Cloud computing:

How you can unleash the benefits in your business

Make your business more agile and customer-centric by creating an IT environment that genuinely supports these goals. This guide will explore the benefits of the Oracle cloud, help you understand how to start your cloud journey in a low-risk way and overcome the biggest challenges.

Foreword

David Speirs, Founder Catalyst Solutions and Gartner Executive Partner Associate

With over 30 years' of delivering international IT programs for Seagram, Menzies Distribution, Price Waterhouse, Babcock and The Scotsman. Speirs provides strategic advice to Public and Private organizations undergoing digital transformation programs.

Cloud brings transformational opportunities for your business. It can enable you to be more agile, flexible and sustainable, while reducing risk. Most importantly, it can make you truly customer-centric and, implemented properly, will improve the business value.

Cloud computing isn't a product: it's a cost-effective way of delivering technology services that support your business. There's no single approach to cloud: your organization will need to form the right strategies that unleash the benefits you require.

Enterprise-grade cloud solutions are ready to take advantage of. They have all the components needed to build your private, public, or hybrid cloud ecosystems. And there has never been a better time to get ahead of your competitors by starting your cloud journey.

"There has never been a better time to get ahead of your competitors by starting your cloud journey"

But as with every disruptive technology, there are challenges. The number one worry is security: people are rightly concerned about the ramifications and complexities of housing their crown jewels outside their own infrastructure, where they have less (or no) control over the environment. There are also issues around the culture and skills you need if you're to enjoy the full business benefits of cloud.

No challenge is insurmountable. Take time to understand what you're doing and collaborate with those who are familiar with cloud architectures, technology and licensing, and whose experience can speed up and take much risk out of your cloud migration, thereby accelerating the transformation of your business.

This guide will introduce you to the benefits of cloud, help you understand how to get started, and how you should be looking to tackle the key challenges.

Five reasons your business needs cloud

Cloud matters – embrace it today

Abdul Sheikh, Chief Technology Officer, Cintra

Co-founder and CTO of multi-award winning Cintra Corporation – a global Oracle Platinum partner and Enterprise Architecture specialist operating in the Americas, Europe and Asia.

"Implemented in the right way, cloud can deliver the sorts of business benefits that every business longs for"

Empowered, knowledgeable and demanding customers, stricter regulation, squeezed margins, ever-improving competition and a constantly changing landscape. For every business, regardless of where in the world you operate or the industries you work in, these challenges are a reality. If you're going to survive and thrive, you must embrace them. If you don't, you'll become 'digital prey' for your more innovative competitors, who'll happily take away your customers.

To tackle these issues successfully, you need to be responsive, innovative and efficient in everything you do. This can be a challenge, particularly in larger organizations, because it may require significant change to the way your business operates, from the ethos and mentality of your employees to their ways of working. You're also likely to need to update your technology and enterprise architecture to achieve these goals.

The good news is that enterprise-grade technology to support these aims is now available in the shape of Oracle's cloud computing stack, whether that's its public cloud or the components to create a private or hybrid cloud. And because public cloud in particular doesn't require significant up-front spend, smart organizations are moving fast to take advantage of the opportunities the cloud offers.

Implemented in the right way, cloud can deliver the sorts of business benefits that every business longs for: better customer experiences, greater responsiveness and agility, reduced risk, more efficient and cost-effective operations and the groundwork for sustainable business technology strategies.

Let's look at each of these goals in more detail, and why cloud is an essential enabler of each.

DELIVERING BETTER CUSTOMER EXPERIENCES

Customer satisfaction is critical to your survival. And it's never been easier for customers to research competitors and switch if they're not happy with you. Not only will you have lost a customer, but social media makes it easy for them to tell the world about their frustrations – and bad news travels fast.

Forrester Research calls this the 'Age Of The Customer', and urges all businesses to 'put customer obsession at the center of your corporate strategy'[1].

Cloud supports your business's goal of being truly customer-centric, because it enables you to offer the products and services people want, when they want them. Period of high demand? Add some extra cloud servers to ensure everyone enjoys a good user experience. Identify a need in the marketplace for a new product or service but you don't have the in-house hardware resources to support it? Develop, test and run it in the cloud, so you can corner the market first.

A cloud-enabled IT architecture gives you the opportunity to offer a better, more adaptable customer experience at lower cost than your competitors. This in turn will improve customer satisfaction and lead to better retention and easier acquisition of new clientele. Happy customers will also be more open to cross-selling and up-selling, meaning you have a great opportunity to increase revenue per customer.

