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Re-Think Mobile…
Beyond Mobile-First

Oracle Mobile Strategy & Mobile Cloud Service

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Vice President Mobile Strategy Product Management
Oracle Cloud Platform
August 12, 2015

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Agenda

1. Enterprise Mobile Challenges
2. Oracle Mobile Strategy & Solution
3. Oracle Mobile Cloud Service
4. Demo

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Digital Transformation is Everywhere

Mobile – The new Engagement Channel

Always On, Always Connected, Context Driven

UBER

tile

nest

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5 Million

digital guests and iTunes top 10 list

+15%

increase in market basket purchases

Minutes

days to minutes new promotion deployment time

Enterprise Mobile Journey (past 10-15 years)

Operations Focused

1. Mobile solutions targeted at automating field operations (opex)
    - B2E Applications like Field Service, Field Sales, SFA, DSD
2. On-Premise Systems of Record
    - ERP, CRM, Logistics
3. Each app focused on single user/persona
    - Field Service Worker, Field Sales Rep
4. Significant Investment
    - Application, IT Skills, Support

Challenges

1. Custom Fit
2. Point Solutions (roll-your-own)
3. Long development lead times
4. Difficult to enhance, upgrade or change
5. Security concerns
6. Hardware end-of-life
7. Rising Costs / TCO
8. Resource / Skills Availability

Success

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Enterprise Mobile Journey (Today)

Top-Line Revenue Focused

1. Business Technology getting engaged to drive Revenue
2. Field Organizations driven towards Profit Centers
3. Customer Experience a High Priority
4. Target "other" Personas with Mobile
   - Augment – Enhance – Replace
5. Mobile First, Mobile Time (LBS, Notification, Real-Time)
6. Digital Experience is a path to realize
   - Mobile, Social, Bi

Challenges

1. Number of Applications in Roadmap
2. Time to deliver each application
3. Updates per year each application
4. Systems & Services required for each application – Internal / External
   - Data/Device/App Security, Identity Management
5. Skillsets required to deliver application
   - LoB SME, BE Dev, FE Dev, Ops

I Need … Velocity Reliability Simplify

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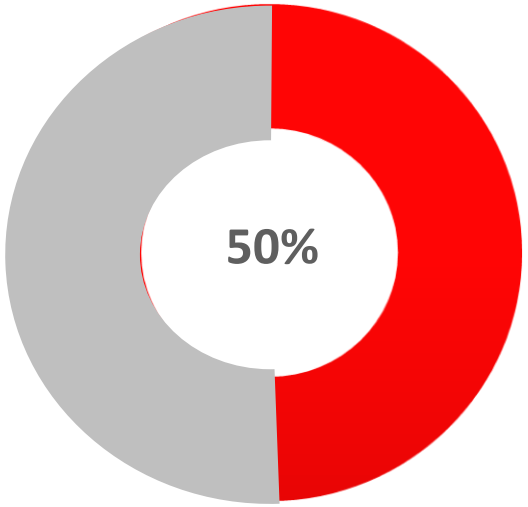
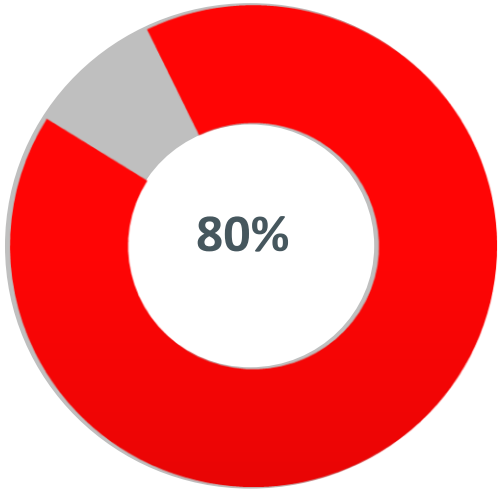
Enterprise Mobility Trends



50% of current apps will be re-written



80% of enterprises have a backlog of up to 20 – 25 mobile apps

*By 2017, companies will spend **$189 billion** to enable mobile services*

- Forrester Research

*By 2024, enterprise will deploy between **300 – 1400** based on the # of employees*

