Oracle Mobile Update For Oracle Partners

Joe Huang
Mobile Product Management
Oracle Cloud Platform

Denis Tyrell
Senior Director Product Management
Oracle Mobile and Development Tools

April 27th, 2016

ORACLE

Safe Harbor Statement

The preceding is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

Agenda

1. Mobile Product Updates (MAF, JET, MCS)
2. Mobile Application Accelerator Demo
3. Updated MCS Pricing and Trial Requests Process
4. New Sales Plays!
5. Q & A

Mobile Product Updates

GROWING GLOBAL MOMENTUM

Internal

Thank you Partners!

In 9 months, you have helped us Adding more than 100 customers

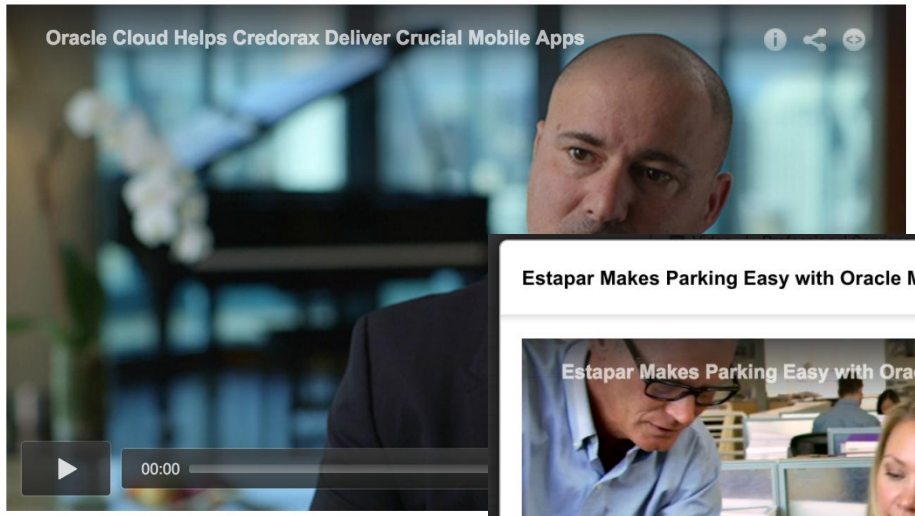
ORACLE

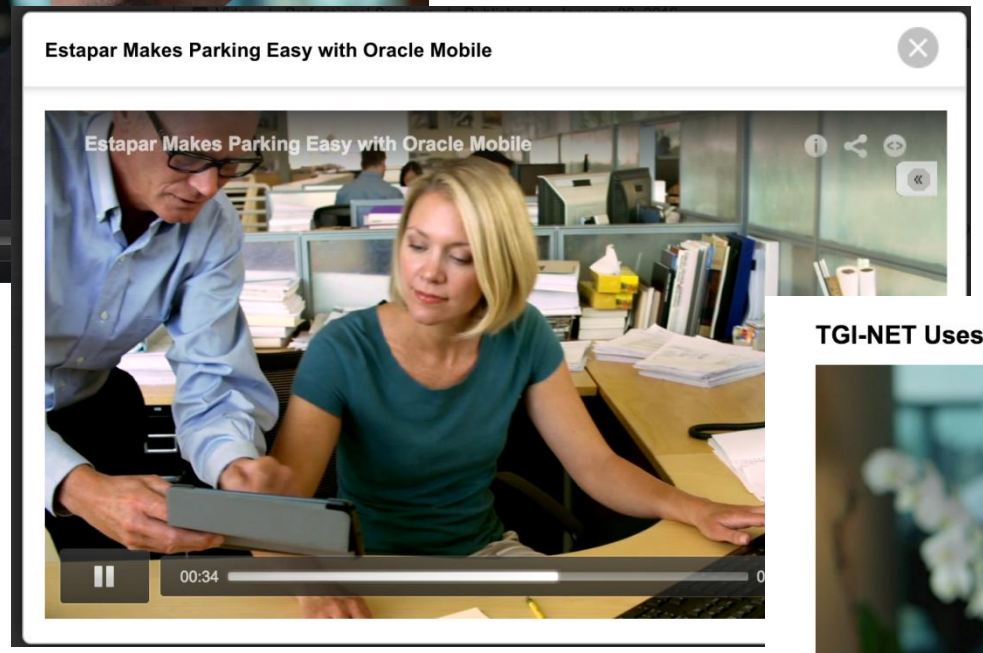
LIVE MOBILE CUSTOMERS & REFERENCES

ORACLE

New Customer Videos!

Oracle Cloud Helps Credorax Deliver Crucial Mobile Apps





TGI-NET Uses the Oracle Mobile Platform to Enter B2C Market

Oracle Mobile Cloud Platform Capabilities

MOBILE APPLICATION FRAMEWORK (MAF)

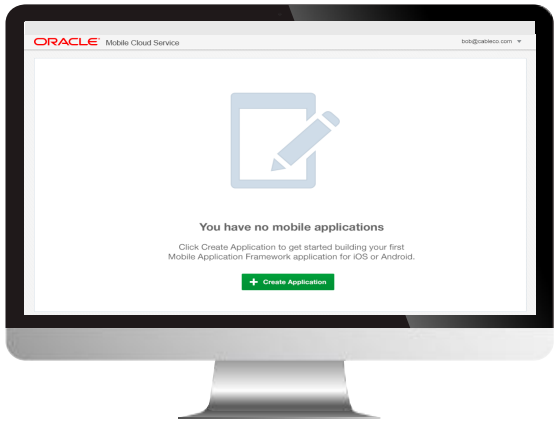
JAVASCRIPT EXTENSION TOOLKIT (JET)

Cross Platform Development
Write Once - Run on iOS / Android

MOBILE CLOUD SERVICE

Enterprise Grade MBaaS
Mobile API Catalog, Security, Services, Analytics

MOBILE APPLICATION ACCELERATOR



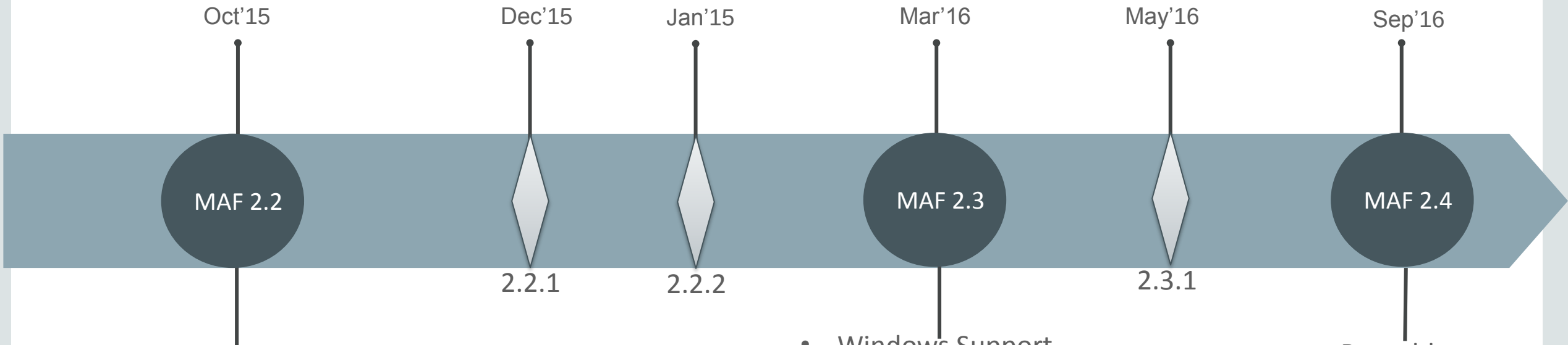
No Code Mobile Application Composer

Mobile Application Framework Update

MAF 2.3.0 – Released 2 weeks ago

- Major features include:
  - Windows 10 Support – This adds Windows 10 support so existing MAF apps can now run on that platform (both tablet and desktop)
  - MCS Analytics / Diagnostics – Easy APIs so developers can take advantage of the analytics and diagnostics capabilities in MCS in their MAF apps
  - Security Enhancements – Certification with AirWatch & MobileIron, and Support for Two-Way SSL & Kerberos/NTLM
  - Cordova Update – This brings our support for Cordova and related plugins up to a newer level
  - Visualization Enhancements – Animation support for Add and Remove in ListView
  - API to manage scroll position

MAF Roadmap



- New Layout Components
- Chart Enhancements
- Android Back Button support
- Model enhancements
- Swipe to reveal/refresh

- XCode 7
- Bug fixes

- Bug fixes

- Windows Support
- Cordova 4
- MCS Analytics & Diagnostics
- EMM Certification
- 2-way SSL
- NTLM/Kerberos

- Two-way Offline Sync (Based on AMPA)
- Quick Deploy (to simulators)

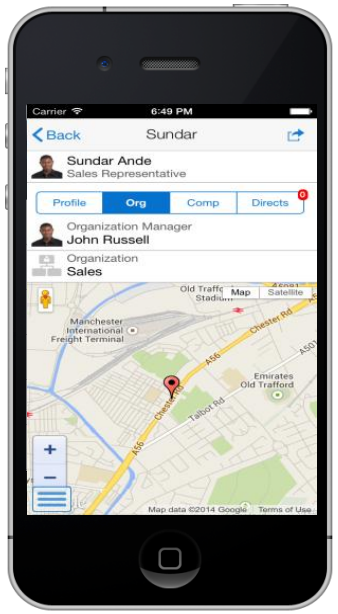
- Reusable Fragments & Task-Flows Across Apps
- Test Automation

What is Oracle JavaScript Extension Toolkit (JET)?

- Collection of Open Source and Oracle-built JavaScript Libraries
- Rich Component Set with Oracle Data Visualization
- Alta Theme Built-in
- Oracle Standards Compliant

- Security
- Common Model API
- Validation and Converter Framework
- Responsive Grid and Form Layout
- Accessibility
- Internationalization

JET Mobile Features are here!