1 https://solutions.forrester.com/age-of-the-customer/cio-cmo-strategy-3115Q-3763IK.html

>>

Five reasons your business needs cloud *(continued)*

And it's a virtuous circle, because by consistently meeting your customers' demands when it comes to new products, services and channels, you'll build a reputation as a forward-thinking and innovative organization, meaning you become the natural choice for today's knowledgeable and empowered customers.

REDUCE RISK

When designed and operated in the right way, cloud architecture can play an important part in your drive to reduce risk. First, it can give you much greater operational resilience when you need it: more compute power, storage or bandwidth, but without the capital cost of buying and installing it on-premise – or the operational cost of maintaining and upgrading it. Moreover, you won't have to focus your own resources on areas such as backups, hardware redundancy and failover, because this can be part of the cloud service.

Second, cloud can ease the burden of regulatory reporting. A correctly architected public, private or hybrid cloud can give you a level of agility that makes it easier and faster to comply with regulatory requirements. By investing in agile cloud infrastructure, you can be ready to compile the required information to meet your regulators' needs, even as these evolve. As a result, you'll be able to reduce the long-term impact of regulation on your business. That said, there can be initial regulatory complications when it comes to putting sensitive data in the cloud. We address this challenge in a later article.

And lastly, contrary to many people's fears, cloud can reduce your exposure to security threats. And this is one area where having an enterprise-grade solution is critical. It enables you to implement the same security policies, procedures, and tools regardless of whether your applications are deployed on premise, in your private cloud or in the public cloud. The important thing is to understand what your risks are and to mitigate them correctly, regardless of where your application or data lives. Doing this, combined with the fact that public cloud gives you access to the latest hardware and platforms (and that these are managed by professionals), can help you protect your data and applications when they're in the cloud. We look at security issues and how to overcome them in more depth later in this guide.

RESPOND FASTER TO CHANGING MARKET CONDITIONS AND COMPETITOR ACTIVITY

You can't control the landscape you operate in: customer demands, market conditions and your competitors' activity can change suddenly for all kinds of reasons. The successful organizations are the ones who can respond quickly – and cloud is your key technology enabler.

By having on-demand access to high-quality computing resource (be that databases, processing power, storage or applications), you can quickly create, test and roll out new products and services, or launch in new channels as these emerge. Crucially, you can create this agility without the capital expenditure or project overhead that would be required if you had to buy and install new on-premise hardware. Equally, you can easily switch off services when they're no longer required, instantly cutting your operational expenditure bill and enabling you to refocus funds where they will have the most impact.

"A cloud-enabled IT architecture gives you the opportunity to offer a better, more adaptable customer experience"

OPERATE MORE EFFICIENTLY AND COST-EFFECTIVELY

You need to get the absolute maximum value from what you spend. Idle or inefficient resources are a drain on your business, while the cost of maintaining legacy hardware and software will increase over time, putting added strain on your IT department. In turn, this means they'll spend more time just keeping the lights on, at the expense of genuinely adding value to your business by developing new capabilities.

By replacing legacy on-premise systems >>

Five reasons your business needs cloud *(continued)*

with properly designed, modern, lean and on-demand cloud equivalents, you'll be able to eliminate many of these challenges, meaning you can focus more where it matters: on your customers.

SUSTAINABLE TECHNOLOGY STRATEGIES

Technology represents a significant and rising cost for every business. Running things in your data center or in a hosted data center requires regular (capital) expenditure, not only in hardware, but in cooling costs, network costs, maintenance costs, secondary site costs, and operations support costs just to keep things up-to-date and meet the ever-growing demand for storing and analyzing your data. On top of this, there's the cost of your IT department's time to maintain your estate and the rising energy bill you'll face.

Moving to the cloud frees you of these headaches. You'll always have instant access to the latest platforms (and all the benefits they bring) and be able to add storage and compute power whenever you need it, but without the big up-front cost. Your IT team will be freed to spend more time focusing on value-add activities and less time just trying keeping the lights on.

Moreover, by using Oracle's energy-optimized datacenters, you can reduce your overall environmental impact, as purpose-built cloud datacenters are typically more energy-efficient than something you could create on-premise.

> "Cloud computing offers ever business the opportunity to better meet the needs of today's empowered customers"

CLOUD MATTERS – EMBRACE IT TODAY

Cloud computing offers every business amazing opportunities to better meet the needs of today's empowered customers and respond faster to an ever-changing landscape – in a way you simply can't with legacy architecture.

