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Oracle Cloud Platform Mobile

Location, Cognitive Insights, Chatbots, and Much More

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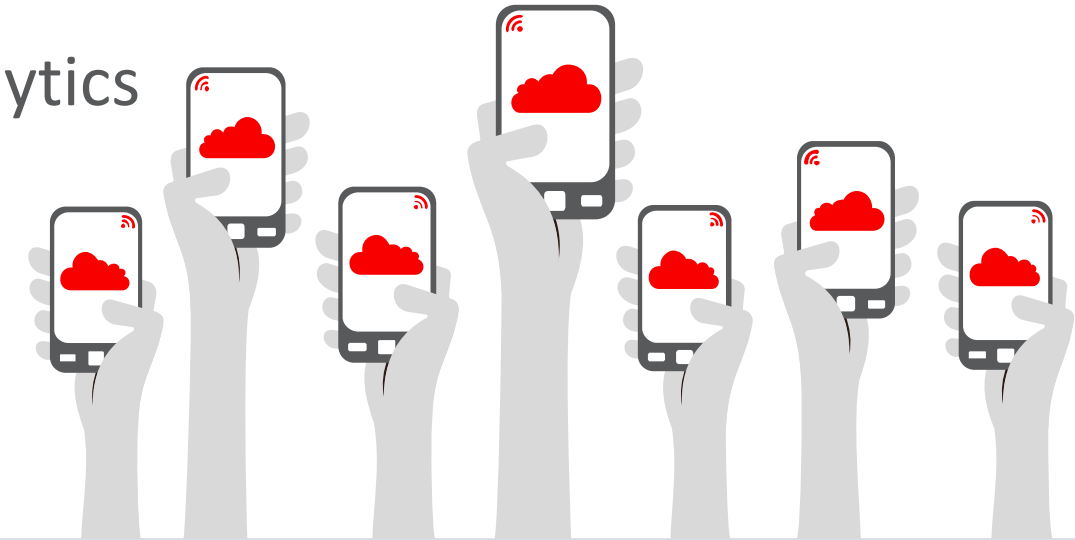
Program Agenda

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



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Oracle Customer Engagement Platform

MULTI-CHANNEL ENGAGEMENT AT YOUR FINGERTIPS

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Oracle Oracle Customer Engagement Platform

IOT Apps | Consumer Apps | Analytic Apps | Line Of Business Apps

Oracle App Development Tools | 3rd Party App Development Tools

Client SDK / API

CUSTOMER EXPERIENCE ANALYTICS

Cross Channel Data Aggregation

AI / ML

MOBILE CORE & CHATBOTS

Intent Recognition & Machine Learning

MBaaS Services

Mobile Services | API Shaping | Integration

kafka | Spark | hadoop | HIVE | ORACLE

ORACLE APPS | **3RD PARTY APPS** | **CUSTOMER APPS**

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Oracle Mobile Cloud Service

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By 2020, more than ¾ of enterprises will have at least one mobile app development platform (madp) to accelerate their digital business transformation strategy.

Source: Gartner 2016

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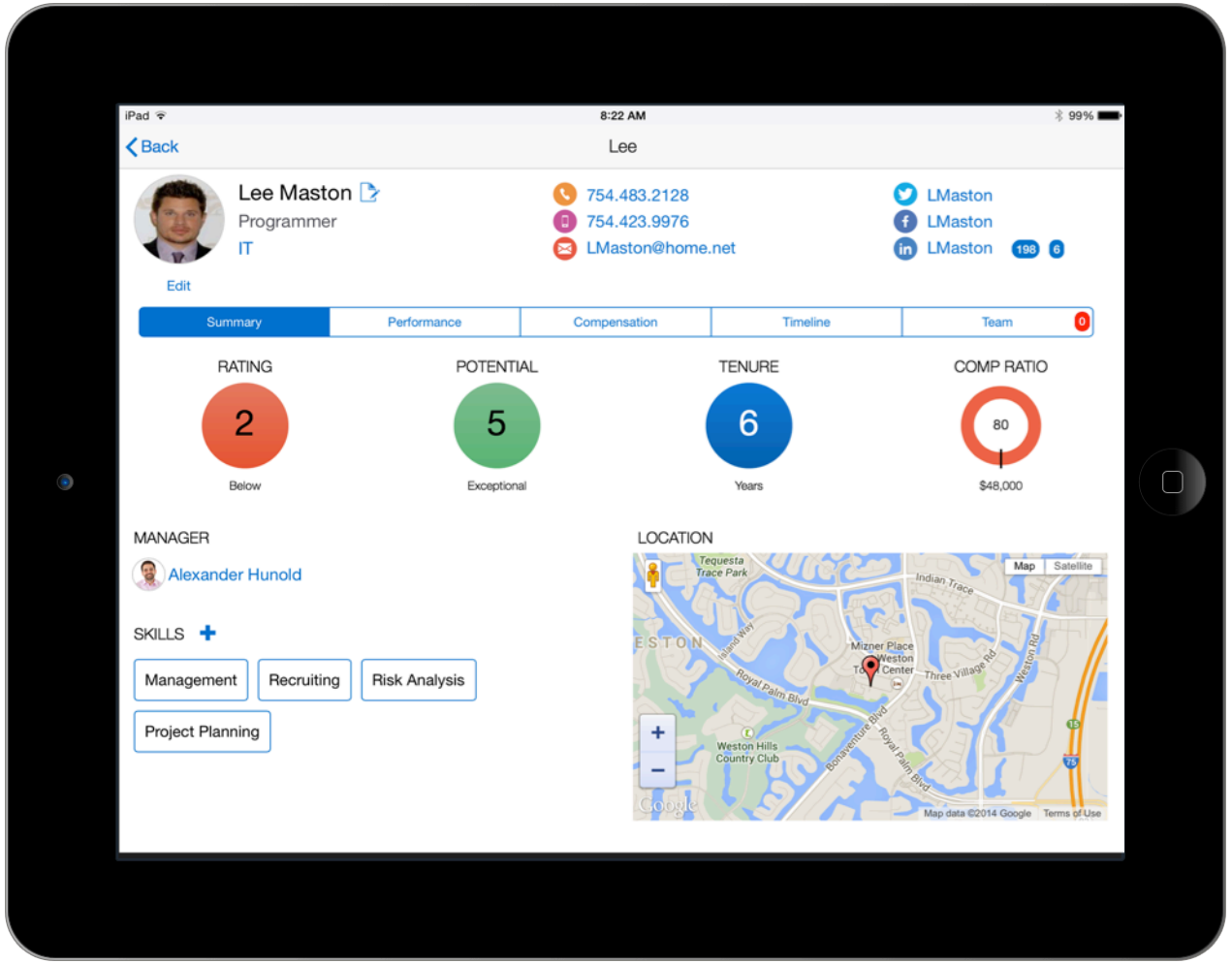
A Typical Mobile App

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



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And Map It To The Systems Of Record

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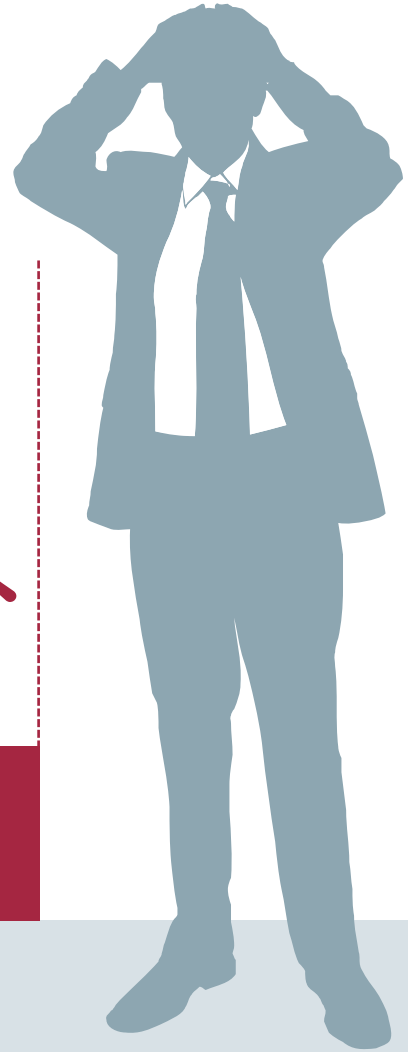
Building Good Mobile Apps is Hard, Expensive and Slow



Multiple Environments

Mobile Services

Monitor & Analyze

Client Dev Tools

Security

Integration

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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

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Oracle Mobile Cloud Service

Outside-in, Mobile First

Inside-out, Service first

Oracle Mobile Client Dev

MAF JET MAX

Native

Visual Studio

Others

Sencha HTML JS CSS X jQuery mobile framework.

Analytics

Diagnostics Usage Engagement

Continuous Development

Monitoring SDLC

Built-in APIs

Offline Sync

User Mgmt

Notifications

Storage

Location

SMS

Mobile APIs / SDKs

Custom API

3rd Party API

VICE

Logic

Data Shaping

Orchestrate

node JS

ICS

OSB / SOA

Connectors

Public Cloud

Oracle Cloud

Enterprise SaaS

On-premise

CLOUD

APPLICATIONS

CUSTOM APPLICATIONS

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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

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DEMONSTRATION :

Express API

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Mobile Cloud Service

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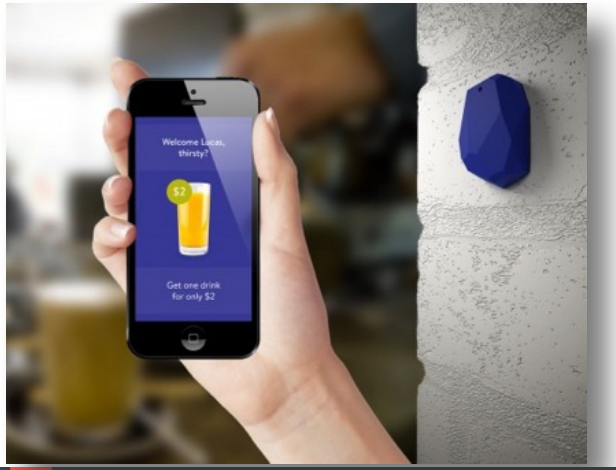
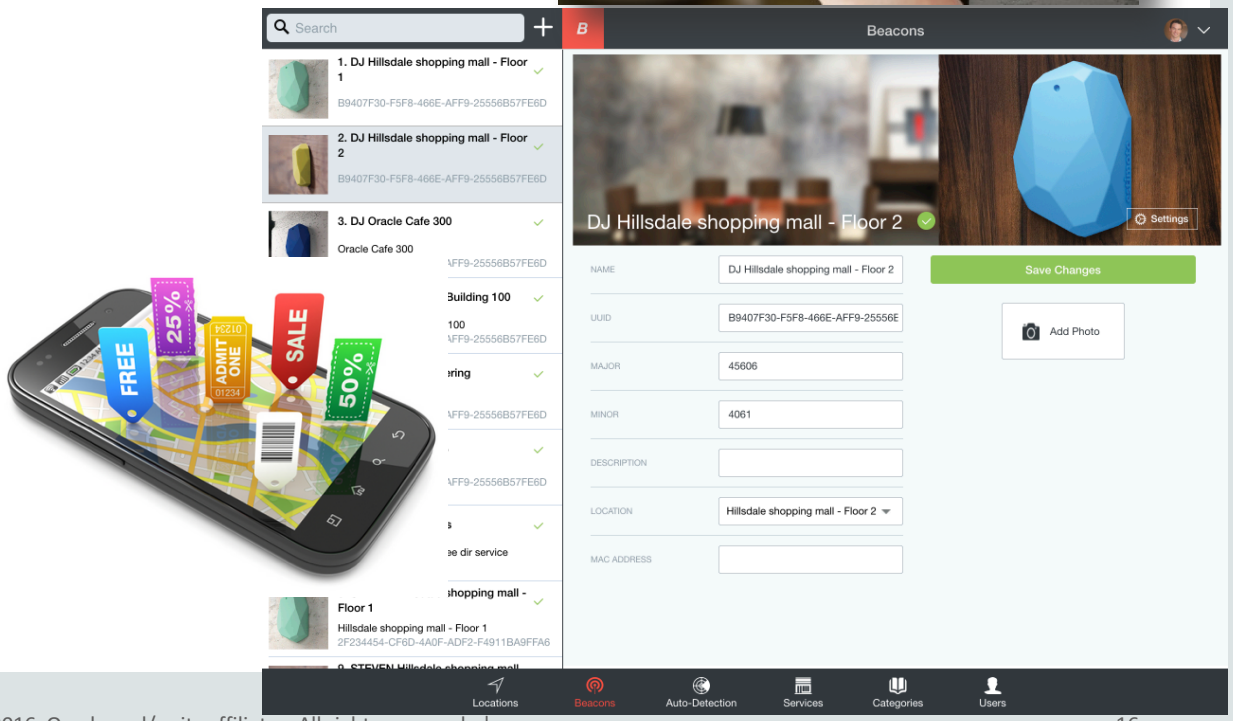
Location Services in MCS 2.0

- **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.





