



# Unlocking the secrets of the universe through modern application development

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## Name

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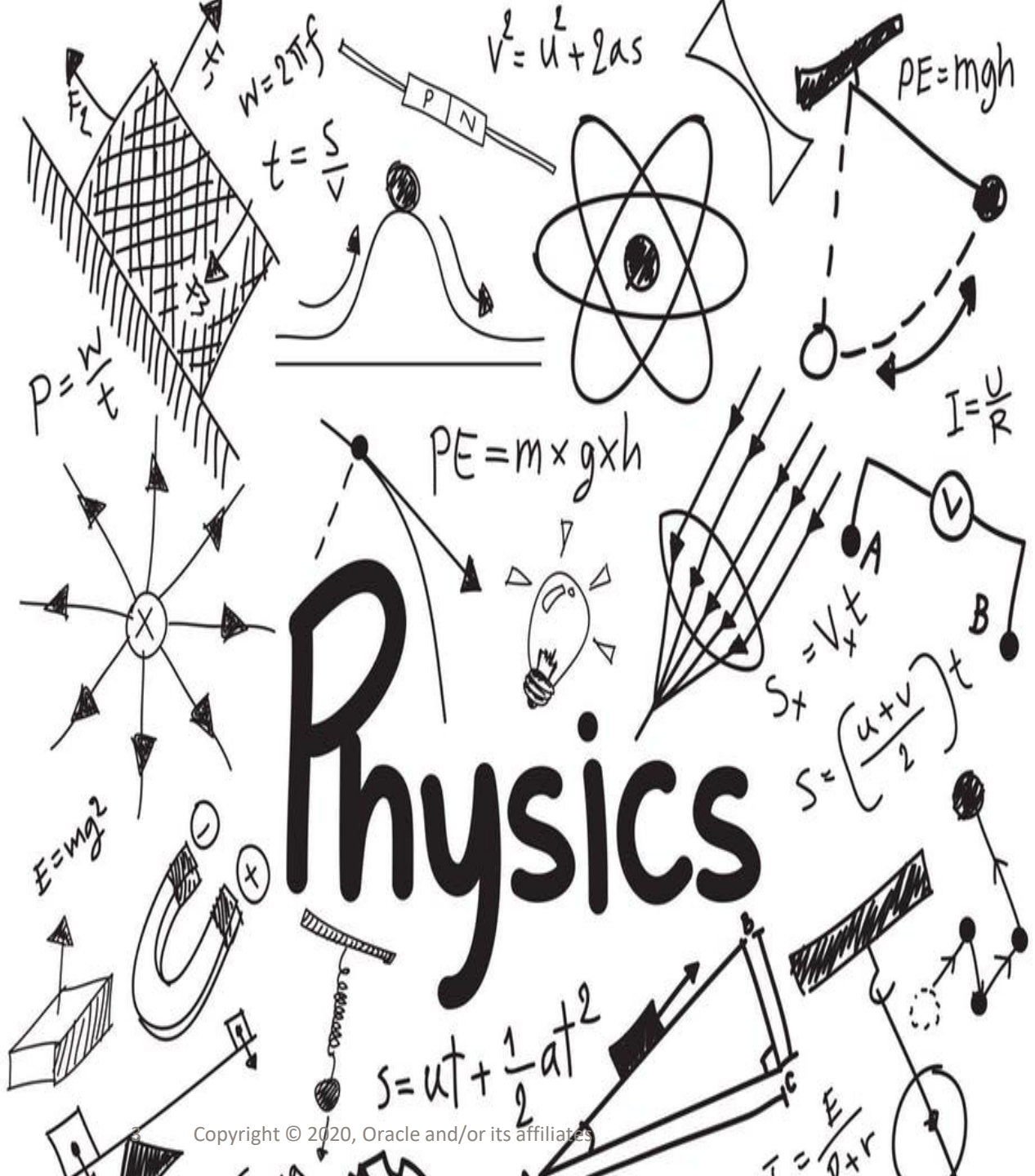


