Understand your customers and enhance their experience.

Across every industry and brand touchpoint, customers expect more. The customer experience (CX) bar is being set higher and higher, which calls for a more sophisticated approach to CX. It calls for the ability to gather and leverage CX data to continually refine your CX strategy and innovate seamless and personalised customer experiences.

Oracle®'s CX Cloud suite spans and integrates every online and real-world CX channel – a single platform interface that makes developing an effective omni-channel CX strategy simpler than ever.

Moreover, at Red Rock, we'll ensure you harness and exploit its market-leading functionality to full effect, from implementation through to the ongoing evolution of your CX strategy.

ORACLE® **Platinum Partner**
Cloud Select
Asia Pacific

ORACLE'S CORE CX APPLICATIONS

Oracle Sales Cloud
- ◉ Data management
- ◉ Sales cataloguing
- ◉ Sales force automation
- ◉ Sales analytics and forecasting

Oracle Marketing Cloud
- ◉ B2B marketing automation
- ◉ B2C cross-channel orchestration
- ◉ Data management and optimisation
- ◉ Social listening

Oracle Service Cloud
- ◉ Online and offline contact experiences
- ◉ Policy and regulation enforcement
- ◉ Field service support
- ◉ Cross-channel integration and optimisation

What is Oracle CX Cloud?

Wherever your customers are on their journey, Oracle CX Cloud's market-leading applications span marketing, sales, commerce and customer service to ensure you deliver personalised experiences that are memorable for all the right reasons.

CX Suite: MARKETING CLOUD, SOCIAL CLOUD, SALES CLOUD, CPQ CLOUD, COMMERCE CLOUD, SERVICE CLOUD

- **Integrate.** Deliver experiences across every online and real-world channel, seamlessly.
- **Analyse.** Unify, sync and augment customer data spanning the entire customer journey.
- **Optimise.** Test and refine marketing, messaging, content management and more.
- **Build.** Equip your people with the insights needed to build a strong opportunity pipeline.
- **Deliver.** Create personalised customer experiences across every channel and touchpoint.
- **Simplify.** Make it easy for your people and customers to engage with each other.
- **Adapt.** Enable your organisation to adopt a continual-improvement CX ethos.

Built for your industry

Whatever sector you operate in, Oracle's CX solutions are pre-provisioned with data models, processes, policies, user interfaces and analytics designed specifically your industry, making it easier to elevate your CX above the competition.

CLOUD FIRST

Our Cloud First approach

At DXC Red Rock, we have a clearly defined Cloud First strategy focusing on the entire lifecycle of Oracle's Cloud offering, from assessments, to implementations, to continual improvement.

- **Cloud First Assessment.** Our specialists assess a move to the Cloud for every client, considering design, change management, enterprise architecture and ROI.

- **Cloud First Offerings.** We draw on our experience of HCM deployments worldwide, across multiple industries, to tailor our prebuilt Cloud solutions so they deliver the outcomes each client expects in a measured, efficient and timely manner.

- **Cloud First Support Services.** Our managed service model for the Cloud, which focuses on clients' business requirements post go-live, encompasses updates, roadmaps, user training, business process-friendly patching and ROI.

- **Cloud First Partners.** We have aligned our focus on Cloud through our partners, with each alliance bringing in a specific capability as part of our execution. Examples include embedded training, SaaS payroll with prebuilt integrations, automated testing, automating migration to Cloud and more.

Managed Services

Our highly trained and experienced Managed Services team provides a multi-tiered suite of scalable technology and infrastructure management and support solutions. These solutions are tailored to meet each client's requirements, thereby minimising costs and maximising uptime. Our support services include Cloud First Support Services, specifically designed for businesses that have migrated their Oracle business applications to the Cloud. Cloud First Support Services provide ongoing lifecycle management of Oracle Cloud Applications including on-demand expertise, ad hoc reporting, training and 24/7 monitoring and support to help you realise the benefits of your Cloud investment and make full use of system functionality.

- Australia and New Zealand's largest Oracle partner practice
- 20+ years' delivering Oracle solutions
- Over 650 locally based, experienced Oracle specialists
- More than 180 Oracle clients across the Asia Pacific
- Proven methodology and governance
- Market-leading ERP insights and IP

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Licensing & Software Asset Management

Our Strategic Licence Services and Software Asset Management as a Service (SAMaaS) enable you to confidently navigate intricate licensing protocols and ensure contractual compliance, minimise licensing costs, mitigate audit risks and set up a robust audit defence strategy.

About DXC Red Rock

DXC Red Rock is the largest independent provider of Oracle consulting and Managed Services in Australia and New Zealand. Red Rock provides dynamic technology leadership in delivering Oracle Cloud solutions, with a full continuum of services around Oracle's integrated suite of applications, platform services, and engineered systems.

As part of DXC Technology, Red Rock offers speed and agility with thought leadership and global scale. This allows us to design and deliver innovative market-leading solutions that enable clients to transform their businesses and the broader market.

Oracle has globally recognised Red Rock's expertise and skills by accrediting us as an Oracle Platinum Partner, Oracle Cloud Select Partner and Cloud Managed Service Provider.

**Find out how our specialists can help you effectively engage your customers with Oracle CX Cloud.
Email redrockenquiries@dxc.com.**

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About DXC Technology

DXC Technology (NYSE: DXC) is the world's leading independent, end-to-end IT services company, helping clients harness the power of innovation to thrive on change. Created by the merger of CSC and the Enterprise Services business of Hewlett Packard Enterprise, DXC Technology serves nearly 6,000 private and public sector clients across 70 countries. The company's technology independence, global talent and extensive partner alliance combine to deliver powerful next-generation IT services and solutions. DXC Technology is recognised among the best corporate citizens globally. For more information, visit www.dxc.technology.