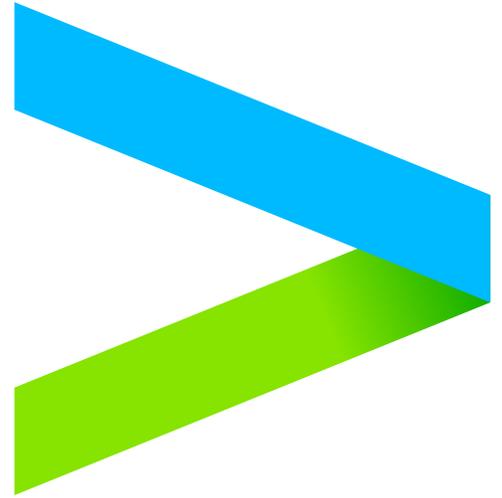


ACCENTURE TECHNOLOGY VISION
FOR ORACLE 2017



AAMP LIFY YOU

**THE ACCENTURE
ORACLE BUSINESS
GROUP FIT**

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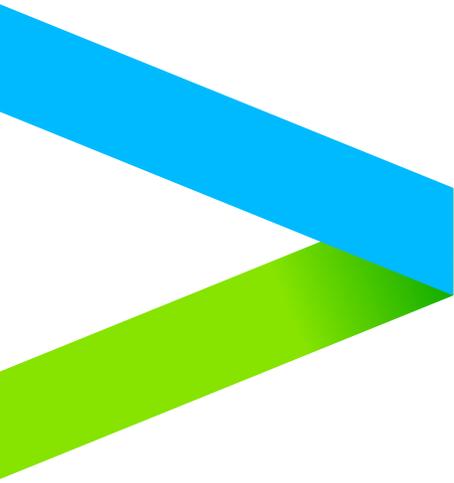
Accenture and Oracle's work together, showcased in this Accenture Technology Vision for Oracle 2017, demonstrates how organizations now have the vision and the means to turn the tables on new, would-be disruptors, and truly become disruptors themselves.

AMPLIFY YOU

Accelerating digital advances are creating a people-centric technology environment in which the power is shifting to people to shape technology for themselves. The world of enterprise IT increasingly has the same design principle at its core. So what does that mean for Oracle technologies and the way Accenture helps clients to harness their power for transformational outcomes?

It's clear that the enormous potential of new technologies like artificial intelligence (AI), machine-learning, advanced analytics and virtual reality has barely begun to be realized. And, for the first time ever, even technology pundits are overawed by the surging speed of technology change. Think about it: 2.5 quintillion bytes of data are now being generated every day.¹

1 "IBM Bringing Big Data to the Enterprise."
<http://www-01.ibm.com/software/data/bigdata/what-is-big-data.html>



**More than ever before,
we as humans control our
own destiny. But the reasons
why may surprise you.**

This accelerated pace of change is the driving force behind the five trends we introduce and analyze in this year's Accenture Technology Vision for Oracle. These trends — AI is the New UI, Ecosystem Power Plays, Workforce Marketplace, Design for Humans and the Uncharted — are based on how Accenture sees Oracle's technologies driving the future business environment. Just as today, it's a future in which Oracle solutions and Accenture's delivery and implementation will be right at the heart of change and innovation.

Instead of being disrupted by technology developments, the big shift is that technology is now adapting to us. As this gathers momentum, organizations will increasingly be equipped to empower their people and enable them to reach new heights. As this report demonstrates, Accenture and Oracle are together working to help realize this new symbiosis between people and technology.

DELIVERING ON THE TECHNOLOGY VISION WITH ORACLE CLOUD

The Accenture Oracle Business Group

To take advantage of the five trends in this year's Accenture Technology Vision for Oracle, organizations need to plot a course to the new digital world while managing their legacy technology landscapes.

This means developing a hybrid business model that integrates cloud with existing legacy and new technologies.

Helping companies plot this new digital course, the Accenture Oracle Business Group brings to life the vision of an agile, connected and digital platform, providing a central hub for the rich and complex digital ecosystems organizations want to participate in and access. More than 70 large companies across the globe have now leveraged the Accenture Oracle Business Group's catalog of assets and accelerators to deliver Oracle Cloud in their enterprises.

As part of that platform, Accenture has developed the Accenture Cloud Hub for Oracle to help organizations architect, accelerate and automate their journeys to cloud.

Building on Accenture's experience in implementing Oracle Cloud solutions, the Accenture Cloud Hub for Oracle forms the basis for creation and delivery of end-to-end implementations of cloud solutions. It spans a wide range of technologies and integrates with organizations' architectures at all levels.

In doing so, it plays a key role in supporting their broader ecosystem ambitions. The core of the Hub is four quadrants that support rapid adoption of cloud technology:

- **Architect:** Provides reference architectures, models, viewpoints, blueprints and more to build a robust, scalable, secure and mature architecture.
- **Accelerate:** Speeds up planning and execution with starter kits, common services, prebuilt integrations and solution guidelines.
- **Automate:** Removes the manual work from implementations and migrations to cloud with automated tools for DevOps, cloud reference data and cloud migration toolkits.

