

ORACLE®

Oracle Cloud Platform Mobile

Location, Cognitive Insights, Chatbots, and Much More

Martin Jarvis
Joe Huang
Oracle Mobile Cloud Platform Team

Tom Barrett
Director, Global Partner Enablement

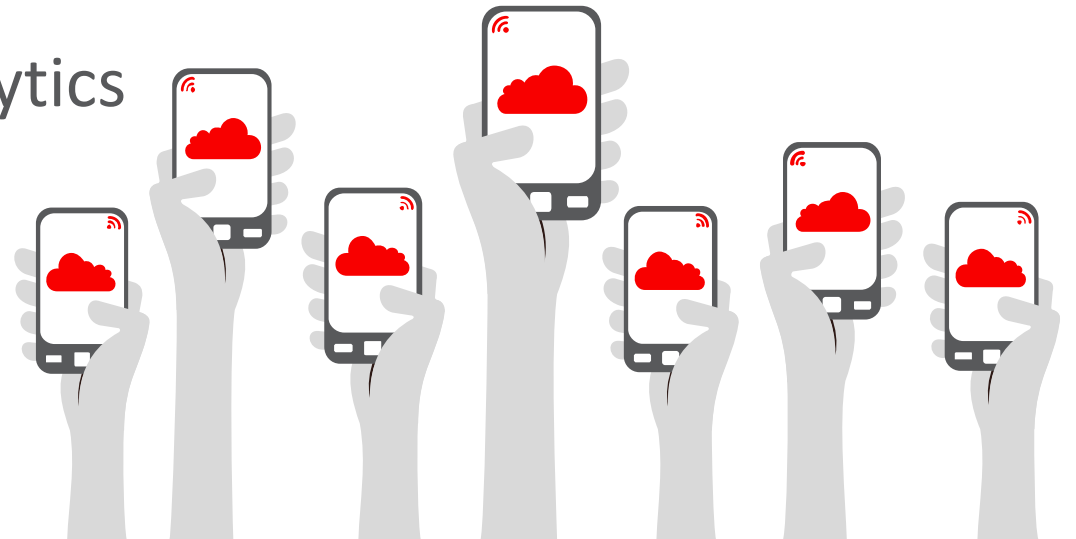
Jan 2017

Safe Harbor Statement

The following 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.

Program Agenda

- 1 ➤ Oracle Customer Engagement Suite
- 2 ➤ Mobile Cloud Service Update
- 3 ➤ ChatBots
- 4 ➤ Customer Experience Analytics
- 5 ➤ Partner Resources
- 6 ➤ Partner GTM Feedback Discussion

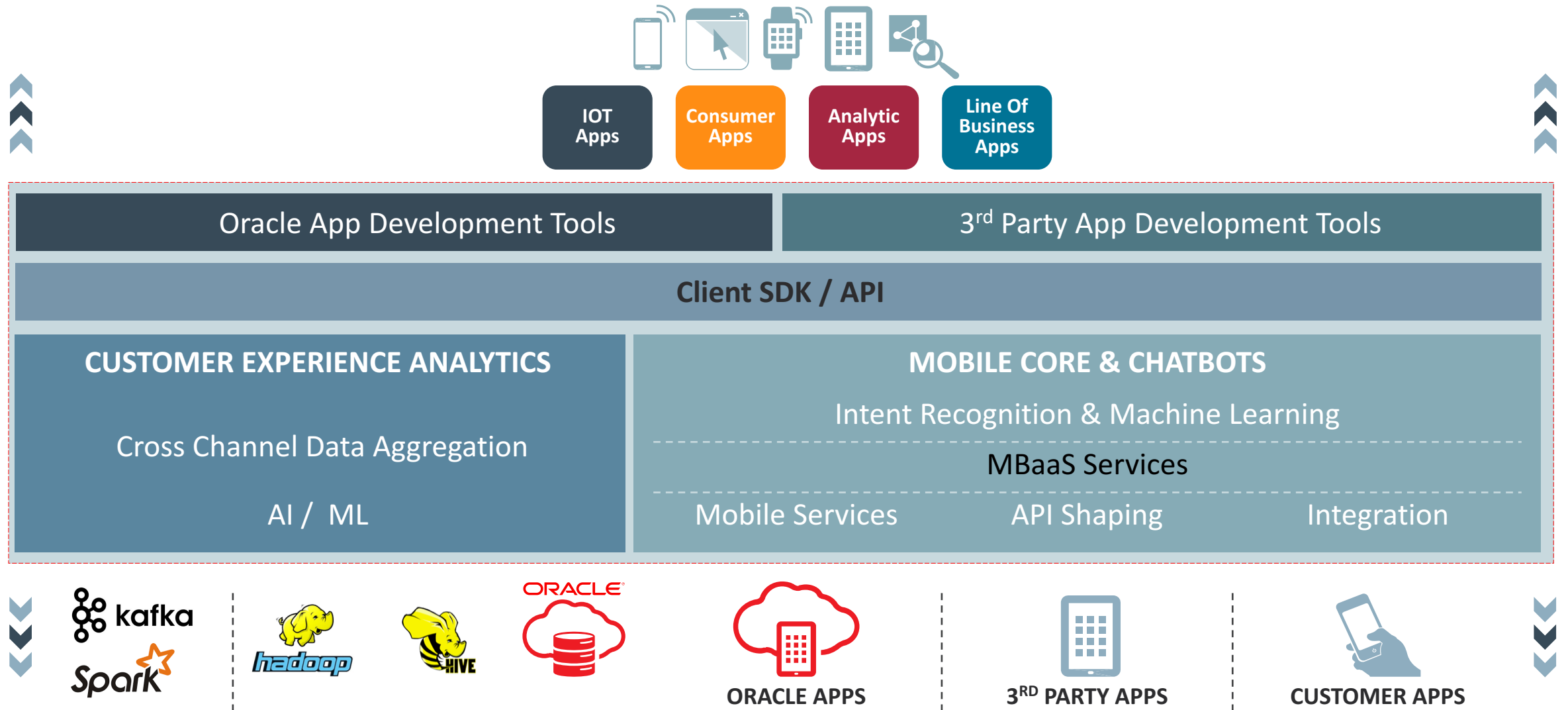


Oracle Customer Engagement Platform


MULTI-CHANNEL ENGAGEMENT AT YOUR FINGERTIPS



Oracle Customer Engagement Platform



Oracle Mobile Cloud Service

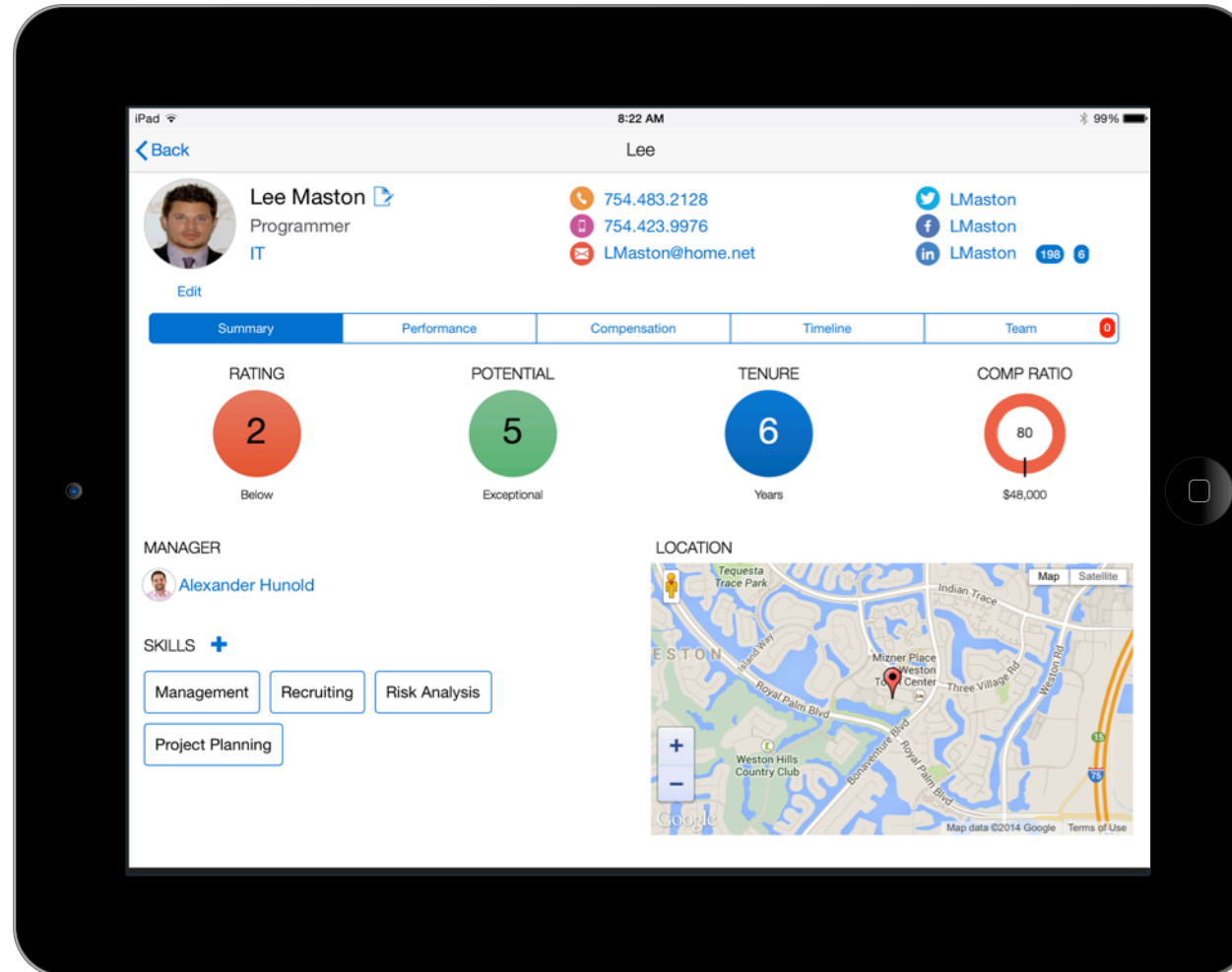
A person in a dark suit and blue tie is holding a white smartphone. Various digital icons are floating around the phone, including an envelope, a dollar sign, a shopping cart, a person icon, a laptop, a house, a cloud, and a bar chart. The background is dark and out of focus.

By 2020, more than $\frac{3}{4}$ of enterprises will have at least one mobile app development platform (madp) to accelerate their digital business transformation strategy.

