



VERSION 1

A Discussion with Lyle Ekdahl Senior Vice President Oracle JD Edwards

Version 1 explores the future of JD Edwards, Continuous Delivery, Digital Transformation and Innovation with Lyle Ekdahl.

Prepared by: Version 1 | 2018

@Copyright 2018 Version 1 – All Rights Reserved

TABLE OF CONTENTS

AN INTRODUCTION TO LYLE EKDAHL, SENIOR VICE PRESIDENT OF ORACLE JD EDWARDS	2
PART 1: CONTINUOUS INNOVATION.....	2
PART 2: DIGITAL TRANSFORMATION.....	4
PART 3: INNOVATION AND INDUSTRY.....	6

AN INTRODUCTION TO LYLE EKDAHL, SENIOR VICE PRESIDENT OF ORACLE JD EDWARDS



Lyle Ekdahl is the Senior Vice President of Oracle's JD Edwards product family. Lyle leads development, quality assurance, product management, product strategy, content engineering, and business development for JD Edwards EnterpriseOne and JD Edwards World applications.

With more than 20 years of experience in the industry, Lyle has held product development, product management, marketing, analysis, and operations positions in several global high tech companies.

About JD Edwards

Oracle's JD Edwards EnterpriseOne is an integrated applications suite of comprehensive enterprise resource planning software that combines business value, standards-based technology, and deep industry experience into a business solution with a low total cost of ownership.

PART 1: CONTINUOUS INNOVATION

Version 1:

JD Edwards has adopted a continuous innovation model at a time when technology is constantly improving and advancing. Do you think customers have increasingly higher expectations of their ERP system capabilities?

Lyle Ekdahl:

Many of our JD Edwards customers are experiencing market turmoil and their businesses are pushing IT to lead them to a competitive advantage with innovation. These pressures require rapid adoption of new technologies, shortened adoption cycles and greater agility.

To remain competitive, we need to make sure our customers can leverage our system and platform, empowering their organisations to adopt new JD Edwards innovations that are strategic to their businesses. Our customers will benefit from our Continuous Innovation model as they are better able to defend against disruptors or even become the disruptor in their industries.

So yes, our customers should expect more from their JD Edwards system to support changes in their businesses. We believe that this is the right thing for our customers at the right time.

Version 1:

Can you provide your customers a definition of Continuous Delivery?

Lyle Ekdahl:

In general, **Continuous Delivery** is the ability to provide customers new capability, content, configuration change, bug fixes and even early innovation safely and quickly in a sustainable way. The approach reduces costs, time to market and risk through incremental updates. The backbone of continuous delivery is straight forward, mainly automated and repeatable process.

This is not something we dreamed up out of whole cloth, continuous delivery has become the gold standard in software engineering process.

Through Continuous Delivery, JD Edwards EnterpriseOne makes available new product innovation and features as updates that are easier to manage and consume. Customers do not need to wait several years before these new capabilities are packaged and delivered through a major release. They can incrementally add new capabilities or features as they need it, when they need it, and when they have the required bandwidth to adopt them—all this without the need to embark on costly, disruptive upgrades. Oracle provides the required tools to evaluate business needs as well as to plan, manage, and execute these updates. Customers benefit from this process that is predictable in cost and that allows choice and control for what to install and when. No more costly, big bang upgrades, once customers are on EnterpriseOne Release 9.2.

But this model is only effective if our customers embrace Continuous Adoption. This is going to require a shift all the way from mindset to operational approach. Our customers have two roles to embrace: Continuous Planning and Continuous Integration.

Continuous Planning is where customers plan to be regular and predictable adopters of solutions delivered by JD Edwards from our Continuous Delivery cycles. You know what has been delivered and how it adds value to your business so you plan for adopting it. It no longer requires capital budget planning that previously happened every several years; this is your new operational plan for an ongoing JD Edwards strategy.

Continuous Integration is the practice of implementing changes that we deliver as product features (smaller packages) into your instance of EnterpriseOne as early as your business deems possible. This process assures predictable outcomes without diverting too much of your already constrained resources.

PART 2: DIGITAL TRANSFORMATION

Version 1:

How can JD Edwards enable digital transformation in the short term?

Lyle Ekdahl:

We feel that we have enabled and extended JD Edwards so that it can be central to an organisation's digital journey in both the near and long term. Let's face it, technology is forcing accelerating change upon our organisations. It creates uncommon challenges in an effort to become more efficient and effective. However, **Digital Transformation** is not just about embracing new technology, it is also about a change in thought and organisation culture.

