

# For today's Hands on Labs:

If you would like to participate in today's Hands on Labs and haven't signed up for an Oracle Cloud free trial account, please go to [cloud.oracle.com](https://cloud.oracle.com) and click on **Try It** to sign up now.

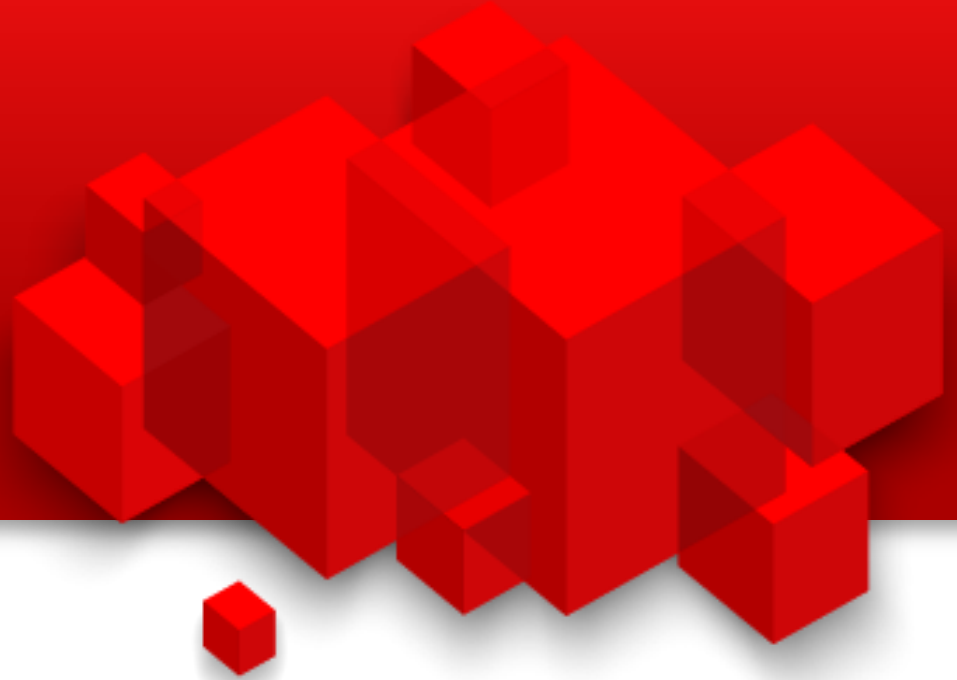
Note: Be sure to sign up using the same email address you used when registering for today's event. Trial accounts will be yours to keep for 30 days.



