

Oracle's cloud offering is growing and there are plenty of customers who have made the switch; why? Cloud introduces a host of options to applications customers, not just a delivery platform but also and in many cases, more importantly, the way you pay for it. There are some challenges and some compromises but on balance is Cloud a good option? Looking at Fusion Applications, although equally relevant to other application offerings, this presentation will look at the differences between On Premise and Cloud and why this is such a game changer.

Lilley has worked with Oracle development since the inception of Fusion Apps and is an advocate for the User Experience. As a long term user group leader and consultant she has worked closely with and spoken to many users on their applications journey, and whilst those moving to Fusion had good things to say about it, there were also new challenges and this presentation will explore both sides



SaaS

Do Cloud Applications Stack Up?

Debra Lilley

August 2015

Certus Values & Aspirations

The vision for the company is to become the Centre of Excellence and preferred Oracle Implementation Partner across EMEA for the delivery of Cloud HCM & ERP Applications and recognised provider of back office Integration and Consultancy Services.



Debra Lilley



- - VP Certus Cloud Services
 - Oracle ACE Director, OCP & Oracle Masters
 - Fusion Applications UX advocate
 - Director and Past President UKOUG
 - Oracle App since 9.4.1 (18 years)
 - End User Advisor for Constellation Research
 - 2008 Oracle Magazine Award 'User Group Evangelist of the Year
 - 2011 Friend of Quest Award
 - 2011, 2015 SOA Community Award Winner
 - 2014 UKOUG Most Read Oracle Scene Apps



Guest Column: Fusion Applications

By Debra Lilley
User Group Leader, Fujitsu America

MOVE ALONG, NOTHING TO SEE HERE...OR IS THERE?

CRIME SCENE DO NOT CROSS

When Oracle bought PeopleSoft and in the process acquired JD Edwards, those customers were worried. Would Oracle kill their products, the applications they the customers had assessed and purchased as the right solution for their organizations?

At first it looked like their fears may have had foundation when Oracle announced Fusion Applications and said all Oracle Application families would move by 2013. Then came the user driven turnaround and Oracle announced Applications Unlimited. No need to move to Fusion Applications and continuous enhancements in the existing products.

Great news for Quest members: You can stay on your products and they will continue to get better – so why am I talking to you about Fusion Applications?

Oracle developed Fusion Applications for many reasons; these are some of the ones that resonate with me:

Change

Our organisations are changing and existing apps are not as agile for change. We need to be able to change processes quickly to manage mergers and acquisitions,

changes in how we do business because of legislative, economic or innovative change. Changes are business driven and in Fusion Applications are business implemented.

Enterprise IT

Every organisation has more than one application and we are moving away from maintaining them as silos. Fusion middleware helps bring them all together, a single platform for orchestrating processes, reporting on data, delivering to the user and securing your organisation and additionally with one development framework. Fusion Applications are completely written in Fusion Middleware.

How We Work

People work differently. We use technology intuitively to support our lives through the internet, and expect to do the same in our organisations. The user experience in Fusion Applications is fantastic, and the reason why it is so good is because Oracle watched and listened to users, and then had them validate their findings at every step of the development of Fusion Applications.

To me, Fusion Applications can be summed up as everything you need to do, and everything you need to know, available all the time, in one place. We do today what we need for our organisations but we do a lot of it outside our ERP applications – range of tools help us carry out what is needed. In Fusion

Applications it is, simply, just simpler and intuitive. The applications are written, tested by users and available, but again I ask, why should you be interested?

Upgrades

If you are thinking of an upgrade, Fusion may now be an alternative. Depending on your applications footprint and how difficult your upgrade may be, it may now have the functionality and ROI you need. Especially if you have already started your Fusion Middleware journey this is a real option. I know organisations that are just finishing a major upgrade who wish Fusion applications had been available when they started planning.

Co-existence

In an ideal world (and if you were commissioning systems for the first time) I am confident you would want Fusion Applications. However, there are few new organisations looking at a new full ERP system, and most of us are unable to simply start again. But Fusion Applications do not need you to throw away your investment, go back to my point about the middleware. You can use this platform today with your current applications, bring your organisation into a single managed IT estate, and the same principle enables you to take parts of Fusion Applications that make sense to you and in the same way integrate them. This co-existence option is the most popular way of taking up Fusion Applications.

If you have already adopted or plan to adopt the technology across your estate then look at what Fusion Applications could add to your organization – it will fit in easily.

If you have no plans for Fusion Middleware, I would ask "why?" but that is a conversation for another time. You should still be looking at Fusion Applications and perhaps the option of having it delivered at a cloud offering would work for you, letting Oracle or a partner host that technology for you.

Still Not Sure?

Fusion Applications are not right for everyone. Even if you love them, they may not be ready for you yet, but don't let that put you off looking at them. Fusion Applications are what Oracle believes are the next generation of applications and their strategy. Your existing applications will continue to be developed, a strategy that includes using more of the Fusion technology. Many users are seeing things in Fusion Applications which they would like today, but the applications themselves are not right for them. I am seeing lots of examples where they are now developing that user experience themselves with Fusion Middleware.

But a Word of Caution.....

