



WE LIVE IN A DIGITAL WORLD.



ORACLE®



Around-the-clock
Availability



Consumer
Expectations



Real-time
Fulfillment



Flawless
Engagement



Personalized
Service



Information any
time, Anywhere



Insight



Business Model



Speed to Market

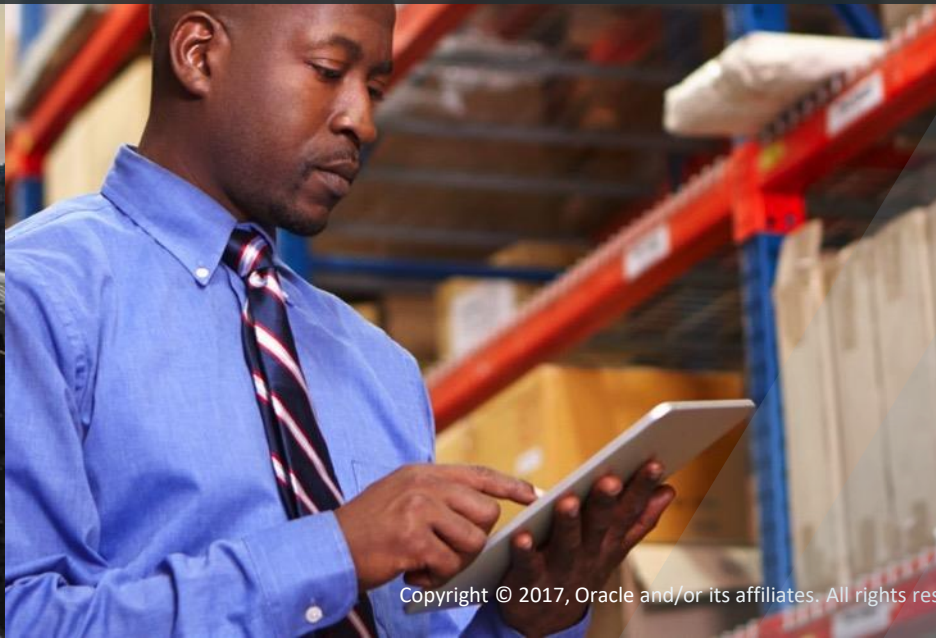


New Markets

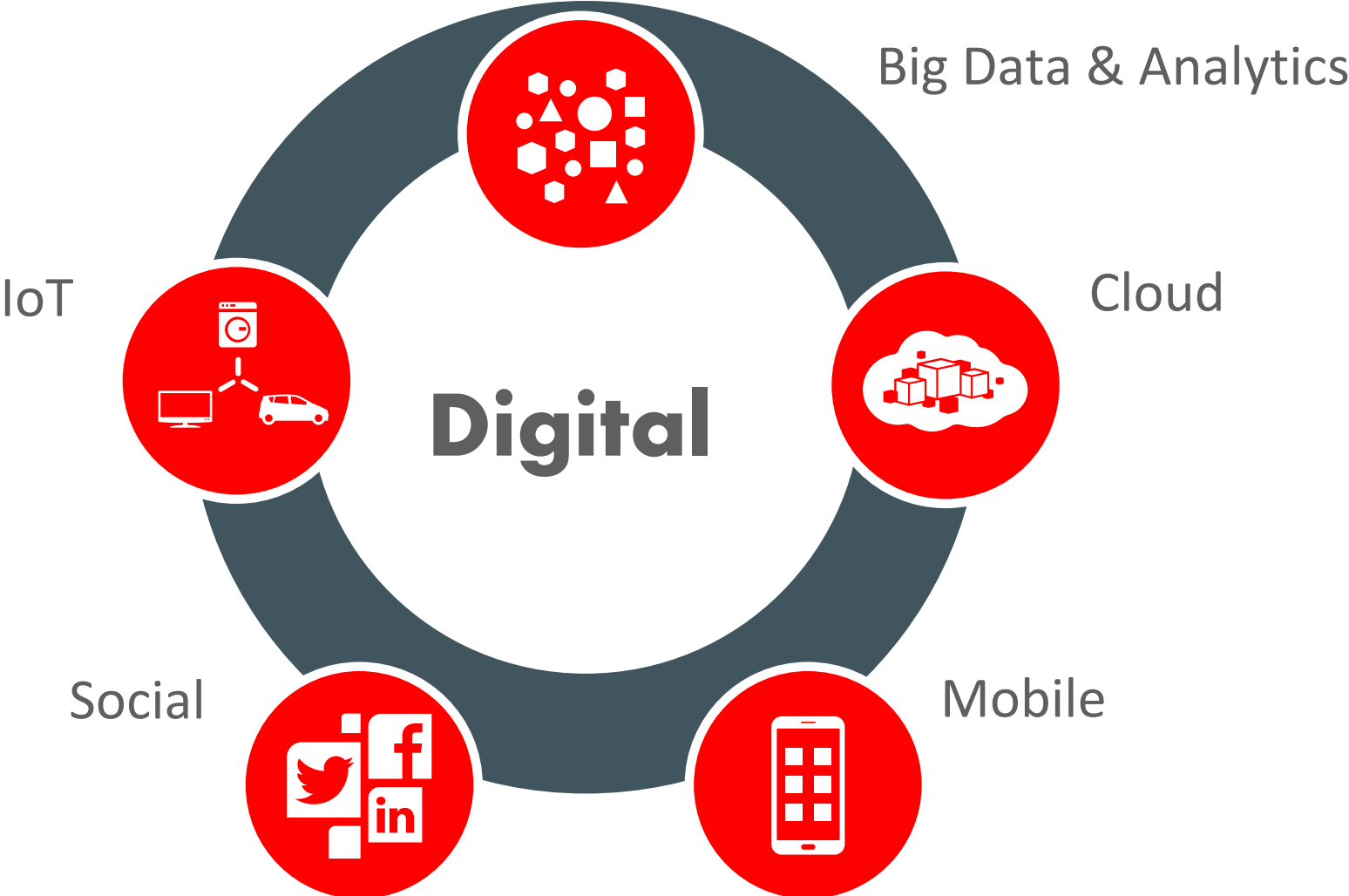
Digital Changes Everything



Digital Transformation Impacts Every Industry



5 Digital Forces





Digital Transformation

Cloud, Mobile, Social Media, IoT, Big Data



**TRANSACTING WITH COMPANIES USED TO
TAKE DAYS OR WEEKS.**



A close-up photograph of a person's hand clicking a white computer mouse. The hand is wearing a green sweater. The mouse is on a dark mousepad. In the background, a computer monitor and some cables are visible but out of focus. A black horizontal bar with white text is overlaid across the middle of the image.

NOW WE TALK ABOUT MILLISECONDS.

ORACLE®



**THINGS HAD BEEN
DEFINED BY WHAT THEY COULD DO.**

NOW YOU CAN DO EVERYTHING.



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Image: http://commons.wikimedia.org/wiki/File:MSC_2014_Smartphone-Audience_Mueller_MSC2014.jpg



**NEW PRODUCTS & SERVICES CAN BE CREATED
CHEAPER AND FASTER THAN EVER BEFORE.**



ORACLE®



The worlds largest taxi company,
owns no taxis...

The worlds most popular media
owner, creates no content...



The most valuable retailer,
has no inventory...

The worlds largest
accommodation provider,
owns no real estate...



ORACLE®