- **Open Tooling**
  - Create JET mobile apps with starter template on iOS & Android
  - Launch server to view / live reload app in browser & emulator
  - Build and Run app on device or emulator
  - Certified version of Cordova
  - Supports multiple deployment models (dev vs production)
  - Integration with popular Open Source tech (Grunt, Yeoman, Bower, npm)
- **Offline persistence patterns and samples**
  - Proof of concept developed
  - Developing full strategy for offline persistence
- **JET native themes (Phase 1)**
  iOS, Android, & Windows
  - Native themes available for:
    80% of all JET components &
    all of the common mobile components
- **Cordova Integration**
  - Sample app showing how to how to use Cordova plug-ins with JET 1.2
- **Mobile Patterns**: UX working on new mobile patterns with code samples, applications and demos
- **Performance guidelines**: Enhancing the existing JET guidelines for mobile
- **Security**
  - POC against MCS has been developed

Oracle Mobile Client Development Strategy

MOBILE APPLICATION FRAMEWORK (MAF)

Declarative Java Development

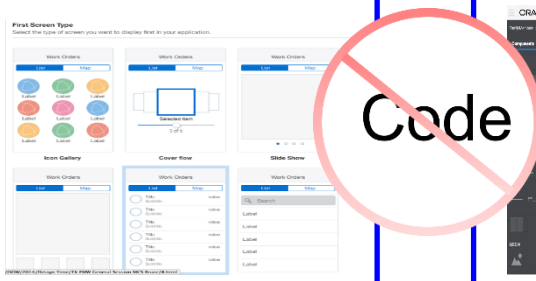
Oracle JavaScript Extension Toolkit (JET)

Multi Channel JavaScript Development

Native

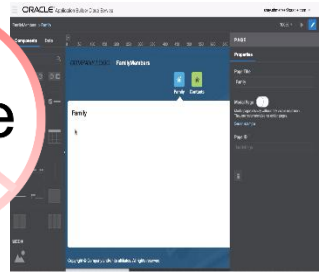
Others

Mobile Application Accelerator (MAX)



Device Resident Apps

App Builder Cloud Service (ABCS)



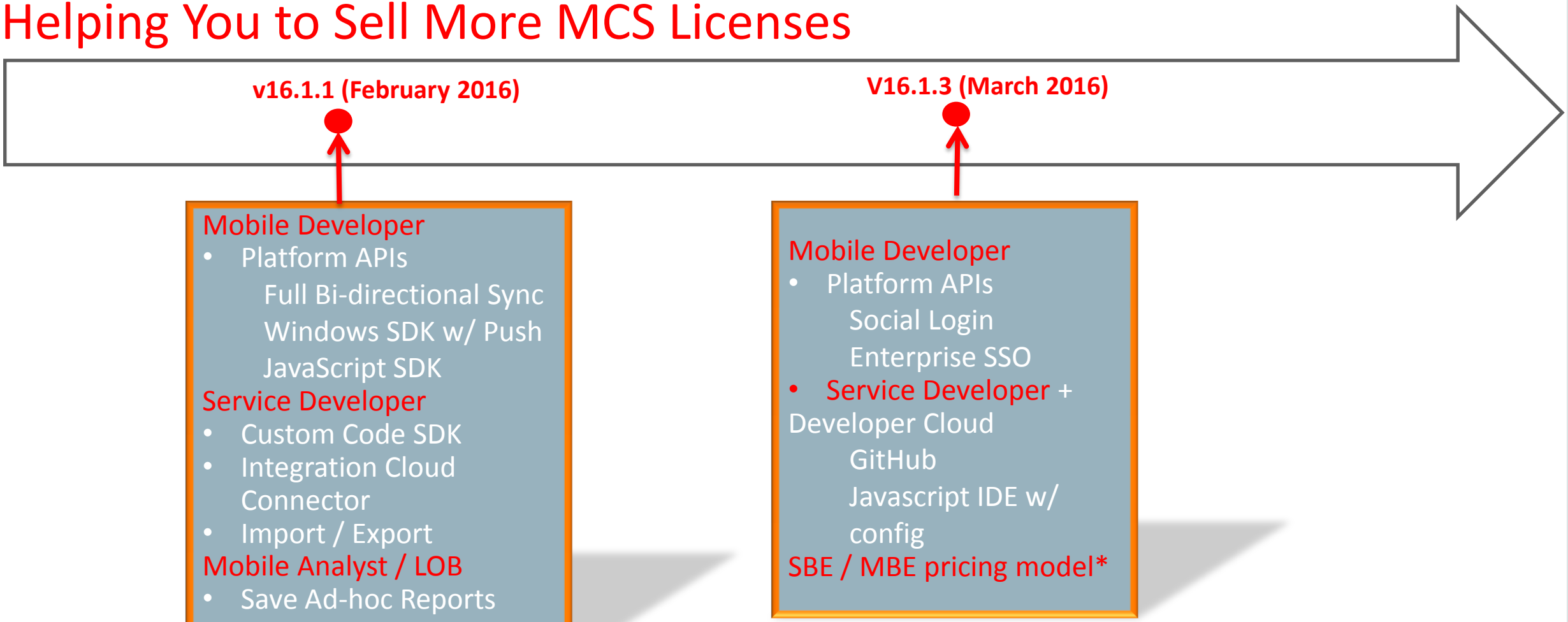
Web + Mobile Web

Core Developers

Citizen Developers

Mobile Cloud Service New Features

Helping You to Sell More MCS Licenses



Enterprise SSO and Social Login Integration

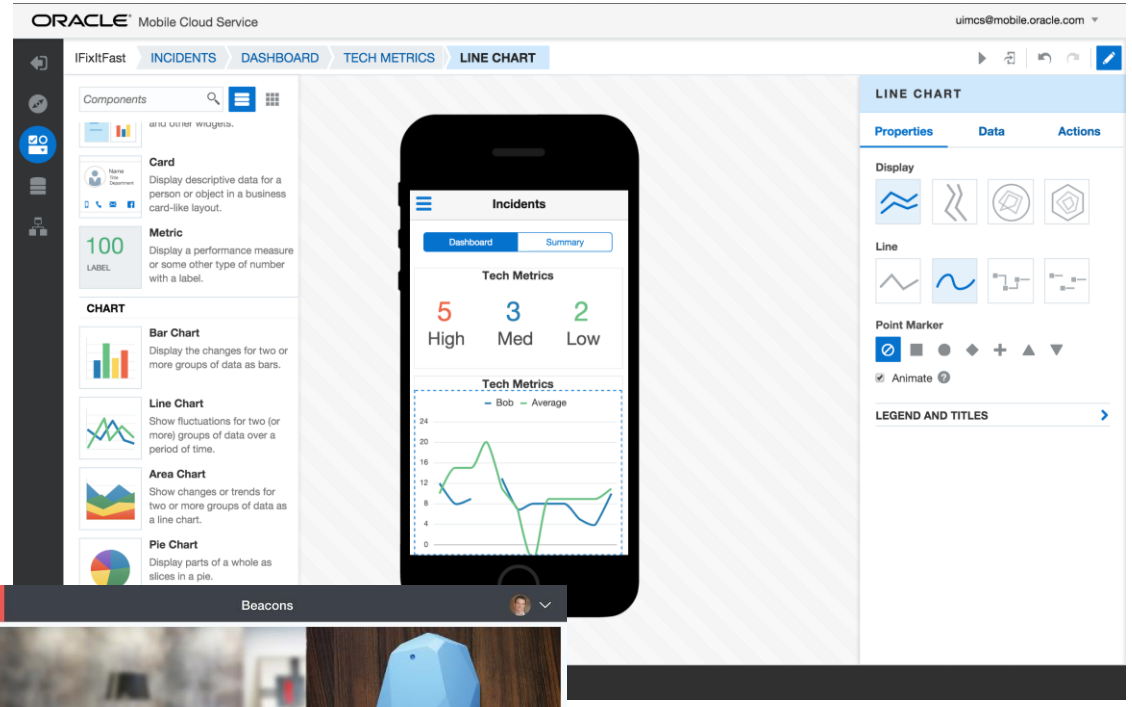
- Authenticate with Enterprise Authentication Source
- Authenticate with Social Login and Shared Social Network Data
- Key Benefits
  - Manage B2C customers without requiring enterprise to create end user authentication
  - Simplify user administration with integration to enterprise SSO

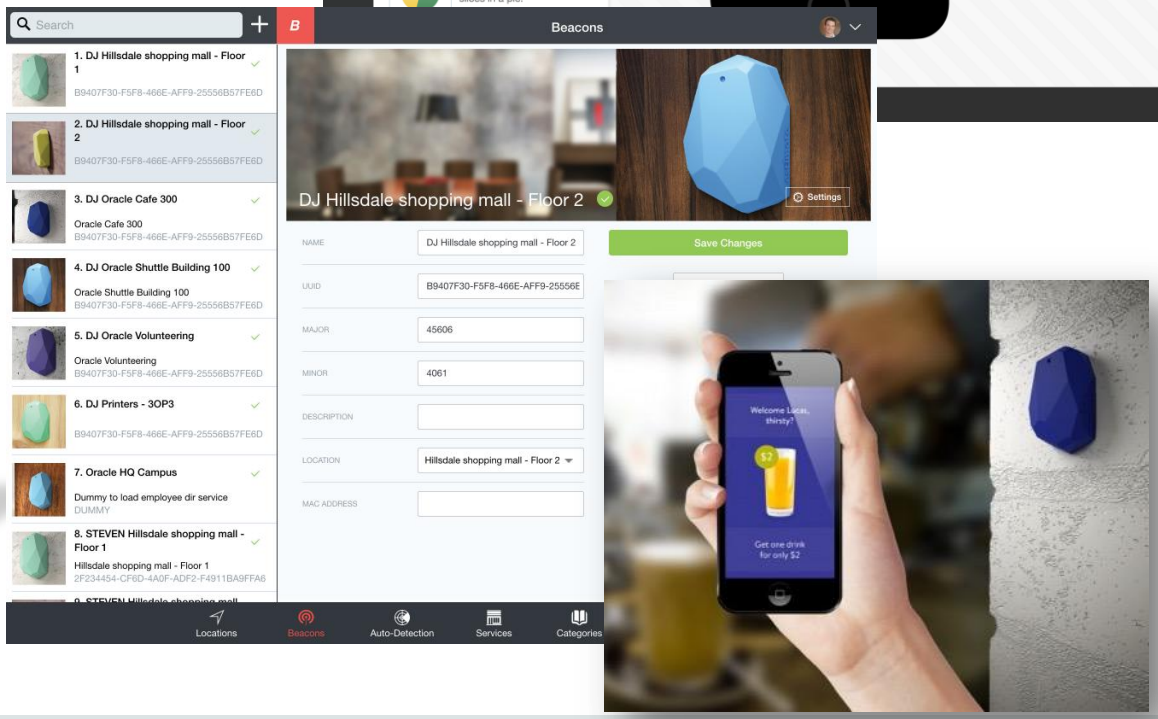
What's Next?

