IMPACT

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ORACLE®

Co-Innovating with Oracle

Get Your Ideas Executed, Quickly
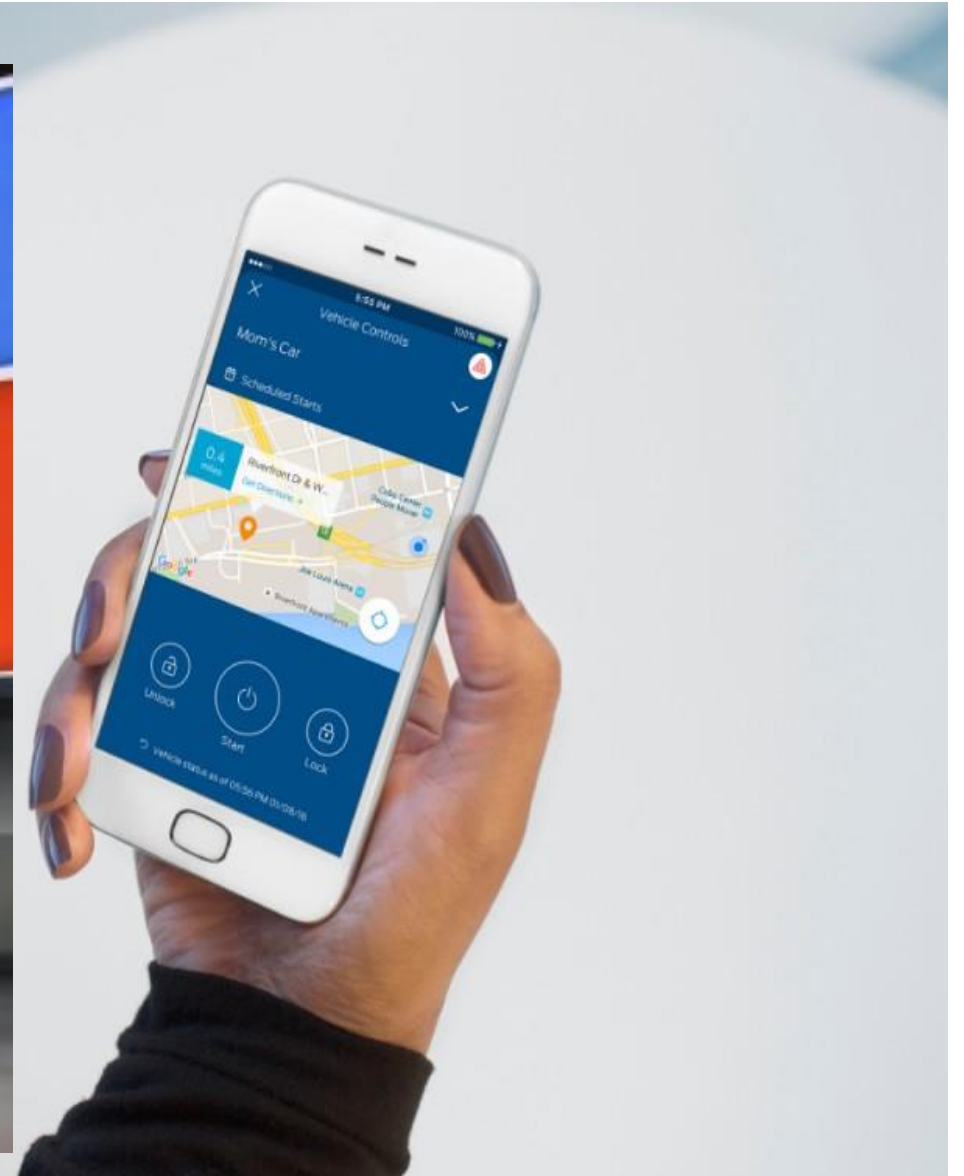
장성우 전무
Tech Solution Engineering
Oracle Korea