Source: Gartner 2016

A Typical Mobile App

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



And Map It To The Systems Of Record



Building Good Mobile Apps is Hard, Expensive and Slow



Oracle Cloud Platform Mobile Application Development

Build **Better** apps **Faster**

Developer Tools



Low Code Development



Mobile-First Services



Mobile App Integration & Shaping



← DESIGN AND DEPLOY →

New MCS Features in 16.4.5

- Express API
- Mobile Application Accelerator Enhancements
 - Mapping Component
 - Camera Component
- Enterprise SSO Integration Enhancements
 - On-demand provisioning of “Virtual User”
 - No longer need to replicate users between MCS/SIMS and On-Prem Identity
- SMS Broadcast through integration with Syniverse

DEMONSTRATION :

Express API



Mobile Cloud Service



Location Services in MCS 2.0

• Place Management

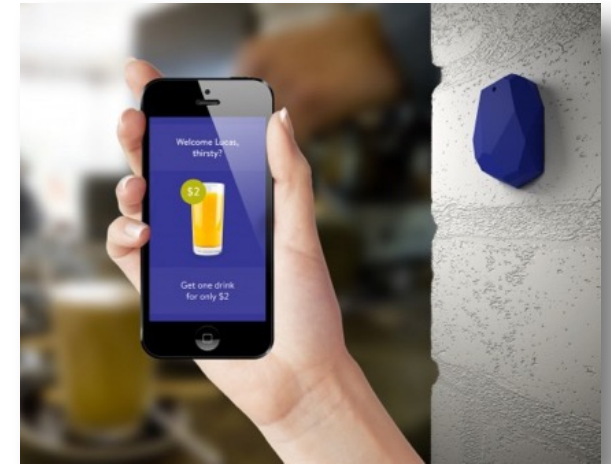
- Declarative configuration of custom Places
- Association of user-defined Places with Geofences and Beacons
- Platform (Query) API's to answer 'what place am I at?', 'what place is near me?'

• Beacon Management

- Declarative configuration of Beacons as Location Devices
- Support for description of iBeacons, Alt-Beacons, and Eddystone protocols
- Platform (Query) API to obtain associated Places and Devices and results based on Beacon config information

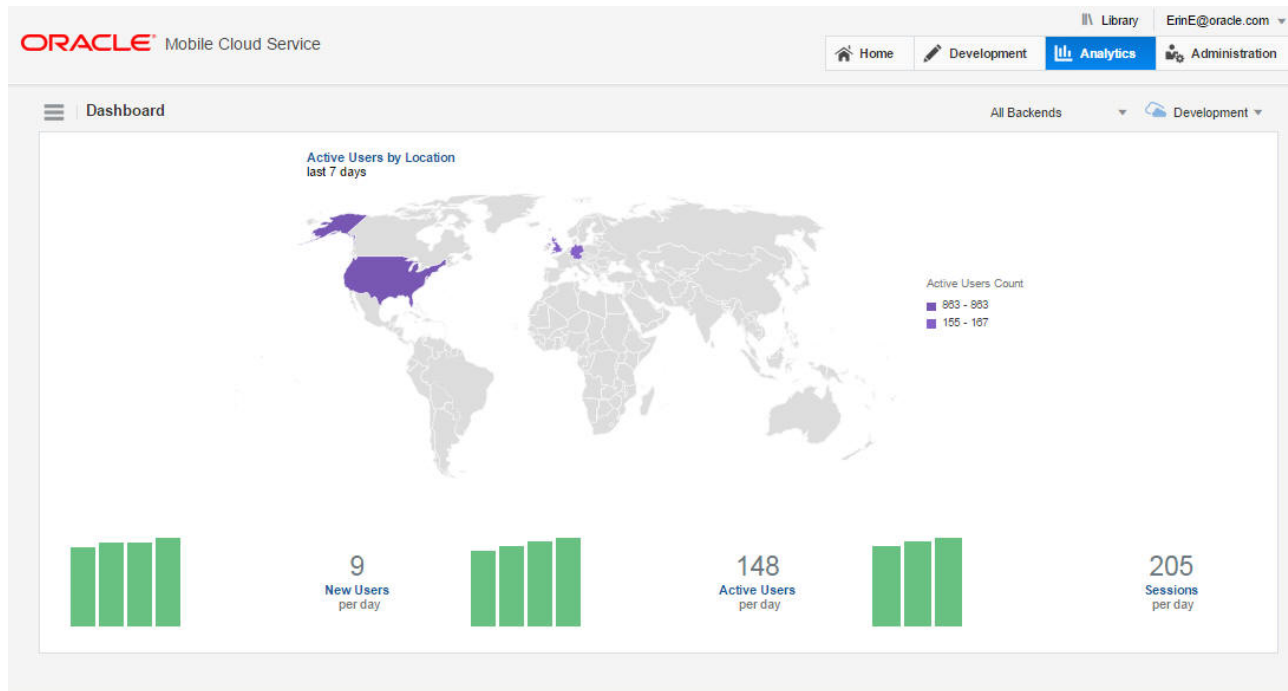
• Asset Management

- Declarative configuration and editing of Assets via MCS UI
- Asset (last known location) tracking via Beacon-based association
- Platform (Query) API to obtain asset location.



Oracle Mobile Cloud Service – Mobile Analytics

Measure Your Apps Constantly – Update Quickly – Realize Immediate Value



Mobile App Dashboard : Report on enterprise adoption of mobile apps, compare app performance

Mobile App Adoption: Keep track of downloads per app per version

Mobile App Usage: Report on frequency of usage, time spent on app and frequently used screens

Mobile App Performance: Report on crashes, downtime, screen performance and click to complete task

MCS: Foundation for Multi Channel Engagement

- Common platform for all Digital Experiences
- Leverage same API but shape for mobile, Bot, SMS, Voice and other channels
- Open standards based using Node.js for API shaping
- Mobile SDKs to extend existing app with chat functionality
- Built in analytics to get insight into user adoption and engagement
- Built in cross channel push notifications for async messaging

Customer Convenience

Find & Reserve Parking Spots

Pay for parking

Recharge Credits

Targeted promotions

Access Parking using only your Mobile

Oracle Solution

Mobile Cloud Service

Customer Engagement & Revenue Growth

150k new Online Customers in 2 months

Increased iWallet recharges by over 160%

3000 downloads per week

APP VAGA INTELIGENTE

AGORA VOCÊ JÁ
PODE FAZER
TUDO PELO
CELULAR:

Reservar sua vaga em Arenas,
Estádios e Aeroportos.
comprar créditos, pagar
a zona azul e o seu
estacionamento.
Baixe agora o aplicativo

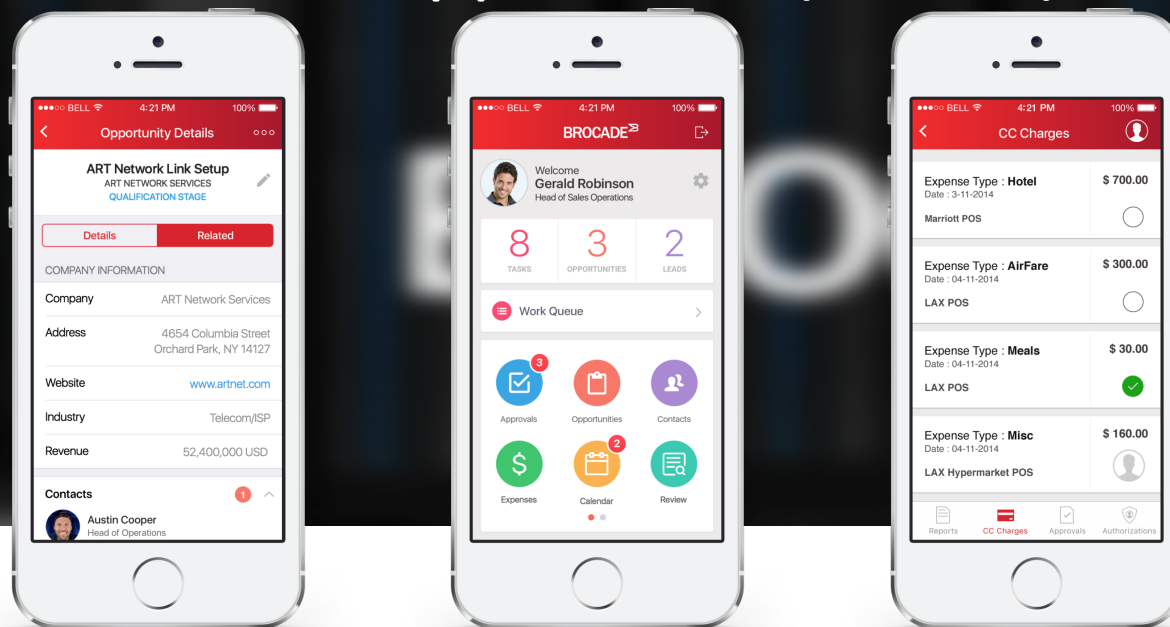


DISPONÍVEL
GRATUITAMENTE





Brocade Unified Mobile Application (BUMA)



Solution Objectives

- **Unified Mobile app** : For Oracle EBS, Salesforce and MS Outlook.
- **Automate Oracle EBS** : Approvals and iExpense creation process.
- **Streamline workflow**: Better tracking, better approvals and all records managed online.
- **Reduced Process Time** : Improve the per transaction time from days to few minutes and thereby achieve better efficiency.
- **Salesforce cloud integration** : For viewing and managing CRM Opportunities.
- **View MS Outlook Calendar appointments** in same mobile app.
- **Integrate SFDC and MS Outlook calendar** : To enable create events from SFDC to Calendar.

Oracle Mobile Momentum Skyrockets



MCS Direction/Roadmap

- MAX Enhancements:
 - Integration with more device services such as barcode scanner
 - Deploy to stand-alone native app
 - Support for Composite Component Architecture (CCA)
- Mobile Core Services:
 - Integration with Identity Cloud Service
 - Ability to leverage IaaS HA Services
 - Enhanced Integration with Developer Cloud Service, API Platform CS, etc.
 - More Core Mobile Services

ORACLE®

**CLOUD PLATFORM
MOBILE**

Say Hello to Oracle Intelligent Chat Bots Platform



ORACLE®

Average smartphone owner has 27 apps on their phone, they typically only use 4–6 of those apps every day.

At the end of 30 days, only 3% of all apps retain their new users.

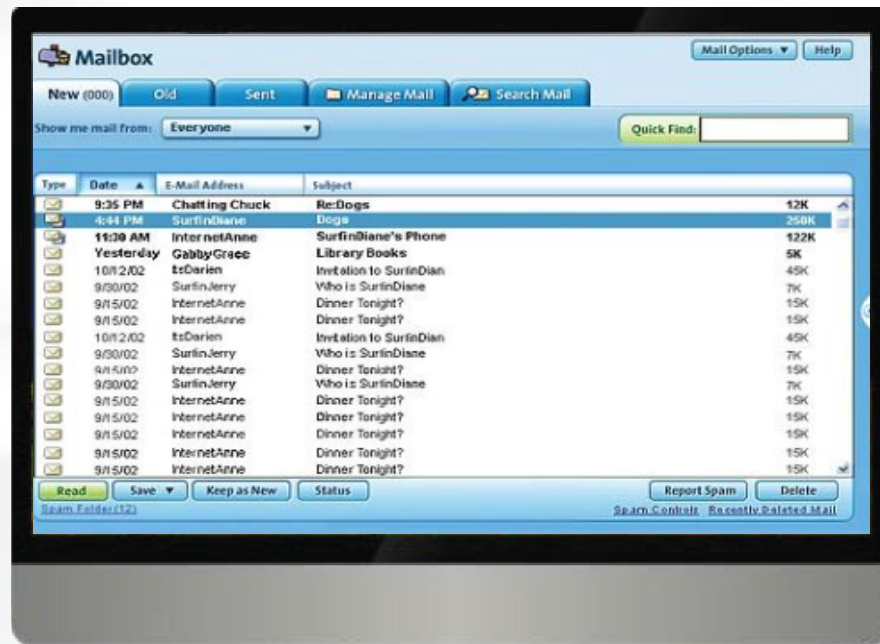


Messaging apps a simple less clustered world.