## Safe harbor statement



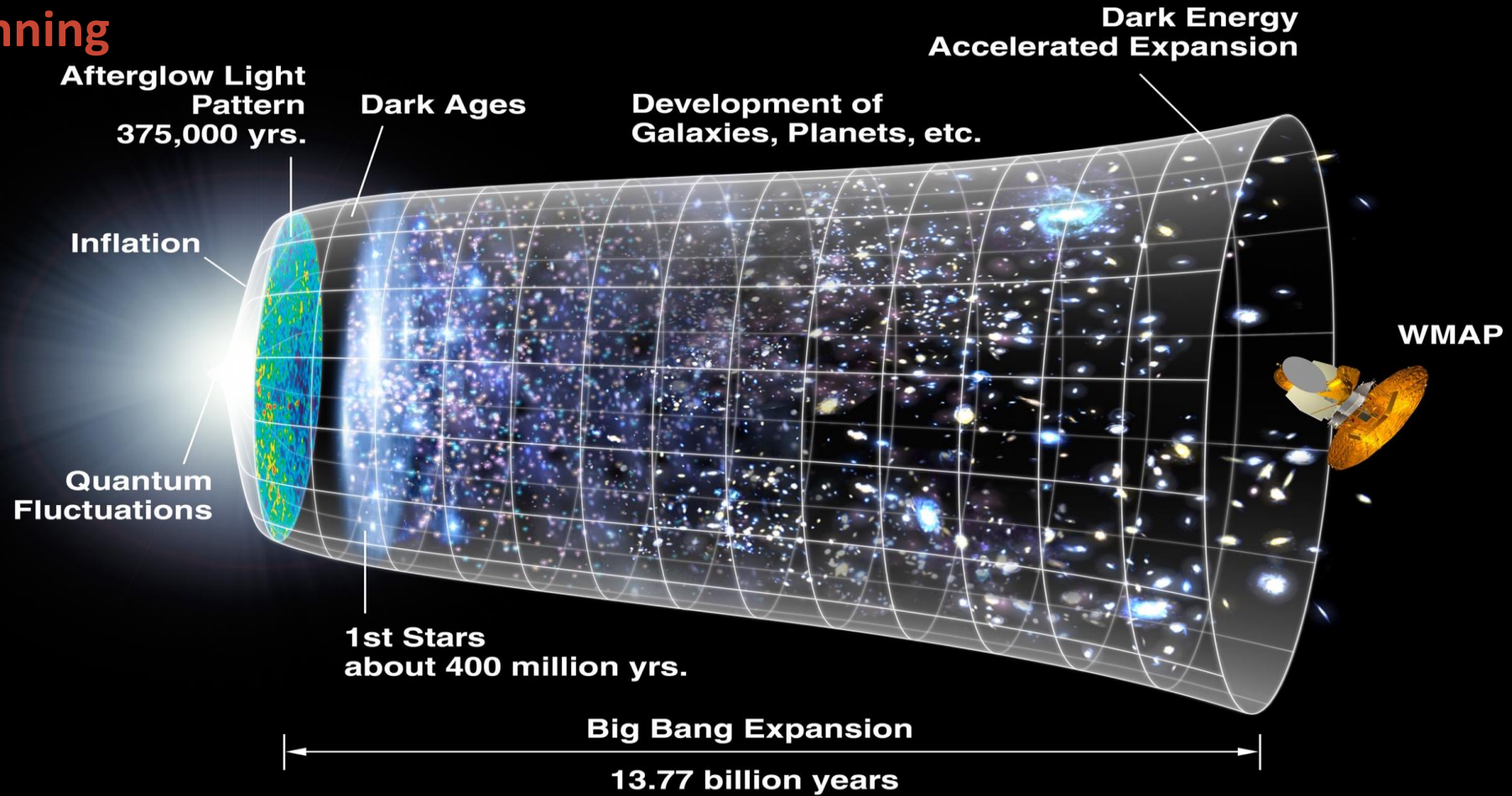
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# The Beginning

