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Oracle Integration Cloud Service

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Integration Poses One of the Largest Challenges ... Still

1 in 2

Abandoned a cloud app
in last 3 years due to
integration problems

54%

Of businesses have
missed project deadlines
in last 6 months due to
cloud integration
problems

75%

Suffer from an impaired
ability to innovate due
to poor integration of
cloud applications

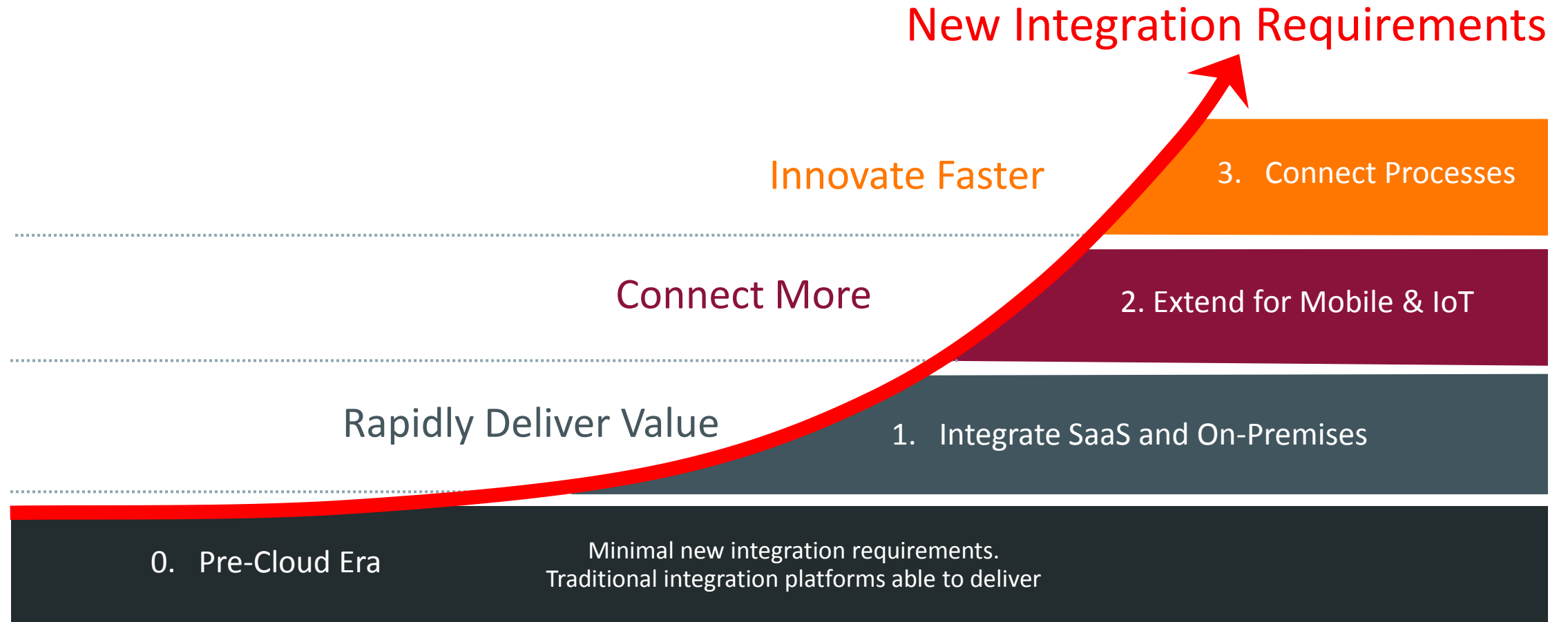
Half

Of cloud adopters have
tried and failed at cloud
integration

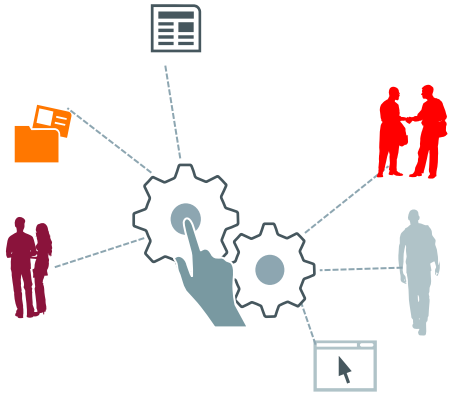
Source: Dynamic Markets – Cloud for Business Managers: the Good, the Bad, the Ugly, 2013

