

ACCENTURE TECHNOLOGY VISION  
FOR ORACLE 2017



# AAMP LIFY YOU

TREND 2  
**ECOSYSTEM  
POWER PLAYS**

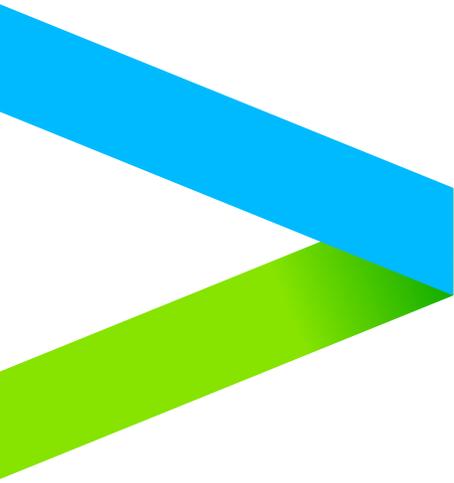
accenture <sup>></sup>

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.<sup>1</sup>



**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.

# ECOSYSTEM POWER PLAYS

## Beyond Platforms



By Aaron Wright

More and more companies are integrating their core business functions — from customer service to machine maintenance — with third parties and their platforms.

But rather than treat them like standalone partnerships, forward-thinking leaders leverage these relationships to build their role in new digital ecosystems. In doing so, they're designing future value chains that will transform their businesses, products, and even the market itself.

Research for this year's Accenture Technology Vision points to the accelerating momentum behind this trend. Already, more than 27 percent of the executives we surveyed report that digital ecosystems are transforming the way their organizations deliver value. In this new world, the mandate for leaders is to capitalize on new relationships, and build a network of digital partners that will enhance their existing business, and allow them to trailblaze a path into newly emerging digital ecosystems. It's a vision that Accenture and Oracle are bringing to life today, through collaborative innovations that build new ecosystems with businesses at the center.

Some companies see these new ecosystem relationships as little more than a logical evolution for existing value chains. Tech-savvy leaders think differently. They recognize that these decisions indicate a much deeper strategic shift: to new multidimensional ecosystems that are redefining industries.

Critically, each time an enterprise leverages a third-party platform to support aspects of its business, it is, in fact, choosing the alliance partners it will count on when building out its next generation of services.

In the drive to remain competitive over time, every business must share a common goal: start thinking beyond the short-term gains that digital platforms provide. It's time to embrace a more holistic strategy that balances tactical IT decision-making with fostering and investing in the digital ecosystems that will encompass and sustain their long-term growth.

It's a future-focused vision that determines the leaders and laggards in every industry. In the case of Accenture and Oracle, Oracle makes the products and Accenture implements them across the complexities of our clients' enterprises. This combined work results in the creation and integration of new ecosystems through a platform approach leveraging Oracle solutions.

# THE ACCENTURE LIFE SCIENCES CLOUD FOR R&D: TRANSFORMING HEALTHCARE FROM THE PLATFORM OUT

One example of an ecosystem-driven approach using Oracle technologies is the Accenture Life Sciences Cloud (ALSC). The ALSC speeds clinical development, helps improve patient outcomes and creates greater R&D efficiency. It achieves this through a single analytics platform that brings together multiple internal and external data sources across clinical, safety, regulatory and operational functions. With this high-performance Clinical Data Warehouse platform, created around the Oracle Life Sciences Data Hub, the ALSC provides a unique way for life sciences companies to realize the benefits of a Clinical Data Warehouse while streamlining their IT landscape.

Offerings within ALSC include the Oracle Health Sciences Data Management Workbench, with prebuilt integrations to the Oracle Health Sciences InForm, an electronic data capture solution that creates an end-to-end clinical data collection and management platform. Through this feature, ALSC automates the time-consuming and resource-intensive manual processes required to load, transform and clean trial data. It means trial sponsors and contract research organizations can now increase the speed and accuracy of data collection, integration and analysis; achieve greater efficiency of clinical workflow and query management; and accelerate stakeholders' access to data across the trial lifecycle.

