Introduction

Mobile is the first screen that connects billions of people worldwide. For modern, developed countries, mobile is the primary screen, while in developing countries, it is the only screen. Whether a simple app, or a sophisticated, high performance, mission-critical enterprise application, Oracle Mobile helps customers succeed by simplifying the development, deployment, management and analysis of modern mobile applications.

This book celebrates the success of our customers and highlights capabilities that were part of their digital journeys.

Follow us on Twitter @OracleMobile and visit our site at cloud.oracle.com/mobile
PROBLEM

Desire to modernize how Trek worked with its global network of more than 10,000 dealers. Existing claims process was manual and time intensive. Trek dealers wanted a faster, more efficient way to submit customer claims.

REQUIREMENTS

• Streamline processes from manual to digital
• Ease of use thru mobile client capabilities
• Connect to existing on premise JD Edwards instance
• Connect to 3rd party marketplaces

SOLUTION

• Oracle Mobile Cloud Service
• Oracle SOA Cloud Service

RESULTS

Reduced manual claims processing to just a few taps on their mobile screen – a time effort reduction of more than 70%

Freed staff time to focus more on products and helping customers

“We want to get out of the business of owning, operating, maintaining, and upgrading on-premises information systems.”
~ Tom Spoke, Director, Global ERP, Trek Bicycle Corporation

“We’re taking a lot of functionality that dealers can currently get only via their computers or by calling us on the telephone, and putting it on their handheld devices.”
~ Girish Washikar, Technical Manager, Global ERP, Trek Bicycle Corporation

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Doosan Heavy Industries
Mobilize Workforce and Partners

PROBLEM
Doosan Heavy Industries is a heavy industrial company headquartered in Changwon, Korea. Doosan wanted to streamline the field construction job process and approvals between Doosan managers and business partners thru a modern, mobile infrastructure.

REQUIREMENTS
Help managers and partners register, allocate and approve work orders in a timely and efficient manner

SOLUTION
• Oracle Mobile Cloud Service
• Oracle Mobile Application Framework
• Oracle SOA

RESULTS
50% reduction in business complexities
Reduced job processing times from 4 to 8 hours, down to 10 to 30 minutes
Increase productivity between Doosan managers, staff and business partners

“Thanks to Oracle Mobile Cloud Service, we gained workforce mobility across construction sites and allowed us to process work-orders in real-time. This helped to significantly improve employee productivity and business agility.

~ Hee Moon Yang, Senior Manager, Process Innovation Team, Doosan Heavy Industries & Construction Co., Ltd.
AW Rostamani Group
Increasing Productivity Through Mobile

PROBLEM
AW Rostamani, a Dubai-based conglomerate that sells 60,000 vehicles a year across its 72 auto dealerships, had multiple challenges in mobilizing its salesforce, its inventory, and in engaging its customers through mobile devices.

REQUIREMENTS
- Easy-to-use, modern, mobile apps for lead & opportunity management, locating/leasing cars, and showroom customer engagement
- Integration with backend ERP, Oracle E-Business Suite, and 3rd party platforms to provide a seamless service experience

SOLUTION
- Oracle Mobile Cloud Service
- Oracle Mobile Application Framework

RESULTS
- 4x faster decision-making with real time data capture
- First time close rate increased by 45%
- Reduced job card creation from 22 minutes to real time
- 50% improvement in productivity and faster EBS extensions on mobile devices led to a new “Express Service” offering for customers
- Increased bay allocation time by 30%
Dubai Airports
Modernizing Customer & Employee Engagement

PROBLEM
Dubai Airport is the fastest growing airport in the world. It uses Oracle Human Capital Management (HCM) applications to manage its employees but wanted to extend and enhance that ability, with a focus on “Mobile-First” applications.

REQUIREMENTS
- Extend & enhance Oracle HCM
- Mobile-First solution for ALL employees

SOLUTION
- Oracle HCM for out-of-the-box functionality
- Oracle Java Cloud Service (JCS) for building custom app functions
- Oracle Mobile Cloud Service (MCS) to integrate HCM Mobile & custom app, as well as Push Notification functionality

RESULTS
**Go Live:** 16 weeks;
Mobile in **3 WEEKS**!
Estapar, the largest car parking company in Latin America with more than 1,000 lots across 72 cities in Brazil, was looking for ways to make parking easier for its mobile-first user base, while increasing both customer engagement and overall revenue growth.

**Requirements**
- A hybrid mobile development platform to build both a native mobile app, and an app for the mobile web
- A platform that could analyze in-app usage to better understand the customer journey

**Solution**
- Oracle Mobile Cloud Service
- Oracle Mobile Application Framework

**Results**
- Launched new product features that increased retention by using built-in analytics to identify drop-offs in mobile app usage
- Improved mobile app user experience and increased revenue by easily building simple, in-app payment screens and additional segmented product offerings
National Pharmacies

**PROBLEM**
National Pharmacies had troves of customer data but needed a modern, scalable, way to connect that data to engage with its users.

