



ORACLE®

Service Industry Executive Forum - Feb 2010
Global Customer Support Transformation

Our Mission

Customer Success

Lower Cost of Ownership

- ❖ Drive down labor costs through better systems management and maintenance across the entire IT solution lifecycle
- ❖ Reduce IT asset cost through better utilization
- ❖ Eliminate complexity via horizontal and vertical integration
- ❖ Provide clear accountability and governance



Lower Business Risk

- ❖ Reduce IT project failure rate
- ❖ Eliminate business disruption and single points of failure
- ❖ Improve change management
- ❖ Enhance security
- ❖ Leverage industry and Oracle best practices to optimize results
- ❖ Offer extensive technical and end-user training



Higher Business Value

- ❖ Drive better business results through better software utilization
- ❖ Accelerate new product and technology adoption
- ❖ Drive competitiveness through better productivity
- ❖ Improve ease of doing business with relationship focus and sound processes
- ❖ Enhance speed and agility

Change Presents Opportunity

- The world is changing
 - Economic pressure
 - Enabling technologies
- Customer Expectations are changing
 - Proactive, not reactive support, interacting on *their* terms (phone, chat, forums, email, etc.)
 - Higher value from support fees
- Clear opportunity to evolve our business



Critical IT Priorities

Global Survey

- 1 Maintaining systems security**
- 2 Reducing costs**
- 3 Improving system performance**
- 4 Increasing or maintaining uptime/availability**
- 5 Increasing internal customer satisfaction**



Services Drive Down IT Costs

“The types of services that are most helpful in obtaining operational excellence are those that affect overall cost including: quality of an implementation and guidance to improve efficiency of operations.”

CIO Magazine, November 2008

Transforming the User Experience

Support Maturity Model

Reactive

System goes down

Call Support

Wait for Support to call back

Support calls back

Download, install patch

System eventually recovered

Transforming the User Experience

Support Maturity Model

Proactive

Support notifies latest patches
Decide which patches apply
Download new patches
Install the patches
Outage averted some of time

Transforming the User Experience

Support Maturity Model

Predictive

Software defect identified

Automatically notified:

Potential problem, impact

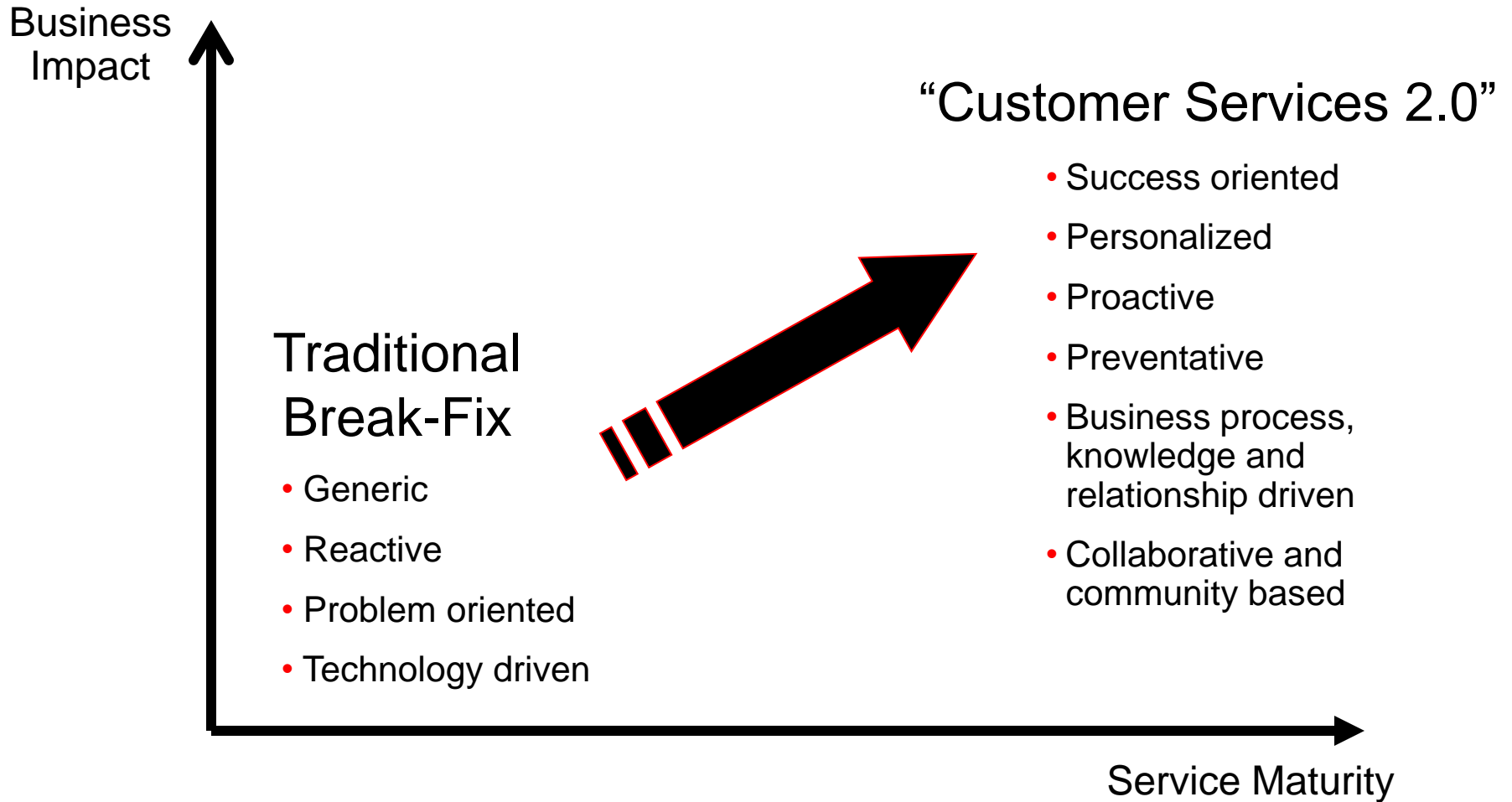
Offered remedy

Implement remedy

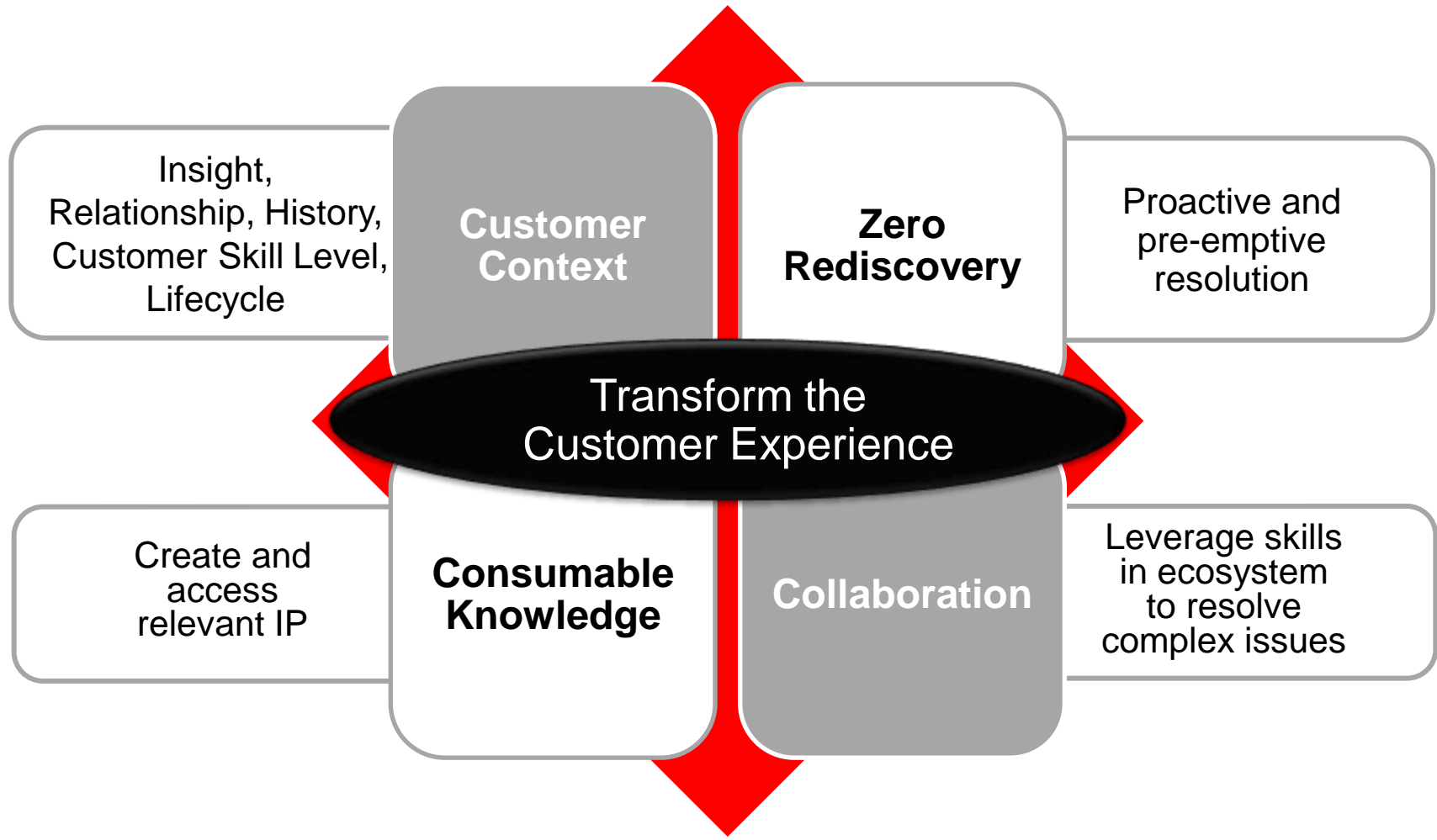
Outage averted most of time

Next Generation Customer Services

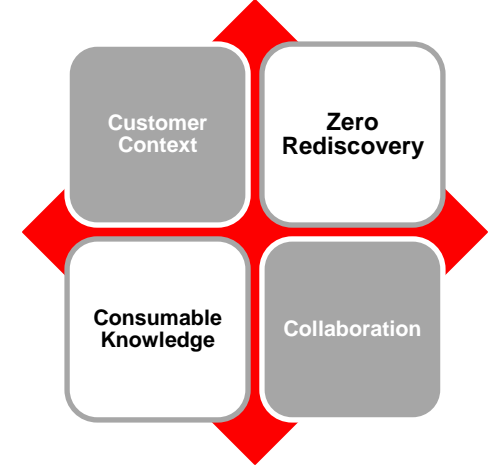
Defining the standard for future success



