



Lighting the Way

The Rise of Tech-Powered,
Data-Driven Change Leaders

Accenture Technology Vision for Oracle 2021

Foreword

The past year has proven the profound power of technology. In a world ripe for reinvention, technology is a lifeforce of innovation and catalyst for new business models but also the lifeline for our global culture. Technology is the great multiplier for sustainability and growth. Accelerating digitalization at an unprecedented pace and global scale, it has served businesses, governments and, closer to home, health systems, schools and communities. To grow and have a positive impact, business leaders should focus on driving purpose-led, technology-powered businesses. They can connect scientific innovation with human talent to light the way.

We are pleased to present the Accenture Technology Vision for Oracle 2021, our annual forecast of technology innovation. This year's vision, "Lighting the Way: The Rise of Tech-Powered, Data-Driven Change Leaders," provides a perspective on how our latest research comes to life with Oracle Cloud. It provides insights into the five key trends influencing business leaders during the next three years and how applying these principles can set you up for inventing your future. We will share opportunities for value creation and client experiences based on these trends:

Stack Strategically

Architecting a Better Future

A new era of industry competition is dawning—one where companies compete on their architecture.

Mirrored World

The Power of Massive, Intelligent, Digital Twins

Growing investments in data, artificial intelligence and digital twin technologies are giving rise to a new generation of business and intelligence: the mirrored world.

I, Technologist

The Democratization of Technology

Natural language processing, low-code platforms, robotic process automation and more are democratizing technology, putting powerful capabilities into the hands of people all across the business.

Anywhere, Everywhere

Bring Your Own Environment

It's time for enterprises to transform remote work from an accommodation to an advantage.

From Me to We

A Multiparty System's Path Through Chaos

The global disruption of COVID-19 ignited a scramble for enterprises to reimagine their partnerships—and multiparty systems gained newfound attention.

Technology and cultural disruption are incenting leaders to embrace change. We have the opportunity to extend this pivotal moment into lasting, trusting relationships anchored on common social and cultural values and goals. Delivering transformative cloud solutions in alliance with Oracle, we're helping industry leaders engage in more effective ways and innovate responsibly with increased transparency to build **ethical, sustainable businesses**.

In this technology vision, we will highlight our recent innovations that deliver on the use of "tech for good," leveraging Oracle's comprehensive, integrated cloud technology platform that is both enabling and protective.

Ethical, Sustainable Businesses = Cloud Technology + Inclusive Culture + Accountable Systems

The cloud is here to stay—and grow. It is no longer an option but the price of admission to drive a business successfully today and into the future. It is the platform to create a single source of truth with trusted data to leverage business insights, lower costs and ultimately unlock greater value. To develop a leading business, you have to build it in the cloud and create an **inclusive culture** that celebrates provocative thinking and continuous innovation through diversity. **Accountable systems** drive both diversity and inclusion into the core values of your teams, leadership, operations and the world.

Our intention is to drive ourselves and our clients to be **ethical, sustainable businesses**, operating on a solid foundation of trust. When we create a sense of community and security with accountability in our business systems, we can expand our opportunities for innovation and greater diversity—of people, thinking and expertise. Trust serves as the foundation for continuous innovation and growth.

We invite you to learn how today's technology leaders are lighting the way forward in their industries on Oracle Cloud. We look forward to sharing our insights and helping you innovate a better, brighter future. Let's do this, together.



We are seeing what we call 'compressed transformation' as leaders look at how they can transform faster and across multiple parts of their organizations. With Oracle as a strategic cloud technology alliance, we are committed to helping our clients not only recover from the pandemic but modernize and accelerate their digital initiatives to deliver impact, value and innovation.

Julie Sweet
Chief Executive Officer, Accenture



Organizations must be able to change faster than ever if they want to succeed. Oracle and Accenture have the experience and skill to help our customers quickly take advantage of cloud technology to overcome new challenges and improve their business results.