This column limits how much I can write and so I hope I have made you think – and more importantly, made you want to look at Fusion Applications. I am an evangelist for these applications, but please do your homework, use your usergroup and talk to more than one source. I have heard stories of misinformation and perhaps wrong steers, sometimes deliberate but normally well intentioned. Fusion Applications are new. Oracle has the information, but you need the independence of other users and partners to balance the story. Get your existing or potential partner to work with Oracle and talk to you together.

And remember, talk to other adopters of Fusion Applications and developers of Fusion Middleware; your user group is the ideal place to meet these.

<http://debrasoracle.blogspot.co.uk/2013/01/move-along-nothing-to-see-or-is-there.html>

The Challenge

Is Fusion the right choice?

How do I get to that
decision?

How do I ensure I maximise
the investment?



Fusion Applications - Concerns

- Maturity
- Content
- Stability
- Deployment Options
- References
- Unknown ROI
- Migration
- Time
- Expertise



- Combined IP and development resources from in house and acquisitions
- Built on Fusion Middleware

Powering Innovation By
Simplifying IT

OK – quick Recap

- Fusion Apps all written in FMW
- You could write your own



User Interaction



Enterprise Performance Management



Business Intelligence



Content Management



SOA & Process Management



Application Grid

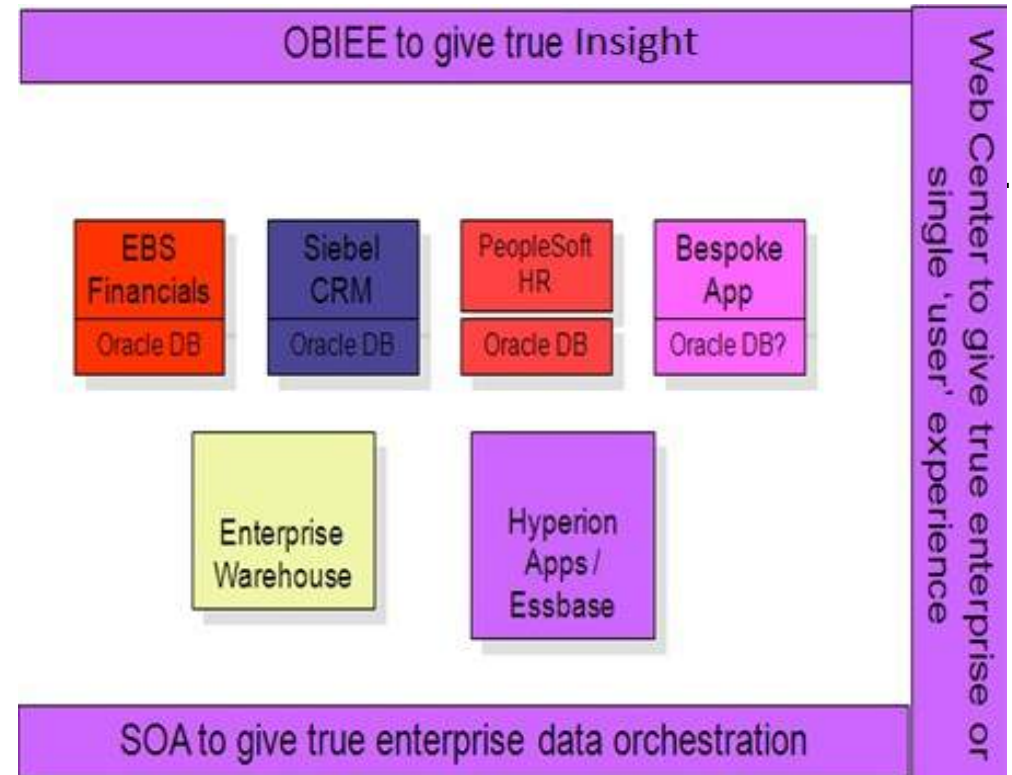
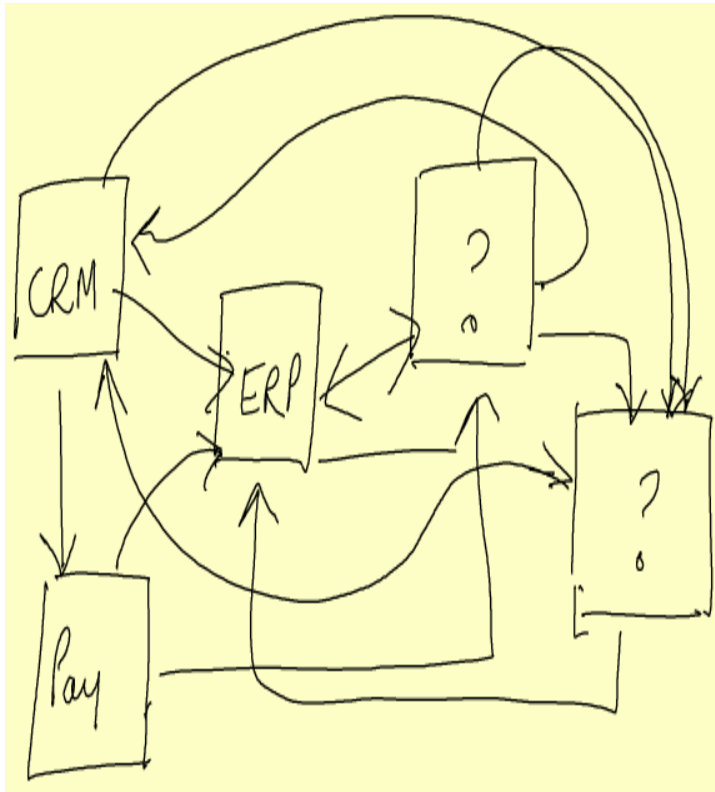