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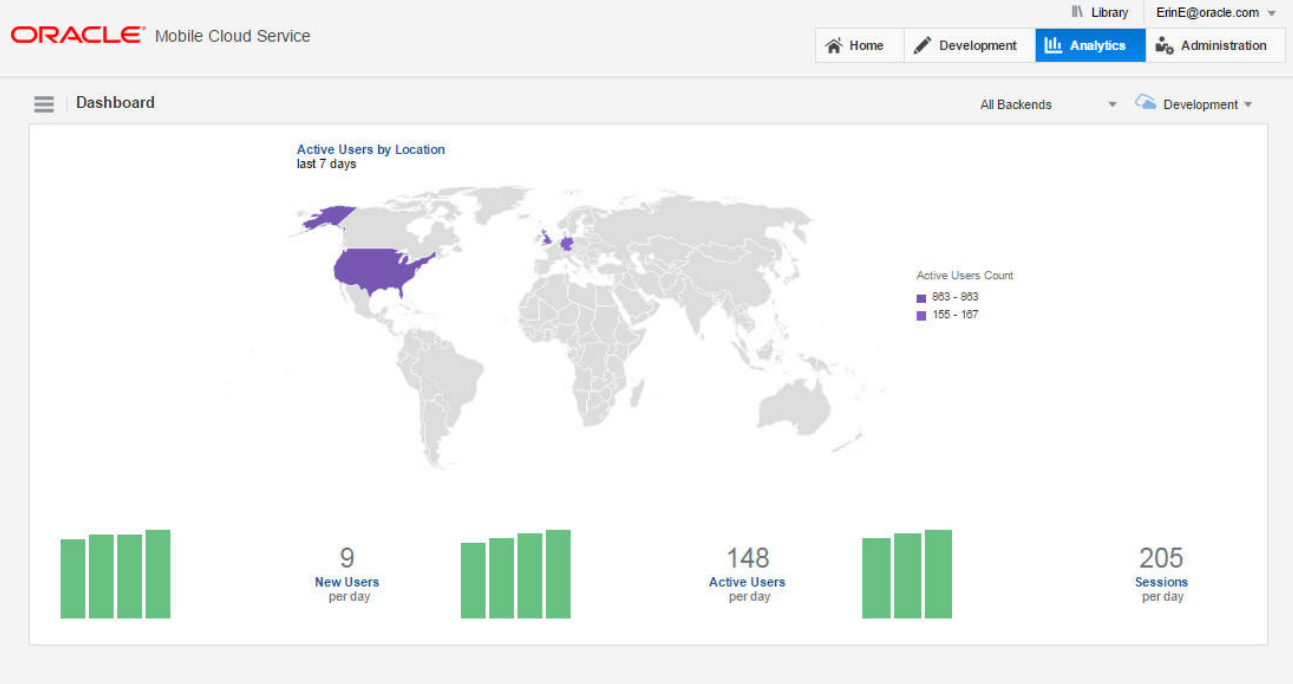
Oracle Mobile Cloud Service – Mobile Analytics

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

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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

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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

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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.

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Oracle Mobile Momentum Skyrockets

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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

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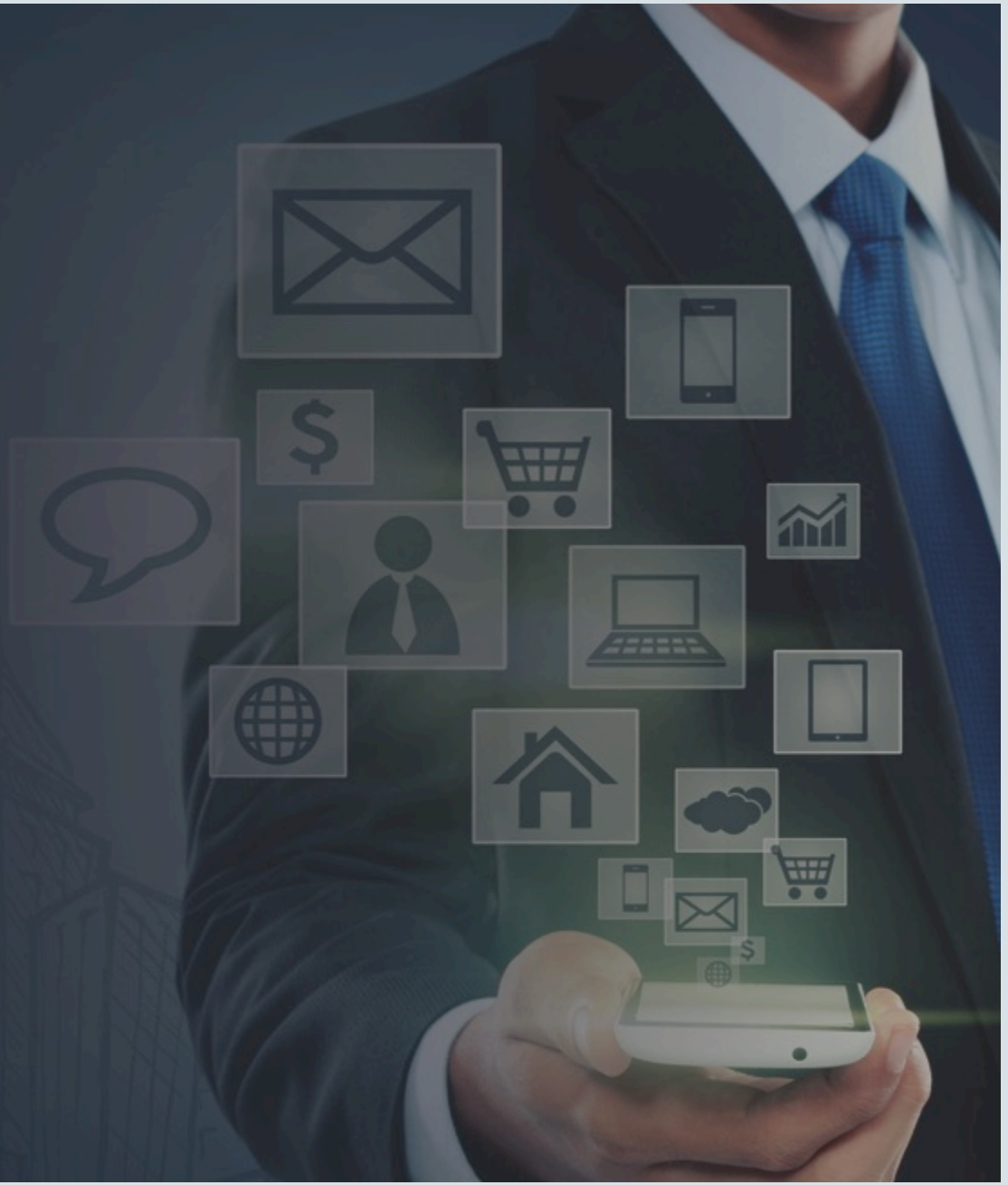
Say Hello to Oracle Intelligent Chat Bots Platform



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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.

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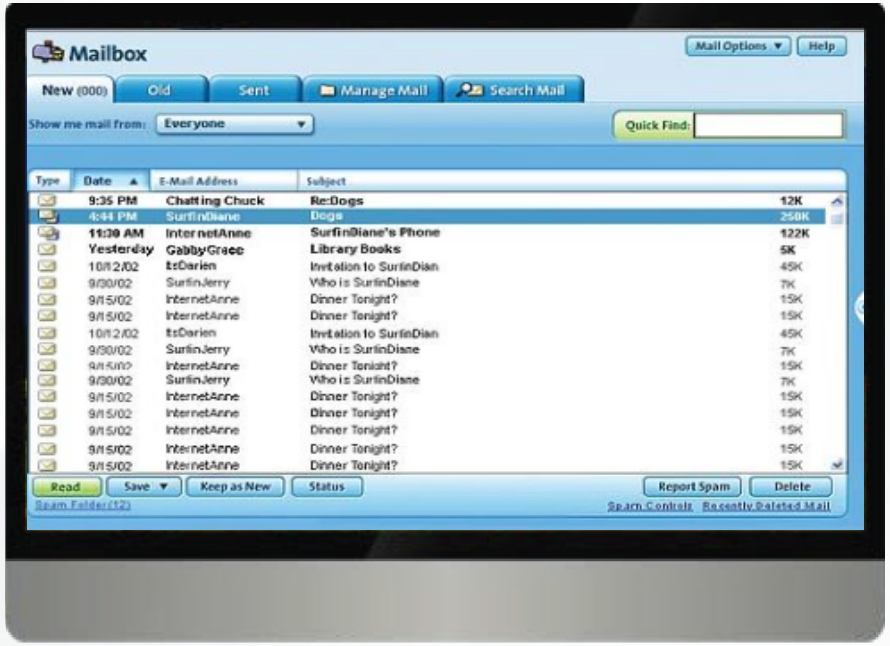
NEWS FLASH: Millenials Don’t Use Email!