Safra Catz
Chief Executive Officer, Oracle



Samia

Samia Tarraf

Lead – Oracle Business Group,
North America



Andrea

Andrea Cesarini

Lead – Oracle Business Group,
Europe



Accelerating the path to value through change on Oracle technology

Watch video: <https://play.vidyard.com/sh1ed7GSKekaE1wuWDWpjr>

Contents

Trend 1 | Stack Strategically

Architecting a Better Future

Trend 2 | Mirrored World

The Power of Massive, Intelligent, Digital Twins

Trend 3 | I, Technologist

The Democratization of Technology

Trend 4 | Anywhere, Everywhere

Bring Your Own Environment

Trend 5 | From Me to We

A Multiparty System's Path Through Chaos

Tech for Good | Sustainable Workforce

Accenture Workplace Accountability Resource Experience (AWARE)

Transformative Solutions | Delivered With Perpetual Value

Accenture myConcerto for Oracle



Trend 1

Stack Strategically

Architecting a Better Future

Business and technology strategies are becoming inseparable—even indistinguishable. As architecture matters more than ever, competition is becoming a battle between technology stacks.

The choices enterprises make throughout their technology stack now directly determine the ways in which they do business and how competitive they ultimately are. Organizations that successfully

combine their business and technology strategies adopt the most valuable combination of technologies for their stack.

An integrated, strategic approach allows for the development of truly one-of-a-kind, differentiated business offerings and the ability to adapt faster than the competition. Businesses can thereby accelerate innovation with unprecedented agility and capture new markets no matter how fast the world changes.

Why Oracle?

New cloud architectures are at the core of innovation. With its second-generation cloud, Oracle offers the:

- Only cloud application suite running on a true, interconnected cloud infrastructure with software as a service (SaaS) as well as platform as a service (PaaS) and infrastructure as a service (IaaS).¹
- Most enterprise SaaS applications of any cloud services provider.²
- First autonomous database³ based on Oracle Linux operating environment.

The company is among the top cloud service providers in the world.⁴ More than 25,000 companies run their businesses on Oracle Cloud.⁵ Oracle's comprehensive cloud technology offering includes enterprise resource planning (ERP), human capital management (HCM), advertising and customer experience (ACX), data management and analytics, and industry vertical solutions.

Accenture Innovation for Cloud

The Accenture Technology Center-India has developed a **new solution to detect steganography called Hide and Seek**, using **Oracle Cloud Infrastructure (OCI)** technology. The practice of steganography involves concealing information, such as a file, message, image or video within another file, message, image or video.

The practice is used extensively by threat actors, including terrorist organizations for communication, corporate espionage for stealing sensitive information, and hackers and nation states for cyberattacks. The Accenture Hide and Seek solution integrates with communication channels and cyber protection solutions to help prevent the compromise of sensitive business information and data.



Turning Vision Into Value

An example of stacking strategically is the solution we delivered for the **State of Texas** regarding Oracle's Cloud Infrastructure (OCI). Charged with providing a standardized ERP system for all of the state's agencies, the Texas Comptroller of Public Accounts office implemented a software solution based on Oracle PeopleSoft Financials, Human Resources and Payroll called the Centralized Accounting and Payroll/Personnel System (CAPPS). Migrating CAPPS to OCI and leveraging Oracle Exadata for its databases, Texas has transformed its ERP infrastructure landscape for sustainable operational efficiency and agility into the future. Texas' public cloud deployment provides improved system performance with high availability and on-demand capacity and is more cost effective than the previous infrastructure platform.

Learn more: <https://www.accenture.com/acnmedia/109/Accenture-State-of-Texas-Case-Study-FINAL-fixed.pdf>

For a **leading global provider of financial data**, a project born from technology obsolescence provided the catalyst for its Finance vision: To set a new global standard. Accenture helped the company build its foundation for the future on Oracle Cloud Enterprise Resource Planning (ERP). The modern cloud platform enables the delivery of the corporate agenda through centralized standardization, efficient automation, increased resilience and improved financial controls. Group Finance has the power to control its own destiny now, enabled by a resilient cloud platform that is kept current to address the continually evolving needs of the data-driven business. By improving the overall employee experience, Finance spends less time producing numbers and more time delivering valuable, thoughtful analysis to the organization. This regional project provides a solid foundation with future phases building on the capabilities.

