

# ENTERPRISE COMMUNICATIONS IN **THE NOW ECONOMY**

## Transforming Business through Communications

The Oracle Communications portfolio of open, enterprise-class communications solutions is powering business transformation, helping companies thrive in the NOW Economy.

Enterprises are reinventing customer experiences, boosting employee collaboration and productivity, generating new revenue streams and unleashing innovation with secure, reliable and ubiquitous communications.



## NOW ECONOMY MEANS PRODUCTS NOW, SERVICES NOW AND COMPETITION NOW

**T**he NOW Economy is the new digital business environment driven by pervasive communications, intelligent mobile devices and cloud computing. It fundamentally changes the way products and services are delivered, enabling new business models, disrupting entire industries.

The NOW Economy spans geographies and markets, transforming established businesses and fueling innovative start-ups. Global manufacturers complement physical goods with digital services. Healthcare providers improve lives by better monitoring patients. International financial services firms eliminate inefficiencies and improve customer experiences by infusing communications into business transactions.

In the NOW Economy people, devices and applications are constantly communicating, accelerating the pace of business. Services are delivered instantly. Product development cycles are slashed. Marketing campaigns are continuously adapted. Competitors emerge overnight.

## COMMUNICATIONS IS AT THE CORE OF THE NOW ECONOMY

Ubiquitous communications is the backbone of the NOW Economy. Critical for success are not only voice, video and messaging, but also rich communications functions integrated directly into the applications and processes that run businesses. All these services are essential for improving collaboration and productivity, enabling superior customer experiences, generating recurring revenue streams, and optimizing business processes.

## EXTEND YOUR COMPETITIVE ADVANTAGE WITH COMMUNICATIONS

- **Improve customer experiences** by adding contextual voice, video and screen-sharing to mobile apps and websites
- **Fuel recurring revenue growth** and deepen customer relationships with differentiated digital services
- **Accelerate the pace of innovation** with rich, cloud-based collaboration services
- **Exploit the power of the Internet of Things** by transforming raw device data into meaningful and actionable information
- **Improve agility and reduce costs** by transforming disparate legacy communications systems into a unified infrastructure for end-to-end IP communications



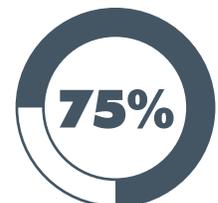
of companies relate improving CX to revenue / profit growth<sup>1</sup>



of executives believe they are leaving revenue on the table because they lack digital services<sup>2</sup>



faster organizational growth when using public cloud services<sup>3</sup>



of dispersed organizations improve productivity using conferencing<sup>4</sup>

## ARE YOU READY FOR THE NOW ECONOMY?

To compete in today's world of tech-savvy consumers you must deliver innovative, personalized services and superior user experiences—any place, any time.

**84%**

of organizations have seen a trend toward customers wanting a **more individualized experience**<sup>2</sup>

**70%**

of **enterprises** have observed this trend among employees as well<sup>2</sup>

**18%**

boost in **annual revenues** achieved by offering customers and employees a highly individualized experience<sup>2</sup>



## COMMUNICATIONS REQUIREMENTS FOR THE NOW ECONOMY

The NOW Economy never sleeps. Your customers are always online. Your employees are always collaborating. Your competitors are always innovating. To thrive in today's 24x7 global marketplace, you need to engage customers and conduct business around the world, around the clock. And you need to deliver compelling digital services to stay one step ahead of the competition. Communications is your key to success in the NOW Economy. But legacy enterprise communications systems based on closed architectures and proprietary technology can't meet the increased agility, extensibility and scalability demands of the cloud first, mobile-first world.

## NOW ECONOMY CHALLENGES FOR IT

- IT organizations must comply with a growing list of industry regulations governing digital communications privacy, recording, archiving and reporting.
- Cloud-based services and the public Internet introduce a variety of security challenges. Corporate security teams must implement new systems and practices to protect against denial of service attacks, fraud and data loss.
- Businesses must extend enterprise communications and collaboration services to today's on-the-go information workers. They must add interactive communications to mobile apps and websites to improve customer satisfaction and brand loyalty.
- Enterprises must increase service agility to keep pace with rapidly evolving business requirements.
- Businesses are challenged to adapt their accounting and transaction systems to support new digital services, on-demand applications and web-based business models, and to monetize the Internet of Things
- To participate in the global marketplace enterprises must bill for services in local currencies, transact business in local languages, and handle taxes and partner payments across national borders

○ *By 2025, spending on NOW Economy technology is estimated to drive as much as **\$3 TRILLION** in revenue, nearly **10 times** what it drives today!*

# POWERING BUSINESS TRANSFORMATION

Transform your business with Oracle Communications. Accelerate your NOW Economy journey with our portfolio of enterprise communications solutions. Gain a competitive edge in today's global marketplace with cloud agility and economics and world-class support. Choose from on-premise solutions or private, public or hybrid cloud deployment models. Deliver digital services with differentiated experiences tailored to individual customers and employees.

Oracle offers a wide range of communications platforms and solutions to help transform your business. We deliver the reliable and scalable network infrastructure that streamlines communications across your extended enterprise, the personalized customer experience that defines your brand, the rich collaboration tools that unleash employee innovation, and the activation, orchestration and monetization systems that power your global digital business.