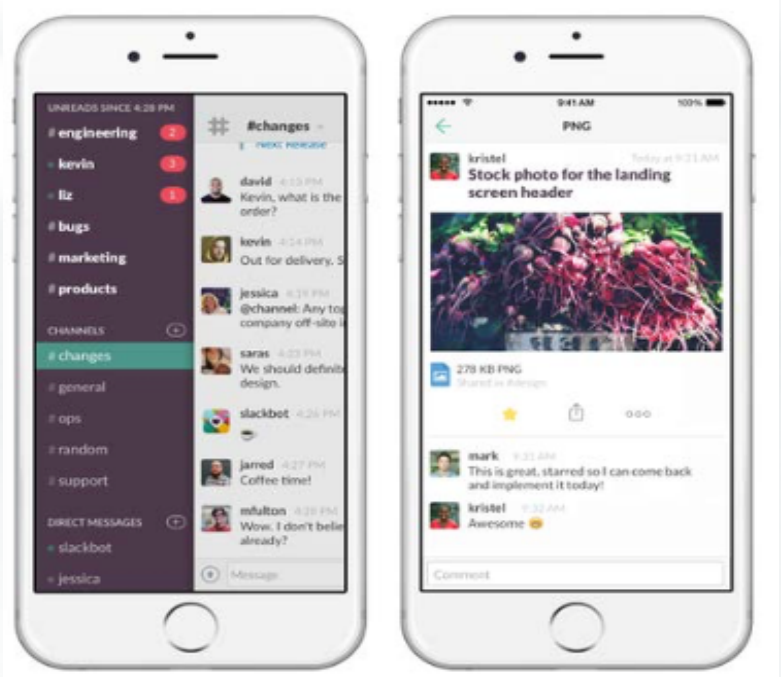
THEN

Email / Semi-Inflexible Messaging Tools



NOW

Slack



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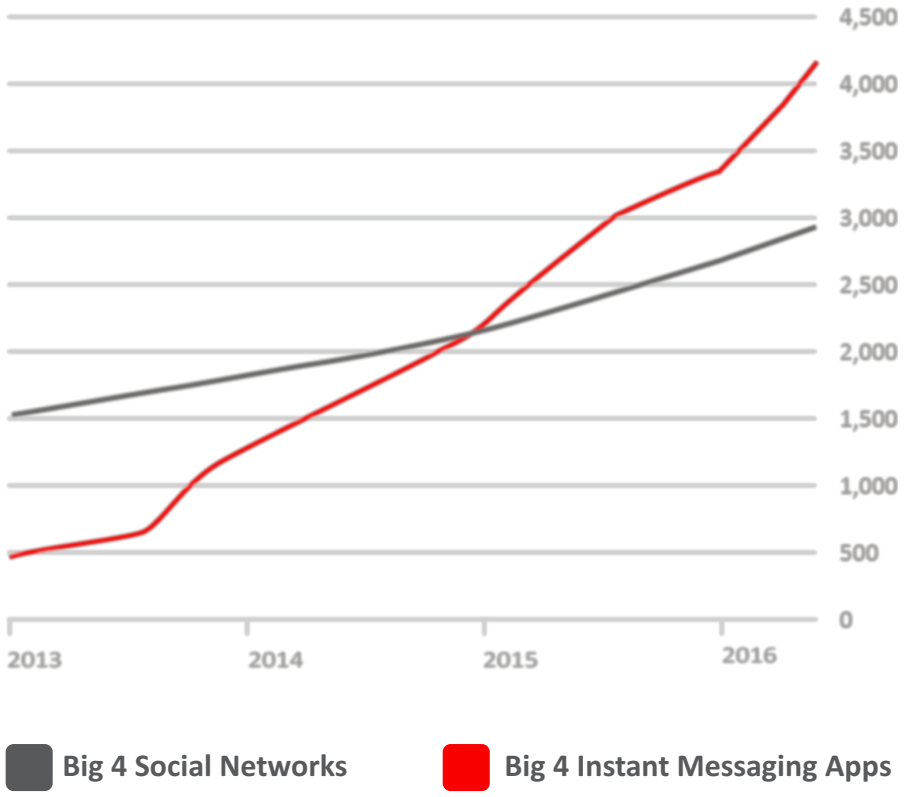
Messaging Apps are Global & Surpassing Social



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

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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

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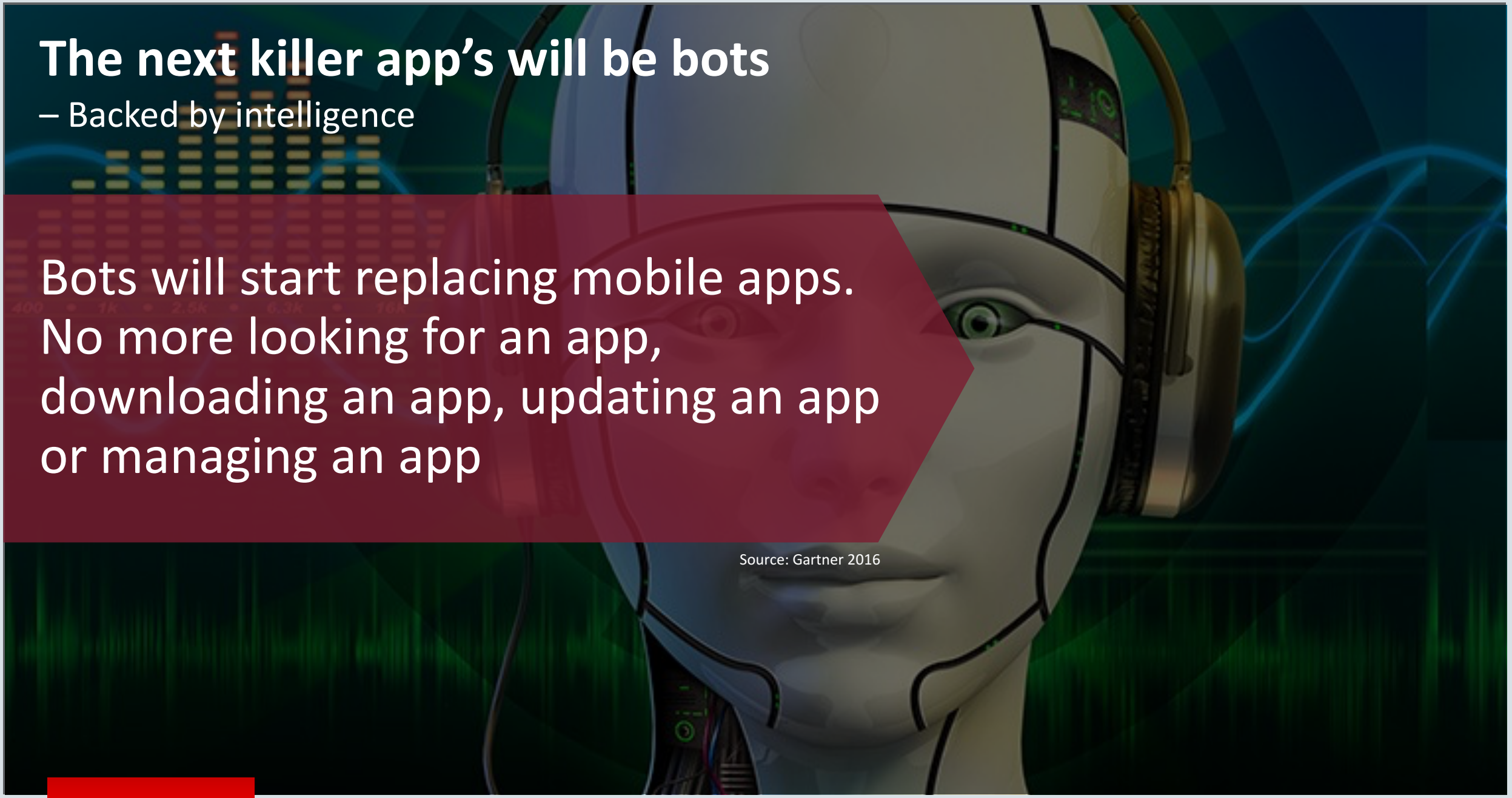
The next killer app's will be bots

– 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

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Facebook Messenger ChatBot Demo

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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.

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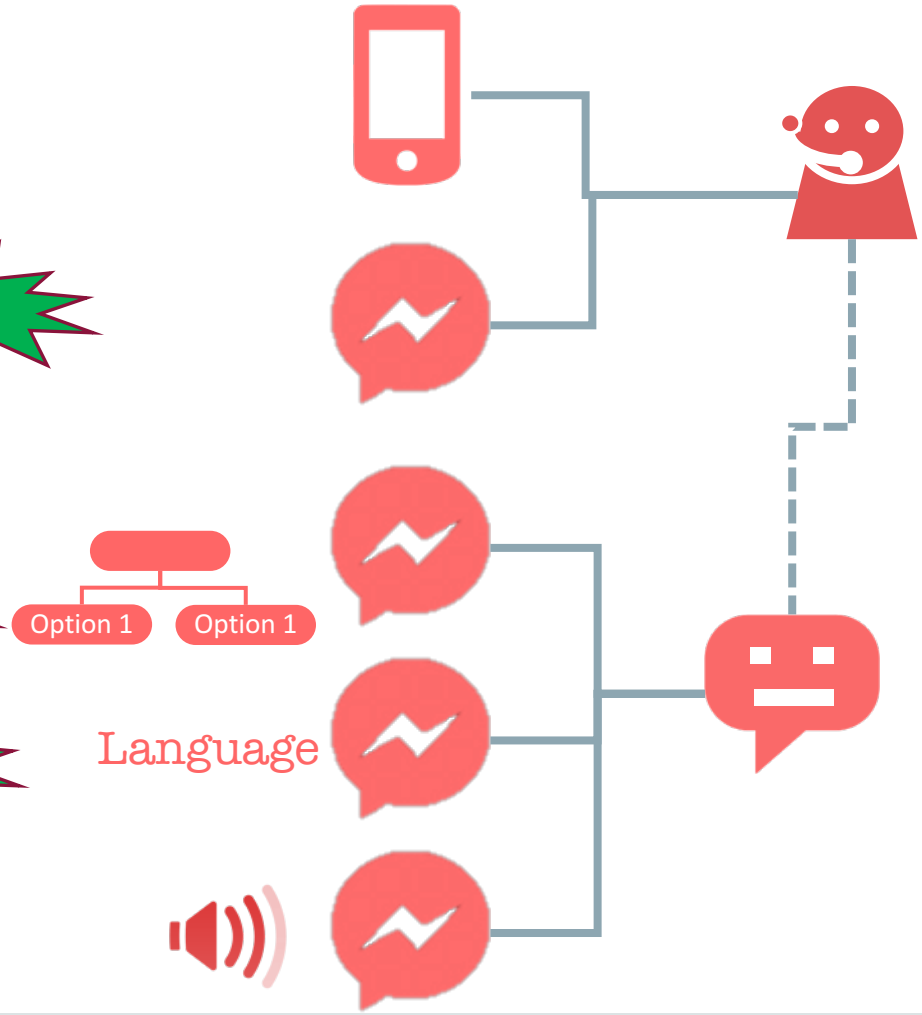
Oracle Bot Strategy

Mobile Chat

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

Bring in the BOT

3. Conversational Menu Driven Bots — Now
4. Intent detection & ML Driven Bots — Q1 17
5. Voice & Advanced Analytics Bots — Q3 17



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Step 1: Mobile User to Human Chat

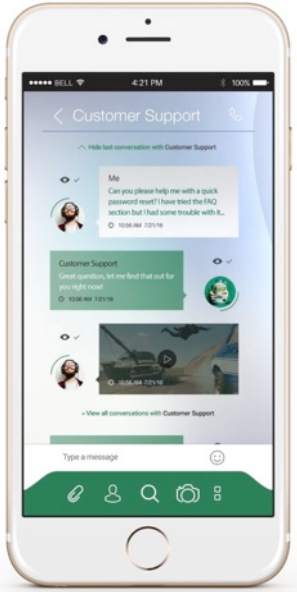
Live chat in a mobile app:

- ✓ 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

Web Customer

Service Agents

Mobile Customer



MOBILE CLOUD SERVICE

SOAP APIs

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Omni-channel Service Center

In addition:

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

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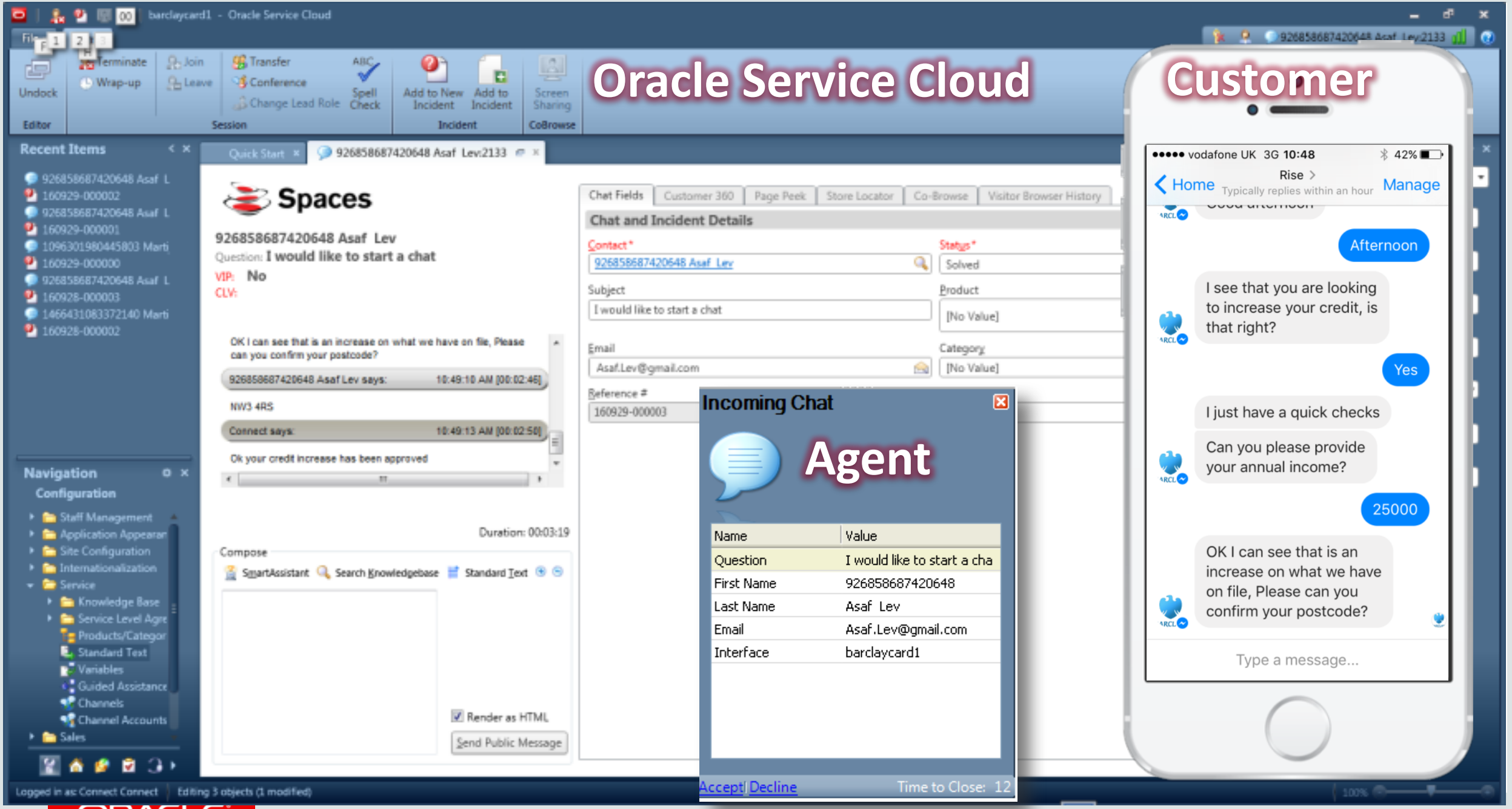

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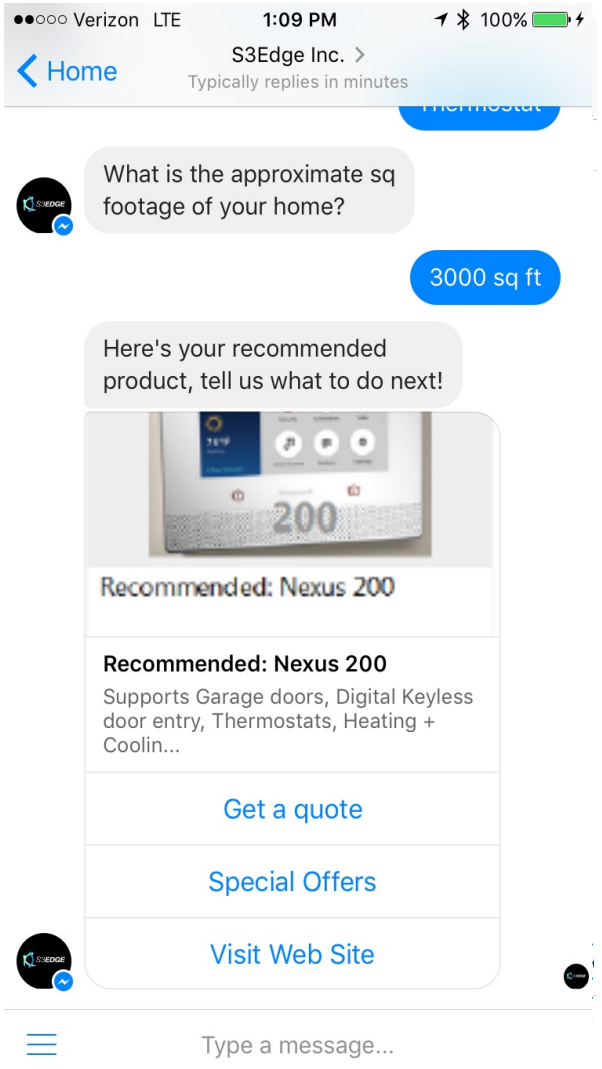
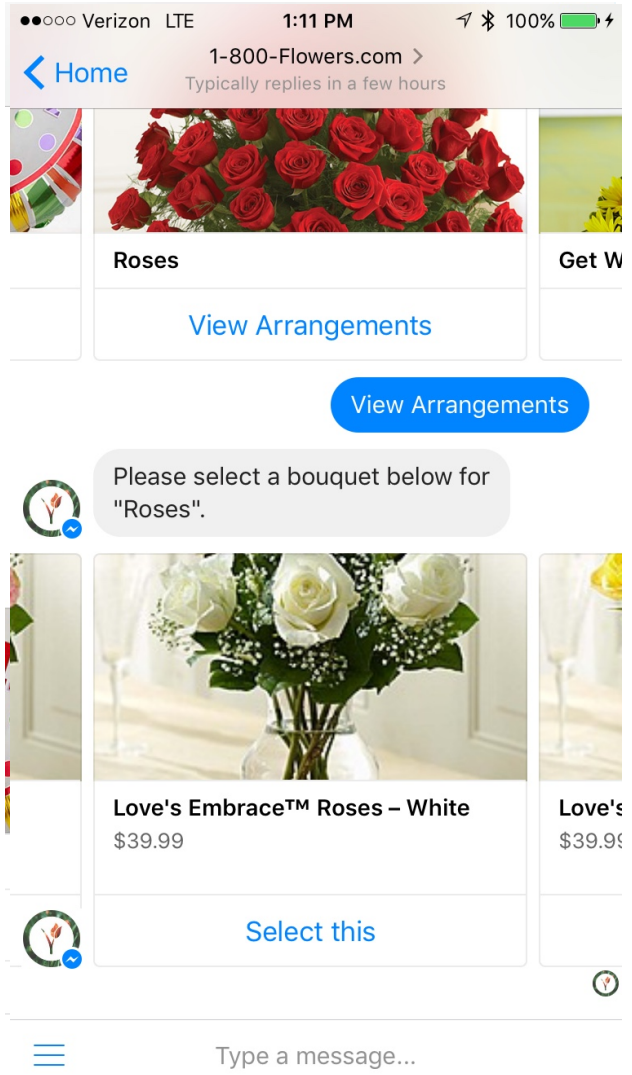
Step 2: Menu Driven Conversational Chatbots

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





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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

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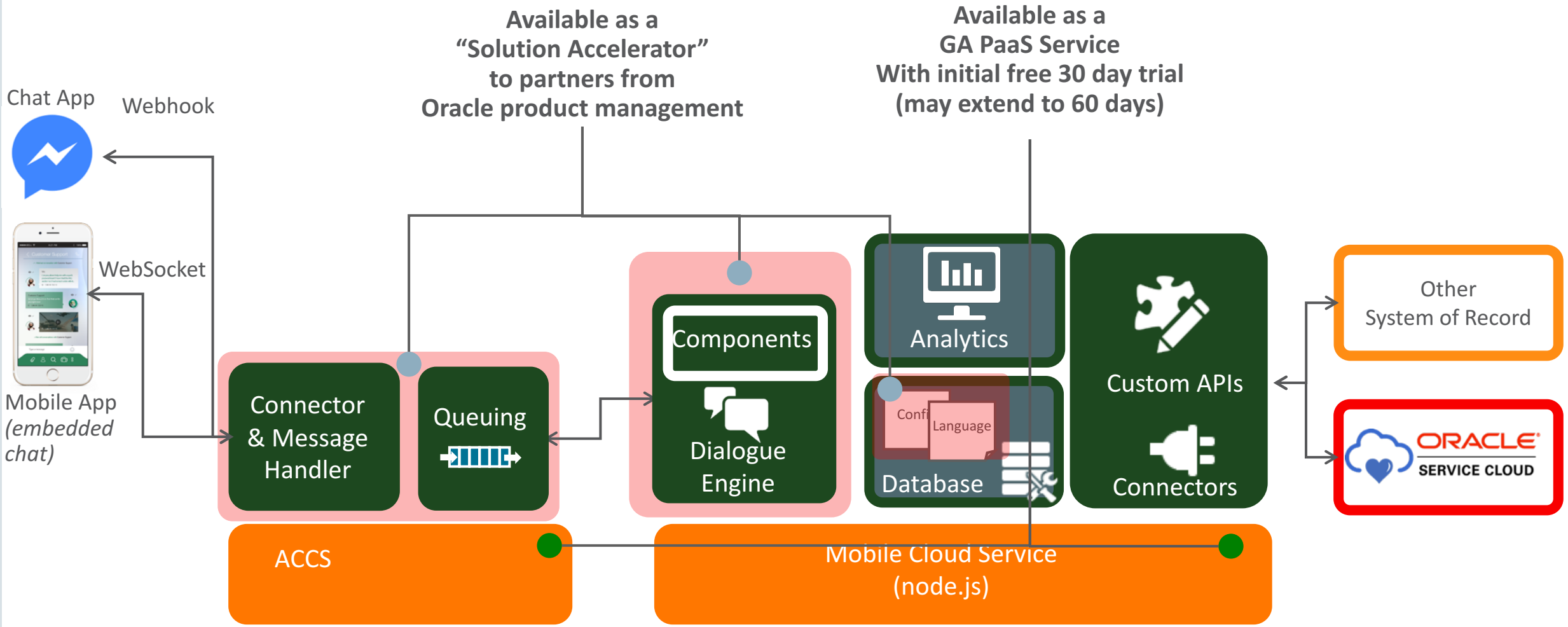
MCS Bot Custom Solution



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Step 3+ Intelligent Bot Platform

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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 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

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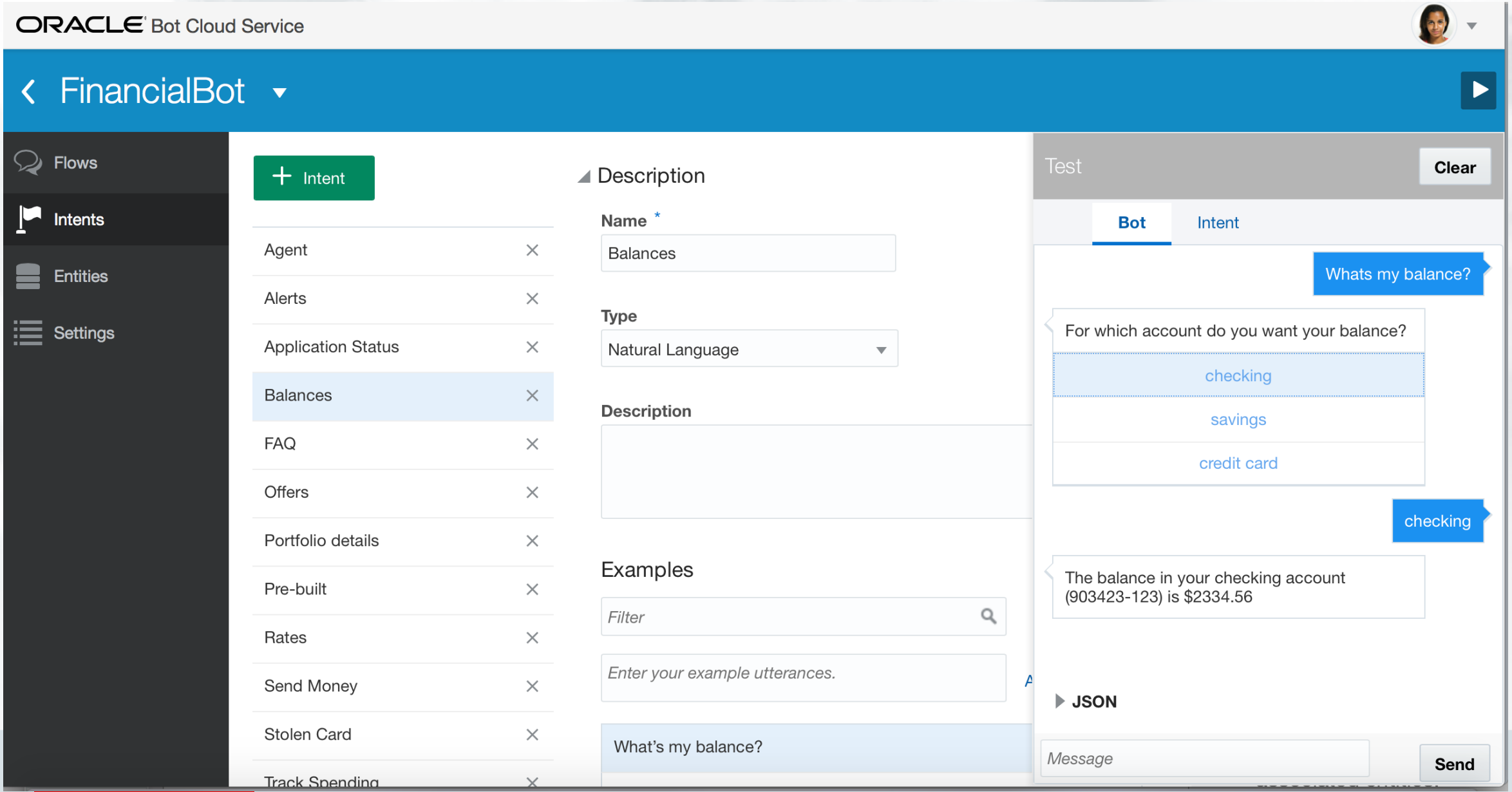
Bot Builder UI for V1.0 - Build, Test & Deploy Bots



