



# ANDREA CESARINI AND JASON RUTHERFORD AT ORACLE CLOUDWORLD 2022

## VIDEO TRANSCRIPT

**Andrea Cesarini** [00:00:00] Hello, everyone. Today, I have the pleasure to have with me a long lasting friend. This is Jason Rutherford and he is the General Manager of CAGBU, the Comms Global Business Unit of Oracle. Jason and I know each other since a long time, and three years ago in the last Oracle Open World I had the pleasure to share the stage with him. So basically today we are fast forwarding to this experience because tomorrow we will have a new industry game on. So Jason, after three years, you remember what was our vision at the time for the Oracle?

**Jason Rutherford** [00:00:33] We're getting there. Yes.

**Andrea Cesarini** [00:00:35] Yes. Was too. We were thinking about Oracle becoming a digital marketplace? So now after three years, how do you see the vision realized, not realized?

**Jason Rutherford** [00:00:47] So, first of all, Andrea, it's great to be with you in person again. It's been way too long. I think that we're seeing the industry continue on that path. But I think what's happening is a small difference. I think we're seeing the digital service provider morphing into the industry service provider. So I think that we're seeing a lot of our service provider customers wanting to come to market with connectivity as a service, but also industry specific solutions on top of that connectivity. And I think really what we're seeing in the marketplace is driving a lot of this transformation. Is the advent of 5G networks and the speed and agility of those networks with the low latency and the high throughput will really enable our service provider customers to deliver on that promise.

**Andrea Cesarini** [00:01:34] I love a lot the comms industry because since it has been at the forefront of innovation. So if you noticed during the pandemic, basically Oracle become really the global infrastructure of the entire industry. So, in your opinion, what will be next, what Oracle should do in order to thrive in the future?



**Jason Rutherford** [00:01:53] So next, I think that they need to be able to move as much infrastructure as they can to the cloud to give them operational flexibility and also efficiency. I think they need to develop deeper industry expertise, learn to speak the language of their customers so that they can provide industry solutions that meet the needs of these particular industries. And bundling together both connectivity applications and hardware, where, where appropriate, to basically take a full stack approach to these particular industries.

**Andrea Cesarini** [00:02:30] I have a vision, my vision is that the telco really can redesign and reshape the different industry in the boundary of the industry. And to me, because they have critical capability where really Oracle can help. But I'm thinking about assessing to assess for the customer experience, the service provisioning and activation, but also sustainability. So your opinion, what are the critical capabilities that the telco can put in common for other industry to enable them to define new business model, new operating model, new compelling product and services?

**Jason Rutherford** [00:03:05] So I think I think first of all, to your point, you have to have a BSS platform that can charge and bill for all of these things, because as we said for a long time, if you can't charge and bill for it, then it's just a hobby. I think second of all, you need to be able to develop a marketplace where you can onboard partners and bring solutions together and then offer them out to the customer. Those two pieces are table stakes critical to it, to accomplishing what they wanted to accomplish.

**Andrea Cesarini** [00:03:31] I really love our strategic partnership. I really believe that the combination of Oracle with their strong engineering skill vertical solution, cloud industry solution together with the Accenture industry knowledge and functional expertise are critical to help our customers to succeed in this transformational journey. Jason, I don't know if you have anything that you want to add now.

**Jason Rutherford** [00:03:55] No. I just want to thank you for participating with us at our first Oracle CloudWorld. And I look forward to our continued partnership.

**Andrea Cesarini** [00:04:03] And I really look forward to our keynote. Is it really a way to bridge the old and the new normal. Thanks, really a lot.

**Jason Rutherford** [00:04:11] Thank you.