That's why smart enterprises are embarking on their journey to cloud today. In our next article, we'll look at how to get started.

What every business must do before moving to the cloud

Getting your on-premise architecture and systems in order and ready to integrate with the cloud

Abdul Sheikh, Chief Technology Officer, Cintra

Co-founder and CTO of multi-award winning Cintra Corporation – a global Oracle Platinum partner and Enterprise Architecture specialist operating in the Americas, Europe and Asia.

Regardless of size, cloud can help any business that relies on IT to become more efficient, responsive and customer-centric, while reducing risk. Moreover, public cloud doesn't require the sort of up-front expenditure that on-premise hardware would – meaning it's easier from a cost perspective to build a business case to put things into the public cloud.

This puts the benefits seemingly within very close reach. But beware the risks of rushing to the cloud to solve individual tactical issues without thinking about the bigger picture: doing so will invariably create problems for you later on, or mean you don't achieve the benefits you expected. It's vital you lay the groundwork correctly.

> "Beware the risks of rushing to the cloud to solve individual tactical issues without thinking about the bigger picture"

DON'T RUSH INTO ANYTHING

When all it takes is a credit card number and an internet connection, it becomes very tempting to start spinning up applications and pulling data into the cloud without first considering a broader cloud strategy. We've seen organizations move specific applications or data to the cloud because they believe it will solve tactical challenges they're facing, but without properly considering how the cloud will resolve these. In such cases, because things aren't properly thought-through, the expected benefits are rarely (fully) realized or unexpected issues, such as cloud lock-in, arise. How will your cloud systems link back to on-premise ones, and with future cloud capabilities as you build these out?

As more areas get moved into the cloud in this piecemeal way, you'll end up with a sprawling, siloed, inefficient cloud estate that's difficult and costly to manage. Worse, you could face a future bill to rework things that wipes out any early savings you've made.

On a larger scale, we've seen enterprises shift troublesome legacy architectures wholesale into the cloud and expect problems to go away. This approach rarely works, because the problems you're experiencing have their roots in the underlying architecture and will continue to propagate despite the positive change in network and infrastructure. If your on-premise setup has grown organically and isn't as consolidated or efficient as it could or should be, you need to

>>

HOW TO START YOUR CLOUD JOURNEY THE RIGHT WAY

So while it can seem tempting to get things into the cloud as quickly as possible, a bit of preparation and planning will hugely increase the probability that you'll achieve the benefits you're hoping for.

Central to this should be a proper cloud strategy and architecture that will support your overall business strategy and goals. An equally important part of your preparatory work is to build yourself a solid foundation for cloud by getting your existing on-premise IT architecture, hardware and software in order. And by leveraging enterprise-grade cloud solutions that link seamlessly with on-premise, your cloud strategy becomes a part of your broader IT strategy.

What every business must do before moving to the cloud *(continued)*

streamline it before you move anything to the cloud. Otherwise, the problems you face now will continue to plague you.

WHAT NEEDS TO CHANGE CLOSE TO HOME?

Your enterprise architecture should be your first port of call on your cloud journey. Assess how well it's serving your needs in areas such as scalability, security, availability, manageability and cost-efficiency. Are the licenses you have the right ones in terms of delivering maximum value to your business, or could you rationalize your estate and spend the funds on other Oracle capabilities that better serve your goals? Most importantly, how cloud-ready is your architecture?

A key element of this is to review which versions of Oracle you're running. Even though no business will move everything to the public cloud, it's highly recommended you make sure everything is up to date and ready to transition to the cloud, or to integrate effectively with it. Because most cloud offerings use the latest (or latest-but-one) version of Oracle, you won't be able to transition or link your legacy systems to cloud systems without first upgrading them.

From your assessments, identify a target enterprise architecture that addresses the shortcomings you've identified. Rather than create something from scratch, take advantage of existing architectures that are designed to be cloud-ready and have been tested and proven in organizations like yours. This reduces risk, can speed up delivery and means you'll only procure the Oracle capabilities that you actually need to meet your business's goals.

Then you can put together a roadmap that sets out how you'll get your business fully cloud-ready. As you do this, think about areas that are low-risk but potentially demonstrate significant value, or that can relieve a pressing pain point. Make these the first steps in your cloud journey.