Evolution of Oracle Support

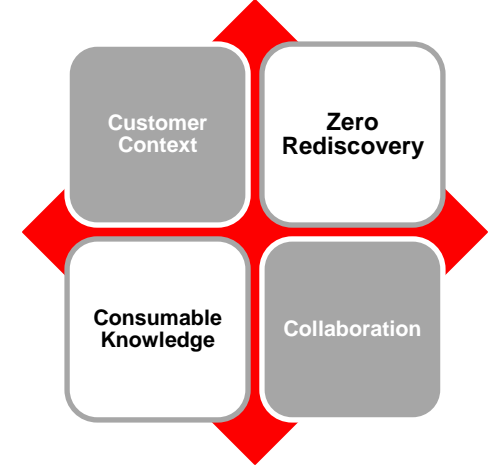


Context Based Support



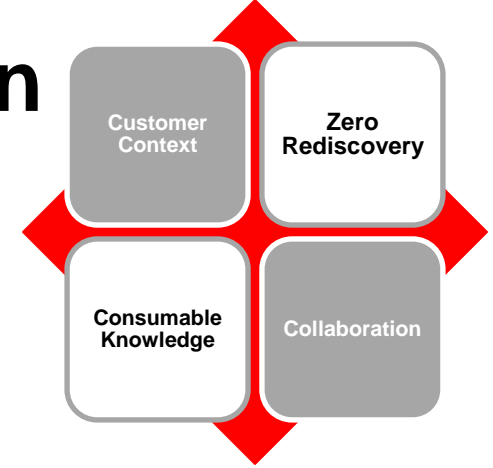
*The more we know about the Customer,
the better we can tailor our services to
Customer need and ultimately we will
help drive Customer Success.*

Context Based Support



IF WE KNOW	WE CAN DELIVER
Customer identification	Break/Fix
Willingness to use MOS	Knowledge Transfer
Customer configuration	Analysis and Prevention
IT task being performed	Lifecycle Management