ORACLE®

**Welcome!**

**OTN Developer Day:**  
Cloud Application  
Development



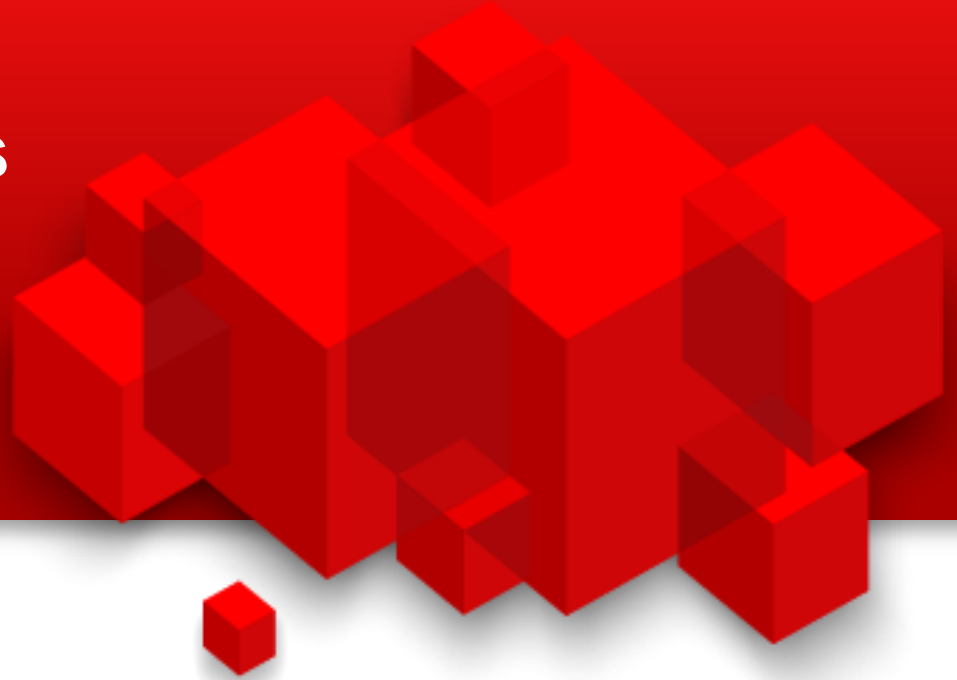
# Today's Agenda

Time	Session	
9:30 a.m.	<b>Keynote: Oracle Cloud for Cloud Application Developers</b>	
10:00 a.m.	<b>Hands-On Lab:</b> Develop with Oracle Database Cloud Service	<b>Hands-On Lab:</b> Develop with Oracle Java Cloud Service
12:00 p.m.	<b>Lunch and Learn</b> Get a preview of Developer, Messaging, and Storage Cloud Services	
1:00 p.m.	<b>Oracle Cloud Hackfest and Office Hours</b> Take Oracle Cloud for a spin and talk with Oracle Cloud team members	
2:30 p.m.	<b>Raffle and Wrap-Up</b>	

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# Oracle Cloud for Cloud Application Developers

Diby Malakar  
Director Product Management



# 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.

# What's Driving The Cloud



## GLOBALIZATION

Internet saturation  
growing at 8%  
annually



## DATA EXPLOSION

4300% data  
generation  
increase by 2020



## RISE OF MOBILITY

Smartphone  
shipments to top  
1B annually by  
2016



## SOCIAL IS BUSINESS

13+ million  
business pages on  
Facebook

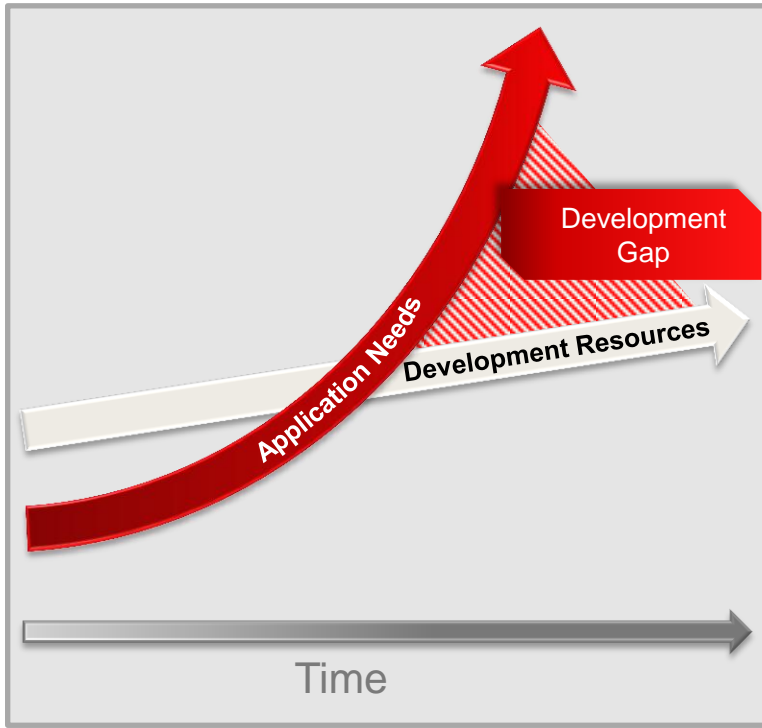


## MODERNIZE TO SURVIVE

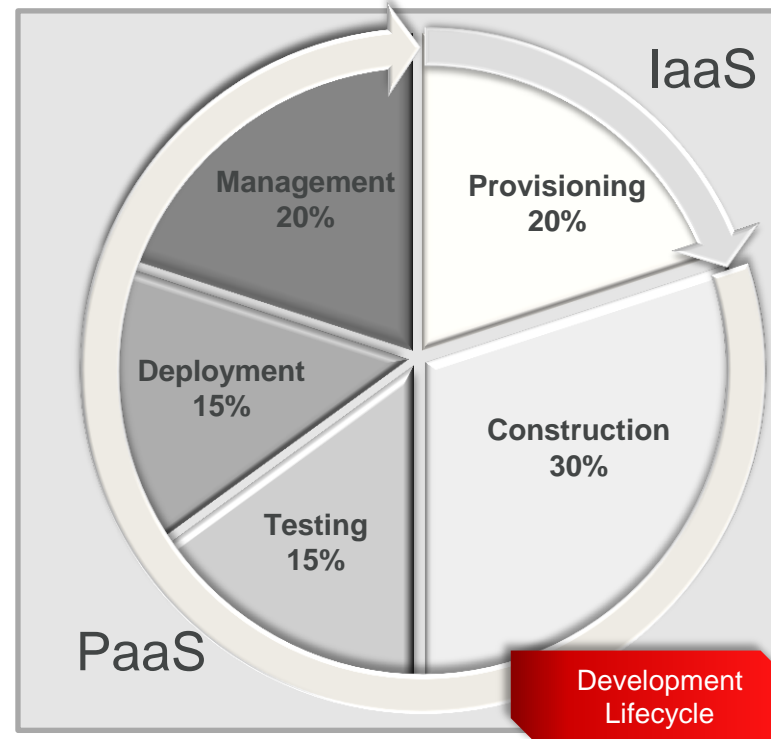
Productivity costs  
up 70-75% w/  
legacy within 7  
years

