

CREATING BUSINESS VALUE WITH THE DIGITAL ENTERPRISE

Cloud, Mobile, Social and Big Data drive customer engagement, revenues, and profits.

Try doing this with your mainframe.

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By 2018, one third of the top 20 market share leaders will be significantly disrupted by new competitors that use the 3rd platform to create new services and business models

— IDC Predictions 2014

THE DIGITAL ENTERPRISE





Gartner calls them the “Nexus of Forces.” **IDC** says they constitute the “3rd Platform” for innovation and growth. **Cloud, social, mobile, and big data** are driving customer engagement and, in turn, creating significant value for companies that know how to use them.

They are having a transformational impact on products, services and internal processes. For example, customers want to:

- Connect to share experiences and find answers

- Be mobile; engage using any device
- Consume and generate relevant content
- Access anything from anywhere

Business is moving faster than ever. If your business isn't embracing and adopting cloud, social, mobile, and big data to connect with your customers through the channels of *their* choosing, your competitors will. Your business will be left behind as new leaders emerge and grow.

Try doing this with your mainframe.

45% of CFOs are planning a roadmap to adopt a cloud-based system in some part of their organization

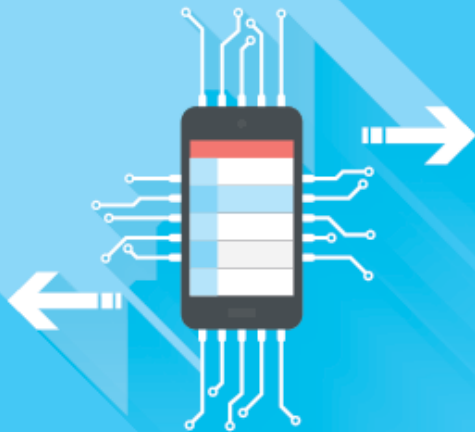
— Empowering Modern Finance, Oracle, 2014

CLOUD



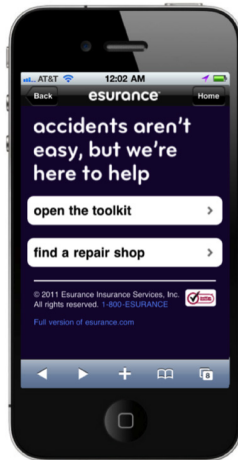
77% of C-level executives consider mobility among their top 5 priorities for 2014

—Accenture Mobility Insights Report, 2013



MOBILE

ESURANCE SOLD FOR \$1B



Esurance has been offering auto insurance policies online since 1999.

Because of its web strategy, the company recognized that it had a substantial base of computer savvy customers—most of whom carried mobile devices. In 2010, in an attempt to expand its service delivery options and deliver its web-based products to mobile devices, Esurance began migrating some of the

more suitable applications—such as auto claims management, repair management, insurance ID card—to a mobile app.

By going **mobile**, Esurance made good on its anywhere, anytime value proposition as well as cut operating costs, increased revenue, and boosted customer retention.

In 2011, Esurance was sold to Allstate for \$1 Billion.

MOBILE

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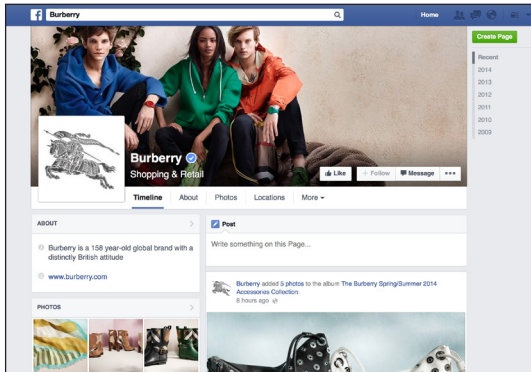
61% of C-level executives consider social technology among their top 5 priorities for 2014

— Accenture Mobility Insights Report, 2013



SOCIAL

BURBERRY CREATES \$7B IN VALUE EMBRACING SOCIAL MEDIA



There are few industries where brand matters more than in the fashion industry.

Burberry grew its brand by embracing the web and **social media** to engage with customers in new ways and grow sales.

Today the brand has over 17 million Facebook followers and easily generates over 20-70,000 “likes” for their clothing and accessories Facebook

posts. Their ability to get existing customers and soon-to-be-customers to engage with their product line has led to consistent year-over-year growth of 50% in e-commerce sales. In 2012 alone, the company saw e-commerce sales grow 50% in Europe and 30% in the US.

Burberry’s revenues continue to grow 20% annually, and it’s market capitalization now exceeds \$11 billion.

