

ORACLE®

Enhanced. Accelerated. Autonomous.

Developing a top-level positioning and message for Oracle's 'autonomous' story in the A/NZ region.

THECRAFT

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Executive overview.

Creating a compelling story for 'autonomous'

Oracle A/NZ saw a need to clarify their position around 'autonomous', as a central theme being driven by Oracle Corporate. A positioning that found a way for Oracle to lead, and in a sense, create the real business positioning for 'autonomous' for Oracle, and its customers.

This necessitated clear, robust, and future-proof understanding of what Oracle perceived 'autonomous' as meaning, what Oracle defined as its viewpoint and how it promised to deliver autonomous services and ultimately to support the creation and future-proofing of autonomous enterprises.

The aim of this project was to provide sales and marketing teams with a coherent message, to take the autonomous story to market across all communication channels in a clear, consistent and differentiated way.

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Developing a central framework:

Category, descriptor, value and differentiation

The different elements of the positioning that form the basis of the central message and all communication.

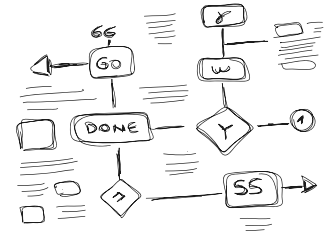
- Category: the most focused definition of what Oracle does in this area
- Descriptor: a clear explanation of what is delivered, which can flex and adapt for different customers
- Value: the benefit Oracle delivers, and the gain that the customers make
- Differentiation: Oracle's unique benefits, helping to position them as the right partner for customers

Category

Autonomous Data

Descriptor

Oracle delivers unique, self-running and AI-powered Autonomous Database, Autonomous Data Warehouse and Autonomous Transactional processing for organisations of all kinds in all sectors.



Value

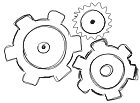
Technological Value	Operational and Strategic Value
Self-powered – self-driving, self-securing and self-repairing data capability (DBA, Data Scientist, Architects, etc.)	Helping the organisation and everyone within it (C-Suite, LOB Manager, etc.)
Intelligent and aware	Informed insight from complex data for rapid decision making
Elastic, scalable and flexible data capability	Agile, never stopping, responsive and infinitely adaptive
Faster to set up and deploy with connected data capabilities	Faster at every data-based action and reaction, across processes
Secure at technology level, continuously secure in delivery	Secure and protected from harm
Simple to implement, activate and deliver	Simple to run, grow, transform, absorb disruption and innovate
Error-free to set up; reduced error across data estate	Unified and connected decision and actions, from accurate data
Effort-reducing across data, database and related technology	Freedom from burdens and unwanted responsibility
A data resource that is constantly available	Constantly gaining and sustaining a competitive edge
Cost controlled, cost-transparent, cost-effective While cost is not our lead message, and we are not always able to speak to pure cost savings, we must ensure that it is present in the right place.	

Developing a central framework:

Category, descriptor, value and differentiation

Differentiation

Core differentiator



The only truly autonomous, self-driving Database, Data Warehouse and Transactional Processing technologies

Constant and automatically improving technology and computing capabilities means the ability to continually leverage innovation

Supporting differentiators



Unequalled proficiency with large scale, complex and critical enterprise data

The answer businesses need to their current and future data, operational and strategic enterprise challenges.

"Access data on demand, and at speed"



Most secure and integrated data across all functions

More trusted than anyone at dealing with critical data – as secure as banks or military.

"Your partner with a real security pedigree"



Most powerful database capability delivered as a service

The ability to handle, master and gain value for the biggest and most complex data sets.

"Using your business data for competitive advantage"



More experience dealing with the complexities of business processes, with the most complete business process capabilities

Deep R&D commitments in business technology, with continuous updates and optimisations.

"Supporting connected and integrated processes"



Most complete cloud stack

A superior cloud infrastructure with the ability run diagnostics and AI on multiple integrated files.

"Gain insight from data from multiple silos and extract value from it"



The message:



Enhanced.
Accelerated.
Autonomous



An elevator pitch for sales teams to tell the story to customers in a consistent way.

The pace of business and technology change is astonishing, with data-driven, AI-centred competition delivering superior customer experiences using data. Organisations must be responsive to this change; to utilise and gain information from data, quickly and at scale.