The Accenture Oracle Business Group: building digital futures through five connected offerings

Industry solutions: Industry-specific business processes configured into Oracle Public Cloud applications, with prebuilt integrations back into the enterprise that support our clients' ability to quickly move to the cloud.

Accenture Cloud Hub for Oracle: Provides an integrated digital platform for the Accenture Oracle Business Group. The Accenture Cloud Hub enables and accelerates the journey to cloud through architecture, accelerators and automation in the areas of IoT, mobility, integrations, AI, custom development and much more. The Hub is central to building enterprise solutions using Oracle SaaS, PaaS and IaaS and making it work in other non-Oracle Cloud and on-premises ecosystems.

Accelerators: Built around Accenture Cloud Connect for Oracle, the Accenture Oracle Business Group accelerators house more than 300 migration and integration services to move existing Oracle E-Business Suite, Oracle PeopleSoft and Oracle Siebel customers into the cloud.

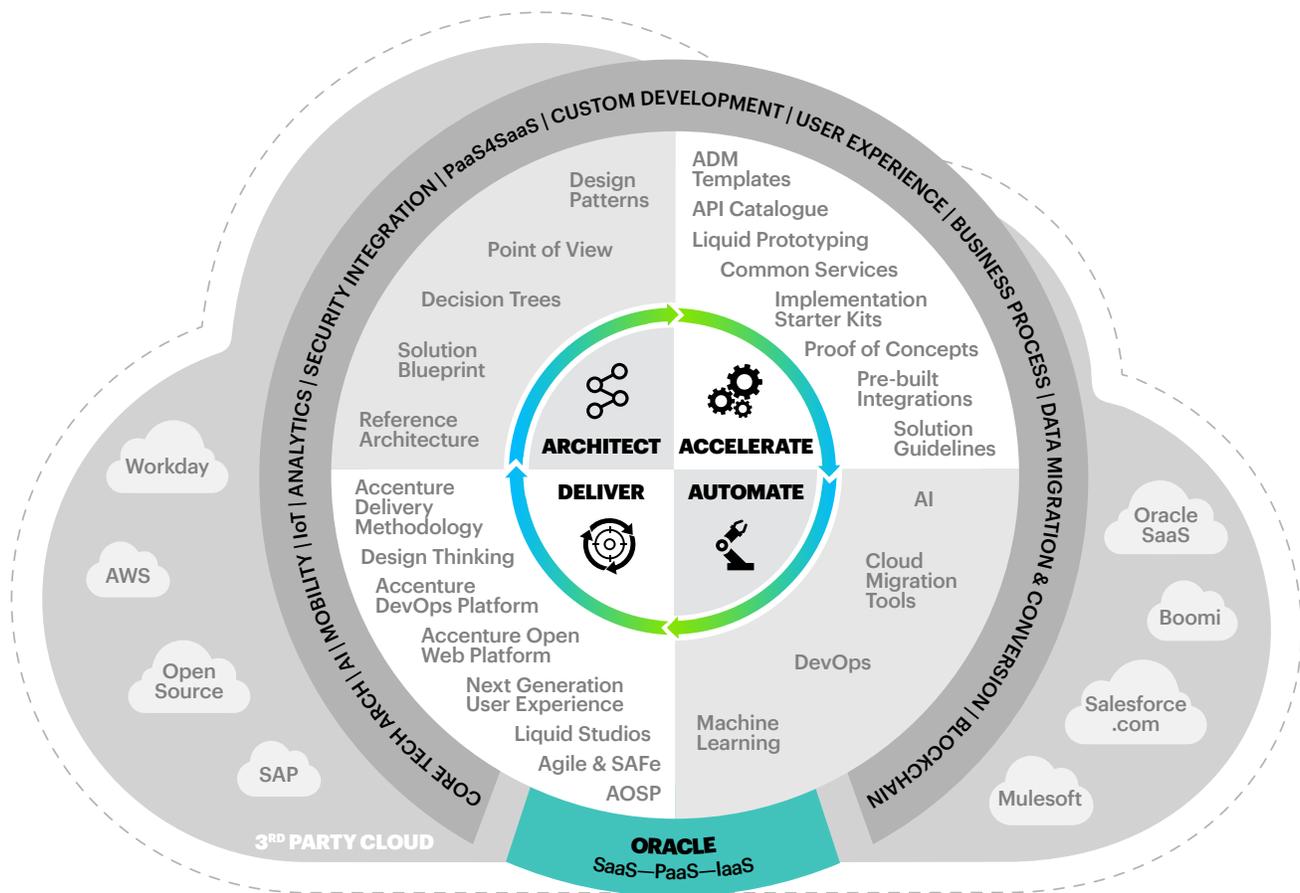
Managed services: Leveraging the Accenture Global Delivery Network, the Accenture Oracle Business Group offers a set of managed services to maintain the entire platform, including integration, industry solutions, and the ability to assess and implement new capabilities several times a year. Our clients can make use of our digital treasure chest of more than 40 cloud-enabled delivery centers, and take advantage of new ways to implement and run cloud.