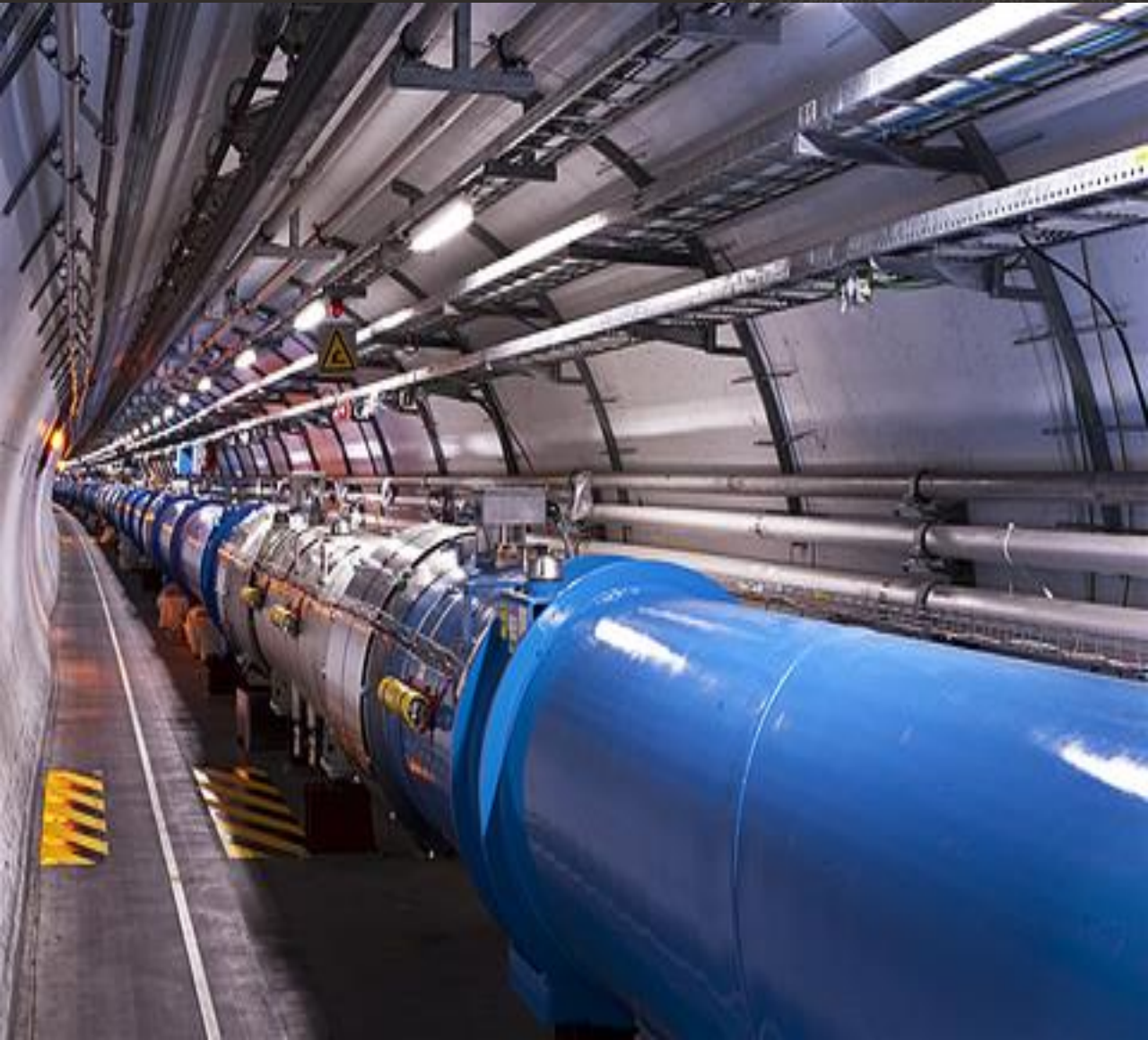




# The Speed Of Insight



# Cern - The Large Hadron Collider



## The Findings at Cern

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- 1973: The discovery of neutral currents in the Gargamelle bubble chamber
- 1983: The discovery of W and Z bosons in the UA1 and UA2 experiments
- 1989: The determination of the number of light neutrino families at the Large Electron–Positron Collider (LEP) operating on the Z boson peak
- 1995: The first creation of antihydrogen atoms in the PS210 experiment
- 1999: The discovery of direct CP violation in the NA48 experiment
- 2010: The isolation of 38 atoms of antihydrogen
- 2011: Maintaining antihydrogen for over 15 minutes
- 2012: A boson with mass around 125 GeV/c<sup>2</sup> consistent with long-sought Higgs boson
- 2015: The "International Year of Light and Light-based Technologies"

# How do I transform my organization?



# Industry Trends

Through **2020**, integration work will account for **50%** of the time and cost of building a digital platform.

– Gartner

By **2021**, There will be more virtual assistants than the Earth's human population.