NEWS FLASH: Millennials Don't Use Email!

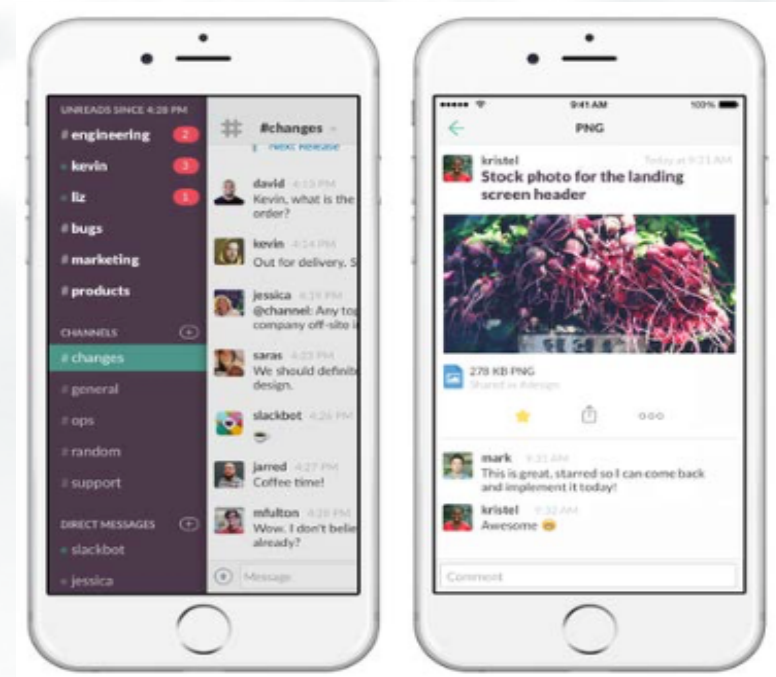
THEN

Email / Semi-Inflexible Messaging Tools

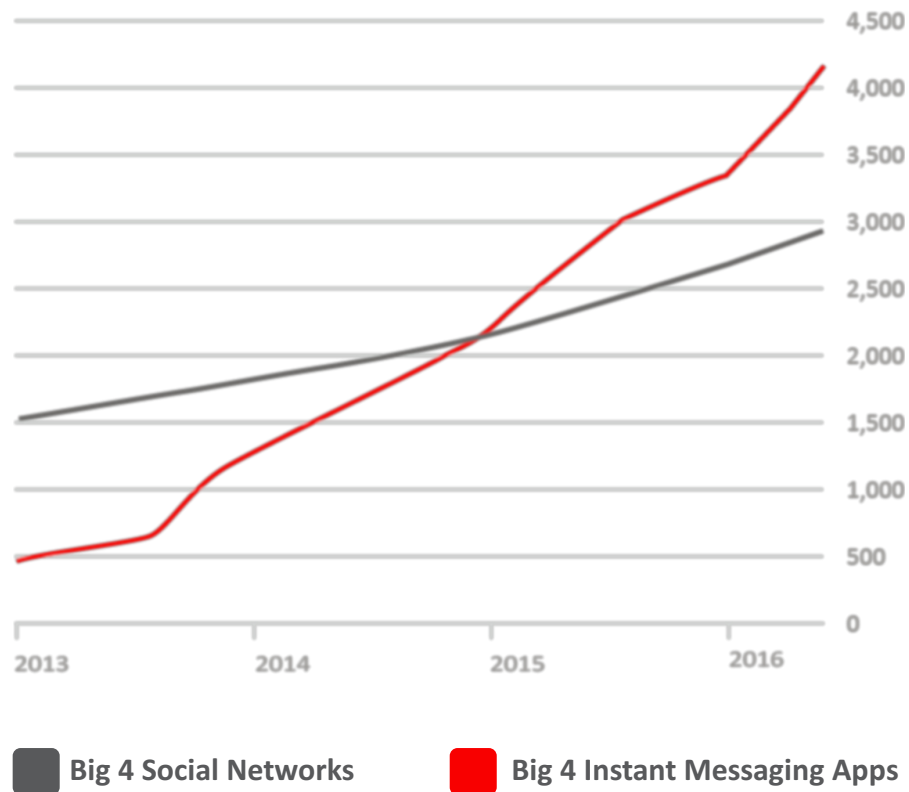


NOW

Slack



Messaging Apps are Global & Surpassing Social



4.1 Billion users
around the world are on
Instant Messaging apps

6+ of Top 10 most used
apps globally = messaging
apps

Sources: BI Intelligence, Jan. 2016 and Statista, April 2016

Technology Adoption Velocity



TARGET	WEB APPS	MOBILE APPS	CHATBOTS
CONSUMER B2C	7 YEARS	3 YEARS	< 1 YEAR
EMPLOYEE B2E	12 YEARS	2018- 2020	< 3 YEARS

The next killer app's will be bots

– Backed by intelligence

Bots will start replacing mobile apps.
No more looking for an app,
downloading an app, updating an app
or managing an app

Source: Gartner 2016



Facebook Messenger ChatBot Demo



2 new messages

See update from your friends



Chat

Connect with your friends..



Jessica

: meeting at 2pm?

Two Broad Categories of Bots

Task Oriented



- Most common types of bots initially deployed.
- Narrow ranges of highly specialized and **structured interactions**
e.g. Check Account Balance, Transfer funds, Retrieve sales opportunities
- Typically user initiated, but systems can also initiate (e.g. alerts)
- Integrates with enterprise systems of record
- Most useful bots will be in the support or service category.

Data Driven & Predictive








- Personalized based on profile, past behavior and contextual information.
- Monitors data and initiates conversation e.g. Monitor campaign and initiate conversation when data crosses threshold
- Predictive Intelligence based on data - **Key for bots to be a useful in the long run** across use-case categories.

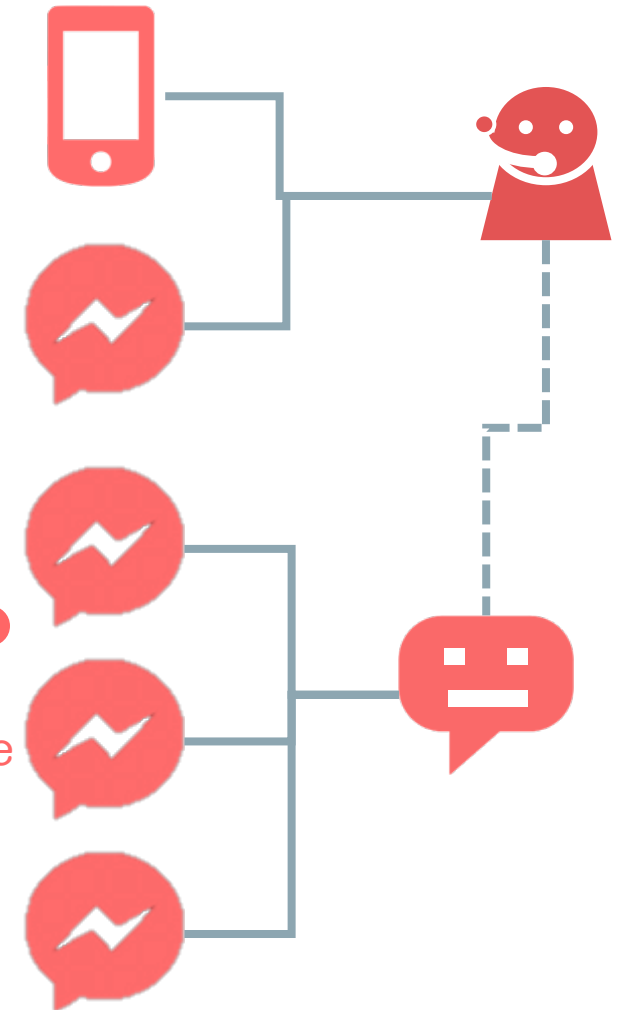
Oracle Bot Strategy

Mobile Chat

1. Agent Chat into Mobile Apps 
2. Agent Chat into the Messaging Apps 

Bring in the BOT

3. Conversational Menu Driven Bots   
4. Intent detection & ML Driven Bots  
5. Voice & Advanced Analytics Bots  

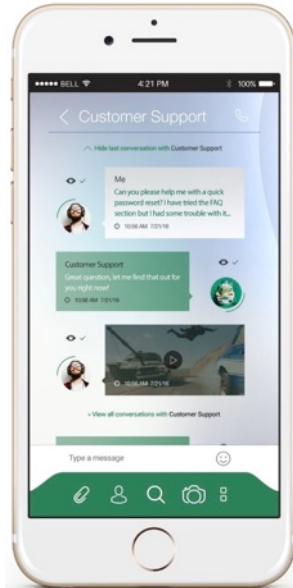


Step 1: Mobile User to Human Chat

Live chat in a mobile app:

- ✓ Needs to work with different mobile client technologies
- ✓ Needs to be REST (lightweight for mobile devices and over-air interface)
- ✓ Server side-services to enhance the UI e.g. chat history
- ✓ Pass app and device context to chat service agent
- ✓ Push Notifications if chat session prematurely closed

Mobile Customer



Web Customer



Service Agents



MOBILE CLOUD SERVICE

In addition:

- + Extensible mobile development platform all your mobile needs
- + Mobile analytics
- + Extensive connection to any backend
- + Platform APIs to build better apps

SOAP
APIs



Omni-channel Service Center

barclaycard1 - Oracle Service Cloud

File Edit View

Terminate Join Transfer AIC
 Wrap-up Leave Conference Spell Check
 Change Lead Role Add to New Incident Add to Incident Screen Sharing
 Editor Session Incident CoBrowse

Oracle Service Cloud

Recent Items
 926858687420648 Asaf L
 160929-000002
 926858687420648 Asaf L
 160929-000001
 1096301980445803 Marti
 160929-000000
 926858687420648 Asaf L
 160928-000003
 1466431083372140 Marti
 160928-000002

Spaces
 926858687420648 Asaf Lev
 Question: I would like to start a chat
 VIP: No
 CLV:
 OK I can see that is an increase on what we have on file, Please can you confirm your postcode?
 926858687420648 Asaf Lev says: 10:49:10 AM [00:02:46]
 NW3 4RS
 Connect says: 10:49:13 AM [00:02:50]
 Ok your credit increase has been approved
 Duration: 00:03:19
 Compose
 SmartAssistant Search Knowledgebase Standard Text
 Render as HTML
 Send Public Message

Chat and Incident Details
 Chat Fields Customer 360 Page Peek Store Locator Co-Browse Visitor Browser History
 Contact* 926858687420648 Asaf Lev Status* Solved
 Subject I would like to start a chat Product [No Value]
 Email Asaf.Lev@gmail.com Category [No Value]
 Reference # 160929-000003

Incoming Chat

Agent

Name	Value
Question	I would like to start a cha
First Name	926858687420648
Last Name	Asaf Lev
Email	Asaf.Lev@gmail.com
Interface	barclaycard1

[Accept/Decline](#)
Time to Close: 12

Customer

vodafone UK 3G 10:48
42%

< Home
Rise >
Manage

Typically replies within an hour

Afternoon

I see that you are looking to increase your credit, is that right?

