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CLOUD

Integrating with Oracle Service Cloud
Using Oracle Integration Cloud Service

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The Challenge of Cloud Integration

Oracle Service Cloud is an established leader for cloud-based multichannel customer service solution. But like all SaaS apps, Oracle Service Cloud can't exist in a vacuum. Organizations that depend on this modern cloud application often need to access and/or synchronize data from within other applications such as Enterprise Resource Planning (ERP), another Customer Relationship Management (CRM), logistics, and many others. For example, if a customer has an open issue with the customer support organization, that issue should be captured, documented, and integrated with other applications (such as through Oracle Sales Cloud or Salesforce.com) as well. If salespeople call or visit this customer they should be fully apprised of all open service issues within that account. That level of constant interaction requires integration to keep sales organizations, service organizations, and other parts of the enterprise in sync.

Integration is a perennial challenge but it has become more complex with the influx of so many new cloud applications. Because it is relatively easy to adopt new SaaS applications, individual departments and lines of business (LOBs), such as sales, marketing, and shipping, often deploy apps with little or no involvement from the IT department. These LOBs love the rapid ramp-up of cloud applications, but often confront new levels of complexity when it comes to integrating these cloud-based assets with other enterprise information systems. At many organizations, the IT department is suddenly surrounded by a wide array of new SaaS applications that urgently need to be integrated to existing on-premises applications. What's needed is an easy-to-use integration platform that enables LOBs and IT professionals to quickly assemble the necessary connections—using intuitive integrations and leveraging the latest innovations by Oracle. Oracle has the answer with Oracle Integration Cloud Service.

Introducing Oracle Integration Cloud Service

Until recently, most integration tools were too complicated for LOB users, resulting in a costly delays and error-prone attempts at application integration. And while some of today's SaaS apps have rudimentary utilities for sharing data, these integrations are often too limited to address real-world business requirements. Furthermore, these integration tools lack recent innovations that dramatically simplify integration projects such as built-in guidance recommendations, pre-integration, and more.

Half of today's new business applications cannot access cloud data, and 54 percent of the organizations surveyed admitted that they have missed project deadlines due to cloud integration problems.[1]

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[1] "Cloud for Business Managers: the Good, the Bad, and the Ugly," (Dynamic Markets).

SaaS application Integration requires more than simply creating a few web services calls. You must also consider important issues related to authentication, session management, transformation mappings, and more. Additional challenges include the isolation of Platform as a Service (PaaS) from the SaaS applications, resulting in potential errors due to version number mismatches, additional upfront set-up, and tedious security work. Many of these challenges are resolved by letting Oracle Integration Cloud Service manage these issues for you.

Oracle Integration Cloud Service is a simple and powerful cloud-based integration platform that maximizes the value of investments in SaaS and on-premises applications. It includes an intuitive, web-based integration designer for point-and-click integration between applications. It also includes a rich monitoring dashboard that provides real-time insight into the transactions. Oracle Integration Cloud Service is known as an *integration platform as a service* (iPaaS). It can significantly shorten time-to-market through a highly intuitive user interface and a library of SaaS connectors.

ERP Application Integration with Oracle Service Cloud

Oracle Service Cloud is an ideal front-end for receiving and chronicling customer interactions initiated by phone, web, chat, email or social media. Customer service agents can use it to interact with customers, track the status of open issues, or—with the right integration—order replacement parts and dispatch technicians to customer locations. Links with the ERP system ensure a seamless flow of data and functions.

For example, when customers order parts during a service call, customer service reps need to verify that those parts are in stock. Accurate data synchronization is important. Oracle Service Cloud can interface with inventory, order and other modules within Oracle E-Business Suite, SAP, Siebel, PeopleSoft, and JD Edwards to confirm the status of inventory and orders. Oracle Service Cloud can also access Field Service data in an ERP system such as Oracle E-Business Suite to request a technician dispatch, improve service contract renewal rates, and initiate and track RMAs. Let's look at a couple examples in more detail.

