

Oracle Data Integrator Cloud Service

Overview

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AGENDA

- **Overview**
- **Solutions**
- **Customers**

A nighttime photograph of a city skyline, featuring several tall skyscrapers with their windows illuminated. The Empire State Building is prominent on the right side, with its spire lit up. The sky is a deep blue.

77%

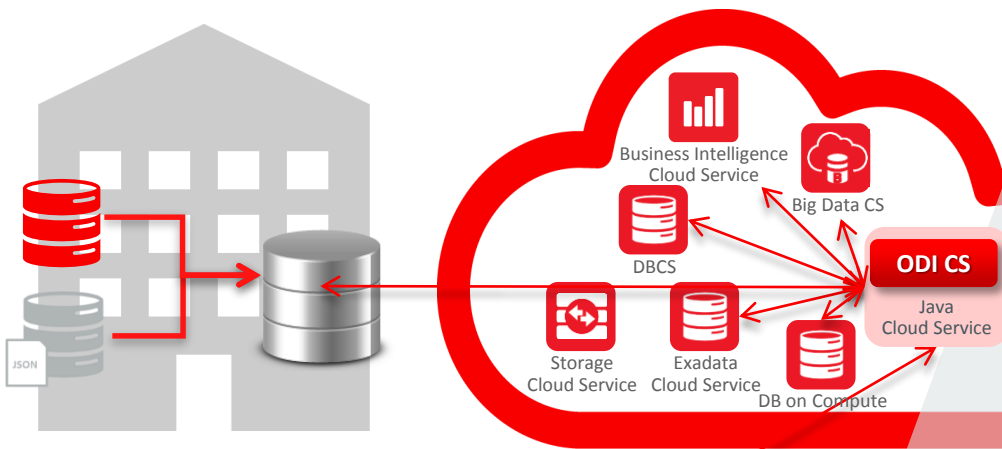
of enterprises say data
integration is important
for cloud initiatives



Half

of cloud adopters
have tried and failed at
cloud integration

Oracle Data Integrator Cloud Service



Accelerate Analytics

- Deploy ODI in the Oracle Public Cloud and execute E-LT workloads into Oracle Platform as a Service
- Pushdown processing is best for the cloud – high performance ETL with less data movement

Lower Development Costs

- Native integration with Oracle Database Cloud Service, Exadata Cloud Service, Big Data Cloud Service and Java Cloud Service
- Reduced infrastructure and maintenance costs with Oracle Data Integrator Cloud Service

Powerful Hybrid Cloud Solution

- Subscribe to ODI using monthly subscription
- Leverage hybrid deployments with ODI running on-premises to move data into OPC

Oracle Data Integrator

Oracle Data Integrator provides high performance bulk data movement, massively parallel data transformation using database or big data technologies, and block-level data loading that leverages native data utilities

Bulk Data Performance

Non Invasive Footprint

Future Proof IT Skills



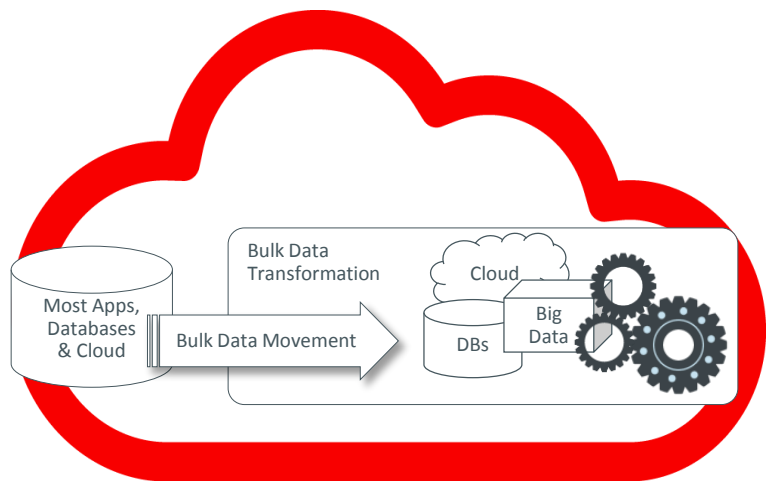
1000's of customers – more than other ETL tools

Flexible ELT workloads run anywhere: DBs, Big Data, Cloud

Up to 2x faster batch processes and 3x more efficient tooling

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Industry Leading Performance