Some of the world's top pharmaceutical companies are already part of the ALSC ecosystem, including Eisai Co., Ltd., Merck & Co., Inc., Eli Lilly and Company, Pfizer Inc., Vertex Pharmaceuticals and GlaxoSmithKline plc., to name a few. These companies are also part of the Life Sciences Cloud Coalition,<sup>2</sup> by which the companies collaborate to bring innovation to the Accenture Life Sciences Cloud and digitally enable the R&D function. This speeds up the drug development process while improving quality and cost for the industry.

Take a moment to consider what this represents. Six of the world's largest — and most competitive — pharma businesses are coming together to solve common R&D challenges and accelerate their ability to innovate. It's truly disruptive. Imagine if the world's taxi companies had come together to create an Uber-style platform in advance of Uber itself. It demonstrates how established players in a 100-year old industry can create a platform-based ecosystem that 'out-disrupts' the disruptors.

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# ACCENTURE FIT: CREATING A CONNECTED WELLNESS ECOSYSTEM

An ecosystem is taking shape with a new innovation that Accenture is currently working with companies to develop. Accenture Fit is a connected health wellness platform built on multiple Oracle as-a-Service technologies. It encourages an organization's employees to seek healthier lifestyles through wearables that monitor their steps, intensity minutes, activities and more.

This innovation provides three key features:

1. Automatic tracking and aggregation of employee wellness activities (from wearable devices)
2. Targets, campaigns, and gamification to encourage employee activities
3. Business insights for employees, wellness administrators, and the company

In combination, these three features provide the foundation for an ecosystem by connecting employees to their employers. As the universe of wearables expands, the platform, which already supports Fitbit, Apple Watch and Garmin devices, will expand and integrate new devices and the data they generate. End-users are able to leverage the data: the device owner/wearer to track their progress to a healthier life and their employers to improve the healthcare packages to match their employees needs.

While it is packaged with several cloud technologies from Oracle — such as Oracle's Internet of Things Cloud, Database Cloud, Business Intelligence Cloud, and Mobile Cloud — Accenture Fit is much more than a technology and a lifestyle 'nice to have'. The information it provides about employee wellness can be used to lower healthcare costs and insurance premiums, which are a major expense for businesses worldwide. This exemplifies an ecosystem becoming a power play with benefits that are delivered across life and work.



**As the universe of wearables continues to expand, Accenture Fit, which already supports Fitbit, Apple Watch and Garmin devices, will keep on growing to integrate new devices and the data they generate.**

# TAKING THE ESSENTIAL FIRST STEPS

For any company seeking to embed itself into an ecosystem, the journey to the cloud is the vital first step.

This means that many companies, whether they realize it or not, are already well on their way to becoming ecosystem players. In the 2016 State of the Cloud survey,<sup>3</sup> 95 percent of respondents reported using public, private or hybrid cloud technology; and the CIO Strategic Partner Index<sup>4</sup> run by IDC reports that 29 percent of IT leaders spend more than half their IT budget on external providers.

Individually, these investments are tactical operational moves based on short-term functional gains and cost savings. But in aggregate, they represent a much larger set of strategic decisions. In other words, a company's infrastructure decision will directly influence the ecosystems it will join, and the network of partners leveraged to bring future strategies to life.

**Whatever trajectory makes sense for their business, Accenture's alliance with Oracle means that our clients have access to cloud solutions across the spectrum.**

Across almost every client relationship, Accenture takes a Cloud First strategy — working with organizations to help evaluate whether now is the right time to make the move to the cloud for a particular capability.

In many cases, it's a step to the cloud where a hybrid cloud and on-premises solutions will exist for a number of years. In others, it's a deep dive into cloud transformation.

