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Oracle Data Integrator and Oracle Warehouse Builder Statement of Direction

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Purpose

This document provides an overview of the strategic product plans for Oracle's data integration products for bulk data movement and transformation, specifically Oracle Data Integrator (ODI) and Oracle Warehouse Builder (OWB). It is intended solely to help you assess the business benefits of investing in Oracle's data integration solutions.

Introduction

Oracle has delivered high value to customers for their data integration needs for many years, starting with Oracle Warehouse Builder, the tool to load Oracle Databases. In 2006, with the acquisition of Sunopsis, the leading heterogeneous E-LT vendor, Oracle added Oracle Data Integrator to its portfolio for high-performance flexible heterogeneous data integration. In January 2009, Oracle introduced Oracle Data Integrator Enterprise Edition, a product bundle that combines Oracle Data Integrator and the advanced features of Oracle Warehouse Builder into a single license. At that time, Oracle also announced the intention to converge these two technologies to a single, unified platform over time.

This update to the Statement of Direction for Oracle's data integration strategy provides a more detailed plan for the following products and technologies.

- **Oracle Data Integrator (ODI):** Oracle's strategic product for high performance flexible heterogeneous data integration
- **Oracle Warehouse Builder Enterprise ETL (OWB-EE):** Oracle's product to bring key benefits of ODI to users familiar with Oracle Warehouse Builder
- **Oracle Data Integrator Enterprise Edition (ODI-EE):** Oracle's strategic licensable product bundle that includes ODI and OWB-EE
- **Basic ETL:** The basic functionality of Oracle Warehouse Builder, which remains available with the Oracle Database

Oracle Data Integrator is Oracle's Strategic Product for Data Integration

For companies to realize the full value of their data assets at the lowest cost, data integration should be treated as an enterprise-level strategic investment. Oracle Data Integrator delivers an innovative core architecture that Oracle and a growing number of enterprises recognize as vital for a strategic data integration platform:

- Heterogeneous E-LT Architecture

Perform transformations in an existing database rather than a separate, heavy-weight mid-tier server to reduce costs and improve performance, manageability, and security. The transformation database can be any heterogeneous platform.

- Optimized Connectivity Architecture

Connect to heterogeneous systems seamlessly with out-of-box functionality that is optimized for high performance data extracts and loads.
- Modular Implementation Architecture

Abstract the details of data integration execution logic into out-of-box code templates, called “Knowledge Modules” that can be modified and extended by customers for faster implementation times, more flexibility, and greater standardization.
- SOA-Native Architecture

Expose data integration tasks as standards-based services and control data integration processes from a lightweight agent that deploys alongside other SOA components.

Basic OWB Functionality Remains

The basic functionality of OWB, which is well-suited to prototyping, demonstrations, and small scale ETL projects for Oracle Database, remains part of the Oracle Database license. This remains true for the Oracle Database 12c Release 1.

Oracle Warehouse Builder Enterprise ETL is delivered with the Oracle Database for convenience and is separately licensed as part of Oracle Data Integrator Enterprise Edition. Oracle’s license documentation reflects the exact feature list that is part of OWB-EE and not included with an Oracle Database license.

No major enhancements are planned for Oracle Warehouse Builder beyond the OWB 11.2 release. OWB 11.2 continues to be available and supported by Oracle, and patches and bug fixes will continue to be offered at regular intervals. Oracle will continue to support OWB 11.2 for the full lifetime of Oracle Database 11g in accordance with Oracle’s Lifetime Support Policies for Oracle Database releases. Future database releases beyond Oracle Database 12c Release 1 will not be certified with OWB 11.2.

Oracle will support a phased migration from OWB to ODI

Many Oracle Database customers and partners have invested time with, developed expertise in, and built their data warehousing strategies around OWB. With that in mind, Oracle is supporting a phased migration path to ODI.

1. ODI 12c supports executing and administering OWB 11gR2 jobs directly within ODI Studio and ODI Console. This provides customers with a single orchestration and monitoring solution. This will also allow customers to migrate their OWB artifacts over a long period of time in the order that makes sense for their business.