**REQUIREMENTS**
- New mobile app that would increase customer membership and engagement by providing a better connection to pharmacy employees and resources
- Cloud based platform and software that would keep up with fast paced changes in technology and a growing customer base

**SOLUTION**
- Oracle Mobile Cloud Service (MCS) provides an open mobile backend-as-a-service (MBaaS) that scales, performs and provides mobile analytics of user behavior

**RESULTS**
- Member on-boarding time reduced from 14 days to a few minutes
- Call center volume reduced by 30%
- Postage costs reduced by 50%

Opportunity to leverage data to build closer ties and engagement with its member customers

350,000 Members

100+ Pharmacy Stores
NY Metro Transport Authority
Collision Accident Reporting System (CARS)

PROBLEM
Accidents were being recorded on paper at the scene of the accident and then typed into an app on a desktop system.

REQUIREMENTS
- Integrate to existing Oracle Forms system without making any changes to the backend application
- Ability to run application in an offline mode
- Scan driver license and integrate with other state and federal systems of record
- Integrate with device camera and location services

SOLUTION
- Oracle MAF for cross platform client application
- Oracle MCS for simplifying all mobile backend services – offline, identity management, security, push notification, storage
- AuraPlayer partnership for RESTful interfaces

RESULTS
- Increase revenue while reduced operational costs
- Improved worker safety and productivity

MOBILE LOCATION AWARE REPORTING
Rogers Construction
Empowering On-Site Managers

PROBLEM
Rogers Group Inc. is the largest privately owned, crushed stone company in the United States, with over 100 quarries and asphalt plants. Previously, all on-site data, from crew member hours to construction equipment use, was tracked using paper forms and manually entered into Rogers’ E-Business Suite software. Site managers often had to wait up to a week for Rogers to receive, enter, approve, and analyze each submission.

REQUIREMENTS
• Increase productivity & efficiency of site managers
• Extend existing Oracle E-Business Suite to mobile

SOLUTION
• Oracle Mobile Cloud Service
• Oracle E-Business Suite Integration
• Partners: AuraPlayer (EBS exposure + mobile extension); Sofbang LLC (mobile app development)

RESULTS
Data collection and processing time reduced from one week down to one day
Managers able to make decisions instantly by comparing production costs with proposed budget on-site
IFC Group
Enhancing Sales Productivity

PROBLEM
IFC develops, manufactures and commercializes dermatological technologies, pharmaceuticals, cosmetics and nutraceuticals based in Spain, Germany, Italy, Brazil and Portugal. It needed to enable modern, mobile-first apps for its sales team members.

REQUIREMENTS
- Offline use and sync of sales reps accounts
- Ability to take orders on the device
- Create and send electronic invoices

SOLUTION
- Oracle MAF (Client Apps)
- Oracle MCS (Mobile Services)
- Mobile App Integrated with Siebel
- Used the out-of-the-box MCS platform for Push Notifications and Analytics

MOBILE PHARMA SALES APPLICATION
- Offline use and sync of sales reps accounts
- Ability to take orders on the device
- Create and send electronic invoices
Ledcor Group
Modern Mobile Apps to JD Edwards

PROBLEM
Business is looking to build out a portfolio of modern, mobile-first apps that extend its JD Edwards Application Interface Services (AIS).

REQUIREMENTS
- Integrate to current JDE AIS without any change to backend
- Run application in an offline mode
- Support both Mobile & Web applications

SOLUTION
- Mobile Developers have C# skills and used Xamarin to develop client apps
- Oracle MCS: Single sign-on with AD Azure and user identity in JDE, Offline Sync in the cloud, API Shaping and mobile developer API mock creation
- Elastic in pricing and usage – designed to grow as apps are developed and adopted; low maintenance cost and no on-premise software required
- AFE/Requisition Approvals, PO Approvals, Flash Reporting, Construction – Site Inspections, Contractors / Industrial – Time Capture, Manager Self Service, Supply Chain / Inventory, Hazard Assessments
SIMPLIFY MOBILITY
A SUCCESSFUL STRATEGY RELIES ON EXECUTION
There are common design patterns and features that most mobile apps use. Oracle Mobile Cloud Service provides commonly used services that accelerate mobile development and make it easy to create compelling mobile applications.

MOBILE SERVICES

Push Notifications
Storage
User Management
Location
Data Offline & Sync

MOBILE ANALYTICS

How are your customers using your apps? Beyond downloads, what else are you measuring? Mobile analytics give you insight into how your customers are using your apps. Sort, filter, and dive deep into the data, down to specific features and API calls, with built in dashboards.

“If you can’t measure it, you can’t manage it.”
-Peter Drucker
Whether focused on the mobile client, or exposing backend services as RESTful interfaces, Oracle Mobile helps developers collaborate and create “mock APIs” so they can work faster and in parallel.

- I can easily browse and use the published interfaces from the API catalog.
- I can start building the app against the agreed upon APIs.
- I can develop and publish my backend services to the API Catalog.
- I can implement APIs that connect to backend services based on agreed upon definition.

**API CATALOG**

- **Published APIs**
- **“Mock” APIs**

**Mobile App Developer**

**Backend Services Developer**
Demand for mobile continues to grow. Let your business users in on the fun. Oracle Mobile Application Accelerator (MAX) is a visual rapid mobile app development (RMAD) tool that helps users with no programming skills, quickly create, deploy and manager mobile applications. With Oracle MAX, your mobile app backlog is history.
FUTURE-PROOF

The only constant is change. Whether mobility means a phone, a watch, or artificial intelligence in a chatbot - mobile will continue to impact our future. Prepare for what’s next with a proven enterprise platform and trusted partner.