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.

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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

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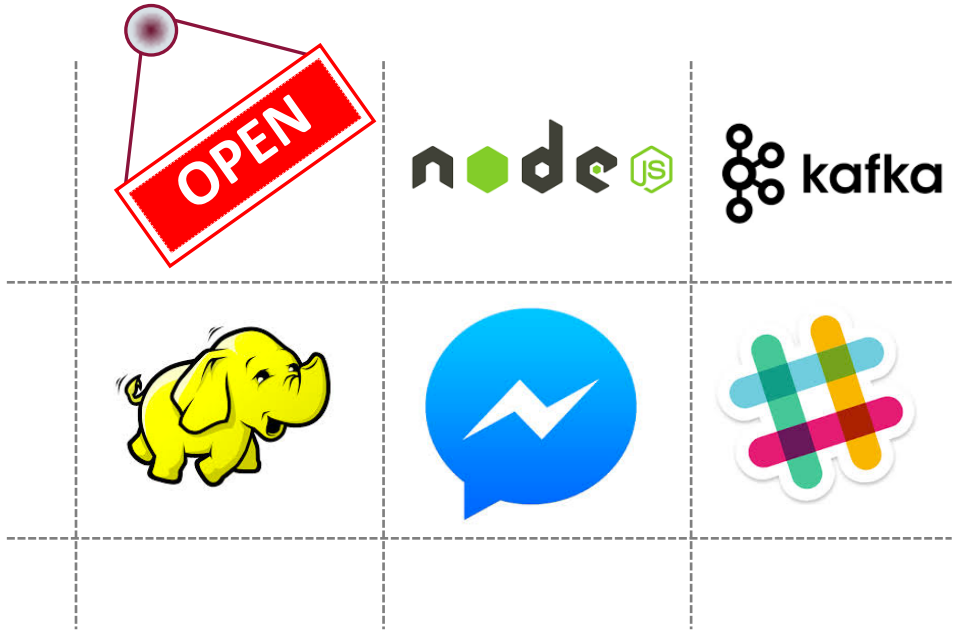
Why Oracle for Chatbots?

- 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



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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

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Customer Engagement Analytics

Multi channel predictive analytics

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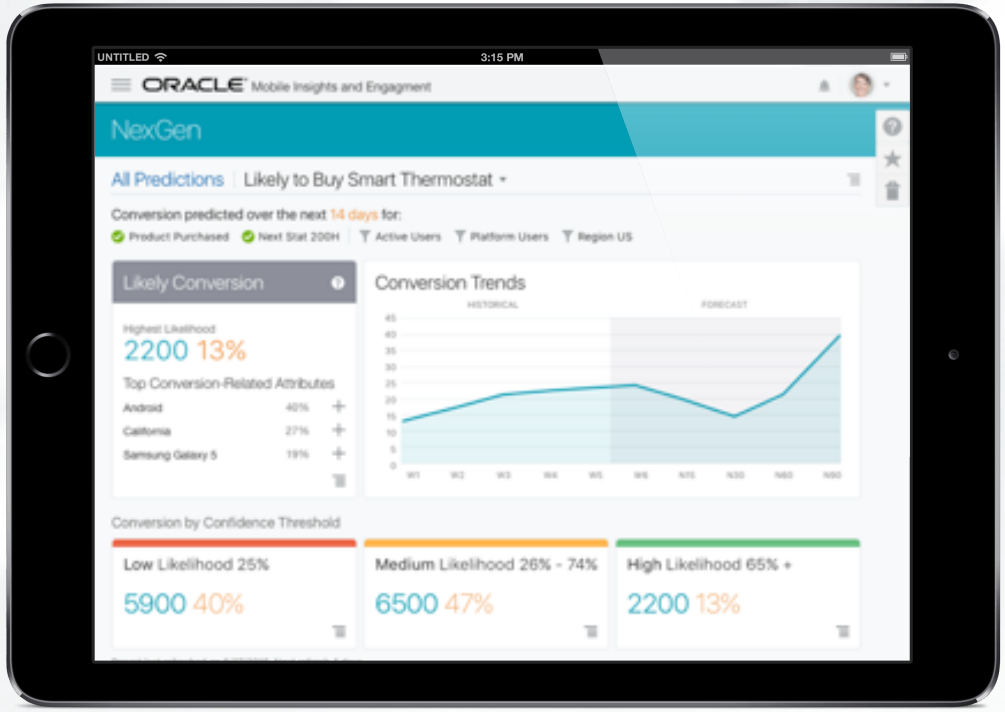
Customer Engagement Analytics

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

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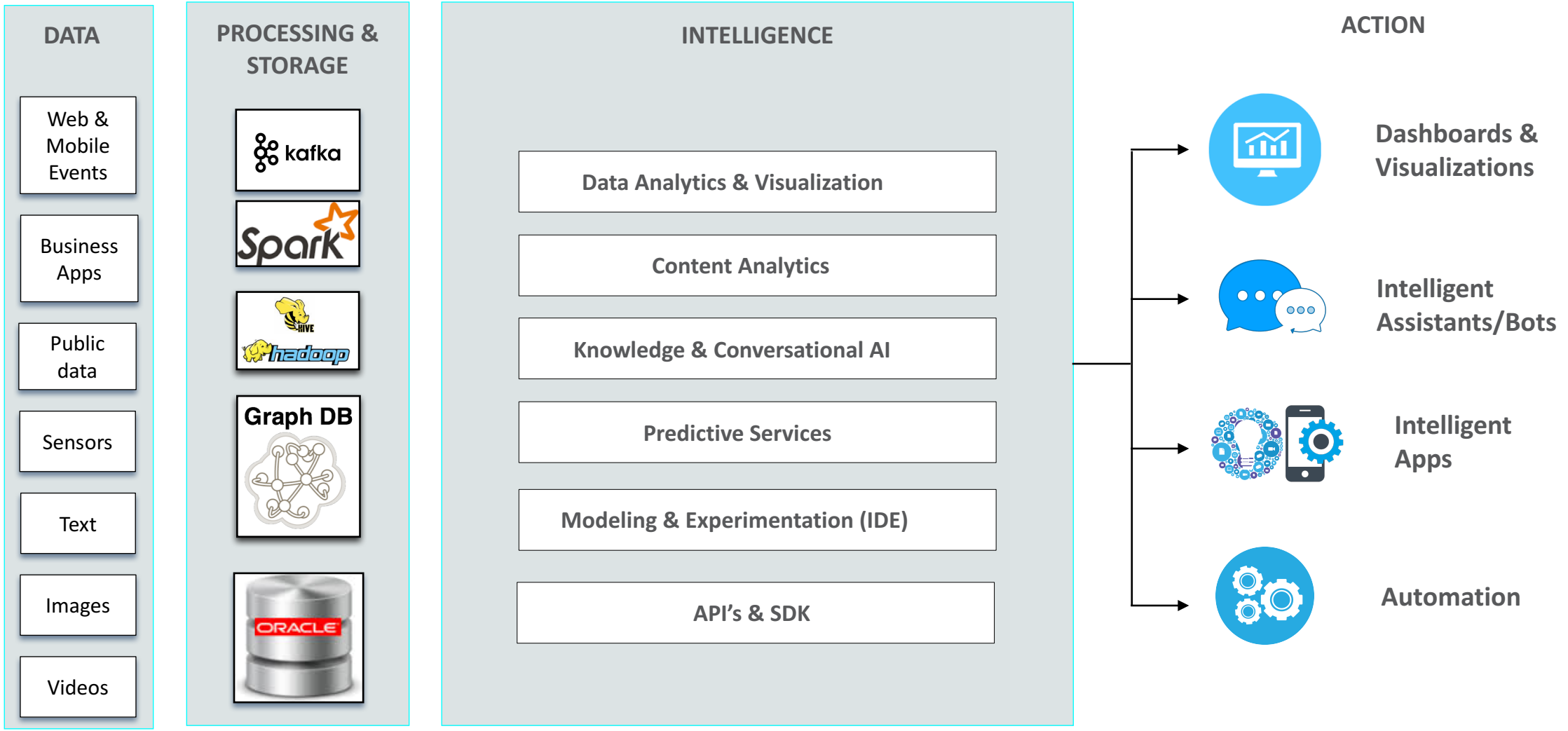
Multi Channel Stack



