ORACLE®

HITACHI
Inspire the Next

Oracle Cloud for the C-Suite

Comprehensive Next-Generation Offerings to
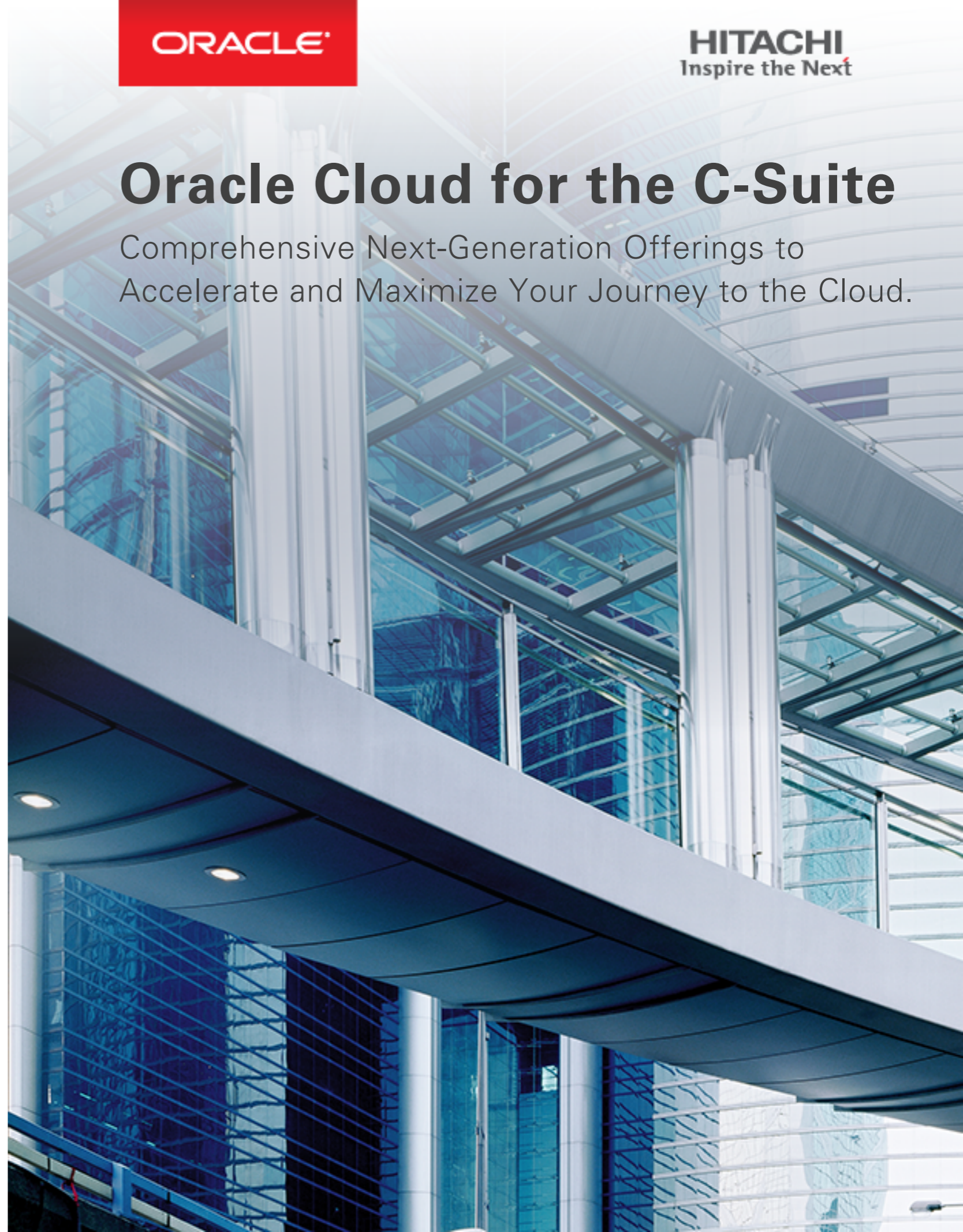Accelerate and Maximize Your Journey to the Cloud.

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Overview

Why cloud?

Cloud computing, in its simplest form, allows companies to procure technology as services, including infrastructure, applications, platforms and business processes, via the Internet. Thanks to the cloud, using an IT resource no longer depends on having the capital to own that resource. So, companies can now source, scale and deliver capacity unbound by physical location, labor or capital. The cloud now changes the game for every company—and smart organizations are moving quickly to gain competitive advantage with built-in modern best practices in the cloud.

Why C-Suite?

To get in front of this revolutionary shift, many C-Suite executives are mapping out cloud strategies that lay the foundation for a more agile business. The CFO may look to the cloud to transfer the mix of asset allocations and focus on innovation. The CIO may use the cloud to deliver capabilities that will meet business requirements faster.

And the COO may employ the cloud to streamline complex operational processes with modern best practices to increase productivity and mitigate risk. In reality, every senior executive has specific challenges that can be addressed by cloud solutions—the key is finding the right cloud solution provider who can meet those needs across your entire organization.

Why now?

While the cloud clearly represents the future of competitive advantage, many organizations remain mired in the past. Not because they have failed to embrace the cloud but because they are hampered by first-generation solutions that barely scratch the surface of the modern cloud's potential. Such solutions are often narrow in scope and fail to connect to the multi-cloud universe in which data and applications transfer with speed and ease between public, private and hybrid clouds and the myriad devices that customers and employees use to connect with your business.

Why Oracle Cloud?

While the cloud has been evolving over the past few years, Oracle has been investing—spending billions of dollars developing an enterprise cloud that represents the first true next-generation cloud. With Oracle Cloud, companies get a unified environment providing flexible cloud infrastructure, a powerful standards-based platform, and a comprehensive portfolio of business applications and modern best practices—all on a subscription basis.

While other vendors may boast of comprehensive cloud solutions, none can offer what the Oracle Cloud does to the C-Suite: the broadest collection of integrated cloud services on the market. Oracle Cloud has best-in-class solutions at every layer of the cloud technology stack, and the ability to move applications and workloads between the cloud and on-premises environments swiftly and easily. With Oracle Cloud, you can leverage your existing infrastructure, and choose the deployment model that is best suited to meet your needs.

Why this eBook?

This Oracle Cloud eBook provides a high-level introduction for senior executives running finance, human resources, IT, operations and customer experience organizations. Together, Hitachi and Oracle offer these leaders the most comprehensive mix of cloud offerings to accelerate the cloud journey—and meet the needs of every member of the executive team. Read on.

> "Being able to move quickly, being able to adjust to market dynamics, and being able to do it fast and do it while you deliver, is what's on CEOs' minds."
> **—Mark Hurd, Oracle CEO**

Read the Article: "Cloud computing is a disruptive phenomenon, with the potential to make IT organizations more responsive than ever. Cloud computing promises economic advantages, speed, agility, flexibility, infinite elasticity and innovation." —Gartner

" Oracle offered us pre-integrated, state-of-the-art cloud services."