Yes

I just have a quick checks

25000

Can you please provide your annual income?

25000

OK I can see that is an increase on what we have on file, Please can you confirm your postcode?

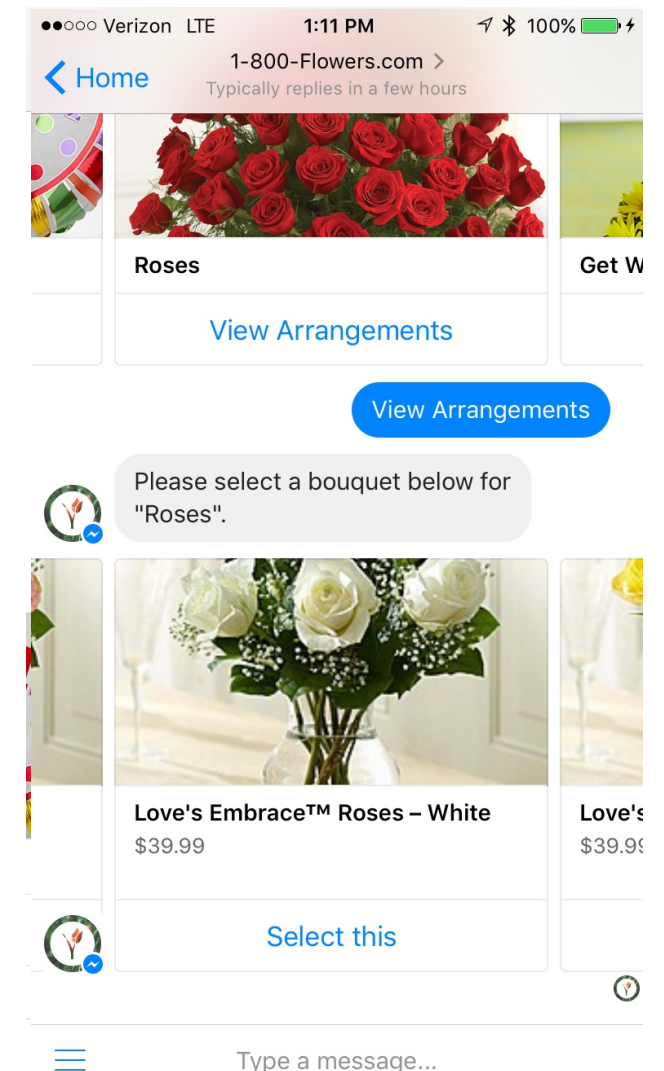
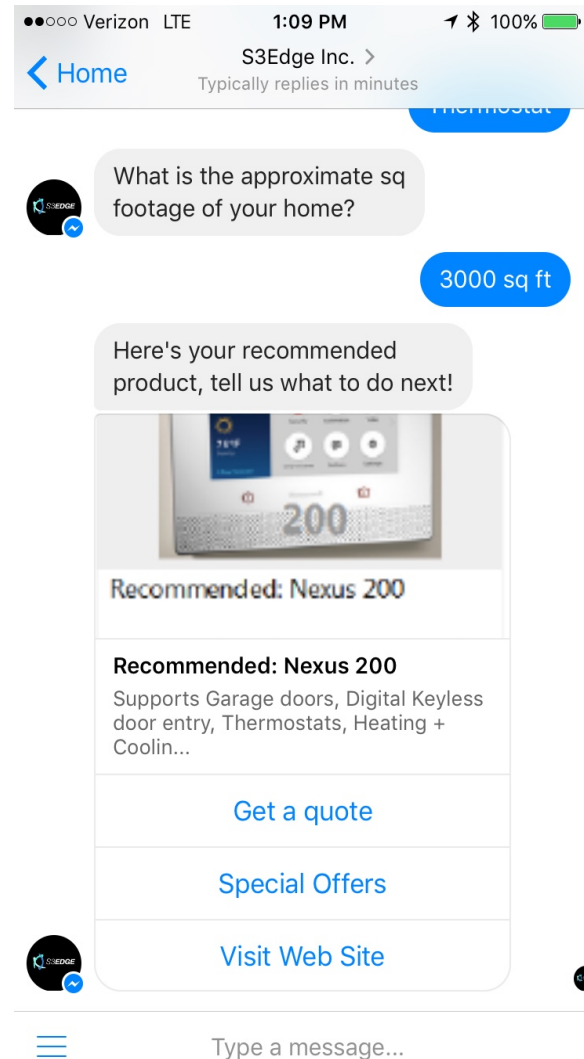
25000

Type a message...

Step 2: Menu Driven Conversational Chatbots

Automated Chatbot:

- ✓ Facebook Messenger integration
- ✓ Conversational menus, dialog driven ux
- ✓ Chat analytics
- ✓ Async, push notifications from backend to Facebook
- ✓ Integration to backend systems of record
- ✓ User identity federation



Conversational menus, Dialog Driven UX – Proof Points

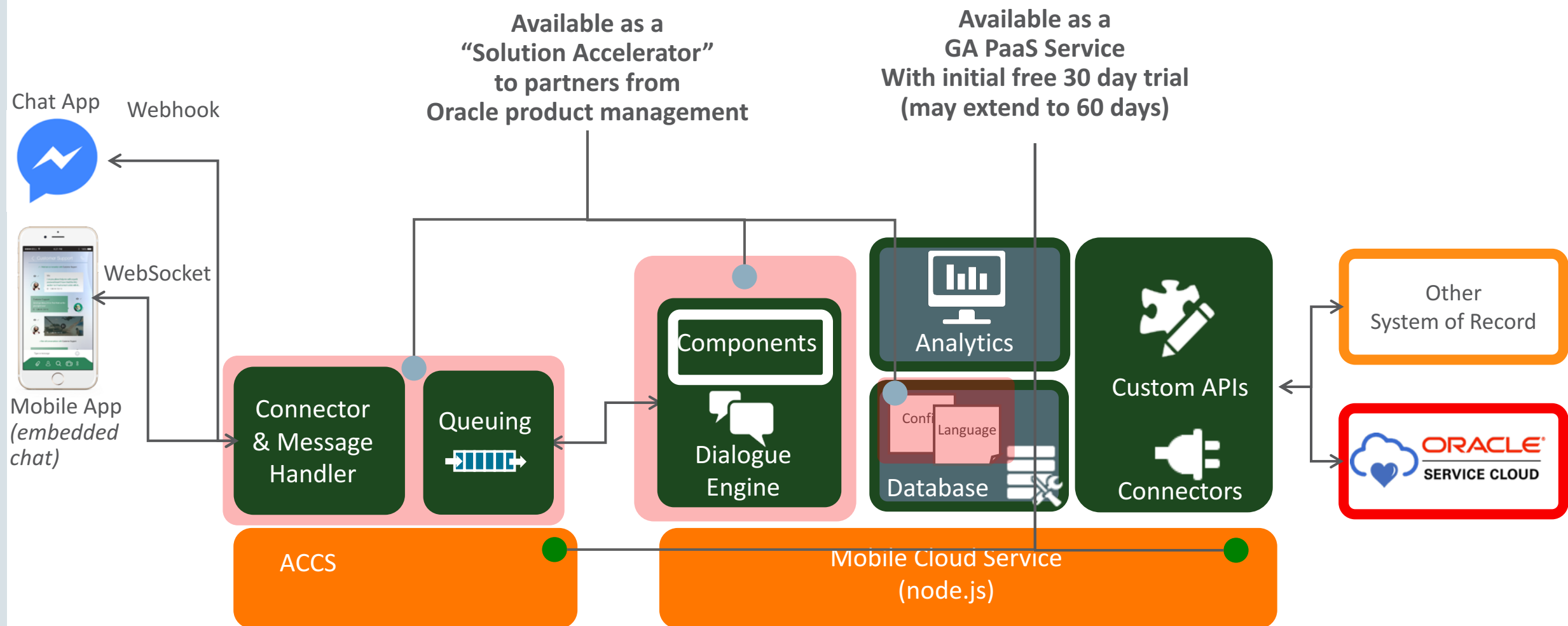
- Use Case: Banking
- Conversational Sets:
 - “send money to...”,
 - “transfer money to...”
 - “give me last N transactions”,
 - “where did I spend money last weekend”,
 - “how much did I spent last month”



- Use Case: Cable Co
- Conversational Sets:
 - Details of balance, bill details
 - Details of Packages subscribed to
 - Ability to add/drop a package
 - Ability to subscribe to a movie
 - Open a Service Request for issues being faced with Set top box
 - Status of Service Request
 - Request for a new connection



MCS Bot Custom Solution



ORACLE®

**CLOUD PLATFORM
MOBILE**

Step 3+ Intelligent Bot Platform

ORACLE®

Bots - Key Building Blocks

- **Dialog Flow Engine** - The Dialog Engine is responsible for execution of the interaction or Bot flow between the messaging channel and the back-end enterprise services. A state machine manages conversation flows, state, context, and execution for the flow.
- **Components - (Built In & Custom)** - These are units of work/execution within a Bot dialog flow. There are 2 types of Components: In-built components (e.g. Card or Choice component etc). and custom components that can be authored by developers using a SDK to execute custom biz logic in the Bot flow.
- **Intent System** - Helps classify free form text input to identify user intent and extract relevant entities from it. A set of intents and entities can be modeled for a given Bot using the Bot Builder UI. An Intent component is available out of the box that can be used in the Bot flow which helps guide dialog flow
- **Message Processing Pipeline** - Kafka based message pipeline infrastructure for scale
- **Channel Integrations** - Integration into messaging platforms and other communication channels. For V1.0 we will support Facebook Messenger and Webhook channel.
- **Bot Builder UI** - Single unified web interface to build, test and deploy bots

Bot Builder UI for V1.0 - Build, Test & Deploy Bots

ORACLE Bot Cloud Service

FinancialBot

Flows

Intents

Entities

Settings

+ Intent

Agent

Alerts

Application Status

Balances

FAQ

Offers

Portfolio details

Pre-built

Rates

Send Money

Stolen Card

Track Spending

Description

Name

Balances

Type

Natural Language

Description

Examples

Filter

Enter your example utterances.

What's my balance?

Test

Clear

Bot

Intent

Whats my balance?

For which account do you want your balance?

checking

savings

credit card

checking

The balance in your checking account (903423-123) is \$2334.56

JSON

Message

Send

39

Active Machine Learning (ML) & Language Support

- Uses supervised ML (based on deep-learning / neural-nets) to train with utterances or labels from an input corpus to get smarter over time
 - Synonyms, similar phrases part of training corpus; Spelling mistakes detected by system.
 - Dialog history and active use-testing are integral part of intent classification and system learning.
- Learns in a flexible and automated fashion
 - Without any rules-based symbolic logic or knowledge graphs that typically take a lot of time (and labor) before they learn.
 - Naturally support context switching
- Language support
 - V1 is English only
 - Will immediately support European languages (Spanish, French, German etc.) followed by ability to interpret more complex languages requiring different parsers (Traditional & Simplified Chinese) and Semantics.

