

How to drive business momentum

What will you do to pull the economy forward?

An overview of PwC's Oracle practice

There's never been a more critical time than now to step up to the challenges facing global business. To thrive in today's swiftly evolving international marketplace, businesses must look at "change" as a path to competitive advantage. Whether you're a utility launching smart grid initiatives or a high technology firm re-inventing your distribution model, how well you capitalize on planned and unplanned change will determine how successful you are at meeting — and exceeding — your business objectives. The steps businesses take now will make the difference between escalating complexity and costs and boosting efficiency, innovation and revenue growth.

Helping clients build their next competitive advantage

At PwC, we bring our comprehensive assurance, tax and advisory expertise and insights to help you proactively drive and manage change — from improving day-to-day operations to realizing large-scale, enterprise-wide transformational change.

We are business integrators with system integrator capabilities. From strategy through execution, we help clients solve complex business problems leveraging Oracle technology. We focus on solving business issues across multiple industry sectors, not just implementing technology. We integrate our industry-specific business-process insight with deep technical knowledge of Oracle applications to enable strategic, sustainable business success.

From a solutions perspective, PwC doesn't just bring together different solutions from within our Oracle practice - our approach and capabilities enables teams to leverage specific implementations: whether it is Oracle-specific implementation, upgrade, change management, project management or leading practices expertise.

With more than 31,000 advisory professionals worldwide, PwC serves 84 percent of the Fortune Global 500, working collaboratively with C-suite executives and business leaders. Our global Oracle Alliance team combines PwC's in-depth business and industry knowledge to enhance the value of Oracle's comprehensive suite of applications and technology solutions.

We drive performance improvement by integrating process and technology solutions, leveraging our experience and product knowledge to address the financial, human capital, operational, CRM, security and compliance challenges that arise when undertaking significant transformations driven by Oracle upgrades or implementations. We bring the right blend of experience and knowledge that delivers a tailored solution to support our clients' unique needs.



Our global Oracle Alliance is recognized as a strong leader, with impressive achievements:

- Leader in Oracle Services, Forrester Wave, 2011
- Oracle's fastest growing partner
- PwC is one of Oracle's top tier "globally managed partners" and an Oracle Diamond Partner
- First Fusion HCM implementation go-live
- Awarded the Oracle® 2011 North America Titan Award for Excellence in Human Capital Management for Fusion HCM, the first Fusion go-live
- Awarded the Oracle® 2010 North America Titan Award for Excellence in Security and Identity Management
- An Oracle Diamond Partner, the highest partnership level. According to Oracle, Diamond partners consistently demonstrate superior product knowledge, technical expertise, and have received advanced levels of service, training, benefits and resources
- As a long-term strategic alliance partner, PwC receives significant recognition and dedicated account management support from Oracle.

PwC's strategy is focused on enhancing the value of Oracle implementations and Oracle-enabled processes through transformation.

We have the depth and breadth to Transform, Improve, Enhance, Sustain, Control, and Operate

PwC helps our clients **Transform** into more efficient and effective organizations that can address and sustain strategically directed change by leveraging Oracle solutions — whether full-scale enterprise transformation or focused change initiatives.

- **Finance:** We assist finance integration teams by providing Oracle and finance business process professionals to help them lead the finance work stream of the larger integration effort, provide the extra support needed to utilize new functionality in finance upgrades, and to help them implement finance transformation initiatives that require a blend of Oracle and finance consulting support.
- **Human Capital Management:** We help clients design and implement an integrated technology solution that can automate the processes, measurements, and analysis required to achieve transparency into business operations, and provide the information required to make critical talent management decisions on a global basis.
- **Operations:** We work closely with clients to improve the effectiveness and efficiency of their operations. We conduct detailed assessments to address a variety of supply chain, demand chain and strategic operations challenges. We help clients create sustainable change and continuous process improvement to maximize opportunities throughout the enterprise.

- **Customer Experience:** Increasing customer loyalty and profitability are key business drivers. Companies often lack accurate and timely customer information to drive customer satisfaction. An integrated sales and marketing process that aligns brand and account strategies is critical. We help clients leverage stronger analytics and better process management to make more integrated cross-channel decisions.