V2.0 - 16.2.3

Business (Citizen Developer)
- MAX

Mobile Developer
- Platform APIs
  - Location based services
  - Location Primitives



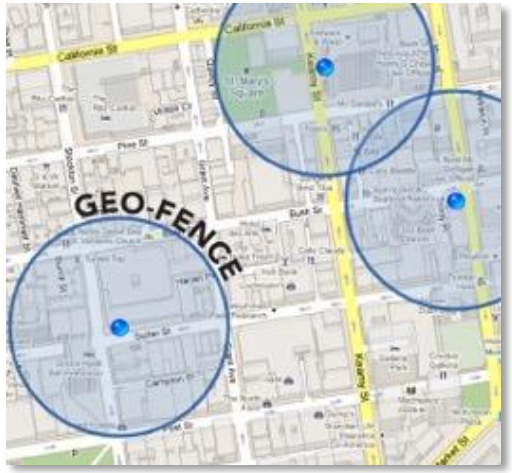


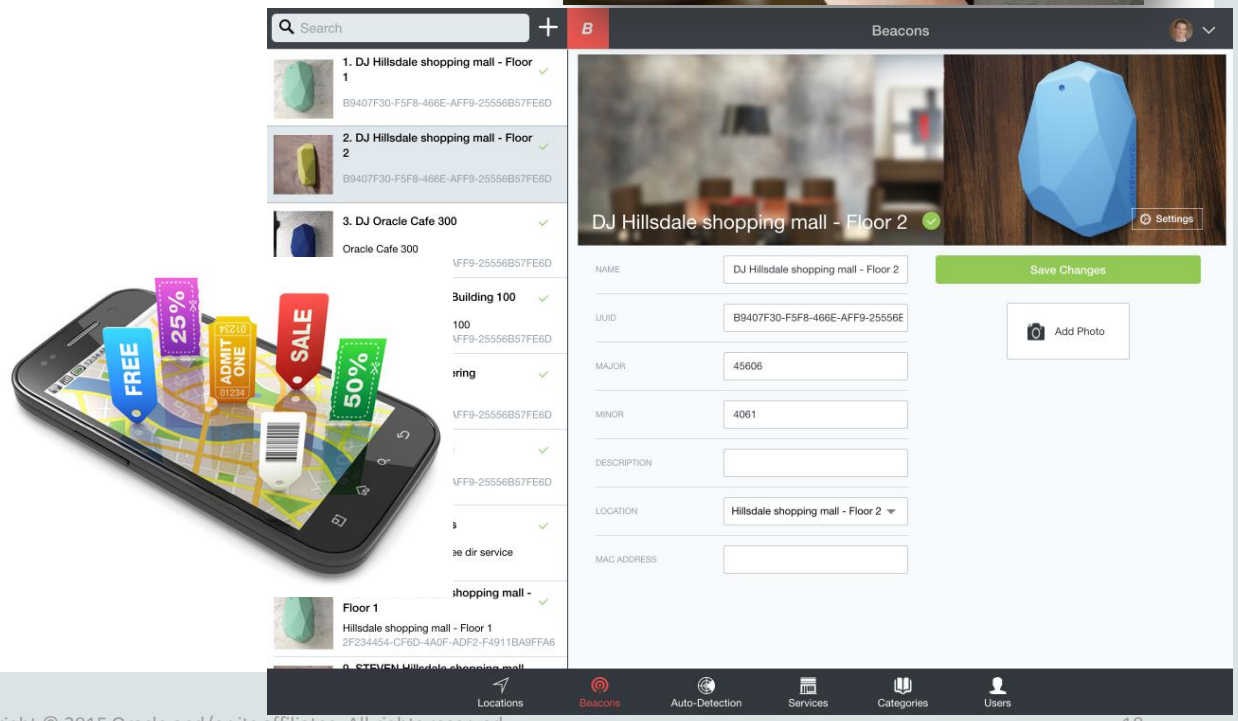
Location Services in MCS 2.0 – Use Cases

- **Obtaining contextual information for Places & Things of interest (**to drive mobile app logic):
  - *Return all Places with the label 'Parts_Warehouse' that are within a specified GPS circle, and route me to the nearest one with parts in stock for Acme washers.*
- **Personalized mobile user targeting based on geofence or beacon proximity**
  - *When a Platinum Member enters the Delta lounge (id'd by a Beacon), send them a NewCo promotion.*
- **High-value Asset Tracking**
  - *Update the last known location of a fork-lift (id'd by a Beacon) to be 'North Yard'*
  - *Give me the last known location of a hospital bed (id'd by a beacon). If it's not in the quarantine area of the hospital (also id'd by a beacon), send an SMS alert to the floor nurse on duty.*

Location Services in MCS 2.0: Features supported

- **Place Management**
  - Config/Editing of Custom Places
  - API for location/proximaty Search
- **Beacon Management**
  - Config/Editing of Beacons
- **Asset Management**
  - Config/Editing of Assets and associate Beacons
  - API for querying Beacons/Assets

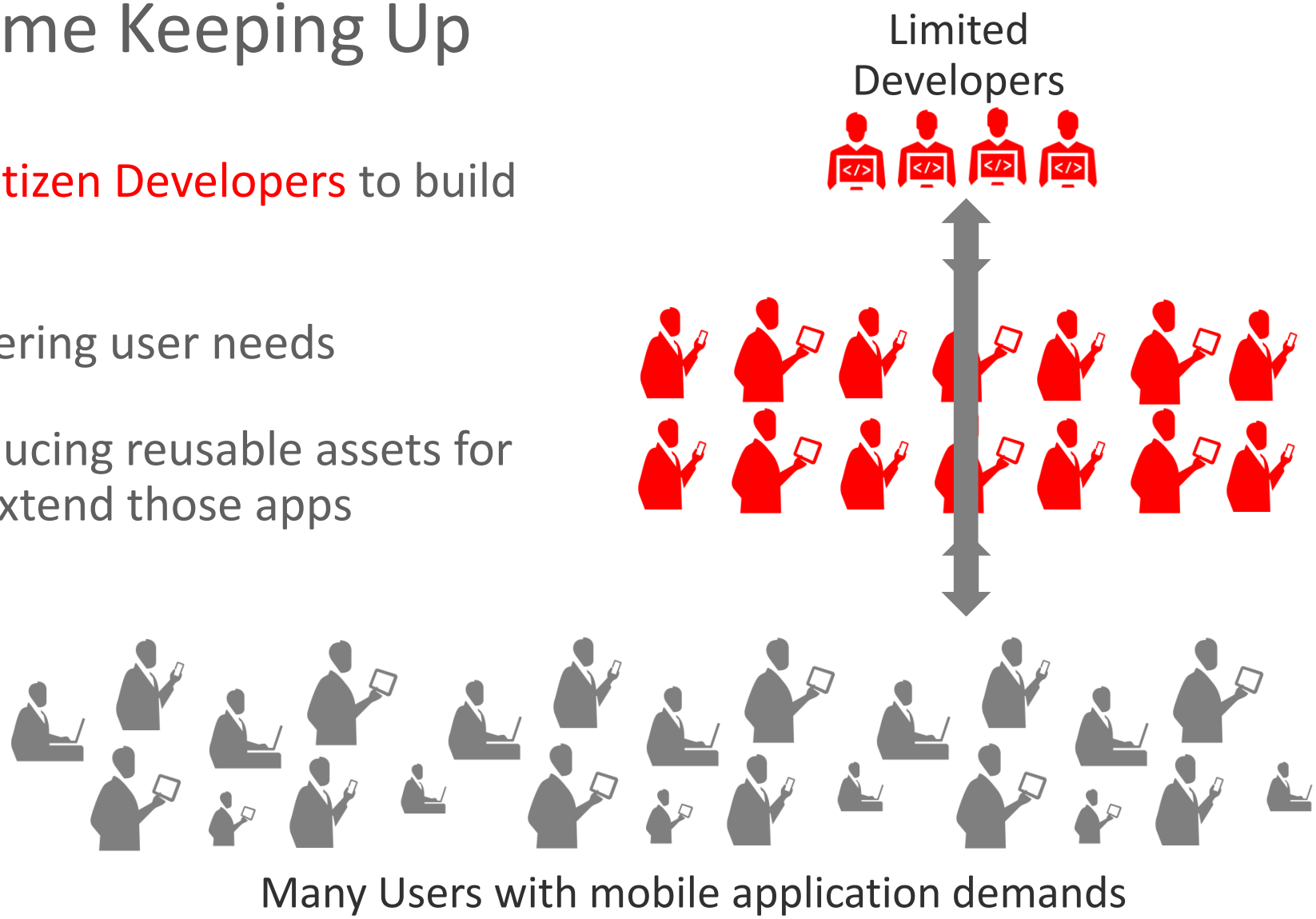




Mobile Application Accelerator (MAX)