# What's Driving the Cloud for Developers

Address the Development Gap and Transform Development Experience



- Dramatically reduce provisioning, deployment and management time
- Increase throughput and quality with more efficient construction and testing



# Oracle Cloud

Unmatched Breadth, Depth and Choice

**Platform  
Services**

**Application  
Services**

**Social  
Services**

**Common Infrastructure Services**



**Build new or seamlessly extend existing investments with Cloud**

# Transform Development Experience with Oracle Cloud

Complete, Standards-Based, Enterprise-Grade



Database Services



Java Services



Developer Services



Mobile Services



Messaging Services



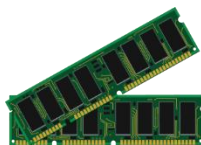
Storage Services



Identity Services



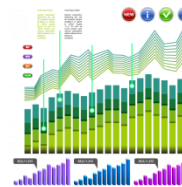
Notification Services



Caching Services



Collaboration Services



Analytics Services



Application Store

Enterprise Grade Hardware, Software, and Management Infrastructure

# Oracle Cloud Services for Developers

## Key Features

Built on industry standards – SQL, Java, HTML5, Web

Transparently run in the cloud – zero application code changes

Self-service control for users – develop, deploy, manage

Complete data isolation – in the database, on disk

Service-Oriented Architecture – on-premise and cloud integration

# Transform Development Experience with Oracle Cloud

Complete, Standards-Based, Enterprise-Grade



**Database Services**



**Java Services**



**Developer Services**



**Mobile Services**



**Messaging Services**



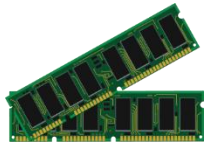
**Storage Services**



**Identity Services**



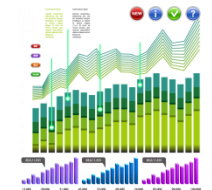
**Notification Services**



**Caching Services**



**Collaboration Services**



**Analytics Services**



**Application Store**

**Enterprise Grade Hardware, Software, and Management Infrastructure**

# Transform Development Experience with Oracle Cloud

## Database Service

Runs Oracle Database in the cloud

Choice: APEX, SQL, PL/SQL, Java, REST APIs, packaged business and productivity applications

Secure: data, schema, table-space isolation

Easy to use: self-service management

ORACLE Application Express

Welcome MIKE (Logout)

Home Application Builder SQL Workshop Team Development Administration Search Workspace Help

This is APEX 4.1 Development - apx11

Application Builder SQL Workshop Database Services Team Development Administration

**News** | New Flash Charts release AnyChart 5.1.3.1 has been applied to this instance. This release incorporates the bug fixes outlined for the AnyChart 5.1.2.5 release on Jan 26th. - Apex\_040100 2 months ago

Top Applications

Top Users

mike 16

**About**

Application Express is a rapid Web application development tool that lets you share data and create applications. Using only a Web browser and limited programming experience, you can develop and deploy applications that are fast and secure.