- **Governance, Risk and Compliance:**

Our solutions go beyond the traditional back office. We also help our clients **Improve, Enhance, Sustain, Secure, Control and Operate** their Oracle™ environments

- **Corporate Performance Management:** We help clients improve management information and prospective visibility through alignment of financial, operational and regulatory metrics that drive accountabilities, decision support and operational execution. We enable clients to streamline and simplify planning, budgeting and forecasting cycles; leverage business intelligence and analytics to improve profitability by implementing dashboards, scorecards and KPIs; execute financial close and consolidation; improve the speed and accuracy of consolidation; and corporate reporting.
- **Business Intelligence:** PwC's Enterprise Data Management professionals focus on the Oracle Business Intelligence applications and technologies that gather, provide access to, and analyze data and information about a company's operations.
- **Security and Identity Management:** PwC's risk-based methodology in identity and access management provides the integration between security and business process controls across the enterprise by addressing the people, process, and technology requirements based on a cohesive risk management framework.
- **Governance, Risk and Compliance :** We help clients establish an integrated governance, risk and control environment leveraging Oracle's GRC Control Suite to increase transparency, improve governance, automate core control functions, make better risk management decisions, and lower costs.
- **Application Managed Services:** We complement our experienced on-site and lower-cost off-shore/on shore development and integration solutions with post-implementation support and maintenance of enterprise and business process applications. We can help clients resolve issues with core ERP applications, such as Oracle, PeopleSoft, Hyperion and, Siebel; and provide support for third party bolt-on applications, interfaces and enhancements.

Why PwC is different

We have a business-led technology approach: We don't believe in implementing technology for technology's sake; we do it to solve a business issue. We listen to our clients first and then assemble a hand-picked team from across the firm, bringing in colleagues with the right business and technology consulting skills and industry knowledge, integrating key aspects that are necessary for success, such as benefits realization, change management and risk management. Approaching our client's issues with this wealth of expertise from the business perspective sets us apart, enabling us to build a solution aligned with business needs and objectives rather than solely based on implementing a technology solution. Our philosophy: client business drivers always lead, while the technology enables.

We don't use pre-packaged solutions: We don't presume to have a one-size fits all methodology. Instead, we put ourselves in our clients' shoes and seek to understand their perspective and requirements first. Working closely with our clients, the teams we've assembled from across the firm with relevant expertise jointly develop customized solutions to address individual needs, while leveraging common components and accelerators. Through this collaborative ethic, we help organizations achieve excellence, advancing ownership, accountability and the transfer of knowledge.

We focus on measurable results: We seek to understand the value and benefits we are going to target and achieve with each implementation, each upgrade, and each transformation. We know it is critical to understand — in measureable terms — what the impact of our work will be for the client and how it will be sustained. And we have a unique approach to identifying, targeting, managing and achieving those benefits - as well as measuring and monitoring the benefits, even beyond the implementation or upgrade. You won't find us simply jumping from one implementation to the next. And you won't find us doing an implementation and walking away only for the client to discover in a year or two that they still haven't achieved any measurable benefits.

We offer an unmatched scope of services and experience: The breadth and depth of our capabilities and experience include broad and deep technology expertise and deep expertise across all key business disciplines, as well as extensive assurance and tax consulting practices. Our solutions start with an insightful understanding of industries and their trends, developments and challenges. We have formed a point of view on how industries will evolve and transform themselves and how Oracle™-enabled change can help organizations effectively deal with these changes and reap the benefits. We have deep knowledge throughout the organization, including the areas of strategy, technology, finance, people and organization design, program management, change management, supply chain, outsourcing, corporate performance management and benefits realization.

We deliver on a global scale:

- We are the largest professional services firm in the world, with more than 163,000 people in 151 countries (31,000 in our technical consulting / advisory teams).
- We've established global and regional leads to drive consistency in strategy, solutions and service delivery, allowing us to selectively enter or expand in key geographies based on local market conditions and the opportunity to leverage client successes.
- We have local knowledge when and where clients need it.
- Our Global Delivery Centers allow us to perform client service activities anywhere in the world, where the appropriate mix of talent and knowledge is available at the best value, providing high-quality, low-cost delivery options that we integrate into our clients' solution.

Key Contact		
<p>Gerard Verweij Global and USA Oracle Alliance & Practice Leader (617) 530-7015 gerard.verweij@us.pwc.com</p>	<p>Donna Chu Global and USA Oracle Alliance Director (408) 817-4316 donna.f.chu@us.pwc.com</p>	<p>Mark Folit USA Oracle Sales Director (646) 471-1326 mark.h.folit@us.pwc.com</p>