IT: Having a Hard Time Keeping Up

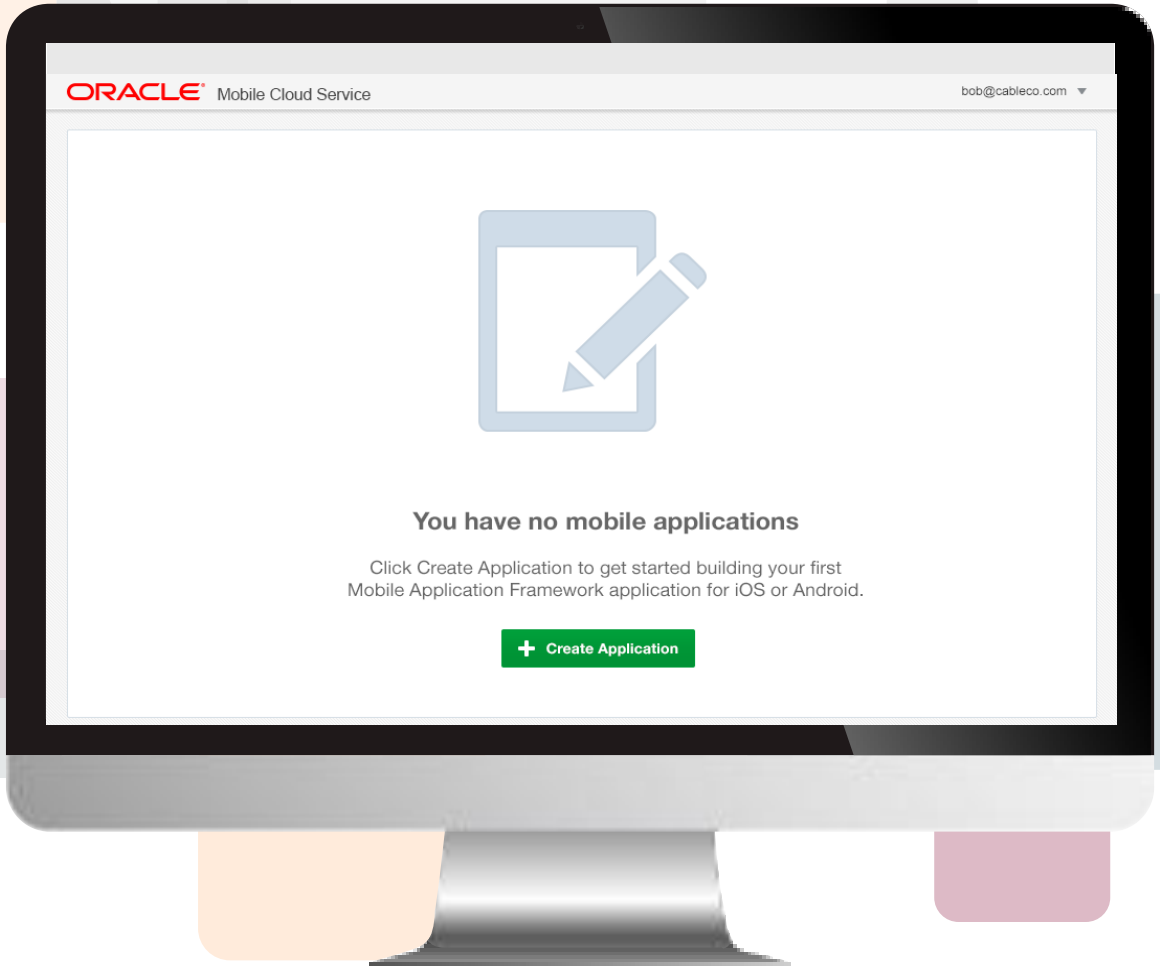
- The solution – empower Citizen Developers to build mobile apps
- Reduces the delay in answering user needs
- IT can concentrate on producing reusable assets for business users or further extend those apps



Oracle Continues to Simplify Enterprise Mobility

Codeless Tools for the Business Analyst

- BROWSER BASED DEVELOPMENT
- NO CODING REQUIRED
- EASILY MAP TO BUSINESS SERVICES
- PREVIEW APP IN LINE
- EDIT, TEST, AND PUBLISH FROM BROWSER



ORACLE

DEMONSTRATION :

Build Better Apps Faster

ORACLE
CLOUD PLATFORM
MOBILE

Mobile Application Accelerator (MAX)

ORACLE

New Pricing Bundles

Updates in MCS Pricing Model (March)

- Changing licensing metrics from Interactions to API Calls
  - Definition of API Calls is the same as Interactions today
- New SKUs that supports:
  - Single instance with 350K API calls
    - For initial POCs or development environments or for small seed deals
    - Incrementally add additional API calls in 100K bundles
  - Flexibility in provisioning N+1 number of environments (i.e. Dev, Test, Prod, etc)
    - Allows customer to grow their MCS environment as needed
    - Recommend to quote 3 environments for Mobile App Dev, Test & Production – same as today's subscription pricing
- Flexibility around Meter-Based or Subscription-Based Pricing

New MCS SKUs

Mobile Cloud Service Pricing – Non-Metered

Products	Price	Metric	Included Services
Oracle Mobile Cloud Service – Non-Metered	$2275	350,000 API Calls / Month	3 GB of Block Storage and Subscription to Developer Cloud Service
Oracle Mobile Cloud Service – Additional API Calls	$500	100,000 API Calls / Month	N/A
Oracle Mobile Cloud Service – Additional Block Storage	$0.05	GB / Month	N/A

Please refer to the Oracle Platform as a Service Service Descriptions document in the Oracle Contract Page for the definition of API Calls
Amount of Block Storage used by mobile applications on Oracle Mobile Cloud Service's Storage Service

New MCS SKUs

Mobile Cloud Service Pricing – Metered

Products	Price	Metric	Included Services
Mobile Cloud Service – Metered	$4550	350,000 API Calls / Month	3 GB of Block Storage and Subscription to Developer Cloud Service
Oracle Mobile Cloud Service – Additional API Calls	$1000	100,000 API Calls / Month	N/A
Oracle Mobile Cloud Service – Additional Block Storage	$0.10	GB / Month	N/A

Please refer to the Oracle Platform as a Service Service Descriptions document in the Oracle Contract Page for the definition of API Calls
Amount of Block Storage used by mobile applications on Oracle Mobile Cloud Service's Storage Service

New Trial Request and Process

- Link: https://myaccount.cloud.oracle.com/mycloud/faces/trialsignup.jspx?serviceType=MobileEnvironment
- Limited to 30 days
- May be extended up to 60 days
- Requires Mobile Product Management Approval
- Please work with your partner or account team to request approval for trial requests
  - Oracle Contact: joe.huang@oracle.com

New Sales Plays

New Sales Plays to Help You

- Extending Oracle Forms to Mobile
  - Available Today
  - Leverages Partner Solution to expose Oracle Forms apps functionality
- Extensible Mobile Apps Solutions
  - Oracle Mobile First Apps
  - New Bundling with Simple User-based Pricing
  - Available in Early Fiscal Year 2017

Extending Oracle Forms to Mobile

ORACLE® FUSION MIDDLEWARE FORMS 12c

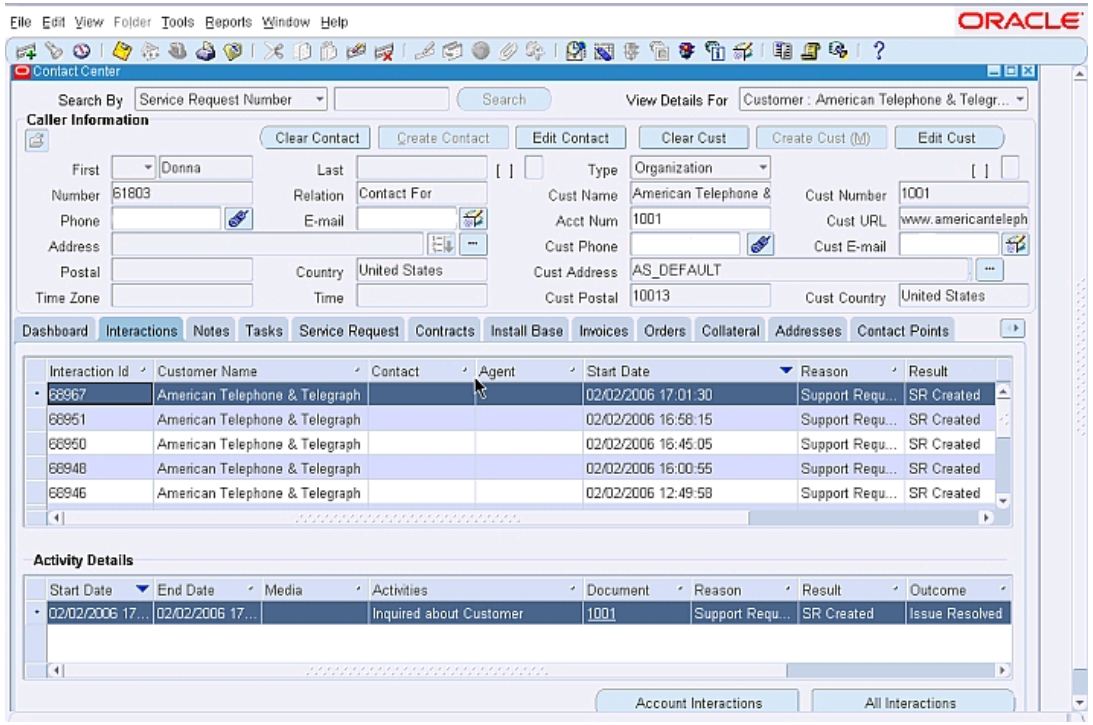
- Over 50 new Forms features and enhancements compared to previous version
- Support for browser-less deployment
- Support for newer platforms
- Improved security
- Improved performance
- Premier Support into 2020

Oracle Forms customer pain points

- Huge mission **critical back office systems** were developed for decades – Now a mature technology – No mobility / SOA
- **Can't access** business processes from external applications without redevelopment
- Systems developed years ago, **lack documentation**
- **Migration** to a new technology **challenging if at all possible**
- Redevelopment takes years and involves **enormous cost and risk**

