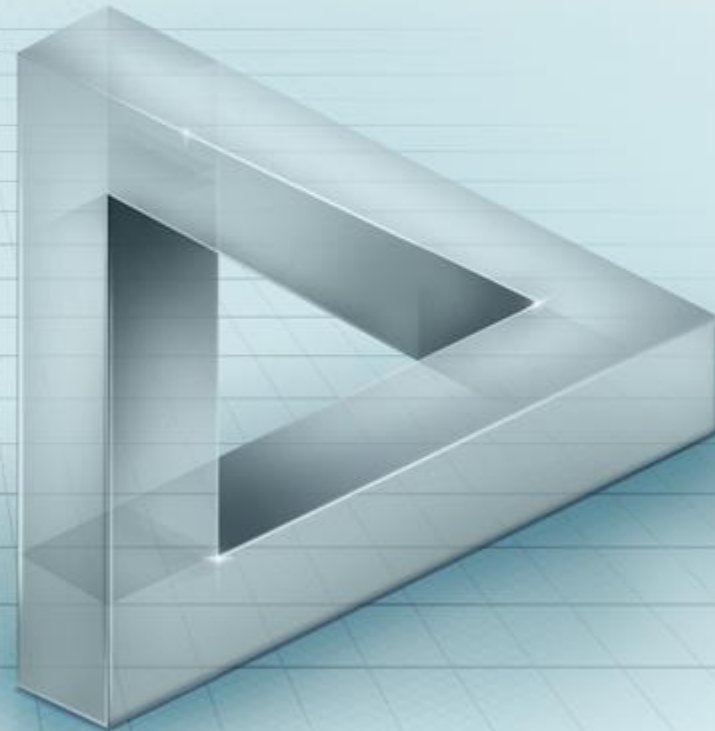


Digital Disruption and Innovation

Frank Zervos

Sales Consulting Director Central Europe

Oracle Hellas





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





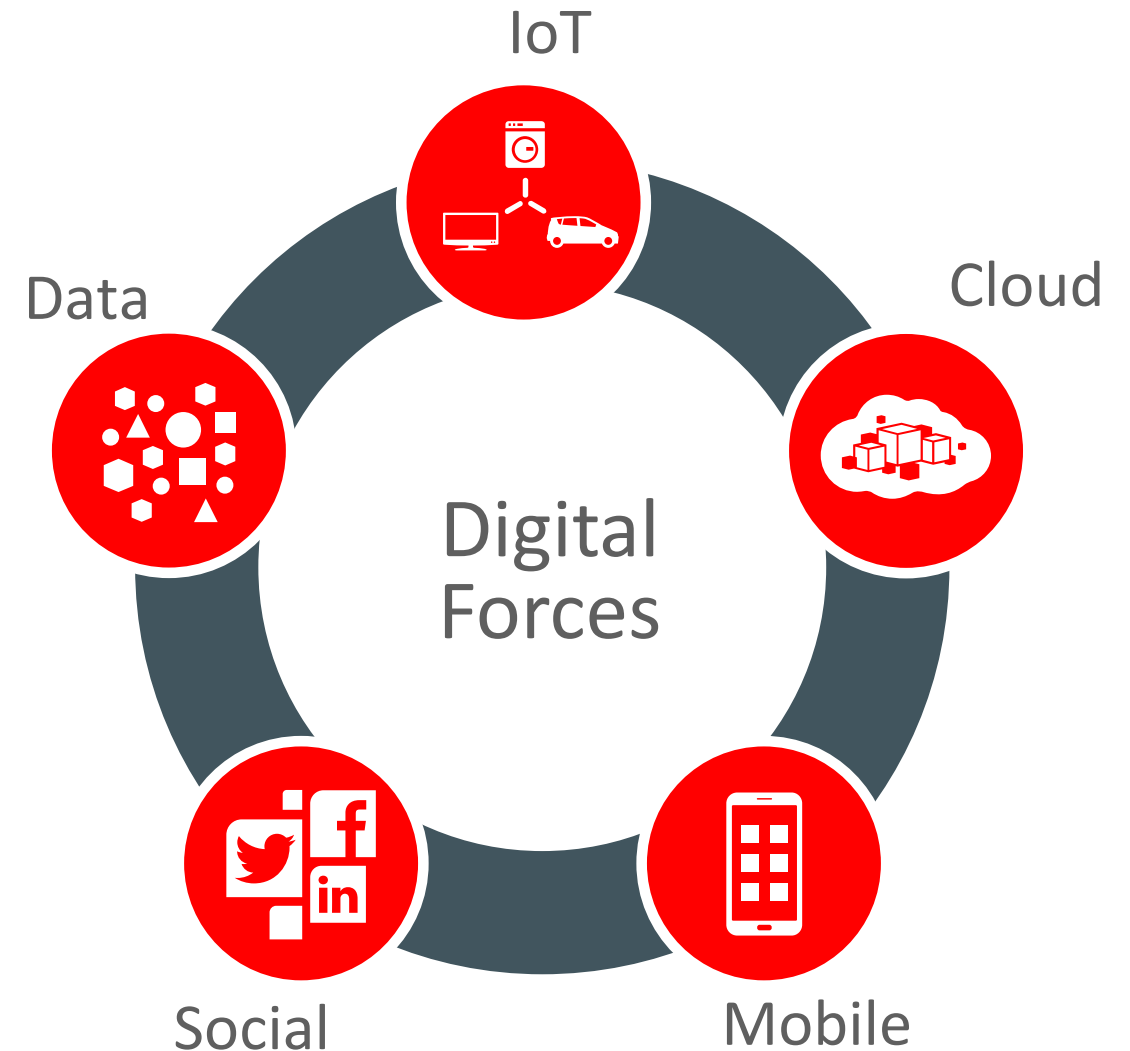
Digital Disruption

Cloud, Mobile, Social Media, IoT, Big Data

Disruptive Technologies Are Transforming The Businesses

Social, mobile, cloud, data & IoT –

Five distinct technology trends are combining and aligning to necessitate bigger changes than expected



Disruptive Technologies Are Transforming The Businesses

Intelligent Bots

AI /Machine Learning

Blockchain

APIs, microservices

Quantum Networks

Which business activities will be most affected?



We need new Principles

- New processes are no longer sufficient – we need new principles to measure and manage a modern business
- The future is no longer an extrapolation of the past
- Innovation is the only insurance against irrelevance and commoditisation



New Principles

- Who are you benchmarking yourself against?
- Encourage an entrepreneurial, experimental culture
- Invest in the creative capital of your employees
- Its not failure – its re-calibration!
- Start-ups typify the ideal org structure – bold, simple, lean, open, flat, free
- Use Software as a competitive weapon (not a tool). Software wins because it allows very rapid iteration and automation
- Generating ideas is not enough, it's your ability to progress and execute them



Innovation is a discipline

“Companies and government agencies often make the mistake of viewing innovation as a set of unconstrained activities with no discipline”

Harvard Business Review, Sept 2017

There Are Five Levels of Innovation Where Are You?

1. Management Innovation (organising for lean, agile, innovative business)
2. Platform & Ecosystem Innovation
3. Strategic Innovation (new business models)
4. Product Innovation (iPhone, 4kTVs , Echo..)
5. Operational Innovation (Outsourcing , shared service centres)



Innovation should be
intrinsic and instinctive

How do you do it?

**Innovation should
be everyone's job.**

It's simple – practice

What do you need?



1. Mindset

Innovation is the Fuel for renewal
of the Business

A culture of experimentation
and acceptance that failure is
just re-calibration

Investing in employee creative capital



2. Discipline

A structured innovation process, that
allows you to generate hundreds of
ideas and progress them through to
successful market launch



3. Capabilities

Access to an Innovation Toolbox –
a set of re-usable Cloud services

Access to data to drive new business
models and experiences

Automated Cloud to reduce error,
risk and effort

How can Oracle help?



