

COMPANY PROFILE TEMPLATE:

MBA NAME: Lorenzo Montanari

Date: 19-12-2024

COMPANY: Oracle

CEO Name: Safra Catz

CXO Name: Larry Ellison (per MBA Track)

Stock Price: 170

Market Cap: 1.5T

P&L – YoY:

Revenue (\$): \$53B

Net Income (\$): \$10.5B

Business Model (Main Product(s):

- 1) Value Proposition: Oracle provides a comprehensive suite of cloud applications, platform services, and engineered systems designed to help businesses manage and optimize their operations efficiently.
- 2) Customer segments: Oracle serves a diverse range of customers, including large enterprises, small and medium-sized businesses, government agencies, and educational institutions across various industries.
- 3) Competitive Advantage(s): Oracle's strengths include a robust cloud infrastructure, a comprehensive suite of enterprise applications, and a strong focus on emerging technologies such as AI and machine learning.
- 4) Revenue Streams: The company generates revenue through cloud services and license support, cloud and on-premise licenses, hardware, and services.

Strategy:

- 1) Markets – Where are they active? Oracle operates globally, with a significant presence in the Americas, Europe, the Middle East, Africa, and the Asia-Pacific region.
- 2) Growth – Where/How are they driving it? Growth is driven by expanding cloud services, strategic acquisitions, and investments in emerging technologies like AI and machine learning.
- 3) Differentiators – How do they win? Oracle differentiates itself through integrated cloud solutions, a strong focus on security, and a commitment to innovation in enterprise technology.
- 4) Economic Logic – How do they make money? Oracle's revenue model is diversified across cloud services, software licenses, hardware sales, and related services, providing multiple income streams.

Key Competitors (if any):

- 1) Microsoft Azure
- 2) AWS
- 3) Google Cloud Platform

Key Risks to Business:

Intense competition in the cloud services market.

Rapid technological advancements requiring continuous innovation.

Regulatory challenges and compliance requirements across different regions.

Potential cybersecurity threats and data privacy concerns.

News:

- 1) **Trends:** Oracle's cloud infrastructure business has experienced significant growth, driven by increased demand for AI capabilities, with revenue increasing 52% to \$2.4 billion.
- 2) **Other:** Despite recent earnings slightly missing analyst expectations, Oracle's stock has shown resilience, reflecting investor confidence in its cloud and AI strategies.

Culture/ Values:

- 1) **Published Values ("The Talk")** Oracle emphasizes innovation, customer satisfaction, integrity, and a commitment to delivering high-quality products and services.
- 2) **Real Values ("The Walk")** The company fosters a culture of continuous improvement, adaptability, and a strong focus on meeting customer needs through technological advancements.

Alum at the Firm (Name, Email, and Role):

- 1) Henry Seninger
- 2) N/A
- 3) Product Manager