

# Oracle Mobile Cloud, Enterprise



## ORACLE® Cloud Platform Mobile

*“More than 50% of the world’s population now carries a smartphone. Mobile is everywhere and continues to be the dominant way we consume information and services”*

More than 50% of the world’s population now carries a smartphone. Mobile is everywhere and continues to be the dominant way we consume information and services, but mobile apps are facing pressure to change the way they are built and consumed. As consumers, we expect to connect with our friends, families and the brands we trust through whatever channels are the most convenient at that moment. Messaging is growing fast due to the instant response nature and the way people can use natural language. Today’s Digital Enterprises need a Mobile platform that enables them to engage across all channels.

### Complete Cloud Platform for Mobile, Web & Bots

Oracle Mobile Cloud, Enterprise is a complete omni-channel platform to help you engage intelligently and contextually with your customers, business partners and employees through the end user’s channel of choice. It enables you to deliver digital experiences that will delight your internal and external customers across multiple digital channels. You can not only engage via mobile and web channels, but now take the next giant leap in our evolution—Intelligent Bots backed by Artificial Intelligence. As well as providing the platform for you to build engaging experiences across Mobile, Web, Wearables and Bots, you also get actionable insights via Analytics that gives you deep insights into user adoption and behavior, so you can personalize your engagement with your end users and ensure that everything is running at peak performance.

#### WHAT'S INCLUDED

- Mobile Application Development Platform, Services & APIs
- Intelligent Bots
- Analytics
- Developer Cloud Service

### Building Better Mobile Apps Faster

At the core of Oracle Mobile Cloud, Enterprise is highly-scalable, enterprise-grade Mobile Application Development Platform (MADP), also sometimes referred to as a Mobile Backend as a Service (MBaaS). It provides a rich set of mobile FIRST services to allow mobile Client App Developers to focus on designing delightful mobile experiences while making it easy for back-end service developers to create secure and robust mobile optimized services to enterprise back-end systems. By utilizing these built-in services, developers can rapidly build apps that are mobile aware through location, offline and push notifications services anytime, anywhere.

**BENEFITS**

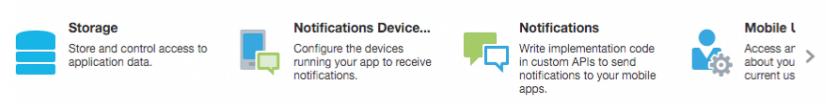
- Connect any mobile client to any backend system using **industry standards** such as REST and SOAP
- **Build Intelligent Chatbots** for popular messaging apps like Facebook Messenger, Slack and Kik.
- Use **JavaScript** and **Node.js** to create highly scalable APIs and extend using popular open-source node.js modules
- Built in **mobile services** such as push notifications, location based services, storage, offline & sync and user management
- **API First**: Browse and publish to API Catalog with built in lifecycle management. Collaborate faster with mock APIs
- Sophisticated usage and performance **analytics** with customizable dashboards providing **Actionable Insights**
- **Low code** development. Build and deploy native mobile & web apps in a visual dev environment. Code optional.

**KEY FEATURES**

- AI powered NLP for Intent and Entity detection
- Client SDKs for Apple iOS, Android, Windows and JavaScript mobile apps
- Command line testing and debugging tools to support DevOps
- Configurable and reusable Connectors that define policies around APIs securely connect to external systems
- Express API wizard to rapidly design a set of APIs
- Support for OAUTH2, SSO with external identity providers and social logins
- Behavioral analytics to maximize digital traction by tracking usage, conversion and engagement metrics
- Service level analytics to detect execution anomalies, locate failed calls, and identify opportunities for performance enhancements

The Mobile First services are exposed as APIs that mobile app developers can invoke through SDKs supporting the most common development tools including Oracle's JET, Ionic, Angular, native (Swift, Android), Microsoft Xamarin or directly from their client apps using REST.