More From Accenture's Newsroom

Accenture Collaborates with Oracle to Transform **Nickel Bank's** Finance Functions.

https://newsroom.accenture.com/news/accenture-collaborates-with-oracle-to-transform-nickel-banks-finance-functions.htm?_ga=2.97252511.1095426408.1623729787-591742793.1603123318

Accenture Federal Services Wins **U.S. Air Force** Contract to Build Cloud-Based Infrastructure for Enterprise Resource Planning Systems.

<https://newsroom.accenture.com/news/accenture-federal-services-wins-us-air-force-contract-to-build-cloud-based-infrastructure--for-enterprise-resource-planning-systems.htm>

Accenture Federal Services Wins \$341 Million Contract to Help the **Department of Commerce** Modernize and Consolidate Its Core Business Systems.

<https://newsroom.accenture.com/news/accenture-federal-services-wins-341-million-contract-to-help-the-department-of-commerce-modernize-and-consolidate-its-core-business-systems.htm>



Trend 2

Mirrored World

The Power of Massive, Intelligent, Digital Twins

Today's business leaders are connecting massive networks of intelligent digital twins to create living models of whole factories, product lifecycles, supply chains, ports and cities. They are creating unbroken threads of data—fabrics that can soon be essential to every enterprise's digital strategy.

Connecting intelligent digital twins in a mirrored environment provides a powerful way to turn data into actionable, big-picture insights. To gain the organizational insights and greater agility that this mirrored world promises, businesses should first establish a strong and comprehensive data foundation to support intelligent digital twins. But incomplete or incorrect data could otherwise lead to false conclusions.

With the data foundation in place, businesses can reimagine their innovation processes and evolve from digital to predictive twins. Enabling this predictive capability provides a risk-free playground to explore new product ideas, strategize for many possible futures and explore limitless “what-if” scenarios. Most businesses are experimenting with this kind of simulation today on a smaller scale, but their capabilities will likely only become more valuable when they can tap into multiple twins in fully mirrored environments.

Why Oracle?

Oracle’s integrated suite of enterprise applications offers an end-to-end, connected ecosystem and single system of record, sharing a common data fabric that spans the front to back office. Oracle’s latest customer data platform, Oracle Unity creates a holistic view of the customer. The platform gathers real-time signals from external sources like social platforms and provides actionable insights to orchestrate the optimal customer experience for businesses and individuals.

There are two sides to a real-time data collection strategy to consider: the investment in sensors and internet of things (IoT) devices to collect data and then the tools to prepare, analyze and visualize the massive amounts of data to be gathered. Oracle Cloud IoT Intelligent Applications captures sensor data from connected devices and enables enterprises to fully utilize the data to generate real-time insights. Oracle’s Autonomous Data Warehouse offers clients data warehousing as a service.

Oracle can deliver on the value of intelligent digital twins through the combination of a common data fabric, IoT and high-performance computing. Businesses can consume data in real time and embed artificial intelligence (AI) and machine learning (ML) in their technology stacks.

Learn more: <https://docs.oracle.com/en/cloud/paas/iot-cloud/iotgs/oracle-iot-digital-twin-implementation.html>

Turning Vision Into Value

A leading mobility platform connecting people and places around the world has grown through tremendous expansion into new geographies and business lines. Accenture helped the client implement Oracle Fusion Cloud Product Lifecycle Management (PLM) to centralize its legacy data center operations and support evolving efficiency and reuse needs. We also built a point-to-point integration between Oracle PLM and Oracle Enterprise E-Business Suite, enabling seamless data flow with downstream systems. The company now has a modern, streamlined PLM system to support future growth and expects to reduce overall data center operations maintenance costs. With predictive analytics, IoT, AI and ML advanced technologies built in, Oracle PLM can deliver digital twin and digital thread capabilities and enable the connections to drive fast, quality product innovation in alignment with business growth and sustainability objectives.

