that the user interface can be complex and daunting for users. That's especially true when first moving to Oracle SaaS or considering infrequent users. Users are typically comfortable with their legacy applications.

Adopting this new SaaS-based system is overwhelming in many cases. The result: slower user adoption and impaired productivity. Getting people up to speed requires significant change-management and training efforts. With OCI, companies can engage users through voice, text and a more personalized manner.

Accenture helped a government agency accelerate adoption and increase employee satisfaction using Oracle Digital Assistant to create a conversational user interface (UI). A conversational UI combines voice technologies, artificial intelligence reasoning, and contextual awareness to "understand" the intentions behind the words. Executed through Accenture's myConcierge asset, this new UI enabled employees to quickly and easily get answers to policy and procedure questions about the applications they were using.

This solution helped employees understand their applications and made them active participants in the application roll-out. At the same time, the agency was able to minimize the need for dedicated internal staff to answer user questions and direct employees to the proper training material. The digital assistant is available to employees via several channels, including text message, a chat interface through the agency's portal, or through the agency's Microsoft Teams collaboration platform. By making the digital assistant available through many channels, it has become a seamless part of the employee experience.

Accenture helped a transportation company simplify business processes using Oracle Visual Builder Cloud Service (VBCS) to create a new mobile user interface. As the Oracle SaaS UI evolves through quarterly releases, users may find it hard to keep up with those changes. The client's users found the native UI was cumbersome to their business process. Using VBCS to prototype a new UI, the program was able to create simplified functionality that would be stable as the underlying application evolved. Accelerated by Accenture's Rapid Prototyping capability, the working prototype was created in just a few weeks with minimal investment. Early results show that the users can more efficiently create transactions with less time spent in the application and more time spent creating company value.

Integrated ecosystem creates simplicity

Companies need to move data out of Oracle SaaS and into outside systems in a wide range of formats, and then return that data back to the application, all while keeping the data secure. The native integration capabilities of Oracle SaaS offers limited functionality. Data can be extracted and loaded, but it cannot easily be managed, transformed or processed for use across systems. Many organizations assume the embedded integration capability will fit into their existing enterprise integration framework. Some of those legacy tools and techniques are hard to use with Oracle SaaS—if they can be used at all. With traditional on-premise systems, companies have direct access to databases, making integration with the database a straightforward task. But with Oracle SaaS, that access is intentionally restricted to reduce security risks.

The restricted access makes seamless integration difficult using legacy technology, and often requires companies to rely on complicated data handoffs. This results in a fragmented approach that is cumbersome. It also complicates the task of keeping data feeds current in the face of ever-evolving Oracle SaaS platforms.

Accenture helped a multinational conglomerate build a robust integration architecture using Oracle Integration. Oracle Integration enabled the exchange of data between Oracle SaaS and a variety of other applications across cloud and on-premise systems. Fast-tracked through Accenture's Oracle Integration Factory, the Oracle Integration based solution eliminated much of the company's integration infrastructure maintenance costs, and reduced the time needed to bring new business units onto the Oracle SaaS platform from days to hours.

The time needed to deploy new integrations was reduced by 50%, and at the same time, the company saw uptime of 99.99% on the Oracle Integration stack while processing more than 10 million journal entries a day.

The client leveraged Oracle Integrations's event, API, and file-based data exchanges between enterprise systems and Oracle SaaS applications. These exchanges are simplified by native Oracle SaaS integration architecture components, some of which can only be accessed by Oracle Integration. The client leveraged Oracle Integration's pre-built integrations to easily hook into Oracle SaaS. What's more, those integrations are frequently updated by Oracle to keep pace with the Oracle SaaS updates. These parallel updates allow companies to easily stay current and reduce the time required for regression testing.

Data unlocks value

Many organizations fail to realize their business case due to an inability to harness the value in their data. Those that succeed put intentional focus into measuring the right things paired with tools to properly analyze their data. Deriving value from data is a challenge when trying to solely leverage Oracle SaaS to gain insights. Oracle SaaS has tools that let users extract and consume operational data, but the users have restricted access to analyze and massage data with limited advanced capabilities like machine learning. As Oracle SaaS is optimized to support transactional business processes, the reporting capabilities can struggle with performance and do not enable cross-module analysis. As a result, the capabilities are rarely robust enough to provide executive level insights and an easy to use self-service platform.

