Introduction

The purpose of this Joint Engagement Plan (JEP) is to outline Oracle’s approach to addressing its customers’ business objectives using Oracle Cloud technology. Oracle will collaborate with CROCS (<http://www.crocs.com/>) hereafter referred to as CUSTOMER, to assess its environment and deliver a set of architecture recommendations with a roadmap, and a business case that demonstrates how Oracle Cloud aligns with the CUSTOMER’s business objectives and drives optimum business value. This JEP provides both CUSTOMER and Oracle an agreed upon action plan to maximize the value of time together while having expectations mutually aligned.

The following items are CUSTOMER’s business objectives:

Don McIntosh, Director of Integration (Executive Sponsor) must Provide a unified Integration (Solution Hypotheses – vetted with Don McIntosh - includes SOACS, DBCS, and potentially MFT CS & ICS long term)across PaaS and on-premise applications to Support:

1. Increase Time-To-Value in introducing and implementing innovation via application functionality and updates, changes to existing solutions.
2. Self Service and Rapid response to increasing demands to business and retail demands.
3. Migrate and manage on-premise application footprint to Oracle Cloud

Customer has expressed utmost support, enthusiasm and collaboration in this exercise to learn, understand and collectively validate the value of migration of their on-premise integration platform to Oracle Cloud.

Engagement Scope

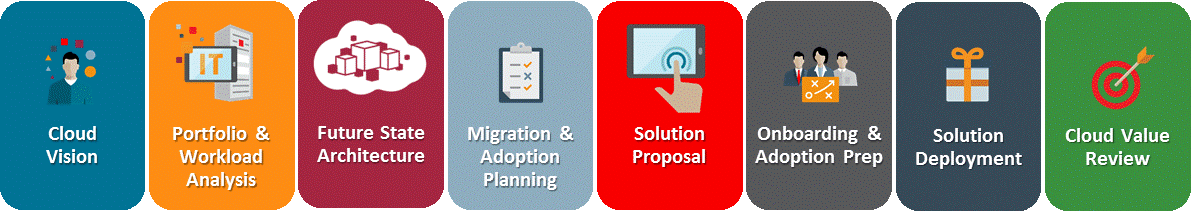
The scope of this engagement includes the following CUSTOMER environments:

* Migrate their entire on-premise SOA Suite environment as a “Lift and Shift” initiative to SOA Cloud Service on Oracle Cloud (PaaS).
  + CROCS currently have approximately 75+ SOA Composites and 50+ integration endpoints.
* Provide business continuity to their B2B solution & integration capabilities on the SOA Cloud Service
* Provide continued integration capabilities to their on-premise business application such as
  + SAP
  + EIS (Enterprise Integration Services)
  + Manhattan Application

After the engagement commences, it may be determined that there are additional CUSTOMER environments that should be included in scope. In that case, Oracle will inform CUSTOMER and include the rationale as to why as well as the impact on the engagement timeline.

Engagement Approach and Deliverables

Oracle will work collaboratively and iteratively with CUSTOMER to address the above objectives using its Enterprise Cloud Adoption Lifecycle (ECAL) approach. ECAL is an agile methodology that delivers actionable and measurable plans aligned with business goals, critical success factors, and timeframe.



Oracle will work with CUSTOMER through the following iteration of ECAL Stages to create the deliverables listed below.

Cloud Vision

* Aspirational description of what CUSTOMER would like to achieve or accomplish with the Cloud
* Hypothesis around business value that the Oracle Cloud could deliver
* High level Business Case

Portfolio and Workload Analysis

* High level inventory of systems and underlying technologies
* System interactions and integrations
* Operational characteristic – processing cycles and transaction volumes
* infrastructure footprint – servers, storage, virtual machines
* Current user connectivity

Future State

* Solution Architecture for Oracle Public Cloud services
* Mapping of on-premise architecture components to the Oracle Cloud
* Oracle Cloud sizing estimates

Migration and Success Plan

* High level implementation plan with phases, activities, durations
* Critical milestones
* Key value delivery points
* Post-implementation Cloud support framework

Solution Proposal

* Final presentation of recommendations and business case

The onboarding & Adoption prep, Solution Deployment and Cloud Value Review stages will be a collaborative effort between CUSTOMER and Oracle Team (Customer Success Manager). The desired outcome of the above iteration is to gain CUSTOMER business executive buy-in and organizational commitment to collaborate further with Oracle.