Autonomous Data is a key enabler to optimise for this changing landscape, providing you with the capacity and capability to consume complex business data, make it actionable, and to truly leverage the expertise within your organisation.

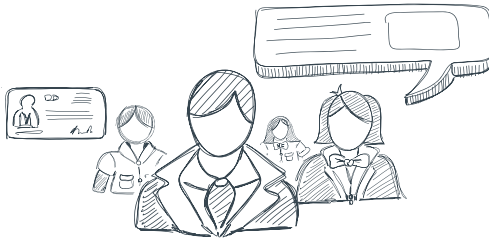
Oracle's Autonomous Data products help organisations perform better, with the speed to outmanoeuvre the competition. Self-running, AI-powered data and processes deliver intelligent, robust and connected data insights quicker. Liberated from operational drudgery, Oracle helps more parts of your business to contribute and collaborate, innovating faster and more efficiently, with new business models and revenue streams.

Self-driving, self-repairing and self-securing products give you greater command and control of data than ever before. You're competitive. You're future-proofed.

You're Enhanced. Accelerated. Autonomous.

Sales enablement tools.

To ensure that the positioning and central message developed can be activated and adapted by sales and marketing teams, a core set of highly practical enablement tools have been produced. These allow sales and marketing to rapidly activate together, and consistently implement across technological, operational and strategic level communications.



Deconstructing the message

As our message moves forward, it sets up the idea of Autonomous Data, explaining the benefit it will deliver, and then contextualises those ideas of delivery and benefit in the concept of 'Autonomous' itself. This means that we can show a path to Autonomous Data, bringing together the need to create a market, category, and set ourselves up in that category and market, all at once.

With Autonomous Data products from Oracle, organisations can run every data-based action infinitely faster across every process. Speed in some ways is the only weapon. Organisations harnessing Autonomous Data can defeat any relevant opposition through pure acceleration; they don't need plans, only speed to change faster than others.

Enhanced. Accelerated. Autonomous

With Autonomous Data products from Oracle, organisations can perform better. They'll be capable of gaining robust insight to meet business challenges. Secure and ready for anything, unified and connected, freed from burden and able to focus on innovation, thus able to gain a competitive edge.

Self-running, AI-powered data and processes means organisations can harness data within their organisation, informing intelligent insight and be able to truly succeed. Having Autonomous Data means adopting new business models, moving into new revenue streams, faster and more effectively than the competition.

The entire term ensures that we are able to, at once, describe our sector, talk up prime benefits and effects and describe Oracle as delivering these benefits, with three words: 'Autonomous' still nascent in the mind of many, we use the word in context of our products, our broad category definition and our message to continuously build the concept and our role at the heart of it.

Our message allows us to communicate the core benefits of Oracle's Autonomous Data products to our customers, as well as introducing the concept of being 'Autonomous' as an organisation. It is purposefully flexible and adaptable, allowing you to dial up other areas of value and benefit.

12 | Oracle Autonomous Data - Messaging Matrix

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Messaging Matrix

Practical go-to-market messaging, using the central message, applied to the core customer benefits for both technological and strategic audiences, and Oracle's differentiation. Specific messaging is included tailored to key industries and job roles.

Autonomous Data Battlecard

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Using 'Enhanced. Accelerated. Autonomous'

What it is, what it isn't, and how to treat it

It's not just a message on a page, but a binding idea

- Allows us to talk about specific focus areas of Autonomous Data and how it can benefit different areas of the business
- Aligns us across conversations, to see new ideas and opportunities with new or existing customers

It's guidance, not a script

- Use as a guide
- Do not use verbatim

Enables us to consistently deliver an aligned message to any audience and flex to specific sector and account needs

- It focuses on tangible qualities of Oracle's Autonomous Data products (simple, self-driving and self-powered)
- Supports us in any engagement to talk about business advancement in the context of current and future ambitions
- It allows us to align product and service, giving you a new platform for discussion

It's about the long term

- Ensure that no matter how fast we deliver Autonomous Data or benefits through this are always true, and what we can align to the big brand ideas, like Your Tomorrow Today easily

Sales Battlecard

Guidelines for the sales team on the positioning and central messaging; what it means, how to use it, and different applications of the messaging matrix-like audience.

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Readying your business for the future with Oracle Autonomous Data

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How can Autonomous Data impact your business?