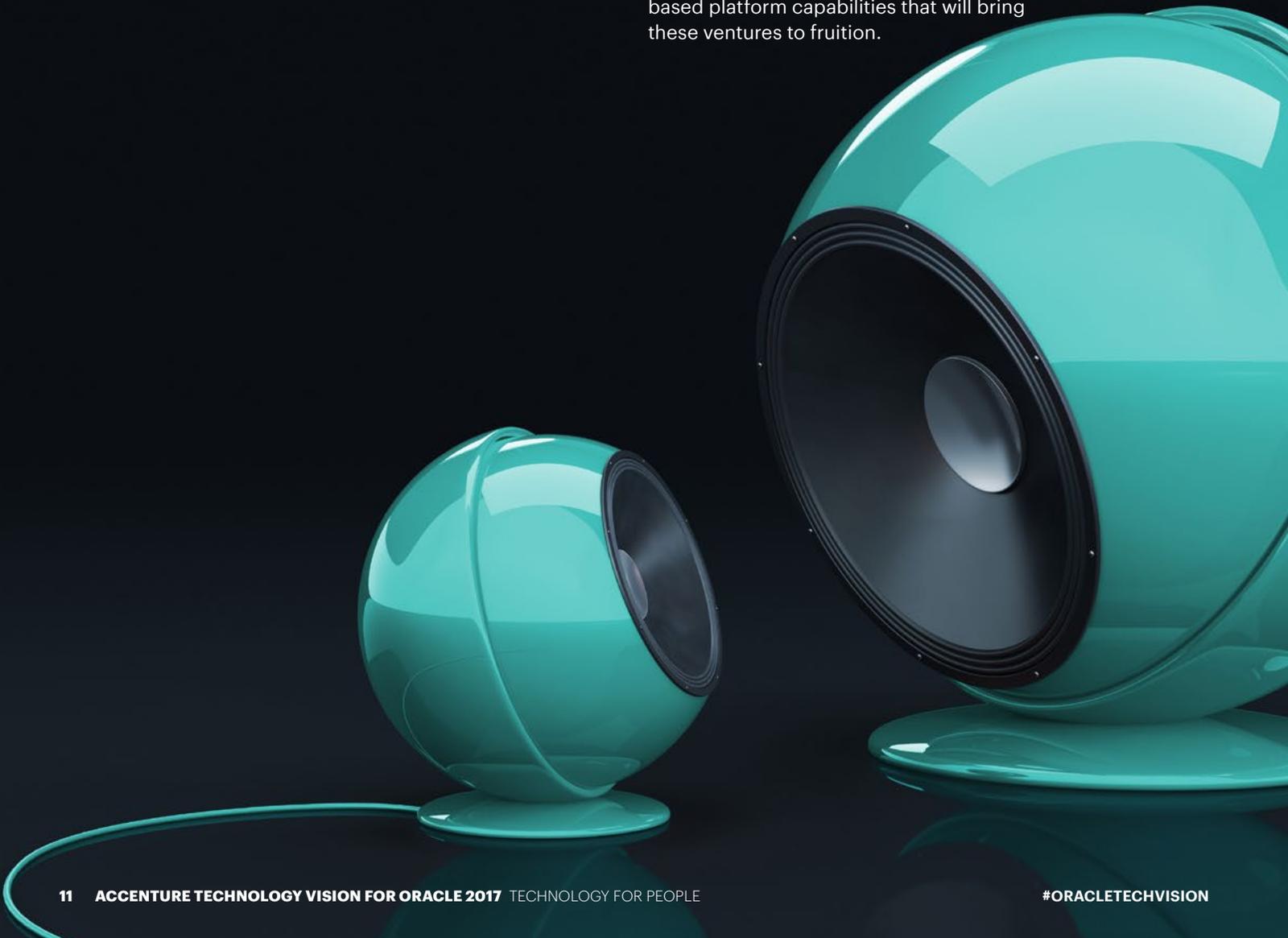
Whatever trajectory makes sense for their business, Accenture's alliance with Oracle means that our clients have access to cloud solutions across Infrastructure-as-a-Service,<sup>5</sup> Platform-as-a-Service, and Software-as-a-

Service including ERP, HCM and CX. Cloud solutions like these offer a vital step toward a business being able to participate in broader ecosystems.

# RELATIONSHIPS WITH **LONG-TERM IMPLICATIONS**

More than ever, the digital partnerships companies make today have long-term implications for their future. Whether it's accessing new customer touchpoints or building new markets with industry partnerships, the external platforms that companies rely on throughout their enterprise are becoming the gateways to new digital ecosystems — and the pillars of an evolution in their value chain.

It's time to look beyond the short-term gains of tactical vendor and partner relationships and consider them in the context of the larger opportunities — and challenges — for the company's future. The race is on as companies across industries begin to forge the relationships that will drive their next waves of unprecedented growth. An explosion of collaborative ventures between industry leaders is on the horizon, and Accenture and Oracle provide the cloud-based platform capabilities that will bring these ventures to fruition.



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## FOR MORE INFORMATION

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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](http://www.accenture.com)

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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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