

ORACLE

Oracle Energy and Water  
Customer Edge  
Conference

# Connecting Your World of Data

A new paradigm of bringing app data together

---

**Erik Hobbie** Product Director, Data Exchange

**Jason Duncan-Wilson** Senior Director, Data Exchange



# Windows 95 Setup



## Plug and Play

Just plug it in and turn it on. That's how easy it is to install and use Plug and Play devices in Windows 95.

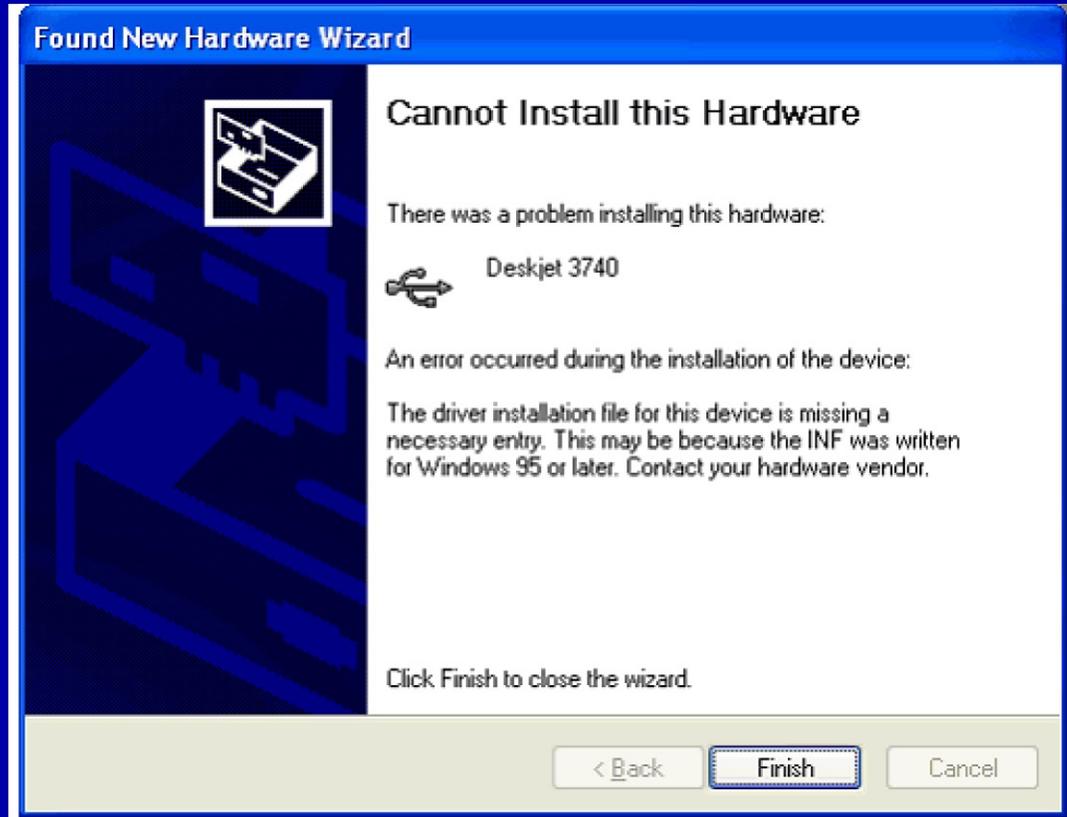
- Windows 95 automatically sets up Plug and Play-compatible devices (such as printers, CD-ROM drives, modems, and video and sound cards).
- You can even insert and remove certain devices while Windows 95 is running.
- Look for the "Designed for Windows 95" logo on Plug and Play devices.

Copying files...

