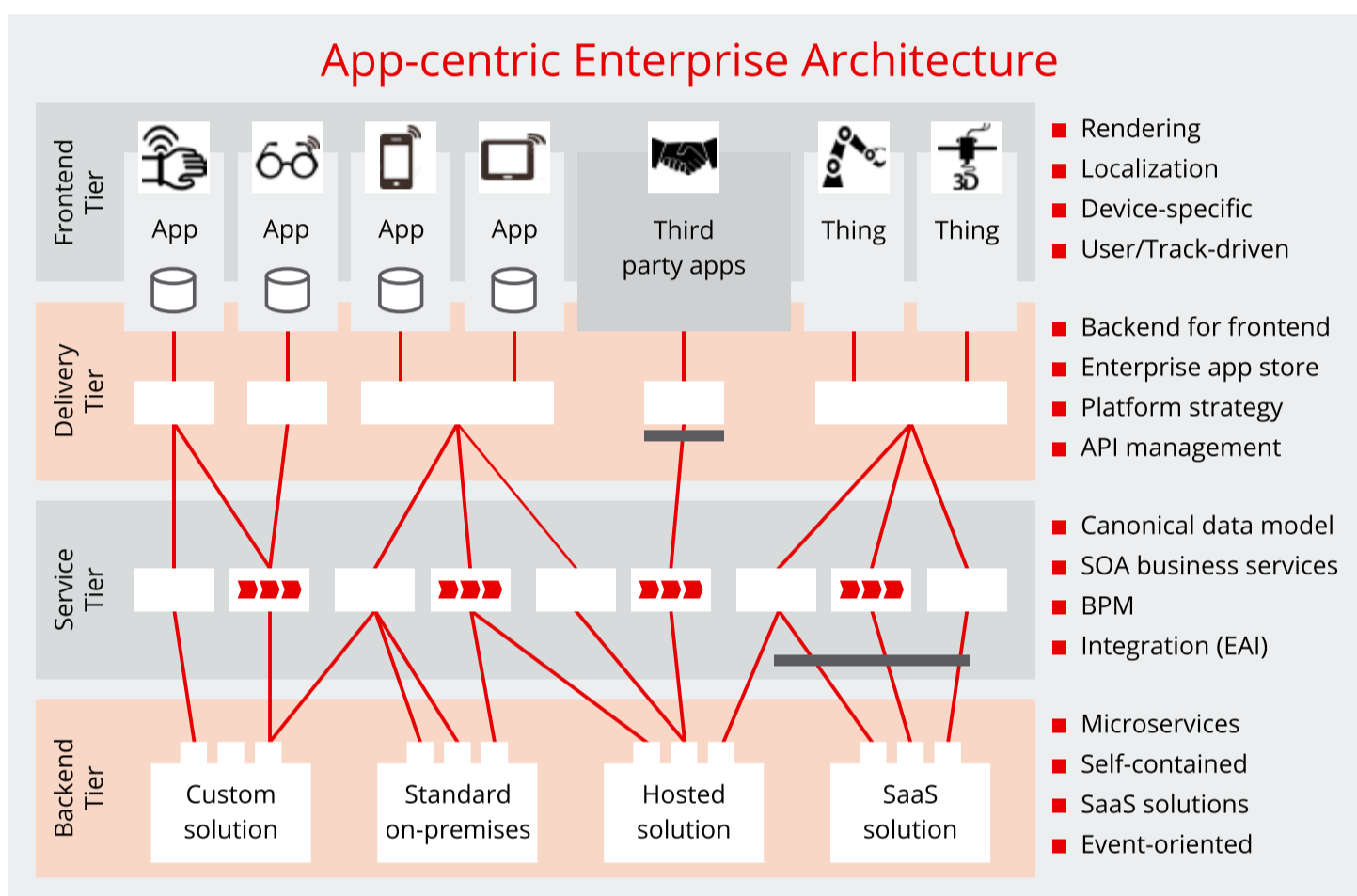


Four Pillars of Digitalization based on Oracle Cloud

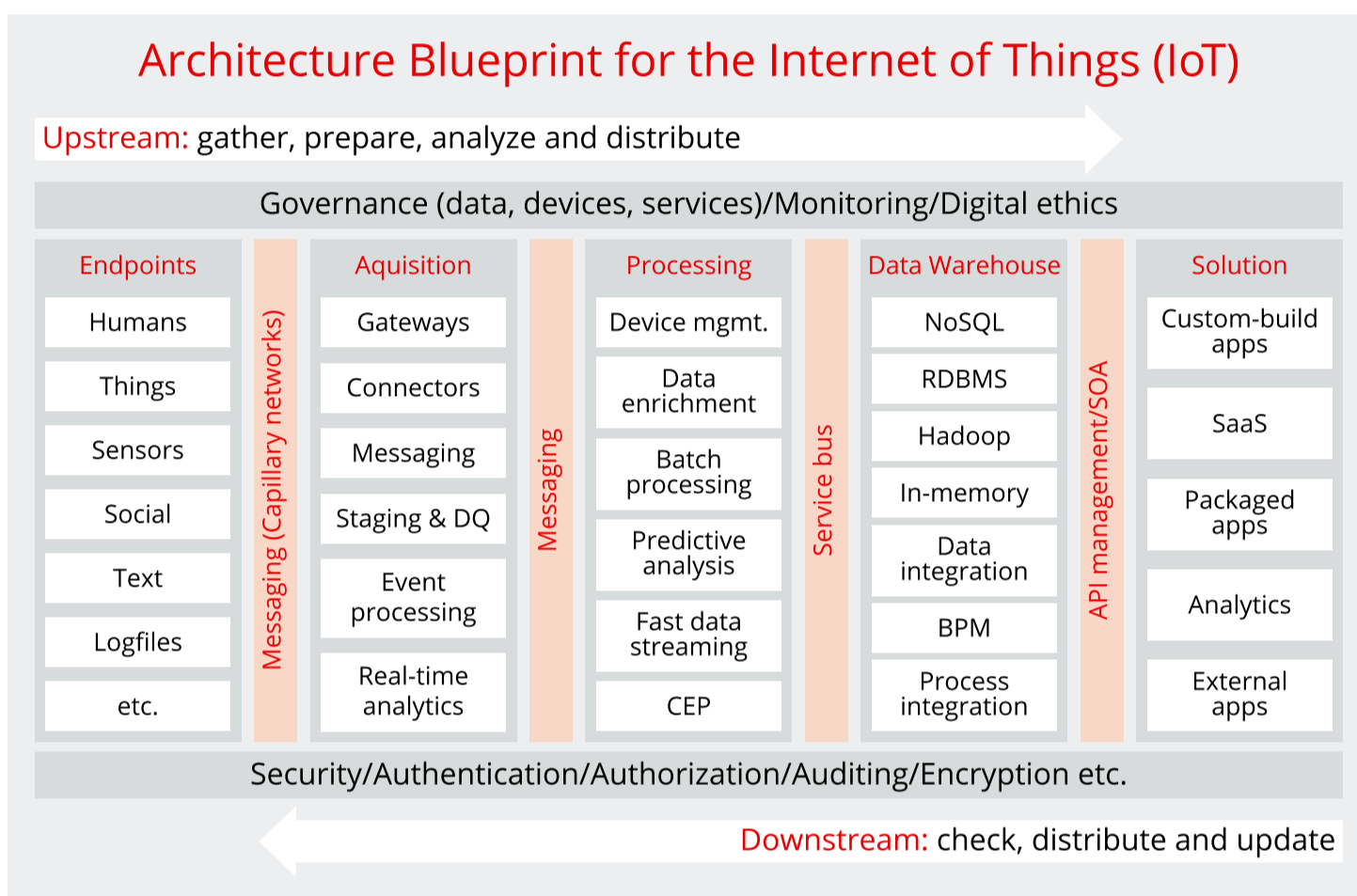
Future-oriented Architectures for Human-Machine-Interaction

- | Customer benefits | Challenges |
|---|---|
| <ul style="list-style-type: none"> Increasing user adoption Avoiding media breaks Process optimization Shorter innovation cycles Complexity reduction Investment protection | <ul style="list-style-type: none"> API management and security Bimodal IT and agility Microservice architecture Enterprise app store concepts Usage of new & modern devices DevOps and shorter release cycles |