New Business Initiatives Require New Paradigms

Traditional Integration is Not Enough



The SaaS World Changes Everything



CONNECT EVERYTHING

Unify connection to devices,
data, APIs & applications



SIMPLIFY INTEGRATION

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

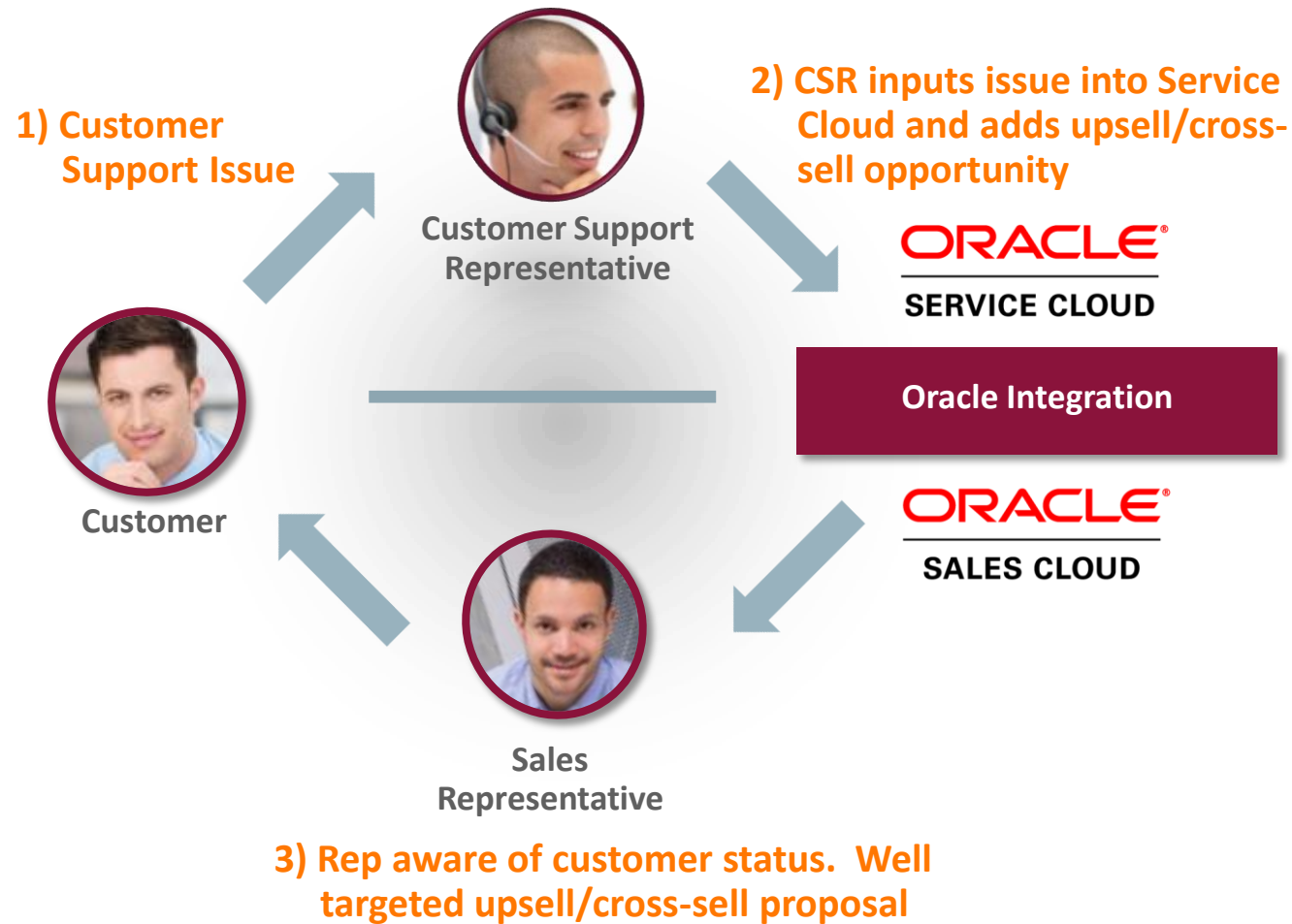


FLEXIBILITY & CHOICE

Allow your integrations to
transition into the cloud,
or be extended on any platform

Example Integration Scenario:

Integrating Customer Support with Sales Representatives



Benefits of Integration from this Scenario

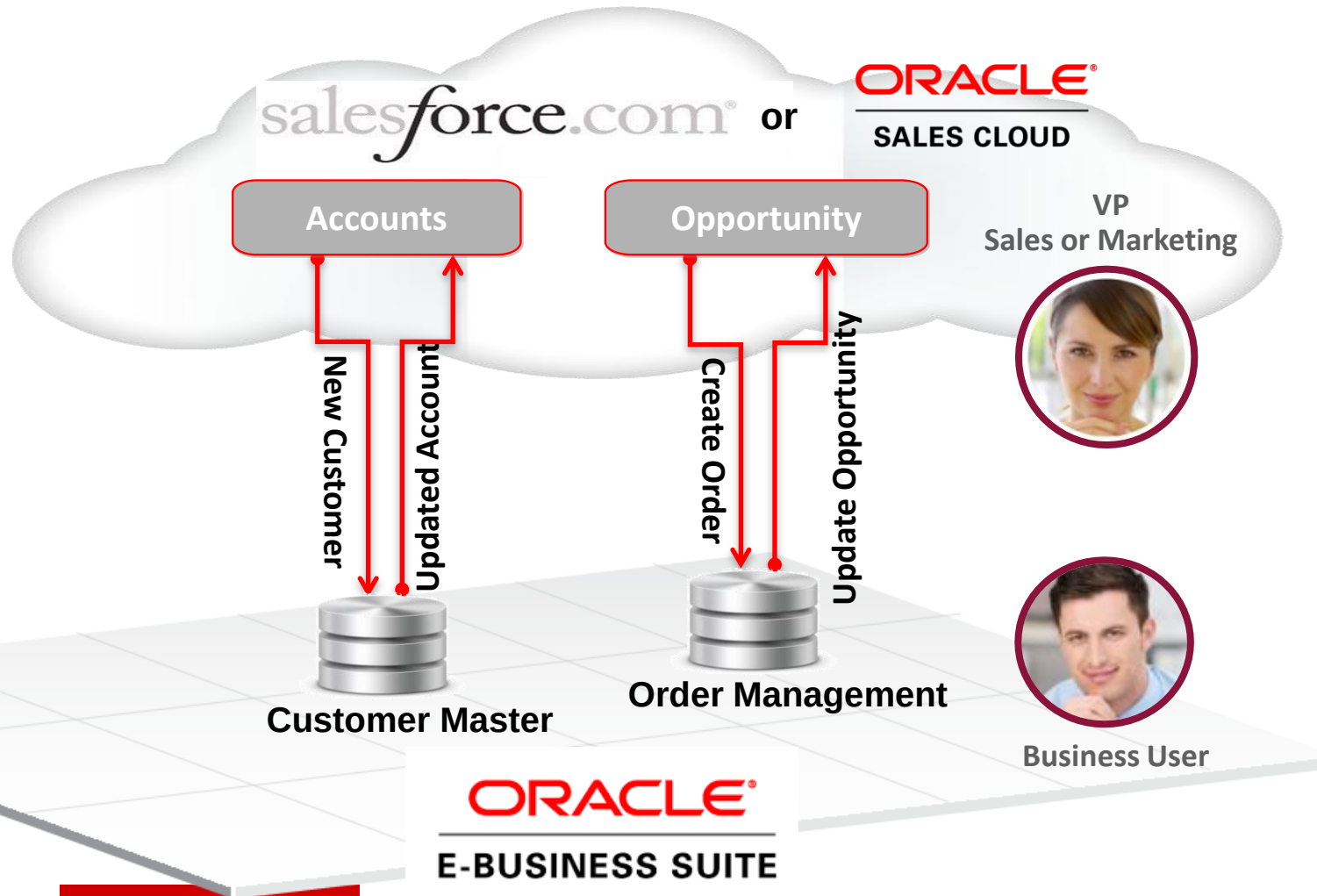
Increased revenue

Better alignment of customer issues

Faster sales cycle

Example Integration Scenario:

Opportunity to Order – SaaS to E-Business Suite



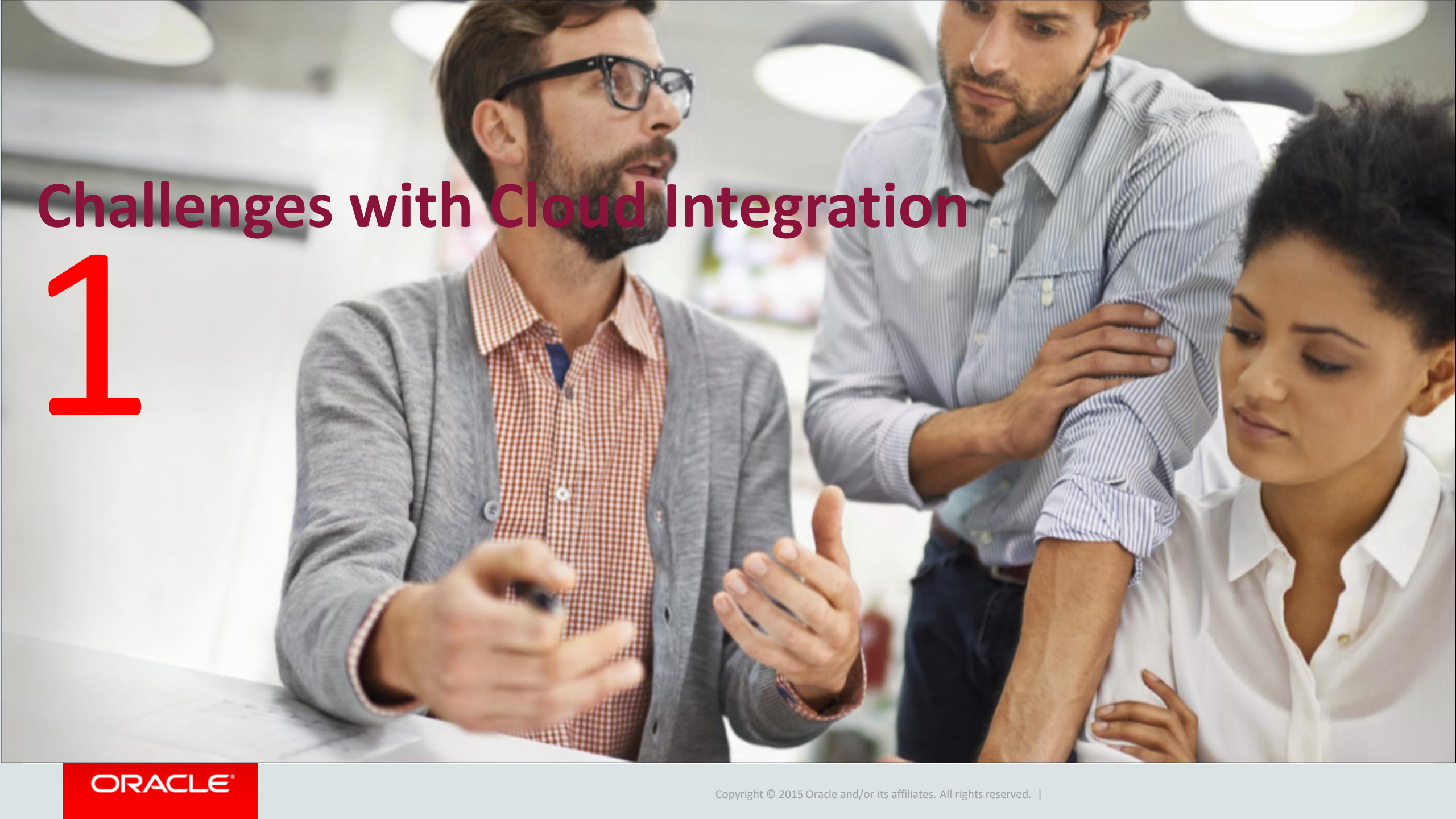
Benefits of Integration from this Scenario

Increased visibility

Eliminate duplication and manual re-entry

Faster sales cycle

Lower costs



Challenges with Cloud Integration

1

Five Reasons Why a New Approach is Needed



DESIGNED FOR COMPLEXITY

Too complex for LOB & applications IT to integrate



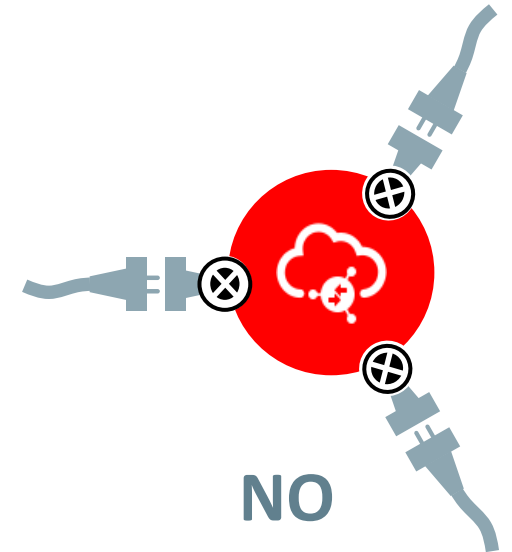
NO APPLICATION AWARENESS

Integration platforms lacked pre-built integrations and awareness of applications



