

Five Ways Cloud-Based Integration Is Driving Innovation



With businesses adopting more and more cloud applications, mobile apps, and devices, integration has never been more important. Integrating these apps and tools with the rest of the systems is the key to a connected enterprise—one that supports real-time responsiveness, instant collaboration, and streamlined innovation.

To keep up with these new integration demands, a new breed of solution has emerged—cloud-based integration platforms (also called integration platform as a service, or iPaaS for short). For businesses looking to gain all of the benefits of a connected enterprise, while also simplifying administration and accelerating time to market, they're a game-changer.

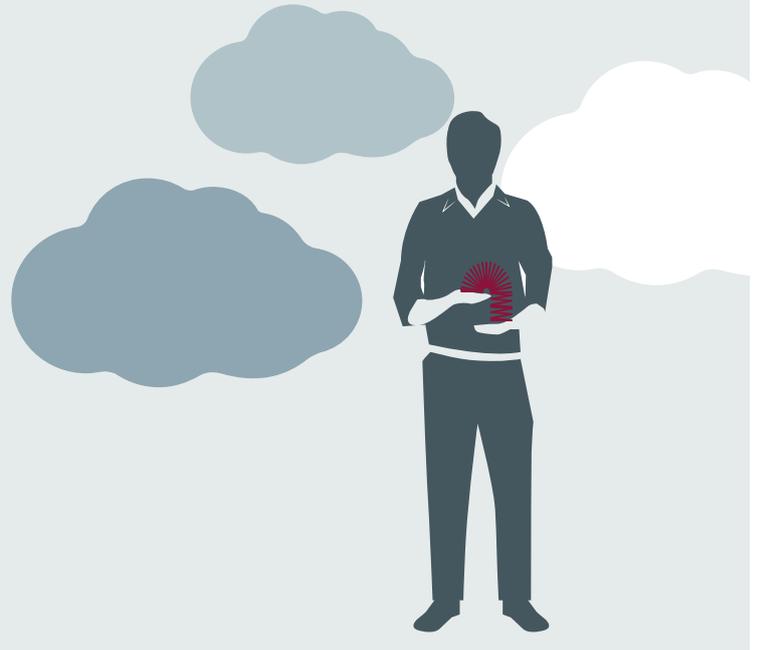
They're fueling a hybrid approach to integration—one that combines on-premises integration with iPaaS to respond to business requirements faster—but that's just the start. Read on and discover five key ways cloud-based integration platforms are transforming the way organizations integrate, making innovation simpler than ever before.

1 Speed and Elasticity

For modern businesses, flexibility is everything. With market conditions, competitive forces, legislation, and technological changes all conspiring to leave businesses in a constant state of flux, the ability to adapt, scale, and move quickly is more important than ever.

That's one of the biggest reasons why businesses have embraced cloud solutions. Not only are they faster to deploy and get up-and-running with, but they also offer unparalleled scalability—enabling businesses to add functionality or support for additional users with ease.

With Oracle SOA Cloud Service, it takes less time to give your people the integration tools they need, and to adjust your use of the service. As your integration needs change, your solution can change with your business easily. Oracle API Manager Cloud Service gives full visibility into your APIs through a cloud-based portal and enables you to manage them effectively, to drive fast innovation.



2 Meeting Developers' Diverse Needs

No two integration tasks are the same. And depending on who they're for and who's executing them, they may be drastically different and require different tools.

To be able to support their digital business with rapid innovation, integration developers need to have access to various tools and capabilities, including:

- + Adapters for simple software as a service (SaaS) integration
- + Service virtualization
- + API management
- + Managed file transfer
- + Business-to-business integration
- + Business activity monitoring
- + Event processing



When cloud-based integration platforms provide a comprehensive suite of features that contain these diverse capabilities, they bring the best of both worlds to today's developers—enabling them to innovate quickly and confidently.

Oracle SOA Cloud Service is a game-changer. The breadth and depth of its capabilities help meet today's developers' diverse development and deployment requirements—from service virtualization to managed file transfer and B2B integration, and more. With Oracle API Manager Cloud Service, Oracle gives developers the ability to quickly create and expose new APIs securely—and manage them all from the same dashboard. Innovation can spread more easily when it is supported with simple yet powerful tools in the cloud.

3 Support for Hybrid Integration, for Faster Innovation

The availability of cloud-based solutions has not negated the need for on-premises technologies. By utilizing the speed, simplicity, and flexibility of a cloud-based integration platform and blending them with the security and deep customization offered by an on-premises integration suite, businesses can accelerate innovation.

It's a concept known as "hybrid integration," and when you want the flexibility to change where to build and deploy your integration projects as your business and integration needs change, it's a very big deal.

Leading analyst firm Ovum¹ recommends that enterprises consider iPaaS as a means of easing the complexity of hybrid integration as they continue to focus on managing the complex interplay of business needs and persistent budget constraints, while still achieving faster time to integration.

The hybrid integration approach merges cloud and on-premises integration platforms to handle complex integration combinations such as:

- + Cloud-to-cloud to on-premises
- + On-premises to on-premises
- + Mobile, Internet of Things, B2B integration
- + API management

When done right, it opens up new and smart ways to handle existing integration projects. Oracle SOA Cloud Service offers comprehensive features, enterprise-grade scalability, and deployment portability to make hybrid integration easier.



4 Ability to Lift and Shift Integration Workload

Integration is rarely a simple process. A great deal of time and effort goes into provisioning, configuration, and administration. By "lifting and shifting" integration workloads into the cloud, all three actions can be drastically reduced.

If an integration workload doesn't really need the kind of control and customization offered by an on-premises integration platform, it can be moved to the cloud where management is simpler, costs are lower, and developers are freed to focus on value-added tasks.

This isn't just a one-way street. If business conditions change and something like a new piece of legislation forces you to change the way you control data, that

workload can be shifted back to the on-premises part of your hybrid integration platform easily.

With a hybrid integration platform such as the Oracle SOA Suite combined with Oracle SOA Cloud Service, "lifting and shifting" workloads can be done quickly

and simply—giving you an easy way to cut the cost of your everyday integration workloads and maximize control over the ones that need it most.



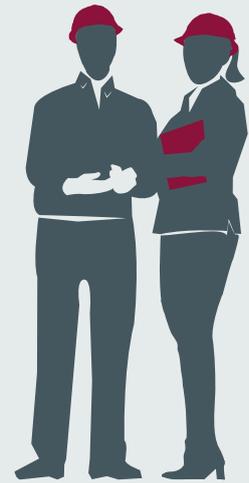
¹ Ovum Decision Matrix: Selecting an Integration PaaS (iPaaS) Solution, 2015-2016. April 2015

5 Streamlined Development and Testing

Another important application of this easy portability between cloud and on-premises integration platforms is in testing and development.

By re-creating a dev/test environment in the cloud, rigorous integration testing can be conducted before going live—enabling teams to eliminate any potential errors quickly, and roll out more-powerful integrations faster.

Doing this gives you a safe place to test your innovative ideas and really push integration to its limits without any risk.



Take Integration to the Next Level with Oracle SOA Cloud Service and Oracle API Manager Cloud Service

At Oracle, we understand the power of integrating across on-premises and the cloud; that's why we've brought enterprise-grade application integration and API management to the cloud as Oracle SOA Cloud Service and API Manager Cloud Service. These solutions provide you with a comprehensive platform that includes hybrid integration features to suit different use cases in enterprises of all sizes.

Find out more about this powerful addition to Oracle's iPaaS offering today. Learn how integrating with a cloud-based platform could help you cut costs, improve flexibility, and innovate with confidence.



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