1. Mindset

Oracle NEXT

Helping blend diverse teams and skills to execute ideas



2. Discipline

Oracle IDEA

Our complete Innovation methodology



3. Capabilities

Oracle Digital Platform

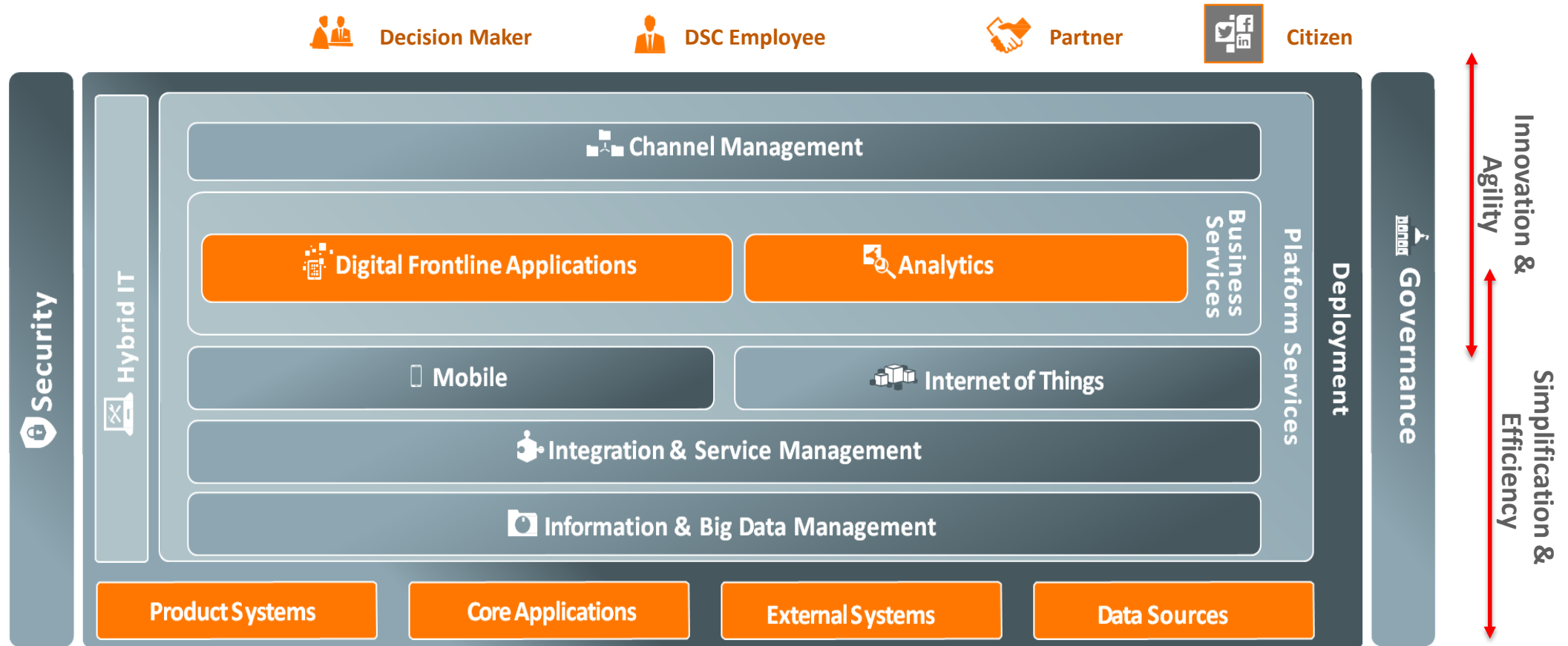