- **Offline / Data Synchronization**: Provides two-way data synchronization with conflict detection and customizable resolution rules.
- **Location Services**: Provides the ability to deliver contextual information based on user's location using a combination GPS and Beacons.
- **Push Notifications**: Adds immediacy to your mobile apps by communicating with your users when a significant event occurs.
- **Storage**: Stores data in a collection that can be accessed by any mobile app. Gets the data off the client and onto the server where it belongs.
- **User Management**: Simplifies self-registration and login procedures for the mobile app developer.
- **SMS** – with Syniverse / Twilio etc



You not only get the out-of-the-box services that every mobile app requires, but also the ability to define and implement new mobile-ready APIs quickly and cleanly. Using an API First approach, front-end and back-end developers can collaborate faster with mock APIs which can then be implemented in parallel and published to the API Catalog.

These "Mobile ready APIs" can make connections to your backend systems over existing REST, SOAP web services or through Oracle Integration Cloud Service. The developer can then use simple JavaScript code to shape the data and optimize the API according to the specific needs of each mobile app. Custom APIs are executed inside *node.js* containers, which allows you to extend your API with hundreds of thousands of open-source nodejs modules. What's more, all API calls from your mobile client applications to built-in or custom APIs are made via uniform REST calls, thus creating a cohesive development environment that's easy to control and maintain.

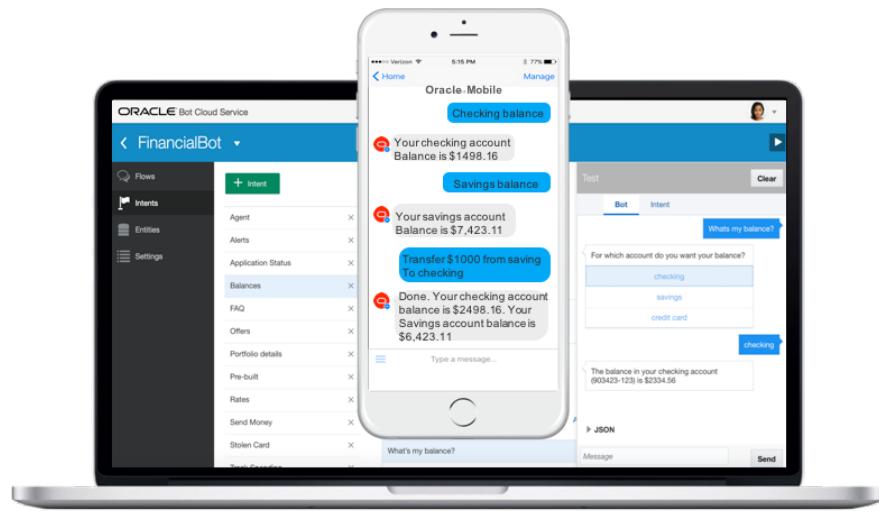
**Intelligent Bots**

The last few years have seen a massive growth in the mobile usage of messaging and chat applications such as Facebook Messenger, WeChat, SnapChat, Kick, Skype and Slack, particularly with *Millennials* and *Digital Natives*. In addition, there has been an explosion in virtual private assistants (VPAs) with Amazon Dot / Echo, Google Home and Apple HomePod and with voice recognition such as Apple's Siri, Microsoft Cortana and Google Voice becoming common place in people's cars and homes. What makes these channels the default choice is the expected instant response if the other person is online, or the push notification that triggers the person on the other side to respond immediately. These instant messaging users who use these channels to converse with their friends and family want to use the same channels with the same familiar user experience to instantly communicate with the enterprise. These channels are doing to apps what browsers did to client server applications i.e. these channels are rapidly becoming the next browser.

Many of these messaging apps and digital assistants have opened up their messaging

and chat services with APIs that enable conversations between a person and a computer program – a so called “Bot” or “Chatbot”. This is leading to the innovations in Intelligent Bots powered by Artificial Intelligence that is going to help enterprises automate these conversations in scale through these channels.