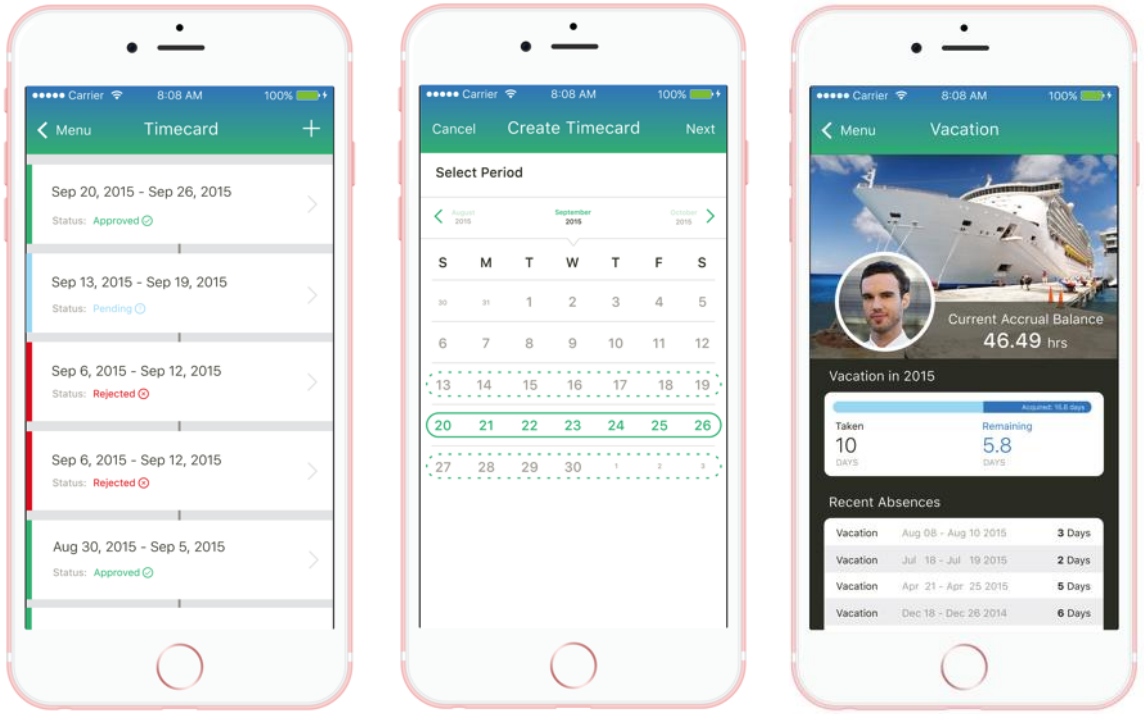
Customers are frozen need a way into the future

What end-users have…



Legacy Oracle Forms Applications

…what end-users want



Modern Mobile 1st Apps

The Solution for going Mobile with Oracle Forms

Enterprise grade Mobile Back-end in the Cloud

Open standards, RESTful interfaces

Mobile analytics optimize performance

Built-in Mobile Services for notifications, user management, offline data

+

Expose existing Forms Applications as Web Services without writing one line of code