- Gartner Research

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Enterprise mobility is hard

Michael Facemire
Principal Analyst
Forrester Research

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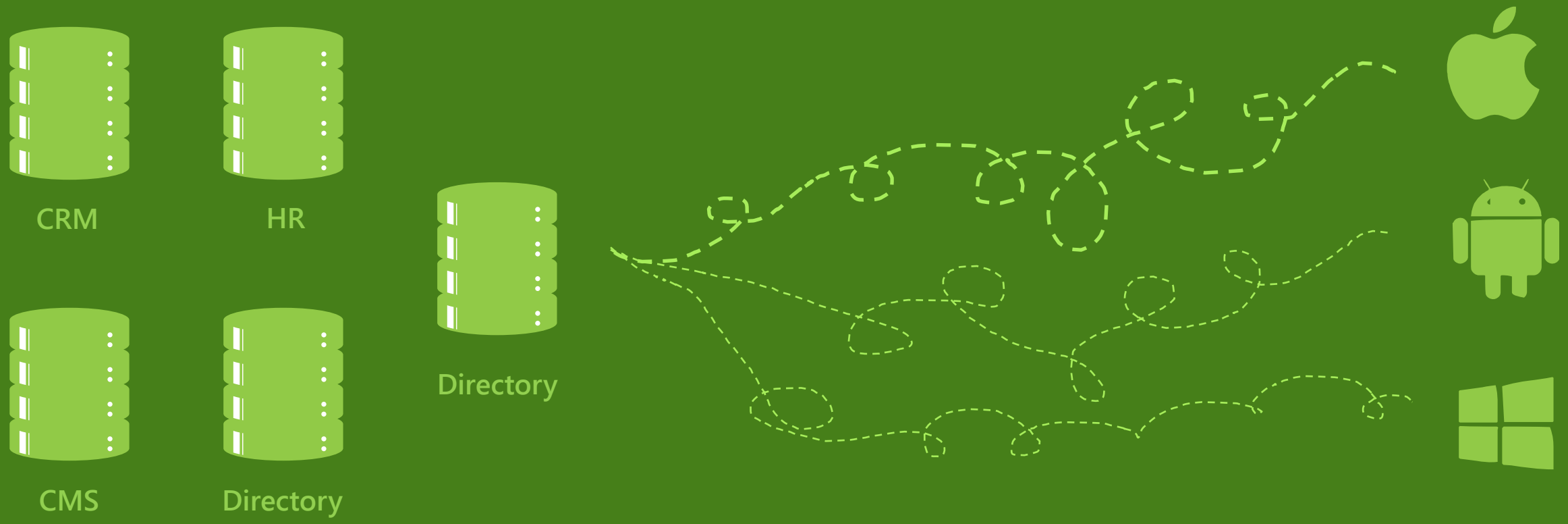
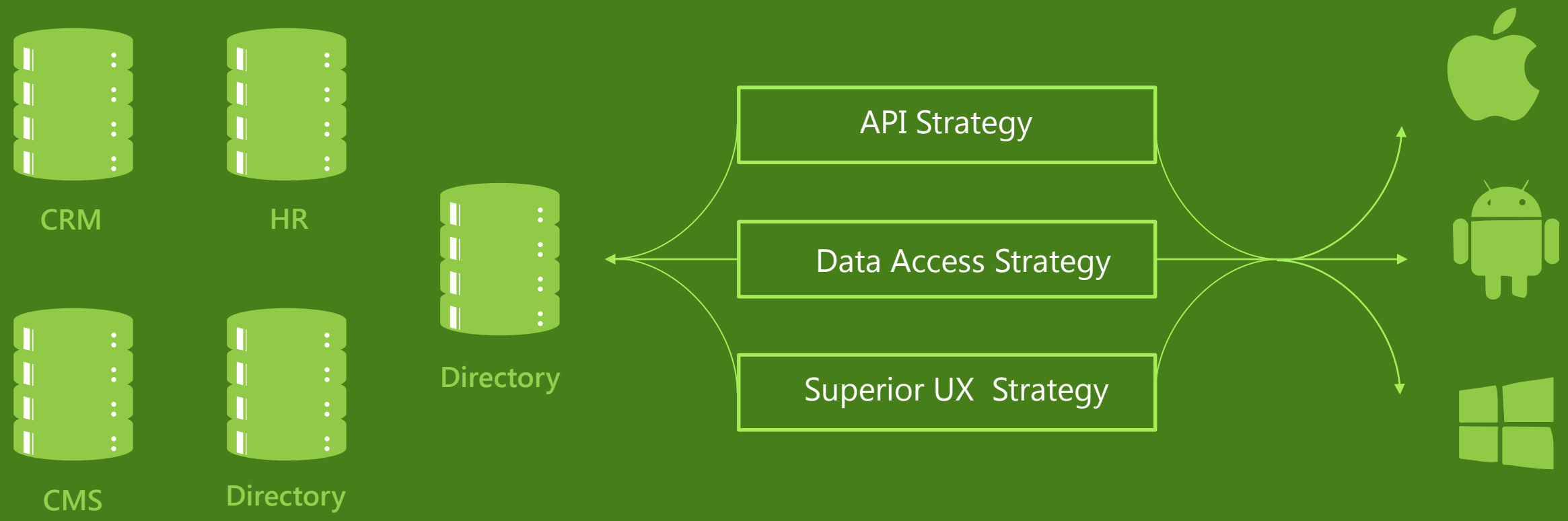
The challenge is daunting