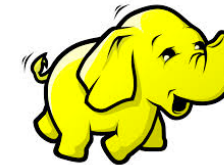
Security & Integration for V1.0

- Bot Builder UI Security - via IDCS/LBaaS/Cloudgate Integration. Single Role - Bot Developer
- FB Messenger - FB Inbound secured via callback token & secret key with SHA1 signature
- FB Messenger - Auth component for 3rd party account linking via 3 legged OAuth
- Webhook Inbound secured via callback token & secret key with SHA1 signature
- System User credentials for Outbound Integration via custom component with MCS or any other system

Why Oracle for Chatbots?



- Open, scalable runtime platform that handle millions of conversations
- Learns in flexible and automated fashion – not rigid and not rule-based
- Enterprise Integration designed for mobile / chatbot channels
- Simple to use Bot designer across multiple messaging channels
- Machine learning with cross channel predictive analytics & knowledge packs
- Technology partnerships with Facebook & others




Opportunity for Partners

- Start to identify and engage customers now
 - With Oracle Product Management Assistance
- For immediate opportunity, implement MCS ChatBot based on the reference architecture
- With GA Product (Mid 2017 target)
 - Partner-built specialized Bots
 - Industry Domain Knowledge Intents and Utterances
 - Custom implementations/extensions
- No deep technical knowledge needed



Customer Engagement Analytics

Multi channel predictive analytics

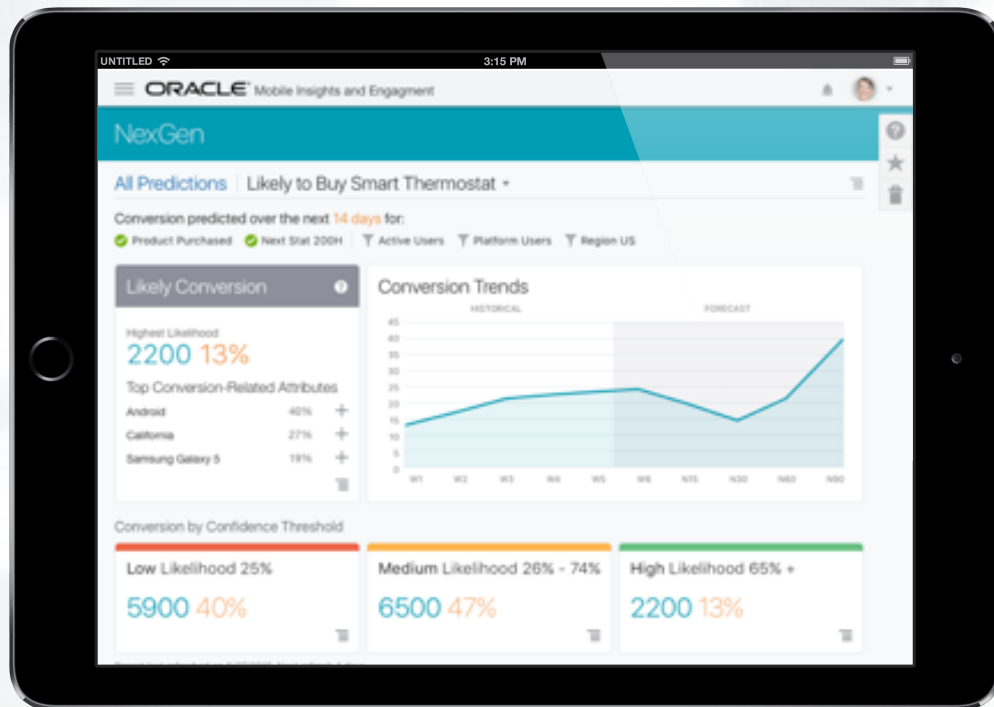


By 2017, **90%** of enterprise mobile apps will be gathering usage analytics, but fewer than 5% of organizations will be using this data effectively.

Source: Gartner 2016

Customer Engagement Analytics

Collect, Understand & Engage



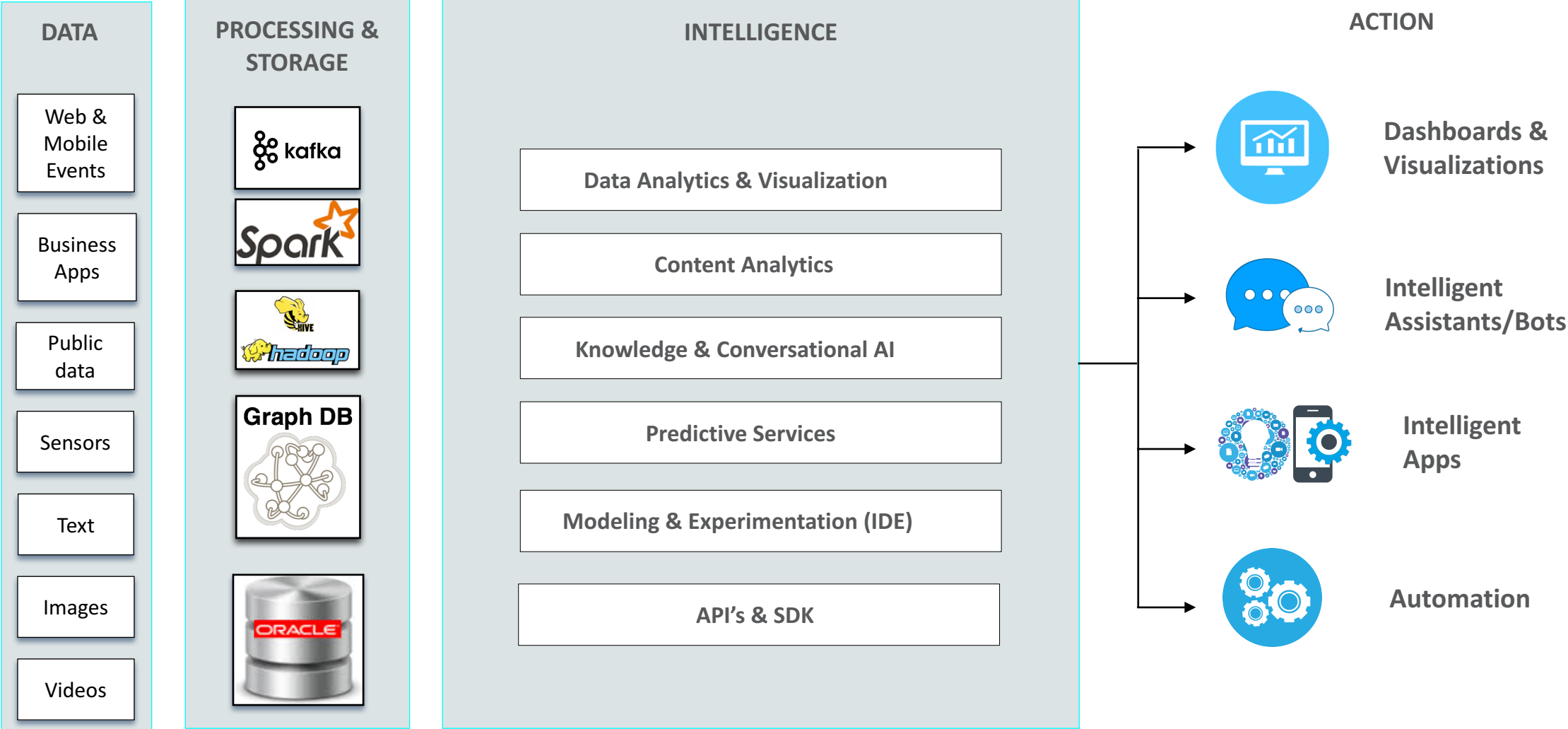
Gather relevant customer data,
to turn into **ACTIONABLE INSIGHTS** across
mobile, web, email & chatbots

Improve customer experience through
CONTEXTUAL ENGAGEMENT combining
insight data & consumer data

Micro location aware user insights

- E.g. time spent in a store aisle

Multi Channel Stack



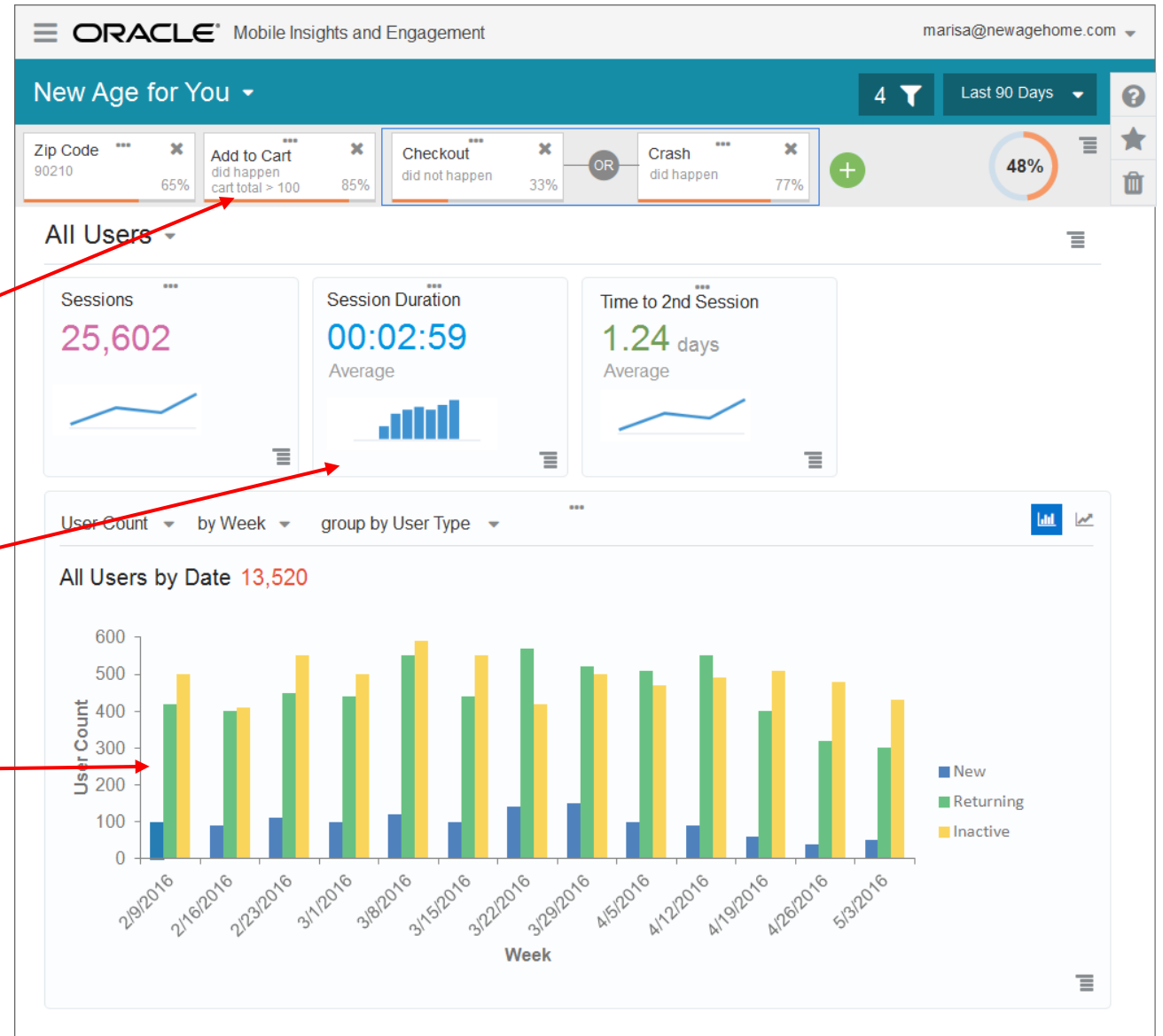
Segmentation and Users + Session Metrics:

Show me users from the Zip Code 90210 who added items worth \$100 or more and did not "Purchase" or "App Crashed"

Declarative Segmentation query

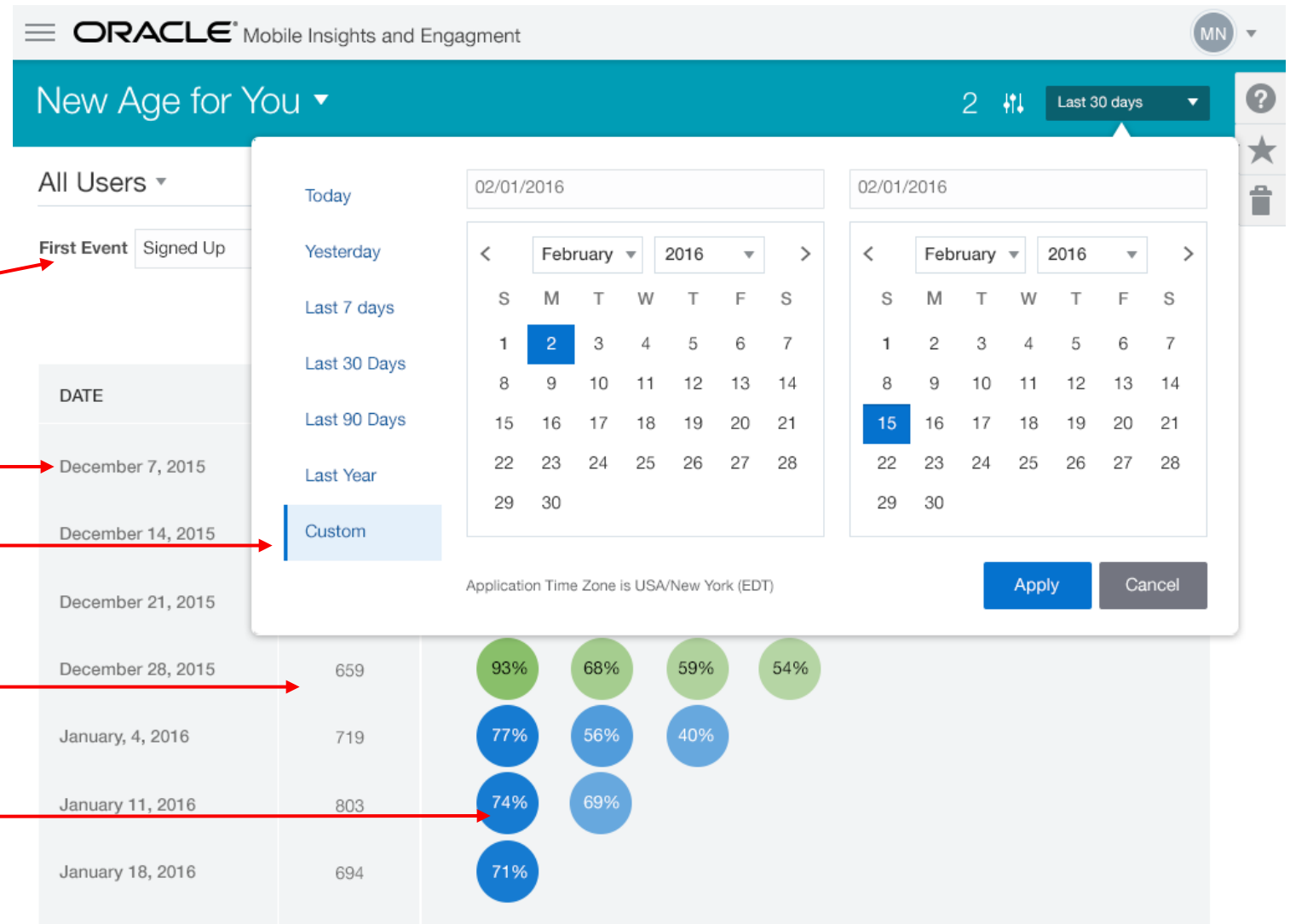
User metrics for Segment members

User drilldown (by desired dimensions)



Cohorts: Analyzing User Retention

Show me user cohorting behavior for those who performed the “Signed-Up” event and did something in the app over the last “n” days / by week



Event Criteria

Weekly User Cohorts

Date range for Retention Analysis

New users entering cohort

Retention Analysis to evaluate App stickiness

Funnel Analysis:

Show me users who converted across SMS opened, Link tapped, Promotion Viewed, and clicked "Redeem"