NO EXPERT GUIDANCE

Introduces unnecessary errors



NO PRE-INTEGRATION

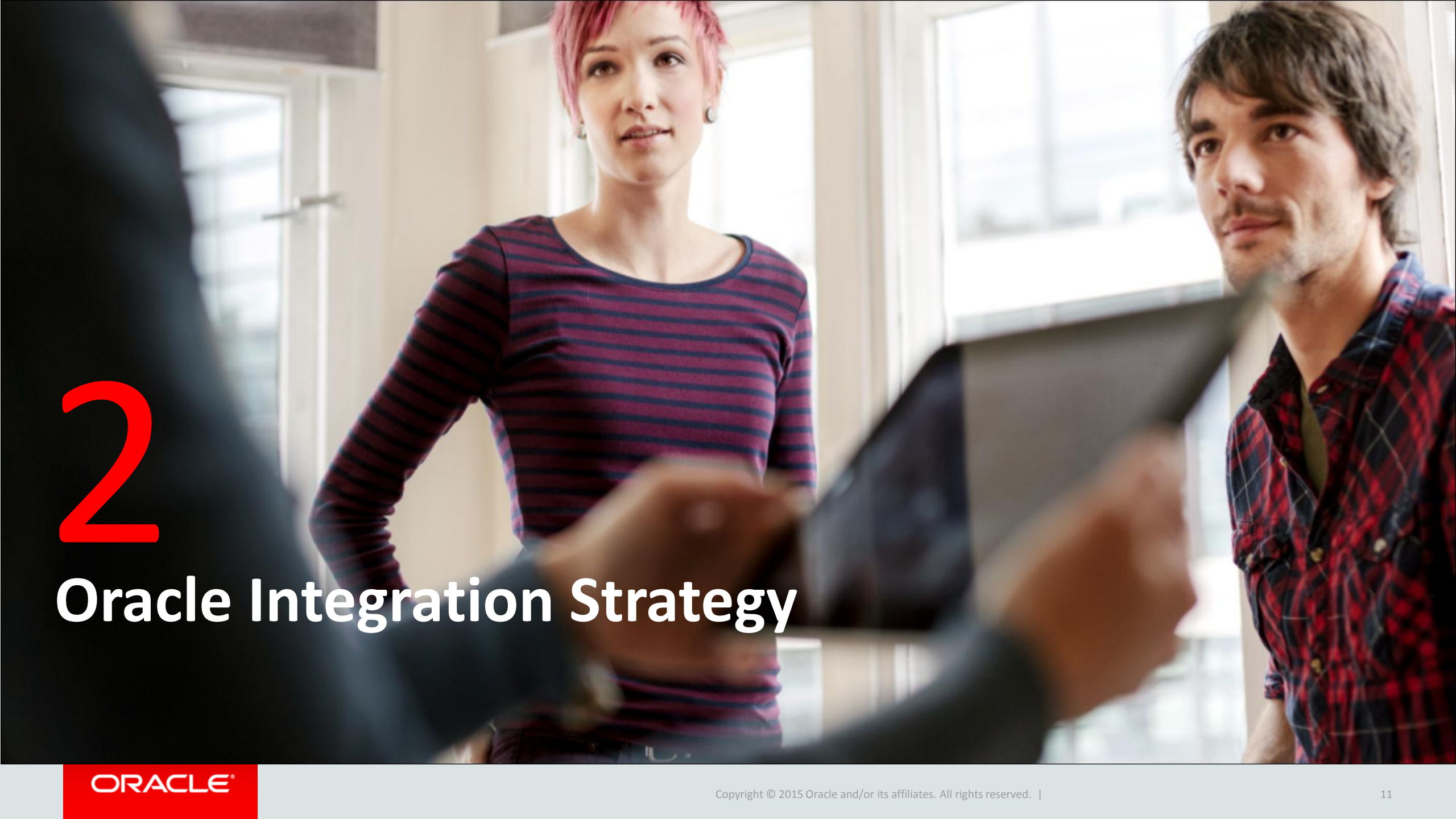
Requires rebuilding application integrations



DEPLOYMENT LOCK-IN

Different standards, architecture, and components between public & private





2

Oracle Integration Strategy

Oracle's Integration Platform : Strategy

Build once deploy anywhere



ON-PREMISE



CLOUD



HYBRID

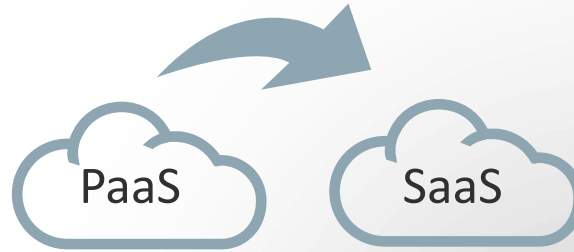


Oracle's Strategy : Integration in Cloud



EASE OF USE

Easy to align business with IT



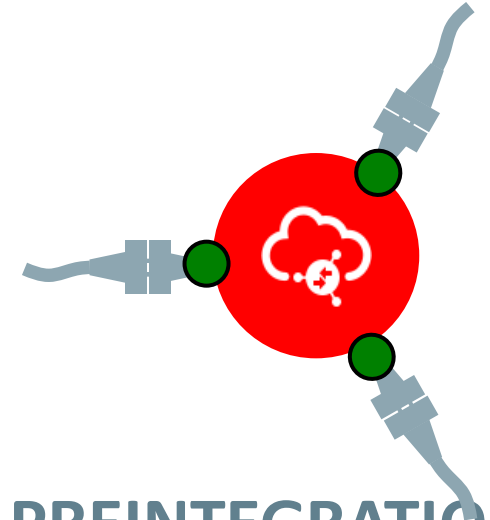
AUTO ASSOCIATE OF APPLICATIONS

Eliminates errors when manually loading and configuration PaaS with SaaS applications