– Ovum Research

**77%** of organizations believed they would lose a competitive advantage if they didn't adopt blockchain technology.

– Deloitte

# Oracle Cloud Platform Services

## Oracle Fusion Applications



### Application development

Container-native, serverless, chatbots, blockchain, AI



### Integration

Oracle and non-Oracle apps, both on-premises and in the cloud



### Analytics

Data ingest, reporting and analysis and visualization



### Security

Layers of defense across apps, users, data and infrastructure









### Autonomous Database

Self-driving, self-repairing, self-securing, Self-tuning

## Oracle Gen 2 Cloud Infrastructure



# Complete, No-Compromise Cloud Built for Enterprise

Partner Ecosystem	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>										
Next Layer Services	Dev Ops		Big Data & Analytics		Container Ecosystem		Hybrid Services		Migration / Hybrid		
	Dev Tools/IaC		Streaming		Kubernetes/ Container Registry		Partner Integrations		Identity (AD, SSO, LDAP)		
	CI/CD/Deployment		Data Integration / ETL		Functions		Exadata Cloud@Customer		VM/Data Migration		
Data Services	DBaaS		ATP		ADW		ExaCS		Other Data		
	Database as a Service		Dedicated and Serverless		Autonomous Data Warehouse		Exadata Cloud Service		NoSQL		
Core Services	Compute and OS		Storage		Networking		Security		Governance and Management		
	Bare Metal		Block		VCN		KMS		Compartments & Tags		
	Virtual Machines		Object		Load Balancer		Policy		Monitoring		
	GPU shapes		Object Archive		Service Gateway		Identity		Audit & Events		
	High frequency CPUs		File		FastConnect		CASB		Credential Manager		
	Autonomous Linux		Import Appliance				WAF				
	Linux		Storage Gateway		DNS		DDoS		Cost Management		
Regions	Ashburn	Frankfurt	London	Mumbai	Phoenix	Sao Paolo	Seoul	Sydney	Tokyo	Toronto	Zurich

## Build, deploy, connect, and enrich





## Hermes - Helping Customer While Lowering Costs

- Delivering over 350 million parcels a year
- Holly Digital Assistant helped customers track and manage parcels
- 40% customer enquiries now managed by Holly in entirety
- Time reduced to 3 minutes on other agent-handled calls
- Oracle Digital Assistant integrated with Oracle Service Cloud



“The reason we chose Oracle is because of the ease and secure integration between the chatbot and our backend systems. The bot now handles more than 40% of contacts. We had high expectations but never dreamt of getting such an impressive rate so early! It's a better customer experience and while at the same time, frees up internal resources.”

**Craig Boothe**

Head of Enterprise Applications, Hermes

## Illy – Customer Service

- Conversational Experience for Customer Care
- Hands customer over to a live call agent for more complex queries
- Oracle Digital Assistant and Oracle Service Cloud with Knowledge Advanced



Quicker access for customers to support

**4 months**

reduction in time to market

**30%**

Reduction in man hours due to increased manageability







**American  
Red Cross**

ORACLE

## Requirement

Need to dramatically improve a mostly manual process for delivering mission critical products to disaster relief situations across the USA

## Solution

Design and build a modern cloud-based Inventory Tracking Automation solution for requisition, fulfilling orders, and leveraging of Oracle EBS R12 Inventory.

Create engaging applications with

- Oracle E-Business Suite
- Oracle Integration Cloud (OIC)
- Mobile Cloud Enterprise (MCE)







