ORACLE MOBILE HUB

Build Your Mobile Strategy

Not Just Your Mobile Apps

ORACLE

What is It?

Oracle Mobile Hub provides **everything you need** to build out your enterprise mobile strategy using **innovative, state-of-the-art tools.**

Oracle Mobile Hub provides you with the tools you need to develop a strategy for supporting your mobile development. You get the out-of-the-box services that every mobile app requires, plus the ability to define and implement new enterprise-ready APIs quickly and cleanly. What's more, all API calls from your Android, iOS, Windows/C#, and Cordova (JavaScript) client applications are made via uniform REST calls, thus creating a cohesive development environment that's easy to control and maintain.

How many of these can your enterprise answer "Yes" to?

- Does your enterprise have experience with mobile apps—maybe tactical solutions for providing mobile access to your data—but find itself lacking a well-crafted, holistic mobile strategy?
- Are your teams trying to deliver on an executive order that mandates creating mobile apps, but the goals are not well articulated, the development model is not well defined, and, as a result, the communication among team members is poor and disjointed?
- Do you have a mishmash of development approaches? That is, legacy system data that you want to expose through mobile apps (an "inside out" approach) and/or a vague idea of the mobile apps that you need to create but no easy way to access the needed data (more of an "outside in" situation)?
- Are you being asked to mash up services from disparate sources, such as social media, enterprise data, location information, and more?

▶ Enter Oracle Mobile Hub

Platform Support | Approach APIs Sensibly | Unite Lines of Business | Rely on Us

Platform Support

Oracle Mobile Hub has a platform that understands the challenges of moving enterprise data to mobile in a secure, scalable, elegant fashion. One that makes it easy to do things right.

Our platform enables development models driven by mobile app developers ("outside in") and by service developers ("inside out") simultaneously.

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Approach APIs Sensibly

- Choose a mobile API from the API Catalog or design your own with clean RESTful design patterns. Then map it to your back-end enterprise data, or implement your own logic.
- Cleanly separate API design and implementation to help keep app updates backward-compatible.
- Develop fresh and modern B2E and B2C mobile apps, no matter where the data resides, using your favorite IDE.

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Platform Support | Approach APIs Sensibly | **Unite Lines of Business** | Rely on Us

Unite Lines of Business

Oracle Mobile Hub can help you create a strategy to help you move away from the tactical, and unite all lines of business along a well-defined strategy, to get enterprise data out of the back end and into a set of robust and appealing B2C or B2E mobile applications—while at the same time addressing each team member's top-of-mind concerns.

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Rely on Us

Oracle Mobile Hub has a unified approach that offers...

- enterprise-ready security patterns to secure your apps end-to-end.
- rich mobile analytics to help you understand if your mobile strategy is successful.
- a secure and centralized location to manage your reusable assets.

As the mobile market has matured it's become clear that many activities need to be pushed to the server for maximum efficiency—**you simply can't solve all problems in the client code.**

Instead, you need mobile-specific services that accelerate development and make it easy to create compelling mobile apps. Oracle Mobile Hub provides these services, each of which expose APIs that mobile app developers can call directly from their client apps, using REST calls or the client SDKs.

Storage

Store 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.

Push Notifications

Adds immediacy to your mobile apps by communicating with your users when a significant event occurs.

User Management

Simplifies self-registration and login procedures for the mobile app developer.

Data Offline and Sync

Develop apps that can work offline—even if a mobile user alters content—then automatically sync up with Oracle Mobile Hub when they're back online.

Location

Define points of interest so you can send your users vital information right when they need it.

Free up your mobile app developers so they can focus on what they do best.

Problem: Enterprise mobile apps are all about presenting an easy-to-use way to interact with data. Mobile app developers may be bursting with creative ideas for designing elegant user interfaces, but may find it difficult—or next to impossible—to lay their hands on the data they need. Often the data is distributed across several back-end systems from on-premises packaged applications, cloud data, or custom applications that the mobile app developer doesn't know—or want to know—how to access. All he wants is a small subset of literally thousands of pieces of data.

What's the quickest way to get it?