Enterprise Management



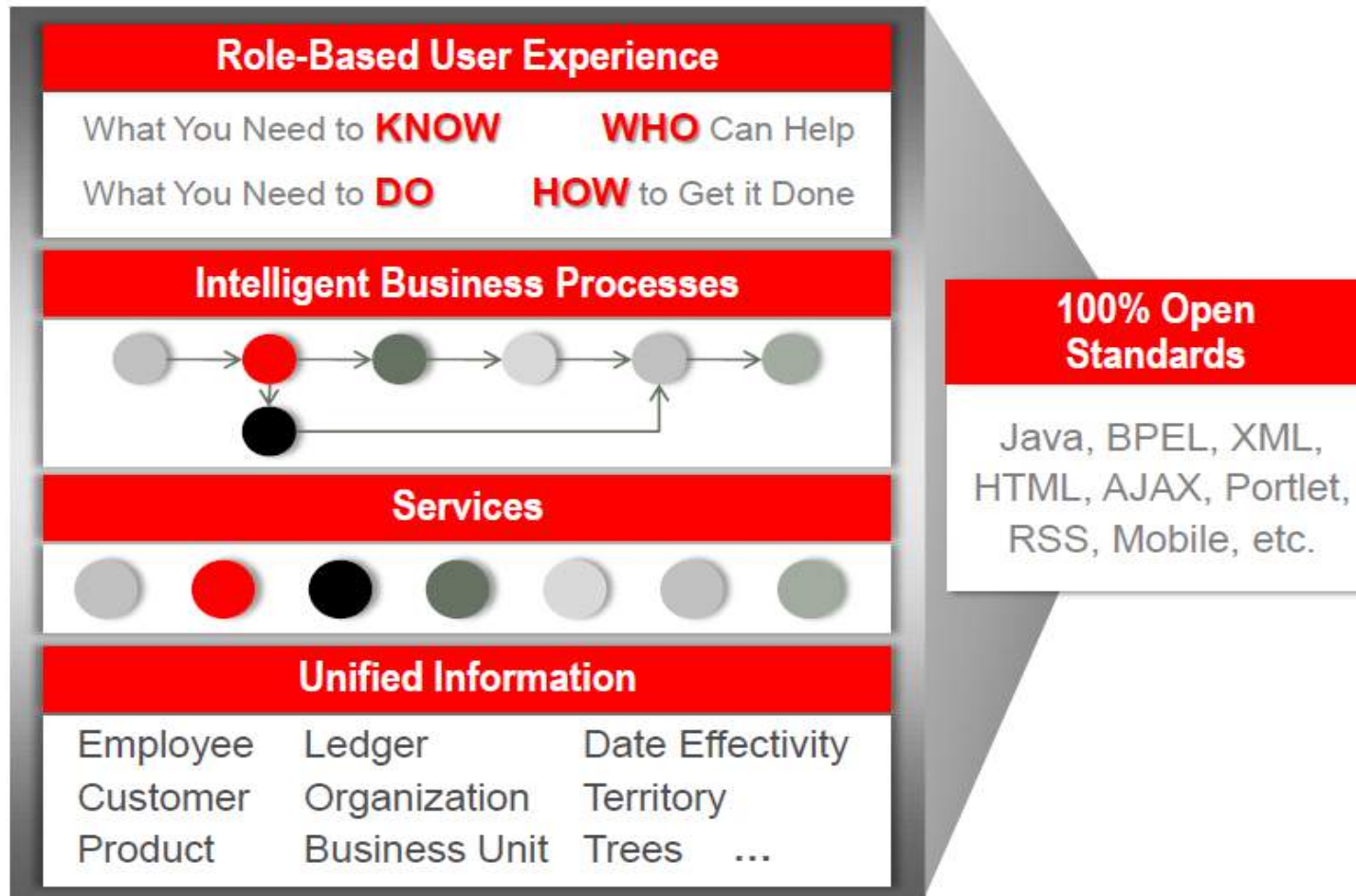
Identity Management

Fusion Technology for the IT Estate



From ThisTo This

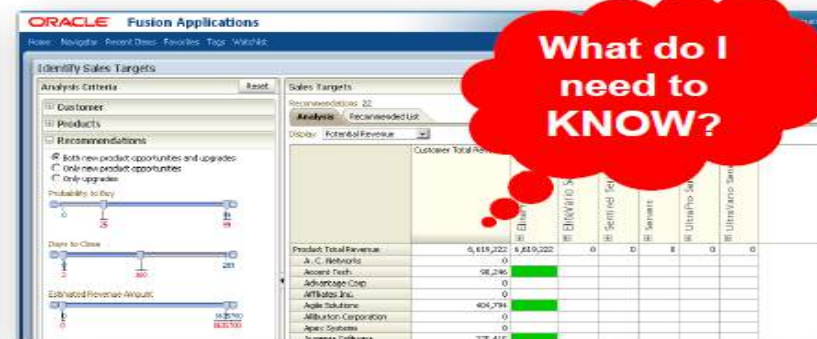
Design Principles



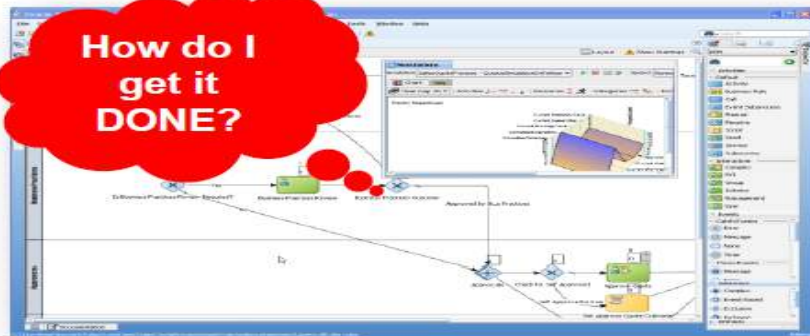
User Interface Improvements



Exception-based Management



Embedded Business Intelligence



Configurable Applications & Processes



Embedded Collaboration

Fusion Reporting and Analytics



Oracle Transactional BI (OTBI)

- Real time, self service reporting directly off Fusion Apps data
- Pre-packaged content covering major Fusion Applications
- Built on Oracle BI EE technology

Oracle BI Applications (OBIA)

- Unlimited historical analysis - trending and cross-domain insight
- Pre-packaged DW, ETL, metrics, and interactive dashboards
- Now for EBS, PSFT, JD Edwards, Siebel. Extending to Fusion Applications
- Built on Oracle BI EE technology

Specialized Analytics

- Financial statements, sales territory planning, project performance, and more built on Essbase technology
- Whitespace analysis built on Real-Time Decisions and Oracle Data Mining technologies

Fusion BI Architecture

Pre-Packaged
Reports &
Dashboards

Fusion
Embedded
Analytics

Self-Service
Query &
Reporting

BI Common Semantic Model

OBIA

OTBI

OBIA Data Warehouse

ETL

EBS, PSFT, JDE,
Siebel, Other

BI View Objects

Fusion Apps
Transactional Database

Real-Time
Queries

Content Summary:

- 150+ embedded analytics
- OBIA: 3,000+ reports, 4,000+ metrics
- OTBI: Covers 35+ Fusion Products

BI Common Semantic Model:

- Supports highly aggregated trending and real-time transaction listings from a single query model

BI View Objects:

- Are single source of truth for BI
- Represent facts and dimensions
 - Implement Apps data security

Deployment Options

On Premise

- Infrastructure
- Complex
- Commission time
- Flexibility of Process composer
- You are in charge of upgrades & maintenance

In the Cloud

- Just use it
- Fast to deploy
- Frequent upgrades & their value
- BUT you cant
 - Amend processes
 - Avoid Upgrades
- SLA with Oracle Cloud Services
 - New culture, new challenges