I M P A C T
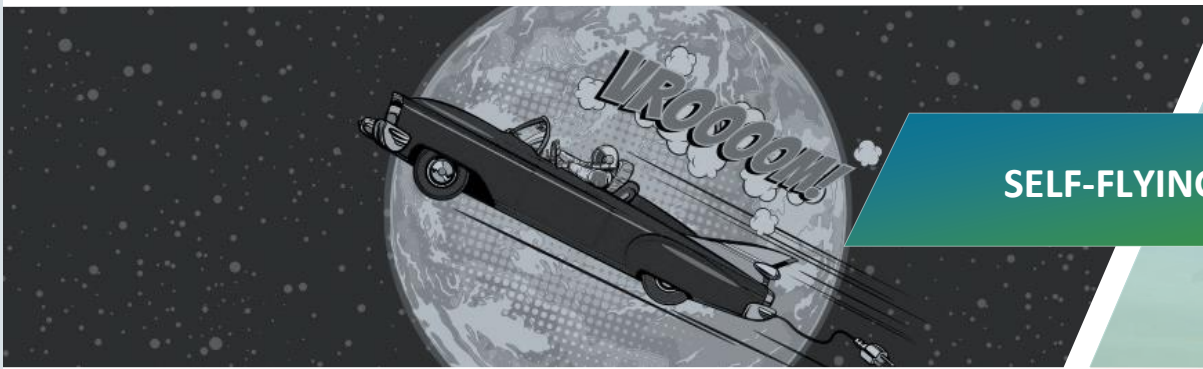
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http://www.bmwblog.com/2015/08/11/why-car-sharing-can-be-the-next-big-thing-in-the-automotive-world/
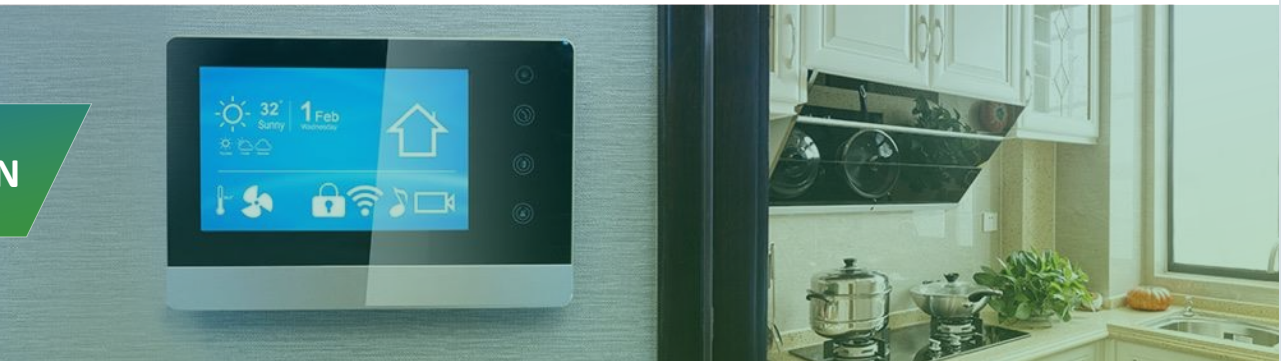
SCIENCE FICTION IS BECOMING REALITY

SELF-DRIVING CAR
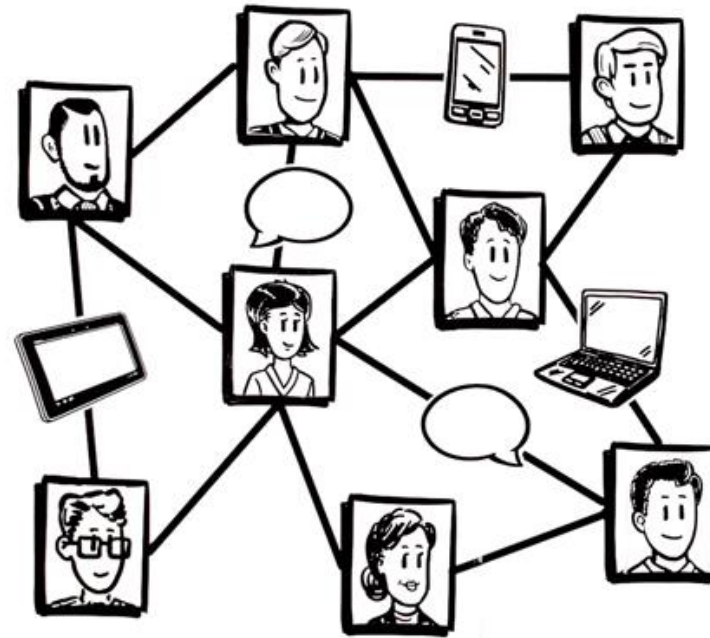

SELF-FLYING TAXI

Image source

SELF-OPERATING KITCHEN

Digital Transformation(4차 산업혁명) 탄생의 배경

- 소셜과 모바일의 탄생에 따른 고객의 선호 변화
- 과거의 인더스트리 장벽 붕괴 – **Hybrid**
- 4차 산업 혁명에 따른 제품 서비스
- SW로 무장한 신흥 경쟁사 탄생
- 과거에 없었던 산업과 서비스 탄생
- 고객 경험기반의 제품이나 서비스 선택
- 고객변화로 인한 영업과 마케팅 방법변화
- 더더욱 빠른 지속적인 서비스 요구