## ENTERPRISE COLLABORATION

Our Enterprise Collaboration solutions set the bar for openness, reliability and scalability. Unified messaging, scheduling, presence, instant messaging and voice and video communications streamline interactions, improving employee productivity across the enterprise. Flexible cloud-based or on-premise deployment models satisfy diverse financial and operational requirements. The solutions can easily tie in other UC and VoIP systems to protect and extend previous investments.



## COMMUNICATIONS INFRASTRUCTURE

Our Communications Infrastructure solutions provide a highly secure, agile and cost-effective foundation for delivering real-time IP communications services across private and public networks. The solutions safeguard enterprise communications services, dramatically simplify operations, reduce costs and ensure high service quality and availability for voice, video and UC sessions. Centralized session recording capabilities with easy-to-use APIs simplify regulatory compliance and mitigate risks.

"With Oracle we took an important step toward creating a more extensible communications architecture that ensures support for future needs and value-added services, while being more cost-efficient."

**Steffen Ninebuck**  
Network System Engineer  
KKH, Leading German Health Insurance Provider

### CASE STUDY ONE

#### National Government Boosts Employee Productivity and Collaboration

One of the world's largest governments uses Oracle Communications solutions to enable highly scalable, reliable and cost-effective unified communications for its massive workforce. Deployed as a cloud-based service, the Oracle platform has delivered 100% uptime for over five years.

### CASE STUDY TWO

#### Auto Manufacturer Transforms Communications Infrastructure

A leading auto manufacturer deployed Oracle Communications solutions to unify and modernize its fractured multivendor UC environment. The company improved employee communications by interconnecting separate Cisco, Alcatel-Lucent and Skype for Business implementations and reduced carrier fees by 50% by modernizing its network connections.



## CUSTOMER EXPERIENCE

Our Customer Experience solutions adhere to the latest web standards for adding contextual voice and video communications to websites and mobile apps. They enable you to improve customer service and brand loyalty and boost contact center efficiency and economics. The solutions can record customer interactions for quality assurance, training, call mining and voice analytics.



## DIGITAL BUSINESS

Our Digital Business solutions provide the billing and revenue management, along with activation and orchestration capabilities needed to monetize new business models and deliver digital services to consumers and businesses. Generate recurring revenue streams and deepen customer relationships with subscription services. Monetize the Internet of Things by efficiently connecting, controlling and analyzing intelligent system data—at scale.

# TRANSFORM YOUR BUSINESS WITH ORACLE COMMUNICATIONS

Communications is at the core of the NOW Economy. Begin your NOW Economy journey with Oracle Communications. **Improve economics and business agility** with a secure, reliable and scalable IP communications infrastructure. **Enhance customer experiences** with interactive voice and video and personalized interactions. **Boost employee productivity** with rich unified communications and collaboration tools for on-the-go knowledge workers. **Grow revenues** and tap into new market opportunities with new digital business services and IoT solutions.

To learn more:  
Go to

[www.oracle.com/goto/noweconomy](http://www.oracle.com/goto/noweconomy)

Email:

[oraclecommunications\\_ww@oracle.com](mailto:oraclecommunications_ww@oracle.com)

### CASE STUDY THREE

#### Insurer Improves Customer Experience with Real-Time Video

A major insurance provider uses Oracle Communications solutions to streamline automobile insurance claims. Using a mobile app, subscribers can engage contact center agents and transmit live video to jumpstart the claims process. The Oracle solutions accelerate mobile app development and ensure secure and reliable communications.

### CASE STUDY FOUR

#### Digital Media and Entertainment Provider Monetizes Subscriptions

A leading digital media and entertainment provider uses Oracle Communications solutions to on-board new subscribers and provide a highly personalized menu of digital service offerings. More than 30 million subscribers are billed more than \$4 billion per year using Oracle Communications billing and revenue management solutions. Sophisticated functionality enables free trials, discounting, full financial compliance, and payment processing.

#### Footnotes

- 1: 2015 Global Contact Centre Benchmarking Report, Dimension Data  
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- 4: Unified Communications Applications: Uses and Benefits, Chadwick, Martin, Bailey  
[http://www.cisco.com/c/dam/en\\_us/solutions/industries/docs/gov/CMBResearch\\_WP.pdf](http://www.cisco.com/c/dam/en_us/solutions/industries/docs/gov/CMBResearch_WP.pdf)

# WHY ORACLE?

Oracle is leading the industry-wide movement to the cloud, bringing virtualization and service orchestration capabilities to our best-of-breed communications solutions. Count on Oracle to deliver the reliable technology, trusted experience and worldwide support resources you need to succeed in the NOW Economy:

- ✓ **Extensive product portfolio** spans network edge to business applications
- ✓ **Enterprise-class communications solutions** boost collaboration and productivity
- ✓ **Open architecture** protects investments and satisfies future requirements
- ✓ **Simple web services APIs** accelerate development and unleash innovation
- ✓ **Global support** in 145 countries streamlines problem resolution
- ✓ **World-class partner network** simplifies system design, deployment and operations



**ENTERPRISE  
COLLABORATION**



**COMMUNICATIONS  
INFRASTRUCTURE**



**CUSTOMER  
EXPERIENCE**



**DIGITAL  
BUSINESS**

**ORACLE®**