—Karri Callahan, acting CFO and corporate controller, RE/MAX Holdings Inc.
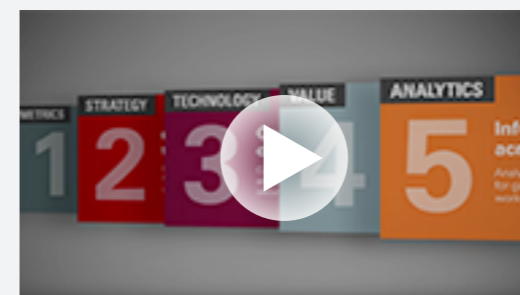
Chapter 1:
Oracle Cloud for the CFO
Understand the Value the Cloud Delivers to Your Organization

CFO Challenge

In a global business environment where change is the only constant, CFOs rely on accurate, real-time information to maximize their organization's return on financial capital and cash flow. They also need analytic insights that can be used to identify and fund key projects that improve business performance as well as financial and operational efficiency. CFOs must invest in innovation, which often means finding ways to change current spend and free more funds for research and development.

Video: The Top 5 Strategic CFO Issues for 2016

Solution

To address these issues, today's CFOs must bridge the gap between the information their current systems can provide and the actionable insights required for strategic initiatives. For many, building that bridge requires digital transformation that breaks down information silos within their organization, and using innovative consumption models through the cloud. As a result, CFOs are moving their financial applications, including financial management, travel expense management, reporting, budgeting, planning, procurement and more to the cloud.

Financial Management

Travel Expenses Management

Reporting
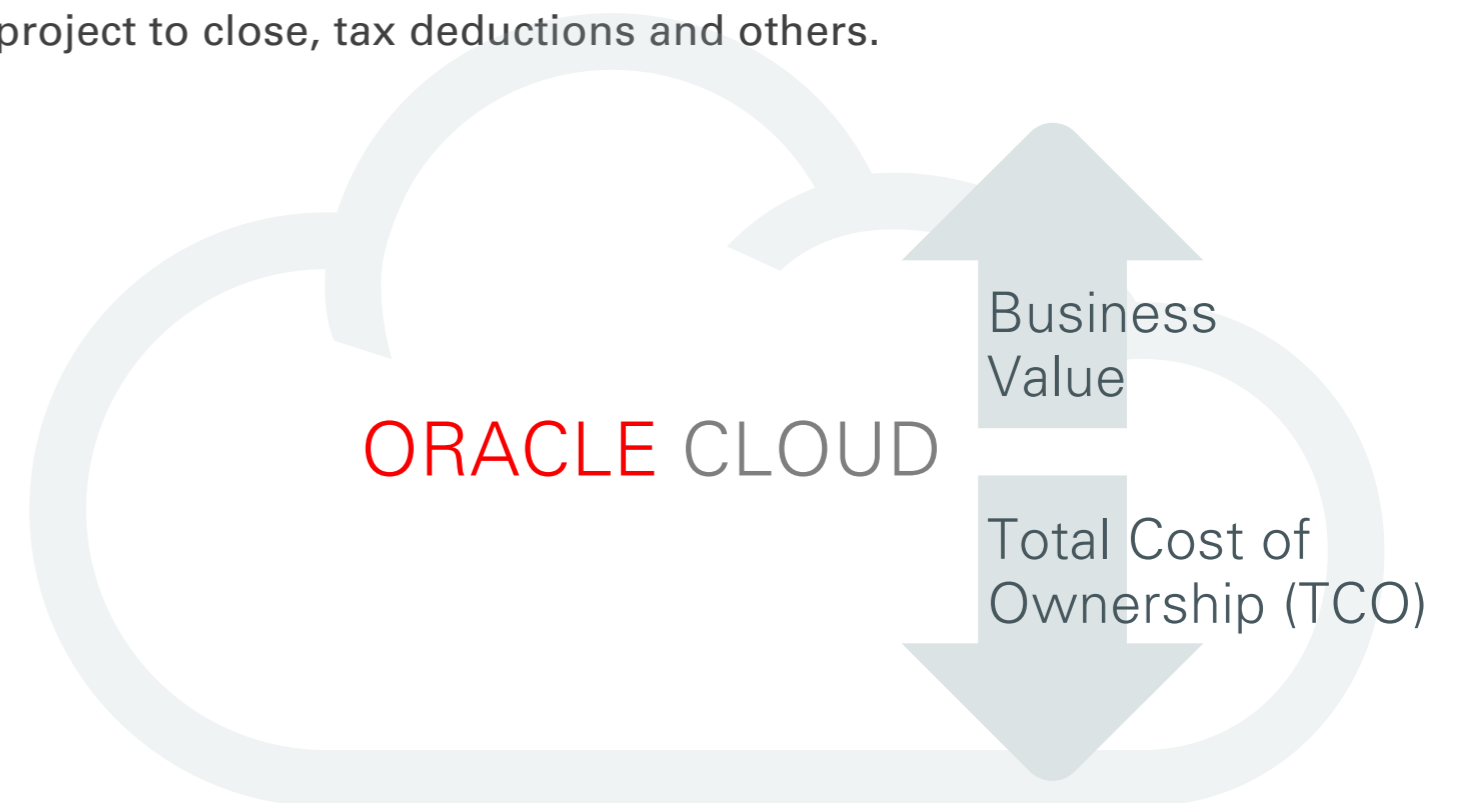
Planning

Budgeting

Procurement

CFO

Cost savings is a key reason many companies move their financial systems to the cloud, but CFOs can gain much more by taking the time to understand their unique business model and how the cloud fits in.

One of the greatest benefits of an Enterprise Resource Planning (ERP) cloud is that it provides powerful and easy-to-use reporting and analytics capabilities for a variety of users. As a result, CFOs can understand their business in real time directly from an ERP cloud, with advanced multidimensional analysis and data visualization that instantly displays relevant insights.

Oracle Cloud Payoff

Moving to the Oracle Cloud is about much more than simply reducing total cost of ownership (TCO)—it's about creating business value. For example, CFOs can identify opportunities to differentiate their organization from the competition. If they need to free up working capital for innovation, Oracle ERP Cloud enables significant improvements in operations like asset allocation, procure to pay, project to close, tax deductions and others.