Digital Transformation의 핵심
- 고객 경험 강화와 이를 위한 운영 혁신 -

- **고객 경험 강화**
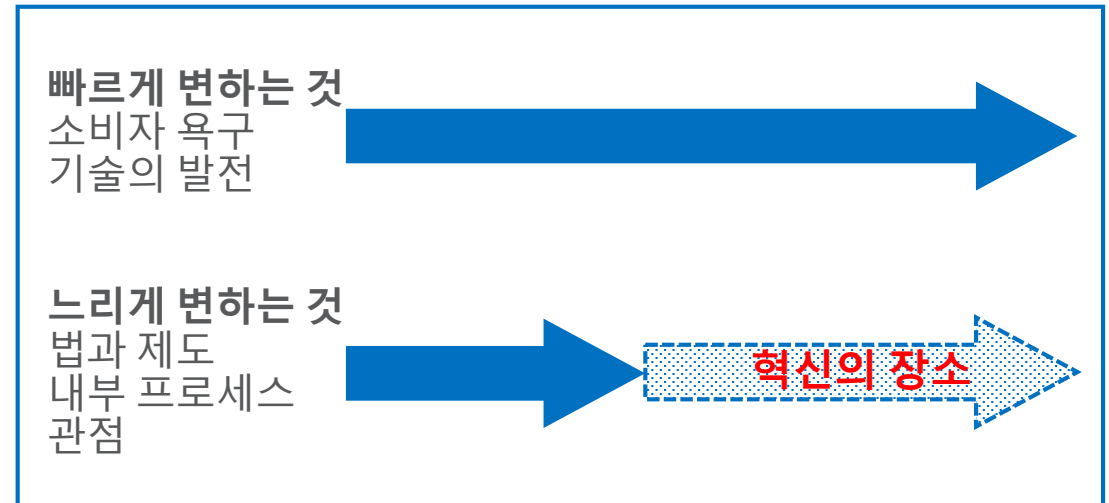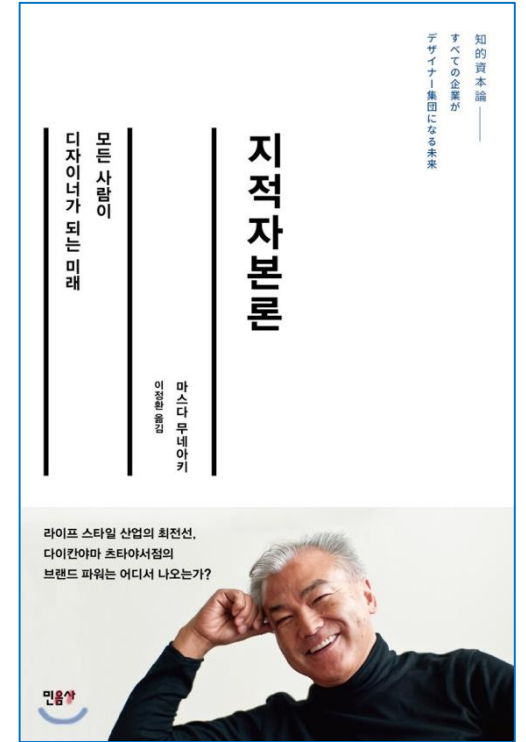 - ✓ 고객의 숨겨진 욕구 파악 및 이의 빠른 서비스 화

- **운영 혁신**
  - ✓ 프로세스 혁신 : 공급자 주도 → 소비자 중심
  - ✓ IT 아키텍쳐 혁신 : Cloud 기반의 Agile IT architecture

- **제안(Curation)의 중요성**
  - ✓ 고객의 필요를 미리 파악하고 선제안
  - ✓ 지적자본의 중요성 증대 → 미래의 역할

빠르게 변하는 것
소비자 욕구
기술의 발전

느리게 변하는 것
법과 제도
내부 프로세스
관점

혁신의 장소

Digital Transformation의 과제

인력/프로세스/기술 측면에서의 혁신 필요

Resources

Process

Technology

인력의 혁신 (Resources Transformation)
디지털 시대에는 디지털에 맞는 교육과 역할 분담이 필요

RECRUITING
- RECRUITING MANAGEMENT
- CAMPUS & EVENT RECRUITING
- CANDIDATE RELATIONSHIP MANAGEMENT
- ONBOARDING

LEARNING
- LEARNING MANAGEMENT
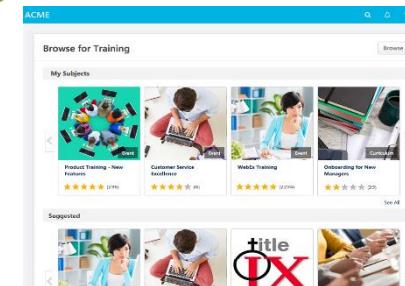- CERTIFICATIONS
- CONNECT & COLLABORATE
- INSIGHTS