RECOMMENDATIONS

Deliver error-free integrations faster



PREINTEGRATION

Run-ready integrations, built by Oracle and partners



PUBLIC

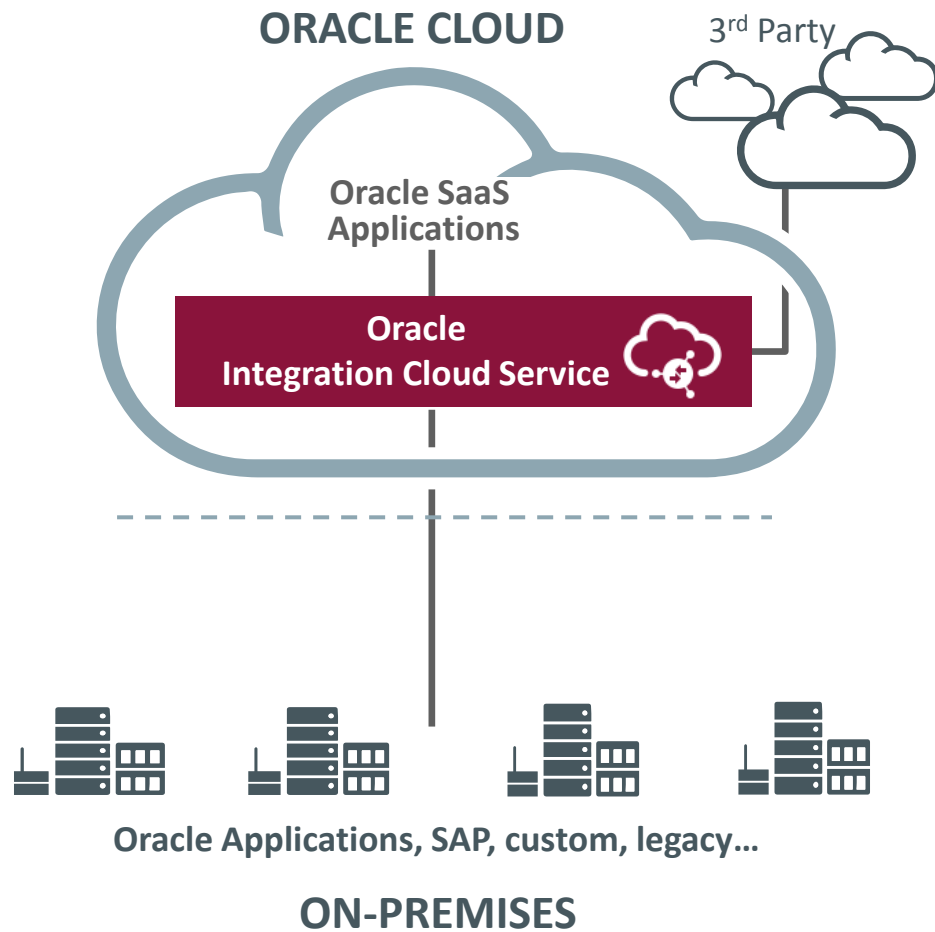
CLOUD PORTABILITY

Migrate integration platform to support changing business requirements



PRIVATE

Integration Cloud Service



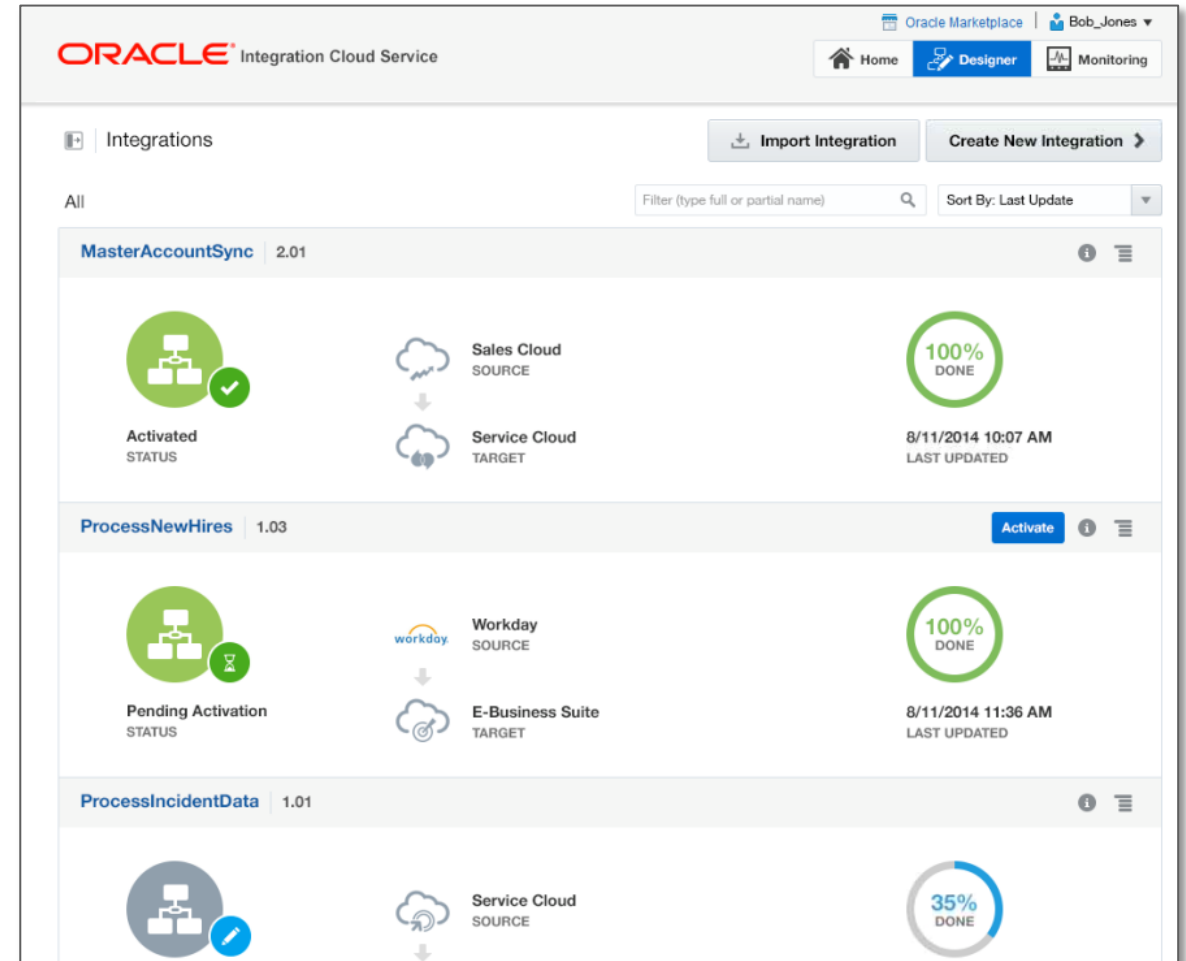
- Integrates cloud and on-premises applications
- Easy to use LOB friendly integration designer
- Prebuilt integrations for common scenarios
- Recommendations to guide mapping
- Automated back-up, patch updates, and upgrades
- Library of adapters for Oracle and 3rd party applications