A global construction and concession management company is using Oracle Internet of Things (IoT) Cloud Service with intelligent sensors. The Accenture team helped define, expand and modernize the client’s use cases for the Oracle IoT Cloud Service. The solution helps measure workspace temperature and worker presence, optimize cleaning interventions, manage energy consumption costs and provide a higher comfort to occupants overall.

Accenture Innovation for Cloud

In 2020, Accenture was awarded a patent for a Reference Data Tool (patent number 10,719,504).

Learn more: <https://uspto.report/patent/grant/10,719,504#D00000>



Trend 3

I, Technologist

The Democratization of Technology

Powerful technology capabilities, usable without highly specialized skills, are being put into people's hands. Democratized technology lets people optimize their work and address their pain points on their own.

Today, enterprises across all industries are looking to speed up their digital transformations and reorient their organizations as the world continues to change.

When used right, democratized technology tools can have a big impact on enterprise innovation strategies and digital transformations.

Spreading the power to create technology solutions across the organization adds a grassroots layer to those transformation strategies. It makes every employee a core part of the digital transformation effort. And when the people closest to problems are the ones solving those problems, they can help keep the company in lockstep with changing needs.

An overall people strategy is therefore essential for business performance. And in high-performing businesses, the board level is assuming a direct role in people strategy—going beyond just human resources (HR) or even the C-Suite. Engaging and empowering employees while embracing an inclusive environment is the engine for modern enterprise growth.

Why Oracle?

Enabling and supporting employees on a powerful technology platform like Oracle Fusion Cloud Human Capital Management (HCM), enhanced by Oracle Analytics Cloud, allows organizations to provide a seamless, personalized employee experience while increasing overall employee engagement, satisfaction and retention. With new solutions like Oracle Dynamic Skills, employees gain the ability to learn continuously and grow in their careers, increasing their enthusiasm, level of expertise and contribution to value.

Arranging and dictating meeting minutes through Oracle Digital Assistant (ODA) can also improve employee efficiency by saving a considerable amount of time. And ML technology can help detect anomalies as part of Oracle Fusion Advertising and Customer Experience (ACX).

Turning Vision Into Value

ETS, the world's largest private nonprofit educational testing and measurement research organization, has now deployed an Oracle Digital Assistant chatbot, powered by AI and integrated with Oracle Service Cloud, to help deflect call volumes and increase representative effectiveness. With features like continued conversation learning, data-led insights and AI performance reporting, the customer support team can continue to see incremental value. The solution also puts real-time answers to frequently asked questions and basic transaction capabilities at the fingertips of test takers globally.

A **multinational automaker** is deploying Oracle Cloud HCM to create a delightful employee experience with critical capabilities powered by a self-driven architecture. The solution drives both a cultural and mindset shift for the hearts and minds of the organization that can ultimately serve to attract, manage and maintain the workforce it needs to succeed in the future.



Trend 4

Anywhere, Everywhere

Bring Your Own Environment

The year 2020 saw the biggest workforce transformation in living memory with bring your own environment (BYOE). Industry leaders made drastic moves to keep their employees safe and businesses running during the pandemic. Virtualized technology solutions enabled people to work from home and stay productive.

As the pandemic created an unprecedented situation, companies were forced to rapidly pivot to completely remote working environments—while keeping their teams productive and businesses operating. As people started working from home, their work laptops were suddenly connected to the same home networks as their smart speakers, security cameras, gaming consoles and more. They were working surrounded by their children, housemates and other demands of their lives.

To maintain support for our Fortune 100 clients without disruption to their businesses, more than 200,000 laptops were deployed to our Accenture employees in just six days.

Many companies rapidly rolled out cloud-based platforms and collaboration tools across their organizations. Some also worked to reduce the number of people who needed to be physically present by investing in IoT devices, robotics or

Why Oracle?

