Oracle Integration Cloud Service

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<table>
<thead>
<tr>
<th>Statistics</th>
<th>Percentage</th>
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<tr>
<td>Abandoned a cloud app in last 3 years due to integration problems</td>
<td>1 in 2</td>
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<td>54% Of businesses have missed project deadlines in last 6 months due to cloud integration problems</td>
<td>54%</td>
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<td>Suffer from an impaired ability to innovate due to poor integration of cloud applications</td>
<td>75%</td>
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<td>Half Of cloud adopters have tried and failed at cloud integration</td>
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Source: Dynamic Markets – Cloud for Business Managers: the Good, the Bad, the Ugly, 2013
New Business Initiatives Require New Paradigms
Traditional Integration is Not Enough

New Integration Requirements

0. Pre-Cloud Era
Minimal new integration requirements. Traditional integration platforms able to deliver

1. Integrate SaaS and On-Premises

2. Extend for Mobile & IoT

3. Connect Processes

Innovate Faster
Connect More
Rapidly Deliver Value
The SaaS World Changes Everything

CONNECT EVERYTHING
Unify connection to devices, data, APIs & applications

SIMPLIFY INTEGRATION
Eliminate complexity between cloud and mobile apps as the foundation for a connected business

FLEXIBILITY & CHOICE
Allow your integrations to transition into the cloud, or be extended on any platform
Example Integration Scenario: Integrating Customer Support with Sales Representatives

1) Customer Support Issue

2) CSR inputs issue into Service Cloud and adds upsell/cross-sell opportunity

3) Rep aware of customer status. Well targeted upsell/cross-sell proposal

Benefits of Integration from this Scenario

- Increased revenue
- Better alignment of customer issues
- Faster sales cycle
Example Integration Scenario: Opportunity to Order – SaaS to E-Business Suite

Benefits of Integration from this Scenario

- Increased visibility
- Eliminate duplication and manual re-entry
- Faster sales cycle
- Lower costs
Challenges with Cloud Integration
Five Reasons Why a New Approach is Needed

- **DEPLOYMENT LOCK-IN**
  - Public
  - Private
  - Different standards, architecture, and components between public & private

- **DESIGNED FOR COMPLEXITY**
  - Too complex for LOB & applications IT to integrate

- **NO APPLICATION AWARENESS**
  - Integration platforms lacked pre-built integrations and awareness of applications

- **NO EXPERT GUIDANCE**
  - Introduces unnecessary errors

- **NO PRE-INTEGRATION**
  - Requires rebuilding application integrations
2

Oracle Integration Strategy
Oracle’s Integration Platform : Strategy

Build once deploy anywhere

ON-PREMISE

Integration Platform Cloud Services

CLOUD

HYBRID

Integration Platform Cloud Services

On-premises Integration Platform

On-premises Integration Platform
Oracle’s Strategy: Integration in Cloud

**Ease of Use**
Easy to align business with IT

**Auto Associate of Applications**
Eliminates errors when manually loading and configuration PaaS with SaaS applications

**Recommendations**
Deliver error-free integrations faster

**Preintegration**
Run-ready integrations, built by Oracle and partners

**Cloud Portability**
Migrate integration platform to support changing business requirements
Integration Cloud Service

• Integrates cloud and on-premises applications
• Easy to use LOB friendly integration designer
• Prebuilt integrations for common scenarios
• Recommendations to guide mapping
• Automated back-up, patch updates, and upgrades
• Library of adapters for Oracle and 3rd party applications
Demonstration:

Integration Cloud Service
Simplify Integration to Oracle SaaS

- **Auto-Associate** – Pre-loaded with your existing Oracle SaaS subscriptions.
- **Version Aware** – No need to continually update for new versions of Oracle applications.
- **Built-in Security** – Leverage existing built-in Oracle security.
- **Monitor Dashboards** – Intuitive visibility into your business out-of-the-box.
Faster Time to Integrate