LOOKING BEYOND THE TECHNOLOGY

So far, the focus has been largely on technology. But to fully enjoy the benefits of cloud, just like with any other disruptive technology, you need to make some fundamental changes to the way your business is structured and operated if you're to enjoy the full benefits.

You need an individual or team to own and champion your cloud strategy and drive its implementation across all layers of the business and infrastructure, including storage, network, databases, systems and people. If you don't, you risk a situation where everyone believes it's someone else's responsibility to deliver the cloud vision, which will delay or derail your drive to make it a reality.

Your company will also need to alter the way it looks at project funding. There's much less up-front capital expenditure in getting a new product to market when the underlying IT is on-demand cloud infrastructure. Instead of looking at returns against the total cost of the project, you can now set a target transaction cost, and scale your cloud infrastructure to hit this target.

We'll look in detail at some other organizational challenges later in this guide. The main thing to understand from the start of your journey is that cloud represents a transformation that will touch all parts of your business, not just your technology.

NEXT STEPS

Once you have your on-premise architectures and systems in order and ready to integrate with the cloud – and your business understands who will be responsible for delivering the vision – you can start to design and roll out your cloud environment. It's this we'll look at next.

"Identify a target enterprise architecture that addresses the shortcomings you've identified"

>>

Design, implement and manage a successful cloud environment

Get the elements right to realize the benefits of cloud

Abdul Sheikh, Chief Technology Officer, Cintra

Co-founder and CTO of multi-award winning Cintra Corporation – a global Oracle Platinum partner and Enterprise Architecture specialist operating in the Americas, Europe and Asia.

The key to creating a successful cloud environment – be it public, private or a hybrid – is to think it through properly. What business benefits do you want from cloud? These should inform your cloud and IT strategy, which will then guide everything you do and help you answer questions such as what to put in the cloud.

Once you've pinpointed what you want to achieve with cloud, you can start to define what your cloud architecture needs to look like. Every business is different, but just as with your on-premise architecture, you can take advantage of proven design patterns to reduce risk, speed up delivery and ensure you procure the right Oracle capabilities for your business.

GETTING STARTED IN THE CLOUD

With your strategy and architecture plans in place, you can select your first cloud project. It's best to begin in a low-risk area that will deliver a quick win. This can be the proving ground. When it's successful and your business starts to see the benefits of cloud, other areas will demand the same capability. This will help you build your business case for further investment.

> "With your strategy and architecture plans in place, you can select your first cloud project"

A good place to begin is your development and test environment, because it's non-critical and it will help demonstrate the value of cloud to your IT department, who'll be the driving force behind and evangelists for your future cloud capabilities.

At each stage when you're deciding what to put in the cloud next, let your strategy guide you and focus on business value: what will get you the most bang for your buck?

MAINTAINING YOUR CLOUD ENVIRONMENT

When you buy a new car, everything works as the brochure promised. To keep this level of performance, you need to maintain it regularly. Your IT estate is the same: if you're to keep (and indeed enhance) the levels of performance your business will come to expect, you must give it the attention it needs to remain performant, available and secure.

Again, before you think about cloud, consider how well you're managing your on-premise environment. Once you get this capability in order, you'll be in a strong position to think about

>>

LICENSING CONSIDERATIONS

Licensing is a tricky area to navigate at the best of times, and is exacerbated as you transition from on-premise to the cloud. As with other parts of your cloud strategy, make sure you fully understand your on-premise license situation and ensure it's in order before you think about cloud. Are you getting the best value from your spend on Oracle licenses? Could you rationalize to be more cost-efficient? Is there headroom in your current licenses to achieve your cloud vision, or do you need additional ones?

Doing so will give you the peace of mind that you're fully compliant and help you avoid a mad dash if you're audited. If you're unsure, it's best to ask an expert to guide you.

Design, implement and manage a successful cloud environment *(continued)*

how you evolve it to the cloud.

Are you proactively maintaining and monitoring your systems in real time? Do you have appropriate levels of production rigor in place? Are you looking ahead to see what you'll need in six months' time, a year's time and beyond, and making the required changes as part of a carefully defined plan? Doing this will help avoid nasty surprises and last-minute panics when capability is required or components of your architecture go out of support.

As a result, less will go wrong, you'll enjoy higher availability, have more satisfied users and customers and upgrades or changes will have less impact on your business.

One option is to do this active maintenance yourself, provided you've got the resources to give it the attention it requires (once a quarter or once a year isn't sufficient – it needs to be ongoing). Alternatively, look to partner with a managed service specialist. Note that by 'partner' we don't just mean 'outsource' and forget about it. Partnering should see your teams working closely with the managed service specialists to identify enhancements and drive better performance from your cloud estate.

