

PERSPECTIVE

Harvesting the best from Oracle CX Cloud



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Adoption of cloud by all IT-based business operations seems to be becoming an imperative for organizations to stay competitive. The arithmetic involving capital and operations expenditure showcases greater optimization of costs when cloud-hosted applications are used in place of on-premise ones. Oracle Customer Experience (CX) Cloud Suite is the best-fit for all CX needs of organizations. However, as most organizations are already using various CX technologies, moving to cloud is a difficult decision. This PoV presents the right approach to adopting Oracle CX Cloud in such scenarios. It details the following four steps:

Step 1: Prepare a business case

Like any other initiative, the foremost activity is to prepare a business case that details the gains that can be derived from this exercise. Forecasting the reduction in expenditure over a specified time frame by considering all costs, is the key. Consideration of the investments already made will be a prominent factor in deciding to embark on the cloud journey.



Step 2: Create the road map

The Oracle CX Cloud ecosystem provides the flexibility to retain core and/or unique specific solutions and build other processes on cloud as needed. However, it is always better to move as much functionality as possible to the cloud to reduce maintenance cost and the overall total cost of ownership. Also, the sequence of technology implementation should be planned in such

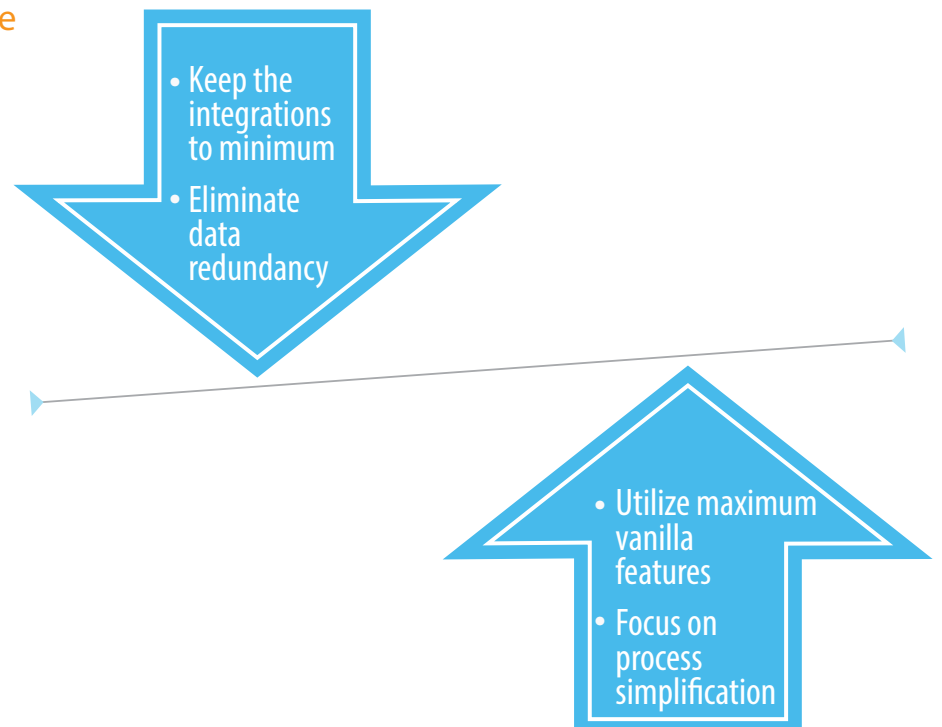
a way that the efforts and cost required are minimum, and return on investment (ROI) is high. The following points should be kept in mind while creating the road map:

- Understand the CX ecosystem, identify the technologies that can be implemented independently, and initiate the transformation journey
- Ensure to keep the integrations to zero or an absolute minimum
- Minimize, and if possible eliminate, the data redundancy across different systems
- Utilize the technology features to the maximum and avoid customizations as much as possible
- Build the user interface wherever possible in line with the organization DNA



Step 3: Refine the business case

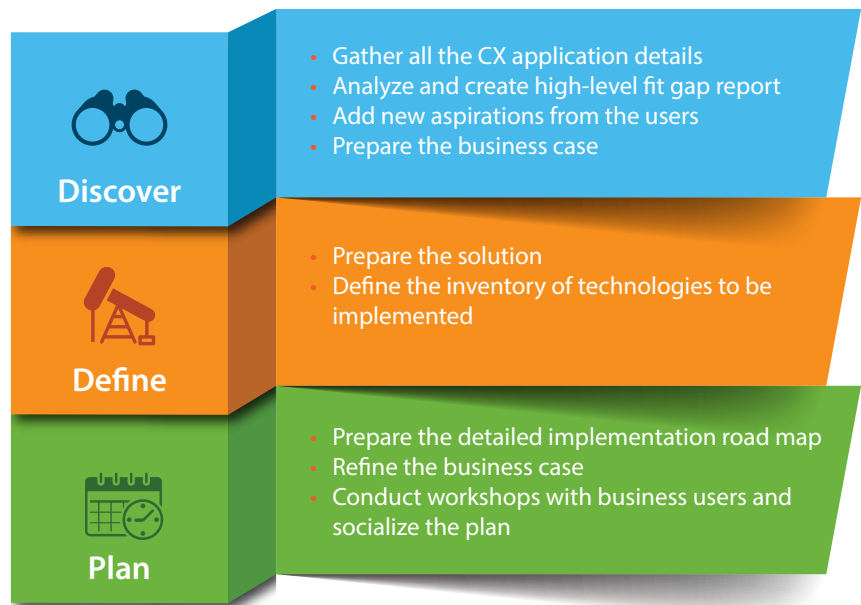
It is important to revise the business case once the detailed solution road map is created. It is also important to update the costs and sequence of investments as per the road map and revise the estimate of returns. Another key point that helps here is to plan the investments for implementing new technology from the 'Freed Cash Flows' that result from implementation of the earlier ones. This helps in validating the business case estimates and in reducing the investment cost.



Step 4: Socialize the plan with business users

The success of any IT project can be measured through the satisfaction of the business users of the application. It is important, particularly in cloud-based implementations, to socialize the business plan and the technology before implementation and as frequently as possible during the various implementation phases. This is an important step to get approvals for workflow changes that help in minimizing customizations and integrations. Also, it reduces the user training effort that is needed post the implementation. Keeping the UI rich and simple to use is also important in cloud implementations. It is here that the expertise of the implementation partner plays a key role in designing and implementing the best UI and, thereby, gaining user confidence in newer technologies.

The above are a few fundamental steps that can help an organization to decide and move to the Oracle CX Cloud platform.



Thus, the entire process is dependent on the 'Discover, define, and plan' framework. The entire exercise needs to be implemented

using a scientific approach and must leverage appropriate tools to get the best out of the transformation.



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