Return Material Authorizations (RMAs)

Consider a customer service representative who is working at a tape drive manufacturer. A customer calls complaining that a tape drive is not working properly. She also wants to order an additional tape drive for a new project. Thanks to integration created in Oracle Integration Cloud Service between Oracle Service Cloud and Oracle E-Business Suite, the rep can call up the entire configuration for this account to identify the tape drives in question, request the appropriate replacement parts, and initiate an RMA (or dispatch a field service technician). Behind the scenes Oracle Integration Cloud Service will automatically forward the part request to Oracle E-Business Suite. The customer will receive an email notification saying that the order has been received and the part has been shipped. The rep can alternatively view the RMA status, recent service requests, and recent orders logged into Oracle E-Business Suite.

Meanwhile, a link between Oracle Service Cloud and the Oracle Service module of Oracle E-Business Suite ensures a depot technician will process the repair in a timely manner. The customer's email notification informs him that the order has been received and the parts have been shipped, as shown in figure 1, below.
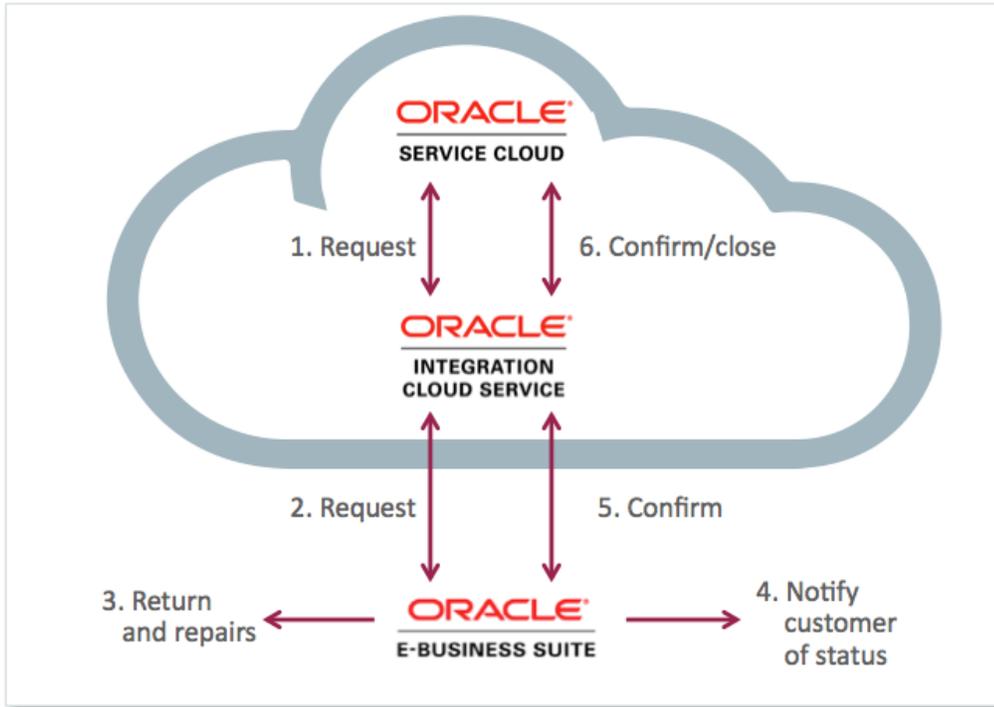
Figure 1: Oracle Integration Cloud Service helps automate routine workflows related to ordering parts, creating RMAs, dispatching field service technicians, checking status, and more.

Quoting

Oracle Service Cloud is commonly used as a front-end for initiating quotes within an ERP system. This is especially valuable for companies with short sales cycles. Service reps can use the Oracle Service Cloud interface to submit quotes and configure orders in the ERP system. Integration can be created in Oracle Integration Cloud Service to pass data and execute sophisticated rules governing bills of materials, trade compliance, and credit checks. This cohesion ensures that the company can enforce agreements and discounts and maintain a consistent workflow by routing approvals to the correct individuals.

Thanks to these integrations, the powerful functionality of today's ERP systems can be augmented with a modern contact center module. Reps can correlate incoming requests from customers with back-office activities related to inventory control, pricing, accounting, order fulfillment, and other common ERP functions that impact both the sales and service cycles.