PERFORMANCE
- PERFORMANCE MANAGEMENT
- ENGAGE
- SUCCESSION MANAGEMENT
- COMPENSATION MANAGEMENT

HR
- HUMAN RESOURCES
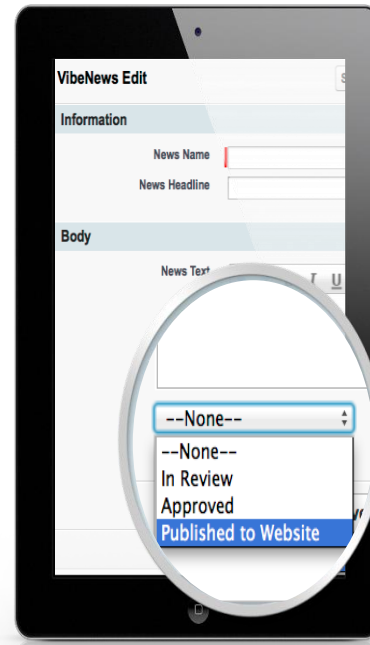- PLANNING
- VIEW & DASHBOARDS
- BENCHMARK

프로세스의 혁신 (Process Transformation)

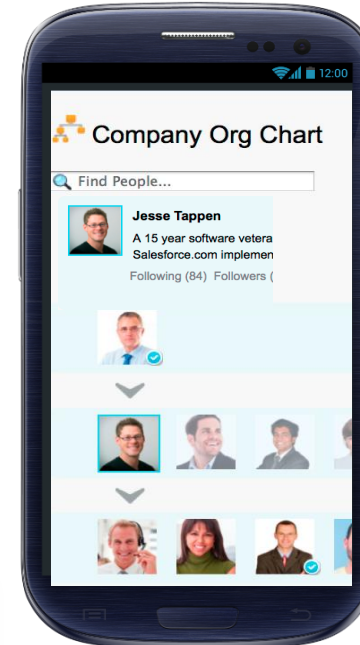## On-time business focus, Front office, Back office

- 수평적 조직 및 커뮤니케이션
- 서비스(작업) 위주의 작은 조직

Publish Content

Engage experts

Share Files
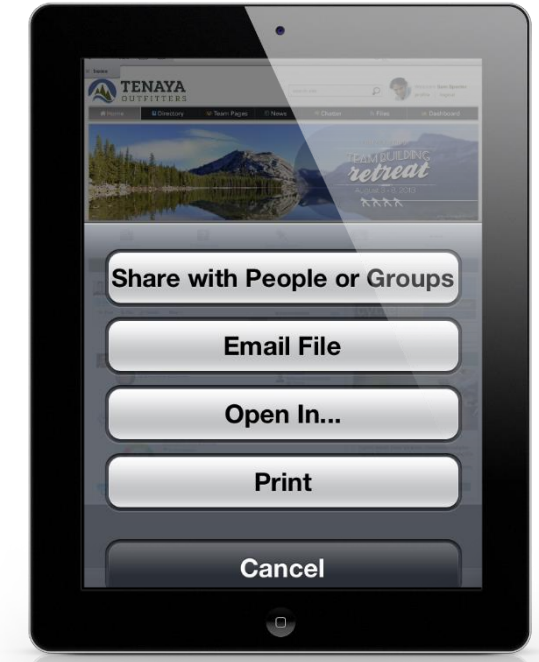
프로세스의 혁신 (Process Transformation)

Automation of Work

Potential processes for automation

HR Services		
• 입사절차	• 복리후생	• 데이터 입력
• 근태관리	• 대외보고	• 교육
• 인사행정	• 급여	• 채용

IT		
• 시스템 설치	• 파일관리	• 배치 작업
• FTP 다운/업로드, 백업	• 이메일 관련작업	• 서버 모니터링
	• 폴더 동기화	• Application 모니터링

Supply chain		
• 재고관리	• 견적 관리	• 반품처리
• 수요/공급계획	• 작업 지시관리	
• 계약 관리	• 수송관리	

Finance		
• 회계전표/증빙관리	• 고객 청구, 채권관리	• 고정자산 회계
• 계정 대사	• 출장 등 경비 정산	
• 채무관리, 지급	• 수익/비용 배부	

Others		
• 문제 해결	• Workflow 관리	• 부정적발
• 문서 및 자료관리	• CRM	• 테스트
• 일정 관리	• PC 통합	• 문서 형식 편집

- 어떻게 업무 생산성을 극대화 할 수 있을까?

