



Oracle Cloud: The Most Complete, Modern, Flexible, and Secure Enterprise Cloud

Oracle has invested many years and billions of dollars in R&D and strategic acquisitions to offer the most comprehensive, modern, flexible, and secure cloud on the planet. Companies of all sizes rely on Oracle's broad suite of applications and enterprise-grade platform, all of which offer social, mobile, and business intelligence capabilities.

Oracle's public cloud solution, Oracle Cloud, provides the industry's broadest portfolio of application services, platform services, and social relationship management services, all available through a monthly subscription.

Broadest Portfolio of Applications

Oracle delivers a full suite of integrated, enterprise-grade applications services. By choosing Oracle Cloud, businesses can avoid the fragmented data and business processes that can result from using multiple, siloed clouds from different vendors.

No other vendor can match the breadth and depth of application functionality that Oracle Cloud offers for human capital management, talent management, sales and marketing, customer service and support, enterprise resource planning, planning and budgeting, and financial reporting.

A Standards-Based, Enterprise-Grade Platform

Oracle Cloud provides modern and flexible environments for developing and deploying enterprise applications in the cloud. With Oracle Cloud's platform services, developers can extend the applications of Oracle

Cloud or build and deploy entirely new applications using open programming standards such as Java and SQL; popular IDEs including Oracle JDeveloper, Eclipse, and NetBeans; and development frameworks such as Oracle Application Development Framework and Spring.

Oracle Cloud's platform services are built on Oracle Database and Oracle WebLogic Server to enable enterprise-class performance, availability, and scalability.

Built-In Social, Mobile, and Business Intelligence Capabilities

Social networks have dramatically changed the way people work, transforming how employees interact with one another, with customers, and with partners. Oracle Cloud applications are enriched with advanced social capabilities in just the right places across processes and business functions including social marketing and recruiting talent. Its social engagement, monitoring, and networking functionality maximizes value and collaboration across your business. Oracle Cloud also provides embedded business intelligence and enables easy access via mobile devices.

APPLICATION SERVICES

- Sales and Marketing
- Customer Service and Support
- Human Capital Management
- Talent Management
- Enterprise Resource Planning
- Planning and Budgeting
- Financial Reporting

SOCIAL SERVICES

- Social Network
- Social Marketing
- Social Engagement and Monitoring
- Data and Insight

PLATFORM SERVICES

- Database
- Java
- Developer

INFRASTRUCTURE SERVICES

- Storage
- Messaging

FACT: More than 25 million users and more than 10,000 organizations use Oracle Cloud every day.



"We're living in a transformation age where the cloud has become mainstream. If you wait and your competitors are moving to the cloud and you're left with in-house legacy applications on an infrastructure that is not up to speed, you could be left behind."

Baz Khuti, CTO and VP Engineering, Avocent, Emerson Network Power

Business users are empowered with unified dashboards and reports they can tailor to help them make better decisions with greater speed and auditability. Plus, they can do it all from anywhere, and on virtually any internet-connected device.

Accelerate Success with Oracle Cloud Applications

Forward-looking executives are accelerating innovation with Oracle Cloud by deploying software-as-a-service applications that let users access the latest software functionality quickly and with lower risk and cost.

As a result of Oracle's uniquely comprehensive, modern approach to cloud applications, businesses can

- Quickly execute complete and integrated business processes
- Easily access market-leading capabilities to solve end-to-end business problems
- Innovate faster and with less risk
- Roll out solutions faster and incrementally with less burden on IT
- Transform user experiences and deliver unprecedented insight
- Deliver greater value to both internal teams and customers

Enhance Productivity with Social Collaboration

Oracle's social relationship management services help organizations use social data

and channels to drive greater customer understanding, make better business decisions, and strengthen relationships.

The components of these social relationship management services include

- **Oracle Social Network**, which delivers a secure enterprise social network that connects business processes, enterprise applications, and content
- **Oracle Social Marketing Cloud Service**, which enables companies and agencies to publish social content, engage fans, and customize their brand's unique characters
- **Oracle Social Engagement and Monitoring Cloud Service**, which provides listening, engagement, and analysis capabilities across social channels to help businesses understand their customers and act upon that understanding
- **Oracle Data and Insight Cloud Service**, which caters to a growing enterprise need for external information by providing information, directory services, and insights about common business entities

Build and Deploy Enterprise-Class Applications in the Cloud

Oracle Cloud provides open, standards-based platform services that enable developers to build and deploy enterprise-grade business applications in the cloud.

- **Oracle Java Cloud Service** allows developers to benefit from the

productivity of Java, without requiring IT involvement. They can rapidly develop and deploy modern business applications in the cloud securely and seamlessly.

- **Oracle Database Cloud Service** delivers the Oracle Database you know and love—in the cloud. Users get tools for rapid application development, RESTful Web services, SQL and PL/SQL support, and prepackaged business productivity applications.
- **Oracle Developer Cloud Service** offers turnkey development environments and an automatically provisioned development platform that supports the complete development lifecycle.

Oracle Cloud: Complete, Modern, Flexible, and Secure

Businesses have known Oracle for years as the leading provider of enterprise technology and applications. Today, they trust Oracle as a leading provider of public cloud services. Oracle has the most enterprise-class applications; the most complete, standards-based platform; and the most modern, socially enabled technology applications to meet the needs of today's businesses.

Oracle Cloud: complete, modern, flexible, secure—and ready for business. For more information, visit oracle.com/cloud. To try out Oracle Cloud today, go to cloud.oracle.com



Oracle is committed to developing practices and products that help protect the environment

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