The sudden, impactful shift to remote working has opened up a new talent pool, allowing companies to recruit people from all over the world. And both new and existing employees now need to onboard, learn and participate in mandatory and voluntary company trainings as well as securely work from anywhere and everywhere. Oracle Cloud Human Capital Management (HCM) answers these remote workforce and recruiting needs, offering mobility, security, efficient scaling and a consistent user experience.

As remote working becomes more common, security represents a growing concern. Oracle is equipped to address the security needs of remote workers with a zero trust-based architecture approach. Part of Oracle Cloud Infrastructure, the solution comprises Oracle Identity Cloud Services, Web Application Firewall and Load Balancer.

extended reality capabilities. And while many started these remote workplace initiatives to solve what they expected to be temporary problems, their efforts have instead kickstarted a transformation that can last long beyond the pandemic.

No one is going back to work exactly as they remember. In their effort to enable as many people as possible to work from home, enterprises have made it possible to work now from almost anywhere.

Turning Vision Into Value

One of the world's largest fast-food chains, spanning more than 100 countries, worked with Accenture to address the increasing operational challenges of its aging, disparate financial systems. The process inefficiencies and an inability to continue supporting evolving business needs were limiting the chain's opportunities to fuel desired growth. Through a financial planning and analysis transformation enabled by the Oracle Cloud Enterprise Performance Management (EPM) platform, the chain standardized its processes and data and is now rolling out enterprise-wide planning, budgeting and forecasting capabilities globally. The organization is in the process of implementing Oracle Cloud Enterprise Resource Planning (ERP) and Financial Consolidation and Close (FCC) to replace its aging, disconnected ERP system and working with Accenture to transform its teams across the globe.

A global logistics company chose Accenture to help transform its overall human resources (HR) approach with Oracle Cloud HCM. The modern, cloud-based solution empowers employees to view and edit their HR data on the go from any mobile device, receive relevant notifications and reduce the need for office visits.



Trend 5

From Me to We

A Multiparty System's Path Through Chaos

From supply chains to digital ecosystems, the ability to maintain critical business connections is key to quickly adapting and leading through disruption. Leaders are creating multiparty systems with technology at the center to enable and sustain global business relationships.

Together, Accenture and digital infrastructure company Equinix can help enterprises accelerate their adoption of Oracle public and hybrid cloud options, including cloud-adjacent deployment and multi-cloud. Today, more than 90 percent of enterprises have a multi-cloud strategy, and more than 80 percent have a hybrid—public and private—cloud strategy.⁶

Accenture has created a data hybridization solution to support a data lake with a multi-cloud approach. Data is offloaded from an Oracle database to a selection of target platforms, and Oracle SQL is used to query non-Oracle data. Accenture is also co-creating the Oracle journey to software-as-a-service (SaaS) cloud industry solutions with clients.

Learn more: https://www.accenture.com/_acnmedia/PDF-157/Accenture-Multi-Cloud-and-Beyond.pdf

Why Oracle?

Through its various partnerships, innovations and solutions, Oracle offers a comprehensive solution for multi-cloud architectures. Oracle and Microsoft have joined forces on a cloud interoperability initiative, which enables their joint customers to leverage the best of both Oracle Cloud and Microsoft Azure. Blockchain technology provides a framework to share data reliably between organizations. Oracle Blockchain offers an easy way to adopt the technology and embed both transparency and data security within an ecosystem.

Oracle is also the first company to offer full capabilities of Oracle Public Cloud at the customer data center via its Oracle Dedicated Region Cloud@Customer offering, which is particularly suited for the public sector. The solution enables the customer to retain full data control and mitigate any data policy and security concerns while Oracle manages the offering.

Turning Vision Into Value

A global leader in sports gear and equipment, **Decathlon** used Oracle Blockchain to bring to life a vision of a network that united, within a singular platform, various stakeholders in its ecosystem—athletes, sport clubs, teams and events. Users can collect tokens, or medals, by buying goods in stores and exchanging them for products or services with other members in the ecosystem.