- 각 단위 부서별로의 생산성을 극대화 할 수 있는 방법은?

- 반복적인 수작업을 최소화 하고, 오류를 줄일 수 있는 자동화 프로세스 검토

- 다채널 고객 접점에 의한 고객 정보 통합화

- 업무전문가는 업무의 디지털 혁신 담당화

- 과감한 수작업을 자동화

기술의 혁신
(Technology Transformation)

불과 10년만에

Mainframe/
Terminal

Client/
Server

Cloud

Social

Mobile

IoT

AI

10만

100만
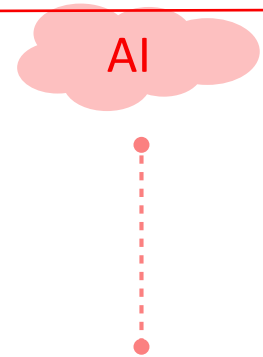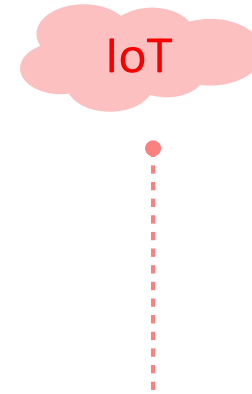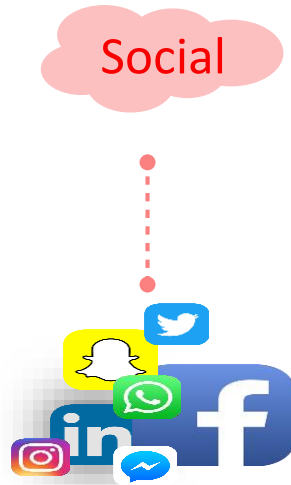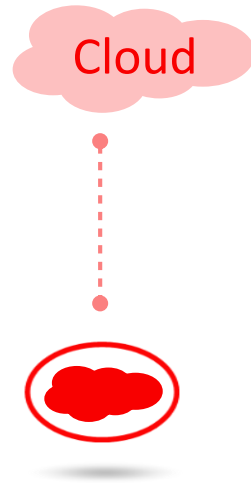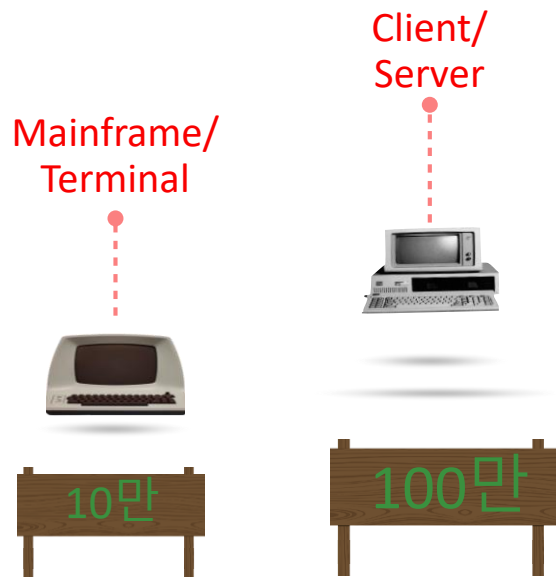
60억
mobile phones

900억
smart things

Imagine if….
we could take your idea
and build a real prototype
with a business justification
in 10 weeks or less

We bring new ideas
and business models to life,
using co-innovation and
prototyping on Oracle Cloud

We focus on *Sustained Innovation*, ideally scaled across the organisation – Ad Hoc Innovation is low value

Any new (or improved) business model, product or experience. Or a new approach to doing things.

INNOVATION IS AN IDEA EXECUTED IN THE MARKET

The idea must meet a need, solve a challenge or address an opportunity. A PoC running in a 'lab' is not enough.

Consumer, employee or Business – any segment of end-users

ORACLE®

ORACLE HAS AN INNOVATION PROCESS

You need a disciplined process
to make practical things happen.

IDEA :
Our Co-Innovation Process

IDEA, Oracle's **Innovation Design Engine**, is a structured process which supports end-to-end innovation, right through to executing ideas and measuring results.