Profit Magazine March 2013

[http://
www.oracle.com/us/
corporate/profit/
features/
fusion-360031.html](http://www.oracle.com/us/corporate/profit/features/fusion-360031.html)

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Special Report: Oracle Fusion Applications

March 2013

Oracle Fusion Applications were designed from the ground up using the latest technology advances and incorporating the best practices gathered from Oracle's thousands of customers. They are 100 percent open-standards-based business applications that set a new standard for the way we innovate, work, and adopt technology. Here, find out what customers and analysts have to say about Oracle Fusion Applications and how these products are rapidly changing the way they get business done.

Three Real-World Strategies for Adopting Oracle Fusion Applications

"An effective organization has a constantly evolving IT strategy that supports the business," says Debra Lilley, Oracle Alliance Director for Fujitsu UK, an Oracle ACE Director and Fusion Applications UX Advocate. Here she explains the strategies most successfully employed by enterprises adopting Oracle Fusion Applications.

Can Human Resources Impact the Bottom Line?

Financial metrics on how growth impacts the people, organization, and underlying processes usually takes a back seat. That is, until the organization and support processes begin to slow down or even

- New Releases with new content
 - Think about on premise v cloud
 - Think mobile 'app upgrades'
-
- Test is process flow
 - Things do go wrong but very rare
 - Much Faster Time to catch up / innovate

Product Enhancements



Simple is the New Cool

Floyd Teter

<http://usableapps.tumblr.com/post/81271054738/oracle-applications-cloud-release-8-the-new-cool-and>

September 19, 2012

ADMIN NEWS

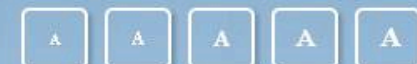
Use Corporate Credit Card to Best Manage Company Expenses

To best manage company expenses, the use of an Vision corporate credit card is required for all business expenses whenever possible. Visit the [Vision Corporate Card Website](#) to view card availability in your country.

