

July 10.....

# Inside Outsourcing™



INTERVIEWED BY LARRY JANIS

Inside with:

## Marc Schwarz, Senior Vice President, Oracle-On Demand

Oracle provides the world's most complete, open, and integrated business software and hardware systems, with more than 370,000 customers—including 100 of the Fortune 100—representing a variety of sizes and industries in more than 145 countries around the globe. Oracle's product strategy provides flexibility and choice to our customers across their IT infrastructure. Now, with Sun server, storage, operating-system, and virtualization technology, Oracle is the only vendor able to offer a complete technology stack in which every layer is integrated to work together as a single system. In addition, Oracle's open architecture and multiple operating-system options gives our customers unmatched benefits from industry-leading products, including excellent system availability, scalability, energy efficiency, powerful performance, and low total cost of ownership.



**LJ:** *As Senior Vice President of Oracle On Demand what are your responsibilities?*

**MS:** I am responsible for the profitable growth of Oracle's On Demand business. We provide Oracle's customers around the world with cloud computing and outsourcing services.

Oracle On Demand is a global organization with independent sales and delivery teams. Our On Demand professionals work closely with other areas of Oracle - Global Customer Support, Oracle Consulting, and Oracle Development, to provide our customers with the solutions and services that they require to fully leverage their Oracle assets to create a competitive advantage.

Our sales organization is regionalized around the world, and our delivery organization is based on a global backbone, with on-site support for customer management and other work that requires a local presence.

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FROM THE EDITOR

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Inside Outsourcing's goal is to provide you with articles of interest and with a forum for the exchange of information in this rapidly evolving industry.

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***LJ: For those who are not familiar with this part of Oracle, how would you define your competitive advantage in the marketplace?***

***MS:*** Oracle offers a complete technology package including software and now, hardware. Oracle On Demand provides customers with the expertise to quickly deploy, and economically run and maintain their technology 24x7, 365 days a year.

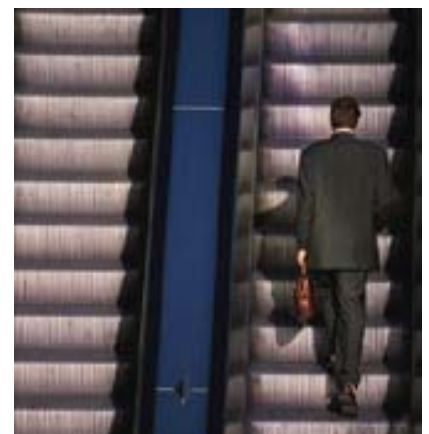
Our expertise is based on the unique intellectual property we have gained through supporting the Oracle environments for hundreds of customers over the last decade. Our expertise includes the ability quickly integrate customers' technology, through the full range of monitoring performance of software and hardware assets. Our experience, expertise and technology assist us in preventing problems, and pro-actively providing fixes. After we uncover a problem in one environment, we check our other customers and apply the solution to others that may face similar challenges. The advantage a customer has by selecting Oracle On Demand is that they have round the clock support, by the most knowledgeable Oracle engineers, utilizing standardized processes and proprietary IP to allow them to maximize the value of their IT business assets.

Oracle On Demand provides a unique service to customers because we build the hardware/software, we manage customer environments with the knowledge and experience of what creates the best performance, and we have the global scale to provide a complete solution based on the needs of the customer. No one else has this capability.

***LJ: Given the current economic environment, do you see companies approaching your business offerings any differently? Please elaborate***

***MS:*** Technology is constantly changing, and so too are the approaches that companies employ when evaluating the merits of new offerings. The current economy has led a lot of organizations who would never consider outsourcing IT, to take a serious look at these services now.

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The biggest change, however, is not due to economic downturn, but instead has come as a result of the extensive discussion of Cloud Computing. Oracle On Demand is a Cloud Service provider, and has received an overwhelming interest from existing and prospective clients, who are inquiring about taking advantage of this approach to gain agility and flexibility, and lower their costs.

Additionally, we are seeing fewer companies interested in pursuing "best of breed" point solutions that somehow need to be woven together to create a complete solution. The ability to have one business partner capable of providing high quality service, with more direct governance, and fewer potential points of failure is another current marketplace trend. Oracle On Demand is uniquely positioned to capitalize on all of these trends.

*“Recent research has shown that the top CIO priorities are virtualization and cloud computing”*

### **LJ:** What is all the buzz about “Cloud Computing?”

**MS:** Cloud computing is the new buzz around any IT organization. Almost every IT organization has been tasked with reducing cost and raising performance. Recent research has shown that the top CIO priorities are virtualization and cloud computing. Cloud computing offers many benefits such as, speed (faster time to business benefit), lower cost, and flexibility. Cloud computing moves your traditional capital expense to a monthly operating expense. For those that do not want to run and maintain Oracle software themselves, Oracle On Demand cloud services which enables customers to be more flexible and re-allocate their highly-skilled resources to projects driving revenue and innovation. Oracle On Demand's enterprise-grade cloud services reduce many of the challenges associated with cloud computing such as, Security, Performance, and Control.



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**LJ: What has enabled you to be successful?**

**MS:** At Oracle On Demand we have assembled an outstanding team of professionals who can plan and execute in superior fashion. We have combined a large number of Oracle veterans with a significant number of individuals from outside Oracle, but with great experience and expertise. This blend has allowed us to take a fresh view of how we do business and has stimulated a number of initiatives that have propelled our business forward.

As a management philosophy we focus on the fact that we do not get business results based on power-points and excel spreadsheets. We believe in solid planning, but focus on execution and results. First and foremost, our top priority is to provide excellent service to our customers. Our entire delivery team is accountable for reliable, high quality performance of our service. This group includes our account management team and each and every engineer who provides monitoring, problem management and change management services for our customers.

Our sales team is top notch. We have focused on making them the most knowledgeable people in the industry. They are empowered to bring the full expertise of Oracle to bear in solving a customer problem, and/or getting the most out of their Oracle assets. Getting great people, having a plan with clarity, and the discipline to relentlessly monitor execution and results, have been the keys to our success.

## Integrated Search Solutions Group

We are a retainer based executive search firm with over a decade of experience in successfully attracting top talent in the areas of Outsourcing (IT, BPO and BPM), Consulting (Strategy & Technology) and traditional corporate functions (CIO, CTO, CFO, etc). We have worked effectively with major corporations as well as venture capitalized start-ups. Executive recruiters typically pride themselves in their ability to recruit top executives, irrespective of the industry. Leaders tell us a different story; they value what we do because we understand their business.

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