- **E-LT** provides a flexible architecture
- **Optimized performance** on-premises or in the Cloud
- **Native Pushdown Processing** is best for the Cloud

Key Performance Benefits

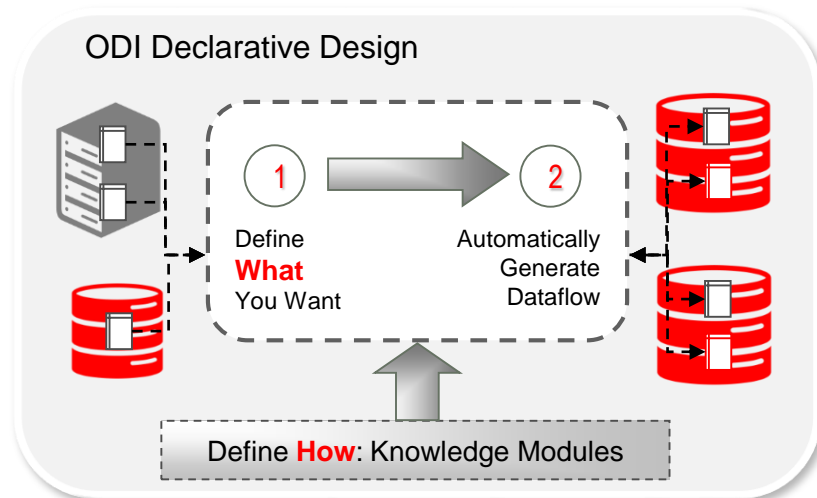
- Leverages set-based transformations
- Improves performance for loading, no network hop
- Takes advantage of existing infrastructure: hardware and software

Improved Productivity

- **Easy** and **universal** for designing any Mapping
- **Robust** and **reusable**: Create Mappings once for any physical design
- **Quick** to define and refactor Maps with automation
- **Extensible** model for any data integration mechanism

Key Productivity Benefits

- Significantly reduces the learning curve
- Shortens implementation times
- Simpler maintenance



Faster Development

Pluggable Knowledge Modules Architecture



Pluggable Knowledge Modules Architecture

Database CS	Exadata CS	Hive	HBase	Spark	Sqoop
BICS	Kafka	Oracle DBLink	Pig	External Tables	Cassandra
Oracle Datapump	Teradata	eBusiness Suite	IBM DB2	Netezza	SCD

Key Architecture Benefits

- Faster development and simpler maintenance using templates
- Easy to extend and add new best practices
- Enforces predictability and reduces cost of ownership

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Solutions

Data Migrations
into Cloud

Heterogeneous
Cloud
Integration

Migrations

Analytics

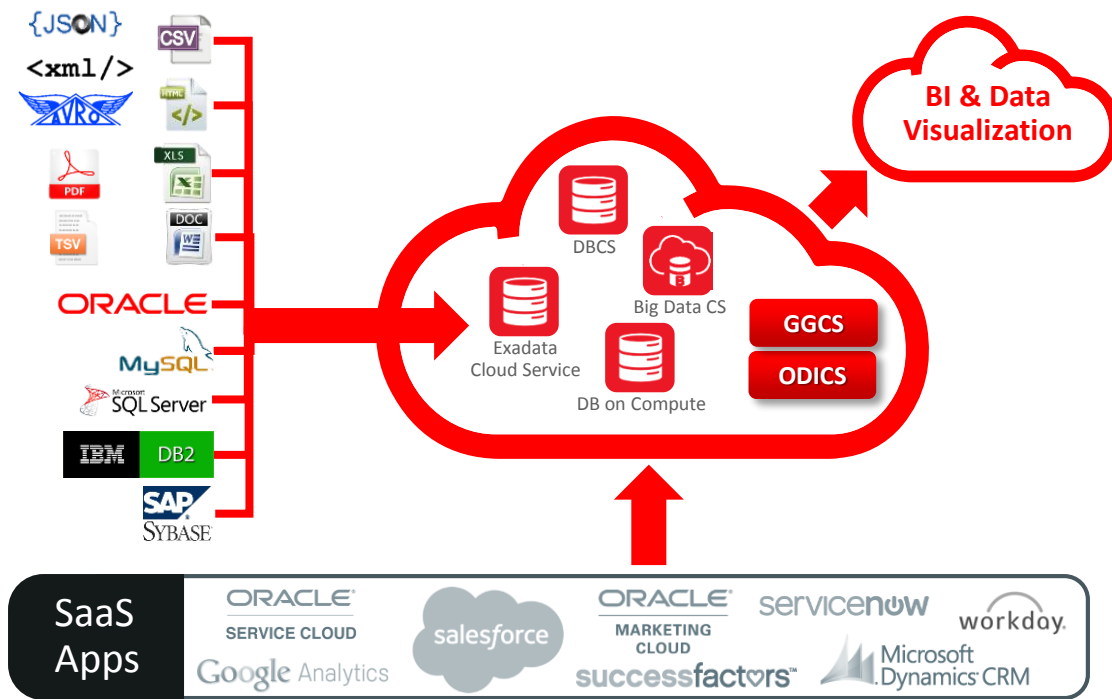
Load a Cloud
Data
Warehouse or
Data Mart