With Oracle Mobile Cloud, Enterprise you can develop Intelligent Bots that can provide a more natural conversational user interface, through text or speech, to your enterprise systems. By using Artificial Intelligence (AI) and Natural Language Processing (NLP) powered by Neural Networks and Machine Learning, your Bots can more easily detect what the user is trying to achieve (their intent) and any other relevant things mentioned in their chat message. All it takes to define an intent is a few sample phrases (utterances) that you use to train your Intelligent Bot on how to recognize that user intent. The built-in testing tool allows you to iteratively train and test your Bot to get the results you require.



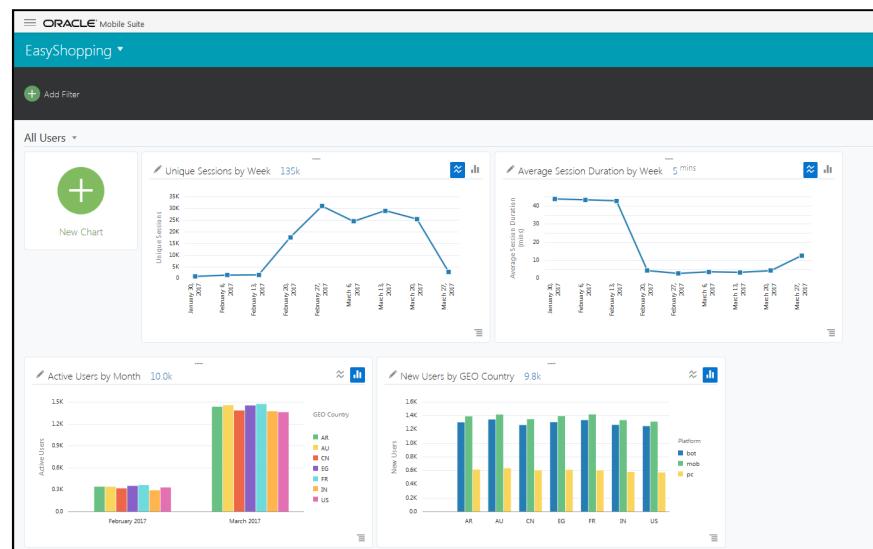
This intent detection is combined with a sophisticated state machine that maintains the context of the conversation and allows you to define the appropriate conversational flows and sub-flows, and how to properly respond to the end user. Custom components can be invoked during the flow to fetch information or perform transactions through your APIs to your backend systems. Your Bot can be programmed to carry out any task that your available APIs allow it to perform. APIs built for your mobile apps and your Bots can be shared across all application types, maximizing reuse and productivity.

Channels allow you to define how your Bot will be deployed to your chosen messaging or voice channels. With many of the Chat clients providing a richer set of UI controls in addition to plain text, channels help your Bot adapt the way the conversation is presented according to the capabilities of the channel currently in use. In addition to Facebook Messenger, Oracle Mobile Cloud, Enterprise provides a flexible Web Hook mechanism that can also be used to connect your Intelligent Bot to your public web site, your mobile app or digital assistants.

## Analytics

Oracle Mobile Cloud, Enterprise provides all the analytic tools you need to develop a deep understanding of customer behavior, so you can efficiently engage with them to drive key business goals. Included are a set of rich tools for analyzing, monitoring, and optimizing mobile, web apps, and Intelligent Bots. It provides up-to-the-minute, detailed insights into what users are doing — using actual behavioral data — to take the guesswork out of what's working, and what isn't. You can then take action based on these insights to optimize your solution.

The core principle driving the design of the analytics is to allow customers to generate as much data as they want and still be able to obtain reports in seconds. This is achieved via a Big Data Lambda Architecture that supports real-time updates without needing to maintain infinitely growing mutable states. The goal is to capture and analyze any number of user actions as events within an application. An event can be anything — someone selecting and placing an item in a shopping cart, a registered user logging into an application, or someone reading an e-book.



Any enterprise-grade mobile analytics service must cater to a broad range of personas, each of which has its own specific set of requirements and business goals.

The **marketing analyst** persona is primarily interested in obtaining the classical funnel, retention, and segmentation behavioral patterns. These patterns can range from simple, “number of users active on a given day”, to fairly complex “people who have started using the app X days after installing it”. Queries can be either pre-canned or ad hoc.