Demonstration:

Integration Cloud Service

Simplify Integration to Oracle SaaS

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



Faster Time to Integrate

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

The screenshot shows a window titled "Recommendations for: /getOpportunityResponse". It features a search bar, a "Sorted By" dropdown, and a table of recommendations. The table has columns for "Name", "Mapping Recommendations", and "Relevance". A "Find..." search bar is located above the table. The table lists various fields and their corresponding mappings, each with a checkbox and a star rating. A hand cursor is pointing at the "CreatedBy" mapping. At the bottom, it shows "Total Recommendations Found: 23 | Recommendations Selected: 0" and "Cancel" and "OK" buttons.

Name	Mapping Recommendations	Relevance
☐ <> getOpportunityResponse		
☐ <> result		
☐ <> ORG_ID	PrimaryOrganizationId	★★★★★
☐ <> CREATED_BY	CreatedBy	★★★★★
☐ <> CREATION_DATE	CreationDate	★★★★★
☐ <> CURRENCY_CODE	CurrencyCode	★★★★★
☐ <> UPDATED_DATE	LastUpdateDate	★★★★★
☐ <> UPDATED_BY	LastUpdateBy	★★★★★
☐ <> NAME	ObjectVersionNumber	★★★★★
☐ <> VERSION	Name	★★★★★
☐ <> OPP_ID	OpptyId	★★★★★
☐ <> OPP_NUMBER	OpptyNumber	★★★★★
☐ <> RES_PARTY_ID	OwnerResourcePartyId	★★★★★
☐ <> COMP_ID_PRIM	PrimaryCompetitorId	★★★★★
☐ <> PRIM_CONTACT_ID	KeyContactId	★★★★★
☐ <> RWLCODE	ReasonWonLostCode	★★★★★

Total Recommendations Found: 23 | Recommendations Selected: 0

Cancel OK

Pricing



Integration Cloud Service

- Simple pricing scheme with one metric (Number of Connections)
- SE: \$1,300/mo (includes 2 Connections)
- EE: \$3,900/mo (EE - 6 Connections included).
- Additional Connections at \$650/Month.