2. ODI 12c enables easier mapping between OWB 11gR2 concepts and objects and their ODI counterpart. An update to OWB 11gR2 will be released as well which will include a migration utility that automatically translates OWB objects as well as physical mappings into their ODI equivalents. This migration utility is intended as an aid in the migration process – it will not translate all types and variants of OWB artifacts - so customers should plan for manual effort as well.

Oracle Data Integrator Enterprise Edition Provides Two Paths to Oracle's Unified Data Integration Product

The Oracle Data Integrator Enterprise Edition license gives customers the right to use either Oracle Data Integrator, or Oracle Warehouse Builder Enterprise ETL, or both.

The Path to Oracle's Strategic Data Integration Product

As part of this single licensed product, ODI-EE provides the following implementation path to get to future versions of Oracle Data Integrator:

- 1. Invest now to develop in ODI.**

If you have minimal legacy investment of OWB expertise and content to preserve, invest now in Oracle Data Integrator and be carried forward through a simple upgrade to future versions of ODI, Oracle's unified data integration product, when it is available and the timing suits your business.

- 2. Plan for ODI 12c but continue to use OWB in the interim.**

If you have existing investment in OWB in terms of expertise and/or existing maps, plan to switch to the newly released ODI 12c taking advantage of the proposed migration utility.

Over the past few years, Oracle has made three claims that have been reinforced by releasing Oracle Warehouse Builder 11g Release 2 and ODI 12c:

- 1. ODI and OWB-EE technologies converge into a unified product.**

ODI 12c is enhanced with some of the OWB concepts which makes transitioning OWB artifacts and expertise into ODI easier.

- 2. Oracle Warehouse Builder customers are taken care of.**

OWB is certified on the Oracle Database 12c Release 1 which gives customers a long window in which to migrate to ODI. ODI 12c also supports invoking OWB jobs and monitoring them within the ODI console which permits a phased approach.

- 3. ODI's innovative architecture is the path for the future.**

All new feature development is now focused on ODI.

Strategic Use of Oracle Data Integrator in Other Oracle Products

Oracle has a mutually-reinforcing two-part strategy for data integration: 1) to deliver the best-of-breed, standalone, heterogeneous data integration platform for enterprise-wide data integration, and 2) to embed data integration technology and pre-built content into other Oracle applications to dramatically lower the overall cost of data integration.

Customers of other Oracle products have begun to see ODI embedded in recent releases. Strategic

products such as Oracle Business Intelligence Applications, Oracle Fusion Applications, Oracle vertical applications, as well as virtually every product area, embed ODI with more in progress.

By investing in Oracle Data Integrator as a standalone data integration technology, customers can further leverage their knowledge investment from other Oracle products that have embedded ODI for data integration.

Commitment to Heterogeneous Support

Prior to the acquisition of Sunopsis in 2006, Oracle had focused exclusively on data integration needs for the Oracle Database. Since then, Oracle remains firmly committed to serving comprehensive heterogeneous data integration needs, regardless of the combination of databases, applications, business intelligence products, middleware products, operating systems, and hardware in use among our customers.

The Emerging Real Time Data Integration Platform

Oracle recognizes the pressures on enterprises to accelerate business and move toward more real-time IT architectures. Data integration is also evolving to require real time data movement and non-invasive changed data capture. In September 2009, Oracle acquired the leader in heterogeneous real time data integration, GoldenGate Software. Oracle GoldenGate products interoperate with ODI to provide a powerful platform for real time data integration that is unique in the industry.

Oracle GoldenGate is a critical part of Oracle's overall data integration offering and outside the scope of this document. More information on the benefits of the comprehensive real-time data integration approach that includes Oracle Data Integrator Enterprise Edition, Oracle GoldenGate, and Oracle Enterprise Data Quality is available at www.oracle.com.

Conclusion

Oracle has converged Oracle Data Integrator and Oracle Warehouse Builder Enterprise ETL. The first major step in January 2009 was the licensed bundle of Oracle Data Integrator Enterprise Edition, which includes Oracle Data Integrator and Oracle Warehouse Builder Enterprise ETL. The second major step was the release of Oracle Warehouse Builder 11g Release 2, the final OWB release. ODI 12c is the culmination of the convergence effort.

All customers will have the opportunity to move forward to ODI 12c which unifies ODI and OWB technologies when the time is right for their own businesses. New ODI product features and the migration tool will make this transition easier.



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