AMP LIF YOU

TECHNOLOGY FOR PEOPLE
THE ERA OF THE INTELLIGENT ENTERPRISE

The digital revolution today is an age of human empowerment: rapid advances have created a people-centric technology environment where the power lies with people to shape technology as they see fit.

In this new world, Accenture and Oracle are working together to support the evolution of ecosystems that are redefining how large enterprises compete, collaborate and grow... with technology that works for people.

To learn more about how Accenture and Oracle are collaborating to AmplifYou visit **www.accenture.com/ techvisionfororacle**

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.

50% of the enterprise data that drives AI resides in Oracle databases.[2]

79% of executives agree that AI will revolutionize the way they gain information from and interact with customers.[1]

85% of executives report they will invest extensively in AI-related technologies over the next three years.[1]

400+ Accenture-developed assets are purpose-built with Oracle Technology to support AI delivery.[3]

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.

95% of 2016 State of Cloud survey respondents report using public, private or hybrid cloud technology.[4]

27% of executives surveyed report that digital ecosystems are transforming the way their organizations deliver value.[1]

75% of executives agree competitive advantage will not be determined by their organization alone, but by the strength of the partners and ecosystems they choose.[1]

70+ large enterprises across the globe have leveraged the Accenture Oracle Business Group's deep catalog of assets and accelerators to deliver Oracle Cloud.[3]

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.

56% of millennials will not accept jobs from companies that ban social media.[5]

76% of executives agree organizations are under extreme competitive pressure to extend innovation into their workforce and corporate structure.[1]

85% of executives plan to increase their organization's use of independent freelance workers over the next year.[1]

450% approximate increase in Human Capital Management cloud implementations between 2014 and 2016.[6]

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.

80% of executives surveyed agree that organizations need to understand not only where people are today, but also where they want to be.[1]

31% of executives plan to use human behavior extensively to guide the development of new customer experiences and relationships in the next three years.[1]

2.5 quintillion bytes of data are produced every day.[7]

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.

65% of IT and business executives believe that government regulations have not kept up with the pace of technology advancement.[1]

78% of executives say their organization feels it has a duty to be proactive in writing the rules for emerging technologies.[1]

1 www.accenture.com/techvisionfororacle. **2** "Strong Database and Application Software Sales Could Lift Oracle Higher," Forbes, Trefis Team, November 20, 2014. **3** www.accenture.com/aobg. **4** "2016 State of the Cloud Report," RightScale, February 9, 2016. **5** "The New Workplace Currency – It's Not Just Salary Anymore: Cisco Study Highlights New Rules for Attracting Young Talent Into the Workplace," November 2, 2011. **6** Accenture internal experience. **7** IBM "Bringing Big Data to the Enterprise."