[Learn More](#)

**Team Development**

Features	138
Todo's	35
Milestones	38
Bugs	5
Feedback	0

Show: All  
Release: 4.1.0.00

**Available Updates**

Patch Set 4.0.2.00.07 available  
[More Information](#)

# Transform Development Experience with Oracle Cloud

## Java Service

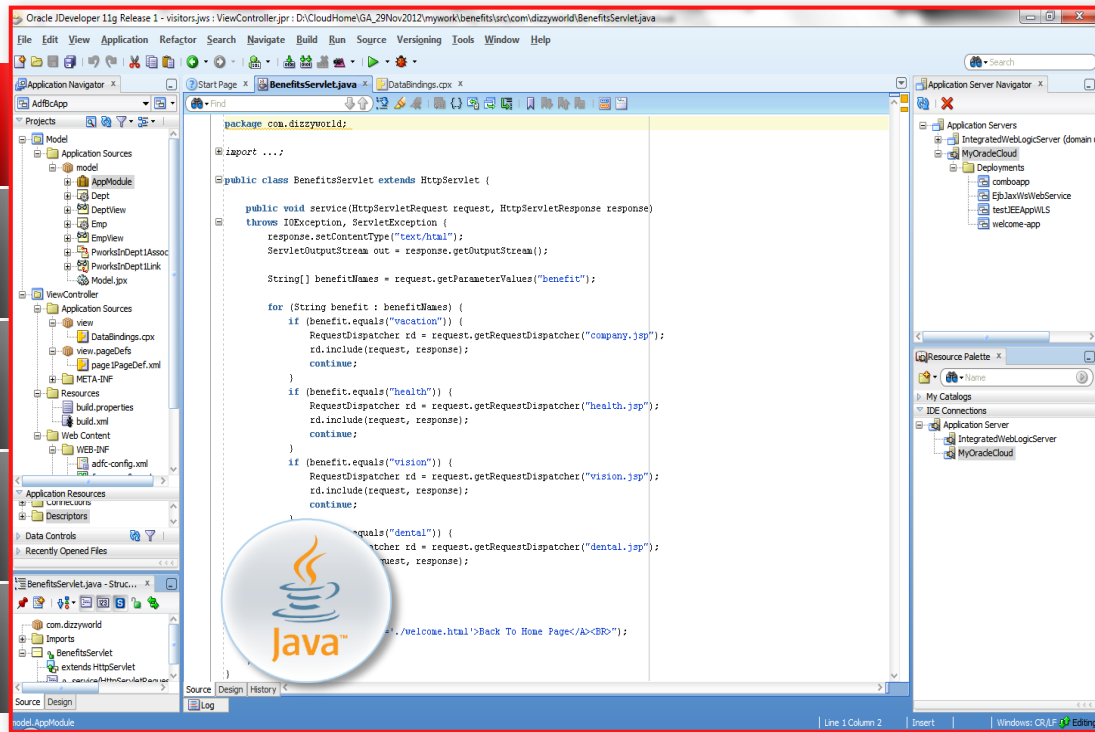
Runs Oracle WebLogic in the cloud

Choice: IDEs, development and deployment, service integration, monitoring and management

Open: runs any Java application

Secure: application and data tier

Easy to use: self-service management



# Some Oracle Cloud Customers

## Development Experiences with Oracle Cloud

NORTHROP GRUMMAN

SIEMENS

eVerge  
group

INNOWAVE  
TECHNOLOGY

REDSTONE  
CONTENT SOLUTIONS

Deloitte.

INTELENEX

Cornerstone Brands, Inc.

CampusIT

virtusa  
Accelerating Business Outcomes

jambou

accenture

CSC

Capgemini  
CONSULTING. TECHNOLOGY. OUTSOURCING

Tier 1

infovity

enkitec

windstream

CRM  
Solutions On Demand

AMIS

upsourceIT

insum  
SOLUTIONS

ROLTA  
TUSC

CMiC  
CONSTRUCTION SOFTWARE • E • V • O • L • V • E • D

Mu Dynamics

ORDINA

JSA<sup>2</sup>  
Solutions

GLOBALFOUNDRIES

inoapps  
INNOVATIVE APPLICATIONS

MT AG

EMERSON  
Network Power

gsk  
GlaxoSmithKline

serene  
corporation

Ntree

# Transform Development Experience with Oracle Cloud

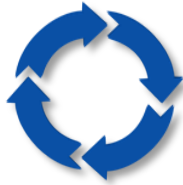
Complete, Standards-Based, Enterprise-Grade



**Database Services**



**Java Services**



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**Messaging Services**



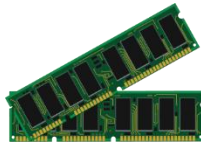
**Storage Services**



**Identity Services**



**Notification Services**



**Caching Services**



**Collaboration Services**



**Analytics Services**



**Application Store**

**Enterprise Grade Hardware, Software, and Management Infrastructure**

# New! Oracle Developer Cloud Service

Preview Availability



- **Develop** on a turnkey development platform securely hosted in the cloud
- **Collaborate** with integrated tools to manage and track tasks, builds, and documentation
- **Deploy** automatically to Oracle Java Cloud Service or your local infrastructure
- **Standards-based** Git, Hudson, Maven, ...