Start here


CRM
HR
CMS
Directory
Directory
API Strategy
Data Access Strategy
Superior UX Strategy

Enterprise Mobile Challenges

Business

Time to Market

- Customer experience
- Actionable insights
- Speed of continuous releases

IT

Total Cost Of Ownership

- Normalizing mobile parts
- Agility & Business partnership
- Managing Mobile Portfolio ROI

IT Security

Mobile Data Loss & Breaches

- Application Security
- Managing user identity
- Content security

Developers Architects

Complexity

- Multi OS / Multi Device
- Mobile App Integration
- User identity management

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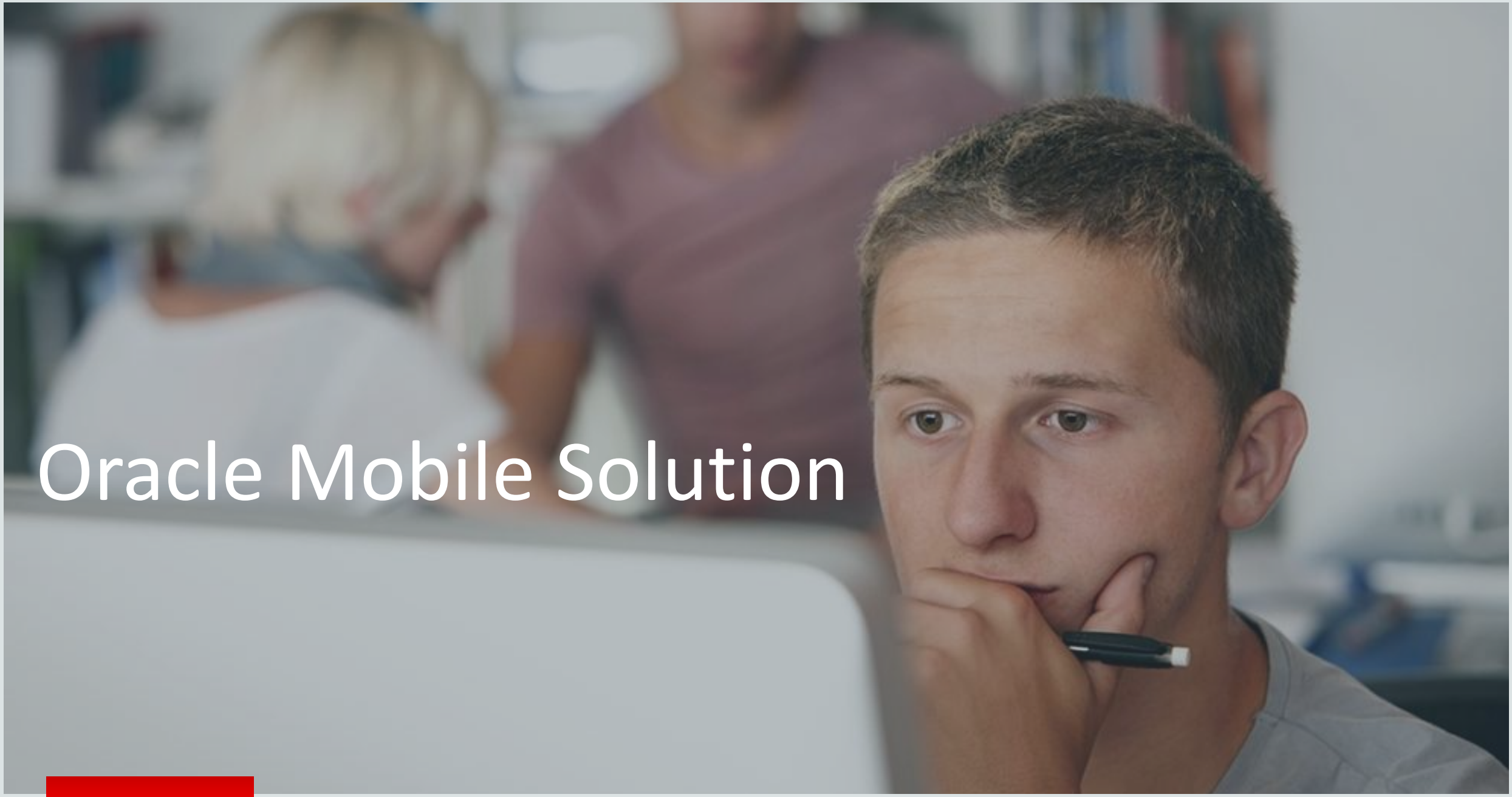
Oracle Mobile Solution



