

# Simplify Data Integration & Migration to Cloud Databases and Warehouses

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**19<sup>th</sup> Novembre 2019**

**Paris Modern Cloud Day**

Sales Specialist Cloud Native Integration  
EMEA Technology Business Development Team

## Safe Harbor

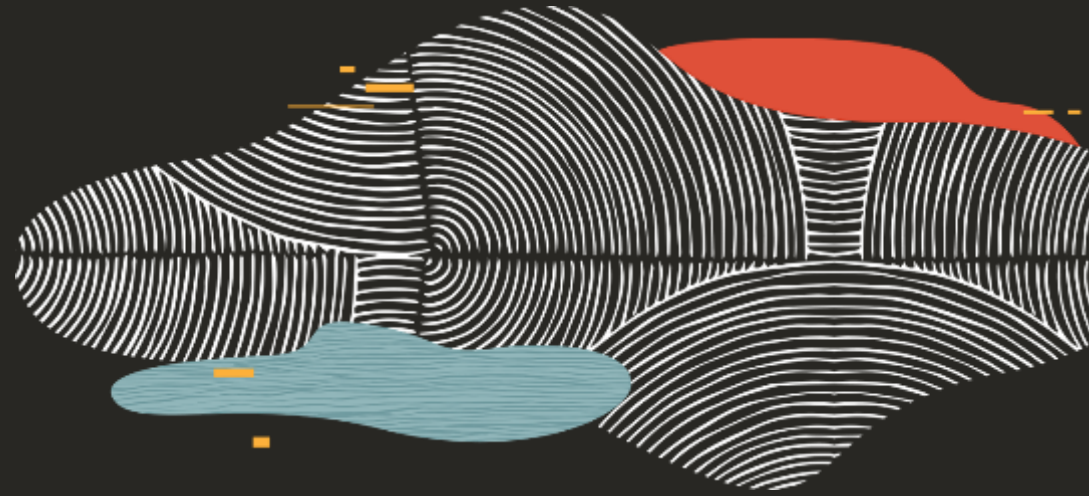
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# Agenda

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## Data Integration Challenges

