Integrating your On-Premise Applications with Cloud Applications
Agenda

- Hybrid IT Infrastructure – An Emerging Trend
- A New Set of Challenges
- The Five Keys to Overcoming the Challenges
- Customer Case Study
- Takeaways
- Q&A
Adoption of cloud applications is growing

Top Three Value Propositions*

1. Lower TCO
2. Speed of Implementation and Deployment
3. Lack of in-house IT staff to maintain traditional software

Investment Grows**

- 95% of organizations expect to maintain or increase SaaS spending
- 50% have been using SaaS for more than three years
- 53% expect to increase investments slightly

*Source: Forrester report – SaaS Adoption 2010: Buyers See More Options But Must Balance TCO, Security, And Integration

Growth of on-premise exceeds cloud in IT spending!

Worldwide IT Spending by Consumption Model

<table>
<thead>
<tr>
<th>2009-13</th>
<th>On-premise</th>
<th>Cloud</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAGR</td>
<td>4%</td>
<td>26%</td>
</tr>
<tr>
<td>Net Growth</td>
<td>$57 B</td>
<td>$27 B</td>
</tr>
<tr>
<td>Total Size</td>
<td>$416 B</td>
<td>$44 B</td>
</tr>
</tbody>
</table>

Source: IDC, September 2009
An emerging trend

Organizational Units

- Sales & Marketing
- Manufacturing
- Inventory & Logistics
- Finance & HR
- CRM

Enterprise Infrastructure Services (Portal, SOA, IDRS, LDAP, EAI, E-mail, IT Operations)

On-premise + Public Cloud

Hybrid IT Infrastructure
Challenges across the divide between On-premise and Cloud Apps

- How do I populate data into the cloud application for the first time?
- How do I provision on-premise users into the cloud application?
- How do I manage user access to the cloud application?
- How do I ensure data consistency across all applications?
- How do I optimize business processes across all applications?
The five step solution to the challenges

**Step #1** Populate the cloud application with initial data

**Step #2** Provision user access

**Step #3** Manage user access

**Step #4** Integrate applications and their data

**Step #5** Optimize business processes
Populate the cloud application with initial data

Challenges:

- Extracting, transforming and loading large volumes of data across the divide
- Connectivity with diverse systems
- High performance requirements
Bulk load data using Oracle Data Integrator

Use Oracle Data Integrator for

- Next generation ELT technology loads data 10x faster than E-TL products
- Comprehensive connectivity with 200+ heterogeneous sources and targets
- Lowest TCO compared to any ETL vendor
The five step solution to the challenges

Step #1 Populate data

Step #2 Provision user access

Step #3 Manage user access

Step #4 Integrate applications and their data

Step #5 Optimize business processes
Provision user access

Challenges:

• On-boarding users into applications
• Providing initial passwords
• Tracking approvals and provisioning users based on roles
Automate provisioning with Oracle Identity Manager

Use Oracle Identity Manager
- Auto-detection of new employees from the HR system
- Approval workflows for auditing and traceability
- Role based profiles to provision users based on job function
- Password policies to set initial passwords and force password reset
The five step solution to the challenges

Step #1  Populate data

Step #2  Provision user access

Step #3  Manage user access

Step #4  Integrate applications and their data

Step #5  Optimize business processes
Manage user access

Challenges:

- Reconciling who has access to what applications and entitlements
- Detecting excessive access and dormant accounts
- Password aging and detection of orphaned accounts
- Self services account management and password reset
- Automated account disable upon termination
- Certification review reporting and role management
Manage user access with analytics and provisioning

Use Oracle Identity Manager and Identity Analytics for

- Sophisticated auditing and reporting capabilities
- Self-service account and password management
- Automated provisioning and de-provisioning
- Enabling access attestation capabilities and automated report generation, delivery and notification
The five step solution to the challenges

Step #1  Populate data

Step #2  Provision user access

Step #3  Manage user access

Step #4  Integrate applications and their data

Step #5  Optimize business processes
Integrate applications and their data

Challenges:

- Extracting, transforming and loading bulk data in real-time
- Capturing, transforming and updating transactions in real-time
- High performance requirements with a non-intrusive solution
- Connectivity with diverse systems
Integrate applications using Oracle SOA Suite

Use Oracle SOA Suite and Service Bus for

- Improving performance and scaling predictably for data sets that are accessed repeatedly by leveraging the Service Results Cache feature
- Reducing risk emerging from the dependency on the remote infrastructure
- Broad support for heterogeneous sources and targets