Engagement Timeline

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| **Meetings** | **Activities** | **Inputs and Outputs** | **Key Participants** |
| **Kickoff**  Week 1  1-1 hour meeting | Confirm objectives  Establish roles, responsibilities, and validate engagement scope | Inputs:   * Business strategies * Critical success factors   Outputs:   * Agreement on JEP * Confirmed executive sponsorship | * Don McIntosh (CROCS) * Oracle team (Shukie Ganguly & Marc McConnell) |
| **Cloud Vision**  Week 1  (2) 2-hour meetings | Establish Cloud directional statements   * Develop hypothesis * Quantify business value   High level Demos and Sizing exercise for Solution Hypothesis (SOACS & DBCS) | Inputs:   * Current business challenges * Cost structure * Staffing model   Outputs:   * Cloud Vision and Roadmap * Business Case with projected benefits | * CUSTOMER sponsor * Oracle Cloud architect |
| **Portfolio and Workload Analysis**  Weeks 1-2  (3) 30- 60 minute meetings | Fill in gaps from CUSTOMER documentation  Build out Current State Architecture and operational diagrams | Inputs:   * IT Portfolio and underlying technologies * Workload and processing schedules * IT operational processes   Outputs:   * Documented current state | * CUSTOMER IT leaders * Oracle Cloud Architect |
| **Future State**  Weeks 2-3  (3) 30-60 minute meetings | Develop solution and proposal (technical and business) | Outputs:   * Cloud reference architecture * Sizing calculations * Refined business case * Architecture roadmap | * CUSTOMER sponsor * CUSTOMER IT leaders * CUSTOMER financial SME * Oracle Cloud Architect |
| **Migration and Success Plan**  Weeks 3-4  1-hour meetings | Build out implementation timeline  Identify post-implementation Cloud support framework | Inputs:   * Current State and Future State architectures   Outputs:   * High-level implementation & migration plan * Engage the Cloud Success team | * CUSTOMER sponsor * CUSTOMER IT leaders * Oracle Cloud Architect * Oracle Cloud Success team |
| **Cloud Governance**  Weeks 3-4  1-hour meetings | Develop new or incorporate Cloud governance into business and technology governance processes | Input:   * Existing governance structures * Business Case   Outputs:   * Cloud Architecture review process * Cloud benefits realization review process | * CUSTOMER sponsor * CUSTOMER business leaders * CUSTOMER IT leaders * Oracle Cloud Architect * Oracle Cloud Success team |
| **Solution Proposal & Executive Readout**  Week 4  1 hour meetings | Final presentation of recommendations | Outputs:   * Recommendations * Proposal * Business Case | * CUSTOMER sponsor * CUSTOMER business leaders * CUSTOMER IT leaders * Oracle Cloud Architect |

Key Participants

|  |  |
| --- | --- |
| **CUSTOMER** | **Oracle** |
| * CUSTOMER Executive Sponsor: **Don McIntosh, Director of Integration** * CUSTOMER business leader: **Rob Koren, VP Enterprise Apps** * CUSTOMER IT leaders: **Rob Grant, VP Operations** * CUSTOMER Cloud Leads/Architects: **Don McIntosh & Team** | * Oracle Executive Sponsor – **Anthony Davis, Simon Holland** * Oracle Account Manager – **Marc McConnell** * Oracle Cloud Architect – **Shukie Ganguly** |