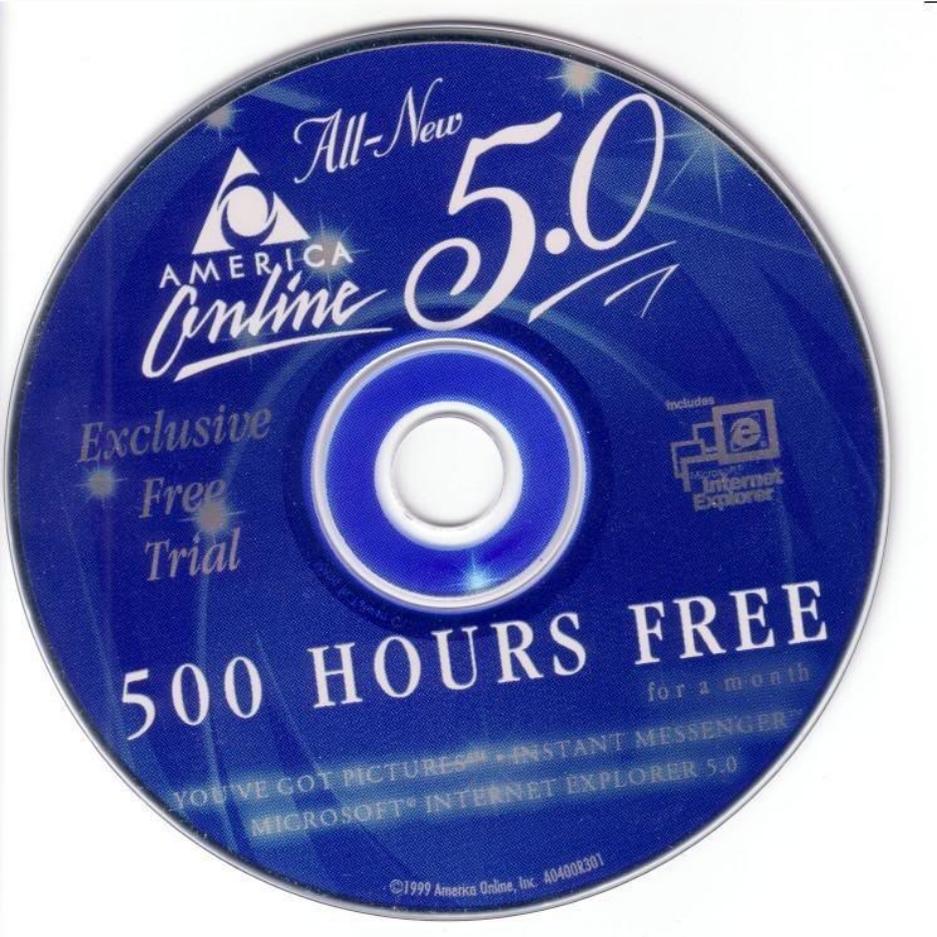
58%

Exit (F3)

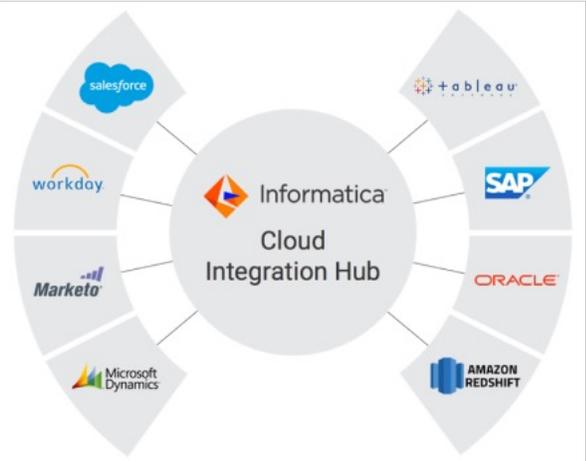
# ...more like “Plug and Pray”



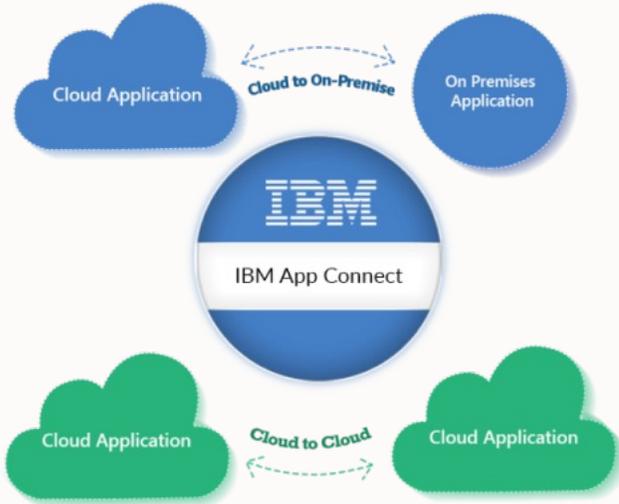
# Remember these?