For the **Government of the Sultanate of Oman**, Oracle Dedicated Region Cloud@Customer is accelerating a national digital transformation initiative across more than 120 government and semi-government entities. Oracle Dedicated Region Cloud@Customer enables a fully managed cloud region, bringing all of Oracle's second-generation cloud services, including the Oracle Autonomous Database, to the government's datacenters. The solution addresses the need to securely contain all government and citizen data within the country's borders, providing the highest levels of data privacy at an acceptable price-to-performance ratio. Moreover, the solution provides the government a modern, agile technology foundation for efficiently integrating and supporting its numerous cloud services, workloads and IT operations into the future.⁷

Learn more: <https://www.youtube.com/watch?v=UqDqGmX5PQc>



Tech for Good

Sustainable Workforce

Accenture Workplace Accountability Resource Experience (AWARE)

Sustainable future

Today's rapid acceleration to digital presents us with a breakthrough opportunity to create a more sustainable future. This last year, sustainability has become more than just environmental, but also social.

Watch video: <https://play.vidyard.com/4rske5o2bi2124LBiXd3U4>



In response, Accenture innovated using Oracle Analytics Cloud technology to deploy the Accenture Workplace Accountability Resource Experience (AWARE) solution. AWARE is a first-of-a-kind human capital management module for insights, metrics and accountability to help ensure a more diverse and equitable workplace.

Learn more: <https://www.accenture.com/us-en/services/oracle/aware>

Accenture Workplace Accountability Resource Experience (AWARE)

The workplace of tomorrow begins with awareness today. Creating a culture of belonging begins with acknowledging the current situation and working to improve it with transparency and accountability. It means understanding that systemic racism and injustice persist in today's workplace. And it means taking decisive, data-driven actions to achieve workplace diversity, inclusion, belonging and equity.

Accenture is helping client organizations progress their strategic workplace initiatives through awareness, transforming words into meaningful actions with accountability. The Accenture Workplace Accountability Resource Experience (AWARE) is a human capital management (HCM) solution innovated on Oracle Analytics Cloud technology. AWARE provides the data and tools to help organizations understand their current workplace realities and then set goals, measure gaps and optimize efforts to become active and accountable participants in shaping a brighter, more equitable future.

Learn more: <https://www.accenture.com/us-en/services/oracle/aware>

Change begins with awareness: This is what talent looks like

Accenture Workplace Accountability Resource Experience

Watch video: <https://www.youtube.com/watch?v=OexgajloBPg>





Transformative Solutions

Delivered With Perpetual Value

Accenture myConcerto for Oracle

Accenture myConcerto is an insight-driven, digitally integrated platform for enterprise transformation.

The platform uses client data and insights, combining it with the most advanced thinking and tools from Accenture around industry, innovation and technology. From business case, through roadmap and delivery, to continuous improvement and innovation, we accelerate solution development and deliver transformation as a service with perpetual value for clients.

Learn more: <https://www.accenture.com/us-en/insights/technology/oracle-perpetual-value>



Accenture myConcerto for Oracle puts the knowledge, resources and expertise to transform to and sustain your intelligent enterprise—all at your fingertips.

Phillip Hazen

Global Lead – Accenture Oracle Business Group,
myConcerto Inventor and Sponsor

With myConcerto, Accenture offers the capability to chart a personalized course for your business, leveraging the advanced capabilities of Oracle Cloud and delivering return on investment at every stage in the transformation journey:



Intelligent

Capture, manage and analyze data to provide holistic and highly personalized guidance to power industry and business function transformation—and validate your transformational opportunity with intelligent diagnostics.



Integrated

Bring together the best of Accenture’s industry and functional expertise with Oracle technologies, applications and capabilities in a single platform to create next-generation solutions.



Industry-led

Harmonize as common business processes and data by industry.



Fully digitized

Orchestrate the power of next-generation solutions and technologies to drive the creation of business outcomes with exponential value.



Personalized

Use technology solutions to generate a data-driven, living business case and roadmap that is specific to your business needs.