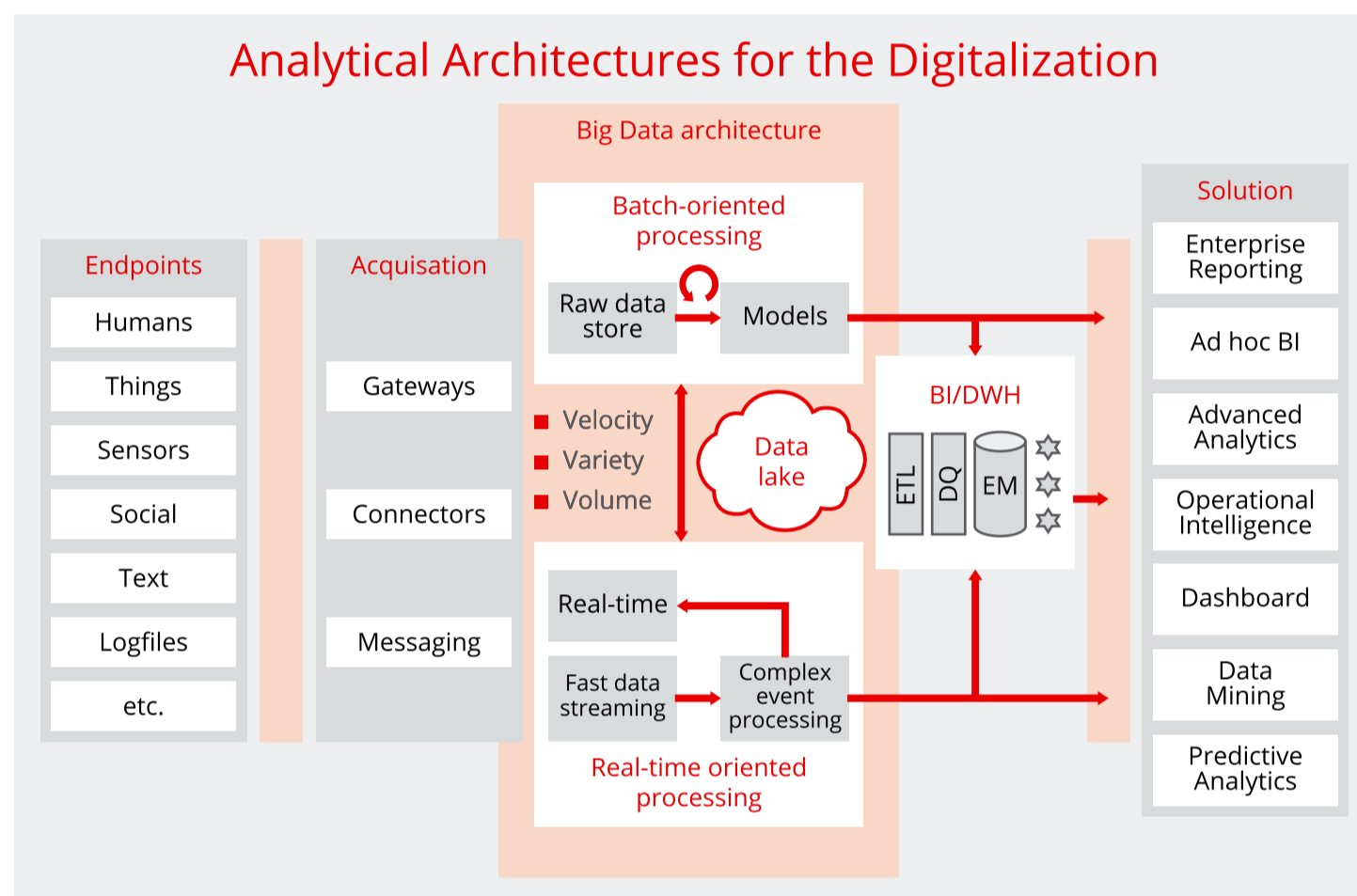
Holistic End-to-End Integration Architectures

- | Customer benefits | Challenges |
|---|--|
| <ul style="list-style-type: none"> Reducing in process costs Improved products/services Market differentiation New sales potential Higher range of automation Increased agility | <ul style="list-style-type: none"> Industry 4.0 approaches Human-machine interaction Using sensor data Process automation Using analytics and algorithms Organizational implementation |