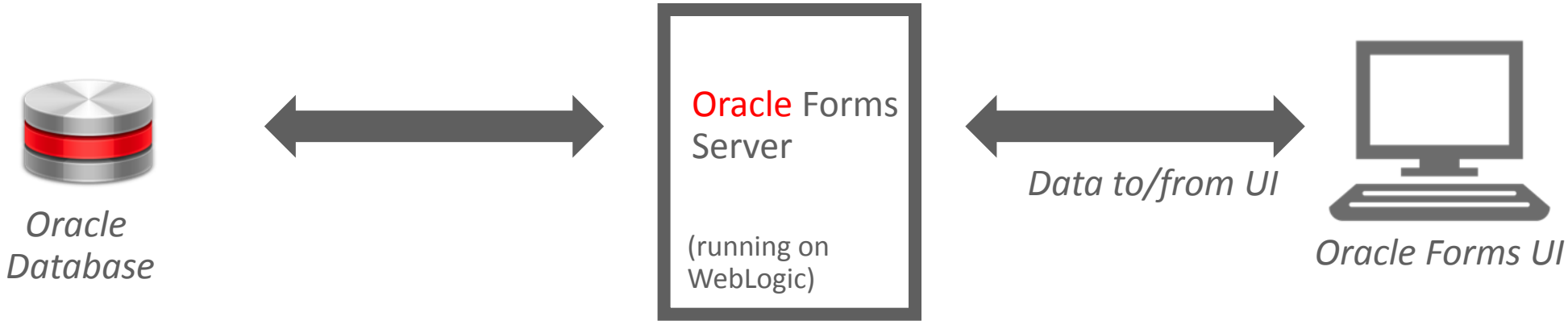
Rapid wizard-based development

No redevelopment or migration of the Oracle Forms System

ORACLE

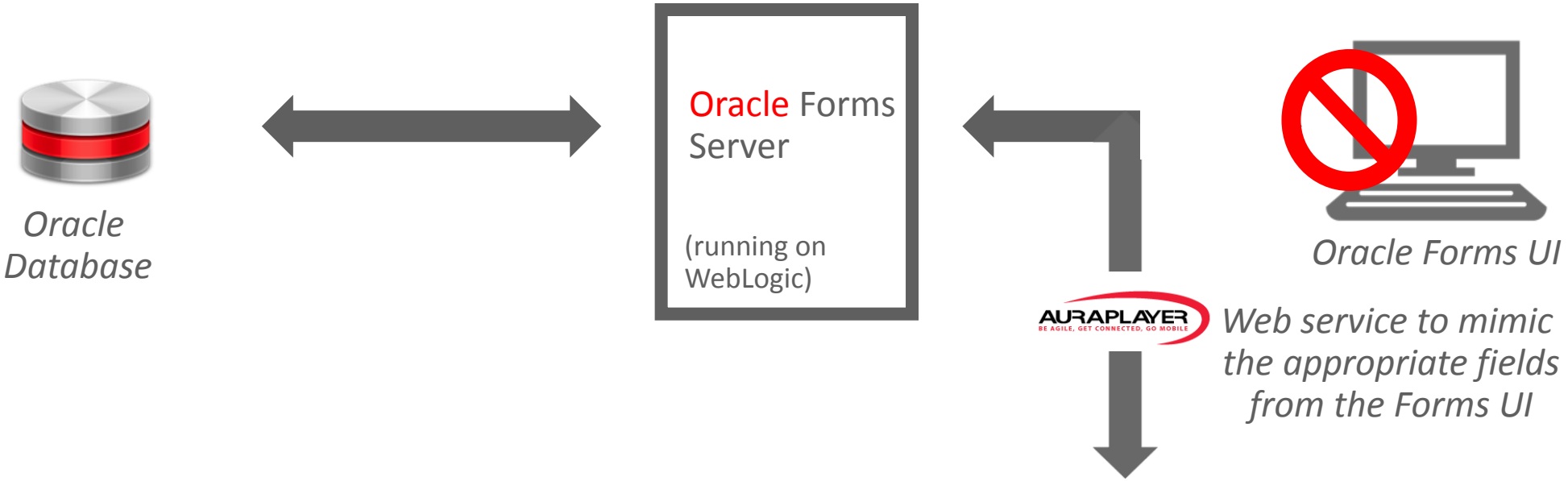
Simplified Solution Architecture

How Oracle Forms works today



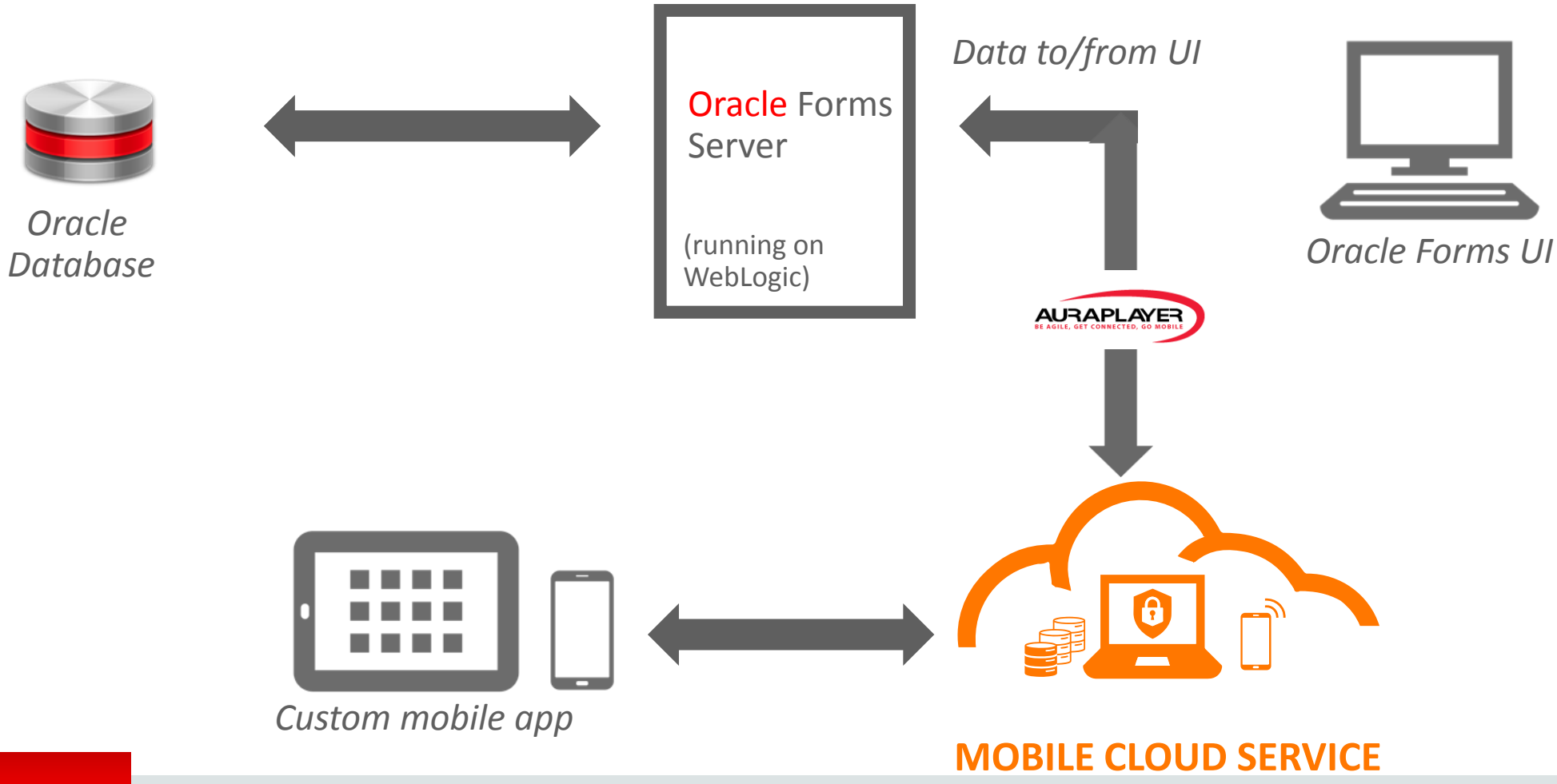
Simplified Solution Architecture

How to mobilize Oracle Forms



Simplified Solution Architecture

How to mobilize Oracle Forms



Customer Benefits

ORACLE®
MOBILE
CLOUD SERVICE

+

AURAPLAYER
BE AGILE, GET CONNECTED, GO MOBILE

Get Agile, Mobilize in days

Future proof existing investments, minimizing risk

Maximize ROI

No re-development or Forms migration required

Maintain one code base

Multiple UIs and device on existing system

Cloud Ready

Plug Forms into the Cloud today

ORACLE

Sales Models available

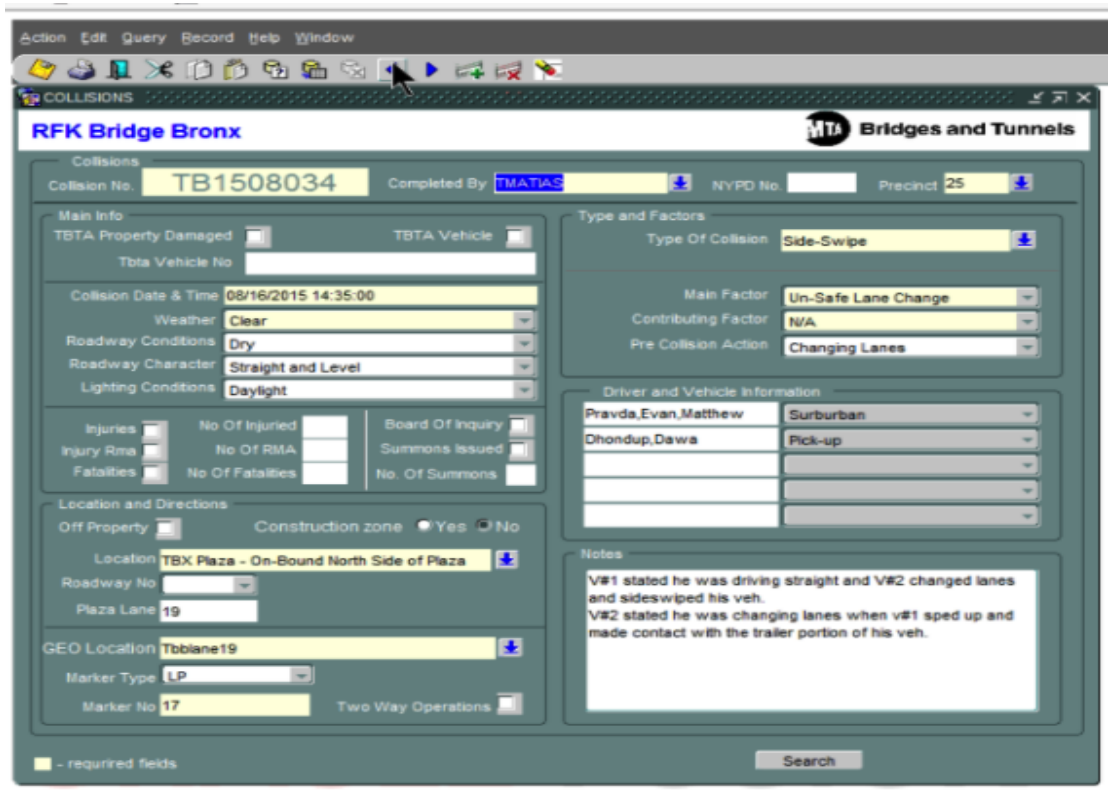
1. Each party sells direct
   - customer wants to maintain existing supplier relationships
   - Early stage opportunity before campaign fully operational
   - In-house mobile app development
2. AuraPlayer resells MCS subscription with their own license
   - customer wants single contract, easier to buy
   - In-house app development
3. 3rd party SI/reseller engaged for MCS and AuraPlayer
   - Customer wants single contract for software and services

Customer Story – New York Municipal Transport Authority

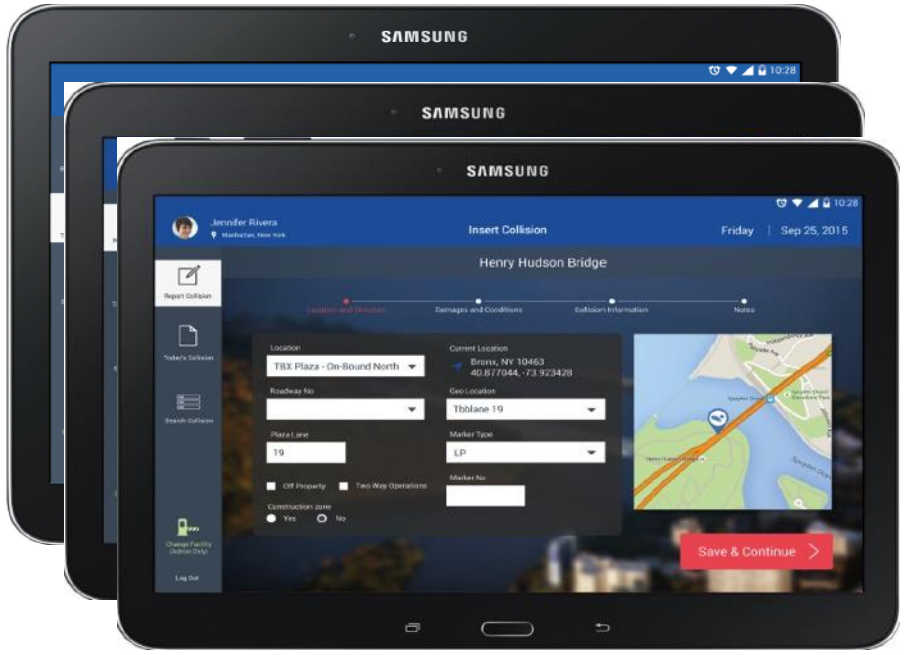
MTA Bridges and Tunnels

Report Collision

Before:



After:

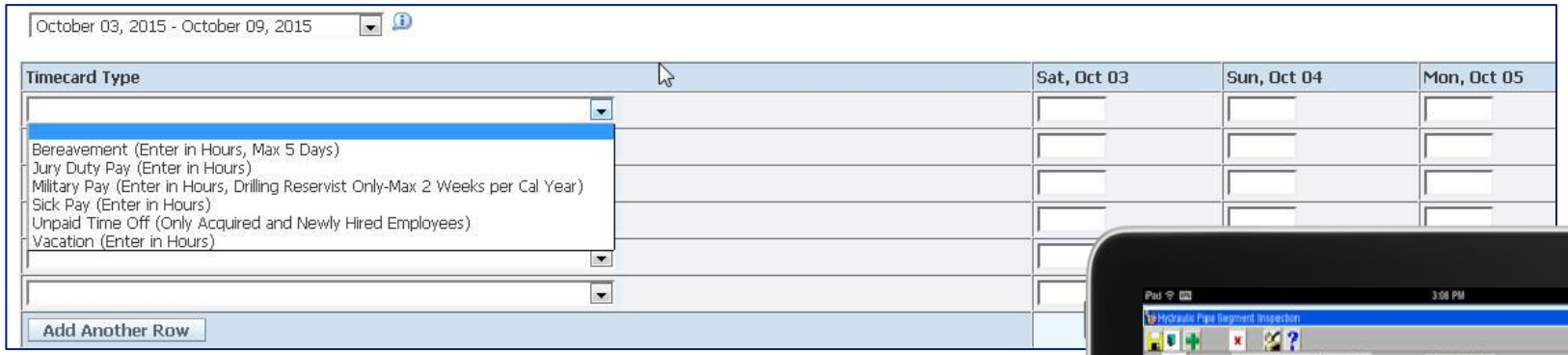


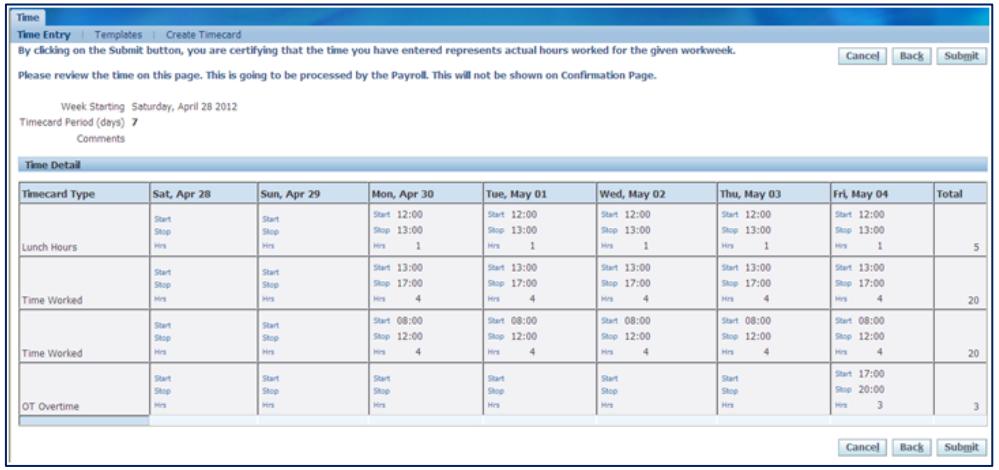
Offline Reporting

Extensible Mobile App Solutions

Current State of Oracle Enterprise Apps on Mobile

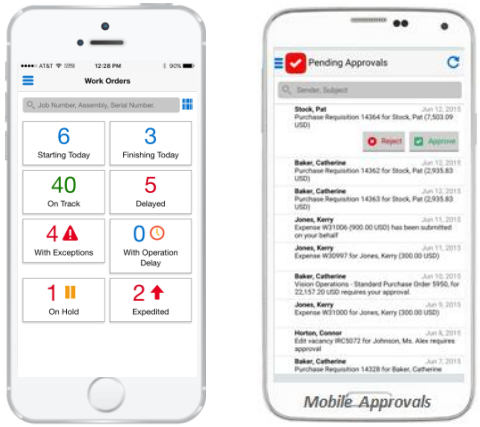
Customers Not going to accept this …





2 Options for Delivering Mobile Apps to EBS

Embedded EBS Mobile Apps (Free)