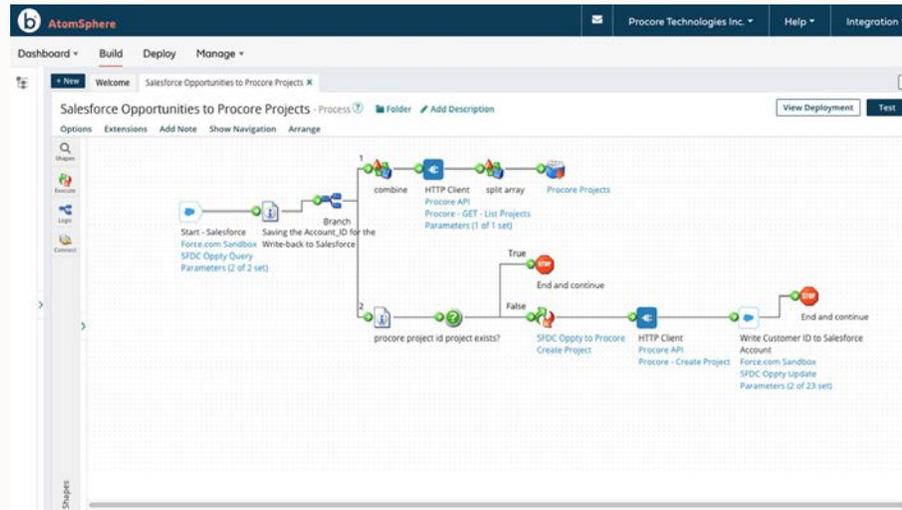
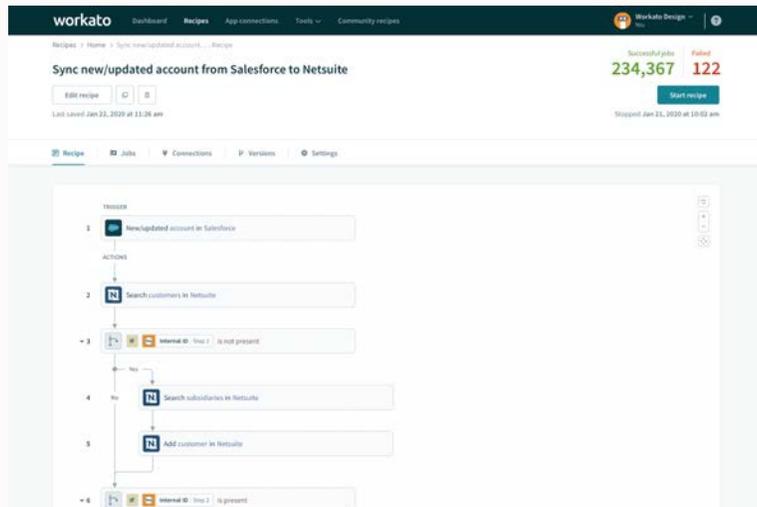
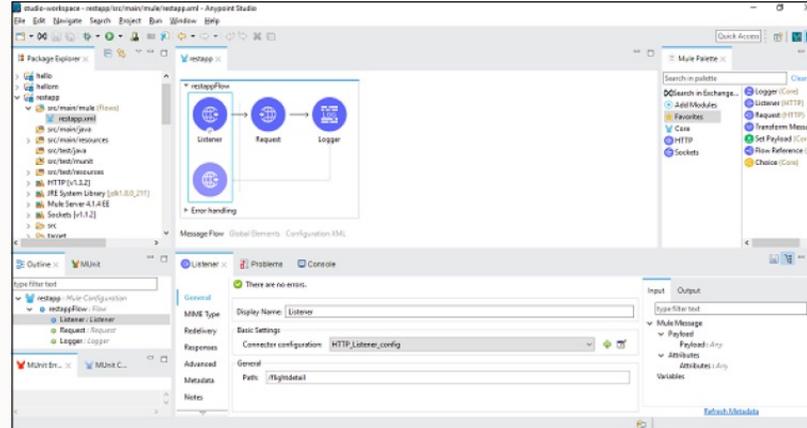
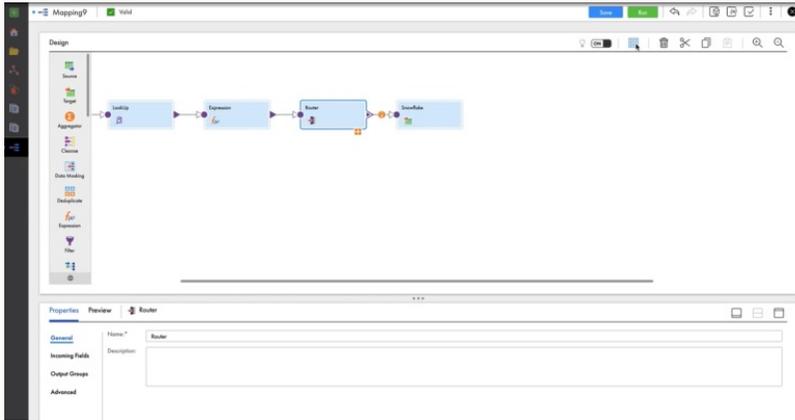
# Plug and Play in Enterprise Software