We believe that any path towards digital businesses starts with automation of business operations and the operation of internal systems. Removing manual steps and paper from business processes has been the constant in ERP over time, and that is the heart of automation. Not only is JD Edwards a repository for ERP data but it should be the digital twin of your business process. We continued to extend JD Edwards so that manual processes can be automated. This is low hanging fruit from a system perspective in the near term for many companies but can require cultural change. Think about the applications your organisation uses. I'm confident that you will quickly find steps in your business processes that are manual, or worse yet, are done with pen and paper. That's so much friction and customers are really trying to get away from that. They are being driven to be more real-time. Automating these manual, human error-prone, repetitive tasks is the first step towards digital transformation.

By removing manual steps and enabling more digital process interaction companies will find that they are generating more data. Customers on the path towards digitisation are able to leverage the information captured within the ERP for better real time operational decision support and exception-based processing. This is an expansion of what is possible for core ERP functionality and then next logical step in digitisation.

We have already enabled digital business transformation with:

- Platforms, including JD Edwards, upon which to build shareable digital capabilities. JD Edwards is also extended by Platform-as-a-Service (PaaS) functions to meet strategic business requirements.
- Analytics tools and applications, including big data, along with the visual representation provided by our pre-built UX One applications.
- Mobile tools and applications that are available to support most all the roles within our customers' organisations.
- Machine to machine communications for sending and receiving from connected devices plus orchestrations to trigger JD Edwards business logic, making the operations real-time data, continuous, and accurate.
- Social collaboration tools and applications that we announced for EnterpriseOne.

Line of business leaders are looking to transform their business processes and achieve tangible business outcomes. However, to do this, they need the help of IT leaders, who can provide them with

a technology platform to achieve these outcomes. So, line of business and IT leaders have to work in collaboration to create the environment and resources for digital business. JD Edwards should be seen as a leveragable and extensible foundation to these efforts.

Version 1:

What digital transformation benefits will be possible for JD Edwards customers?

Lyle Ekdahl:

In many ways the long term is here today. We started exploring possible solutions in our JD Edwards labs a couple years ago, and now we're seeing customers that have very practical applications for:

- Robotic Process Automation (RPA) to automate repetitive tasks that previously required a human user, often requiring the staffing of large shared service centres.
- Elimination of data entry tasks all together with machine to machine or IoT technologies.
- Virtual assistants, such as natural language voice based chatbots, becoming a very real tool for workers to help navigate applications, provide assistance in completing tasks or to augment the user experience by highlighting exceptions and providing best choice scenarios for resolution.
- AI and Machine Learning to perform tasks usually associated with human intelligence. To recognise images, understand language, and perform complex reasoning while making decisions based on sophisticated mathematical analysis.

Version 1:

How will mobile affect your customers businesses?

Lyle Ekdahl:

Mobile brings JD Edwards to the point of process. It extends JD Edwards applications to field and management staff. It simplifies user interaction with intuitive mobile device UI and our native device capabilities to enhance application processes. The "always on" nature of mobile access removes bottlenecks in your business processes.

Version 1:

How will social affect your customers businesses?

Lyle Ekdahl:

Social collaboration allows organisations to effectively engage with customers, partners, and employees to manage and deliver strategic content. JD Edwards is leading the adoption and delivery of social collaboration with our Content and Experience Cloud integration. This is an Oracle Platform-as-a-Service (PaaS) solution that provides content collaboration anytime, anywhere with discussions and tasks in context. It is an out-of-the-box integration with JD Edwards that saves our customers time and money, and documents conversations in-context with any JDE transaction or entity, through a powerful platform for online collaboration internally and externally. An example is our customer and supplier self-service solutions that allow anywhere access, proven to lower storage and processing costs.

Version 1:

How is JD Edwards improving the user experience?

Lyle Ekdahl:

We are bringing ERP functionality closer to the ways our users work. We are focused on integrating with digital technologies. We are also reducing the need for customisations so that the business can continuously adopt new features.

Today with EnterpriseOne 9.2, JD Edwards meets the demands for simplified and personalised ERP user experiences. Our enhanced user experience provides alerts to notify you of what needs attention, a visual representation of your most important business data to analyse your current business needs, and the ability to quickly act on your analysis. Our user experience enables our customers to do all of that from role-based landing pages.

Personalised forms by role make it quick and easy for users to take the actions they need. Personalisation and configuration tools for end users and citizen developers can make the user experience their own. We are providing a role-based experience purpose-built for target industries which increases productivity and output, reduces training time, and allows users to customise their workspace including preferences, formats, favourites, screen resolution, and shortcuts.