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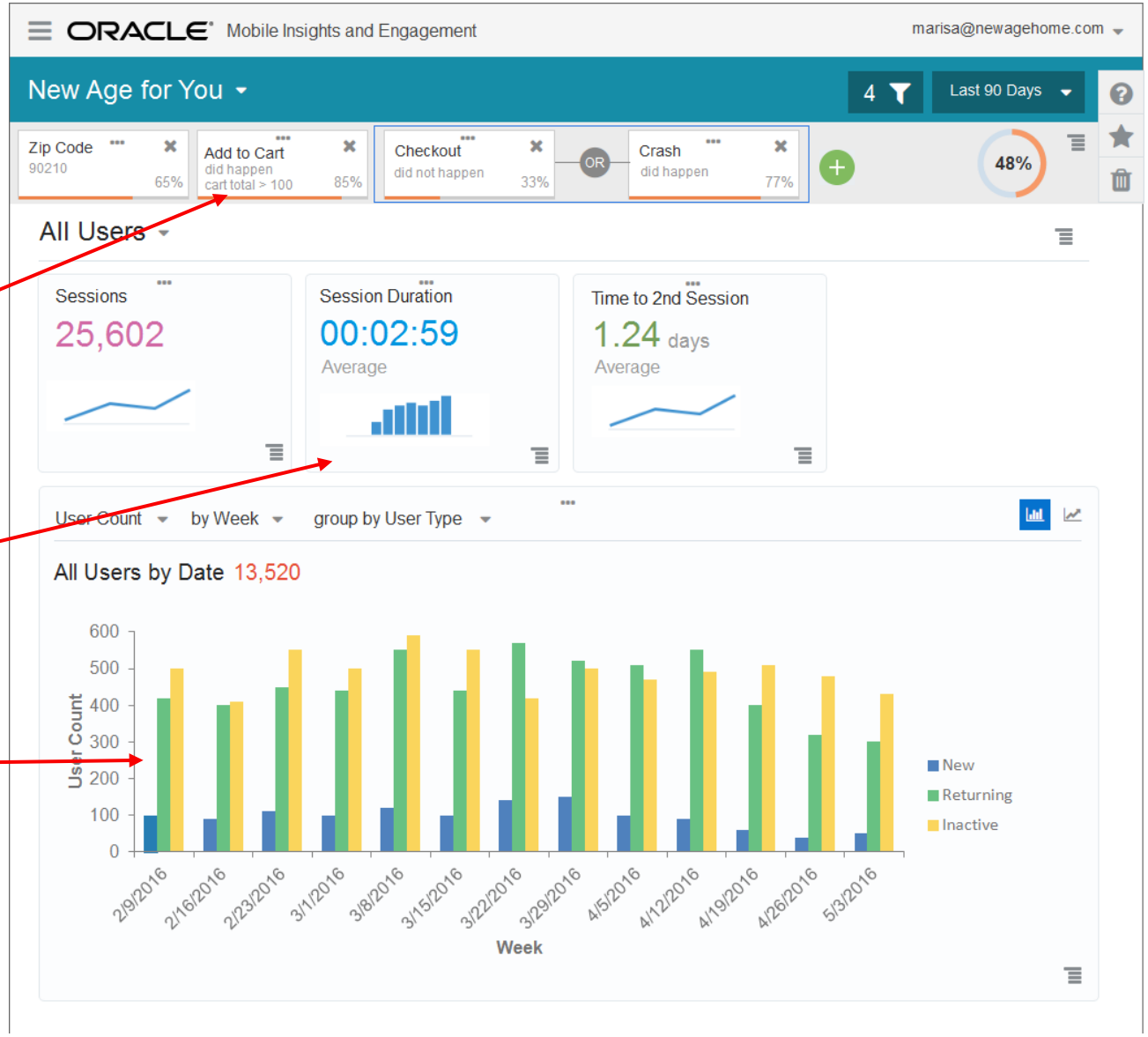
Segmentation and Users + Session Metrics:

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)



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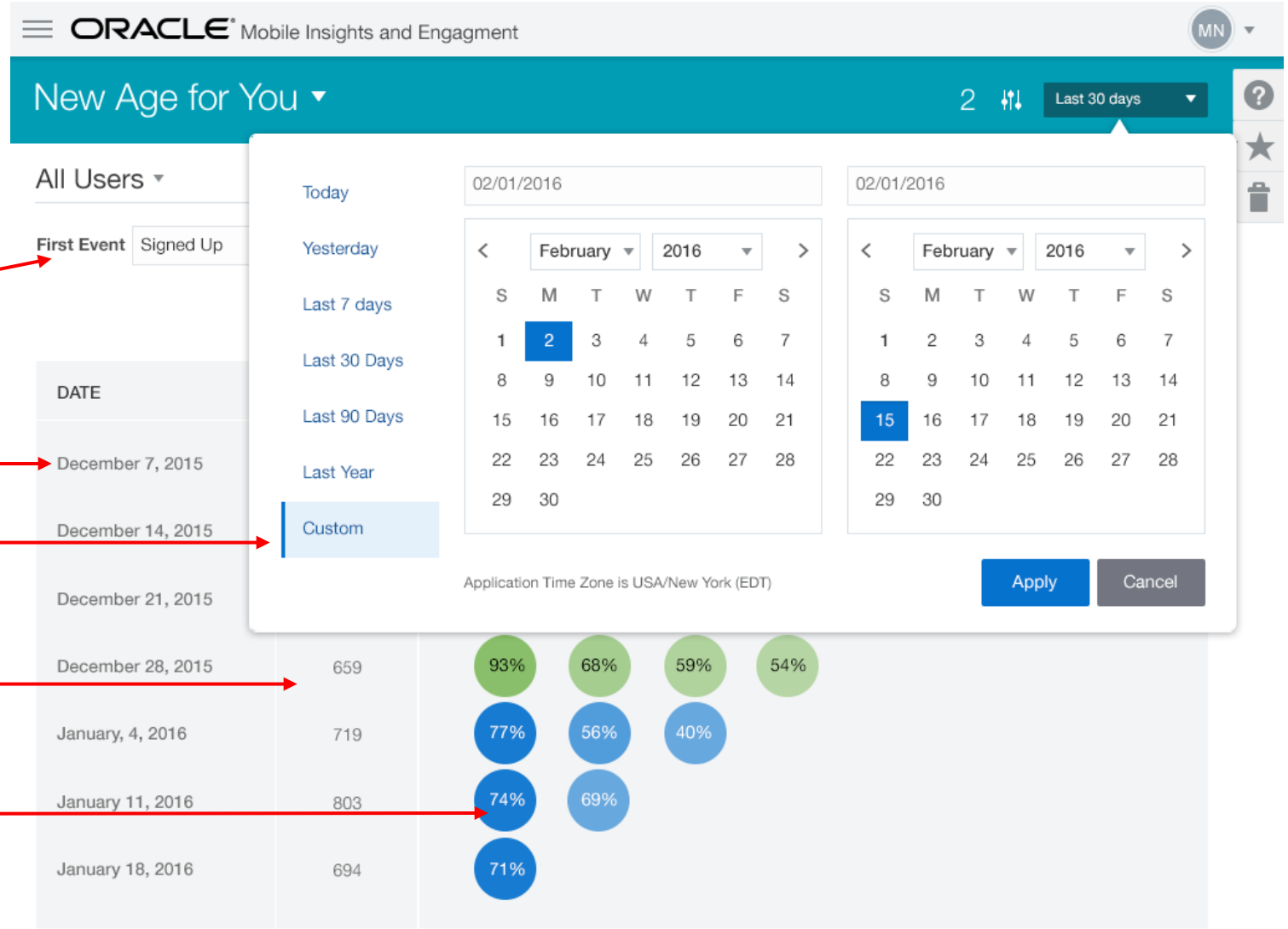
Cohorts: Analyzing User Retention

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

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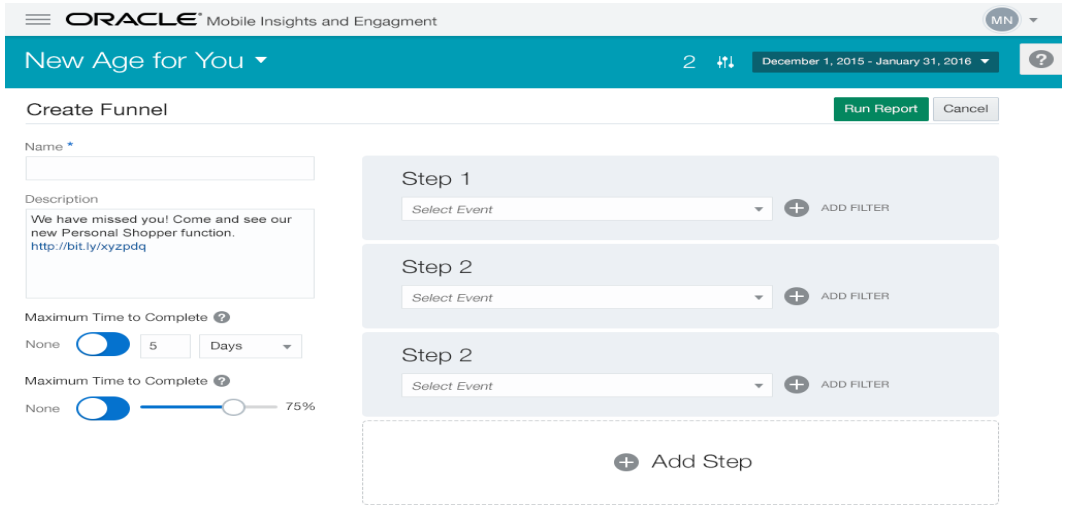
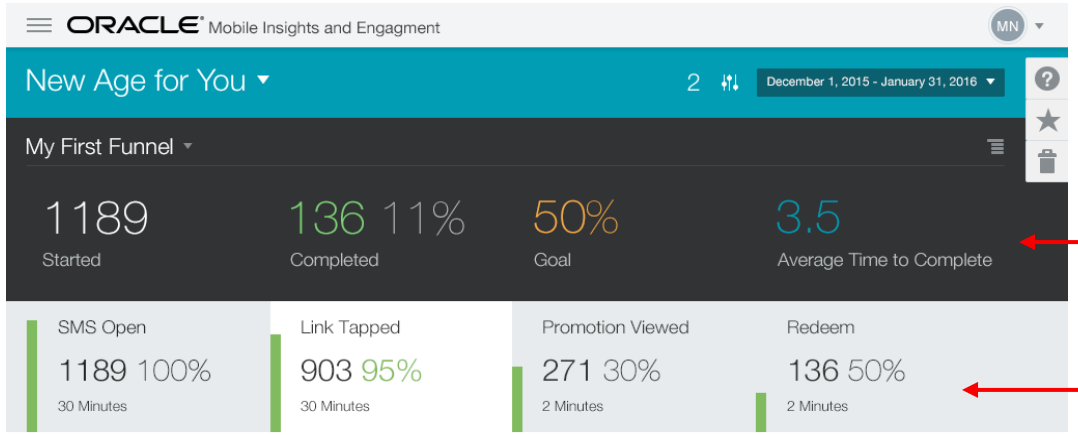
Funnel Analysis:

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

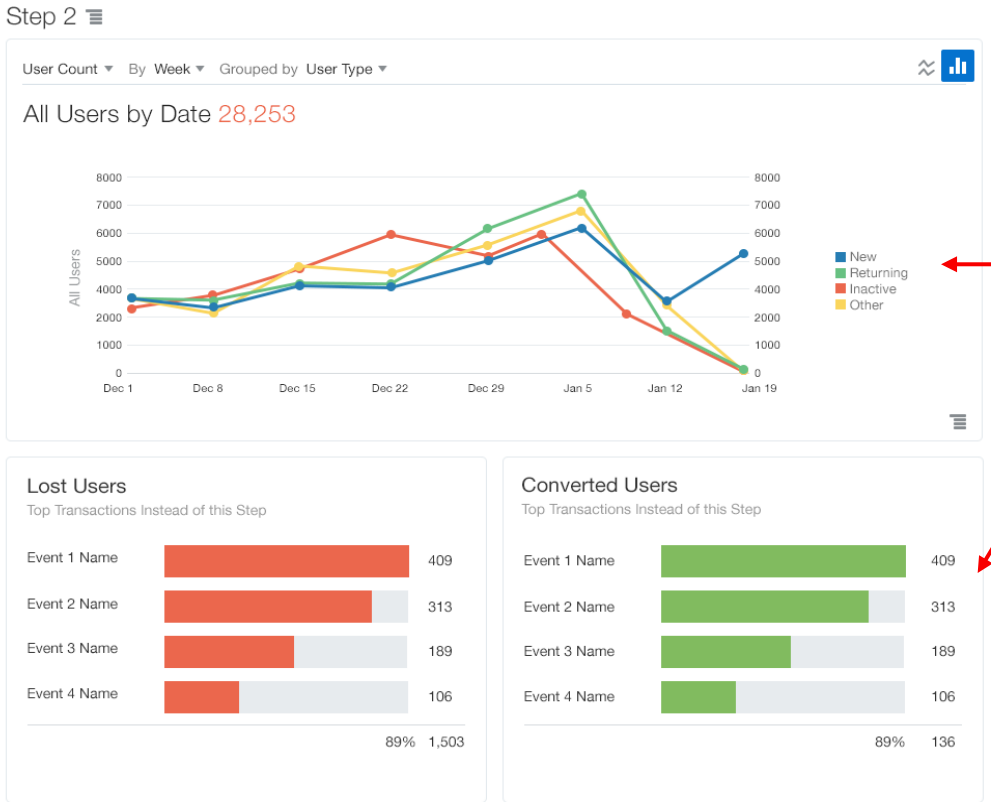


Funnel Definition



Funnel Results

Funnel Definition



Funnel Drill-down

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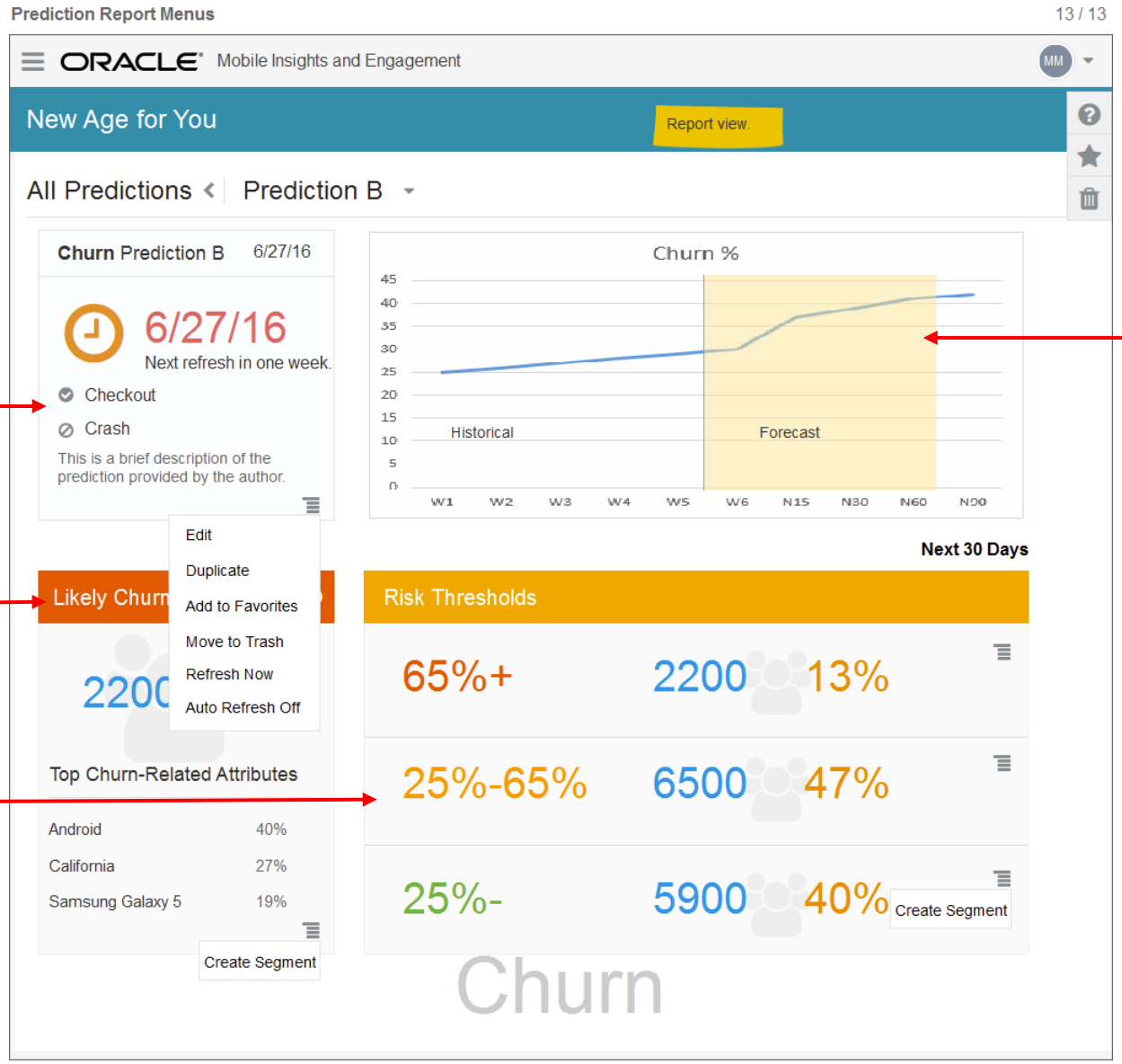
Predictive Example [Churn]

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



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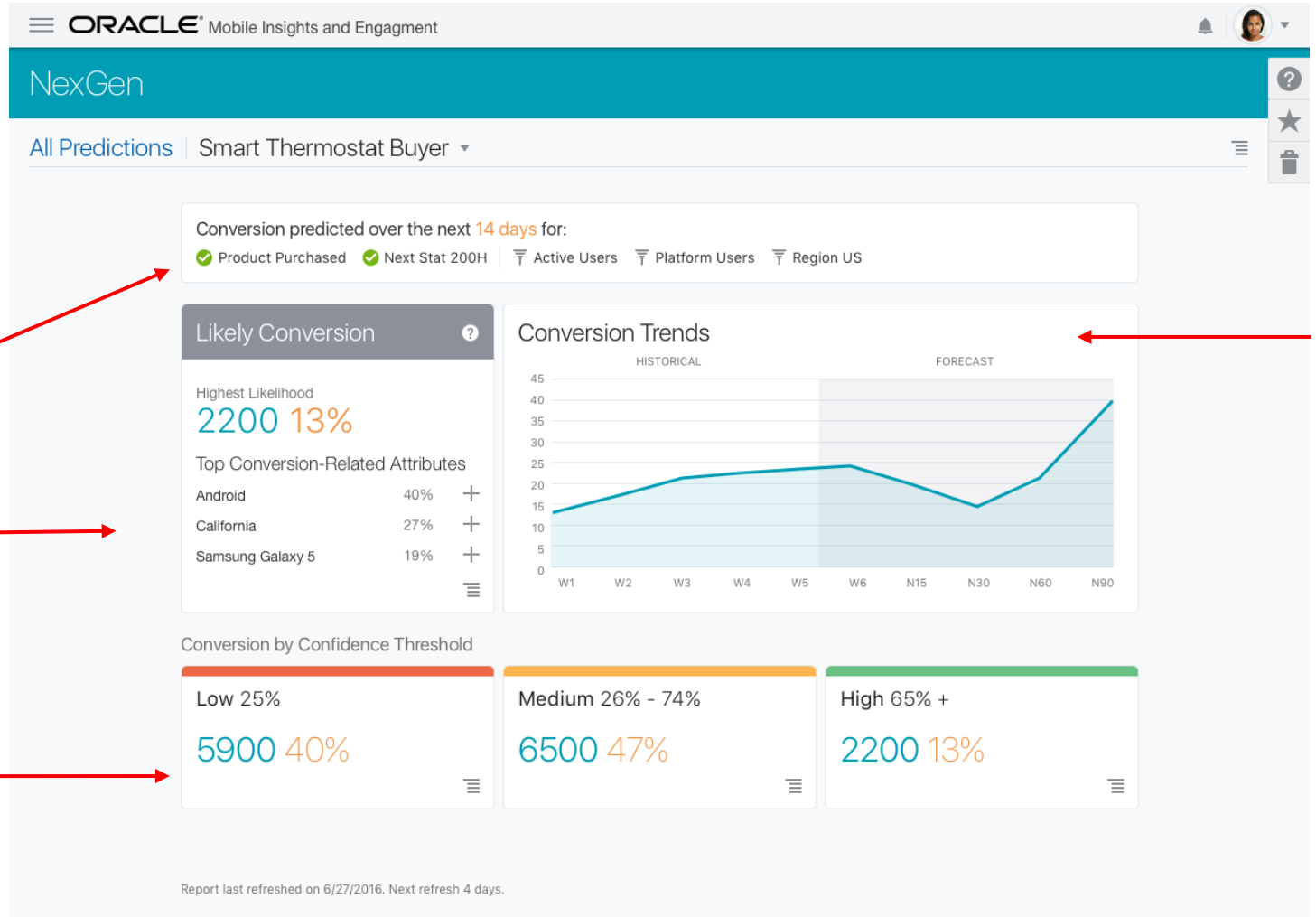
Predictive Example [Convert]

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

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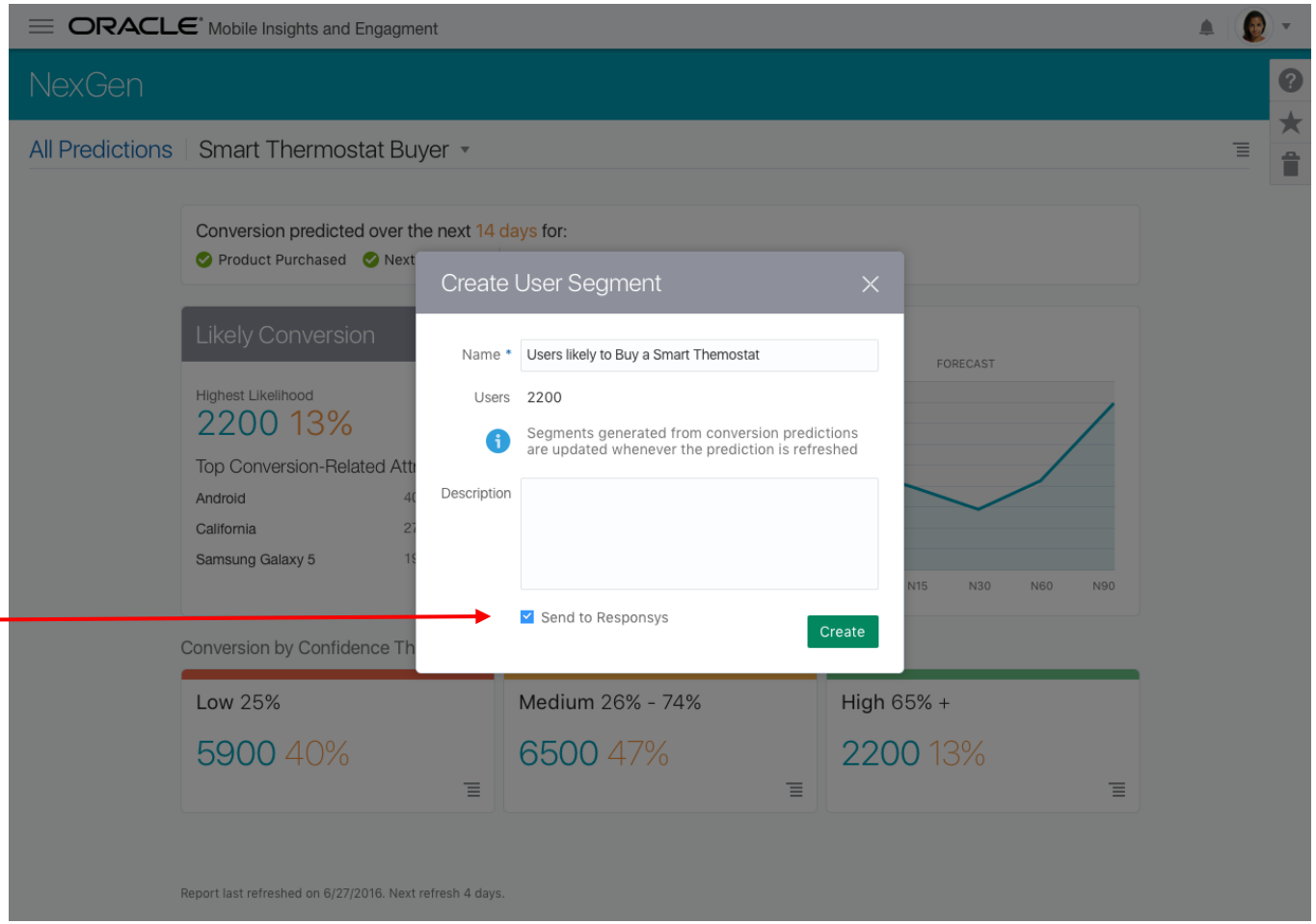
Integration with Oracle Marketing Cloud (Responsys)

- **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.