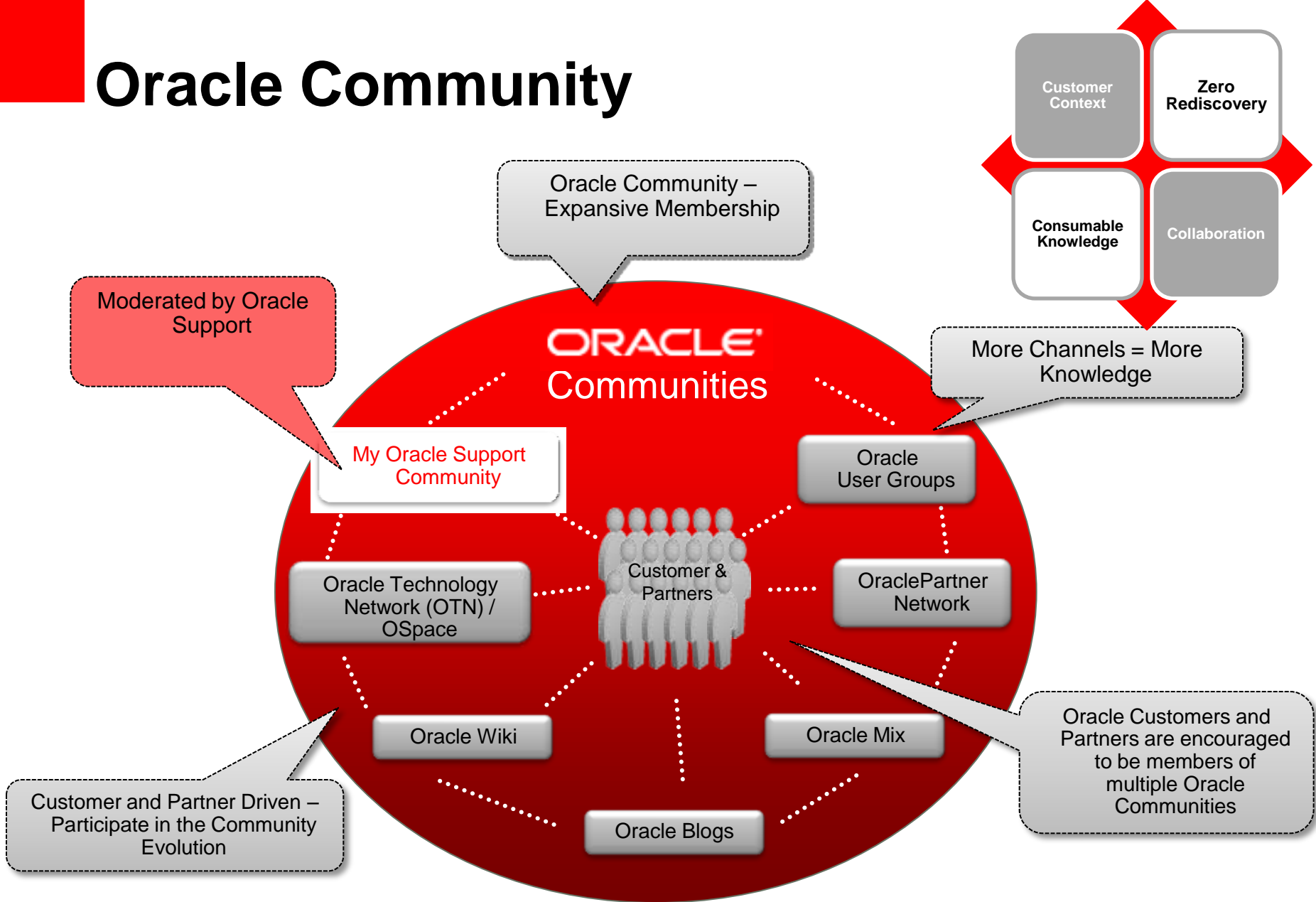
Consumable Knowledge Vision



- Current state versus future desired state **for** our customers as indicated **by** our customers
- Determine **customer needs** and harvest, create and maintain knowledge that is consumable both internally and externally and of the highest caliber
- Provide knowledge delivery that is more precise and aligned with the customers lifecycle to provide the **right knowledge at the right time**



Oracle Community

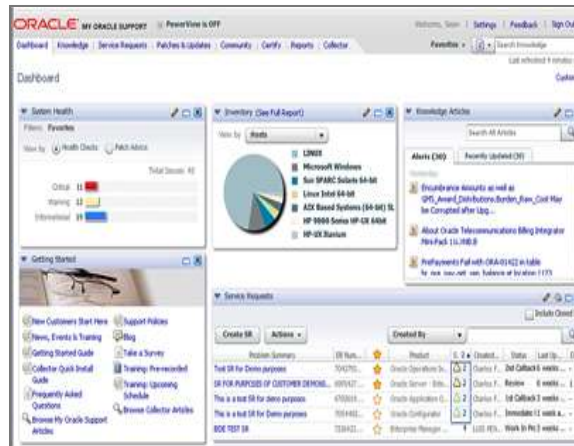


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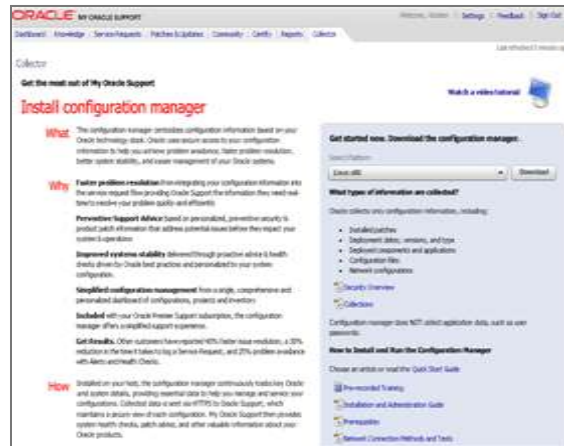
Support Innovations – My Oracle Support

Providing A Simplified Support Experience

Next Generation
Support Platform



Configuration
Management



Support
Communities



Personalized
Knowledge

Predictive/Proactive
Support Advice

Real-Time Collaboration

Easy to
Navigate

Faster Problem
Resolution

Web 2.0
Technologies

Faster and More
Efficient

Improved Systems
Stability

Extensive Expert
Network

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My Oracle Support

ORACLE MY ORACLE SUPPORT PowerView is OFF Welcome, dem | Settings | Feedback | Sign Out | ?

Dashboard Knowledge Service Requests Patches & Updates Community Certify Reports Collector Favorites Search Knowledge Last updated 15 minutes ago Customize Page...