Customer-facing deck

Execution of the messaging as a presentation for strategic, C-Level customer meetings, that defines the business value of Autonomous Data – with the flexibility for adaption to specific customer needs and drivers.

Direct campaigning:

Engaging key customers in installed accounts

To directly engage key audiences – Line of Business and IT – in installed accounts, a targeted approach was adopted to tell the Autonomous Data story aligned to their specific needs. Each recipient is directed to a campaign landing page with content to educate and illuminate around Autonomous Data.

Direct mail

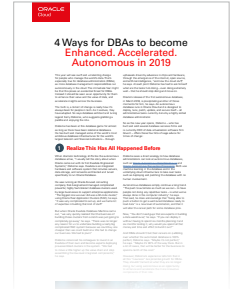
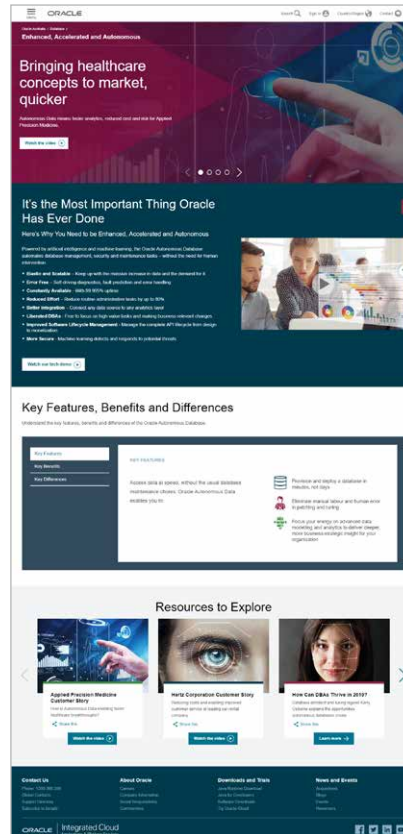


Emails

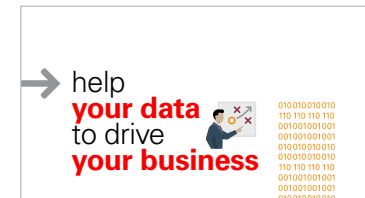


Positioning paper Article

Landing page



Animated teaser video



Call to action: Autonomous Data Workshop

Wider market engagement:

Digital and LinkedIn advertising

To reach a wider audience, digital and LinkedIn advertising was created, with messaging emphasising areas of operational and technological value to the IT audience, and strategic and business value to the Business audience.



Autonomous Data
fuels fast insight
for Drop Tank

[Watch the video →](#)

Drop Tank is
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Cloud

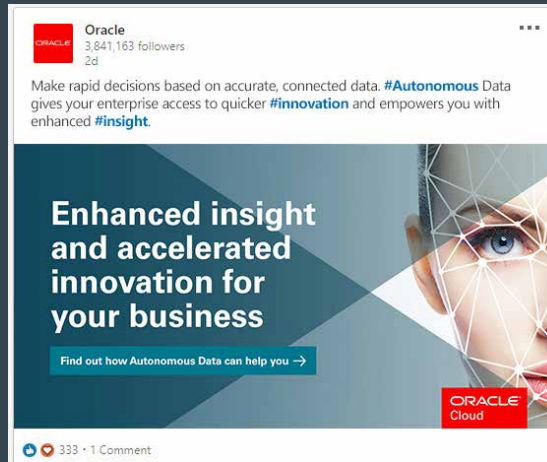


It's the most
important thing
Oracle has ever done

[Find out more →](#)

Enhanced.
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Oracle
3,841,163 followers
2d

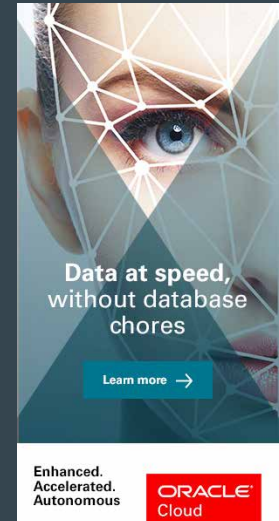
Make rapid decisions based on accurate, connected data. **#Autonomous** Data gives your enterprise access to quicker **#innovation** and empowers you with enhanced **#insight**.