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Partner Resources

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MCS Training, Certification and Specialization

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

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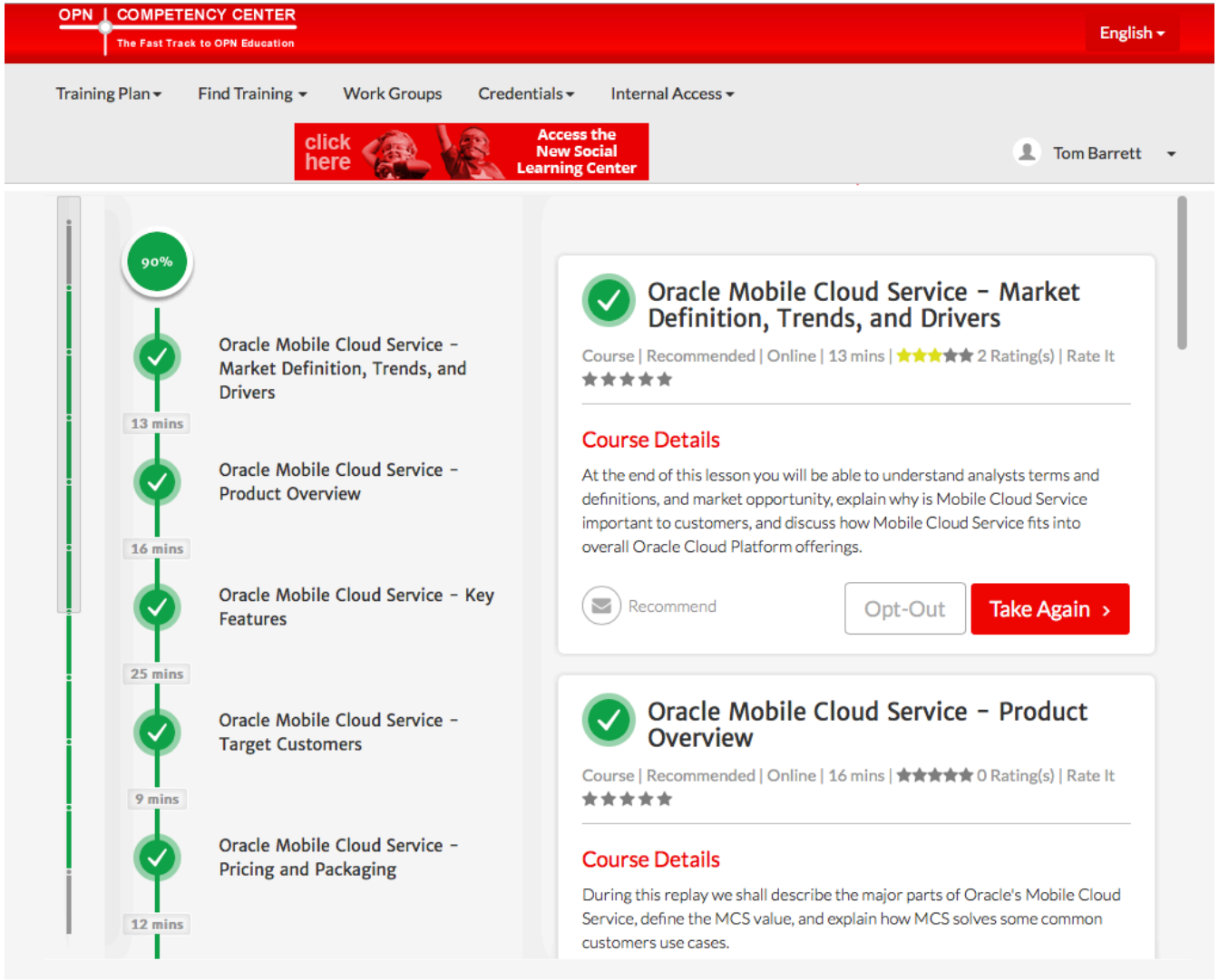
Sales Training

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)



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

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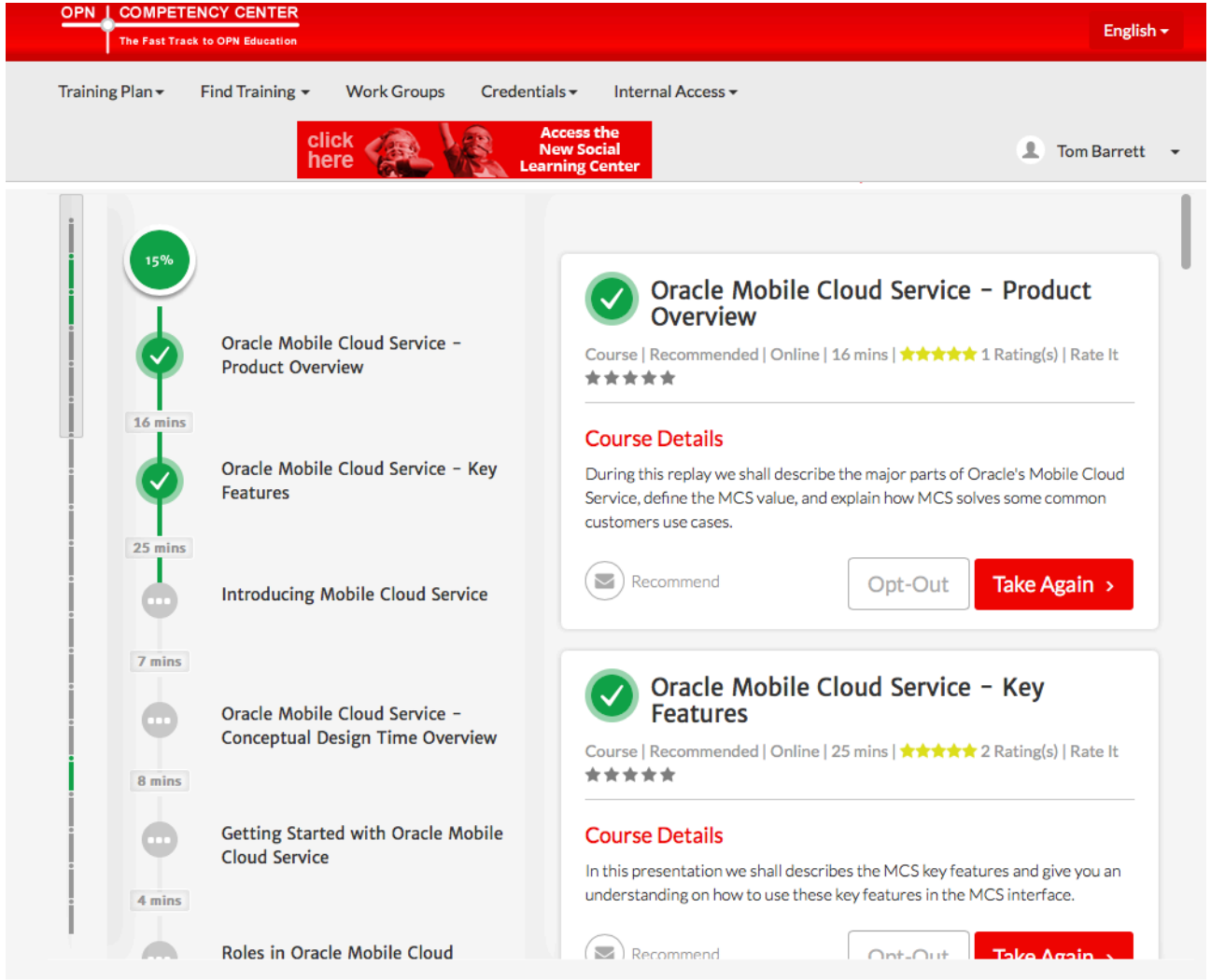
Sales Training

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)



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

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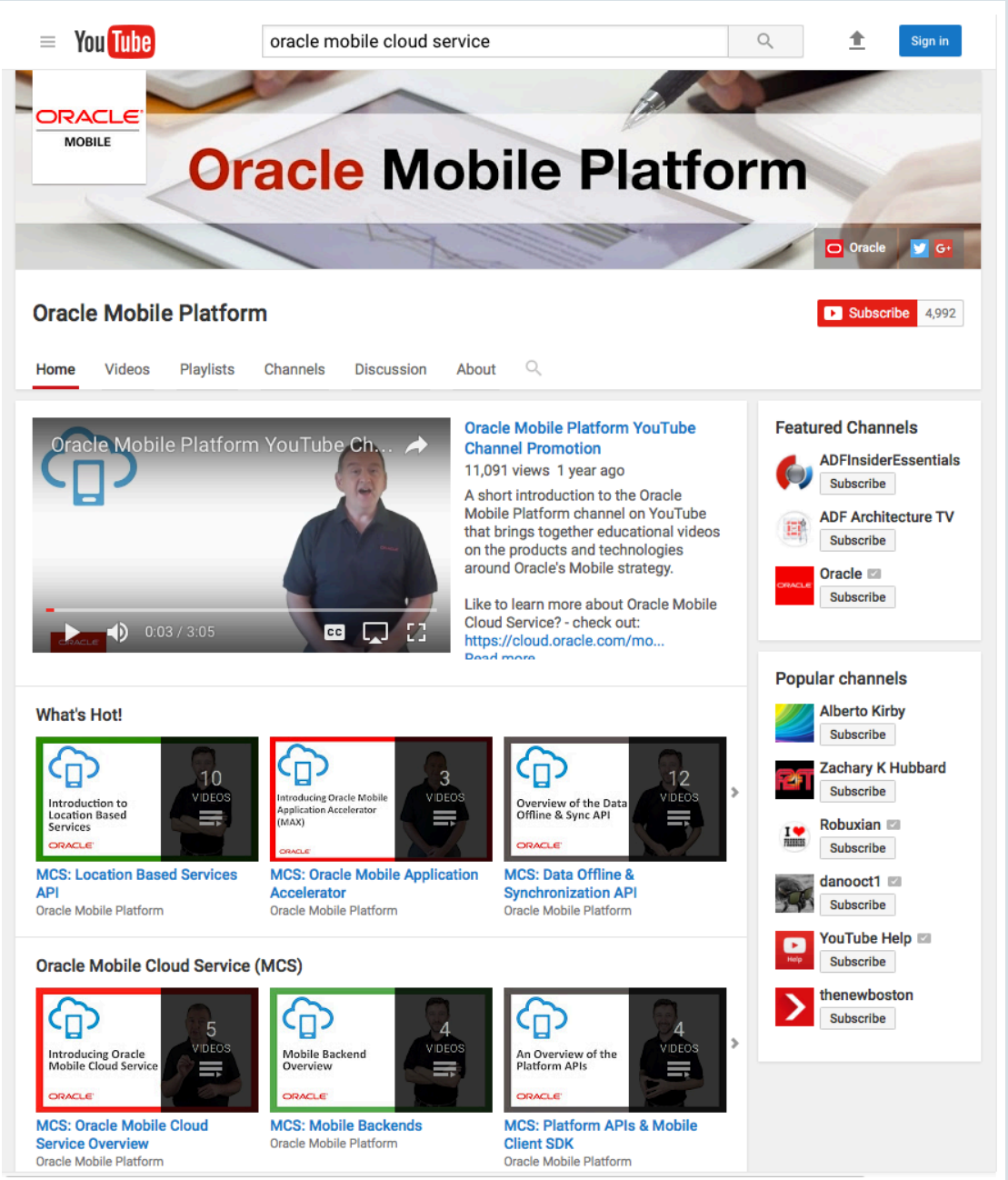
Developer Training

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



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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`

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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		✔
Customer References		1
# Of Transactions *	Resell	1
	Non-Commission Co-sell	
	Referral	
Competency Criteria		
Oracle Mobile Cloud Service 2016 Sales Specialist **Recommended Training**		2
Oracle Mobile Cloud Service 2016 Presales Specialist **Recommended Training**		2
General Product Support Specialist v4.0 **Recommended Training**		1
Oracle Certified Specialist: Mobile Cloud Service 2016 Developer Oracle Mobile Cloud Service 2016 Developer Essentials (1Z0-346)		2

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

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Partner Feedback Channel

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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

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Integrated Cloud

Applications & Platform Services

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