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| Title | **BUILDING YOUR DIGITAL BUSINESS**  ORCL1406\_Digital |
| **Version** | **2014-06-06 (522 Words)** |
| **Scene 01** | **Intro: It’s a Digital World** |
|  | Every year, the business world is becoming more technologically driven. |
| **Scene 02** | **To succeed – You need to be a Digital Business** |
|  | Market leaders must build flexible digital business foundations that enable them to take advantage of lucrative opportunities, keep pace with new modes of interaction, and deal with constantly evolving markets and technology. |
| **Scene 03** | **To be a Digital Business – You need to Connect** |
|  | Digital businesses create value with compelling and flexible multi-channel CONNECTIONS between people, processes, and information. Digital businesses connect the digital and physical worlds by bringing together systems of records and systems of engagement.  Digital businesses need to deliver useful experiences to all the people who consume information, initiate business processes, and collaborate with other workers inside and outside the firewall, across the web, and through mobile, social & point-of-service.  Internally, the applications that govern the digital experience must be seamlessly connected to the enterprise applications and systems of record. |
| **Scene 04** | **Digital Businesses need a strong and flexible core** |
|  | As a Digital Business – Your enterprise needs to build on a flexible foundation that is supported by a strong, agile infrastructure that includes the breadth and depth of applications, business processes, analytics, services and structure for the long run. Is the core of your business up to the task? –Is it modernized with a digital business in mind? |
| **Scene 05** | **In order to become a digital business:** |
|  | To succeed today as a Digital Business – you need to:   1. Provide enterprise content, information, and assets in the right format to the right person in the right context on any device anywhere 2. Establish, manage and deliver content-centric, business processes that ensure compliance, security, approvals and real-time analytics around key performance indicators to solve line of business challenges. 3. Deliver a seamless, engaging, relevant, personalized and useful digital experience across multiple online channels |
| **Scene 06** | **The Tools for your Future** |
|  | Oracle delivers the flexible tools to support digital businesses with the speed of the future in mind. Oracle offers the services and architecture to allow you to keep your legacy systems in place while you upgrade and integrate the next generation of business applications. Oracle solutions include new foundational cores that are tightly connected AND super flexible – reconfigurable as you grow – services can be enabled as needed, repurposed and redeployed for every digital face you need to serve.  The right digital business foundation allows you to create or enhance applications, business processes, and entire lines of business—without major retooling to integrate new technologies or the rapidly expanding physical world of the internet of things. (here, show comparison and then slowly replace old blocks with new) |
| **Scene 07** | **Start preparing to Deliver a Superior Digital Experience** |
|  | Oracle helps organizations compete effectively by enabling engaging digital experiences for their customers, employees, citizens and partners.  Oracle Fusion Middleware Solutions serve as the solid foundation for a comprehensive set of integrated and personalized, multichannel digital experiences. This powerful set of technologies, anchored by Oracle WebCenter and Oracle Business Process Management Suite, can help you propel your business processes forward, mitigate the risk of change, and create a culture of innovation to ensure leadership and success.  These solutions complement and extend existing investments in Oracle Applications with a robust, secure and efficient way to present information directly to customers who consume information, initiate business processes, and need collaboration among their peers. They help ensure the delivery of contextually relevant, interactive experiences to customers to drive sales and increase customer loyalty. |
| **Scene 08** | **Conclusion** |
|  | To learn more about about building your digitial business, please visit oracle.com/digital |
| **END** |  |