ORACLE Mobile Insights and Engagment

New Age for You

2 December 1, 2015 - January 31, 2016

Create Funnel

Run Report

Cancel

Name

Description

Maximum Time to Complete

Maximum Time to Complete

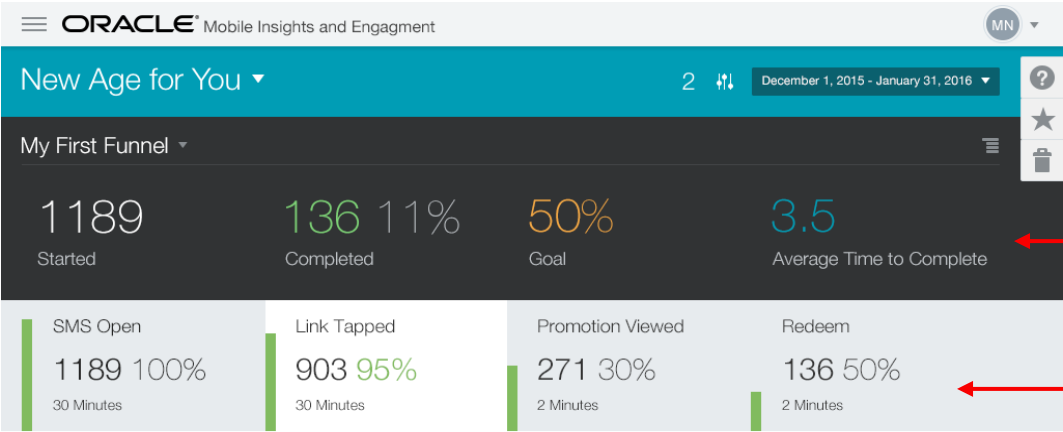
Step 1

Step 2

Step 2

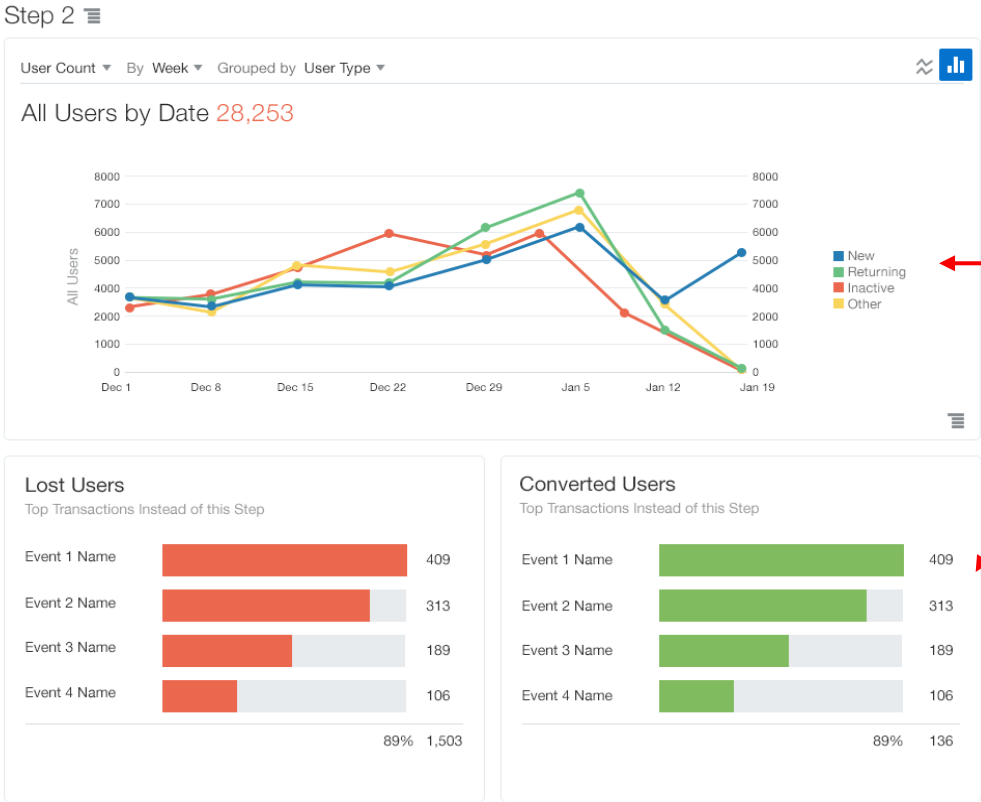
Add Step

Funnel Definition



Funnel Results

Funnel Definition



Funnel Drill-down



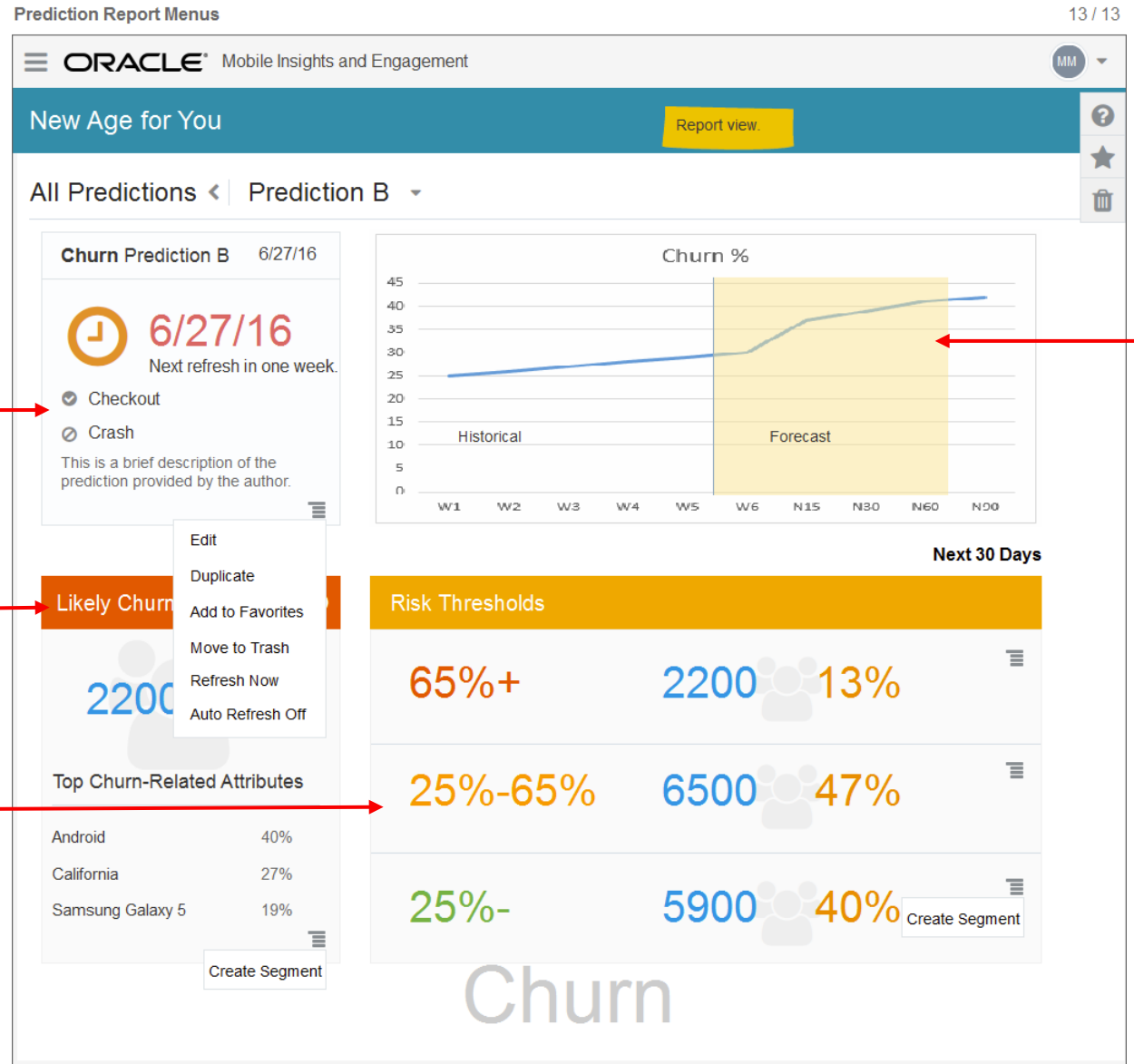
Predictive Example [Churn]

Show me users who have are most likely to churn along with top related attributes for the next 30 / 60 / 90 days along with risk thresholds

Churn criteria definition

All up Churn risk with top attributes likely to cause it, along with the ability to create user-segments / export to OMC

User Segments at risk of churn based on risk threshold



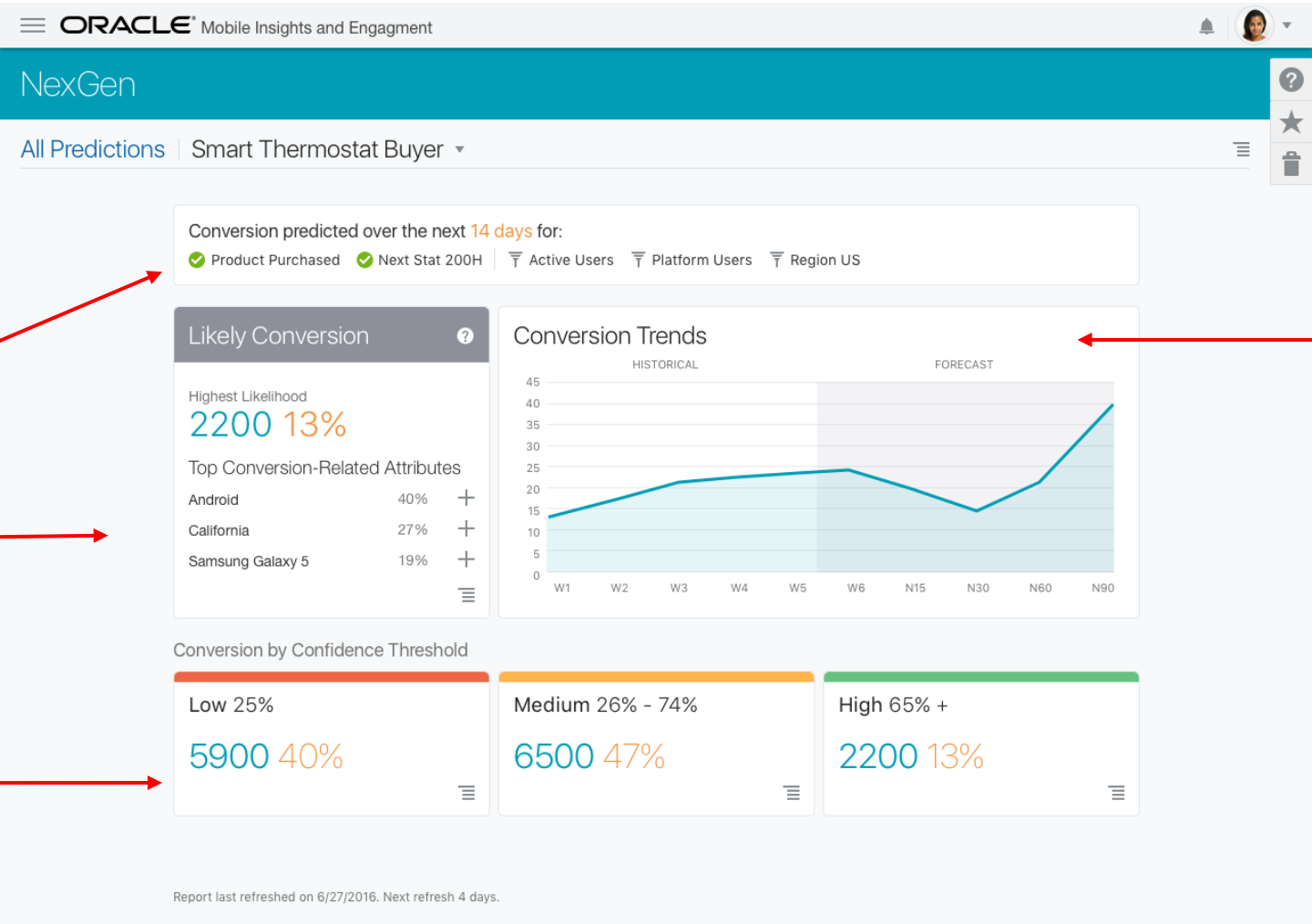
Predictive Example [Convert]

Show me users who are most likely to buy a particular product promotion over the next 30 / 60 / 90 days along with conversion probabilities

Convert Prediction definition

Details of User-Segment with high likelihood of converting and top related attributes

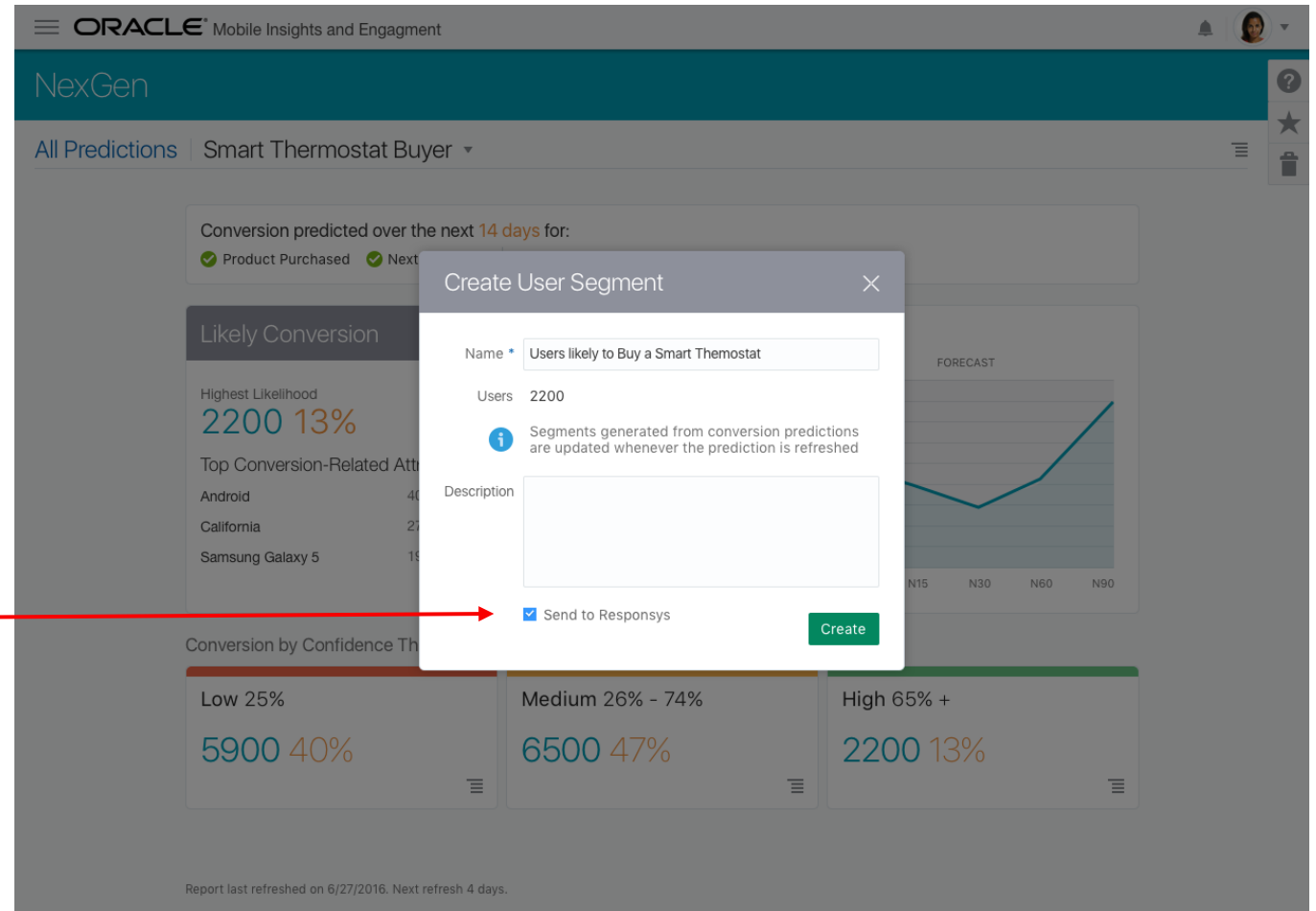
User Segments with likelihoods of converting



Convert Trends

Integration with Oracle Marketing Cloud (Responsys)

- **Objective:** Enable Marketers using the Oracle Marketing Cloud to deliver highly targeted user campaigns that are driven by mobile moments of relevance (insights driven by user behavior on mobile)
- **How it works:**
 - Developer uses CIECS Mobile SDK to instrument Mobile app to track user-activity of interest and send the same to the CIECS back-end
 - Marketer logs into CIECS to utilize Insights platform & tooling (UI) to create / save User-Segments of interest
 - The User-Segments created are then sent in batch mode from CIECS to Responsys Interact as input for Program Execution via a Profile Extension Table.