Big Data
ETL Pipelines

Customer 360

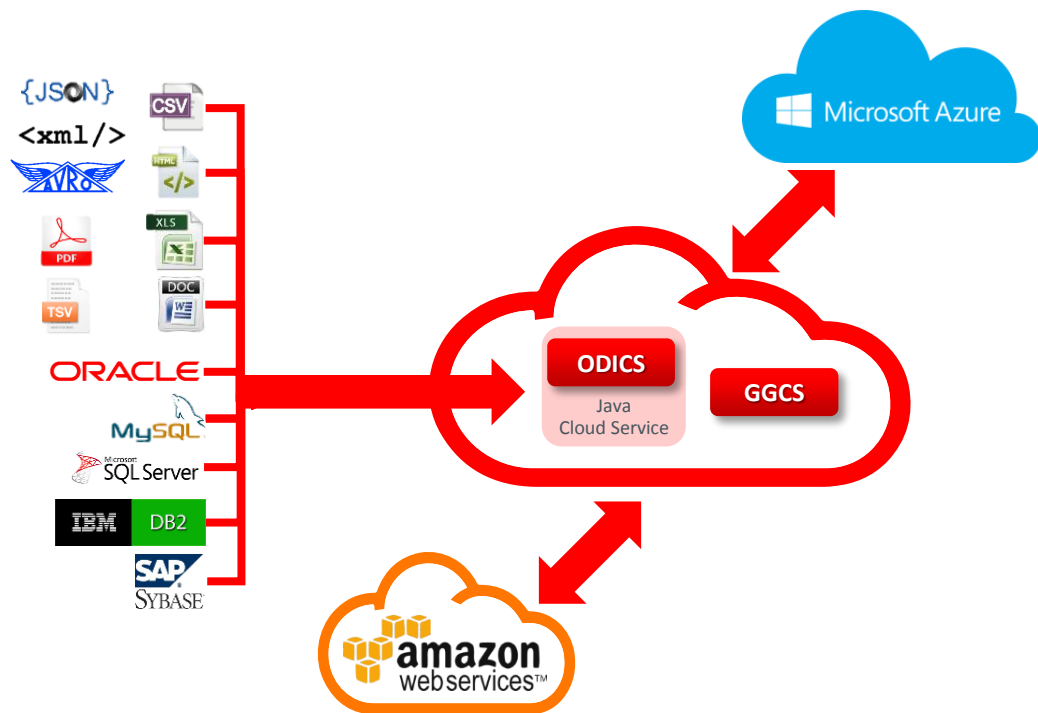
Lift & Shift

Load Cloud Data Warehouse



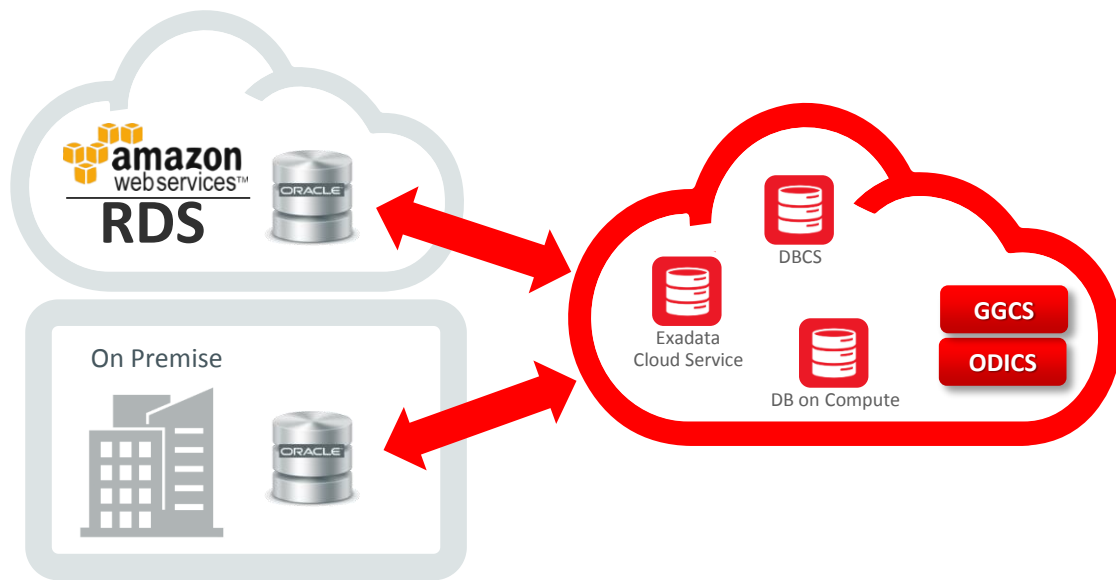
1. Lower the costs of your EDW running on PaaS or IaaS offering
2. Fastest data movement in real-time or batch with ODICS and GGCS
3. Maximize performance for your ODI and Data Warehouse processes with cloud computing
4. Consolidate all your data in to one place for cross lob analytics