- The card is to be used for business expenses only; personal use is strictly prohibited.
- Failure to use the card can delay reimbursement of business expenses.

FY11 Global Year End Performance Documents

[Prepare FY11 Year End Performance Self-Assessment](#)



[http://
www.oracle.com/us/
corporate/profit/big-
ideas/012314-
dlilley-2112684.html](http://www.oracle.com/us/corporate/profit/big-ideas/012314-dlilley-2112684.html)

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Trends in Cloud Computing: The Delivery of Oracle Fusion Applications in the Oracle Cloud

The SaaS deployment model enables customers to leverage new capabilities while gaining flexibility.

by Debra Lilley, 🌟 January 2014

Over the past few years, as lead for the UK Oracle User Group (UKOUG) Applications Community, I've seen more and more Oracle Applications customers interested in exploring the adoption of Oracle Fusion Applications alongside their existing investment in a "co-existence" fashion. The availability of Oracle Fusion Applications being delivered on a software as a service (SaaS) deployment model has made this option even more appealing.

To put it simply, SaaS means that for a subscription charge, the management of the technology and infrastructure are someone else's problem—and customers are very interested in this convenience. Organizational leaders opting for the delivery of Oracle Fusion Applications as SaaS are avoiding issues around the set-up of the technical infrastructure, as Oracle is responsible for that infrastructure build. As a result, they can concentrate on the changes and enhancements that Oracle Fusion Applications can bring their business. Oracle Fusion Human Capital Management (HCM) was the biggest Oracle Fusion Applications through SaaS adoption in 2013.

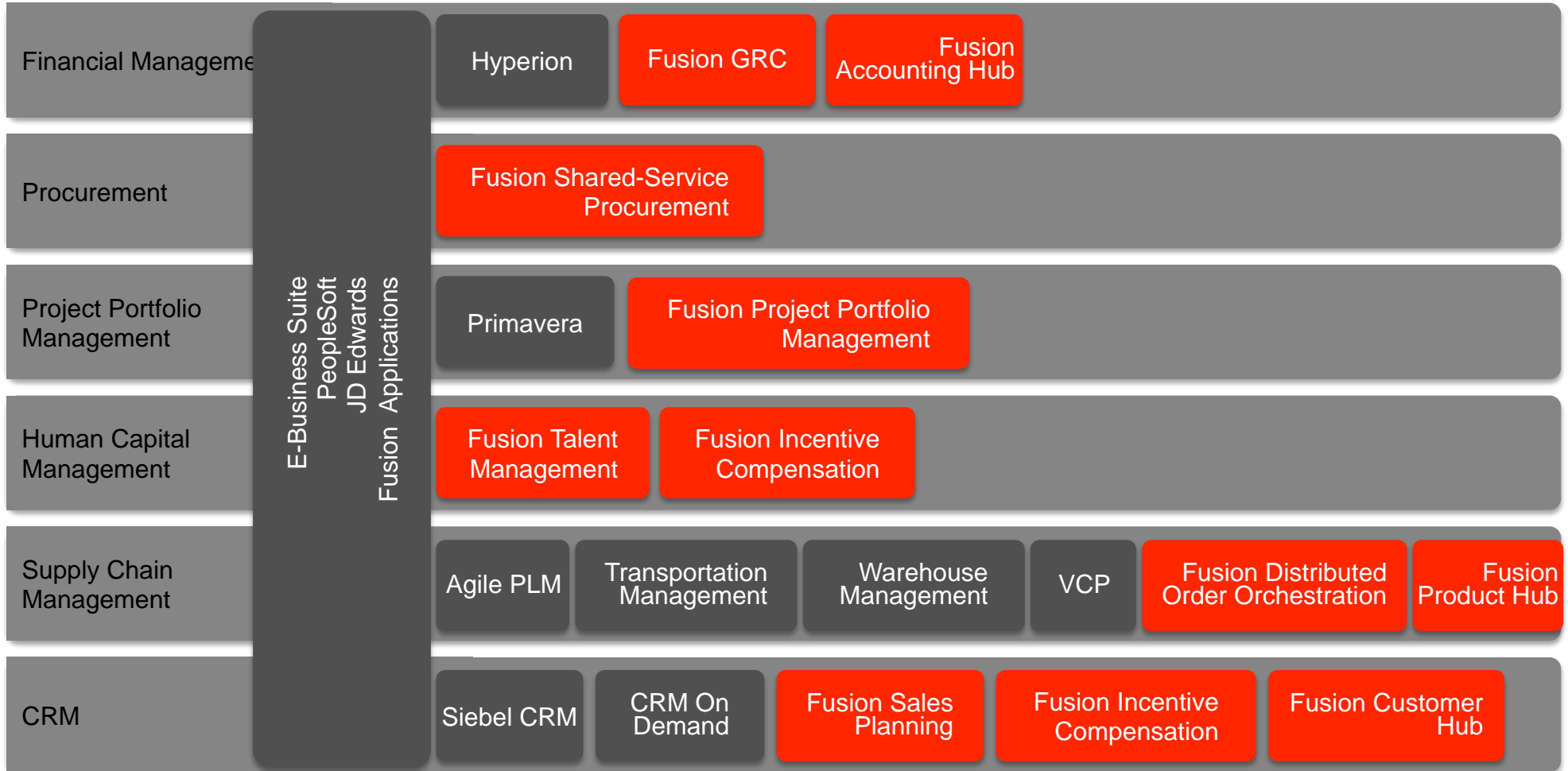


References

- Way past early adopters
- In 2014 Oracle Year 1,000 new
 - ~500 CX
 - ~250 HCM
 - ~250 ERP
- Co-existence
- Full Replacement
- Net New!
 - Mid Size