The following screenshot reveals how customer, order, and other key information in Oracle Service Cloud and Oracle E-Business Suite can be correlated. Reps can look up a customer in an embedded Oracle E-Business Suite screen to check on the status of outstanding orders, repairs, dispatches and invoices. This is an efficient approach because it minimizes data movement between systems—the rep basically has a window into the ERP data. It's also much easier for these customer-facing personnel since it directs them to only the relevant ERP data and functions, within the context of their familiar contact center screens. Additional Service Cloud capabilities such Chat, Knowledge Management, Co-browse, and Email Management are also enabled within the contact center. This same level of integration is possible with Oracle Siebel, empowering sales and service reps to offer an increased

level of customer service with just a few clicks. Oracle Integration Cloud Service along with user interface tools facilitates the integration for this process.
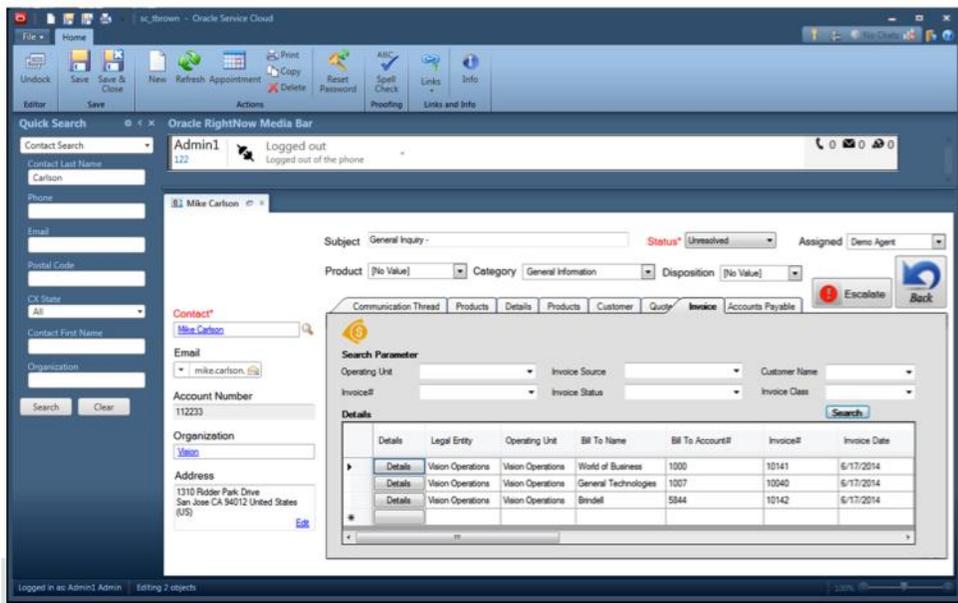

Figure 2: Integration between Oracle Service Cloud and Oracle E-Business Suite provides visibility into outstanding invoices from within Oracle Service Cloud. (The grey window at lower-right represents embedded functionality from Oracle E-Business Suite).

CRM Application Integration with Oracle Service Cloud

Siebel Integration Chat Scenario

The following scenario describes how Mike Carlson, a small-business customer, can use Oracle Service Cloud Customer Portal integrated with Oracle Siebel. Mike can manage his existing Service Requests, report new issues, use the knowledge base to find answers, or chat 'one-on-one' with an agent.

Mike visits the Web Customer Portal and searches the knowledge base using natural language phrases. As he continues his search of the knowledge base, the Chat engagement engine tracks his activities. Because he is a high-value customer, Mike is quickly offered an opportunity to Chat with an agent. Based on the Chat interaction, the agent enters a Service Request on Mike's behalf. The agent also sends a 'Thank-you' email to Mike with the details of their interaction including the Service Request number, along with a customer satisfaction survey. The agent can also suggest a co-browse session, which can be helpful in many business processes. Mike can return to the Customer Portal anytime to track the status of the newly entered service request.

Oracle Integration Cloud Service helps to automate the common steps needed to integrate Oracle Service Cloud with Siebel's deep and broad Ordering, Service Request and Dispatch capabilities. The links created using ICS leverage the core strengths of each of these cloud and on-premises applications.