**Enhanced insight
and accelerated
innovation for
your business**

[Find out how Autonomous Data can help you →](#)

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333 • 1 Comment



**Data at speed,
without database
chores**

[Learn more →](#)

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**Business audience
targeted ads**



Does Autonomous Data move DBAs up the value chain?

[Read the Article →](#)

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Faster data analytics for quicker healthcare breakthroughs

[Watch the Video →](#)

Applied Precision Medicine is Enhanced. Accelerated. Autonomous

ORACLE Cloud

IT audience targeted ads




Oracle
3,841,163 followers
2d

For Applied Precision Medicine, **#Autonomous** Data accelerate systems and processes to analyse huge volumes of **#customerdata**, quicker and more securely.

Redefining What is Possible in Healthcare with **Autonomous Data**

ORACLE Cloud

333 · 1 Comment



How did Hertz reduce 70% of its product launch time?

[Watch the Video →](#)

Hertz is Enhanced. Accelerated. Autonomous

ORACLE Cloud

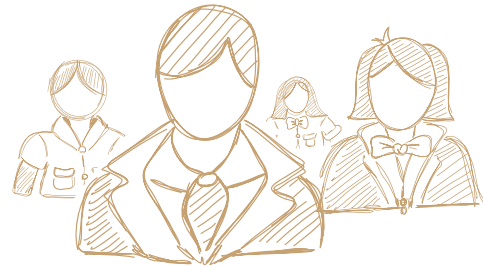
CIO ThinkTank:

Creating a community to evolve
thinking on Autonomous Data

Creating a community of CIOs
to pool ideas and advance
thinking on the emergence of
self-driving technologies, and
practical guidance for adopting
autonomous capabilities.

Quarterly summits and an
ongoing LinkedIn community.

CIO ThinkTank



How can the “Rise of the Machines” accelerate your business journey to the future, today?

A machine-augmented, self-driving delivery model empowers human capabilities and frees up valuable and skilled resources, providing the critical performance and speed businesses need to become market leaders. But what really are self-driving technologies? What are the rewards and challenges of adopting them? More importantly, how can we get started?

Based on the conversations some of you have had with Sam Higgins at IBRS, this Think Tank will also offer up some of the following areas for discussion:

- Drivers for Adoption
- Cultivating Trust
- Enabling Agility and Adaptability
- Empowering people

Summit Chair

Valery Lanovenko
Vice President Technology
Oracle Australia and New Zealand

Having previously Apple in Australia and Microsoft in Ukraine, Valery has had a number of roles at Oracle since 2009. In 2016, Valery was one of Oracle most senior ANZ sales in IoT Technology.

Summit Facilitators

Sam Higgins
Strategic Data Management, IBRS Advisor

Sam Higgins is an IBRS Advisor with over 20 years of global and international experience in the application of information technology to achieve business outcomes from large, complex organisations.

Scott Newman
Solutions Engineering, Oracle Australia and New Zealand

With over 10 years of experience in information, infrastructure and business transformation, Scott has been actively engaged in delivering customer centred solutions throughout Asia-Pacific and North and South America.

Martin Paynter
Managing Director, Australia Eastern Group

Martin has spent 14 years implementing and integrating Oracle Systems, both in and out of the executive leadership team for Australia. Currently, responsible for the Engineering Systems and Oracle Cloud Infrastructure delivery practice.

Agenda

12:00pm	Registration & Networking	All
	Welcome & Opening Remarks from Inaugural Chair	Valery Lanovenko
	Automated vs. Autonomous: Where is the intelligence in “Self-Driving”?	Scott Newman
	(Just how smart is my Robot?)	Sam Higgins
	Lunch & Small Group Discussions	Sam Higgins
	The Journey to Autonomous: How should we begin? (How do you know it’s been smart?)	Martin Paynter
	Beyond Successful Adoption: What do we need to consider next? (Do we need to live out Robot scenarios?)	Sam Higgins
	Closing Remarks & Call to Action from Summit Chair	Valery Lanovenko
2:30pm	Summit Concludes	

Join us at the next Summit in October 2019

Summit messaging and stimulus

Question 1

In which of the following areas is autonomous technology most important to improving your organisation's performance?

Operational efficiency: Red reduction and cost savings. Autonomous technology is a game-changer for autonomous technology, with the experience of employees is seen as a much lower priority.