Solution: With the Oracle Mobile Hub API Designer, your mobile app developer can sketch out just the basics of what he needs: resources and methods. Or he can just upload a RAML document—a simple way of describing RESTful APIs—and call it a day. Either way, he turns over this mini-spec to a service developer, who understands how the data is structured and formatted. No need to waste time, however. While the service developer implements the API, the mobile app developer can continue building his app by leveraging the mock implementation of the API, which the Oracle Mobile Hub generates based on sample data. When the service developer is finished, the mobile app developer gets a set of clean APIs he can use to create sophisticated mashups, without ever having to worry about the underlying data structure.

With Oracle Mobile Hub, service developers have a powerful API Designer to **zero in on the data you need.**

You likely have years' worth of data scattered throughout your enterprise and stored in onpremises packaged applications, cloud data, or custom applications. And given the explosion of mobile adoption over the past several years, chances are that you need to provide access to that data to empower your customers on the move. Who knows that data best? Your service developers, of course. With Oracle Mobile Hub, service developers have a powerful API Designer to help them build out those APIs and zero in on the needed data, so the mobile app developer can take it from there. After the API is defined, the service developer can download a package containing a JavaScript (Node.js) scaffold to simplify implementation.

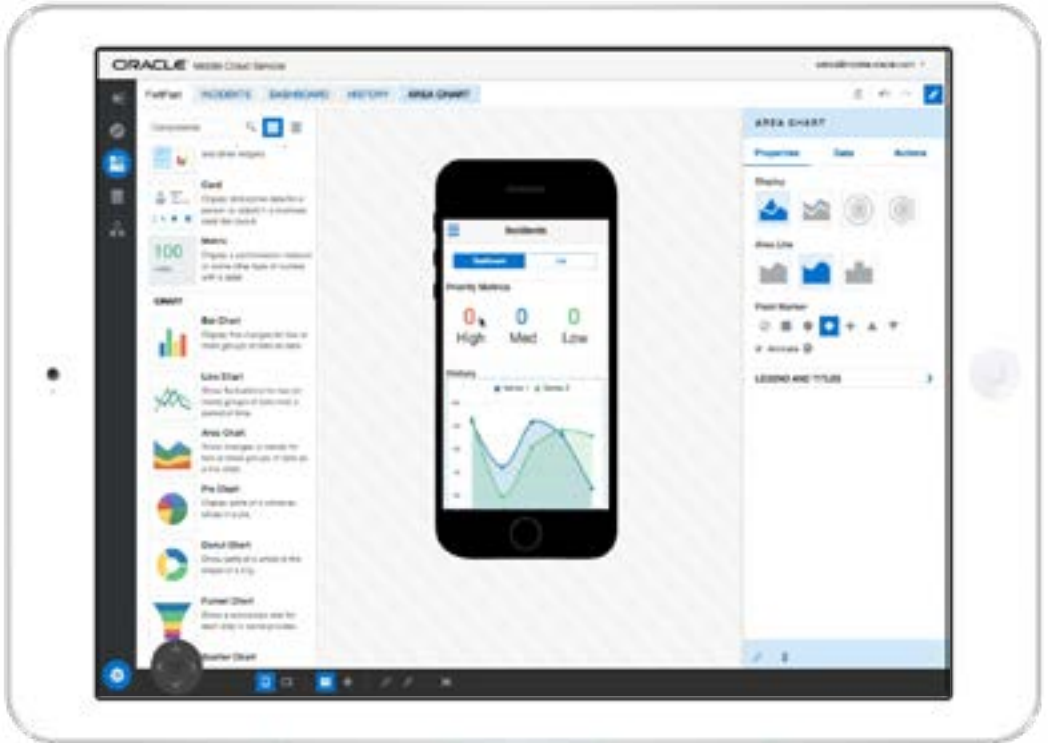
Our SDK for JavaScript custom code allows the developers to call platform services—like storage, push notifications, location, offline sync, and security features—directly from custom code. And why bother interacting directly with Apple Push Notifications Service, Google Cloud Messaging Service, or Windows Push Notification Service when it's so much easier to use Oracle Mobile Hub to send push notifications? After the service developer sets up and registers, sending notifications is identical for both platforms using our standardized APIs.

To make it easy to get to the data that service developers need, Oracle Mobile Hub enables them to declaratively create connector APIs to interact with on-premises and external web services. Configured connector APIs are available in the API Catalog, and can be easily called from custom APIs—using industry standard protocols to declare the necessary service policies.