5. Innovate with the latest technologies in database and big data for faster and greater insight

Heterogeneous Cloud Integration



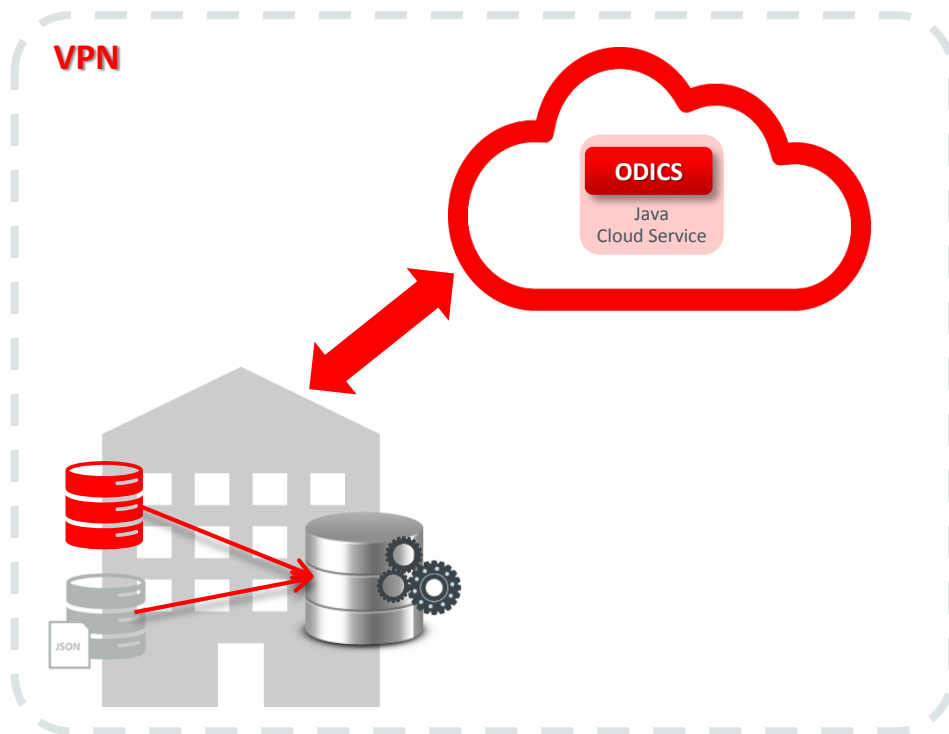
1. Fully realize a multi-cloud vendor strategy with Oracle Data Integration Cloud Services
2. Move data easily between Oracle Cloud and other clouds
3. Migrate from other clouds into Oracle Cloud
4. Oracle Data Integration with a combination of ODICS and GGCS supports data integration across heterogeneous environments