- Processing efficiency
- Improved quality of service
- Reduced errors
- Productivity
- Ability to scale
- Augmenting and liberating people to add value
- Improving safety
- Device safety
- Fraud detection

Question 2

Which of the following factors are most important in enabling the adoption of autonomous technology?

Data management and security: stand out clearly as the most important factors for wanting to adopt autonomous technology. Fewer agree on the importance of governance and standards.

Question 3

Which of the following factors are you most concerned about preventing the adoption of autonomous technology?

Fewer are concerned about obstacles that arise through internal politics and operational capability, but awareness and maturity of autonomous technologies are greater cause for concern.

What Do You See As Potential Uses For Autonomous Technology?

- Processing efficiency
- Improved quality of service
- Reduced errors
- Productivity
- Ability to scale
- Augmenting and liberating people to add value
- Improving safety
- Device safety
- Fraud detection

What Do You Think Is Holding Back The Adoption Of Autonomous Technology?

- Identifying an entry vector to demonstrate value
- Culture of safety
- Building on trust
- The need to educate internal stakeholders
- Improving safety
- Device safety
- Fraud detection

What About Autonomous Technology Is Of Concern To You?

- Where do you start your journey? How do you progress?
- Where have autonomous technologies really been used?
- What would you consider the minimum viable product for a quick win?
- How do I get faster and accelerate adoption?
- What is the top and bottom line benefits?

Your Thoughts On Autonomous Technology

"If we aren't already adopting [autonomous technology], then we're already late."

"Can we make the financial equation work if we adopt early?"

"I don't understand what the real opportunities are - and whether the investment is worth it."

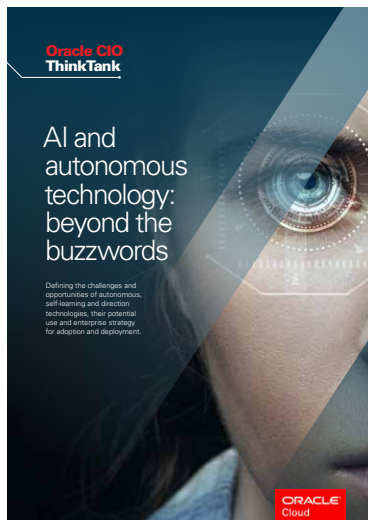
"It will be effectively a trust thing. As we going to let go of our understood, documented processes, and let a machine that can learn, actually run part of all of them?"

"There's no clear direction and competing claims for attention. How do you pick the right path?"

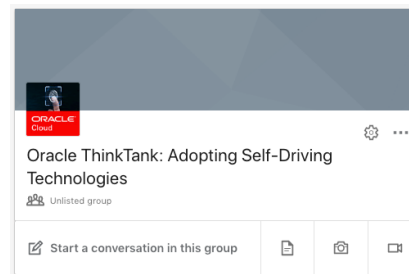
"[Autonomous technology] creates a level of anxiety because that's not how people are used to working."

"There is a political sensitivity that we have to be mindful of in a government context."

"The business needs to provide an environment for the workforce... do they feel digitally enabled, with the right tools?"



Closed LinkedIn community for CIOs, led by Oracle thought leaders, with calendar of content to stimulate conversation



Oracle
Enhanced, Accelerated and Autonomous

Accelerate your business journey to the future, today

In May 2019, we began our series of ThinkTank Summits, to open up discussions around AI, Autonomous and other self-driving technologies with a select group of Australian technology leaders.

Here we look at what has been learned from the challenges and opportunities they are facing, how can they get the right strategy in place, and the best entry points into using these game-changing new technologies.

CIOThinkTank

What have we learned so far?

Here are viewpoints on self-driving technology adoption strategy and entry points, with thinking from the Melbourne and Sydney Summits.

Part 1:

AI and Autonomous: Buzzwords or the Next Big Thing?

[Download the report](#)



Part 2:

DIY, Ready-Made, and Outsourced: The Entry Points to Embrace Your Enterprise's Making the Most of AI and Autonomous Technology

[Download the report](#)



Continuing the conversation

To dig deeper into self-driving technologies, and how you can integrate them into your enterprise, Oracle, in partnership with Accenture and IBRS, have created an exclusive LinkedIn group for the collaboration of the-minded tech leaders.