"Get Started" Option

20+ Purpose built Out of the Box Apps

Minor Changes can be made:

- Branding
- Label Changes
- Add fields to data control

Mobile Cloud Service (PaaS)

One Enterprise Platform for all Mobile Needs
Cross Platform Mobile

- Any device
- Any data source
- Push, offline data sync, Location Services
- Analytics

Includes Mobile Application Framework, JET & MAX

Not limited to EBS applications or users

What Can I Change with Out-of-the-Box Apps?

You Can:

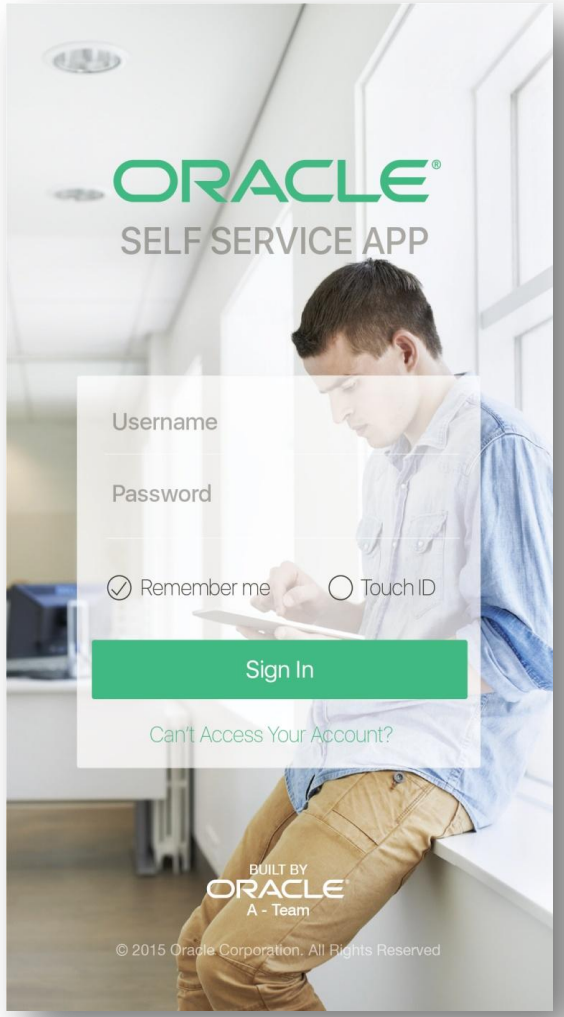
- Application Icons
- Home/Splash Screen
- Branding Images
- Custom skins
- Format, Move, Hide Data

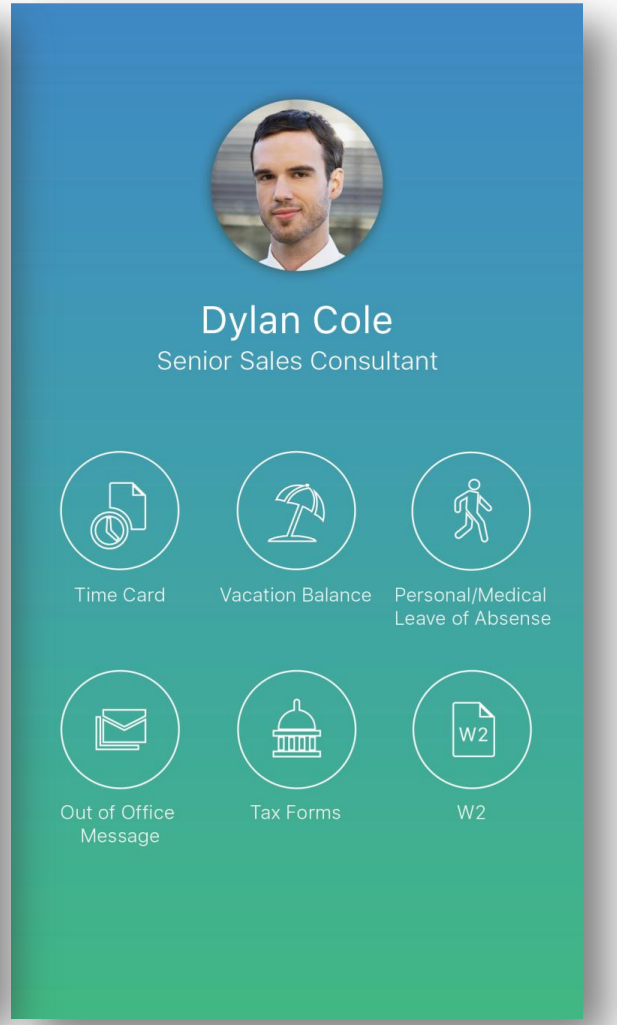
Yet Customers Want More …

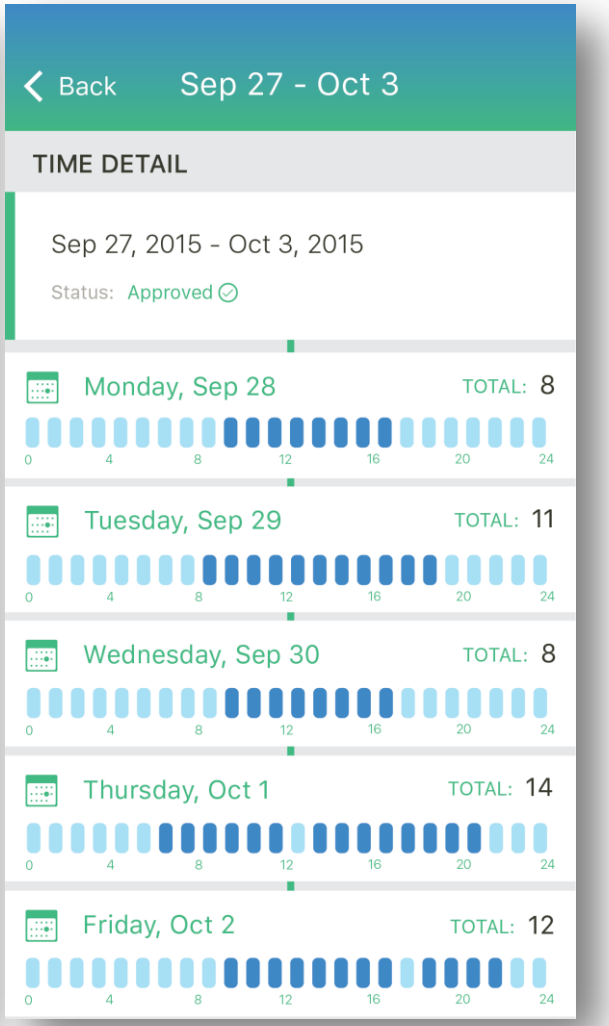
They Still Want

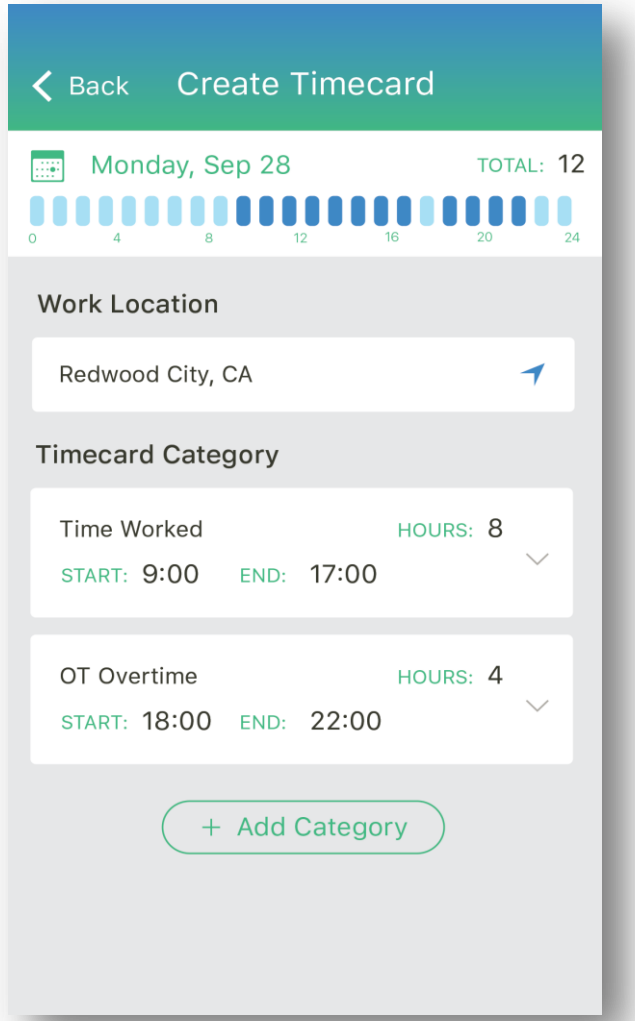
- Support older versions of Backend Applications
- Build new engaging user experiences using their preference of client tools
- Extend / customize mobile app, Mashup data from multiple sources
- Make it Mobile First with push, sync, location services
- Support multi form factors like Tablets, SmartWatches, Wearables
- Get adoption and usage analytics
- Create an abstraction layer from the backend to help with cloud transition
- Deliver Mobile Apps to business faster than velocity of OOB App release