Same Platform built for all Integration Personas

SI's and ISVs

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

Oracle

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

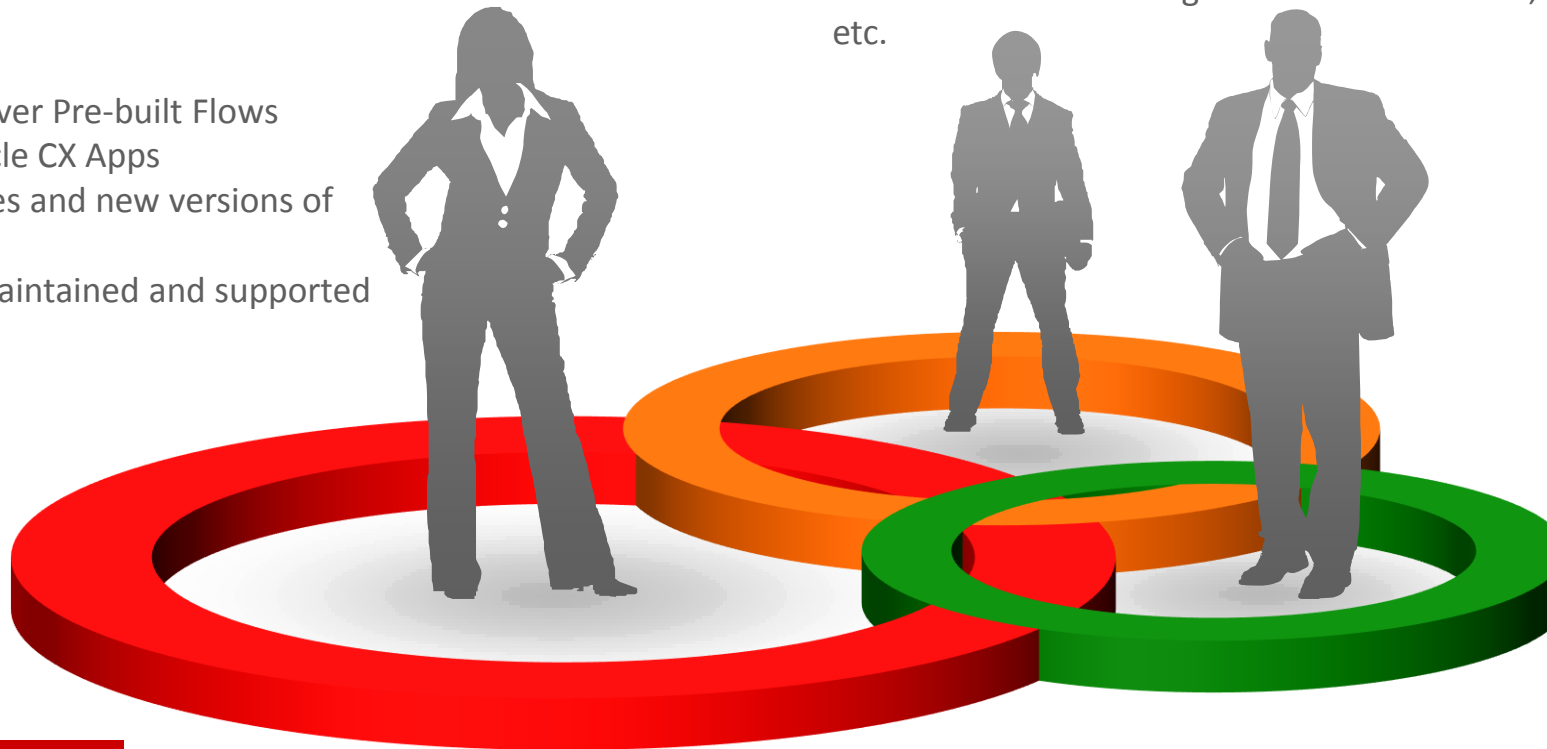
Customers

Developers:

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

Admin/IT Users:

- Troubleshoot data and connectivity issues



Cloud Adapter SDK

Simple and powerful SDK to build and deliver Adapters quickly

1

Huge Opportunity

Java APIs to build Adapters
for over 2000+ SaaS
Applications

2

Transformative

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

3

High Productivity

Kick-start your development with
Library of Sample Adapters

4

100% Portable

- Build once deploy anywhere
- Cloud : ICS, SOACS
 - On Premise : SOA Suite

Oracle Cloud Marketplace

One Stop Shop for Apps (including Integrations and Adapters)

Key Features

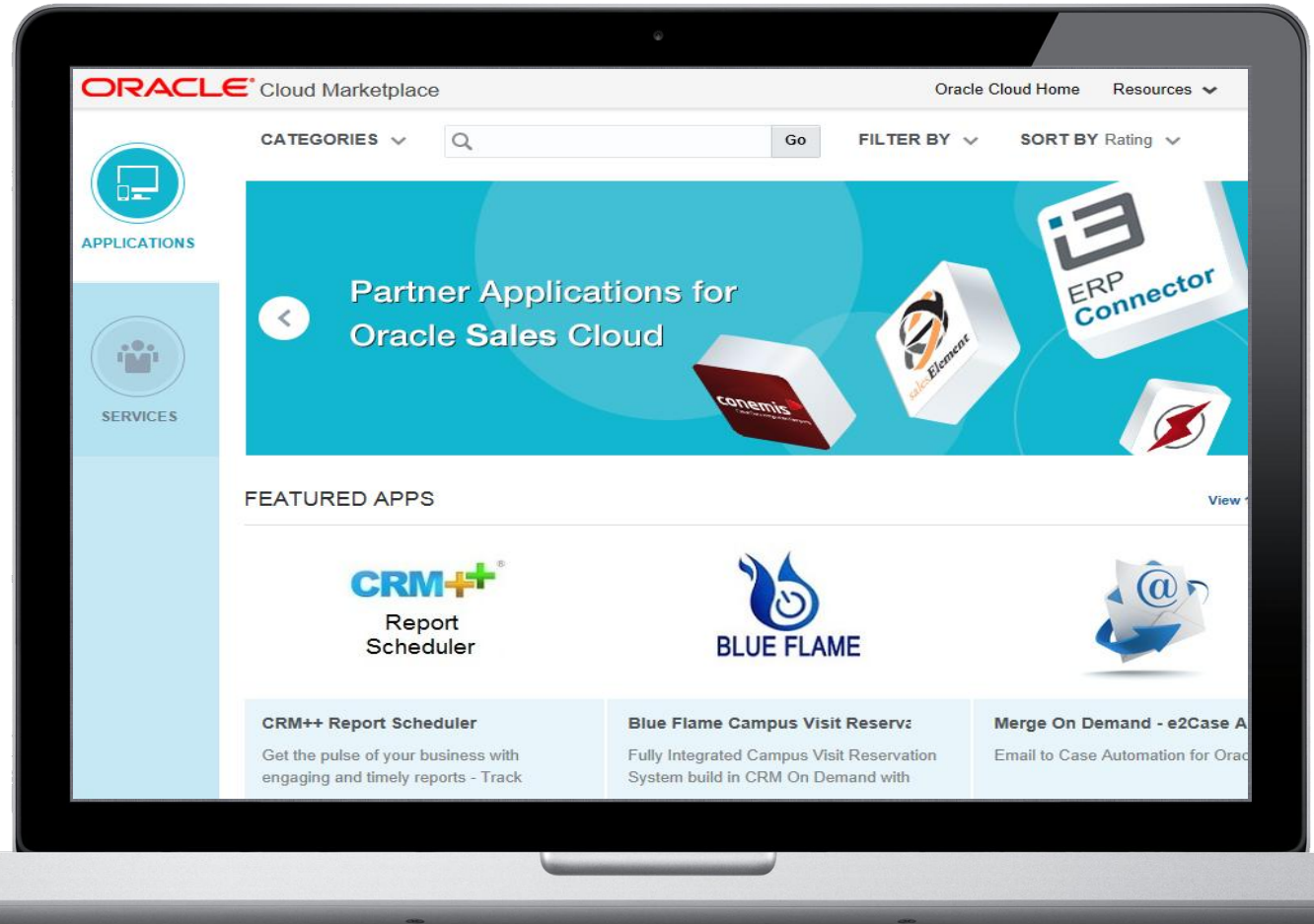
- Hundreds of apps
- Latest innovations
- Certified apps from partners
- Integrations, adapters and processes to be included