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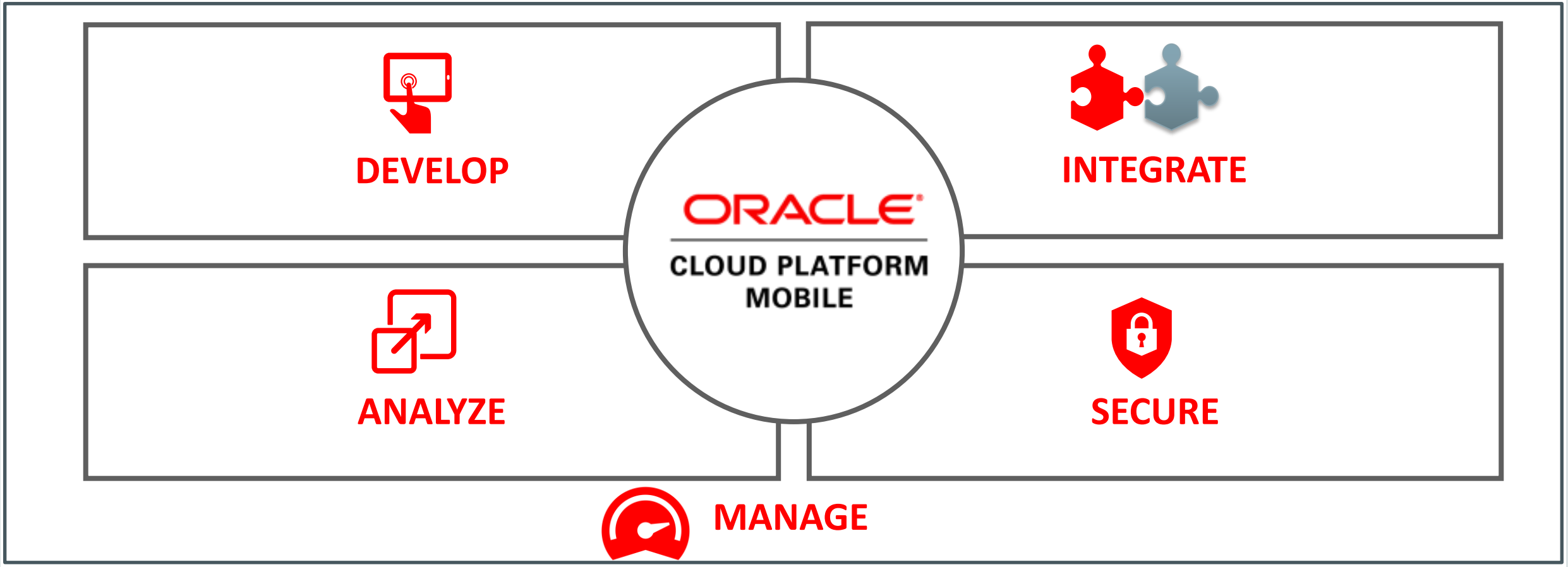
Oracle Mobile Platform: Simplifies Enterprise Mobility

Build & Deliver Mobile Apps with Seamless, Secure Access to Mission-Critical Data