"Partnering should see your teams working closely with the managed service specialists"

YOUR ROUTE TO CLOUD SUCCESS

Get these critical elements right, and you'll be well on the way to realizing the benefits of cloud. Having said that, it's important to be realistic and understand you will face challenges and push-back along the way. That's why the final piece in this guide looks at some of the most common issues you're likely to come up against and suggests ways you can overcome them, to ensure your journey to the cloud remains on track.

Overcome the challenges of cloud

Accelerate your digital growth and empower your customers

Abdul Sheikh, Chief Technology Officer, Cintra

Co-founder and CTO of multi-award winning Cintra Corporation – a global Oracle Platinum partner and Enterprise Architecture specialist operating in the Americas, Europe and Asia.

"Cloud computing has the power to transform any organization to make it more customer-centric, cost-efficient and less exposed to risk"

Cloud computing offers some amazing opportunities and has the power to transform any organization to make it more customer-centric, cost-efficient and less exposed to risk. As we've explained in this guide so far, the secret is to prepare properly, and the benefits will follow.

But like with any new technology, there are challenges around transitioning from your legacy architecture to one that makes full use of Oracle's cloud offering, whether that be public, private, or both (hybrid). By being aware of these challenges, understanding which are the most significant and knowing how to overcome them, you'll set yourself on the path to success.

We'll look at four key areas you'll need to address, and explain how to tackle each one.

SECURITY

By far the most common reason we hear for organizations not wanting to use the public cloud is security. In very security-conscious businesses and sectors, there's a real (and legitimate) fear of relinquishing control of your proprietary data, especially when barely a week goes by without a story in the press about a high-profile organization's systems (cloud or otherwise) being compromised.

In the public cloud, you have less control over security than you would on premise. You may not, for example, be able to determine which firewall ports are open in the environment you're using. This is why the first thing we tell everyone is that not everything should be stored in the public cloud. Your most sensitive data must be kept on premise (perhaps in a private cloud), under the watchful eye of your security team.

However, certain data can safely be stored in the public cloud, so long as you select it carefully and protect it sufficiently. To determine what you put in the public cloud, we recommend an assessment of your existing on-premise data and applications, where you categorize things according to their sensitivity and criticality to your business. Your findings should feed into an on-premise security roadmap to address any shortcomings you identify.

Equipped with this clear picture of your organization, you can then confidently identify the areas that can be moved to the public cloud, and the levels of security protection that each will require once it's there. The big advantage of the Oracle cloud is that the way its security works is the same as its on-premise technology. Once you have your in-house Oracle security in order, you can use the same policies and procedures for anything you move into the cloud. Moreover, you'll be using the same security tools that your security and compliance teams are already familiar with.

Another pitfall is around encryption. While many businesses encrypt data stored in the public cloud, you'd be surprised how few encrypt the connections between their on-premise and cloud architectures. To keep your data safe, the connections need to be encrypted as well as the stored data.

The other big challenge around security is that you now need to make it the responsibility of everyone in your business. When your data was stored entirely on premise, security was more or less the domain of your IT team, who looked after the corporate firewall, making sure nothing untoward got in or out. With data being sent beyond the firewall to the public cloud, it's imperative everyone understands why they need to keep data >>

Overcome the challenges of cloud *(continued)*

safe and what they must do to ensure this. The security categorization of data and applications we mentioned above can be a huge help in ensuring people understand what they're working with and apply the right security procedures to what they're doing. A change to people's employment contracts to reflect responsibilities around information security is also something to consider.

To oversee this organization-wide change, many businesses are appointing a dedicated security officer, whose job is to ensure all parts of the company understand their obligations and operate in an appropriate manner for applications deployed on-premise, in hosted environments and in the public cloud.

CULTURAL CHANGES

Although security is the biggest perceived challenge of moving to the cloud, the cultural changes that enable an organization to enjoy the full benefits of cloud are arguably more challenging to overcome.

We previously explained the need for a dedicated team of champions to be responsible for all elements of your cloud capability: this team will need to design and drive the cloud implementation, bringing together the right people from across your business to make things happen. This is likely to disrupt your organizational structure and lead to changed roles and responsibilities in certain areas. Relinquishing control or working in new ways may get a few people's backs up.