LATHAM POOLS



Requirement

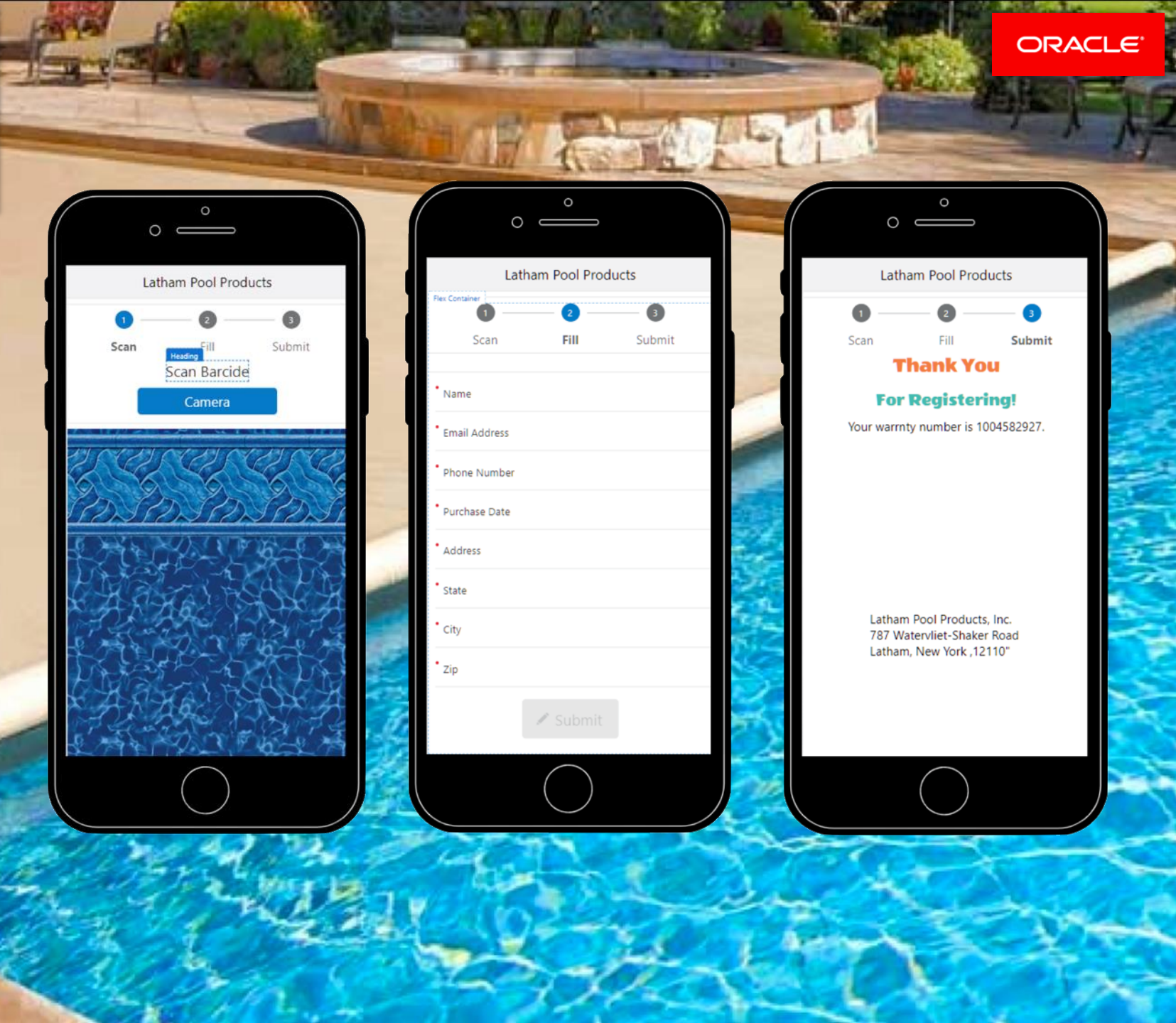
Creation of a new mobile application to be used by employees at their workstations to scan completed work activity. Rapid Application Development was a key requirement.

Solution

Android app deployed to manufacturing stations to track employee performance metrics and job details Specialized Zebra scanner hardware for scanning employees, job, and materials information

Uses Integration Cloud to interact with on-premise database

- Oracle Database
- Oracle Integration Cloud
- Scanning Hardware Integration





How will you transform  
your organization?

# Visit the Oracle Stand B165

## Relax with a complimentary drink

- Let's talk about: Analytics, Data Strategy, Gen 2 Cloud, Multi-Cloud, Security
- We can also set you for a free trial of our Cloud Services: <https://oracle.com/cloud/free>

## Oracle Speaking Session Programme

- 12 Mar 2020, 10:30 - 10:55, Theatre 17 - Unlocking the secrets of the universe through modern application development
- 12 Mar 2020, 11:00 - 11:25, Theatre 11 - What the future holds for us with Advanced Computer Vision, Digital Assistants, Blockchain and Intelligent Automation
- 12 Mar 2020, 11:15 - 11:40, Main Stage - Learn how multi-cloud innovation can benefit your enterprise through the Azure and Oracle Alliance
- 12 Mar 2020, 15:40 - 16:00, Big Data & AI World Keynote Sail GP: Powered by the wind, Oracle Cloud and Data Science

# Thank you

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