Custom Mobile Apps | Packaged Mobile Apps | Partner Built Mobile Apps



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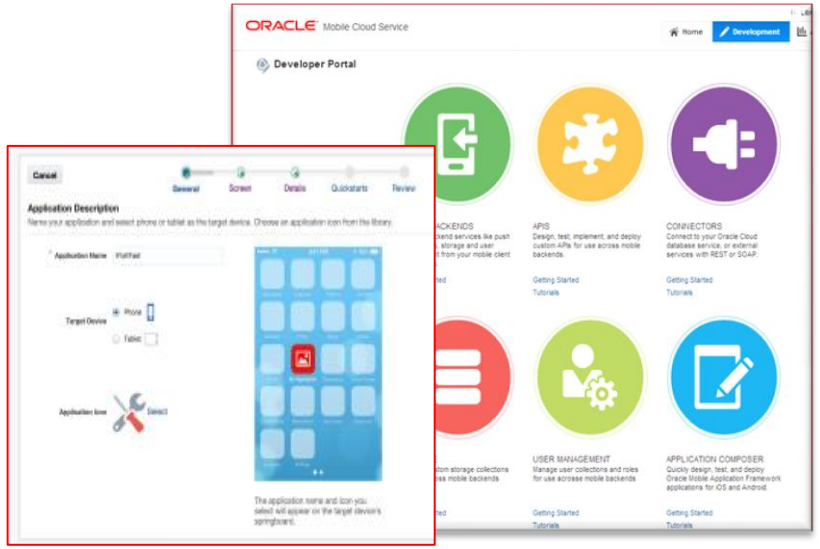
Oracle Mobile Platform