Understanding Co-Existence

Co-Existence Strategy Protects Your Investment



The First Fusion Apps Adopter

Compensation / Commission really key

Excel system

Manual entry to payroll

Fusion Incentive Compensation

Integration to PeopleSoft Payroll

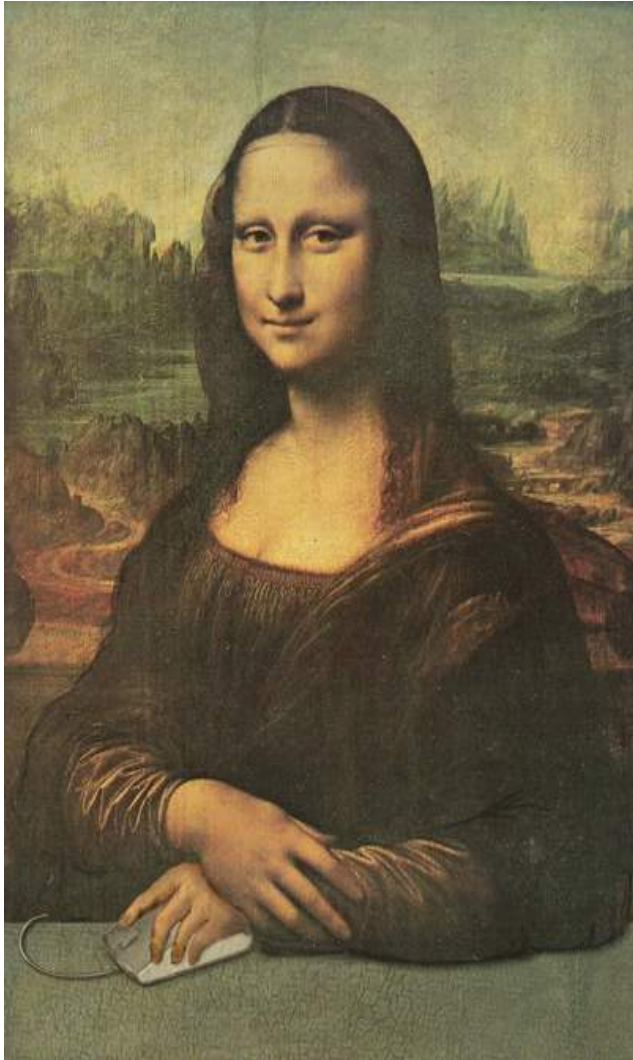
A Case Study - The Anticipation Builds

Our customer days
User Group Sessions
UX labs
Validation Wave

Financials ERP Customer



Making the Decision – Why?



Very devolved structure, lots of people doing things for themselves.

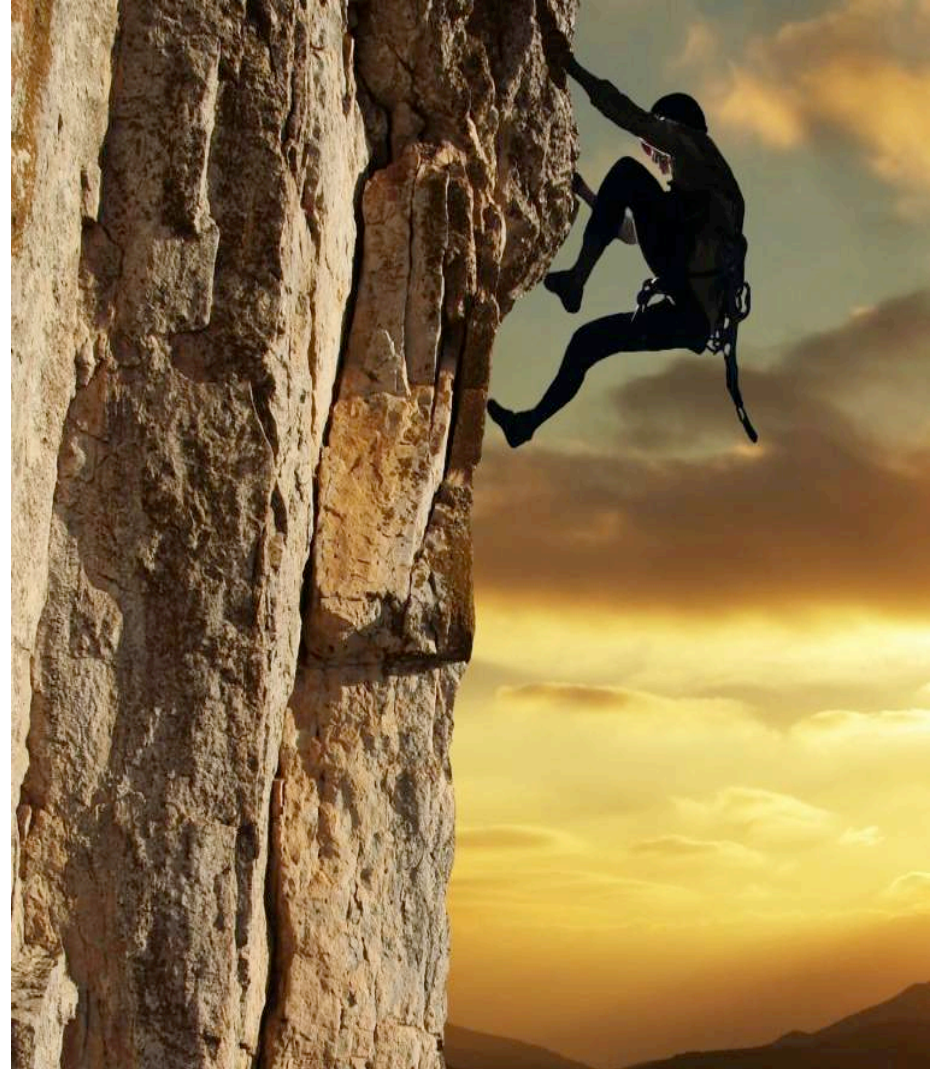
User Experience very important, needs to be intuitive and simple