Mulesoft connects your disparate systems - extracting data and loading it into Salesforce. This includes, for example: External Databases, ERP Systems, Financial Banking platforms and other external sources.



# What's behind the curtain?



# What if we could easily connect up our systems and data?

---

# What could we enable if it was easy to share data?

Analytics  
& BI



Transportation  
Decarbonization



Grid Resiliency

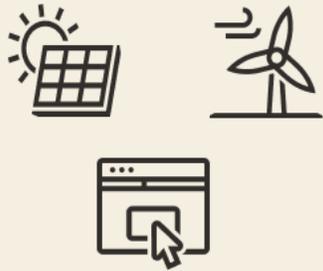


# A Problem worth Solving

---

What if we designed an Integration product purpose built for the needs of the Utility industry?

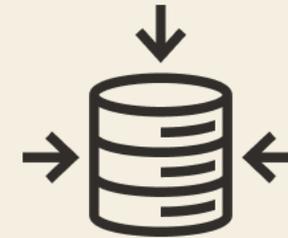
# Why is it so hard to integrate data and systems?



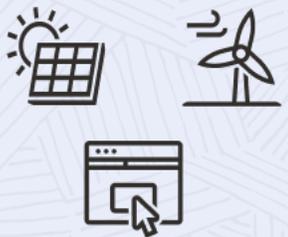
**Disconnected  
Apps / Systems**



**Custom  
Code & Config**