Develop, Integrate, Secure, Deploy & Manage

Develop

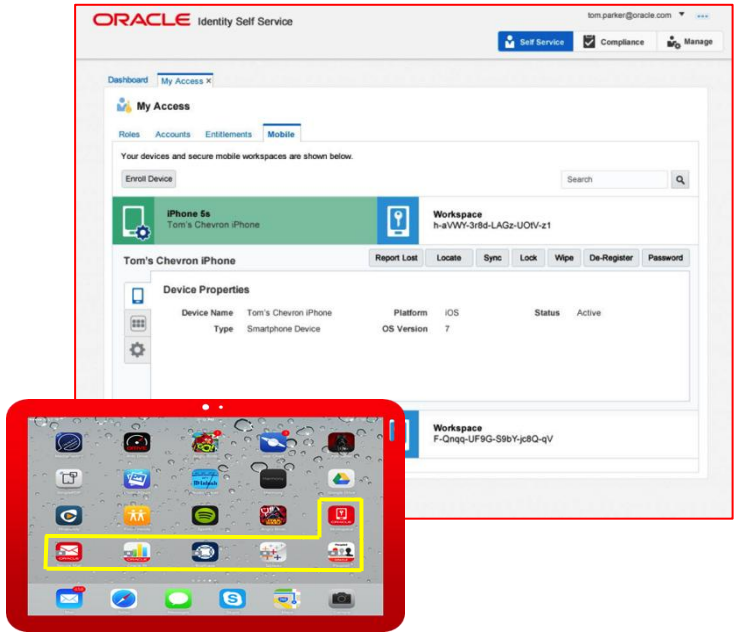
Mobile Application Framework

Integrate, Monitor & Analyze



Mobile Cloud Service

Secure, Deploy & Manage



Mobile Security

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Oracle Mobile Cloud Service

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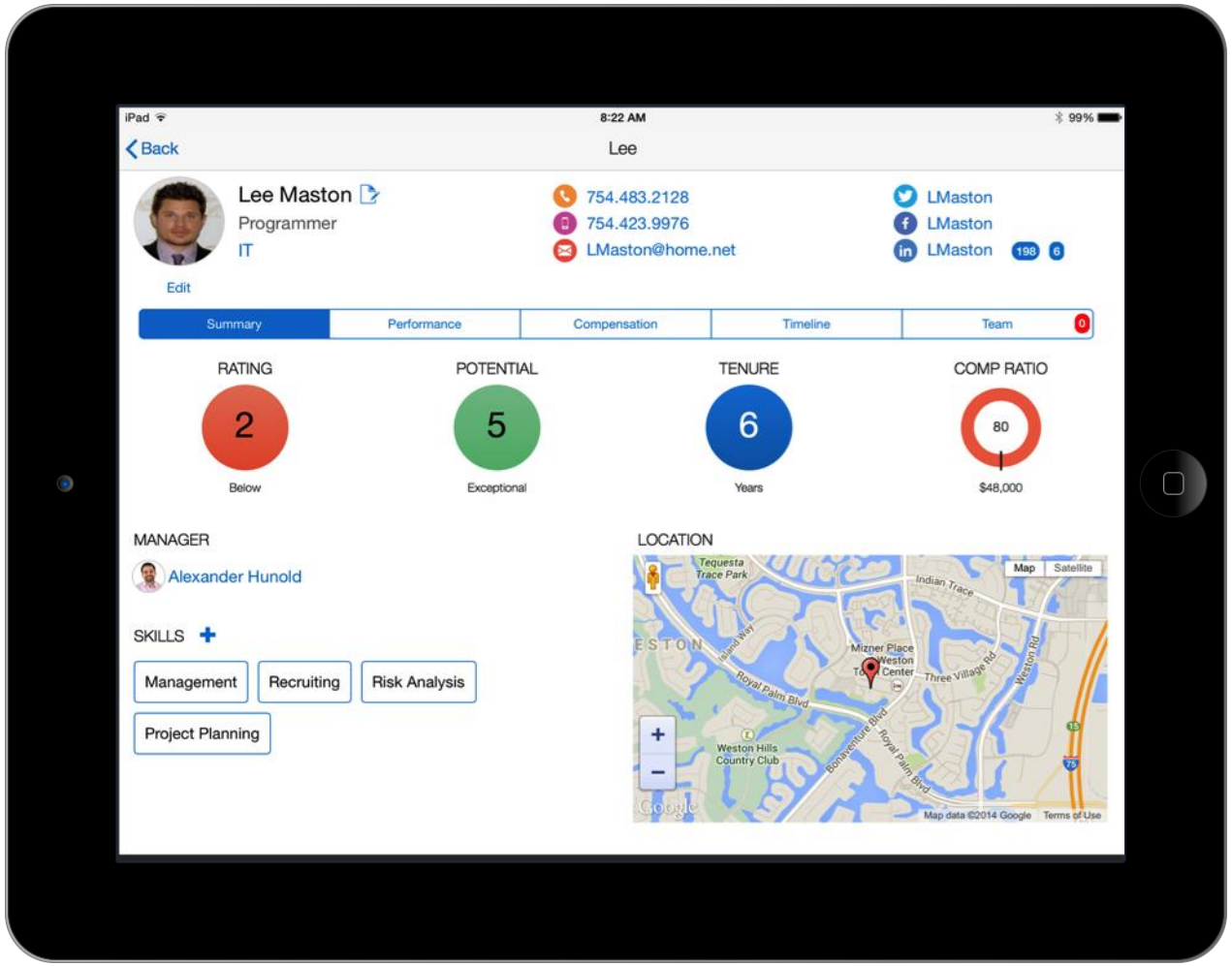
Why Oracle Mobile?

Let’s start with a simple Mobile App – A HR App



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And Map It To The Systems Of Record

Core HR, PeopleSoft, SAP On premise

MCS Storage

Talent Management Taleo Cloud

Core HR

Talent Management Taleo Cloud

Social Networks Twitter, Facebook, LinkedIn Web

Core HR, PeopleSoft, SAP On premise

Map Service Google Web

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This Simple App Soon Became Complicated

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Oracle Mobile Cloud Service

Making mobile simple

Engaging
front-end experience

Enterprise grade
backend

Systems of Record
& Services

A set of Cloud-based mobile services designed to
make app development & integration quick, secure & easy to deploy.