“Why go to R12 when Fusion is what we want?”

**Julie Stringfellow -
Finance Systems
Manager, Reading
Borough Council**

Obstacles Overcome

1. No Local Government Localisations
 - What does that mean?
2. Not targeting Public Sector
 - Initial Confusing messages to the customer base
3. Early Adopter Program Full
 - Access to development



It was all going so well...



No one on premise

Oracle only Linux

Sizing unavailable for
Solaris

Appeared simply too much
tech required and
unknown volumes, risk
too great

What Then?

Upgrade

➤ No value

Need to save money

Pressure to look at alternatives



But IT moves fast



SaaS

Savings on hardware
requirements

Opex only

Everything they wanted in
Fusion

Where are they now?



Proof Of Concept

Last Concerns Addressed

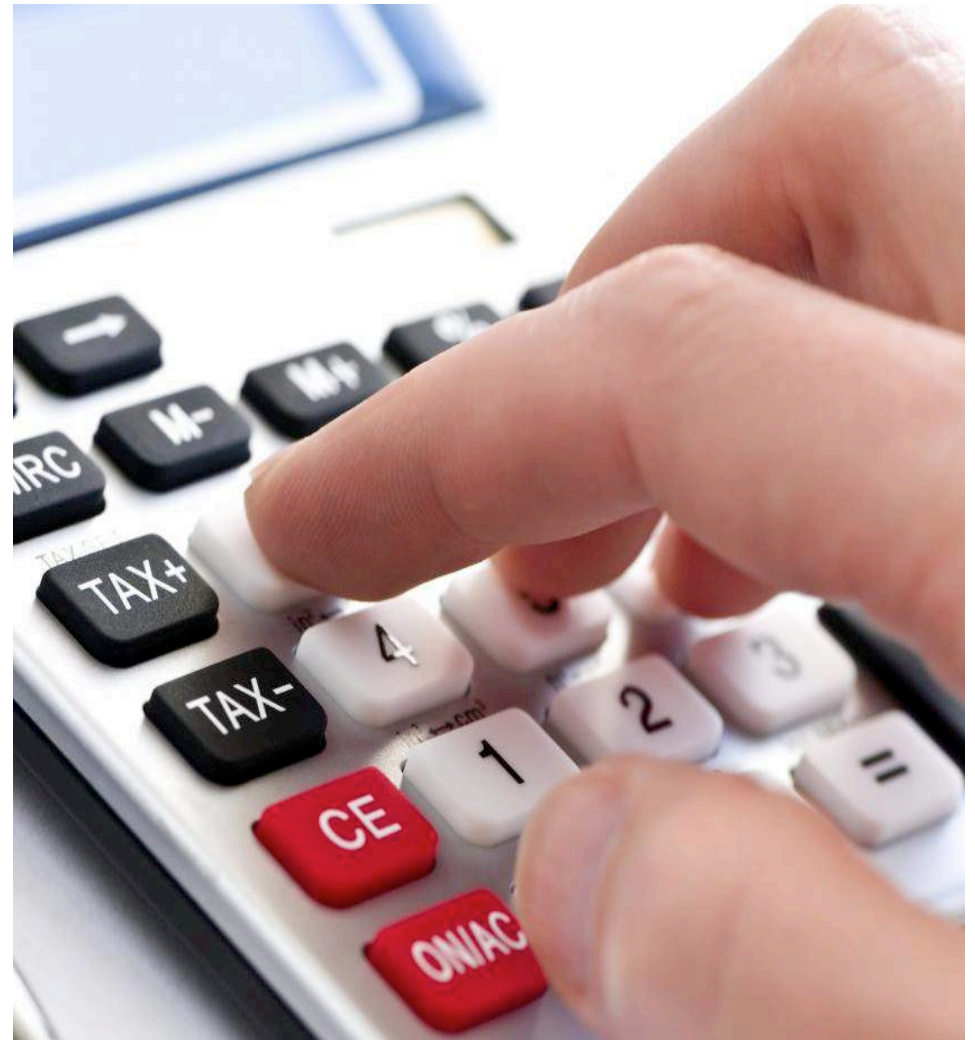
- Essbase use
- Reporting

Hyperion to SaaS

Procurement Process

The Pay Off

- Stay Oracle
- Avoid Capex
- Manages Opex
- Commercial Flexibility
- Simpler System
- Happy Users
- SAVINGS