# New! Oracle Messaging Cloud Service

Preview Availability



- Asynchronous messaging with prioritization, selectors, persistence, transactions & guaranteed delivery
- Queues and topics
- JMS provider for Java Cloud Service
- Hybrid cloud communication with REST APIs and HTTP message push listeners

# New! Oracle Storage Cloud Service

Preview Availability



- **Store and manage** digital content securely in the cloud
- **Administration** control panel for management, metrics and monitoring
- **Access** via Rest and Java API and seamless integration with Oracle Cloud services

# Transform Development Experience with Oracle Cloud

Built-in capabilities with all Services

## IDENTITY



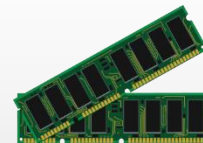
- Roles and User Administration
- Access Management
- Identity Federation

## NOTIFICATION



- Push, Mail
- Event driven
- Secured & guaranteed delivery

## CACHING



- Scalable, in-memory cache
- Fast access to frequent data
- Offload backend shared services

# More Oracle Cloud Services for Developers

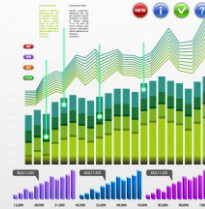
Coming Soon!

## COLLABORATION



- Team workspaces
- Document sharing
- File & device synchronization

## ANALYTICS



- Load data and model KPIs
- Build reports and dashboards
- Publish to Web, Mobile, Office

## APPLICATION STORE



- Developer & Marketplace site
- For end users and partners
- Build, buy and run applications

# Application Services

Complete Suite, Best-of-Breed, Enterprise Grade

Human Capital Management



Talent Management



Sales and Marketing



Customer Service and Support



Financial Planning & Budgeting



Financials



Project Portfolio Management



Procurement



Enterprise Grade Hardware, Software, and Management Infrastructure

# Social Relationship Management

Complete, Integrated, Enterprise Grade

## Social Network



## Social Marketing



## Social Engagement and Monitoring



## Social Data and Insight



## Social Sites

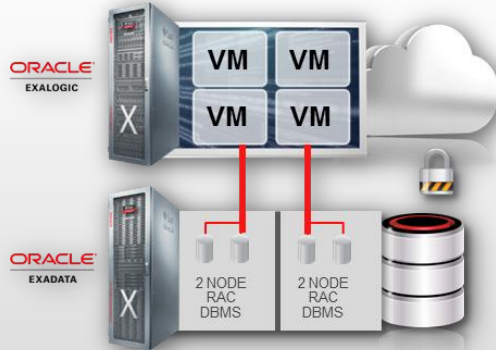


Enterprise Grade Hardware, Software, and Management Infrastructure

# Hardware, Software, Management Infrastructure

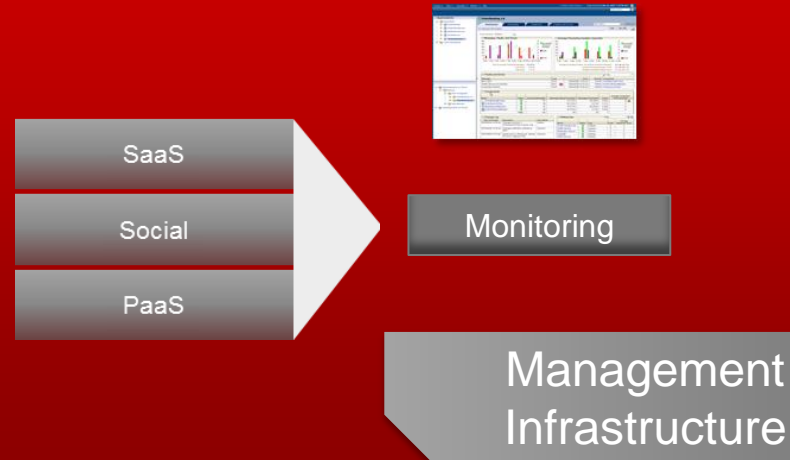
Enterprise Grade and Proven

## Hardware and Software Infrastructure



- Designed as Enterprise Private Clouds
- Built on Exadata & Exalogic
- Secure, Reliable and Flexible Upgradability