Our complete Innovation Cloud Toolbox



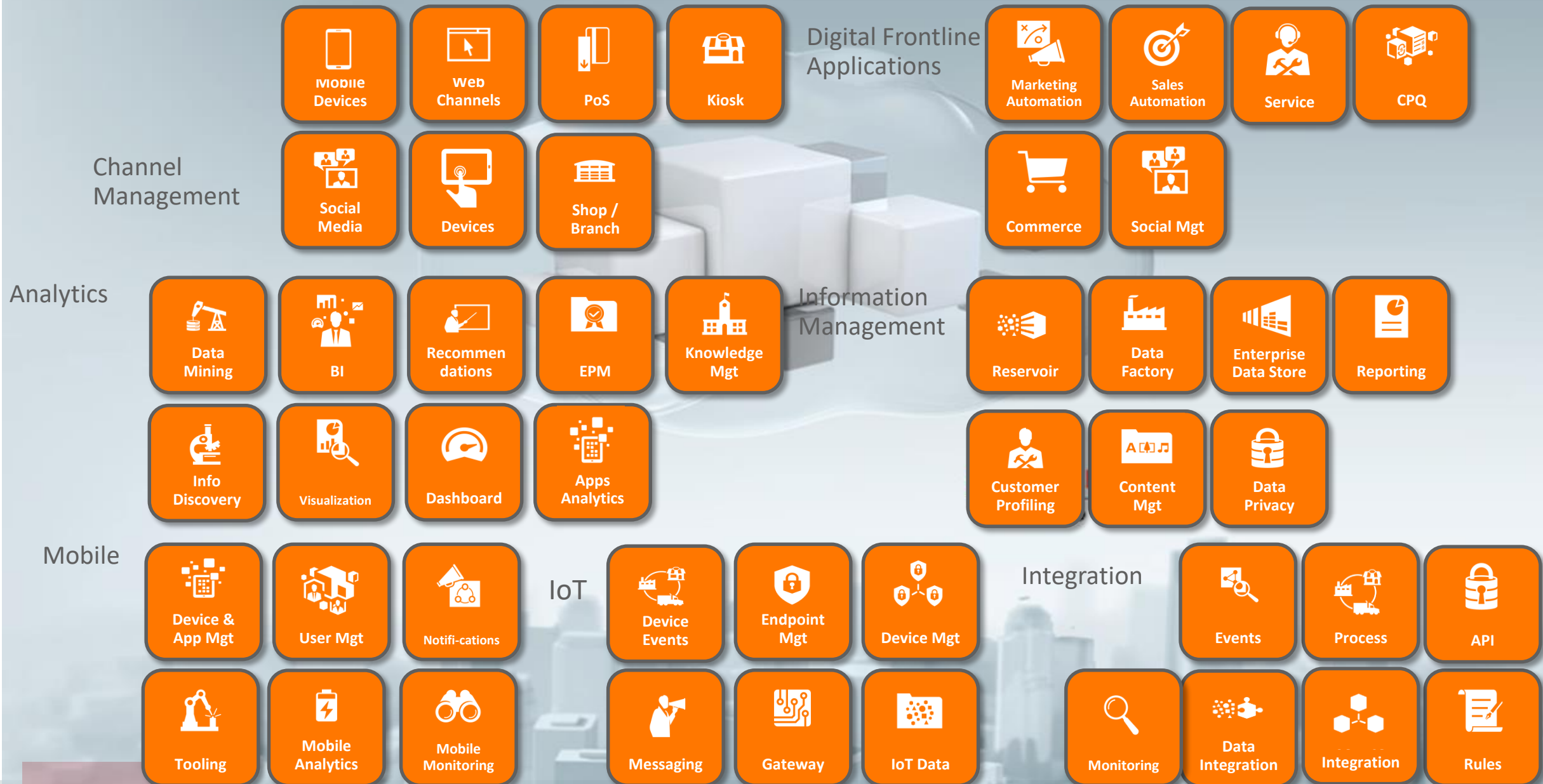
DIGITAL BUSINESS PLATFORM

Oracle Digital Platform

- 'Cloud First' but supporting Hybrid IT
- Two Speed Architecture for bimodal IT
- Built Out Incrementally