Business Value

ORACLE CLOUD

Total Cost of Ownership (TCO)

The Oracle Cloud allows you to leverage your existing on-premises infrastructure, so you don't have to rebuild critical systems. In addition, the Oracle Cloud helps reduce application development timeframes and more easily tailor and integrate third-party SaaS apps into the business, allowing an organization to more effectively address customer demands.
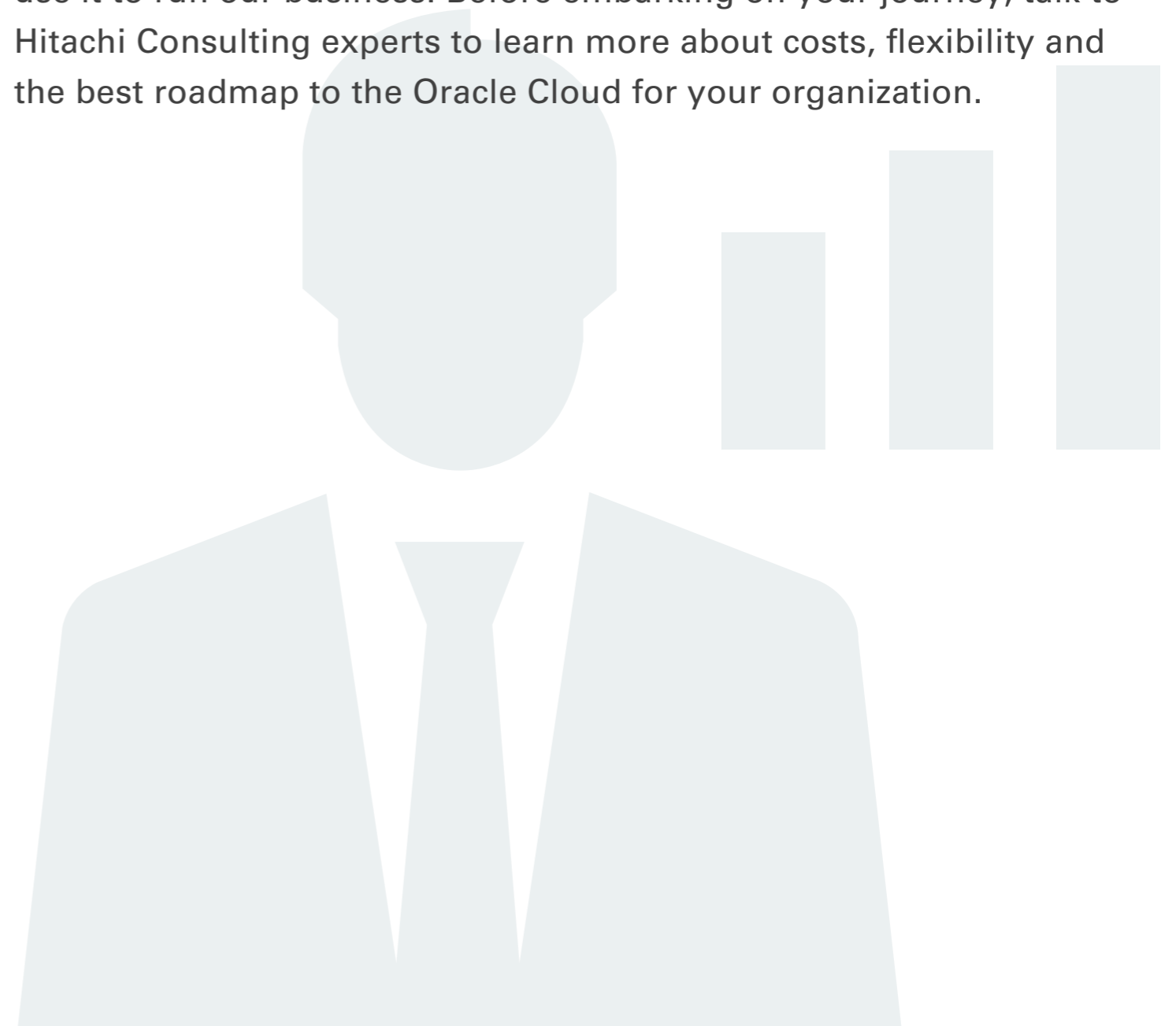
Analyst Report: The Digital Finance Imperative

Unlike many cloud solutions, the Oracle Cloud is uniquely suited to deliver the capabilities CFOs need to maximize return on cash flow, accelerate new product introductions and improve the bottom line. Using Oracle's extensive and flexible cloud platform, CFOs have real-time visibility into accurate information to simplify the billing process, gain insights into customer data, brand reputation and more. With the real-time visibility and analytic capabilities of the Oracle Cloud, CFOs can shift their focus from the past to the future, using data as their guide.

The Hitachi-Oracle Experience

Hitachi Consulting has helped CFOs of global enterprises succeed with their Oracle Cloud transformation, and we can do the same for your organization. As an Oracle Diamond Partner, Hitachi Consulting understands the business value of the Oracle Cloud—that's why we use it to run our business. Before embarking on your journey, talk to Hitachi Consulting experts to learn more about costs, flexibility and the best roadmap to the Oracle Cloud for your organization.

" Our experience of Oracle Cloud ERP Financials has convinced Wiggle that pursuing a cloud first strategy is the only strategy which will enable us to win in the global online sporting market. "

—Jeff Wollen, CIO of Wiggle

Chapter 2:
Oracle Cloud for the CHRO
Bring New Insights to Age-Old HR

CHRO Challenge

As globalization, mobilization, social media and cloud technologies reshape the modern workforce, Chief Human Resource Officers (CHROs) are rethinking their approach to HR. From planning, compensation and performance, to gender and age diversity and talent acquisition, changes are happening so fast, they have the potential to outpace HR's ability to respond.

Video Case Study: Overhead Door Opens with Oracle HR and Payroll in the Cloud

Without the right talent, organizations struggle to innovate and pursue emerging business opportunities. To keep pace, CHROs need a talent strategy to recruit the best talent at the right time, onboard recruits quickly, and retain and develop employees. For many, that strategy includes an integrated talent management solution that creates real value for the business.

Solution

In the past, CHROs depended on a variety of point solutions to evaluate the marketplace and assist with talent management. These point solutions often resulted from mergers, acquisitions or past integrations. As a result, HR teams had to navigate a patchwork of disparate technologies, creating a complex user experience. And with different solutions that were not designed to work together, HR had no way to get the analytic insights they need to make smart, forward-looking decisions.

Human Capital Management (HCM) solutions can provide the predictive analytics to help shape a robust talent strategy, but it is not as simple as selecting a technology. CHROs must evaluate enterprise initiatives from a transformational lens and determine how to align HCM with broader organizational initiatives. With the right technology tools in place, HR can drive the next wave of transformation.

Video Case Study: Lyft Cruises with Oracle HCM Cloud

Oracle Cloud Payoff

To develop strategies to solve these challenges, many HR organizations are taking advantage of the Oracle Cloud's rapid pace of innovation. Unlike traditional on-premises IT upgrades, which are huge events that take place every three to five years, organizations can immediately focus on the cloud's built-in capabilities, end users have more control when new functionalities are introduced, and hardware costs are reduced. Whether an organization grows organically or through mergers and acquisitions, the cloud's inherent scalability is much more conducive to growth strategies than on-premises solutions.

"We transformed our entire global organization (20+ countries) from legacy platforms to the Oracle HCM Cloud providing self-service access to leverage rich analytics and reporting capabilities. By transforming our employee referral program, we saved $1 million in search firm fees in the first year."