Oracle Integration Cloud Service streamlines interactions between sales teams and service teams within the context of Oracle Sales Cloud, Siebel, PeopleSoft, JD Edwards, and Salesforce.com. Figure 3 depicts a process flow between Oracle Service Cloud and Oracle Sales Cloud.

Sales and Service Interactions

Consider the following scenario. A small-business customer has an issue with a phone system. He calls the vendor to report the problem and speaks to a customer support representative. The rep uses Oracle Service Cloud to enter the incident, update the customer record, and order a replacement phone to be drop-shipped to the customer location. Order fulfillment is handled by the ERP system. Thanks to behind-the-scenes integrations that can be developed within Oracle Integration Cloud Service, these updates can be synchronized with Oracle Sales Cloud and the ERP system to ensure that the entire account team is aware of current activity within the account. For example, the customer service rep might note that the customer is using an outdated phone system and suggest that a sales representative follow up to inform the customer about a current promotion on a new system.

Figure 3: Oracle Integration Cloud Service can be used to develop integrations that enable sales reps and service reps to stay in sync while enforcing data quality in their respective systems. For example, it maps "Accounts" in Oracle Sales Cloud to Oracle Service Cloud.
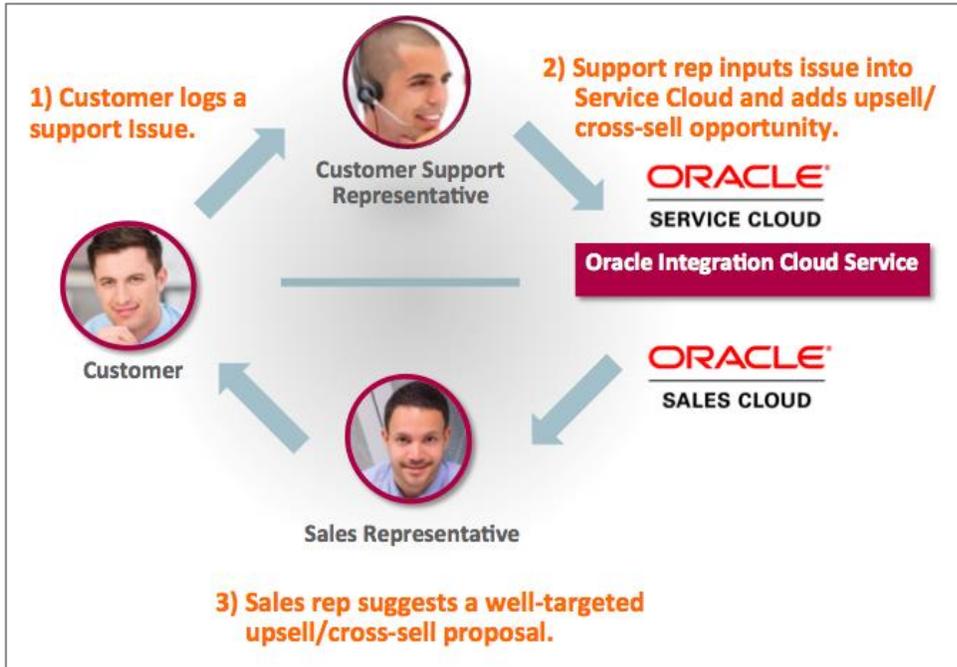
Figure 4: Oracle Integration Cloud Service keeps all members of an account team in sync so that customers are satisfied and new opportunities don't slip through the cracks.

Sales reps that use Oracle Sales Cloud might choose to be notified only if a prospect has a severity 1 or severity 2 issue in Oracle Service Cloud. This integration will keep them apprised of problems within their accounts so they know when to pursue targeted upsell/cross-sell opportunities, and how to respond to account issues. Similarly, a sales rep might learn of a problem that she would like her technical support team to address. She can create a service request in Oracle Sales Cloud and it will be synchronized to Oracle Service Cloud automatically, where the support team can handle the issue immediately.