Get to know new tech better

In a future with Autonomous and other burgeoning new technologies, and how can businesses benefit from using them? Discover the latest thinking here.

CIO ThinkTank

ThinkTank blog
Valery Lanovenko -
Vice President

accenture technology

The tech trends
leading businesses
into a post-digital world

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Accenture's Yves
Bernard's keynote
on emerging trends

FORRESTER

Why Oracle is a
leader in the machine
learning MCM field

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The tech trends
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into a post-digital world

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Accenture's Yves
Bernard's keynote
on emerging trends

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FORRESTER

Why Oracle is a
leader in the machine
learning MCM field

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Further resources

Looking at the wider ecosystem around Oracle Autonomous technology

How can We "Win of the Machine"?
Autonomous technology from AI
to the Oracle Cloud

[Kicking off the Autonomous conversation at our May Summits](#)

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[Read the brochure](#)

Why forward-thinking businesses know autonomous is key to success

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The relevance of Autonomous tech, and the benefits of adopting it

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Contact us

If you have any questions, please email KOL at 5000000 or 5000000.

Contact Us

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About Oracle

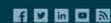
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Security Information
Compliance

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Java for Developers
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Landing page for CIOs; hub of relevant content and information about the next summit

The Craft Consulting.

The Craft is a strategic consultancy that helps clients to compete at the very highest level and build a sustainable competitive advantage in their markets. We deliver Strategic Differentiation to set businesses, products or services apart from their competition.

The Craft creates compelling stories that make its clients truly different from others, and reinvents the way they engage with their demanding audiences. It thrives on complexity and change, is meticulous in leveraging insight and experienced in moving the best buyers to your brand.



What we do.

1

Competitive positioning

Engineer a truly differentiated position in the marketplace to inspire a new kind of value-led buyer conversation.

- Brand strategy & architecture
- Portfolio & solution definition
- Pursuit & positioning
- Mergers & acquisitions

3

Account-based strategy

Shift perception in business-critical accounts to secure greater market share and larger revenue streams.

- Repositioning within account
- Decision-maker engagement
- Value proposition realignment

2

Sales enablement

Build the core sales platform so you can inform, control, and measure new and existing customer engagements more effectively.

- Sales function development & product/solution training
- Sales support materials, asset development and communications guidance

4

Go-to-market engagement

Understand how to turn complexity into simplicity and provide your customers with assurance you can give them what they need.

- Business messaging & creative development
- Data acquisition & build
- Programme design & content development

Four things that make us different.

1.

We understand the value that our clients' technology enables their customers to secure – we've been helping our clients to take their business technology solutions into all major industries and vertical sectors in a relevant and contextual way. To do this we have to understand each industry, its verticals and how technology will be used and the benefits delivered in a depth that will stand up for the most hardy sales person on the ground.

3.

We deliver business case information leading to effective and informed decision-making – We provide a robust and proven set of methodologies which analyse specific information in more depth than our clients and competitors do. This enables our clients to more fully explore and understand their options, and for the right and sustainable solution to be put in place so that they can win faster.

2.

We are primarily sales focused, bridging the gap from big brand idea to what sales and marketing have to say in order to sell – if you ask us what our focus is and how we think when we do our work, we always reply "we are 60% sales focused on what a sales person needs to say that they couldn't before, and 40% marketing focused on how it will be delivered in an engaging way". We believe in achieving greater integration between sales and marketing in every part of our work.

4.

We don't turn to creative and campaign ideas straight away to solve a complex problem – many of our competitors pitch creative ideas and concepts that answer a single problem when pitched but don't solve the client's longer-term, bigger problems. We get the foundation right, quickly and accurately, to enable greater sales enablement and marketing creativity.

Clients who believe in The Craft.

Atos



VERINT

deep³

servicenow

dimension
data



ORACLE®

CIVICA

ARK

Computacenter

LOGICALIS

Hitachi Consulting

The Craft is a strategic consultancy that helps clients to compete at the very highest level and build a sustainable competitive advantage in their markets. We deliver Strategic Differentiation to set businesses, products or services apart from their competition.

The Craft creates compelling stories that make its clients truly different from others, and reinvents the way they engage with their demanding audiences. It thrives on complexity and change, is meticulous in leveraging insight and experienced in moving the best buyers to your brand.

Charlotte Ward

Account Director

Email: cward@thecraft.consulting

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