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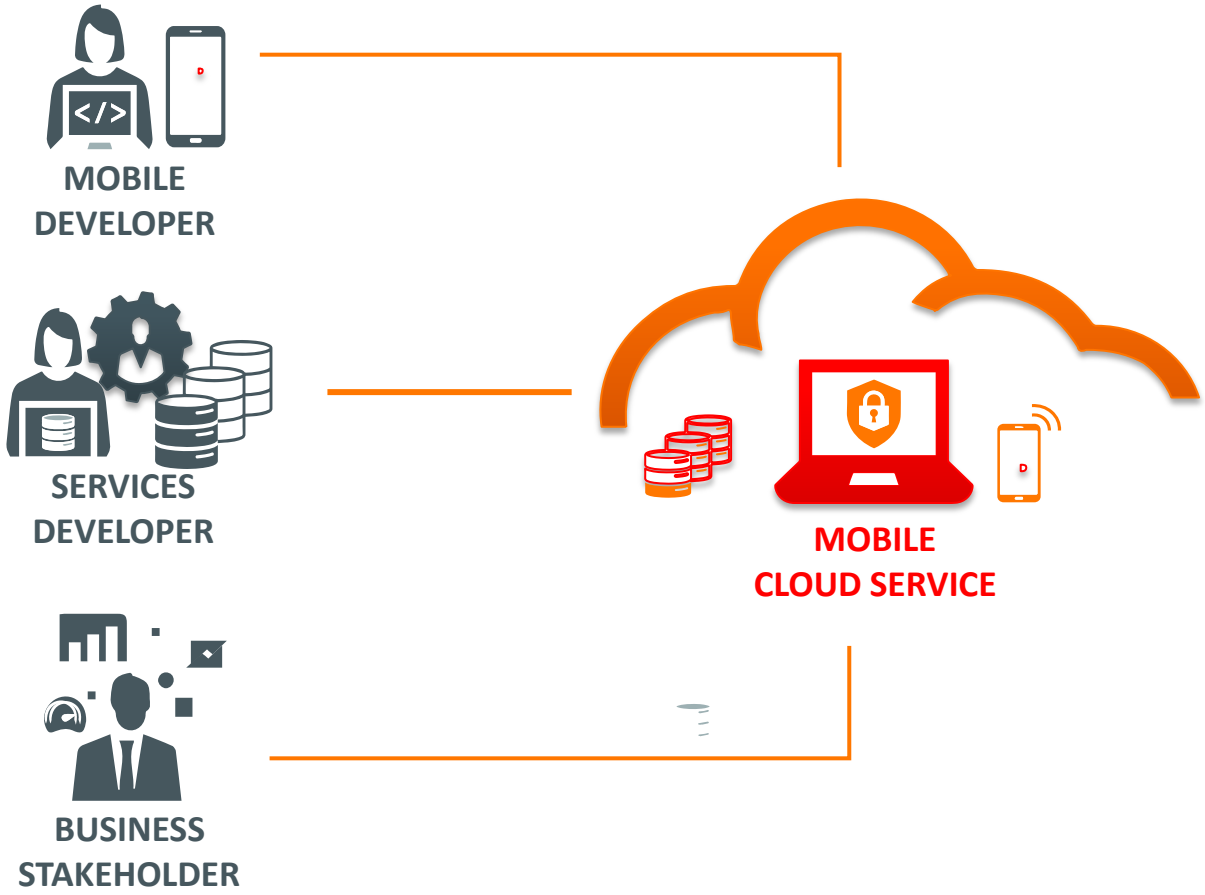
Oracle Mobile Cloud Service

Business Drivers



- Speed Innovation & Agility
- Reduce Cost
- Personalize Engagements
- Simplify Enterprise Mobility

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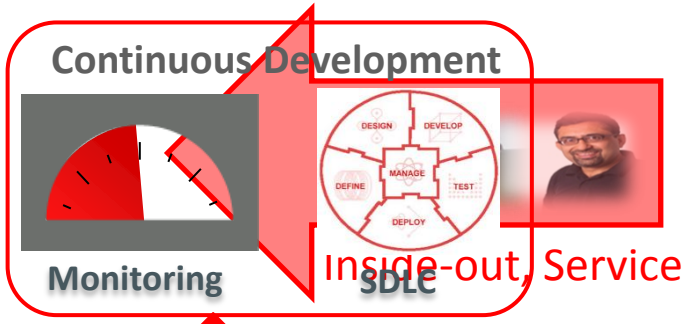
Oracle Mobile Cloud Service

Outside-in, Mobile First

MOBILE APPLICATION FRAMEWORK

Analytics

Continuous Development



Inside-out, Service first

Built-in APIs

- Offline Sync
- User Mgmt
- Notifications
- Storage

VICE

Logic

- Data Shaping
- Orchestrate

Native

Mobile APIs / SDKs

Others

3rd Party A

Custom A

ICS
OSB / SOA

Connectors

Public Cloud
Oracle Cloud
Enterprise SaaS
On-premise

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Geared for all involved Personas

Mobile App Developer

"I create the mobile applications that call backend services"

Mobile Developer

Service Developers

Service Developers

"I create the backend services that mobile applications call"

Line of Business Stakeholders

"I am responsible for the success of our mobilization strategy"

LOB Stakeholder

MCS Admin

MCS Admin

"I administer MCS for our company"

.

Enterprise Architect

"I make sure we have a secure, scalable solution"

Enterprise Architect

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Mobile Cloud Service Demo

Oracle Mobile Application Framework

Productivity Boosting Framework

- Build Once, Run on Multiple-Platforms
- Simpler Extensible UI development
- Javascript / Java for business logic
- Integrated Security
- Full Access to Native Device Features
- Modular, Reusable Application Components
- In App configurability
- Disconnected: SQLite with Encryption