Frame

A clear and motivating business challenge

Ideate

One (or more) outline business ideas

Share

A low / medium fidelity prototype and shared commitment to making change happen

Test

Can we achieve measurable, repeatable business results

Scale

Can we achieve measurable business results at scale

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neHT
Ideas **Executed**

Solving challenges together instead of just presenting technology creates new relationships and lasting effects.

WORKING WITH OUR CUSTOMERS IN BLENDED TEAMS APPLYING AGILE TOOLS AND MINDSET.

Combining Subject matter experts across Oracle, partners and the Customer.

IDEA, SCRUM, DevOps, etc

It is the outcome that matters. Let's experiment to find the right way to achieve it.

NEXT:
Team Roles

Business Innovation Expert

1. Provide the ideation and business innovation skills.
2. Advises and creates future business models, products & experiences.
3. Drives idea to digital capability mapping.

UI Designer & Developer

1. Advising on human interaction concepts.
2. Capable of rapidly translating business requirements into:
   - forward looking UI/UX interaction blueprints
   - modern UI technology prototypes

Agile Operations Expert

1. Optimizes digital the prototype for scale & deployment enterprise wide.
2. Designs availability & stability tracking services.
3. Guides Customer Stakeholders towards self-sufficiency in operations and ongoing maintenance.

Business Model Expert

1. Advises on business & revenue models, organizational options, sponsoring concepts and early idea value scoping.
2. Business justification and execution plan support.
3. Advises on Strategy & KPI's.

Agile Development Expert

1. Builds the Cloud App using relevant cloud services.
2. Connects required cloud and on-premise API's.
3. Configures and develops application code for the cloud services involved.

Engagement owner

1. Applies patterns or architecture (from business architecture to technical).
2. Coordinates & manages all program activities.
3. Serves as the conduit between Innovation/Functional team and Technical Delivery team.

TYPICAL ENGAGEMENT TIMELINE

Pre-Meeting
Planning

1-2 Hours

- Review scope, context, business objectives
- Define steps and agree on how to operate them

Workshop 1
Ideation

1- 5 Days

- Frame & Ideate
- Detail to-be processes as stories, sketch mockup UI's
- Start to investigate business value projections
- Decide on joint prototyping scope (Prioritize ideas)

Workshop 2
Co-Creation

2-8 Weeks

- Build key fragments of the innovation journey
- Work in blended teams of Business Innovators, UX Designers and Agile Developers
- Leverage Oracle Public Cloud infrastructure
- Prepare Innovation Showcase

Workshop 3
Showcase

3-4 Hours

- Joint presentation and workshop lead by customer
- Mixed business, technical and executive audience to receive feedback, achieve buy-in, and create "sign off" for next steps

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Innovation Design Engine

Kick-Starting the Engine

FRAME	IDEATE	SHARE	TEST	SCALE
current situation	solution proposal	socialized idea	focused execution	value realization

1-2 weeks collaboration
preparation & deskwork
2 days high impact
analytical workshops

A clear and motivating business challenge

1 week collaboration
reflection & evaluation
2 days high impact
ideation workshops

One (or more) outline business solutions

1-5 weeks collaboration
validation & prototyping
1 day high impact
innovation showcasing

A shared commitment to making change happen and permission to proceed

2–10 weeks collaboration
design sprints & launch
weekly
agile review workshops

Business results (at speed)

ongoing
operational optimization
ongoing
feedback & leverage

Measurable, repeatable business results

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ORACLE IDEA
Be. Change

Innovation Design Engine

The Detailed Process Steps

FRAME	IDEATE	SHARE	TEST	SCALE
case for change	*solution proposal*	*socialized idea*	*focused execution*	*value realization*
evaluate the **business snapshot**	*define the* **desired state**	*validate the* **solution vision**	*plan the* **deployment tasks**	*leverage the* **support options**
analyze the **relevant building blocks**	*outline the* **initial ideas**	*articulate the* **solution value**	*design the* **detailed solution**	*equip the* **involved employees**
determine the **key processes**	*refine the* **core concept**	*prepare the* **solution presentation**	*develop the* **scoped solution**	*execute the* **business-wide solution**
examine the **critical points of detail**	*set out the* **path to execution**	*deliver the* **Innovation Showcase**	*deploy the* **live test**	*monitor the* **ongoing data and results**
identify the **business challenge**	*detail the* **solution plan**	*obtain the* **permission to proceed**	*measure the* **test results**	*plan for* **continuous improvement**