Dashboard

System Health

View by: ☒ Health Checks ☐ Patch Advice


Total Issues: 46

Critical	5
Warning	16
Informational	25

Inventory (See Full Report)

View by: **Hosts**

☒ LINUX ☐ Sun SPARC Solaris 64-bit



Getting Started

- New Customers Start Here
- Support Policies
- News, Events & Training
- Take a Survey
- Getting Started Guide
- Training: Pre-recorded
- Collector Quick Install Guide
- Training: Upcoming Schedule
- Frequently Asked Questions

News

- MetaLink SR Draft 6739972.889 is due to be deleted
- MetaLink SR Draft 6739988.889 is due to be deleted

Service Requests

Filters: Favorites

Create SR Actions Created By

Problem Summary	SR Number	Severity	Status	Defe
6670613 POS NOT CANCELLING ON INTERFACE - MUST UNDO CHA...	6500370.994	2	Work In Progress 2	
SSI INSERT TO CH_MG2 TABLE RECEIVES UNIQUE CONSTRAINT VI...	6716096.891	4	Assigned	

Systems

Filters: Favorites

Actions

Name	Type
Oracle EBS - Financials	Oracle E-Business Suite S...
iAS system services	Oracle Application Server ...
DB11 Support Services Interface	Database Instance

Knowledge Articles

Search All Articles

Alerts (8) Recently Updated (10)

- *** SCM3.0 UAT: Alert updated 07-Aug-2008 Prod: GL ***Possibility of Double Posting of Journals i...
- *** SCM3.0 UAT: Alert updated 07-Aug-2008 Prod: GL ***Cannot Print FSG Reports After ATG_PF.H Rol...
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- *** SCM3.0 UAT: Alert updated 07-Aug-2008 Prod: EM ***EM 10gR1 GRID Control Patch Set Note, 10g R...

Projects

Create New Project Actions

Search Project Name

Name	Description	Phase	Organization	Completion ...
Another Test Project	asdasd	Not Specified	NBC	Not Specified
FEB 2008 Train	February 2008 SSS train implement...	Development	NBC	31 weeks ago
John's Project	An awesome new project for John	Implementat...	NBC	In 6 weeks

My Oracle Support

The screenshot displays the My Oracle Support dashboard. A 'System Health' pop-up window is open, showing a graphical view of system health and critical patches. The dashboard includes sections for Service Requests, Systems, and Projects.

System Health Summary:

View by	Health Checks	Patch Advice	Total Issues: 46
Critical	5		
Warning	16		
Informational	25		

Service Requests Table:

Problem Summary	SR Number	Severity	Status
6570613 POS NOT CANCELLING ON INTERFACE - MUST UNDO CHA...	6500370.994	2	Work In Progress 2
SSL INSERT TO CH_MG2 TABLE RECEIVES UNIQUE CONSTRAINT VI...	6716096.891	4	Assigned

Systems Table:

Name	Type
Oracle EBS - Financials	Oracle E-Business Suite S...
IAS system services	Oracle Application Server ...
DB11 Support Services Interface	Database Instance

Projects Table:

Name	Description	Phase	Organization	Completion ...
Another Test Project	asdasd	Not Specified	NBC	Not Specified
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Graphical view of system health & critical patches based on your environment

My Oracle Support

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- System Health:** View by Health Checks (selected) or Patch Advice. Total Issues: 46. Critical: 5, Warning: 16, Informational: 25.
- Service Requests:** Filters: Favorites. Create SR button. Actions dropdown. Created By dropdown. Table with columns: Problem Summary, SR Number, Severity, Status, Defect Number.

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SSI INSERT TO CH_MG2 TABLE RECEIVES UNIQUE CONSTRAINT VI...	6716096.891	4	Assigned	
- Inventory:** View by Hosts. LINUX, Sun SPARC Solaris 64-bit.
- Getting Started:** New Customers Start Here, News, Events & Training, Getting Started Guide, Collector Quick Install Guide, Frequently Asked Questions, Support Policies, Take a Survey, Training: Pre-recorded, Training: Upcoming Schedule.
- Projects:** Create New Project button. Actions dropdown. Search Project Name. Table with columns: Name, Description, Phase, Organization, Completion...