—Sona Manzo, VP,
Hitachi Consulting, Human Capital Management

Unlike other HR solutions, the Oracle Cloud is a fully integrated suite that offers a robust user experience across the enterprise—so executives can easily collaborate with C-level and business peers. The solution provides built in social collaboration and mobile capabilities with a powerful analytics foundation for HR and other departments. Organizations can leverage built-in Modern Best Practices and modern HR content such as predictive analytics, while capitalizing on the configurability of the cloud and Platform as a Service to deliver solutions aligned to a company's unique needs.

ORACLE CLOUD

➡ Fully Integrated Suite

➡ Modern User Experience

➡ Powerful Analytics

Cloud-based HCM systems require one-third less staff to manage than their licensed, on-premises HRMS counterparts.
—**Sierra-Cedar, "2014–2015 HR Systems Survey," 2014**.

The Hitachi-Oracle Experience

With a large team of HR industry veterans that have deep expertise in all components of the HCM landscape, Hitachi Consulting is positioned to help the CHRO with every step of the journey to the Oracle Cloud. An Oracle Diamond Partner and customer, Hitachi Consulting HR experts can help with an initial cloud-readiness evaluation, roadmap, and strategy development. With more than ten years of experience with the Oracle Cloud, including co-development projects at Oracle's Center of Excellence, Hitachi Consulting understands the unique challenges today's CHROs face and how to accelerate effective solutions.

For CHROs looking to bring more value to the enterprise and outpace competitors in the race to attract, retain, and develop the best talent, now is the time to move to the cloud. Together, Hitachi Consulting and Oracle can work with your organization to develop a roadmap and create a winning HCM strategy that aligns people, processes and technology.

"Thanks to Hitachi Consulting and the Oracle HCM Cloud, our HR organization has completely changed and moved out of an administrative capacity to be much more of a value-add, strategic component of the company"
—**Larry Freed, CIO, Overhead Door**

> " With Oracle Cloud, we gained the ability to implement new business requirements for our critical applications immediately—a major competitive advantage. "

—Zaki Sabbagh, CIO, Zamil Industrial Investment Company

Chapter 3:
Oracle Cloud for the CIO
Redefining the Economics of IT

CIO Challenge

Rapidly changing, technology-enabled business cycles have presented more challenges for CIOs than ever before. In addition to managing information security risks and reducing costs, they are asked to provide a host of services they never had to deliver before such as self-service, developer environments, elastic pay-per-use models, project-based charge backs and more. CIOs are under constant pressure to provide a better, faster and more effective IT environment for the business, customers and partners.

Forbes.com: Top 10 Strategic CIO Issues for 2016

Along with these challenges that CIOs face, the current business and technology landscape also offers greater opportunities. For example, the IT organization is no longer an island within the enterprise—it is part of a larger ecosystem that includes people and processes as part of any technology solution. At the same time, CIOs recognize that IT must evolve to exploit outside service providers, achieve operational excellence with standardized processes, and operate prudently when deploying new technologies.

Solution

In this new world of big data, mobility and the Internet of Things, the old way of delivering IT from big iron housed in expensive data centers is no longer effective. To meet the demand for greater speed and agility, CIOs across industries are turning to the cloud to transform their company.

But before diving into the cloud, CIOs may want to consider these questions:

1. How will the cloud fit into your organization's overall IT environment?

2. Will you be able to easily balance security with accessibility?

3. And most important, will the cloud solution meet your company's business needs now and in the long term?

Video: Mark Hurd and GE CIO Jim Fowler Discuss the Cloud

Oracle Cloud Payoff

As "chief business accelerator and transformer," CIOs are looking for a best-of-breed approach to leverage core business functionality and drive IT strategy. They want a platform that enables IT agility and is more responsive to real-time business demands. Ultimately, they want a cloud solution that runs their entire business—just like their Oracle applications.

There are many cloud solutions available from a wide array of vendors, but the Oracle Cloud is the only solution that can run an entire company. The Oracle Cloud seamlessly combines systems in an end-to-end solution that supports every aspect of a business, from financials and operations to human resources and customer experience.

ORACLE CLOUD

Financials

Operations

Human Resources

Customer Experience

The Oracle Cloud's enterprise-class, pay-as-you-go, scale-as-you-go, self-provisioning model offers the least cost and risk, and allows IT to be reliable and responsive to ongoing business needs. It delivers the resource availability required to accelerate business agility and innovation, along with best-in-class services to increase productivity and reduce your data center's footprint.

Video Case Study: Oshkosh Adapts to Market Shifts and Supports Sales in the Cloud

Oracle Cloud has best-in-class solutions at every layer of the cloud technology stack, and the ability to move applications and workloads between the cloud and on-premises environments swiftly and easily. You can leverage your existing infrastructure, choose the deployment model, and use Oracle Cloud's Platform as a Service to enable customized solutions that address your company's unique needs.

> "55 percent of the overall IT budget is spent on cloud and managed services and 45 percent on traditional IT."
>
> **—CIO Review. Cloud: It's all about WHEN not IF. November 2015.**

The Hitachi-Oracle Experience

As an Oracle Diamond Partner, Hitachi Consulting has decades of experience helping CIOs succeed with their Oracle Cloud transformation. Hitachi Consulting understands the Oracle Cloud because we've not only deployed global solutions for CIOs at leading enterprises, we also use it to run our global business. As a member of the One Hitachi family of companies, we have a wealth of industry-leading expertise that can help you realize the full benefits of the Oracle Cloud.

> "Our new Oracle Cloud system is available 24/7. Now we can leverage the business intelligence capabilities to get better reporting than we ever had before. Hitachi Consulting has helped Overhead Door be much more relevant when it comes to recruiting talent into the business."
>
> **— Larry Freed, CIO, Overhead Door**

> " According to research from Temkin Group, even modest improvements in CX can return big results—a billion-dollar company could net close to an extra $370 million over three years. "

**—Temkin Group,
Lessons in CX Excellence, 2016.**

Chapter 4:
Oracle Cloud for the CXO
Deliver Excellence in Customer Experience Management

CXO Challenge

With today's digital customers no longer tied to local stores, they expect a personal and engaging experience with their companies—or they will take their business elsewhere. For Chief Experience Officers (CXOs), improving the customer experience is vital to attracting and retaining new business. That means going beyond customer satisfaction to transform shoppers into brand loyalist.