Real-time bi-directional transaction synchronization
Integrate data using Oracle GoldenGate and Data Integrator

Use Oracle GoldenGate and Data Integrator for
- Fastest real-time data replication and synchronization technology
- Zero downtime and guaranteed reliability of transactions
- Broad support for heterogeneous sources and targets
The five step solution to the challenges

**Step #1** Populate data

**Step #2** Provision user access

**Step #3** Manage user access

**Step #4** Integrate applications and their data

**Step #5** Optimize business processes
Optimize business processes

Challenges:
- Business processes typically span across the divide
- Heterogeneous system endpoints involved in complex long running processes
- Sensitive data is transfer over the internet
Optimize business processes using Oracle BPM Suite

Use Oracle BPM Suite for
- The most unified and complete process management capabilities
- Secure and reliable transactions
- Lowest TCO because of a unified development, runtime & management infrastructure
- Broad support for heterogeneous sources and targets
Teletech is one of the largest and most geographically diverse global providers of customer and enterprise management solutions with a 27 year operating history.

- **Financial stability**
  - Strong financial position - $1.2 billion in 2009 revenue
  - Founder remains as Chairman and CEO

- **Strong hosted technology infrastructure**
  - Centralized, standardized, and virtualized – cloud-based computing since 2003
  - HIPAA, SAS70, SOX, and PCI compliant

- **Borderless delivery**
  - More than 100 clients in the Global 1000
  - Over 45,000 employees, 7,000 using our proprietary TeleTech@Home technology
  - Support more than 50 languages

- **Comprehensive industry solutions for the entire customer lifecycle**
  - Leading performance in customer management and direct sales
  - Innovative enterprise back-office solutions
  - Deep domain expertise – supporting 120 unique client programs and 50 languages

- **Operations agility**
  - Delivery centers, virtual workforce solutions, and hosted services
  - Proven methodologies and practices
  - Six Sigma practices
Connecting to the cloud

- Pre-integrated and out-of-the-box service solution
- Complete self provisioning and self-service
- Integrated VoIP and desktop portals for complete self-service
- Quick time to benefit
- Pay for what you use
Key takeaways

• Cloud applications are here to stay, **hybrid IT infrastructure** is the emerging trend

• **Populate, provision, manage, integrate, and optimize** by leveraging Oracle Fusion Middleware

• New complexities can be conquered with the **complete, open, integrated, and best-of-breed** Oracle Fusion Middleware
To learn more on this topic, visit


- **White papers**
  - “Bridging the Divide Between SaaS and Enterprise Data Centers”
  - Detailing step-by-step SOA Suite based integration between SaaS and On-premise
  - Architectural Strategies for Cloud Computing

- **Webinars**
  - “Adopting Enterprise Cloud Computing”
  - “Turbo-charge your SOA”

- **Data sheets**
Join our Fusion Middleware community

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www.oracle.com/middleware

2. Join our Community
Facebook.com/FusionMiddleware
twitter.com/OracleMiddleware

3. Leverage Best Practices
www.oracle.com/otn
Questions..
Appendix
Theresa Enebo (CIO, Teletech) will use the next six slides if she is presenting in person at the event. Please contact the field marketing representative to determine her availability for your event.

Else, use the two slide case study included in the deck.
TeleTech Customer Interaction Cloud
SOA Implementation
September 2010
TeleTech Overview

We are one of the largest and most geographically diverse global providers of customer and enterprise management solutions with a 27 year operating history.

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Connect to the Cloud With a Powerful Partnership of Technology Providers

» Pre-integrated and out-of-the-box service solution
» Complete self provisioning and self-service
» Integrated VoIP and desktop portals for complete self-service
» Quick time to benefit
» Pay for what you use
Customer Interaction Cloud

Features and Functionality

Associate
- Authentication
- CTI

Supervisor
- Reporting
- Skill Assignment

Administrator
- Associate Creation
- Group Management
- Call flow
- Announcements

Billing
- Automatic Setup
- Project Setup
SOA Architecture

- Abstraction from Salesforce
- Enables back-end system updates without impacting the front end
- Integrated human workflow with composite applications
- Multiple levels of abstraction through the use of Oracle Service Bus and Mediators
- JDeveloper IDE provided one stop environment for all development
Core Business Benefits

New, Higher Margin Revenue

Enable TeleTech down market

Shorter launch cycles

Lower cost to serve

Higher client adoption