Data Migrations



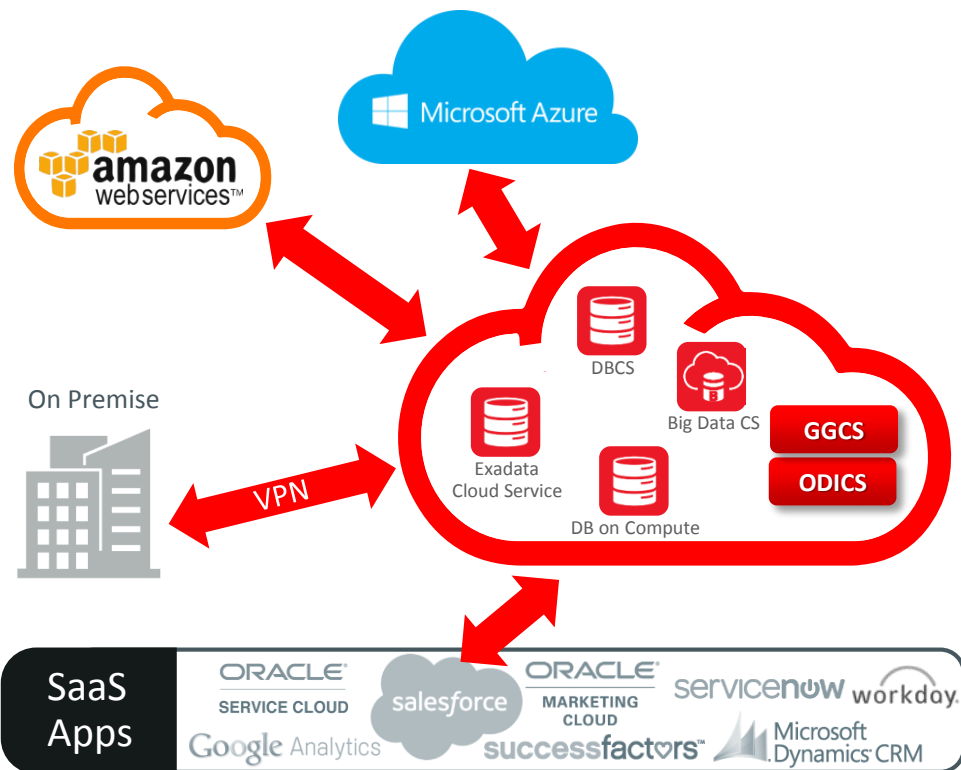
1. Seamless data migration from older databases or poorly optimized Cloud services
2. No data loss for phased / online migrations with reliable and proven core GoldenGate technology
3. Migrate older Amazon RDS instances to Oracle or data delivery from on-premises to 3rd party Clouds
4. Maximize Cloud infrastructure usage for complex transformations using ODICS

Lift & Shift



1. Lift & Shift your existing Oracle Data Integrator configuration and run in the Oracle Cloud
2. Lower the costs of managing your ETL with cloud pricing and highly available deployment on Java Cloud Service
3. Increase agility with flexible, easy to use services without the need to acquire & build infrastructure
4. Data is not persisted in the cloud just passes through or moved directly between on-premises systems

Data Movement Summary



1. With Oracle VPN options, Oracle Cloud becomes an extension of your own network
2. Without VPN, on-premises data can be transferred via Oracle Storage CS automated using ODI
3. ODI supports integration with GoldenGate Cloud Service for real-time data movement
4. ODI supports SaaS services via RESTful Services or 3rd party adapters
5. Data is transformed in a relational DB or Hadoop using the data processing engines: SQL or Hive

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Dev & Test of Data Integration and Data Quality

- New Business Intelligence System developed in the Cloud integrating information from all Colombia's education entities
- Java Cloud Service allowed quick setup of Oracle Data Integrator and Oracle Enterprise Data Quality for Dev & Test
- Data Integration project delivered in only 3 months

3 Months

To install & configure multiple environments and develop ETL processes for 120 Business Intelligence indicators

