

The Power of Enterprise

# IN THE CLOUD

An Overview of

Deloitte's CloudMix™ on Oracle

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## Cloud or On-premise?

### Come home to the best of both worlds with CloudMix on Oracle.

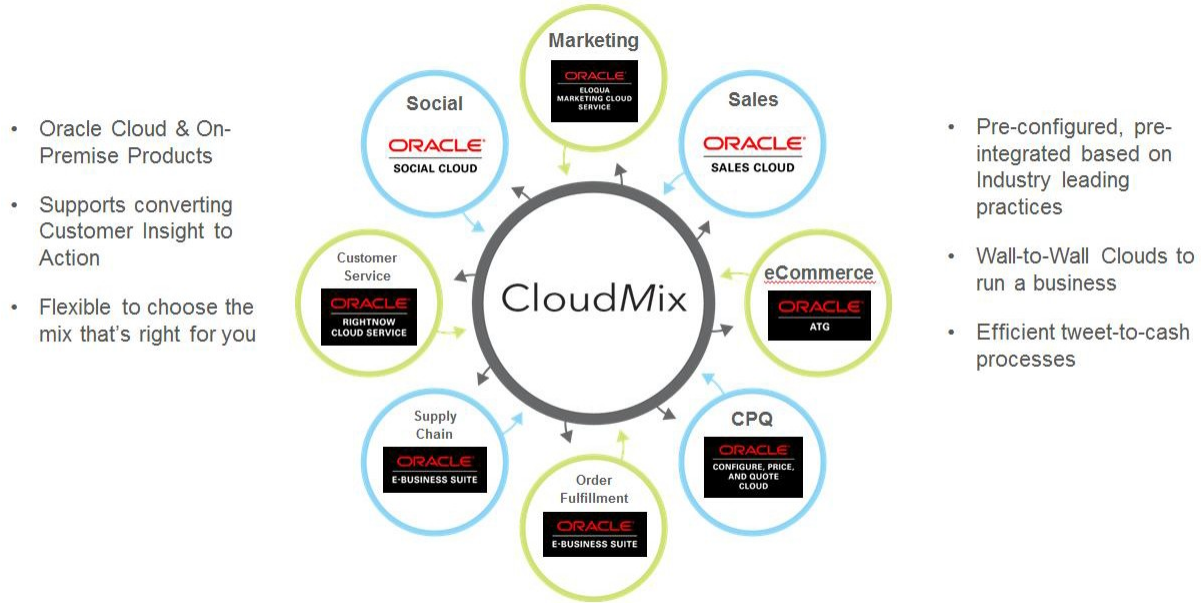
Until recently, architecting an IT platform resembled building a house—plentiful options for customization, high upfront costs and a long-term commitment. In comparison, cloud solutions introduced apartment-style living—move-in ready, lower upfront costs and less commitment, but fewer customizable options to meet specific needs. Today, more and more companies are seeking the best of both worlds, where they can get the features of a custom-built house and the convenience and flexibility of an apartment. And, that is where Deloitte’s CloudMix on Oracle comes in.

Successful cloud applications are typically designed as “single domain” solutions—to do one thing, and do it really well. In an effort to replace on-premise applications, a few vendors have tried to create all-in-one cloud solutions by combining CRM and ERP. These efforts, however, have largely fallen short in depth and breadth of features, leaving a gap in the marketplace. CloudMix on Oracle leverages Deloitte’s leading practices for industries, along with Oracle’s cloud solutions and enterprise technologies, to fill this gap. By pre-integrating Oracle’s market-leading cloud applications with its back-office systems, the CloudMix solution gives organizations the ability to enable seamless end-to-end business processes and to differentiate themselves by delivering a more connected and responsive customer experience.

## About CloudMix on Oracle

Deloitte CloudMix on Oracle pre-configures and pre-integrates leading Oracle customer cloud and on-premise applications based on industry-leading processes. As a result, the CloudMix solution offers the capability, connectivity and industry specificity of an on-premise solution in addition to the speed-to-market and lower total cost of ownership (TCO) of a stand-alone cloud platform. By essentially creating an integrated cloud ecosystem, the solution enables the seamless execution of customer-centric business processes, the first of which is Campaign-to-Cash.

The Campaign-to-Cash process that is embedded within the CloudMix solution supports the connected customer network. This network encompasses influencers, partners, vendors, and communities, who all play a role in reaching customers, closing deals, fulfilling expectations, and earning loyalty. The solution incorporates the latest customer engagement tools, including social media and mobility, to listen to customers’ needs and to serve them however they choose to transact. It further connects these customer engagement tools to marketing, sales and service applications to maximize the value of each customer interaction—be it inquiry, issue, interest or purchase. And, since CloudMix integrates front-office tools with back-office systems, it allows users to respond to customer requests in real-time, across availability, fulfillment, pricing, contracts, billing, change requests, feedback, and more.



### Respond, Adapt and Enable

For organizations that have a gap in certain technologies, or are interested in implementing new capabilities, stand-alone cloud applications offer quick deployment and fast results, and they don't involve significant up-front financial commitment. However, organizations seeking to execute longer-term business strategies, such as growth, cost-savings, or a differentiated customer experience will require a more flexible and adaptive solution that is still cost-effective. CloudMix on Oracle fits this bill. It supports the seamless execution of end-to-end business processes across departmental boundaries. It is flexible for responding to customer needs, it is adaptive to accommodate process changes, and it enables employees to act in real-time. By having responsive processes, adaptive solutions, and enabled personnel, companies gain the ability to anticipate, meet, and exceed customer expectations, and to differentiate themselves in ways previously not thought possible.

## Deploy Your Way

Unlike packaged applications, CloudMix can be deployed in flexible ways, ranging from pure-cloud implementations to hybrid deployments to cloud-augmented models. The optimum deployment option depends on key business or IT priorities, company size, current investments, and maturity of existing IT platforms



Pure Cloud

- Standard Marketing, Sales, and Service capabilities
- Limited back-office integration
- Basic IT footprint



Hybrid Cloud

- Differentiated Marketing, Sales, and Service capabilities
- Point-to-point back-office integration
- Moderate IT footprint



Cloud Augmented

- Advanced Marketing, Sales, and Service capabilities
- Orchestrated back-office integration
- Heavy IT footprint

## Business First

Stand-alone cloud applications are typically designed to address a handful of common pain points within a functional niche, i.e., marketing, sales, service, etc. The solution, in other words, is built around the problem. While possessing the same level of functional capability, CloudMix works across vertical silos to address your company's specific business challenges. It puts your business needs first, and the solution next, not the other way around. To find out more about how CloudMix on Oracle can be leveraged to address your unique business challenges and to provide the foundation for a customer-centric adaptive enterprise, please contact:

Elaine Cutting

Sales Executive

ecutting@deloitte.com

+1.404.307.8011

### CONTACT

**Elaine Cutting**

Sales Executive

ecutting@deloitte.com

+1.404.307.8011

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