With Accenture myConcerto for Oracle, we can meet you wherever you are on your functional business or technology journey to Oracle Cloud. Accenture myConcerto brings together the analytical power, creativity and problem-solving capability to help your organization innovate at every stage of your Oracle Cloud journey.



Modular

Diagnose, develop and deliver solutions quickly and efficiently in modular form on one integrated platform, leveraging our thought leadership, pre-built solutions, methodologies, tools and accelerators for your specific business situation and needs.

Learn more: <https://www.accenture.com/us-en/services/oracle/myconcerto-oracle-integration>

Oracle Business Group contributors to this report

Ivan Škoflic

Oracle Integrated Platform Manager – Europe

Jennifer Bowman

Human Capital Management Lead – North America

Laurence Bellenguez

Industry Lead – North America

Michael Egger

Center of Excellence Lead – North America

Nish Patel

Infrastructure Lead – North America

Szymon Wdowiak

Oracle Integrated Platform Lead – Europe

Tomasz Przybyszewski

Senior Manager – Europe

Sources

1. Watch on Demand: Oracle OpenWorld Larry Ellison Keynote. (2019). Oracle Corporation. <https://www.oracle.com/openworld/on-demand.html?bcid=6087600491001>
2. Corporate Advertising: Oracle Cloud Applications. (Retrieved 2021, June 17). Oracle Corporation. <https://www.oracle.com/us/assets/114m-mtl00159-cloud-apps-2287342.jpg>
3. Corporate Advertising: World's First Self-Driving Database. (Retrieved 2021, June 17). Oracle Corporation. <https://www.oracle.com/us/assets/218m-db00074-1st-slf-drvngdb-cld-3938937.jpg>
4. Maguire, J. (2021, April 22). Top Cloud Service Providers & Companies of 2021. Datamation, TechnologyAdvice. <https://www.datamation.com/cloud/cloud-service-providers/>
5. Corporate Advertising: 25,000-plus companies run their business in the Oracle Cloud. (Retrieved 2021, June 17). <https://www.oracle.com/us/assets/218m-cld00057-25k-cmp-run-cld-3936161.jpg>
6. Luxner, T. (2021, March 15). Cloud Computing Trends: 2021 State of the Cloud Report. Flexera. <https://www.flexera.com/blog/cloud/cloud-computing-trends-2021-state-of-the-cloud-report/>
7. Press release: Sultanate of Oman Launches Major National Project to Strengthen Digital Economy. (2020, July 13). Oracle Corporation. <https://www.oracle.com/corporate/pressrelease/oracle-dedicated-region-cloud-at-customer-oman-071320.html>

Further reading

For more information about the Accenture research on which the technology trends addressed in this report are based, read our comprehensive **[Accenture Technology Vision 2021 report, Leaders Wanted: Masters of Change at a Moment of Truth.](#)**

For more information about Accenture and Oracle, visit our **[capability service page.](#)**

About Accenture

Accenture is a global professional services company with leading capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Interactive, Technology and Operations services—all powered by the world's largest network of Advanced Technology and Intelligent Operations centers. Our 569,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners and communities. Visit us at **www.accenture.com**.

This content is provided for general information purposes only and is not intended to be used in place of consultation with our professional advisors.

This document makes descriptive reference to trademarks that may be owned by others. The use of such trademarks herein is not an assertion of ownership of such trademarks by Accenture and is not intended to represent or imply the existence of an association between Accenture and the lawful owners of such trademarks.

This document does not take into account the reader's specific circumstances and may not reflect the most current developments. Accenture disclaims, to the fullest extent permitted by applicable law, any and all liability for the accuracy and completeness of the information in this presentation and for any acts or omissions made based on such information. Accenture does not provide legal, regulatory, audit, or tax advice. Readers are responsible for obtaining such advice from their own legal counsel or other licensed professionals.

Copyright © 2021 Accenture. All rights reserved. Accenture and its logo are trademarks of Accenture.

Oracle and Java are registered trademarks of Oracle and/or its affiliates.