Customer Journey, From Vision to Delivery

David Heraty, Business Development Manager – Vertice

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Helpful Links –
ORACLE AUTONOMOUS CLOUD
https://cloud.oracle.com/tryit

ORACLE AUTONOMOUS HANDS ON LAB FOR DEVELOPERS
https://go.oracle.com/e/f2?LP=82486

ORACLE MACHINE LEARNING ON OTN
https://www.oracle.com/technetwork/database/options/oml/overview/index.html

OML TUTORIALS
Credit_Scoring_100K Targeting Top Customers: https://oracle.github.io/learning-library/workshops/adwc4dev/?version=Self-Guided&page=SG-intro.md&elqTrackId=e57daae9db8d44bfac4a9e6614175e5a&elqaid=82487&elqat=2&source=%3Aow%3Alp%3Acpo%3A%

ORACLE ANALYTICS CLOUD
# Future and past TechCasts:

Formerly called the BIWA Summit with the Spatial and Graph Summit
Same great technical content...new name!

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## 2019 TechCast Archive

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Agenda

Introduction

Use Cases
  – Trinity College
  – Eaglemoss Collections
  – An Post

Customer Success

Q&A
Introduction

Go-To Partner in Cloud Market Place

Founded in 2010

9 Specialisations

Established

Successful Multiple Oracle Global Excellence Awards

European Presence

Accomplished

25 Oracle Certified Experts

Oracle Ireland Partner of the Year 2018, 2019

Proud of our Strong Oracle Partnership

42 Employees across four countries

After 10 years in operation

Oracle University Partner

Oracle Platinum Partner

Respected
The Analytics Journey

- Data-Driven
- Improved User Productivity & User Adoption
- Stronger Governance
- Self-Service (Predictive)
- Descriptive

Data Agility

Business Value

Augmented (ML/AI)
Use Cases

1. Trinity College Dublin
   - Public Sector – Education
   - Dublin, Ireland

2. Eaglemoss Collections
   - Private Sector - E-Commerce
   - London, United Kingdom

3. An Post
   - Public Sector - Postal Services
   - Dublin, Ireland
Use Case 1
Trinity College Dublin
Trinity College Dublin (TCD)

Considered one of the most prestigious universities in Ireland
Located on College Green, Dublin, Ireland
Existing Oracle Customer;
   – OBIEE, BI Apps, E-Business Suite
   – PBCS live since Autumn 2019

Planning for Hybrid Cloud Analytics and Data Management
   • Oracle Analytics Server
   • Oracle Analytics Cloud
   • Autonomous Data Warehouse
   • Oracle Data Integrator
   • E-Business Suite to move to OCI
Finance and Operations
TCD: Vision

The Analytics Journey... Planning for Cloud Analytics and Data Management:

• OBIEE & BI Apps “Optimised”
• Oracle Analytics Server (OAS)
• Oracle Analytics Cloud (OAC)
• Autonomous Data Warehouse (ADW)
• Oracle Data Integrator (ODI) on Oracle Cloud Infrastructure (OCI)

Across Finance [Existing Scope] and Operations [Wider Scope]
“Our Success in Analytics, is about People management and not technology management...

We will be Looking at the requirements to deliver the best for our people and optimal User Adoption is our Key Success Factor!”

Video with Bruno Aziza, Oracle GVP Analytics on “Destination Insight”
TCD: Analytics Customer Base

Up to 2,000 Analytics users across the university at any time

All need data in the same methodology
✓ Same SINGLE user interface
✓ Easy to understand for increased User Adoption
✓ Confidence that it is up to date and of course Accurate

Variety of data sources considered
▪ E-Business Suite - Financials
▪ SITS – Student Information
▪ KX – Accommodation & catering
▪ Core HR – Human Resources
TCD: The Analytics Journey – First Step

OBIEE & BI Apps “Optimised”

Included E-Business Modules:

• Financials
• Procure to Spend
• Projects

Plus, OBIEE Custom Reports on E-Business Suite

• Approx 650 Reports now operable to prior original requirements, not previously delivered
• Some that have now been performance optimised

Upgrades and Replace Informatica with ODI

• ODI becomes enterprise ETL tool & first step towards cloud migration

✓ “Descriptive” Analytics is in place in terms of disseminated Dashboards within OBIEE, BI Apps...
Use Case 2
Eaglemoss Collections
Eaglemoss Collections

E-commerce business selling collectibles, magazines & merchandise
Located in London, United Kingdom
New Oracle Customer!