- **Oracle Recommends** – Guidance on recommended integrations between applications
- **No Installation, No Configuration** – Leave the installation, configuration and patch-set updates to Oracle
- **Robust Error Management** – Detect errors early and follow with intuitive corrective action
Pricing

Integration Cloud Service

• Simple pricing scheme with one metric (Number of Connections)
• SE: $1,300/mo (includes 2 Connections)
• EE: $3,900/mo (EE - 6 Connections included).
• Additional Connections at $650/Month.
Same Platform built for all Integration Personas

**SI’s and ISVs**
- Customize Oracle delivered Integration flows
- Build and Deliver Integration flows
- Develop and sell Cloud/SaaS adapters through cloud marketplace
- Monetize mapping assets
- Develop and extend SaaS, on-premise apps with ICS to other Oracle Public cloud services e.g Mobile Cloud Service, Java Cloud Service, etc.

**Oracle**
- Build and deliver Pre-built Flows between Oracle CX Apps
- Deliver Patches and new versions of Flows
- 100% built, maintained and supported by Oracle

**Customers**

*Developers:*
- Use/customize Pre-built Flows
- Develop New Integration Flows
- Rapid delivery of integrations between SaaS applications as well as between SaaS and on-premise applications

*Admin/IT Users:*
- Troubleshoot data and connectivity issues
Cloud Adapter SDK

Simple and powerful SDK to build and deliver Adapters quickly

1. Huge Opportunity
   Java APIs to build Adapters for over 2000+ SaaS Applications

2. Transformative
   Convert Developer-centric API of SaaS Applications to a Simplified Business Centric View of the Integration

3. High Productivity
   Kick-start your development with Library of Sample Adapters

4. 100% Portable
   Build once deploy anywhere
   - Cloud: ICS, SOACS
   - On Premise: SOA Suite
Oracle Cloud Marketplace
One Stop Shop for Apps (including Integrations and Adapters)

Key Features
- Hundreds of apps
- Latest innovations
- Certified apps from partners
- Integrations, adapters and processes to be included

How It Works
- Go to cloud.oracle.com/marketplace
- Look for app
- Buy and download

Benefits
- Packaged Integrations available from Oracle & Partners
- Over 350+ Partners actively engaged
Case Studies & Customer Testimonials!
“The whole mindset is different. Now you're just building an integration and activating it on the fly”

Sampath Kurra
Land O’ Lakes
“It's just fascinating to see a vision come to life. Integration Cloud Service bridges the gap between what we've always wanted...simplicity in integration and putting it into the cloud”

Faisal Ghadially – Director
PWC
“Very simple, straightforward, very solid tool”

Marcelo Menard – Global Enterprise Architect
Vale Inc.
Oracle Integration Platform Cloud Service: Summary

• Oracle Integration Platform Cloud Service offers
  – Depth and Breadth of functionality for APIs, Data, Services and Events integration
  – Designed for SaaS, IT & Data
  – Purpose built for Hybrid Integration

• A solution for all enterprise personas and requirements
  – For Developers
  – For Departmental Users

• A flexible deployment option for on-premise deployments
  – Similar operational experience as the Public Cloud
Call to Action

Help Drive Business Transformation in the Cloud with the #1 Integration Cloud Platform

• Engage
  – Initiate and Drive Cloud-Transformation programs for your Customers
  – Apprise customers on value proposition of Oracle’s Integration Cloud Platform
    • Build Targeted High Value Demos demonstrating value and differentiation

• Deliver
  – Contribute to an Active Cloud Marketplace
    • Pre-built integrations between SaaS and/or on-premise applications
    • Deliver rich and differentiating adapters for one of more than 2300+ SaaS Applications today

• Collaborate
  – Work with Product Management on feedback, use-cases and solutions
  – Share the stage with us on Oracle Openworld

• Educate
  – Events, Meetups, Blogs, Social Media, Whitepapers, Case Studies, Video Demos
Where to Get More Information

Oracle.com/Integration

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