Case Study: Dell Improves Customer Pipeline and Ad Spend

Creating an engaging experience often begins with a vision for the ideal customer, and driving that vision consistently across all channels. In this consumer-driven landscape, managing the entire customer experience and evoking positive feelings is key to differentiating your organization and thriving.
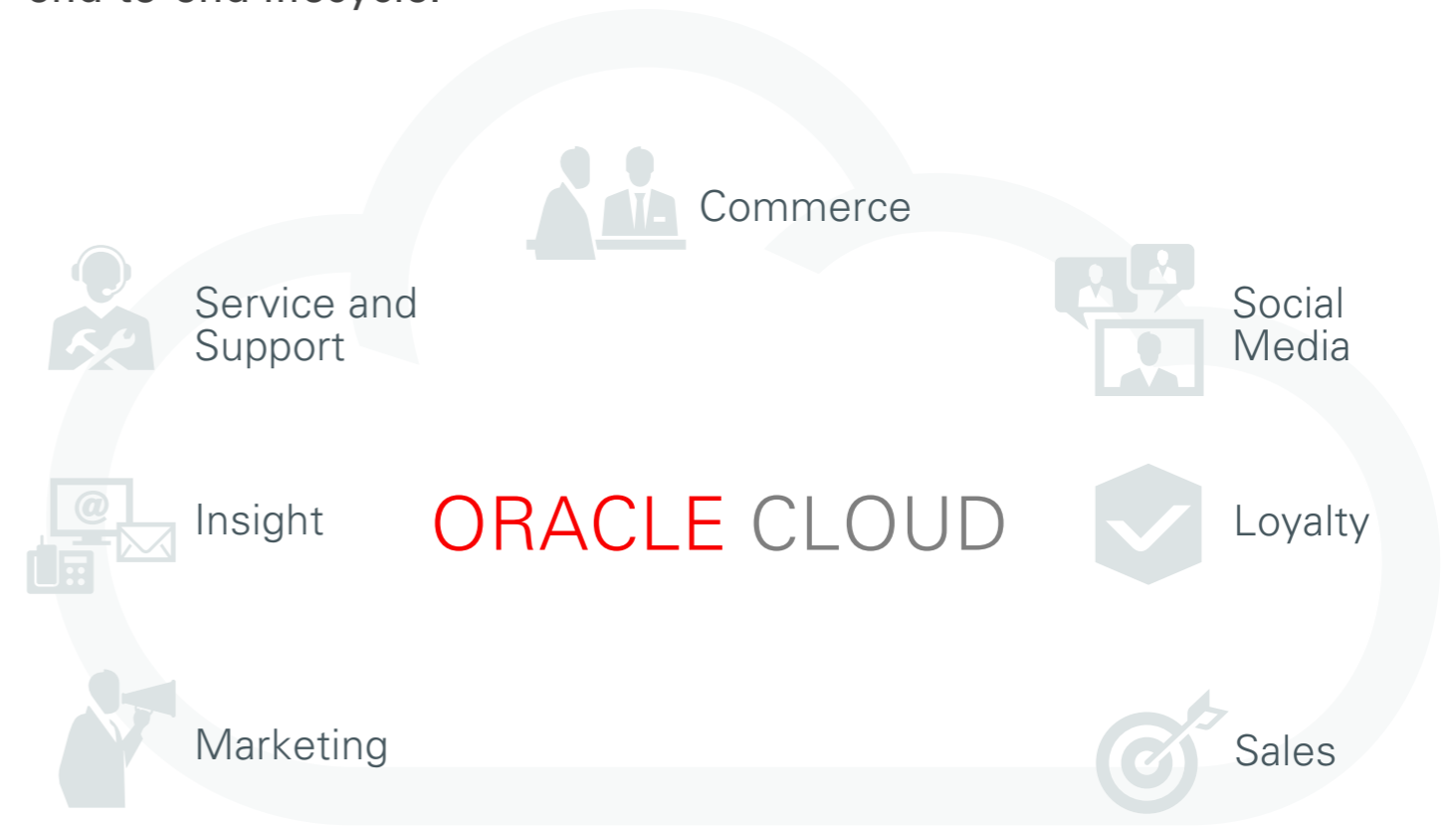
Solution

To improve the customer experience, CXOs are exploring a variety of trends. For example, many organizations now offer options such as self-service tools that allow customers to accomplish tasks independently and give flexible access to customers via mobile devices. To stay ahead of the curve, CXOs are leveraging data to enhance and personalize the customer experience. By applying profiling and analytics to the vast amount of available customer data, companies can proactively deliver a positive and consistent experience that exceeds customer expectations.

As a result, CXOs can increase customer retention, create long-lasting loyalty, and gain the ability to remain competitive on more than just price. But without the right cloud technology solution to support these qualities across the entire customer lifecycle, CXOs may struggle to get the data and insights required for significant improvements.

Profiling

Analytics

CXO

Increase Retention

Create Loyalty

Remain Competitive

Oracle Cloud Payoff

To support CXOs and the customer experience journey, Oracle has made a number of key customer experience acquisitions that includes proven, best-of-breed components and services. With a comprehensive suite of solutions and technologies for commerce, service and support, sales, insight, loyalty, marketing and social media, the Oracle Cloud focuses on the customer's end-to-end lifecycle.

Commerce

Service and Support

Social Media

Insight

ORACLE CLOUD

Loyalty

Marketing

Sales

Case Study: Intel Boosts Engagement by Activating Look-Alike Models

The Oracle Customer Experience Cloud solution helps companies transform their existing systems to deliver a differentiated customer experience. Built around Oracle's cloud infrastructure, Oracle delivers the industry's most complete customer experience solution across all channels, touchpoints and interactions. And the Oracle Cloud's Platform as a Service allows organizations to capitalize on the configurability of the cloud to enable customized solutions that address a company's unique needs.

"86% of consumers say they're willing to spend more for a better customer experience, 89% said they've switched to a competitor after a poor experience, and only 1% feel their expectations are being met."

—**Dignan, Larry. Oracle's cloud ambitions may be nearing the moment of truth. ZDNet. January 19, 2016**.

The Hitachi-Oracle Experience

As an Oracle Diamond Partner, Hitachi Consulting experts are highly skilled at helping CXOs use Oracle Cloud tools to manage their customer experience journey from the initial readiness assessment across the entire customer lifecycle. Our experience with legacy CX applications, emerging suites and the Oracle Cloud improve efficiency, simplify data conversion, and provide change management to support CXOs in executing their vision.

Hitachi Consulting helps CXOs articulate a winning customer experience strategy, optimize sales, channel and customer care processes, and provide a strong foundation for an organization's customer experience transformation. We understand the challenges CXOs face today—and how excellent customer experiences can improve business results across an organization.

"From Black Friday to Cyber Monday, Oracle's CX Cloud sent more than 1 billion verified emails."

—**Dignan, Larry. Oracle's cloud ambitions may be nearing the moment of truth. ZDNet. January 19, 2016**.

" Oracle demonstrated how we could transform our existing information systems to offer cloud-based IT services for applications, functions, and storage that could save costs and be far more efficient. "

—Carl Marsh, Chief Operating Officer for the Texas Department of Information Resources

Chapter 5:
Oracle Cloud for the COO
Boosting Supply Chain Efficiency

COO Challenge

Five years ago, enterprise COO's were focused on creating global business models, outsourcing and implementing cost reduction policies. Today, that approach has been replaced by increasing pressure to drive strategic growth with a new model that can rapidly change to capture new and emerging business opportunities.