Oracle Mobile Hub also allows service developers to take advantage of those APIs to shape data in a way that's usable by the mobile app developer. For example, a given web service may return hundreds of XML fields that make no sense to put on a mobile device. So, when creating the connector API, the service developer can crunch it down to just what the mobile app developer really needs.

Let business users **get in on the fun.**

If you've already started to implement your mobile strategy, you've probably realized that the demand for mobile app development can quickly outpace your organization's ability to deliver. So why place all the burden on your mobile app and service developers? Why not let your business users get into the act? With Mobile Application Accelerator (MAX), they can. MAX is a highly visual, no-coding required rapid mobile app development (RMAD) tool that allows users with absolutely no programming skills to quickly assemble mobile apps and continuously iterate on their designs. With MAX, your mobile app backlog is a thing of the past.



WATCH
Mobile Application Accelerator Demo

WATCH
MAX Designer User Interface Tour

Our **unique mobile backend** serves as a container for the set of APIs and other resources needed for a given group of applications.

You can set up multiple mobile backends to serve different sets of applications, with each backend containing just the APIs that it needs. Best of all, the entire mobile backend is deployed as a single entity, which makes it easy to manage throughout its lifecycle: from development to staging to production.

With the Oracle Mobile Hub tools for tracking dependencies, your architect has answers to such questions as:

- Which assets are shared among mobile backends?
- Will a change to this asset have a negative impact on another application?

And with all the complexities of mobile app development hidden in the backend, the mobile app developer is free to concentrate on innovating killer apps.

Enterprise-grade, end-to-end security is **built right in.**

Oracle Mobile Hub uses the OAuth and Basic Auth security mechanisms for authentication. It all starts at the mobile backend, where users and client applications authenticate with their security credentials—even Facebook or enterprise single sign-on credentials. From there, you can use mobile user management APIs to define user realms and roles, and then configure role-based access to API endpoints within the backend (for example, you can decide which roles are allowed to GET or POST).

When you use connector APIs to take advantage of outside services, Oracle Mobile Hub helps you mediate between the differing security approaches that you may encounter. For example, say a service you're connecting to needs to use SAML authorization and authentication. After you configure the appropriate policies, Oracle Mobile Hub takes care of identity propagation by transforming the incoming security token into a SAML token that the service can use.

To simplify the propagation of credentials from client applications when they call Oracle Mobile Hub platform services, you can use the client SDKs for the Android, iOS, Cordova (JavaScript), and Windows platforms.

No one understands enterprise security better than Oracle. Oracle Mobile Hub is based on Oracle's proven integration software and middleware platform, all running on top of Oracle WebLogic Server. You don't have to worry about scalability, reliability, or security.

Are your customers **really using your app?**

Oracle Mobile Hub Analytics help you gain insight into how (and how often) customers use applications at any given time. The data that is gathered and presented by Oracle Mobile Hub Analytics enables you to see an application's adoption rate, and find out which functions are utilized the most—or the least.

With Oracle Mobile Hub Analytics, you can sort, filter, and drill down into data from runtime events that are received from client applications connected to your active mobile backends.

An event can be the life span of the application itself or the life cycle of one of its functions, such as a search or shopping cart. By automatically applying a context to this data, which includes both geographic information and client application details—like application ID, version, and operating system—Oracle Mobile Hub Analytics enables you to home in on trends and patterns and tune your applications accordingly.

Oracle Mobile Hub also provides an SDK so that you can create custom events to keep aware of app-specific trends, such as where your active users are located or how many of them live in a given geographical region.

The future of mobility is coming.
Oracle is ready. Are you?

Oracle Mobile Hub is ready for the future state of mobility. With our out-of-the-box, web-based platform, real users can create and implement mobile apps that can be used on all devices...from desktop to wrist.

By 2017

of today's deployed mobile enterprise apps will be completely **rewritten or replaced.**

By 2018

of B2E mobile apps will be created by enterprise business analysts **codeless tools.**

By 2020

of lightweight Web and mobile-style app integration will completely displace **traditional approaches.**

- Gartner Presentation, "The Current and Future State of Mobility."