Migration & Time

- Scripts from on-premise apps
- Think New Implementation
- Fusion Setup Manager
- File base loaders

- Showed an interest at CIPD event
- Signed Contract Sept 2014
- Transformation from government owned monopoly to private sector in deregulated market
- Multiple Acquisitions – 5 countries
- 500+ employees
- First Single Service
- Went Live:
 - Core HR Feb 2015
 - First live implementation of T&L May 2015
 - Performance May 2015





The JT Group



our vision is to become the partner of choice for global telecommunications innovation



we have an international presence across Europe, Asia, Australia & the United States

2177

local and global business customers



486

global employees



global locations

10

503

roaming partners and growing



our technology partners:



JT are a Tier 1 telecoms operator

with over 120 years experience in telecommunications

our mobile network carries on average:

7,017,471 15,000,000 4,614,632



weekly call minutes



weekly text messages



weekly MB of data

our aim is to install the fastest ubiquitous fibre network in the western world by 2016

the amount of fibre cable we've laid into the ground to date is

859,648m

this equates to

237,309,300m

of individual fibre strand laid in our Gigabit project

that's enough to take

5.92

trips around the Earth



our Gigabit Isles project has won us Operator of the Year Award FTTH council

at JT we are passionate about communication, which is why we are proud to support Autism charities across the globe



www.jtglobal.com



Case Study – JT Gloabal

Every employee should have the same self-service and user experience, without needing to use IT directly but being able to use mobile, i.e. No 'poor relation' experience for an employee in a remote location.



Richard Summerfield Gloabal HR Director - JT

Why Move?

A blue and white van is shown from the side, parked on a dark surface. A large red rectangular overlay covers the left side of the van, containing white text and a quote icon. The van has a white roof and blue body with some wear and tear visible on the side panel.

“

Our legacy system was heavily out of date and out of support. It was a high risk not to change...

As a telco company, we need to be leading from the front – embracing the best new technology out there.

Richard Summertfield, Group HR Director, JT Group

JT - Happy Customer

Richard Summerfield, Global HR Director of JT Group Plc said:

“The Oracle HCM Cloud is our preferred platform for transforming our HR operation on a global basis. I am delighted that Certus has delivered on its promise and enabled us to go live with the platform across the Channel Islands, UK, America and Australia inside 5 months from start to finish. With more to follow our focus is now to realise the tangible and intangible benefits the cloud brings to our business operation”

Shouting About The Value on Twitter

Richard Summerfield retweeted

Oracle HCM @OracleHCM 17d
Get out of the comfort zone and move to a #cloud zone. Learn from @JTsocal @MacMillan @endava @inoapps @Go_CheshireWest #ModernCloud

Richard Summerfield retweeted



Chris Burstow @chrisburstow 17d
Richard Summerfield @JerseyTelecom discusses how they went live on Oracle HCM Cloud in 5 months! @CertusCEO #moderncloud

Richard Summerfield retweeted



Debi Ashby @debi_ashby 52d
Certus Solutions Successfully Completes Global Implementation of #OracleHCM Cloud Services @ JT Group Ltd

Richard Summerfield retweeted



Richard Atkins @RichardACertus 17d
HCM Cloud Summit #ModernCloud Richard Summerfield from JT Group, customer forum with Andy Campbell as Graham Norton pic.twitter.com/ZxFBQdtZrY



Richard Summerfield retweeted



Debra Lilley @debralilley 17d
JT explaining why as telecoms org they had to be able to embrace mobility and Oracle #moderncloud allowed it at an affordable price @rjsumm

Richard Summerfield retweeted



Bob Bacon @BBaconBusiness 17d
People like buying from brands that they trust - Richard Summerfield, Group HR Director, JT Group #moderncloud

Richard Summerfield retweeted



Mark Sweeny @CertusCEO 19h
Looking forward to shooting an oracle customer success video next week with JT in Jersey #oraclehcm #moderncloud

And what about the UX?



- Knowledgeable of business processes
- Understand the constraints of Cloud
- Where you came from
- Your Organisation Changes
- Able to handle culture changes
- Relationships to overcome hurdles
- Long Term proof points of customer partnerships
- Specialised



Cloud is a culture change:

- Here it is you CAN'T change it
- Business Analytics v Reporting
- Project Management

Oracle Cloud Applications are:

- Here
- Being used
- Saving money
- Giving value to existing & new customers

LAOTN for the invitation



Certus & Customers