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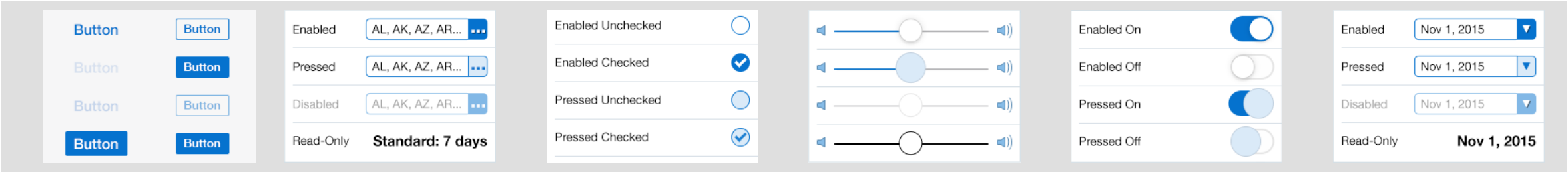
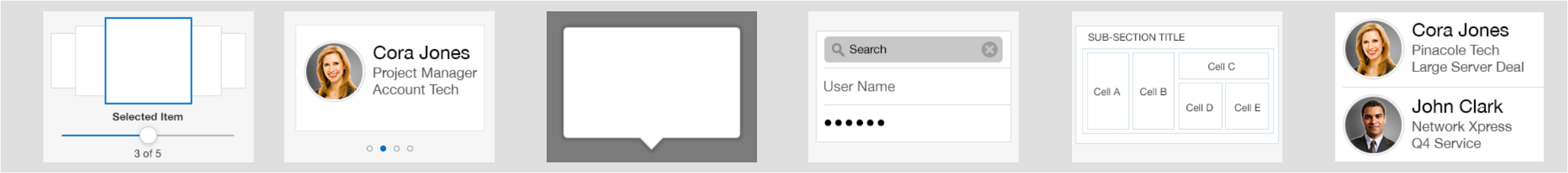
Cross Platform Native User Experience with MAF

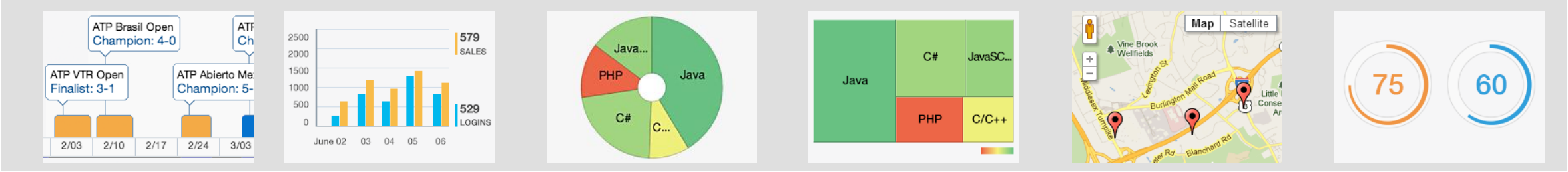
Basic Components



Data View



Visualizations



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Oracle Enterprise Mobility Management (EMM)

Secure user identity, app, data and device

Mobile Identity

- **Single sign** on across mobile apps
- Risk / context aware step up authentication
- Self service and delegated administration
- Certificate LCM

Mobile Content Management

- **Secure container & app tunnel** for securely accessing and storing corporate content
- Strong DLP policies to avoid data leakage
- File manager and doc editor / viewer for secure content collaboration

Mobile Application Management

- **App centric** security policies
- Inbuilt PIM apps
- Zero code wrapping technology
- App store for distribution
- Secure apps built on MAF

Mobile Device Management

- **Device centric** security policies
- Device enrollment
- Device control
- Device inventory

By 2017, enterprise mobility management integration will be a critical identity and access management requirement for 40% of buyers, up from fewer than 5% today. – Source: Gartner

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In Closing

Today's mobile enterprises…

Have

- Some Mobile Apps
- Some Mobile Skills
- Fixed Budget for IT / Dev

Want

- To Build More Apps, Faster
- To Target New Users / Personas with Mobile
- To Augment & Enhance

Need

- To leverage existing skill-sets
- To leverage existing integration investments
- To optimize mobile services
- To extend enterprise grade security & reliability
- To measure Mobile Success

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www.facebook.com/FusionMiddleware

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OPN Cloud Platform Resources

Oracle Cloud Platform as a Service (PaaS) Knowledge Zone

Oracle Mobile Cloud Service Sales Person

Guided Learning Path

Resale Program

Maximize return through recurring revenue

Cloud Platform Partner Webcast Series 2015

Coming up next: Java Cloud Service and Oracle OpenWorld Highlights, September 9, 2015

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Engineered to Work Together

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