Van L. Baker, Jason Wong, August 2015

Learn More

- View data sheets, FAQs, pricing, and additional resources on the **Oracle Mobile Hub** product page.
- Sign up for a free trial at **Oracle Cloud.**
- Purchase a subscription and get started by visiting the **Oracle Help Center.**

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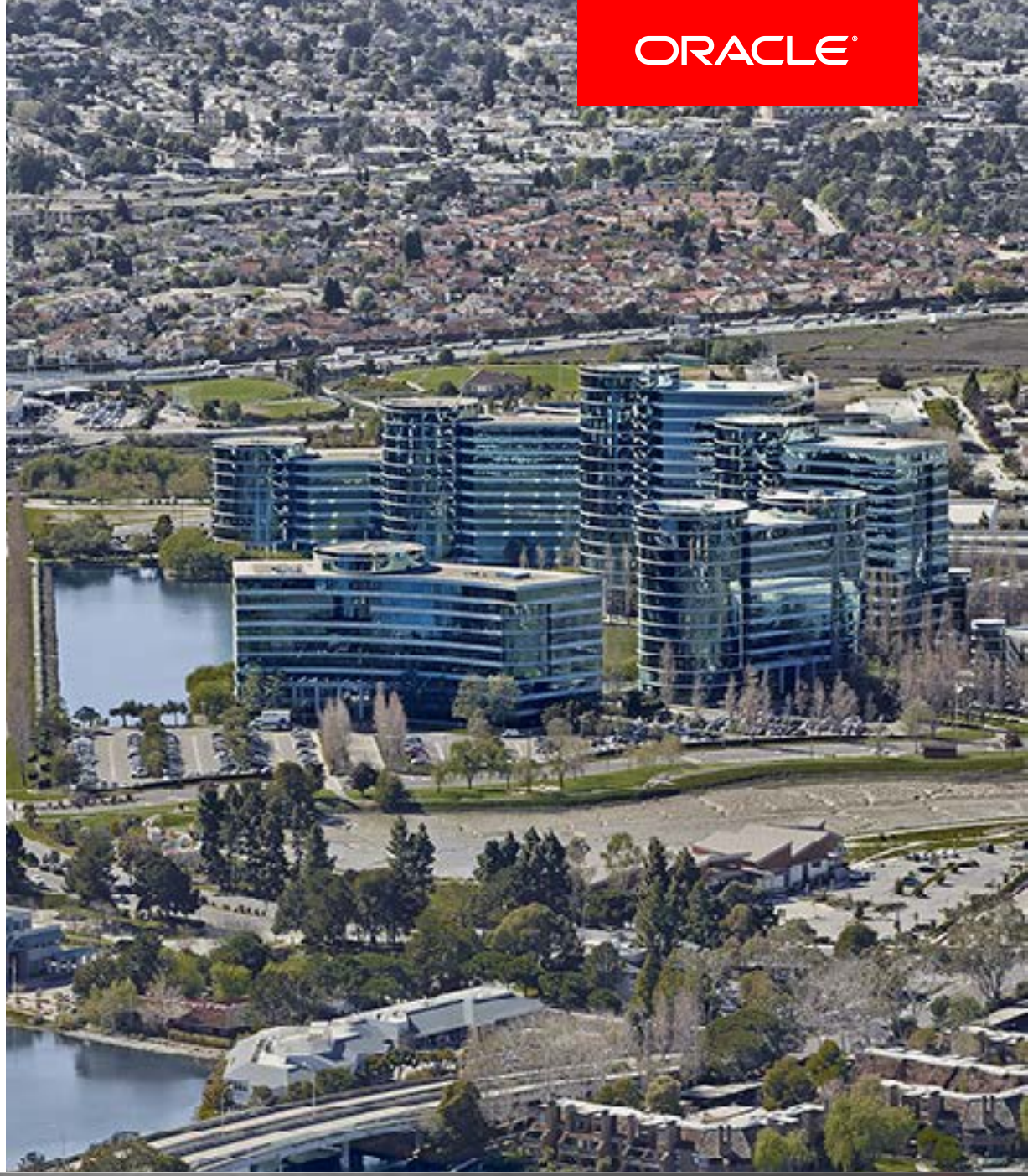

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