JD Edwards UX One encompasses a broad set of tools and out-of-the-box applications that is a game changer for the end user experience. We have delivered 50 user-based roles, a new search experience, and tools for personalisation instead of customisation. UX One provides an innovative user experience that enables users to:

- Perform their jobs more efficiently using an Alert-Analyze-Act design paradigm.
- Notifies the user when a situation requires attention and then provides real-time, visualised data for improved decision-making.
- When action is required, provides a direct path to the application.
- With role-based solutions and personalisation options, the user experience is transformed and workers can work the way they are most productive.

PART 3: INNOVATION AND INDUSTRY

Version 1:

Do you believe that innovation plays an important role in the ERP software space currently?

Lyle Ekdahl:

Technology in general, and your competition in particular, is moving at an unprecedented pace. Technologies that were nascent just a few years ago are rapidly becoming mainstream. These innovations can have a significant impact on both the organisation's top line and bottom line. ERP is the centre of most organisations' IT systems and is therefore a high leverage point to adopt these innovations due to the strategic nature of ERP and the amount of people and machines which

interact with the ERP. Innovation through ERP can make your company work smarter, faster, and ultimately achieve more. Today we are at an inflection point where we have new and mature technologies that can facilitate information digitisation. ERP now leads customer innovation by being the heart of a truly digital business.

Version 1:

What role does innovation play in how JD Edwards will change over the next five years?

Lyle Ekdahl:

When I look back over the last five years, I am always amazed at the amount of innovation we have put into the JD Edwards product line. We have made incredible progress in facilitating the broader use of ERP through cloud computing, a new user experience, and digital technologies that take ERP from being a tool of the back-office power user to becoming a platform that supports a fabric of digital interaction among employees, the value chain, all “resources”, as well as the products or services that the company delivers.

Looking forward to the next five years, I see this pace of innovation continuing to accelerate. There continues to be a large space for innovation in the areas mentioned above – cloud, UX, digital technologies. But this will be dwarfed by the emergence of Machine Learning, Robotic Process Automation, Chatbots, and ERP systems with embedded Artificial Intelligence. We had all better buckle our seat belts as we are in for an exciting next five years.

Version 1:

What is one of the most innovative changes to JD Edwards that helps customers?

Lyle Ekdahl:

There is so much happening with JD Edwards that will provide businesses the opportunity to innovate.

We are delivering a new UX—which is not only a modern end user experience that our customers love, and the personalisation capabilities underlying it accelerates the ability to respond to changing requirements in your business. This new user experience provides alerts to notify you of what needs attention, visual representation of your most important business data to analyze your current business needs, and the ability to quickly act on your analysis. Personalised forms by role make it quick and easy for users to take the actions they need. Personalisation and configuration tools for end users and citizen developers can make the user experience their own.

It’s about finding a balance between stability and innovation that keeps you ahead of your competition. Our JD Edwards customers have the opportunity to benefit from both.

Version 1 would like to thank Lyle Ekdahl for his participation in this Q & A session, and for sharing an insight into the future of JD Edwards for our enterprise customers.

About Version 1

The go-to-partner for Oracle E-Business Suite, ERP Cloud and JD Edwards customers

Version 1 proves that IT can make a real difference to our customers' businesses. We are trusted by global brands to deliver IT services and solutions which drive customer success. Our 1000 strong team works closely with our technology partners to provide independent advice that helps our customers navigate the rapidly changing world of IT.

Our greatest strength is balance in our efforts to achieve Customer Success, Empowered People and a Strong Organisation, underpinned by commitment to our values. We believe this is what makes Version 1 different and more importantly, our customers agree.

#1 JD Edwards Partner As Voted By Our Customers

Version 1 was recognised with a record breaking 8 awards at the annual UK Oracle User Group Partner of the Year Awards 2017/2018 with 7 Gold awards and 1 Silver, including the following top 4 prestigious ERP Gold Awards and the Gold JD Edwards Partner of the Year Award.



**GOLD ORACLE
E-BUSINESS SUITE
PARTNER OF THE YEAR**



**GOLD ERP
CLOUD PARTNER
OF THE YEAR**



**GOLD JD EDWARDS
PARTNER
OF THE YEAR**



**GOLD MANAGED
SERVICES – APPLICATIONS
& TECHNOLOGY**



VERSION 1

info@version1.com

www.version1.com