Commercial: The Accenture Oracle Business Group has created contracting vehicles that help our clients take advantage of commercial constructs for new business models. These bundle Accenture services and Oracle subscriptions together at one price per month, making it easier for our joint clients.

- Delivery:** Combines Accenture's experience in industrialized delivery methods with agile and liquid delivery for cloud solutions. It's backed by Accenture's in-house design agencies, such as Fjord, and delivered by a network of global delivery centers, innovation centers and liquid studios.

The Accenture Cloud Hub for Oracle provides a crucial and timely platform with which companies can build the new and complex digital ecosystems of the future. It simplifies and automates the journey to cloud on the industry's most versatile Oracle Public Cloud platform across the areas of applications, platforms and infrastructure.

Accenture Cloud Hub for Oracle



AI IS THE NEW UI

Experience Above All

Simple and smart interactions, value at each connection made...resulting in AI coming of age to become the new user interface of every digital business brand. AI's ability to support more and engaging forms of technology interaction is just as important for the enterprise as it is for consumers. How people interact with the systems they need to use every day is changing beyond recognition. Together, Accenture and Oracle are exploring how Oracle Technology and Accenture innovation can open up new possibilities in AI. We're developing the future of enterprise systems and how people work with them – right now.

ECOSYSTEM POWER PLAYS

Beyond Platforms

Platform companies are completely breaking the rules on how to operate and compete. To do that companies now need more than just a platform strategy, they need a robust ecosystem approach. It's a future-focused vision that Accenture and Oracle are collaborating to bring about today. In this new world, the mandate for leaders is to capitalize on new relationships, building a network of digital partners that will not only enhance their existing business, but also allow them to trailblaze a path into newly emerging digital ecosystems.

WORKFORCE MARKET PLACE

Invent Your Future

On-demand labor platforms + surging online management solutions = talent marketplaces driving the most profound economic transformation since the Industrial Revolution. Accenture and Oracle are delivering the Human Resources technology solutions that support this new on demand enterprise. Bringing together cloud, social, AI and analytics, we're developing innovative ways for companies to take advantage of the New.

DESIGN FOR HUMANS

Inspire New Behaviors

Technology design decisions are being made by humans, for humans. Rather than humans changing their behavior to accommodate technology, technology is now adapting to how we behave and learning how to enhance our lives. The first step in humanizing technology is to provide technology that's designed specifically for human behavior. And that's what Accenture and Oracle are working together to achieve. We're delivering new solutions that are more adaptive, responsive and aligned to people's goals and actions—both customers and employees. It's not enough to create systems that people are able to use. They have to want to use them.

THE UN CHARTED

Invent New Industries, Set New Standards

To succeed in today's ecosystem-driven digital economy, businesses must seize opportunities to establish rules and standards for entirely new industries. It's time for leaders to step up. That's exactly what Accenture and Oracle are doing – using innovation, disruption and world-class delivery to help organizations that want to be winners in the digital evolution. Together we are helping to establish the rules for new industries and ecosystems that are still emerging. We think of it as leading by example.

CONCLUSION

This year, the themes we've explored in the Accenture Technology Vision for Oracle demonstrate once again what a pivotal role Oracle has to play in developing the digital economy, and in the way Accenture is enabling people to create technology solutions that work for them.

'Amplify You' is the rallying cry for this year's Accenture Technology Vision. It reflects how the enterprise must become more intelligent in order to empower all its people to achieve their potential, and perhaps even more. It's abundantly clear that Accenture and Oracle working together support the evolution of whole new ecosystems that refine how organizations compete, collaborate and grow.

Take that a step further, if you will. Accenture and Oracle together constitute a continuously evolving ecosystem in our own right. Together we're exploring, extending and reinventing the art of the possible: for ourselves and, above all, for our clients.

'Amplify You' reflects how the enterprise must become more intelligent in order to empower all its people to achieve their potential, and perhaps even more.



FOR MORE INFORMATION

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ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions — underpinned by the world’s largest delivery network — Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 394,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com

ABOUT ACCENTURE LABS

Accenture Labs incubate and prototype new concepts through applied R&D projects that are expected to have a significant near-term impact on clients’ businesses. Our dedicated team of technologists and researchers work with leaders across the company to invest in, incubate and deliver breakthrough ideas and solutions that help our clients create new sources of business advantage. Accenture Labs is located in seven key research hubs around the world: Bangalore, India; Beijing, China; Dublin, Ireland; Silicon Valley, California; Sophia Antipolis, France; Washington D.C.; and Israel.

ABOUT ACCENTURE RESEARCH

Accenture Research shapes trends and creates data-driven insights about the most pressing issues global organizations face. Combining the power of innovative research techniques with a deep understanding of our clients’ industries, our team of 250 researchers and analysts spans 23 countries and publishes hundreds of reports, articles and points of view every year. Our thought-provoking research — supported by proprietary data and partnerships with leading organizations such as MIT and Singularity — guides our innovations and allows us to transform theories and fresh ideas into real-world solutions for our clients.

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