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Personalized view of your service requests based on what you need to do today

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- Inventory (See Full Report):** View by Hosts. Pie chart showing LINUX (light blue) and Sun SPARC Solaris 64-bit (dark grey).
- Knowledge Articles:** Search All Articles. Alerts (9), Recently Updated (16).
- Projects:** Create New Project, Actions. Table with columns: Name, Description, Phase, Organization, Completion. Rows: Another Test Project (asdasd, Not Specified, NBC, Not Specified), FEB 2008 Train (February 2008 SSS train implement..., Development, NBC, 31 weeks ago), John's Project (An awesome new project for John, Implementat..., NBC, In 6 weeks).

Graphical view of inventory and usage

My Oracle Support

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- Systems:** Filters: Favorites. Actions dropdown. Table with columns: Name, Type. Rows: Oracle EBS - Financials (Type Oracle E-Business Suite S...), iAS system services (Type Oracle Application Server ...), DB11 Support Services Interface (Type Database Instance).
- Knowledge Articles:** Search All Articles button.
- Alerts (9):** Recently Updated (16).
- Projects:** Create New Project button. Actions dropdown. Search Project Name dropdown. Table with columns: Name, Description, Phase, Organization, Completion. Rows: Another Test Project (Phase Not Specified, Organization NBC, Completion Not Specified), FEB 2008 Train (Phase February 2008 SSS train implement..., Organization NBC, Completion 31 weeks ago), John's Project (Phase An awesome new project for John, Organization NBC, Completion In 6 weeks).

Systems prioritized based on which system configurations have critical issues needing attention

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- Inventory (S):** View by Hosts. Pie chart showing distribution.
- Getting Started:** New Customers Start Here, News, Events & Training, Getting Started Guide, Collector Quick Install Guide, Frequently Asked Questions, Support Policies, Take a Survey, Training: Pre-recorded, Training: Upcoming Schedule.
- Alerts (9):** Recently Updated (10). List of alerts with details like "SCM3.0 UAT: Alert updated 07-Aug-2008 Prod: GL ***Possibility of Double Posting of Journals..."
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Quick access to Tips and Tricks. Many customizable drop-in regions

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Targeted knowledge based on your specific system configurations

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Latest breaking news

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Manage your projects at a glance

My Oracle Support

The screenshot shows the My Oracle Support dashboard. The 'Patches & Updates' tab is circled in red. A red text box overlay reads: *Engage Best Practices via collaborative support environment*.

System Health

View by: ☒ Health Checks ☐ Patch Advice

Total Issues: 46

Severity	Count
Critical	5
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Service Requests

Filters: Favorites

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Inventory (S)

View by: Hosts

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My Oracle Support



“The greatest benefit we get from My Oracle Support is to forewarn BT of any potential issues, and avoid expensive and untimely system outages in the future. We have constantly provided Oracle with the latest configuration that we are running internally for them to assess and inform BT of potential issues. My Oracle Support has significantly improve in our problem resolution and reduced IT risk. It took the initial 36 hours of trying to understand what the configuration out of the equation completely.”

