



## Oracle

Technology Segment  
Enterprise Applications

Ticker Exchange Bloomberg  
ORCL NASD NH NUC <GO>

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As one of the largest full suite enterprise application vendors, Oracle presents a clear and concise value message for enterprise organizations. Oracle's recent expansion into new marquee logos and continued transition of its on-premises customers to the cloud will help to solidify strong growth in the near future.

### COMPANY

Oracle sells database software and technology, cloud engineered systems, and enterprise software products—particularly its own brands of database management systems. The vendor's tools for database development and enterprise software applications including Enterprise Resource Planning software, Human Capital Management software, Customer Relationship Management software, and Supply Chain Management software. Oracle is one of the largest Cloud Computing vendors in the world and in 2019 was the world's second largest software company as measured by both revenue and market cap.

### MARKET

Oracle is one of the world's largest cloud providers and one of the few vendors that offers customers a full suite of enterprise applications. As the global economy continues to recover, organizations have moved towards well-established vendors with longstanding market expertise. Nucleus found that organizations that leverage unified cloud suites can achieve more value than those using separate solutions for different business areas. Oracle is well positioned to take advantage of organizations looking to make a transition to the cloud, which has been propelled by the pandemic and subsequent spike in remote work. Oracle customers interviewed by Nucleus have shown overall satisfaction with the vendor's solutions and expect to expand the product ecosystem within their organization.

### COMPETITION

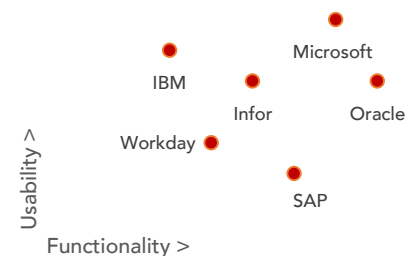
Oracle has won deals with large enterprises such as McDonalds, Albertsons, and Humana Inc. over the past year. Nucleus believes that

Expectation relative to market segment

## Outpace

Price 3/05/2021 \$67.78  
52 week range \$70.07 - \$39.71

### MARKET POSITION



### RELATIVE SOLUTION COST

Workday	103%
SAP	100%
Oracle	100%
Microsoft	100%
IBM	97%
Infor	97%

Relative cost to a customer based on typical mid-sized deployments during the past 6 months.

### CUSTOMER PERCEPTION

> 95 Positive

Analyst estimate based on feedback from customers and prospects during the past 6 months

this can be largely attributed to the vendor's Infrastructure-as-a-Service (IaaS), which has given it further momentum among cloud infrastructure vendors, including AWS (AMZN), Microsoft Azure (MSFT), and Google Cloud Platform (GOOGL). Oracle closely competes with other similar full-suite vendors in the enterprise application space, including SAP (SAP) and Infor, as well as smaller best-of-breed providers for specific business areas. Oracle's continued growth continues to be driven by its IaaS and enterprise application segments.

#### OUTLOOK

Oracle is one of the longest-standing legacy technology vendors, however unlike many of its generation, Oracle has shown promising signs reinventing itself as a modern, cloud-native technology provider. It still boasts a robust legacy customer network and has taken strides in converting these on-premises instances to cloud with OCI. It presents a compelling value message to customers and is one of the only enterprise-level vendors with the capability and application portfolio to allow customers to run their full businesses on Oracle's platform based on a singular common data model. As more customers are embracing the full-suite approach over creating an integrated best-of-breed stack, it bodes well for Oracle's applications prospects. As the ability to store, access, share, and otherwise leverage data will only become more important, Oracle continues to be well-positioned with differentiated IP in database tech, data management and integration, AI, and analytics. With tech investment still at recent highs as companies modernize systems to support digital-first strategies and remote work, and move to fill gaps in capability before the economy is fully re-opened, Oracle looks to be set to capitalize on this momentum.