Thought Paper: 3 Steps to a Profitable Modern Service Organization

To meet organizational mandates for agile, strategic growth, COOs are looking for innovative ways to improve operational efficiency and enhance the use of company assets and resources while reducing costs. For example, some are using supply chain segmentation, which allows for a variety of fulfillment capabilities for customers who purchase from physical retail stores, websites, and order from catalogs for in-store pickup. And as global operations continue to expand, many struggle to gain visibility across the entire portfolio while supporting and managing constant change in business processes and operations associated with large capital projects.

Solution

As COOs focus on building a true supply chain vision, they are turning to technology to enable their organization to become more nimble and responsive in the marketplace. For many, the answer is the cloud—and determining how to use traditional technology with cloud-based solutions. But the COO challenges don't stop there. With fewer skilled resources, they need a cloud solution that doesn't require deep expertise to operate. In addition, the solution should be mature and enable engagement with Internet of Things (IoT) activities, including operations, manufacturing, procurement, logistics and other areas.
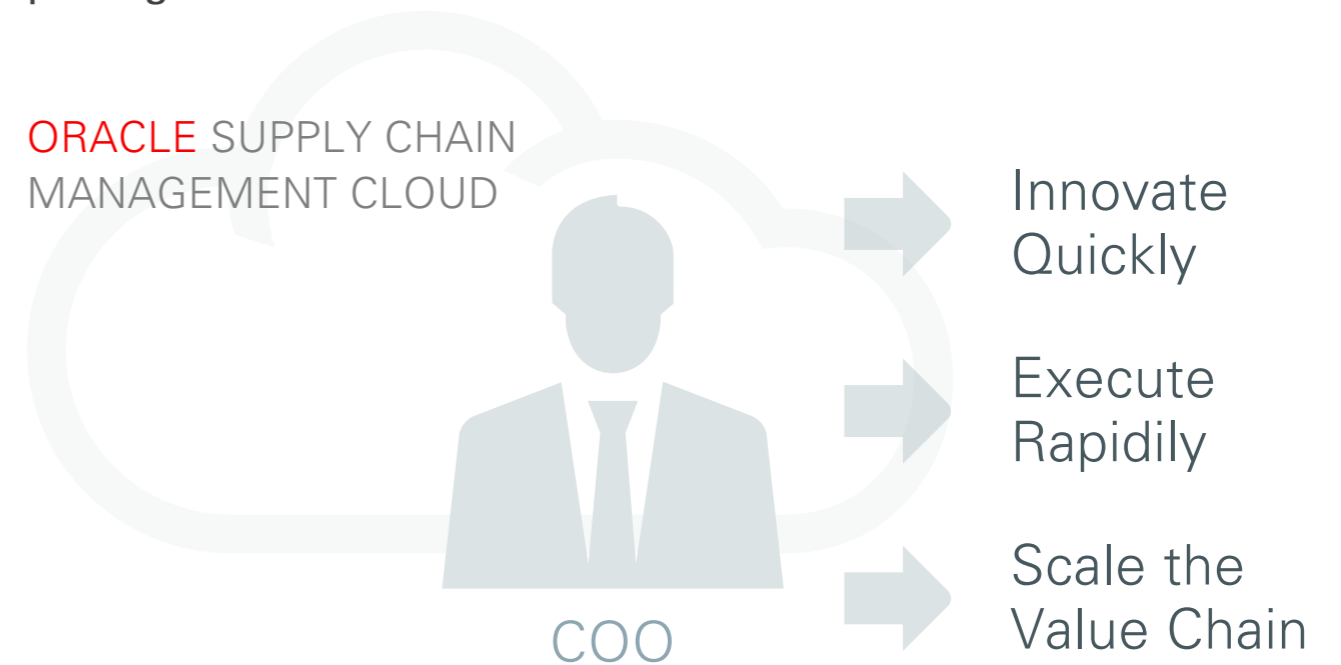
Video : Q-See Keeps Support Costs Flat While Growing Sales Significantly

"Our relationship with Oracle ensures that our goal of delivering consistently secure software to cloud infrastructures becomes an industry standard."