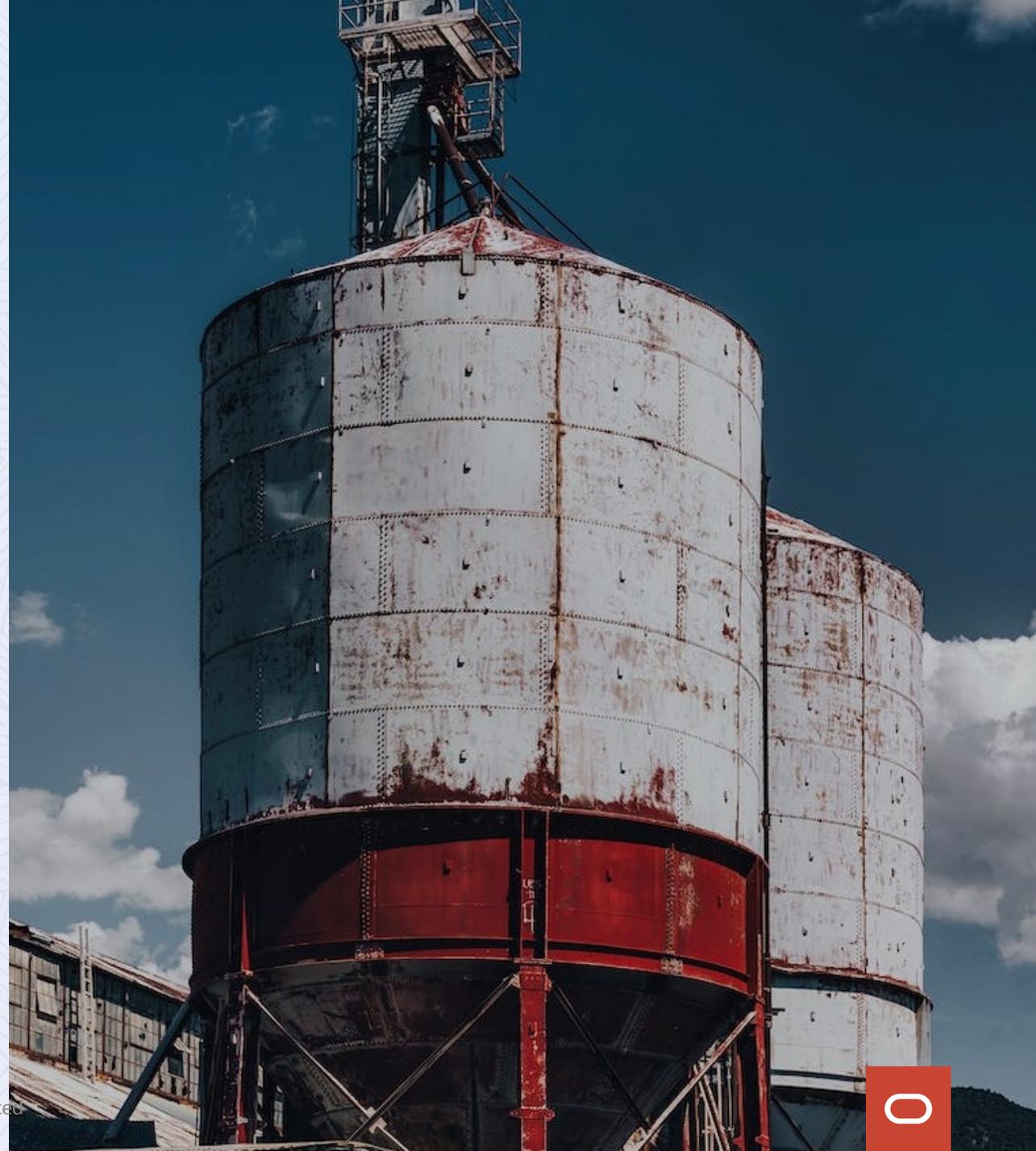
**Multiple  
Data Models**



## Problem 1

### Disconnected Apps / Systems

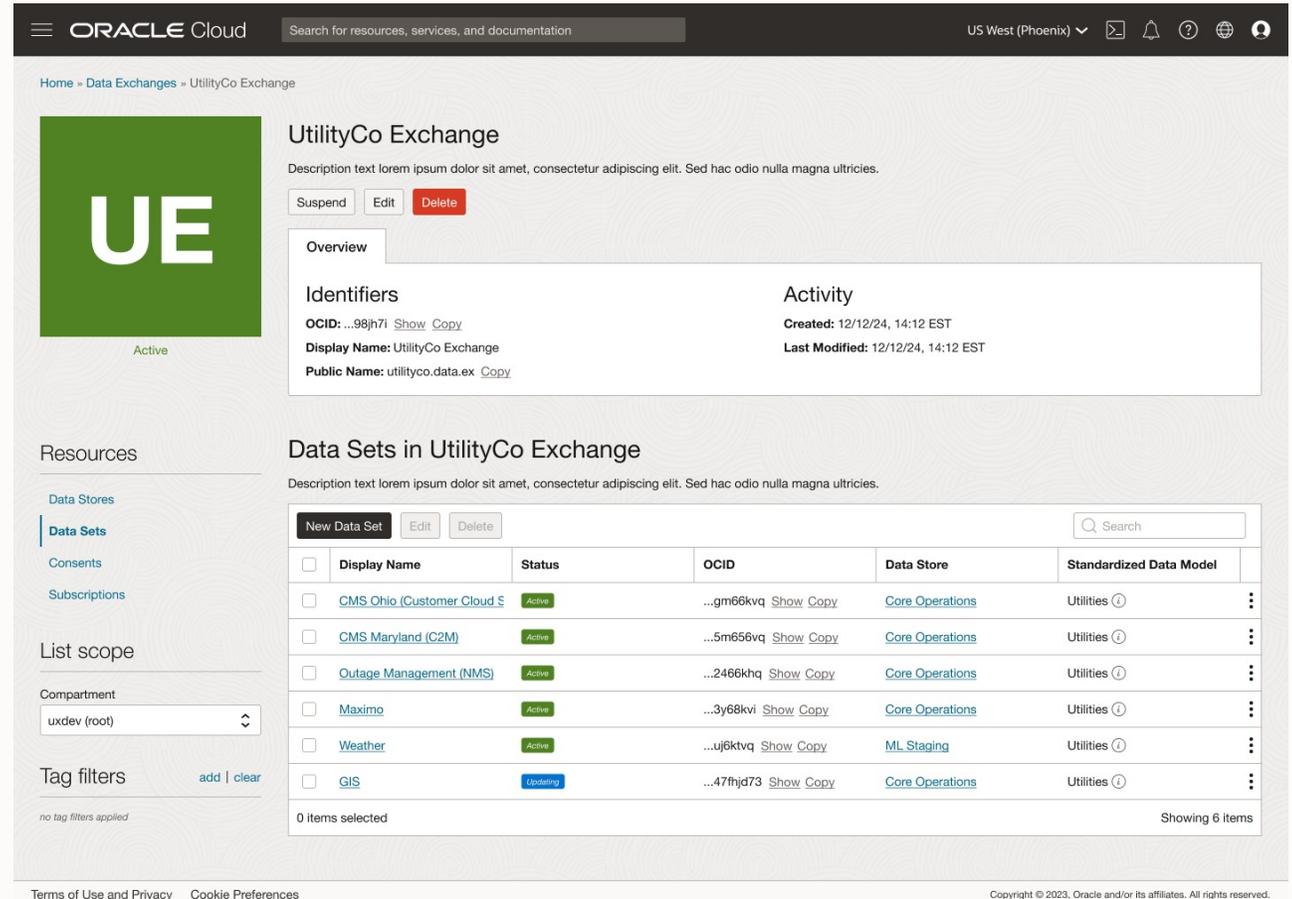
- It's never easy to move data from one app or organization to another
- Connecting your data sets together allows for gaining valuable insights. Then your teams need to be enabled to take action.



# Solution 1: Connect and Replicate

Our app makes it simple to send data to the places it needs to go.

- Manage replicating all of your data to a single data lake or lakehouse
- Replicate parts of your data to all of your apps: CIS, GIS, MDM, CRM, Marketing cloud etc.
- Securely send data extracts to external partners and organizations





## Problem 2

### Consulting & IT Development Required

- Every new integration project brings with it a new team, schedule, requirements documents, tracking, and on and on.
- Doesn't it feel like we're constantly re-inventing the wheel every time?



# Solution 2: Reduced complexity, Speed to Results

What if we took the complexity of setting up integrations

- OCI Native / Cloud first
- OCI grade enterprise security
  - Single tenant storage
- Subscription for data feeds to systems, filtering to permitted data
- Data governance to manage access
- Multi-cloud out-of-the-box

Create a Data Segment [Help](#)

**Filters** ×

Description text

Use Template  Filter Template ⓘ  
Account Characteristics

Account Programs  
LIHEAP Participant

Use Template  Filter Type ⓘ  
Data Entity

Customer Class  
Residential

[+ Another item](#)

[Previous](#) [Submit](#) [Cancel](#)