How It Works

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

Benefits

- Packaged Integrations available from Oracle & Partners
- Over 350+ Partners actively engaged



A woman with short pink hair and a man are looking at a laptop screen in an office setting. The woman is wearing a red and black striped long-sleeved shirt. The man is wearing a red and black plaid shirt. The background shows a window with a view of a city.

4

Case Studies & Customer Testimonials!

Innovation – Rethinking Integration

Oracle Integration Cloud Service



“The whole mindset
is different.

Now you're just building an integration and activating
it on the fly”

Sampath Kurra
Land O' Lakes

Innovation – Rethinking Integration

Oracle Integration Cloud Service



“It's just fascinating to see
a vision come to life.”

Integration Cloud Service bridges the gap between
what we've always wanted...simplicity in integration
and putting it into the cloud”

Faisal Ghadi ally – Director
PWC

Innovation – Rethinking Integration

Oracle Integration Cloud Service



“Very
simple, straightforward,
very solid tool”

Marcelo Menard – Global Enterprise Architect
Vale Inc.

Oracle Integration Platform Cloud Service: Summary

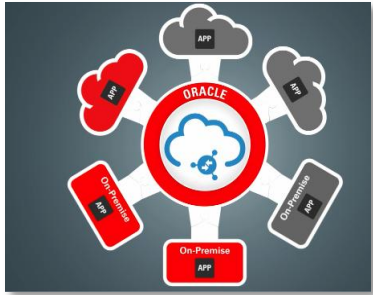
- Oracle Integration Platform Cloud Service offers
 - Depth and Breadth of functionality for APIs, Data, Services and Events integration
 - Designed for SaaS, IT & Data
 - Purpose built for Hybrid Integration
- A solution for all enterprise personas and requirements
 - For Developers
 - For Departmental Users
- A flexible deployment option for on-premise deployments
 - Similar operational experience as the Public Cloud

Call to Action

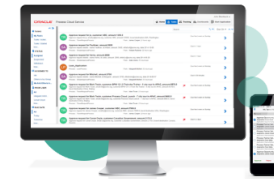
Help Drive Business Transformation in the Cloud with the #1 Integration Cloud Platform

- **Engage**
 - Initiate and Drive Cloud-Transformation programs for your Customers
 - Apprise customers on value proposition of Oracle's Integration Cloud Platform
 - Build Targeted High Value Demos demonstrating value and differentiation
- **Deliver**
 - Contribute to an Active Cloud Marketplace
 - Pre-built integrations between SaaS and/or on-premise applications
 - Deliver rich and differentiating adapters for one of more than 2300+ SaaS Applications today
- **Collaborate**
 - Work with Product Management on feedback, use-cases and solutions
 - Share the stage with us on Oracle Openworld
- **Educate**
 - Events, Meetups, Blogs, Social Media, Whitepapers, Case Studies, Video Demos

Where to Get More Information



Oracle.com/Integration



Rapidly design, automate
and manage business
processes in the cloud.

Learn how to collaboratively model business processes,
design forms, model decisions, and implement and deploy
the process application.

Rapid Process Composition

Business-driven rapid process design and automation

Mobile

Multi-channel responsive interfaces across web, phone and tablet

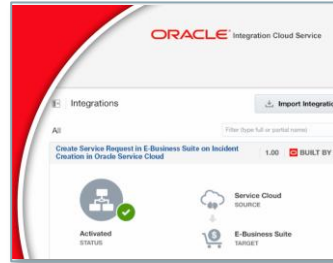
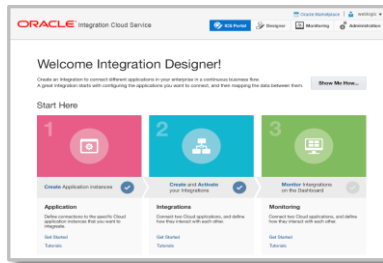
Extend Applications

Extend SaaS, on-premise and custom applications

Business Agility & Control

Powerful interactive dashboards, rich alerts, and guided troubleshooting

cloud.Oracle.com/Process
cloud.Oracle.com/integration



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[#ModernCloud](https://twitter.com/OracleCloudZone)
[#Oracle ICS](https://twitter.com/OracleCloudZone), [#iPaaS](https://twitter.com/OracleCloudZone), [#OraclePaaS](https://twitter.com/OracleCloudZone)

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2015

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ORACLE FUSION MIDDLEWARE
TO DELIVER UNIQUE BUSINESS
VALUE?

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WINNER!

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- Mobile Platform
- Big Data and Business Analytics
- Security
- Oracle Exalogic Elastic Cloud
- Oracle Cloud Application Foundation
- Oracle Service-Oriented Architecture
- Oracle WebCenter
- Oracle Business Process Management



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For nomination forms and additional information:

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Innovation-Middleware_us@oracle.com

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Hardware and Software **Engineered to Work Together**

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