- Complete Stack Management
- Real-Time Monitoring and Auto Healing
- Lights Out Lifecycle Management



# Global Data Centers

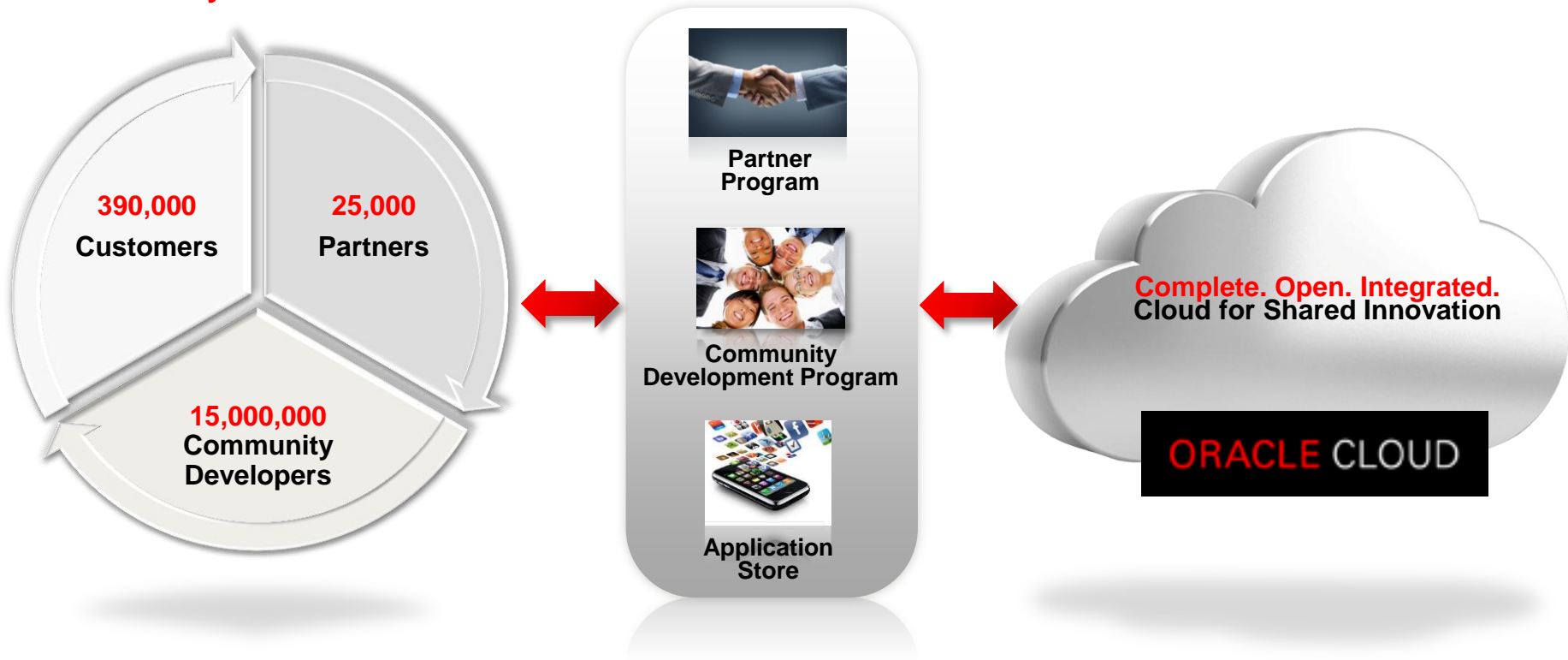


- Global coverage for security & performance
- Gen 4 Data Centers
- Compliance Certifications
- Multi-data center regional coverage
- 24X7 Active Monitoring and Support

\*Coming Soon

# Oracle Cloud

## Ecosystem



# Oracle Cloud

## Summary

**Complete** – Broad Suite of Technology & Business Applications

**Open** – Based on standards with no “lock-in”

**Integrated** – Designed PaaS, SaaS, Social to work together

**Architecture** – Designed like a modern Enterprise Private Cloud

**Benefits** – Greater Speed, Lower Cost, Lower Risk

# JOIN THE CONVERSATION

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Twitter [@OracleCloudZone](https://twitter.com/OracleCloudZone) [#OracleCloud](https://twitter.com/OracleCloud)

[blogs.oracle.com/cloud](https://blogs.oracle.com/cloud)