25

Innovation Design Engine

The Detailed Process Steps

FRAME	IDEATE	SHARE	TEST	SCALE
case for change	*solution proposal*	*socialized idea*	*focused execution*	*value realization*
evaluate the **business snapshot** — be clear about "how we perform today" and what are the components and drivers of performance which we can control	*define the* **desired state** — be clear about "what success looks like" and how the components and drivers of success are linked and pieced together	*validate the* **solution vision** — share the high-level solution idea with customers and internal stakeholders to gather feedback and validation	*plan the* **deployment tasks** — outline the tasks and the resources required to make the idea a reality; establish the timeline and governance	*leverage the* **support options** — draw on the necessary knowledge pools and skilled resources (internal and external) to prepare for wider adoption
analyze the **relevant building blocks** — look at the external environment, from high-level trends to industry accelerators, then assess the internal pressure points	*outline the* **initial ideas** — think about new ideas and / or leverage existing best practice to arrive at a range of options which address the challenge	*articulate the* **solution value** — set out a picture of the solution value, in primarily immediate financial terms but also broader brand / market impact	*design the* **detailed solution** — describe the approach and the specific components and connections required to build the minimum viable solution	*equip the* **involved employees** — ensure that all affected personnel are enabled to understand and empowered to adopt any changes required of them
determine the **key processes** — identify the business area (externally or internally focused) in which the pressure point and need for change is surfaced	*refine the* **core concept** — review and filter the initial ideas to agree a headline concept; enrich it and develop its attributes to drive rapid business value	*prepare the* **solution presentation** — develop the assets (demonstrations, mock-ups, storyboards, architecture diagrams) to bring the solution to life	*develop the* **scoped solution** — set up the technical environment and the Sprint teams and processes to facilitate rapid and agile solution build	*execute the* **business-wide solution** — align the necessary technical and human resources to start rolling out the solution more widely across the business
examine the **critical points of detail** — examine and decompose the chosen process in detail, gathering data and insight at selected key points	*set out the* **path to execution** — consider in detail the activities, resources and partners needed to make the selected idea a reality, and rough implicit costs	*deliver the* **Innovation Showcase** — share the solution ideas in an engaging context with senior stakeholders to request their feedback (and buy-in)	*deploy the* **live test** — deploy the minimum viable solution into a controlled but real 'live' market situation to assess its viability and initial impact	*monitor the* **ongoing data and results** — continuously measure and communicate the solution impact (both in the internal organization and the external market)
identify the **business challenge** — distil the insight to produce a clear business challenge – both what needs to be addressed, and why (the value)	*detail the* **solution plan** — sketch out the proposed solution idea and its value, listing any accelerators or blockers, and unanswered questions	*obtain the* **permission to proceed** — process any stakeholder feedback and unanswered questions before requesting permission to proceed to test	*measure the* **test results** — measure the impact of introducing the minimum viable solution into the live market and assess any ripple effects	*plan for* **continuous improvement** — assess the solution successes and gaps (in people, process and technology) terms and seek to leverage and extend

REAL EXAMPLES OF CO-INNOVATION WITH CUSTOMERS

MELIÃ HOTELS INTERNATIONAL

+

The Innovative Wearable

Meet the Customer
Melia Hotels International

The Project

Melia Hotels International is creating a new resort in Palma de Mallorca, via which it will explore and test how digital technologies can improve customer experience, and ultimately increase revenue. The resort will act as an innovation testbed, with successful solutions then rolled out across its global estate. The new resort will have three hotels located around a central shopping mall. The customer's Digital Technology Group (DTG) was tasked with creating a solution that would serve as both a room key for all three hotels, provide access to facilities across all three hotels, and a payment method for all outlets in the shopping mall. This project is the blueprint for a global roll-out later on.

Meet the Innovator with the problem to solve

Sara Ranghi
Meliá Global Brand / CX Director

"In august 2017 our COO asked us to create a very special digital bracelet for our new resort in Calvia, nothing like this exists in the market and we were trying to find a formula to make it possible."

The Ambition

—

We want to reimagine holiday experiences through wearables.