Accenture helped a media company develop a dashboard using Oracle Autonomous Data Warehouse (ADW) and Oracle Analytics Cloud (OAC) giving executives a concise view of corporate performance. Based upon Accenture's Digital Boardroom, the team used an iterative development cycle to deliver a prototype to the client in a matter of weeks, putting Oracle SaaS data into a standard data model that is visualized on the dashboard.

Blending data across Oracle SaaS modules, leveraging advanced analytics functions and facilitating fast performance, ADW and OAC provided a low maintenance solution that far exceeded what was possible with Oracle SaaS. The executive dashboard provides meaningful insights tailored to their business and supports strategic decision making.

Accenture helped a public utility create a secure data platform using ADW to enable self-service reporting. The effort moved data from Oracle SaaS to a more easily accessible data model in ADW. This approach allowed employees to use their preferred visualization tools to create custom queries and develop their own reports and insights—rather than rely on pre-built reports provided by the application. Since users were no longer extracting data from the application and manipulating it on their desktops, they avoided data-integrity risks and mitigated security issues. In addition to a more consistent experience, users were provided with a daily refresh of data as opposed to the previous monthly cycle. ADW enabled the organization to maintain rigorous security and governance over the data, while providing the users with the self-service experience that they required.

Differentiate to compete

From a business perspective, the value of Oracle SaaS is its ability to support simplified transactions and standardized processes to increase efficiency. In some cases, the standard application functionality may not be a fit for all areas of the business. A unique business process, like customer experience or talent management, may be the key to differentiation in the market and key to a company's success. In the on-premises world, where companies had access to application source code, the modification of systems was straightforward, though labor-intensive and difficult to support. With Oracle SaaS, modifications to the source code are not possible, creating a need to support the unique processes in another way. Using OCI's open development framework, companies can create unified extensions of Oracle SaaS that provide the tailored functionality needed to support unique and differentiating processes.

Accenture helped a healthcare company create an Oracle solution that automates evaluation of all supplier invoices as per Healthcare payer codes and rules, then automatically creates credit memos in Oracle SaaS. The solution developed using Oracle Java Cloud Service (JCS) and Oracle Database Cloud Service (DBCS) enriched Oracle SaaS functionality and enabled the client to streamline their business process.

The automation has helped the client alleviate manual work, improve accuracy and provide an annual savings of \$5 million.

Accenture helped an agriculture company create a harvesting application that automates the entire food lifecycle from grow to harvest. Baked into the automation is integration to Oracle SaaS to generate the payment to vendors (pickers, haulers, etc.) involved in various components of the process. As this functionality is very industry specific, the capability is not natively available in Oracle SaaS. The solution developed using JCS and DBCS delivered a comprehensive solution to the client, enabling them to enhance the competitive advantage in their product lifecycle without changing their business process.

STARTING YOUR INNOVATION JOURNEY

Oracle Cloud Infrastructure enables enterprises to be competitive and digitally modern.

Combining OCI with Oracle SaaS can address every business need, today, tomorrow and in the future, all leveraging a common platform. Whether in parallel to an Oracle SaaS implementation or in some cases in advance of the program, making the move to OCI is relatively straightforward and it can be done gradually. Companies can get started quickly with focused projects, prove the value of those projects, and then apply that work to additional business requirements.

Accenture typically begins by using design thinking sessions to develop a “hypothesis” solution that addresses a company’s challenges. During these sessions, Accenture leverages the investment in over 400 reusable OCI accelerators, across the product portfolio, to help our clients quickly realize value.

The catalog of pre-built code, reference architectures, reference applications and enhanced documentation are proven through our successful deployments. This hypothesis is then tested and honed through an iterative development process that includes prototyping and frequent feedback, ultimately leading to a tailored solution that meets the company’s needs. That effort then provides a foundation for applying OCI to other similar challenges over time.

Overall, Oracle SaaS has proven to be very effective, and it will continue to be a critical, foundational business technology. But it can’t be all things to all organizations. OCI provides a cost-effective and proven way for companies to build on the Oracle SaaS platform to improve the user experience, take better advantage of data, differentiate the business, and get even more value out of their Oracle SaaS investments.

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