The **User and sessions reports** give you a deep look into who's using your app, and how often users return. Use these reports to gain basic insights, such as identifying new users who sign up, their location, what model of device they're using, and the total time spent by users on the apps (among other options). These reports can also be used by the business manager persona to conduct a portfolio analysis of the mobile apps to determine usage/error trends.

The analytics reports generated by Oracle Mobile Cloud Enterprise Analytics enables **developers** to see an application's adoption rate and identify which APIs/functions are

used the most (or the least). Response time monitoring allows you to detect execution anomalies, locate failed calls, and identify opportunities for performance enhancements.

## Mobile App Development

With Oracle Mobile Cloud, Enterprise developers are free to choose the front-end development tools and frameworks most suited to their skills and requirements. Any client side tooling that can make REST API calls can be used with Oracle Mobile Cloud, Enterprise. Client SDKs are provided for native app and hybrid developers to make it easier to use APIs and services published from the mobile core.

- **Native SDKs:** Apple iOS, Android, Windows and Xamarin
- **Hybrid & Web SDKs:** JavaScript, Apache Cordova

Whilst Oracle Mobile Cloud, Enterprise is completely open to any client side development tools and frameworks, Oracle Mobile Cloud, Enterprise includes a set of Oracle development tools to suit the skills and requirements of different developers.



- **Oracle JavaScript Extension Toolkit** (Oracle JET) empowers developers by providing a modular open source toolkit based on modern JavaScript, CSS3 and HTML5 design and development principles. It is targeted at intermediate to advanced JavaScript developers working on client-side applications. It's a collection of open source JavaScript libraries along with a set of Oracle contributed JavaScript libraries that make it as simple and efficient as possible to build applications that consume and interact with Oracle products and services, especially Oracle Cloud services. Jet applications can be deployed as responsive web apps or deployed as an Apache Cordova hybrid mobile app through an App Store. Using the Oracle Mobile Cloud, Enterprise JavaScript and Cordova SDKs, Oracle JET applications have full access to all of the rich mobile services and APIs to connect to your enterprise systems.
- **Oracle Mobile Application Framework** (Oracle MAF) is a hybrid mobile framework that enables developers to rapidly develop single-source applications and deploy to Apple's iOS, Google's Android, and Microsoft Windows 10 platforms. Oracle MAF leverages Java, HTML5 and JavaScript to deliver a complete MVC framework with declarative user interface definition, device features integration and built-in security. Oracle MAF provides a visual and declarative development experience and maximizes code reuse resulting in faster development of mobile applications. Oracle MAF is tightly integrated with Oracle Mobile Cloud, Enterprise making it easier for MAF developers to take advantage of all the built-in mobile service and APIs to connect to your enterprise systems.

- **Oracle Mobile Application Accelerator** (Oracle MAX) is a no-code Rapid Mobile Application Development Tool (RMAD) that allows non-technical “citizen developers” to quickly compose on-device mobile apps. Using templates and the simple drag and drop designer you can quickly develop Apps that can be simply deployed to your users through a container app they can download from the app store relevant to their device. MAX apps access your backend systems through the APIs published in the same API catalog as any other mobile app, so your citizen developers don’t need to deal with creating secure connections into your enterprise systems.

So whether your developers already have a favorite set of mobile application development tools or you are looking to adopt a new set of tools, Oracle Mobile Cloud, Enterprise has you covered.

## Build BETTER Apps FASTER

Oracle Mobile Cloud, Enterprise enables you to connect any mobile client to any backend system. Whether it’s text and speech capable Chatbots, device-resident mobile apps for smartphones, tablets and “wearables” or mobile web, you’ll have a platform that enables you to develop, deploy, manage and analyze mobile apps for all your end users. Built on open source technology, Oracle Mobile is designed to be future-proof, agile and flexible for whatever lies ahead.



### CONTACT US

For more information about Oracle Mobile Cloud, visit [cloud.oracle.com/mobile](http://cloud.oracle.com/mobile) or call +1.800.ORACLE1 to speak to an Oracle representative.

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### Integrated Cloud Applications & Platform Services

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