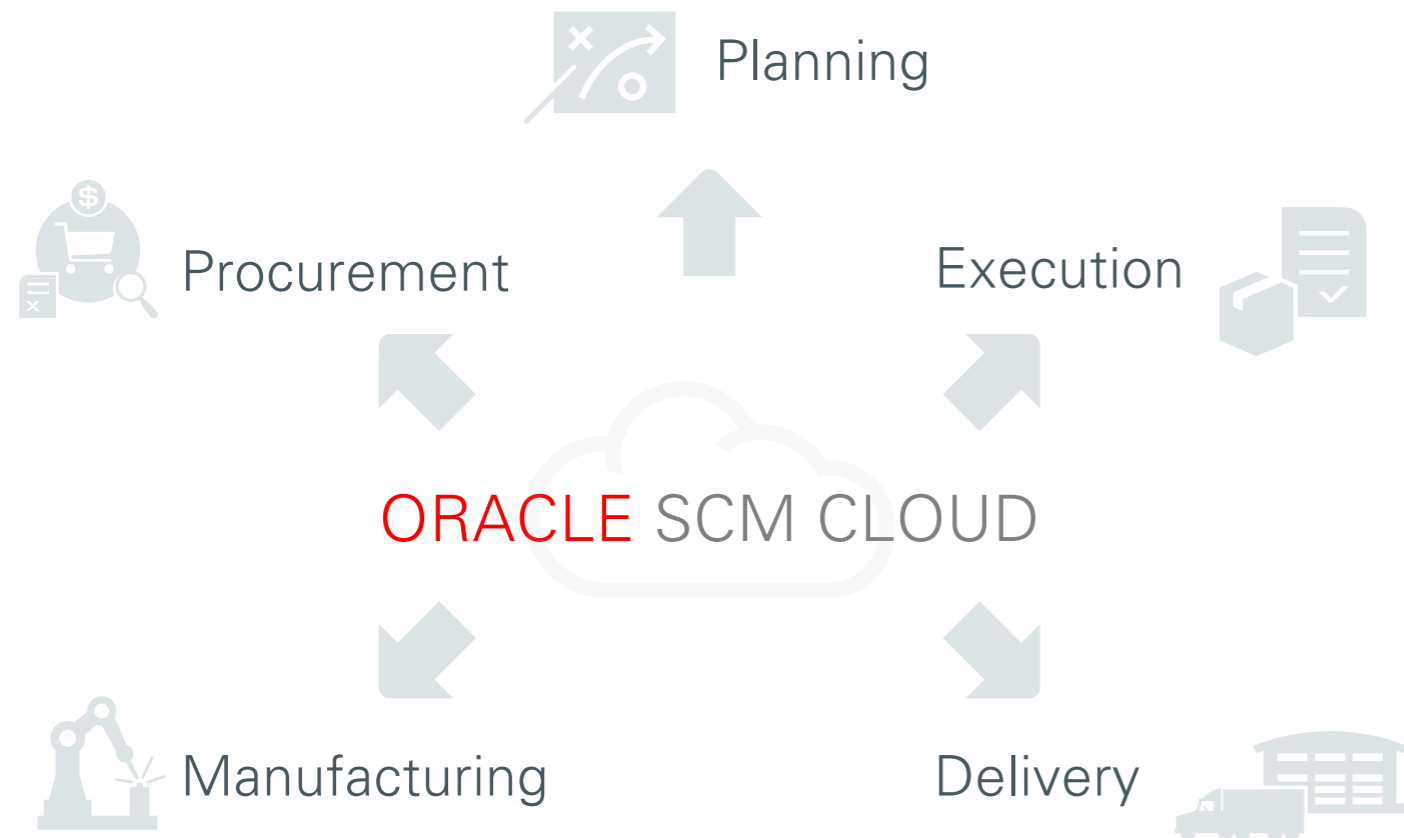**—Erica Brescia, COO, Bitnami**

Oracle Cloud Payoff

Here's the good news for COOs: The Oracle Supply Chain Management (SCM) Cloud provides the tools and services they need to innovate quickly, execute rapidly and scale their value chain. COOs can deploy the solution with minimal risk, and don't have to maintain or upgrade to the latest version—they can receive the latest, best-in-class functionality through a flexible subscription pricing model.

ORACLE SUPPLY CHAIN MANAGEMENT CLOUD

Innovate Quickly

Execute Rapidly

Scale the Value Chain

COO

Video : Beachbody Handles Rapid Growth

ORACLE

Diamond
Partner
Cloud Premier

HITACHI
Inspire the Next

The Oracle SCM Cloud includes planning, manufacturing, procurement, execution and delivery capabilities, which will continue to evolve along with the industry. Unlike competing solutions, which take existing applications and enable them for the cloud, Oracle created a set of cloud applications on a common platform to deliver seamless interaction. These applications can interoperate and integrate with existing on-premises applications by using Oracle Cloud platform to extend the applications' capabilities. And the Oracle Cloud's Platform as a Service allows organizations to capitalize on the configurability of the cloud to enable customized solutions that address a company's unique needs.

Planning

Procurement

Execution

ORACLE SCM CLOUD

Manufacturing

Delivery

The Hitachi-Oracle Experience

As an Oracle Diamond Partner, Hitachi Consulting is skilled at helping COOs succeed with their Oracle Cloud transformation. Hitachi Consulting can bring everything required for a smooth deployment for a complete, integrated, end-to-end solution. We also provide the gear and hardware, extended business intelligence solutions, and expertise to ensure we meet the COO's business objectives.

For COOs, now is the time to see what the Oracle Cloud can do for you.

"25% of executives say they unexpectedly experienced improved communications within their organizations, 22% reported increased revenues they did not anticipate, and 22% said the cloud delivered improved security."

—Joe McKendrick. "One In Four Enterprises See 'Surprise' Cloud Benefits, Survey Finds", Forbes, March 2015.

" We're moving key operations to Oracle Cloud which will give us the opportunity to grow much more quickly, with all of the provisioning happening by Oracle. "

—Chris Buri, CIO of Hitachi Consulting

Chapter 6:
Oracle Cloud Solutions for the C-Suite

The World's Most Comprehensive, Flexible and Secure Cloud Offerings

Oracle Cloud offers the industry's most comprehensive and integrated public cloud, including data as a service (DaaS), software as a service (SaaS), platform as a service (PaaS), and infrastructure as a service (IaaS). Oracle Cloud offers modern, best-in-class business applications that deploy quickly and securely in the cloud.

Infographic: A Complete Cloud Unifies Business

In addition, the Oracle Cloud delivers instant value and productivity for end users, administrators, and developers through functionally rich, integrated, secure, enterprise cloud services. These services are based on the world's leading platform and infrastructure technologies, including Oracle Database, Oracle WebLogic Server, Oracle Exadata Database Machine, and Oracle Exalogic and enhanced with built-in identity management, high availability, backup, and monitoring to enable secure and scalable applications.
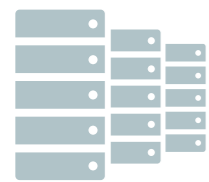
Software as a service (SaaS)

Offering the most complete portfolio of any public cloud, Oracle Cloud's SaaS delivers modern cloud applications that connect business processes across the enterprise. Covering everything from customer experience to enterprise resource planning, human capital management, and more, Oracle Cloud's SaaS offerings are everything you need your business to be: complete, data driven, personalized, connected, secure.

Platform as a service (PaaS)

Delivering the industry's #1 database (Oracle Database) and #1 application server (Oracle WebLogic Server), Oracle Cloud's PaaS is the industry's leading enterprise cloud platform. Built on proven Oracle technology that runs everywhere, Oracle Cloud's PaaS helps organizations drive innovation and business transformation.

Infrastructure as a service (IaaS)

Offering a comprehensive set of infrastructure services, including elastic compute and storage, Oracle Cloud's IaaS lets businesses run any workload in the cloud. Best of all, it does so in a fully integrated environment that has been optimized for the cloud and provides a unified security model.

Oracle Cloud Platform

Oracle's Cloud Platform provides for the fast delivery of standardized services built for a multitenant environment that is ideal for application development and deployment. After developing a cloud strategy, consolidation of existing hardware and application servers, storage, and database workloads is often the first step on your journey to the cloud. Oracle's cloud platform ensures higher consolidation densities, rapid self-provisioning of database services, and cloud management with monitoring, metering and secure pay-as-you-grow services.

ORACLE CLOUD PLATFORM

➡ Higher Consolidation Densities

➡ Rapid Self-Provisioning

➡ Cloud Management

Precisely because Oracle builds the entire stack, from applications through the disk, Oracle can provide unprecedented integration and inter-operability across the depth and breadth of the stack. The comprehensive platform is based on industry standards, with all the built-in security and integration you would expect from a proven, enterprise ready solution.

Gain unparalleled control and flexibility with the interoperability between Oracle's Public and Private PaaS offerings. The same enterprise-grade platform that drives Oracle PaaS in a public cloud can also be used by businesses to build their own private PaaS. The Oracle Cloud Platform enables your organization to innovate faster, increase productivity and lower costs.

The Oracle Cloud is your platform for success.

Video : Learn How Hitachi Consulting Restructured its Entire Business on the Oracle Cloud

Infographic: A Modern Cloud Is Data Driven

Forbes Blog: 5 Steps to Unlock the Value of Data Capital

"With 70 million users running 33 billion transactions a day in 19 data centers around the globe, cloud is really big scale for Oracle."