Upcoming Mobile Solution for EBS: Employee Self Service

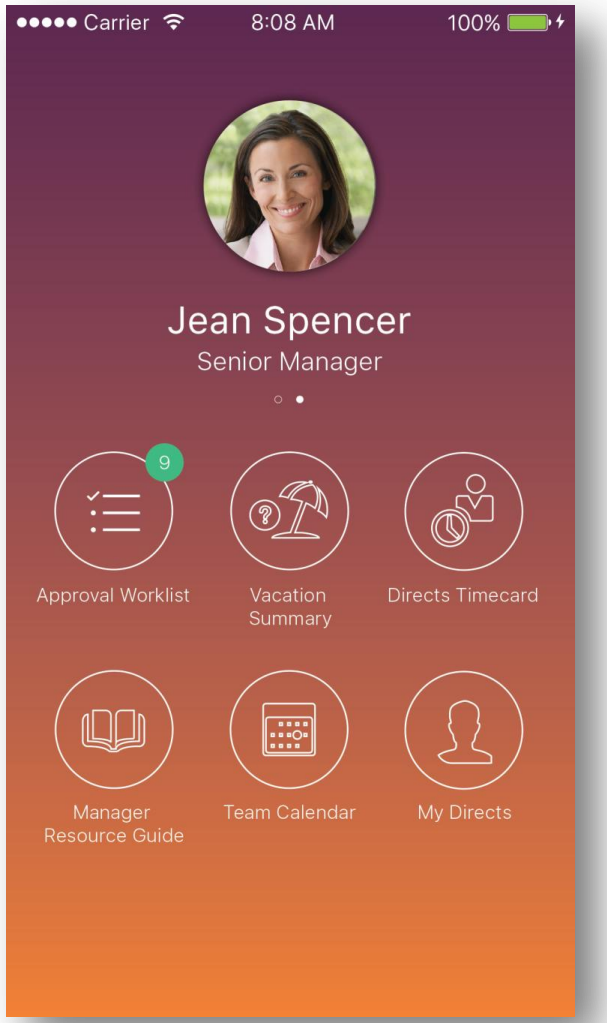


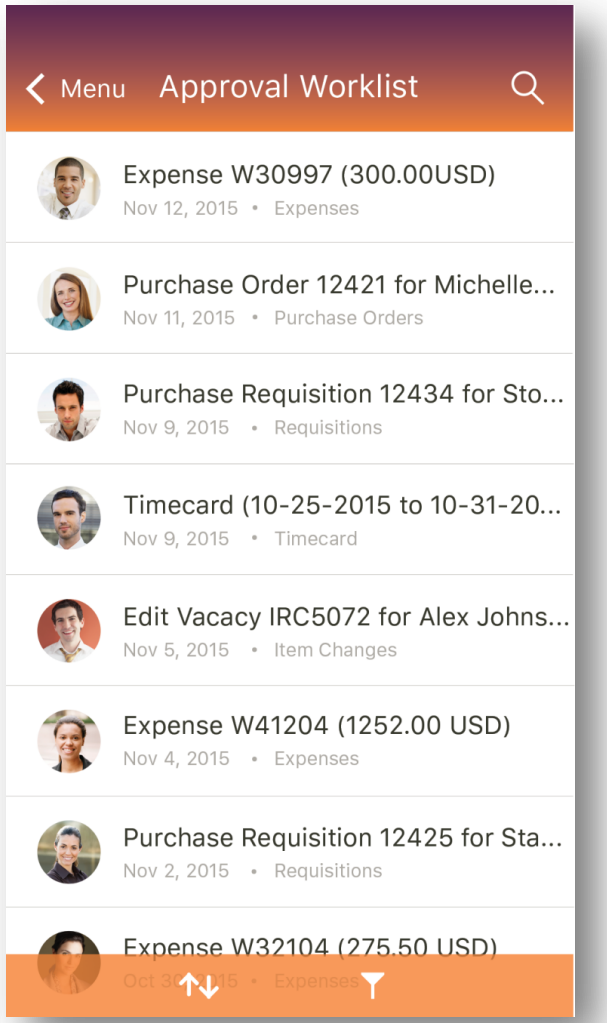


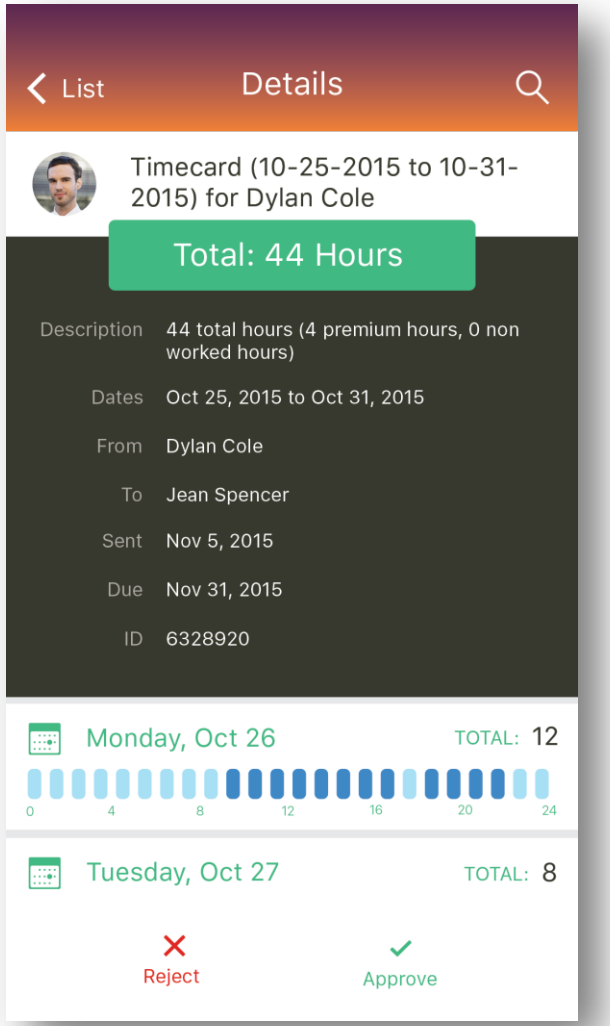




Upcoming Mobile Solution for EBS: Manager Self Service







NEW: Mobile Field Service with JD Edwards

- Customer Requirements for Typical Field Service apps
  - JD Edwards Integration with schedule and dispatch (e.g. Oracle TOA) data
  - Dynamic scheduling integrated with real time push notification
  - Remote operations requiring effective offline usage of mobile application
  - Enhance with Mobile First functionality (location services)
  - Build in Analytics for real time insights
  - Customized flow and business processes
- Solution bundle co developed with Oracle MCS & JD Edwards Team
- Special Field Tech user license for access to JD Edwards

Q & A

Webcast Q&A Records Part 1

Q1: How does MCS plays role in offline sync or support? Understanding is that if device is not connected then MCS wont be accessible from mobile app. SO MAF has to take over the responsibility of offline support.
A1: You mentioned a couple of different technologies. We at Oracle are fond of our three letter acronyms, so it gets confusing I know... MCS provides sdk's that support offline sync. The sdk's work hand in hand with the MCS services
https://blogs.oracle.com/angelo/entry/working_with_mcs_offline_need
So the MCS sdk will provide access to data when the app is offline, and send offline transactions up to MCS when connectivity is restored. Also just to add - if you are using MAF, you can leverage the A-team Persistence Accelerator to work against MCS support full offline sync. Just Google for it and you will see it. It's got MCS support OOTB.

Q2: Does MCS has the capability to integrate with Oracle Enterprise asset management?
A2: MCS can integrate with any service that offers up REST or SOAP interfaces. I don't believe we integrate automatically with Oracle Enterprise asset management from our location services.

Q3: also will it support bar code printing as well?
A3: MCS is a cloud service. Bar code printing would happen on the device and is dependent upon the capabilities of the device.

Q4: Can we run this UI demos on a device?
A4: We have a MAX app in iTunes/google play that has some sample apps as part of it

Webcast Q&A Records Part 2

Q5: How can we develop the mobile applications using JET? If you have any document please share with us.
A5: There is a lot of material available on http://www.oraclejet.org. Also we should note that Oracle JET is completely open sourced and released in a very permissive license. You can look at JET at oraclejet.com. we have tutorials and docs. JET has mobile features that allow you to create a mobile app in conjunction with apache Cordova. We also have an MCS sdk for javascript that you can use in JET to make it easier.

Q6: Is Oracle Forms to Mobile enabled through Auraplayer?
A6: Auraplayer exposes forms as services. MCS consumes those services.

Q7: Where we can access the presentation?
A6: presentation wil be uploaded here: https://eventreg.oracle.com/profile/web/index.cfm?PKwebID=0x2218647938&varPage=home, on the webcast replays tab.

Q8: Is AIS Server required for MCS for deployment of mobile app?
A8:The auraplayer server is required for those use cases if you are consuming oracle forms as services. AIS is for REST services, BSRV is for SOAP.

Webcast Q&A Records Part 3

Q9: Can I required separate MAF license if I have MCS license?
A9: Yes, if you have an MCS license then you can get a MAF license for any MAF apps that utilize MCS. MAF licenses are included with MCS. Details are in the FAQ: https://cloud.oracle.com/en_US/mobile?lmResID=1431435732838&resolvetemplatefordevice=true&tabID=1426293323189

Q10: If I use the MCS API to develop the mobile apps is it run on both iOS & Android devices?
A10: It depends what client technology you use to create your mobile app. You can use MAF or Xamarin for cross platform dev. They both have MCS support built in. We also have MCS sdk's for native Android and Ios

.

For More Information

VISIT: oracle.com/Mobile

FOLLOW: @OracleMobile

TRY: cloud.oracle.com/Mobile


ORACLE®

Hardware and Software
Engineered to Work Together