Partner Resources

MCS Training, Certification and Specialization

- 1 Sales Training for Partners
- 2 Developer Training for Partners
- 3 Developer Certification
- 4 Partner Specialization

Sales Training

Guided Learning Path - Sales Reps

- Market Definition, Trends and Drivers (13 min)
- Product Overview (16 min)
- Key Features (25 min)
- Target Customers (9 min)
- Pricing and Packaging (12 min)
- Competition (19 min)
- Objection Handling (8 min)
- Discovery (12 min)
- Apps to Show (5 min)
- Assessment Test (30 questions)

The screenshot displays the Oracle Competency Center interface. At the top, a red banner reads "OPN | COMPETENCY CENTER" and "The Fast Track to OPN Education". Below this, a navigation bar includes links for "Training Plan", "Find Training", "Work Groups", "Credentials", and "Internal Access". A red button labeled "click here" with an image of two people is next to a link "Access the New Social Learning Center". The user "Tom Barrett" is logged in.

The main content area shows a vertical progress bar on the left with a green circle at the top indicating "90%". The progress bar is divided into segments corresponding to the training modules. The modules listed are:

- Oracle Mobile Cloud Service - Market Definition, Trends, and Drivers (13 mins)
- Oracle Mobile Cloud Service - Product Overview (16 mins)
- Oracle Mobile Cloud Service - Key Features (25 mins)
- Oracle Mobile Cloud Service - Target Customers (9 mins)
- Oracle Mobile Cloud Service - Pricing and Packaging (12 mins)

On the right, two course detail cards are shown:

- Oracle Mobile Cloud Service - Market Definition, Trends, and Drivers**
Course | Recommended | Online | 13 mins | ★★☆☆☆ 2 Rating(s) | Rate It
Course Details
At the end of this lesson you will be able to understand analysts terms and definitions, and market opportunity, explain why is Mobile Cloud Service important to customers, and discuss how Mobile Cloud Service fits into overall Oracle Cloud Platform offerings.
Buttons: Recommend, Opt-Out, Take Again >
- Oracle Mobile Cloud Service - Product Overview**
Course | Recommended | Online | 16 mins | ★★★★★ 0 Rating(s) | Rate It
Course Details
During this replay we shall describe the major parts of Oracle's Mobile Cloud Service, define the MCS value, and explain how MCS solves some common customers use cases.

https://competencycenter.oracle.com/opncc/full_glp.cc?group_id=31204

Sales Training

Guided Learning Path - Sales Consultants

- Product Overview (16 min)
- Key Features (25 min)
- Introducing Mobile Cloud Service (7 min)
- Conceptual Design Time Overview (8 min)
- Getting Started (4 min)
- Roles (6 min)
- Mobile Backend Overview (6 min)
- Working with Mobile Backends (9 min)
- Testing Mobile Backends (9 min)
- Designing Mobile Backends (10 min)
- Platform APIs Overview (7 min)
- Security Overview (6 min)
- Notifications API Overview (9 min)
- Connector APIs Overview (5 min)
- Custom APIs Overview (12 min)
- Custom API Implementations Overview (11 min)
- Node.js Primer (8 min)
- Logging and Diagnostics Overview (9 min)
- Assessment Test (40 questions)

The screenshot displays the Oracle Competency Center interface. At the top, there's a red header with 'OPN | COMPETENCY CENTER' and 'The Fast Track to OPN Education'. Below this, a navigation bar includes links for 'Training Plan', 'Find Training', 'Work Groups', 'Credentials', and 'Internal Access'. A red banner encourages users to 'click here' to 'Access the New Social Learning Center'. The main content area shows a guided learning path for 'Sales Consultants'. The path is a vertical timeline with a progress bar on the left. The first module, 'Oracle Mobile Cloud Service - Product Overview', is highlighted in green and shows a 15% completion status. Other modules in the path include 'Oracle Mobile Cloud Service - Key Features', 'Introducing Mobile Cloud Service', 'Oracle Mobile Cloud Service - Conceptual Design Time Overview', 'Getting Started with Oracle Mobile Cloud Service', and 'Roles in Oracle Mobile Cloud'. To the right of the path, detailed information for the first two modules is shown, including course recommendations, ratings, and options to 'Recommend', 'Opt-Out', or 'Take Again'.

https://competencycenter.oracle.com/opncc/full_glp.cc?group_id=31869

Developer Training

YouTube Oracle Mobile Platform Channel

- MCS Overview (5 videos)
- Mobile Backends (4 videos)
- Platform APIs & Mobile Client SDK (4 videos)
- Security (6 videos)
- Notifications API (4 videos)
- Storage API (6 videos)
- Analytics Overview (4 videos)
- Connector APIs (5 videos)
- Custom APIs Interfaces (5 videos)
- Logging and Diagnostics (3 videos)
- Data Offline & Sync API (12 videos)
- Lifecycle Management (1 video)
- Xamarin and MCS Overview (6 videos)
- Mobile Application Accelerator (MAX) (3 videos)
- Location-Based Services API (10 videos)

<https://www.youtube.com/user/OracleMobilePlatform>

The screenshot shows the Oracle Mobile Platform YouTube channel page. At the top, there's a search bar with "oracle mobile cloud service" and a "Sign in" button. The channel banner features the Oracle Mobile Platform logo and a video thumbnail. Below the banner, the channel name "Oracle Mobile Platform" is displayed with a "Subscribe" button and "4,992" subscribers. The navigation menu includes "Home", "Videos", "Playlists", "Channels", "Discussion", and "About". The main content area shows a video titled "Oracle Mobile Platform YouTube Channel Promotion" with 11,091 views, posted 1 year ago. To the right, there's a "Featured Channels" section with "ADF Insider Essentials", "ADF Architecture TV", and "Oracle". Below that is a "Popular channels" section with "Alberto Kirby", "Zachary K Hubbard", "Robuxian", "danooct1", "YouTube Help", and "thenewboston". The "What's Hot!" section displays three video thumbnails: "Introduction to Location Based Services" (10 videos), "Introducing Oracle Mobile Application Accelerator (MAX)" (3 videos), and "Overview of the Data Offline & Sync API" (12 videos). The "Oracle Mobile Cloud Service (MCS)" section displays three video thumbnails: "MCS: Oracle Mobile Cloud Service Overview" (5 videos), "MCS: Mobile Backends" (4 videos), and "MCS: Platform APIs & Mobile Client SDK" (4 videos).

Developer Certification

Oracle Certified MCS 2016 Developer Essentials

- Prerequisites:
 - 2-3 years of field experience in mobile
 - Completed at least 1 MCS project
 - 72 multiple choice questions
 - 120 minutes
 - Passing score: 64%
 - Price: US \$245
 - Study guide available with objectives and sample questions
- Topics:
 - Fundamentals
 - Mobile Backends
 - Platform Features
 - Connectors
 - Custom APIs
 - Analytics
 - Management

Overview: <http://www.oracle.com/partners/en/products/cloud-solutions/mobile-cloud-service-exam-1z0-346/index.html>

Study Guide: <http://www.oracle.com/partners/en/most-popular-resources/mcs-exam-study-guide-3096179.pdf>

The screenshot shows the Oracle Partner Network website for the Oracle Mobile Cloud Service 2016 Developer Essentials exam. The page features the Oracle logo and a navigation bar with links like 'Account', 'Sign Out', 'Help', 'Select Language', 'Communities', 'Site Search', 'Partner with Oracle', 'Cloud', 'Product Resources', 'Training', 'Find a Partner', and 'OTN'. The main heading is 'Oracle Mobile Cloud Service 2016 Developer Essentials' with the exam number '1Z0-346'. Below the heading, a description states that a certified developer has demonstrated the knowledge and skills required to begin using Mobile Cloud Service (MCS) in a project by navigating the design-time architecture, creating mobile backends, using platform APIs, configuring connectors, and implementing custom APIs. There are two buttons: 'Pearson VUE Exam Registration' and 'OR Register by Phone'. A cartoon illustration of a person reading a book is on the right. At the bottom, there is a section for 'Exam Details' and 'Exam Number' (1Z0-346).

Welcome Tom
Account Sign Out Help Select Language Communities Site Search

Partner with Oracle Cloud Product Resources Training Find a Partner OTN

Home > Product Resources > Cloud Solutions > Oracle Mobile Cloud Service 2016 Developer Essentials

Exam: 1Z0-346

Oracle Mobile Cloud Service 2016 Developer Essentials

An Oracle Mobile Cloud Service 2016 Certified Developer has demonstrated the knowledge and skills required to begin using Mobile Cloud Service (MCS) in a project by navigating the design-time architecture, creating mobile backends, using platform APIs, configuring connectors and implementing custom APIs.

Pearson VUE Exam Registration OR Register by Phone

Support Chat Social

Exam candidates who score a passing grade on the Oracle Mobile Cloud Service 2016 Developer Essentials (1Z0-346) exam will be recognized as Oracle Mobile Cloud Service 2016 Certified Developers. This certification qualifies as competency criteria for the [Oracle Mobile Cloud Service Specialization](#).

The exam validates both knowledge and implementation skills. Field experience is strongly recommended.

Exam Details Exam Number
• 1Z0-346

Partner Specialization for MCS Criteria

- Business Criteria:
 - 1 Customer Reference
 - 1 Transaction (Resell, Co-sell, Referral)
- Technical Criteria:
 - 2 people pass the sales rep assessment
 - 2 people pass the sales consultant assessment
 - 2 people pass the developer certification exam
 - 1 person pass the support assessment

ORACLE®

PARTNERNETWORK

Oracle Mobile Cloud Service Specialization Criteria

The Oracle Mobile Cloud Service is a [qualifying specialization](#).

This specialization is not yet available. Please check the [Specialization Catalog](#) (PDF) for the estimated availability.

The Oracle Mobile Cloud Service Specialization recognizes partners who are proficient in selling, implementing and/or developing Oracle's Mobile Cloud Service solutions. This specialization covers topics such as: Mobile Backends, Platform Features, Connectors, Custom APIs, Analytics, and Management.

Oracle partners who achieve this Specialization are differentiated in the marketplace through proven expertise in Oracle Mobile Cloud Service.

View the [Product Mapping to Specialization](#) (XLS) and set the filter to view products covered in a specific Specialization.

Criteria		Required
Business Criteria		
Active OPN Membership at the Gold Level or above		✓
<u>Customer References</u>		1
# Of Transactions *	Resell	1
	Non-Commission Co-sell	
	Referral	
Competency Criteria		
<u>Oracle Mobile Cloud Service 2016 Sales Specialist</u> ☒ Recommended Training		2
<u>Oracle Mobile Cloud Service 2016 Presales Specialist</u> ☒ Recommended Training		2
<u>General Product Support Specialist v4.0</u> ☒ Recommended Training		1
<u>Oracle Certified Specialist: Mobile Cloud Service 2016 Developer</u> Oracle Mobile Cloud Service 2016 Developer Essentials (1Z0-346)		2

<http://www.oracle.com/partners/campaign/mobile-cloud-service-spec-criteria-3089595.html>

Partner Feedback Channel

Feedback Channel

- Mobile Product Management & Partner Management wants to hear from you!
- Please email joe.huang@oracle.com and martin.jarvis@oracle.com with the following content:
 - Subject: Oracle Mobile Partner Feedback
 - Content:
 - Your Name, role, and company name
 - Any suggestions, feedback on:
 - MCS Product – ease of implementation, features, etc
 - Partner training materials on MCS – sales and/or technical
 - New opportunities
 - Joint GTM activities suggestions

Integrated Cloud

Applications & Platform Services

ORACLE®