Oracle Integration Cloud Service

Prebuilt Integrations

Traditionally, software integration is a manual task requiring design, testing, debugging, and deployment to put new interfaces into production. Oracle Integration Cloud Service lowers the cost of building and maintaining complex business logic with a point-and-click interface. In addition, Oracle is introducing prebuilt integrations through the Oracle Cloud Marketplace. Customers can browse, search, and select these business objects and deploy them without needing to understand the underlying technical details, reducing time-to-market for new integrations among cloud and on-premises applications. For example, a prebuilt integration might synchronize activities between Oracle Service Cloud and Oracle CPQ Cloud so that field service personnel have instantaneous visibility into orders for replacement parts and the status of customer requests. There is a growing collection of these prebuilt integrations available in the Oracle Cloud Marketplace, developed by Oracle and its partners. You can use these integrations as-is or modify them with Oracle Integration Cloud Service to jumpstart your projects and accelerate time-to-market.

Automatic Mapping of Data and Functions

With Oracle Integration Cloud Service, developers may accept recommendations for connections among objects to map and transform data from one SaaS app to the next. For example, it understands the similarities between "Org" in one application and "Account" in another. This inherent knowledge simplifies one of the most complex, error-prone, and time-consuming tasks in any integration project: trying to figure out how to map data fields from one application to another. Oracle Integration Cloud Service makes it easy to define mappings that range from simple data assignments to complex expressions or computations.
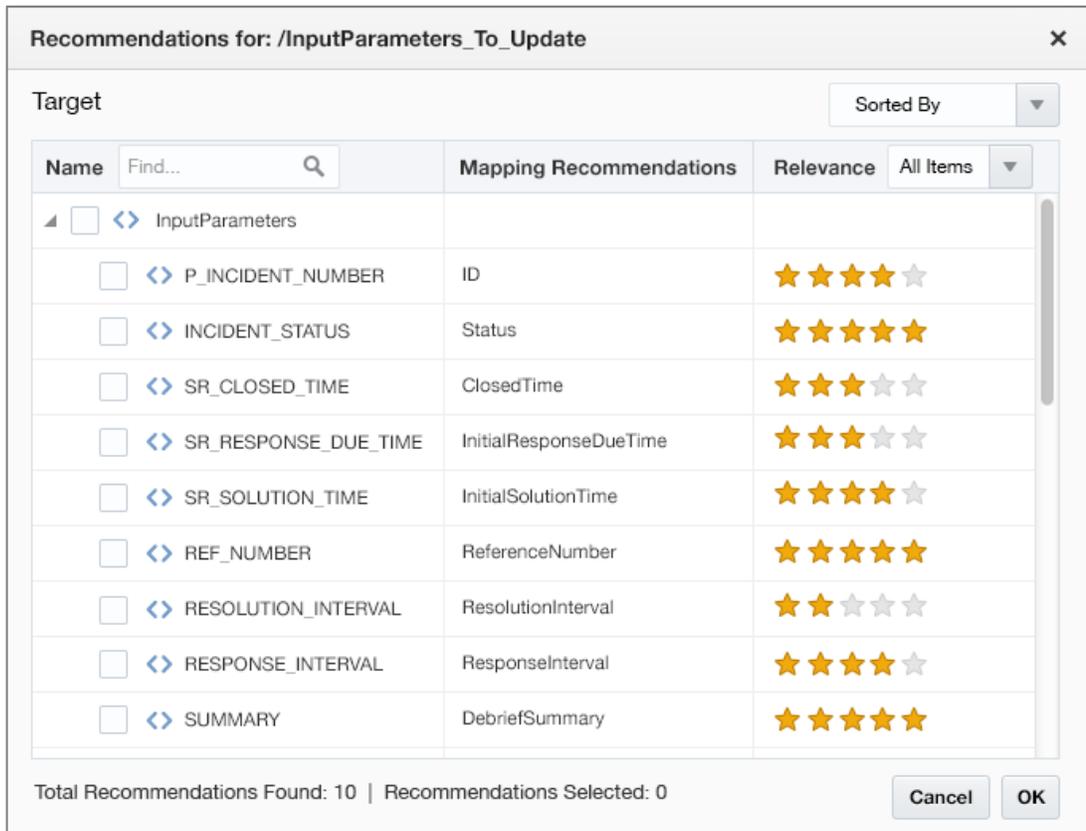
Figure 5: Oracle Integration Cloud Service automates the matching and merging of application objects among multiple applications, on-premises and in the cloud. The more stars, the higher likelihood that the recommendation is correct. Based on crowd-sourcing of many others who have performed this integration in the past, Oracle Integration Cloud Service recommends "INCIDENT_STATUS" maps to "Status" in the other application.