Paul Mardle - HQ SD/EMP Delivery Director, British Telecommunications

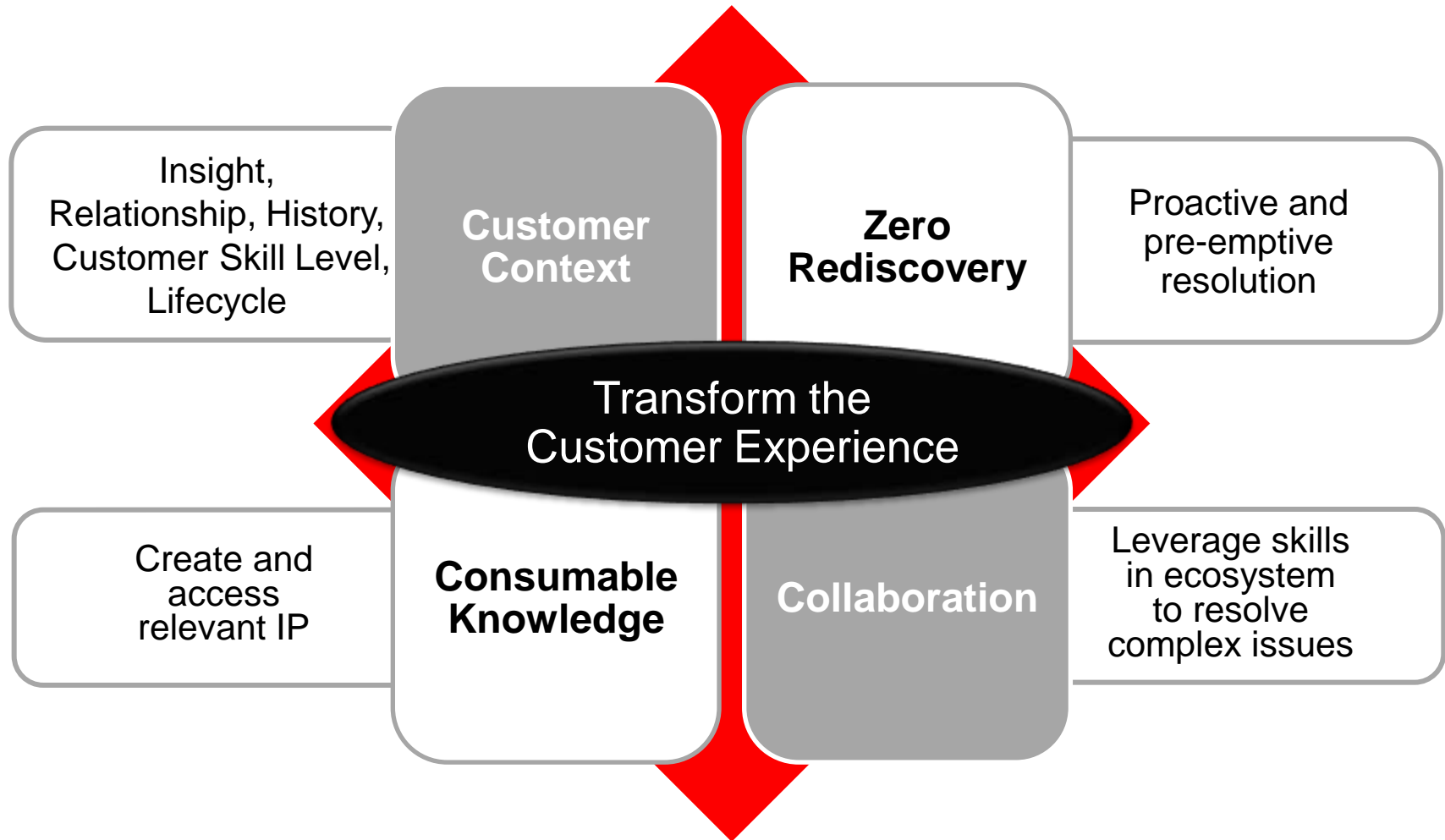
My Oracle Support

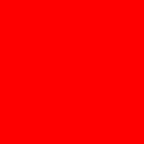


“We’re pleased to see Oracle improve the support experience taking their direction from customer feedback. The strategy to integrate personalized and proactive capabilities into one simplified support platform will streamline our interactions with Oracle support. My Oracle Support should help Pella reduce unplanned downtime and resolve problems faster so we can focus on driving new initiatives, maximizing the value from our Oracle solutions to help drive our business forward. “

Rick Hassman – Director of Oracle Applications

Evolution of Oracle Support





The preceding is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

Questions