What did the blend of Melia and Oracle achieve?
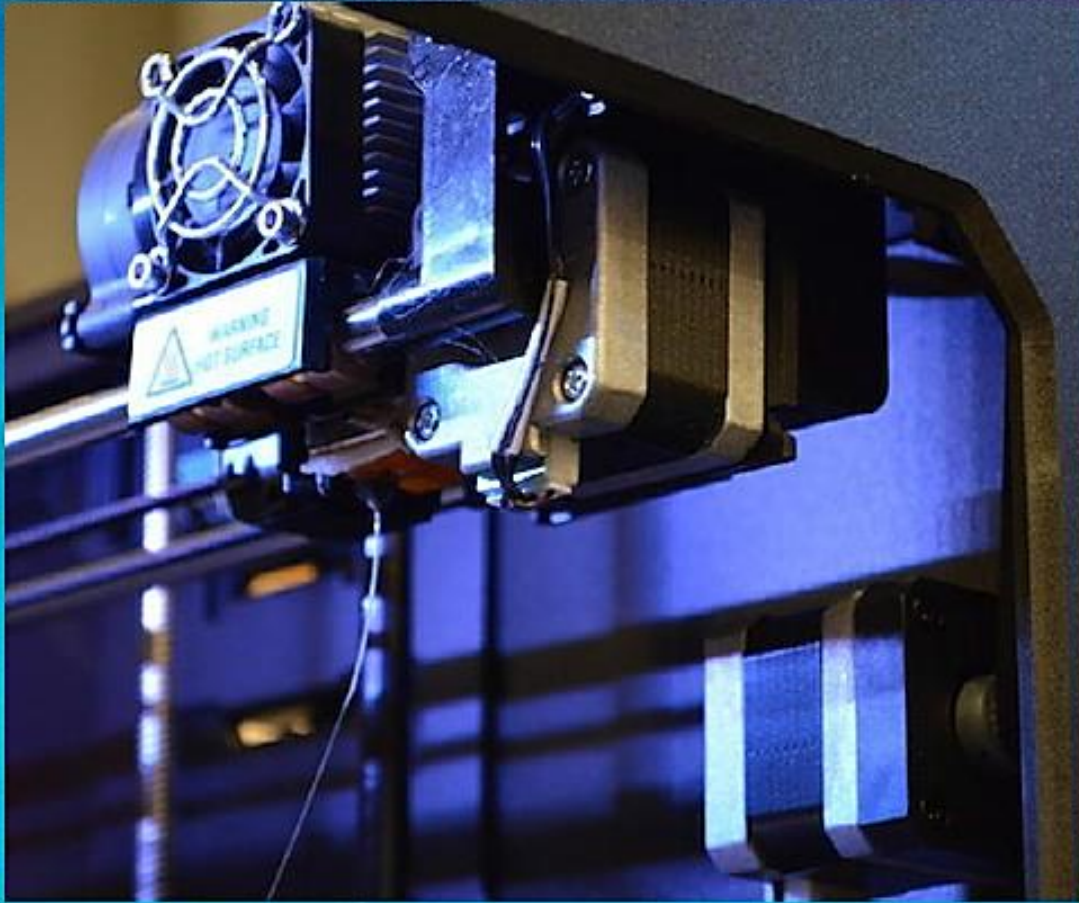
Meet the Innovator with the 11 week challenge

Coloma Crespi
Meliá Chief Digital Officer

"If we really are successful in presenting in February the solution as we expect it, there will be no doubt that the methodology has been a success!!"

THE DISCIPLINE

| Frame | Ideate | Share | Test | Scale |

Frame – Ideate – Share

"The goal for the project was to run a successful Showcase to get permission to proceed with the project - to get management approval and serious funding. A true co-innovation goal that is in the interest of both ourselves and Oracle."

THE MINDSET

"Having a dedicated team, with a different skillset and experiences, working together with our teams with an agile approach has been the key to success."

Oracle teams involved
A blended approach across Applications, Tech and GBU was key for fast progress. Including members from the following teams:

- NEXT
- Oracle Consulting
- Sales Consulting
- SCC
- Hospitality GBU
- CX Sales
- EMEA Cloud Pursuit Presales
- Marketing

"With Oracle Next we are delighted, it is like knowing a new Oracle and we are enjoying it."

Coloma Crespi
Meliá Chief Digital Officer

THE CAPABILITY

"During the building of the prototype the actual designs have changed slightly, but that is a classic example of Agile Development i.e. we planned as much as possible to make sure we were heading in the right direction, but by adopting the Agile mindset we learned and adapted on every sprint and iteration of the prototyping phase."

Existing Oracle solutions used:
- SOA Integration Cloud
- Mobile and Intelligent Bots Cloud
- Database Cloud
- Marketing Cloud
- Oracle Stream Explorer Cloud
- BI Cloud

Timeline

11 weeks

after having the first meeting we had found the right ideas, created the business case, validated key technical aspects, and created a strong showcase ready to present to our board. Co-Innovating with Oracle enabled us to achieve this."

관련 기사 및 이미지

IMPACT

AI · IOT · BLOCKCHAIN