At a more granular level, your IT department may not have the skills or be sufficiently nimble to enable you to enjoy the flexibility and agility you can achieve with cloud. Database administrators often fear their roles will be made redundant. And many businesses are used to creating and managing things in-house: they don't like the idea of handing over control of applications or data to third parties.

To make these cultural changes successfully, you'll need to run a

COMPLIANCE WITH DATA LOCALIZATION REQUIREMENTS FOR REGULATED DATA

Linked to the question of security is often one of compliance: in heavily regulated industries, such as the financial services sector, regulators require certain data to be held in a specific geographical location, or don't allow it to be stored in the public cloud at all. Again, you should assess your organization's data and applications prior to moving anything to the cloud and categorize things according to the regulatory requirements. Once you've got this grading, you can apply appropriate measures to ensure you comply.

The issue regulators often have with the cloud is that because it's still relatively new, they aren't able to use their traditional tools or methods to validate compliance. Their reaction is typically one of alarm. However, if you work with a partner who's familiar with the regulatory body as well as the solution you're proposing, they can work with the regulator on your behalf to navigate the issue. In this way, we've helped customers demonstrate that what they're proposing is in line with what others in the same or similar sectors are doing. As a result, the customers have been able to secure an exception to the regulatory requirement, because even though the regulator couldn't use its standard tools to verify compliance, the customers showed sufficient evidence that their cloud solution met the security and data localization requirements.

And if you're not allowed to store information in the public cloud, remember you can still enjoy the benefits of cloud computing by exploring private or hybrid cloud architectures, carefully selecting what data is stored where and putting in place measures to ensure separation. Oracle also offers public cloud data centers in numerous locations around the world, which means if your data is required to reside in a particular country, you have options that can enable you to achieve this.

"You'll need to run a 'hearts and minds' campaign in parallel with the technology"

>>

Overcome the challenges of cloud *(continued)*

'hearts and minds' campaign in parallel with the technology and architecture transformations. Develop a comprehensive communications plan that explains the benefits of cloud, the primary drivers for your company's adoption, and how each individual can play a part in this exciting journey. Listen to people's concerns – some you'll be able to allay, while others will be valid and prompt you to reassess your plans, or investigate private or hybrid cloud options.

Identify skills gaps within your organization, most notably in your IT team. Then work to fill these, through retraining and upskilling existing employees, by recruiting new staff, or by partnering with others who can offer the capabilities you need.

Reassure your IT team and database administrators they aren't being replaced, and that instead of working extremely hard just to keep things running, they'll be freed to do more interesting, rewarding and valuable work, including realizing the benefits of cloud. Rather than their roles becoming redundant, they'll become indispensable when your business sees the value they can unleash.

STEALTH COSTS

Many people see a move to the cloud as a guaranteed cost-cutter. And for most businesses, it will be – at first. But unless you've architected both your on-premise and cloud solutions in the right way, the size and cost of your cloud estate will start to sprawl uncontrollably.

You can avoid this by laying the right foundations and governance models. Get your on-premise architectures in order before you think about cloud. Consider what you're putting in the cloud, why you're doing it and create appropriate architectures with approved deployment models. Keep centralized control over new cloud solutions so that you can manage both on-premise and cloud assets through a single tool. And actively manage your cloud estate to ensure you're making the absolute most of the capabilities you're paying for – switch off what you don't need and maximize fixed asset utilization.

"Reassure your IT team and database administrators they aren't being replaced"

YOUR PATHWAY TO SUCCESS

Cloud represents one of the most fundamental changes your business and its IT estate will ever have faced. Issues around security, compliance, cultural changes and stealth costs are significant, and you need to address them correctly from the start. If you don't, you'll miss out on the full benefits of cloud computing: the chance to become truly customer-centric, to respond quickly to changing market conditions, to reduce risk and operate more efficiently and sustainably.

Worse, failing to address questions around security and compliance will put the very future of your business at risk: rather than becoming the digital predator you want to be, you'll be the 'digital prey' for your competitors.

But be reassured: organizations across many industries have successfully tackled these challenges and are reaping the rewards we've discussed. And there's no need to reinvent the wheel: talk to someone who specializes in enterprise architecture and Oracle's cloud offering about how you too can accelerate your digital growth and become the go-to business for today's knowledgeable and empowered customers.

To find out more about Cintra and how we can help you:

Call: **UK** +44 (0) 845 1213 242
USA +1 (212) 481-6501

Email info@cintra.com

www.cintra.com