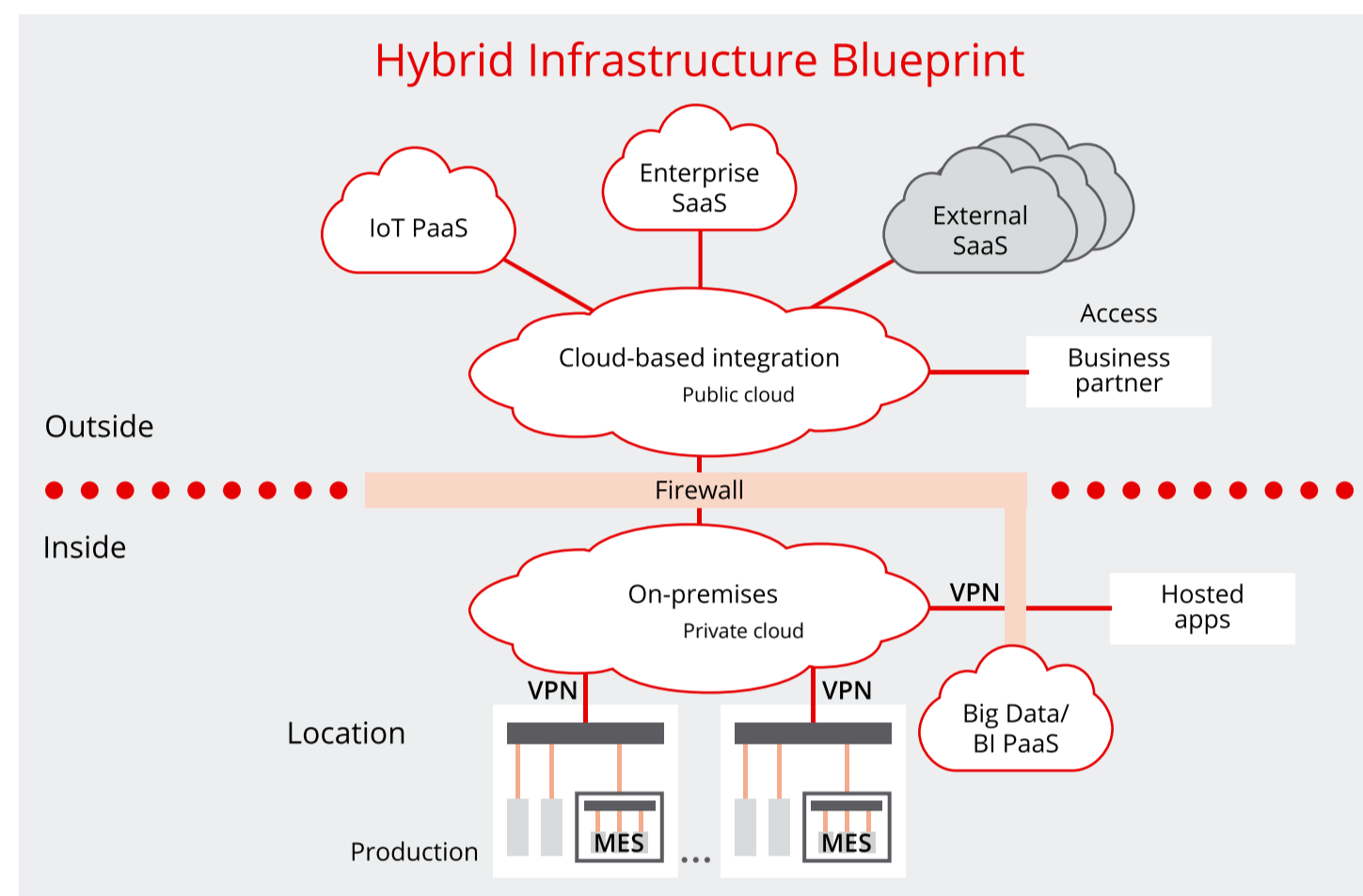
Efficient Analytics & Business Insights

- | Customer benefits | Challenges |
|--|---|
| <ul style="list-style-type: none"> Making better decisions Near real-time reactivity Increased advantages over competitors Deeper customer insights Sales potential through data Improved operational excellence | <ul style="list-style-type: none"> Understanding data as a currency Data governance for sensor data Real-time analytics and business insights Transformation to big data/data lake approaches Become an algorithm-driven company Exploratory approach (fail early, fail fast) |