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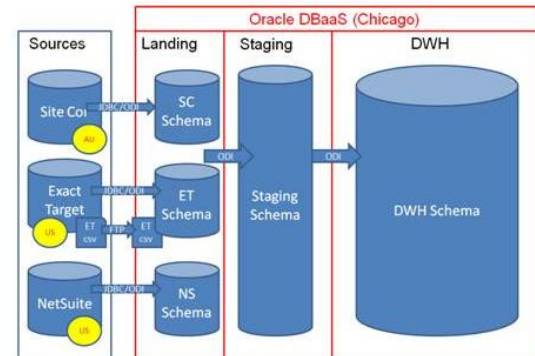
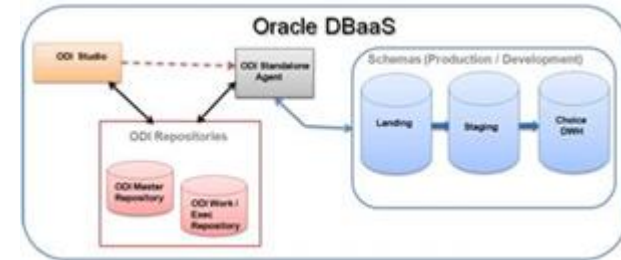


Customer Example: Leading Customer Advocacy Group

Improved Marketing Efficiency and Better Customer Satisfaction

Customer 360-Degree View

- Using Oracle Database Cloud Service (DBCS) to run a Data Warehouse
- Uses Oracle Data Integrator (ODI) to load data from on-premises and Cloud data sources (Salesforce Marketing Cloud, NetSuite, and SiteCore) into DBCS
- ODI helped this customer consolidate and enrich their customer data to produce a richer dataset which is utilized for Marketing campaigns as well as to know their customers better
- Planning to migrate to ODICS soon

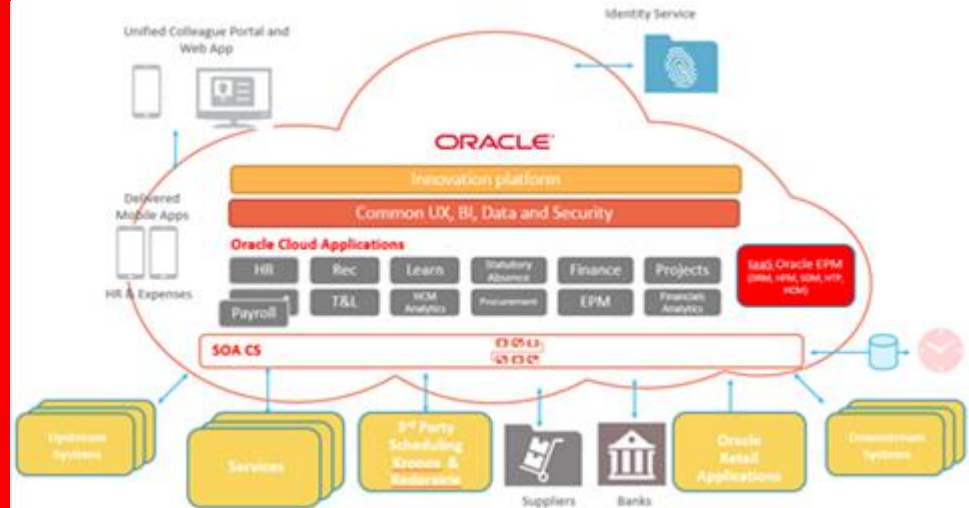


Customer Example: Multinational Grocery Retailer

Faster Data Migration and Data Warehouse Loading

High-Speed Cloud Data Integration

- Uses Oracle Data Integrator on Oracle Public Cloud for several use cases
 - Migrate data from legacy systems in conjunction with Enterprise Data Quality
 - Feed data into E-Business Suite running on Compute Cloud Service (IaaS)
 - Perform ELT transformations for Data Warehouse (future)
- Live with initial implementation for select stores. Planning a broader roll out with additional functionality to more stores throughout 2017
- Interested in migrating to ODICS



Easy Move to the Cloud with ODICS

- **Powerful push-down data processing** now available as a PaaS offering
- **100% Compatible** with existing on-premises ODI deployments
- **Full portability** across Hybrid Clouds



Useful Links

- **Website**
http://cloud.oracle.com/en_US/data-integrator
- **Datasheet**
<http://cloud.oracle.com/opc/paas/datasheets/odics-ds.pdf>
- **Trials**
Trial accounts available through Java Cloud Service trials

Connect with Oracle Data Integration



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[Blogs.oracle.com/DataIntegration/](https://blogs.oracle.com/DataIntegration/)



Oracle Data Integration

Questions?



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