Automatic Association of Data Structures and Functions

A key differentiator of Oracle Integration Cloud Service compared to other PaaS offerings is "auto association" of Oracle applications to remove the time-consuming and error-prone process of configuring your integration platform. As a provider of both PaaS and SaaS solutions, Oracle automatically leverages each customer's unique tenant ID to pre-configure connectivity for Oracle SaaS applications. This feature minimizes errors due to lack of familiarity or application version mismatches and lets you deliver integrations faster.

Accommodating Hybrid Cloud Environments

Whether you choose to deploy your Oracle applications in a public or private cloud setting, you can take advantage of a uniform set of components for mapping, data enrichment, integration monitoring, and lookup tables.

Oracle has developed integration solutions that share common architecture, standards, and products between cloud and on-premises solutions. Oracle Integration Cloud Service leverages the proven components of Oracle SOA Suite such as Oracle Service Bus and its many application adapters to simplify migrations from on-premises systems to cloud-based systems and from the public clouds to on-premises deployments.

Comprehensive Connectivity

Oracle Integration Cloud Service contains an extensive library of application connectors. It reduces complexity and masks the differences among applications that require integration. For example, each vendor may require unique security protocols and methods for session management. The Oracle connectors resolve these differences with an intuitive, step-by-step, standardized way of integrating every application. This library of connectors makes it easy to integrate with both cloud and on-premises applications such as Oracle Sales Cloud, Oracle Service Cloud, Oracle Marketing Cloud, Oracle E-Business Suite, Siebel, PeopleSoft, JD Edwards and many other Oracle and non-Oracle applications, including Salesforce and SAP, using out-of-the-box connectors and standard web services.
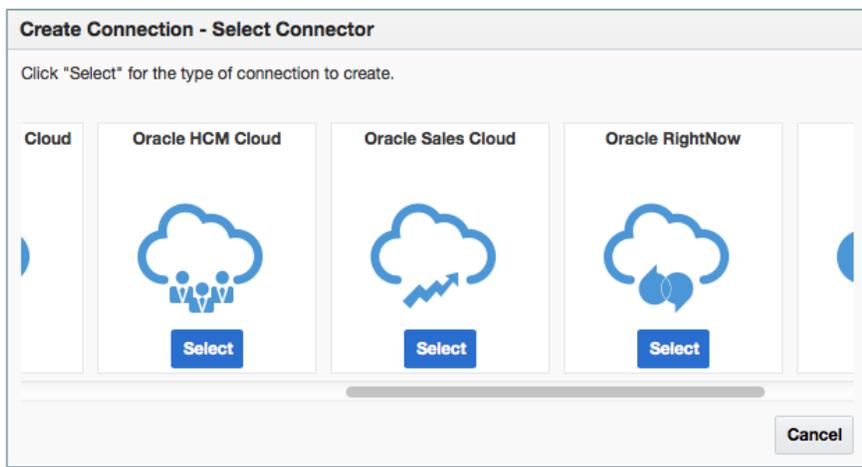

Figure 6: Auto association of Oracle Applications pre-populates the application connector list and pre-configures Oracle Integration Cloud Service using secure credentials.

Conclusion

Most integration platforms are too complex for LOB users to understand or use. Manually creating interfaces among cloud-based and on-premises applications can get complicated. Oracle Integration Cloud Service offers innovative methods for simplifying this process. It is a powerful, cloud-based integration platform that can help you maximize the value of your investments in SaaS and on-premises applications. Customers that have deployed Oracle Service Cloud can take advantage of a growing library of prebuilt integrations that connect cloud-based functions to other apps, so they don't have to start from scratch. These existing assets empower LOB managers to collaborate with integration experts and architects. They can also leverage crowd-sourced integration recommendations to further jumpstart integration. Oracle is the only technology company to provide these unique PaaS and SaaS solutions for public/private cloud and on-premises deployments.

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