Reactive Hybrid Infrastructure Architectures

- | Customer benefits | Challenges |
|---|---|
| <ul style="list-style-type: none"> Increased responsiveness Enabling new business models Ensuring business continuity Optimizing operational costs Reducing complexity | <ul style="list-style-type: none"> Delivery of dev/test environments Scaling in peak times Selective outsourcing and cloud services Hybrid cloud infrastructure Cloud security Include cloud in IT governance |



Platform as a Service (PaaS) <ul style="list-style-type: none"> Database Database Exadata Database Exadata Express Database Schema Database Backup Big Data NoSQL Database Event Hub 	Data Management <ul style="list-style-type: none"> Java Mobile Messaging Application Container Developer Visual Builder 	Application Development <ul style="list-style-type: none"> Data Integrator Integration SOA Internet of Things API Platform Process 	Integration <ul style="list-style-type: none"> Analytics Cloud Business Intelligence Integration Big Data Discovery Big Data Preparation Data Visualization 	Business Analytics <ul style="list-style-type: none"> Application Performance Management Infrastructure Monitoring Log Analytics Orchestration IT Analytics 	Cloud Management <ul style="list-style-type: none"> Identity and Access Management Security Monitoring and Analytics Configuration and Compliance 	Security <ul style="list-style-type: none"> Storage Compute Container Ravello Networking Load Balancing Cloud Machine Exadata Cloud Machine
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Process Innovation <ul style="list-style-type: none"> Reducing process costs Industry 4.0 approaches Avoiding media breaks Automation/Algorithms 	Product/Service Innovation <ul style="list-style-type: none"> Products become digital Expanding services Changing value chains Increasing customers focus 	Strategy <ul style="list-style-type: none"> Optimization: Improving the current business model Transformation: Changing the current business model New markets: Threatening the current business model 	Chance <ul style="list-style-type: none"> Reducing process/unit costs Optimizing existing models Lower operating costs through sensor data Improving service processes Easing assembly by mobile devices Redesigning existing models Expanding established business Pay by use Substitute business sectors through 3D printing Change in distribution and logistics Displacing established market participants New products and services New business models New products and services Automated control (software defined everything) Changing value chains 	Value-added chain <p>IP, rights and patents Design and development Production Logistics and distribution Service User experience</p> <p>Digitalization</p> <p>Digital value-added chain</p>	Adjust organizational structures <p>Change of current business models</p> <p>There are little to no effects Change is necessary Outsourcing and new structures are necessary</p> <p>New independent business model Transformation of the current business model New disruptive business model</p> <p>Expansion of the business model Optimization</p> <p>Pressure for change on the organization</p>	Accompany the change <table border="1"> <tr> <th>Phase</th> <td>Initiate the change</td> <td>Facilitate the change</td> <td>Confirm the change</td> </tr> <tr> <th>Modules</th> <td>Exploration flight (Management) awareness and scoping</td> <td>Rethink your structures Workshop module „Structural change“</td> <td>Time to improve Retrospective: Team Development & Performance</td> </tr> <tr> <th>Results</th> <td>Decision-making templates with change management roadmap</td> <td>Concepts, blueprints for organizational development</td> <td>Continuous improvement of collaboration and team performance</td> </tr> </table>	Phase	Initiate the change	Facilitate the change	Confirm the change	Modules	Exploration flight (Management) awareness and scoping	Rethink your structures Workshop module „Structural change“	Time to improve Retrospective: Team Development & Performance	Results	Decision-making templates with change management roadmap	Concepts, blueprints for organizational development	Continuous improvement of collaboration and team performance
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“Modern applications adapt to the needs and experiences of their users and allow changes independently from the backend.”

“Holistic integration architectures are the basis for processing complex data streams within modern, digital business models.”

“Digitalization is driving the development from Business Intelligence to analytical Big Data approaches for better business insights.”

“Hybrid cloud infrastructures combine the strengths of traditional IT with the flexibility of cloud computing.”