Phase 1 in Cloud Analytics and Data Management

• Oracle Analytics Cloud (OAC)
• Autonomous Data Warehouse (ADW)
• Oracle Data Integrator (ODI)
Subscriptions KPIs
Eaglemoss: Use Case

• Receive data from multiple partners worldwide which was presenting issues around Data Integrity.
• Key customer data stored across multiple regions
• Unable to get consolidated views of customer behaviour from siloed databases
• Creating and sharing Excel reports from the individual reporting hubs was time consuming and was not providing the information the Business Leaders wanted.
• The old Data Warehouse was unable to provide an acceptable query performance preventing the business from making proactive data driven decisions.
Eaglemoss: The Analytics Journey – First Step

**Single Source of the Truth**
- OAC and ADW key components

**Track core business/channel KPIs.**
- Key trends can be monitored resulting in possible further analysis.
- Quicker insights through OAC

**Give users a way of exploring data using a predetermined set of dimensions**
- Dashboards accessible on any device
- Disseminated, governed and secured
Use Case 3

An Post
An Post

State owned provider of postal services in Republic of Ireland
Located on O’Connell Street, Dublin, Ireland
Existing Oracle Customer
  – Hybrid Big Data Analytics Platform: OBIEE, Exadata, ODI, Goldengate, Essbase, OAA, OAC, DBCS

Moving to Cloud for Augmented Analytics and Data Management
  – OAS, OAC, ADW and ODI
  – Step 1: Customer Analytics – Live on OAC
  – Step 2: Single Customer View – In Progress on ADW & OAC
An Post: Customer Analytics

Mails Business in Decline / Common to all Postal Groups
   – Increasingly Competitive Market

An Post key business focus on parcels for new revenue

Offering new Service and related technology Innovations
   – Business Innovations: “World Wide Open” Marketing campaign on Parcels business
   – Technological Innovation: “Customer Experience Management (CXM)” Dashboard
An Post: CXM Dashboard
An Post: CXM Dashboard
An Post: CXM Dashboard
An Post: CXM Dashboard
An Post: ROI

Optimised process efficiency
   – An Post and all customers equally

Reduced costs
   – Net effect in An Post reduction of 2-3 days of manual effort per month

Business Retention
   – Existing customer retention much enhanced
   – E.g. Amazon, Sky TV and the Inditex Group
   – An Post Group CIO Global Excellence Award for Analytics

New business
   – Customer Analytics seen as a strong USP which has attained new customers
   – E.g. Arvato
An Post: Growth

- Revenue: €840m
- Profits: €8.4m Loss vs (€12m) Previous Year
- Cash Balance Sheet: €84m Previous vs €26m Year
- Parcels: +30%

Amazon and DHL preferred deliver Partner in Ireland

CXM realised within business as a contributing factor
The Analytics Journey – At Present

- Business Value
- Augmented (ML/AI)
- Data-Driven
- Improved User Productivity & User Adoption
- Stronger Governance
- Descriptive
- Self-Service (Predictive)
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The Analytics Journey - Future

- Data-Driven
- Improved User Productivity & User Adoption
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- Business Value
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- Descriptive

Data Agility

The Analytics Journey - Future

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Vertice Customer Success: Verticals

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Vertice Customer Success: Western Europe
Vertice Customer Success: Data Analytics Awards

Successive Multiple Oracle Global Excellence Awards

- 2018 Winner: Oracle Excellence Award
- 2017 Winner: Oracle Excellence Award
- 2016 Winner: Oracle Excellence Award

Multiple Oracle User Group Awards

- 2018-2019 Gold Winner: Oracle User Group Partner of the Year Award
- 2017-2018 Gold Winner: Oracle User Group Partner of the Year Award
- 2016-2017 Gold Winner: Oracle User Group Partner of the Year Award

Successive Oracle Ireland Partner of the Year Awards

- 2019 Gold Winner: Oracle Ireland Partner of the Year
- 2018 Gold Winner: Oracle Ireland Partner of the Year

Vertice
Vertice Analytics Summit

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<td>3:35pm</td>
<td>Cloud Transformation – The Analytics Journey: Trinity College Dublin</td>
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