SOCIAL

Try doing this with your mainframe.

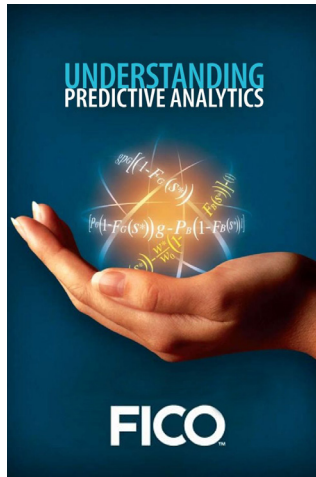
“57% of CFOs agree that investments in big data and analytics will be a key source of competitive advantage”

—The CFO as a Catalyst for Change, Oracle, 2012

BIG DATA



FICO ADDS \$1B IN VALUE WITH BIG DATA AND PREDICTIVE ANALYTICS



FICO has been dealing with **big data** for quite some time. The company provides analytics and decision making services to financial services companies to help them make better informed decisions. In fact, FICO discovered early on that the value of the data is not in the data itself, but in the insights it can provide.

Realizing that many smaller businesses do not have the infrastructure to

leverage the vast amount of data available for collection, they worked to put simplified big data solutions into the hands of their customers to drive growth.

The rewards have been huge. Since 2011, revenue and net income are up 20% and 26%, respectively. FICO's market capitalization is approximately \$2 billion.

BIG DATA

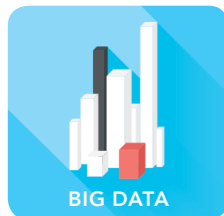
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“As more IT spending clusters around this new generation of competitive advantage solutions, IT budget control will continue to shift beyond the CIO”

— IDC Predictions 2014



THE CFO IS A CATALYST FOR CHANGE



The role of CFO continues to evolve. Companies are no longer undertaking IT projects — just business initiatives. Cost containment is becoming more difficult. Today, it must be balanced with the need to identify and invest in these new initiatives and strategies to drive growth and provide value.

The good news is that there are huge, unprecedented opportunities as industries shift to the 4 key technol-

ogies of **cloud**, **mobile**, **social**, and **big data**.

These technologies will have a revolutionary impact on an enterprise's engagement with its customers; driving new sources of revenue and creating value.

To survive, companies must undertake digital transformation initiatives that allow for the mastery of these technologies, and CFOs have a key role to play in this transformation.



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Your Mainframe is Holding You Back

Spending on **cloud, mobile, social, big data**, and related offerings will grow 15%, drive 29% of IT spending, and drive 89% of IT spending growth. By 2020, almost 50% of IT spending—and over 100% of IT growth—will be driven by the 3rd platform.*

If you have a mainframe, you are spending as much as **80% of your IT budget** on operating and

maintaining this 50 year old technology. Your mainframe may have made you money in the past, but it will not take you into the future.

The world is moving very fast; companies have to constantly rethink strategies, identify opportunities, and implement those that will help them grow. Businesses can't afford to waste money on old infrastructure technology.



KESTE & ORACLE ENGINEERED SYSTEMS DELIVER THE DIGITAL ENTERPRISE

Keste and Oracle have, for over a decade, created high-value business solutions for customers across the globe. Keste is the first Oracle partner in North America to open a Center of Excellence for Oracle's Engineered Systems, as well as the first Oracle partner world-wide to earn specialization in both Oracle Cloud Builder and Oracle Cloud Application Foundation.

Keste knows how to design and build solutions for the digital enterprise that accelerate strategy and support innovation and growth.

Keste has the knowledge and industry experience you need to create significant value for your business leveraging **cloud, mobile, social, and big data** technologies.



Oracle Engineered Systems based on Intel® Xeon® are designed and built from the ground up to support cloud computing (public, private, hybrid), utilize mobile technology, drive social engagement and tame big data. No more rebuilding or coding from scratch. With Oracle Engineered Systems, hardware and software are engineered to work together to deliver immediate value. Your business gets a highly available, scalable, centralized and adaptable platform to drive your digital enterprise and maintain your competitive advantage.

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Keste is an award-winning global consulting and software solutions company headquartered in Dallas, Texas. Keste works with the leading companies world-wide to leverage the latest technologies, including Cloud, Mobile, Social, and Big Data, to accelerate business strategies. The Keste team brings world-class skills and expertise focused on delivering innovation and value. Keste is a Platinum-level member of the Oracle PartnerNetwork and has been recognized by Inc. Magazine as one of the nation's fastest-growing businesses in each of the last 4 years.



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