## Problem 3

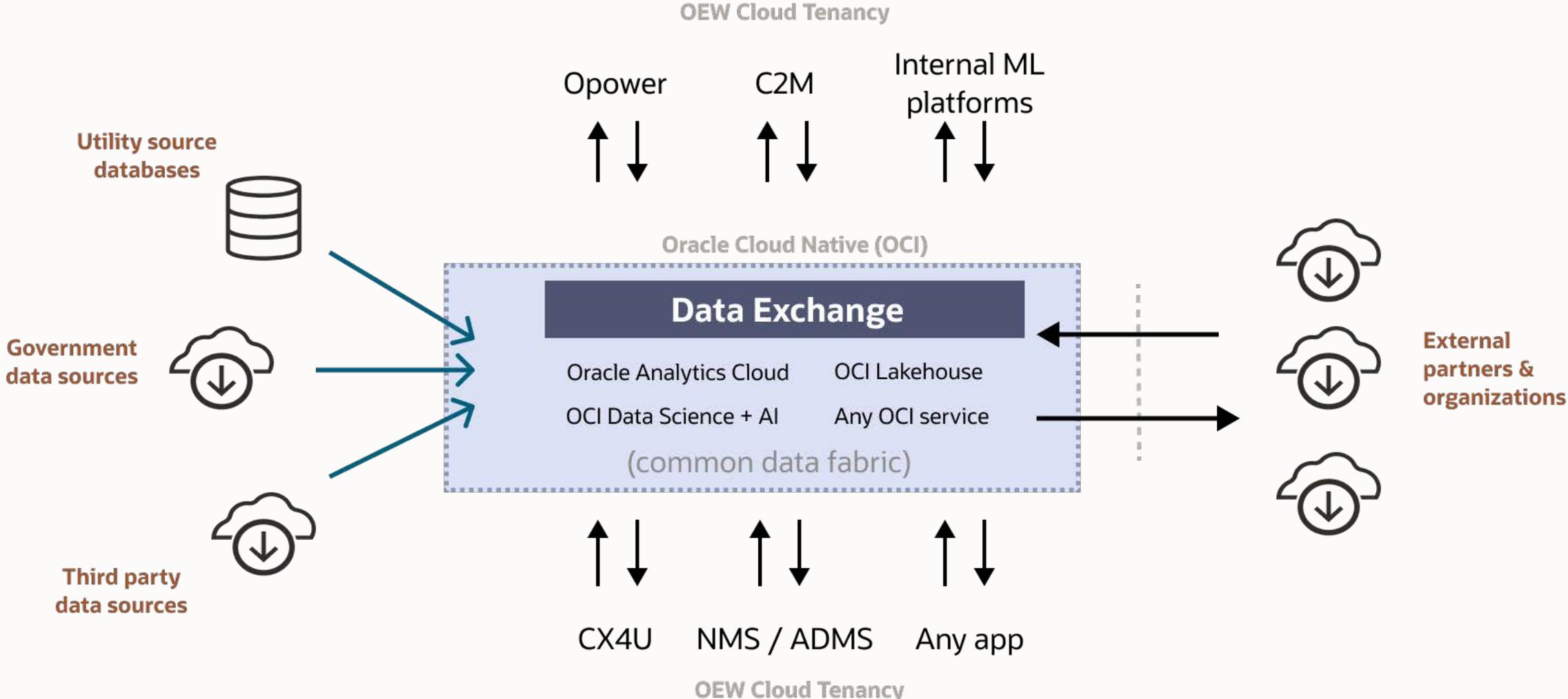
### Different Data Models

- Every app and every vendor thinks about data a little differently
- How can we get aligned so that all applications can understand the data and get connected?





# Solution 3: Connected Data Model for entire Energy & Water Industry



# Discussion questions

**1**

**What systems do you have today that don't connect that you wish did?**

**2**

**What new outcomes could you achieve if your data was interoperable?**

**3**

**How much is consulting and IT spend on integration a pain point today?**

**4**

**What barriers exist today that prevent you from sharing more widely between apps and externally?**

**5**

**What new third-party companies or cloud apps are you starting to work with that need data?**



# Thank you

---