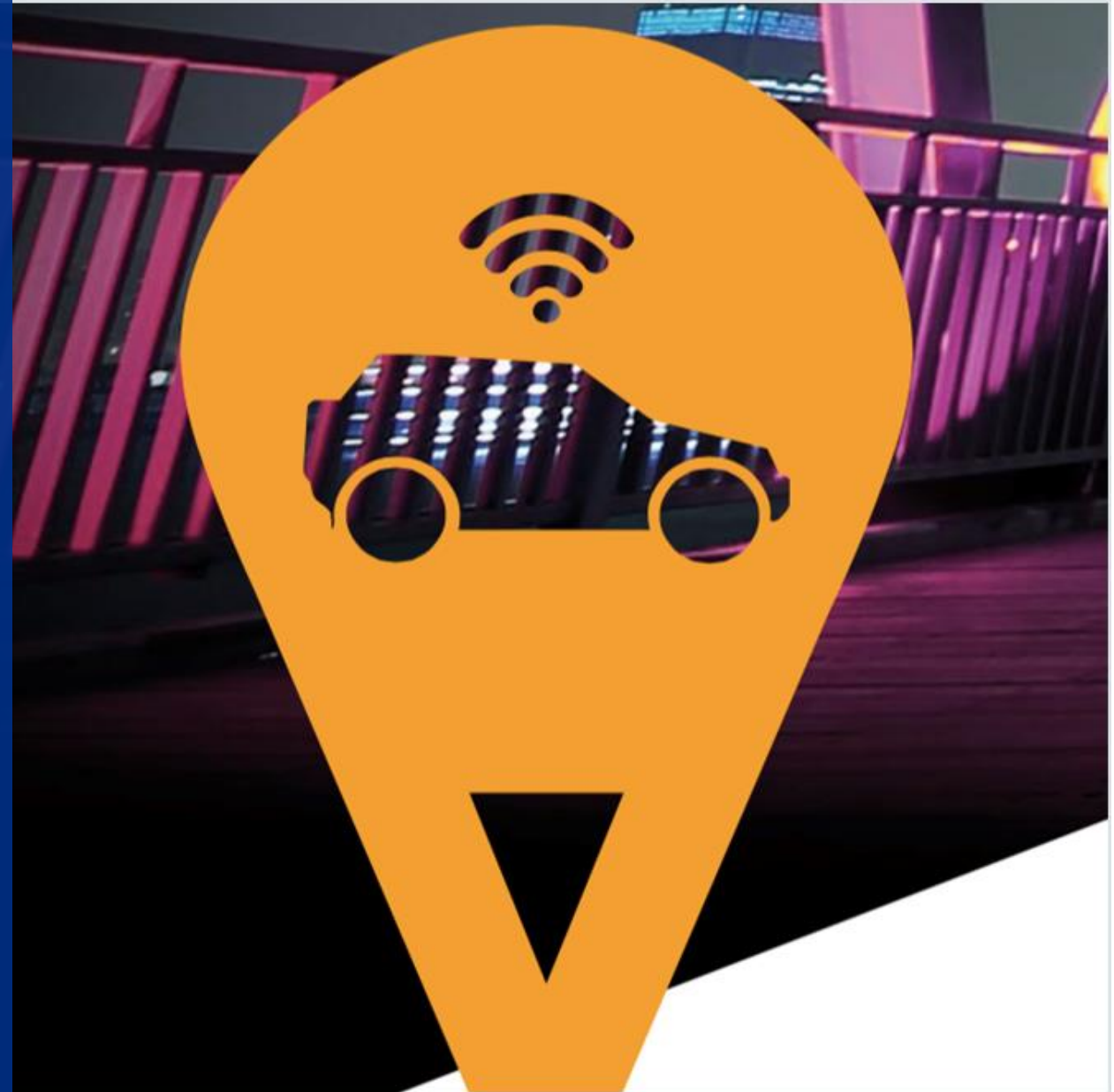
Digital Capabilities



The Platform (R)evolution: Defining ecosystems, redefining industries

Among the Global 2000, digital industry platforms and ecosystems are fueling the next wave of breakthrough innovation and disruption. Platform-based companies are capturing more of the digital economy's opportunities for strong growth. Improvements in cloud and mobility not only are eliminating the technology and cost barriers associated with such platforms, but also are opening up this new playing field to enterprises across industries and geographies. In short: platform-based ecosystems are the new plane of competition.

Platform-based
ecosystems are
the new plane
of competition.



ORACLE®