—Mark Sunday, Oracle CIO

> " Hitachi Consulting is a valued global Oracle Cloud Partner with teams of dedicated cloud experts who provide industry expertise and Oracle Cloud solutions knowledge to deliver innovative business outcomes and operational efficiencies. "
>
> **—Shawn Price, Oracle SVP, Oracle Cloud**

Chapter 7:
Hitachi and Oracle
A Category of One

Jumping on the cloud bandwagon doesn't guarantee the scalability, flexibility and agility required to respond quickly to new business opportunities. C-Suite leaders need a cloud computing strategy that incorporates leading hardware and software solutions with a range of enterprise and industry applications. They want technology that will work with and enhance their existing IT environments. And they require a cloud vendor with experienced professionals who can support them no matter where they are in the lifecycle.

The Hitachi relationship with Oracle extends beyond our customers. Hitachi Consulting standardizes all its operations on Oracle's technology stack. Hitachi Consulting also adopted Oracle's strategy of running its entire sales organization in the cloud, making organizational changes that align with cloud models and delivering a consistent, single source of truth.

◎ **Hitachi Consulting**
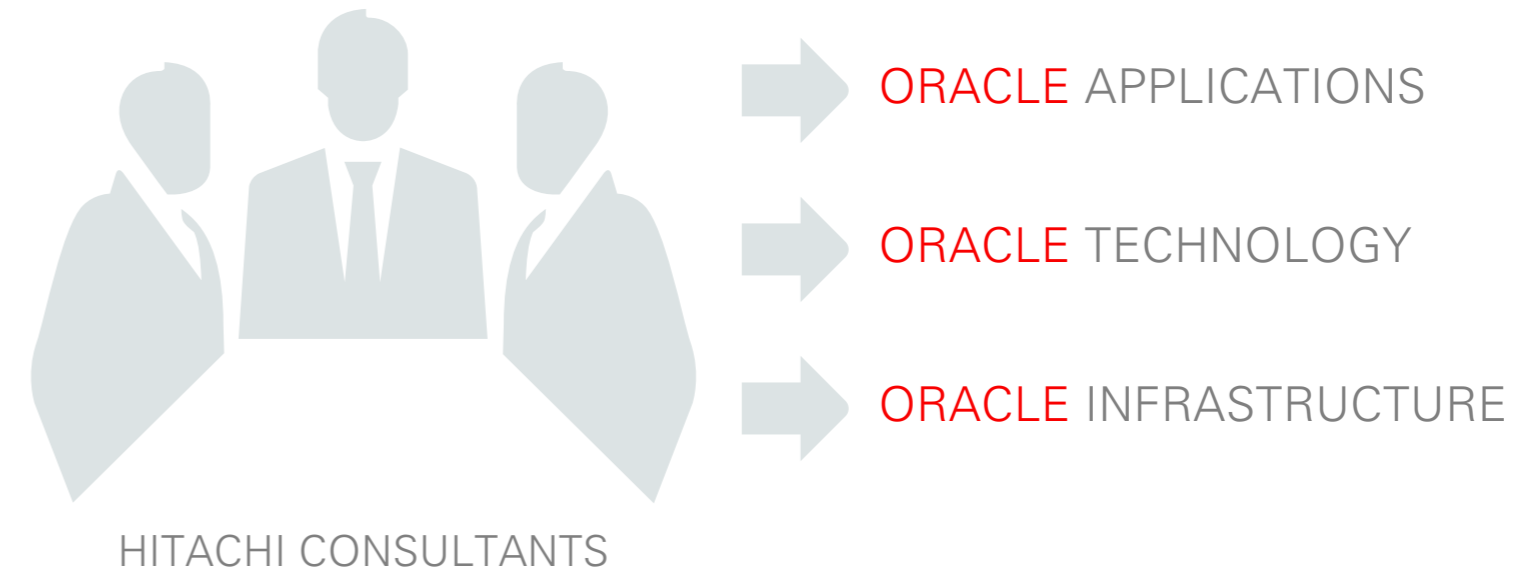We make it happen. Better.

As an Oracle Diamond Partner, Hitachi helps C-level executives maximize their Oracle environment to drive game-changing benefits. Our experience goes beyond pure systems implementations to include:

➡ Assessments

➡ Upgrades

➡ Project Management

➡ Change Management

➡ Training and support

➡ Systems Management

➡ Hosting

The Hitachi and Oracle alliance delivers the capabilities and innovative insights of a systems and infrastructure provider, combined with the services of a global system integrator, and the personal attention our customers expect from a boutique Oracle shop—all backed by the strength and reliability of the Hitachi global brand. Our seasoned consultants have hands-on experience that spans all Oracle applications, technology, and the infrastructure stack.

In addition to technology advisory services, implementation upgrades, and ongoing management services, we offer complete testing services and support both partial and complete hosting capabilities.

➡ **ORACLE** APPLICATIONS

➡ **ORACLE** TECHNOLOGY

➡ **ORACLE** INFRASTRUCTURE

HITACHI CONSULTANTS

Our depth and breadth of technology and innovation experience makes Hitachi unique from all other Oracle consultants. We bring the power of One Hitachi together with the Oracle Cloud to deliver solutions that drive measurable results.

"While many traditional consultancies struggle to compete in an increasingly cloud and iterative world, Hitachi has embraced it and continues to differentiate its abilities in the CRM space."

—Rebecca Wettemann, Vice President, Nucleus Research

" As we continue to grow sales worldwide, the Oracle Cloud solution will enable us to personalize and enhance the customer experience online, streamline service and introduce more international sites. "

—Stacey Shulman, CIO of American Apparel

Summary:
Oracle Cloud for the C-Suite
The Next Generation Cloud

The cloud is no longer confined to the IT department. In more and more organizations, it's become part of the C-Suite conversation. That's because senior business leaders have come to understand that the cloud can help them to do things faster, better, and with fewer resources.

Enter the next generation cloud. While first-generation clouds often seemed to focus more on the cloud provider than the cloud customer—the Oracle Cloud changes the game.

DO THINGS FASTER

DO THINGS BETTER

DO THINGS WITH FEWER RESOURCES

BUSINESS LEADERS

Oracle understands that the best clouds adapt to your business. From the underlying infrastructure to the development platform, Oracle Cloud lets developers quickly modify their applications to meet their organization's needs. IT professionals get to tailor their environments to deploy and update software on their own terms. And business users get to define their experience through configurable dashboards, reports, workflows, and data.

With Oracle Cloud, your employees benefit from a consistent experience and your developers and IT staff see productivity soar as processes, data, and workloads are shifted between the cloud and on-premises with push-button ease.

Backed by 19 worldwide data centers, an army of Oracle-badged cloud security experts, and around-the-clock monitoring and support, Oracle Cloud provides the assurance you need to ensure that your data is safe. Secure data isolation and unified access controls backed by the leader in cloud security mean you can rest easy when your public cloud is Oracle Cloud.

Infographic: Get Smart About Cloud Security

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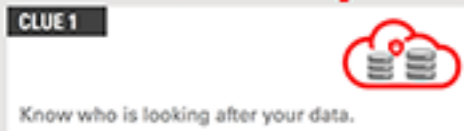Embed   View on Twitter

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