Oracle Data Integration

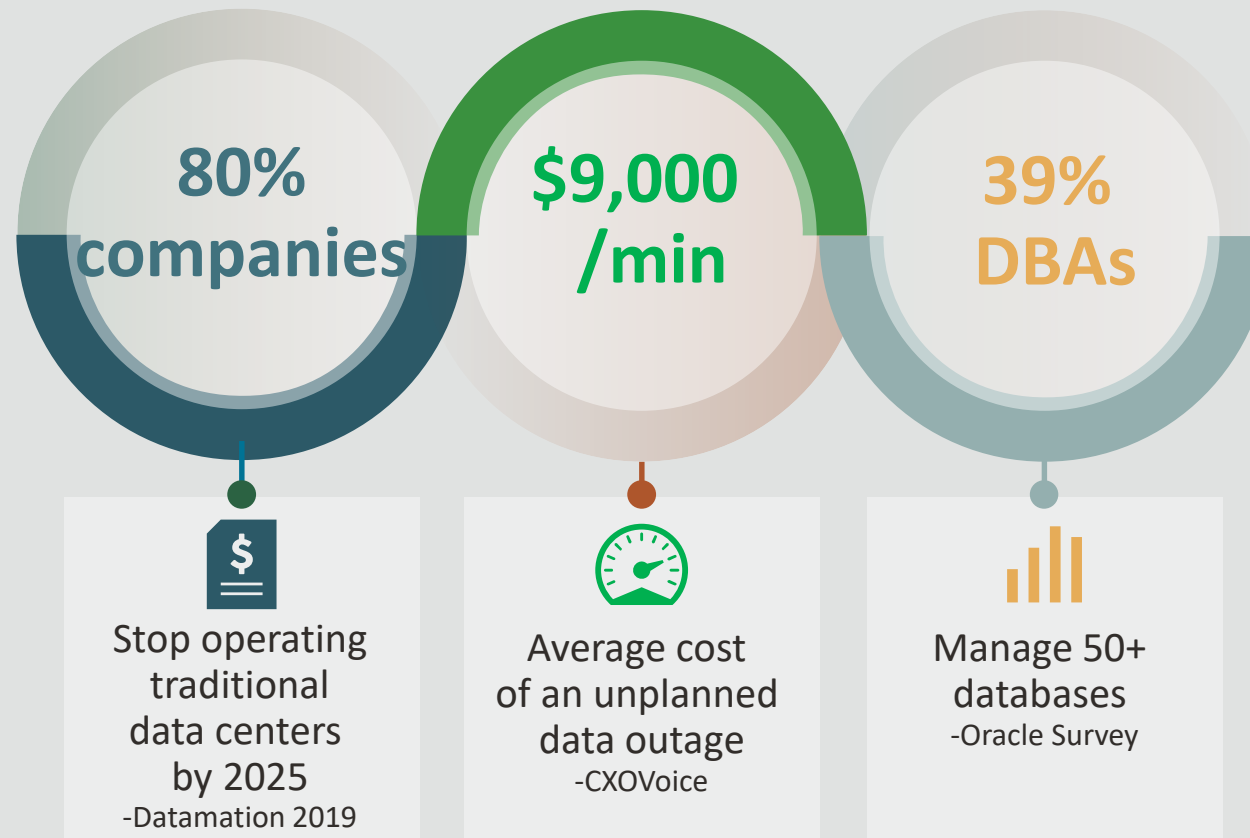
Demo

Customer Case Studies

Summary

# Data Is Crucial for All Businesses

World's most valuable resource is your data!





# Your Digital Business Challenges?

## Inaccessible Data



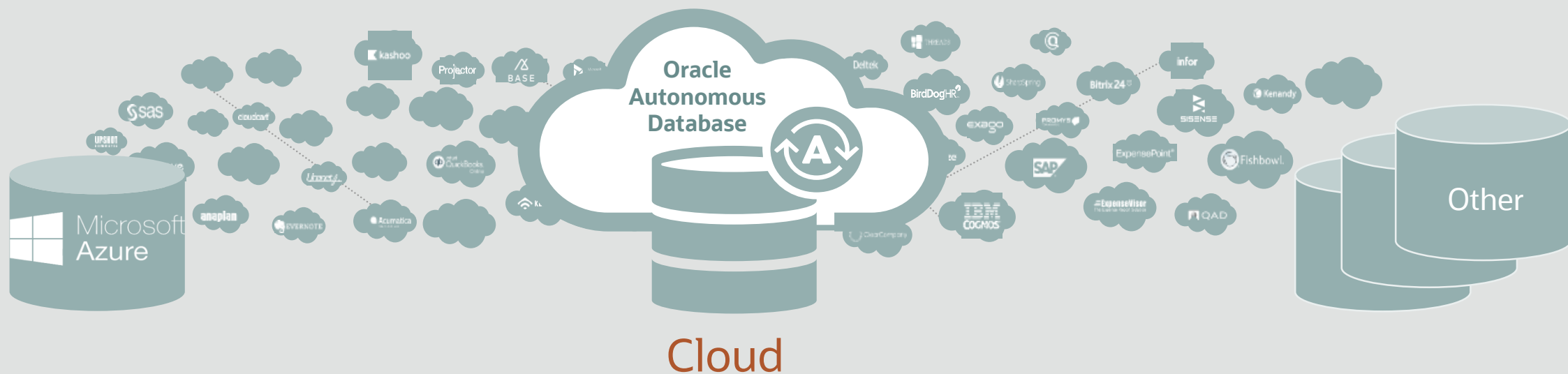
## Stale Data



## Inaccurate Reports



# The Challenge: Migrating & Integrating Data



Siloed Data

Slow Data Synchronization

Inconsistent Data



# Agenda



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Data Integration Challenges

**Oracle Data Integration**

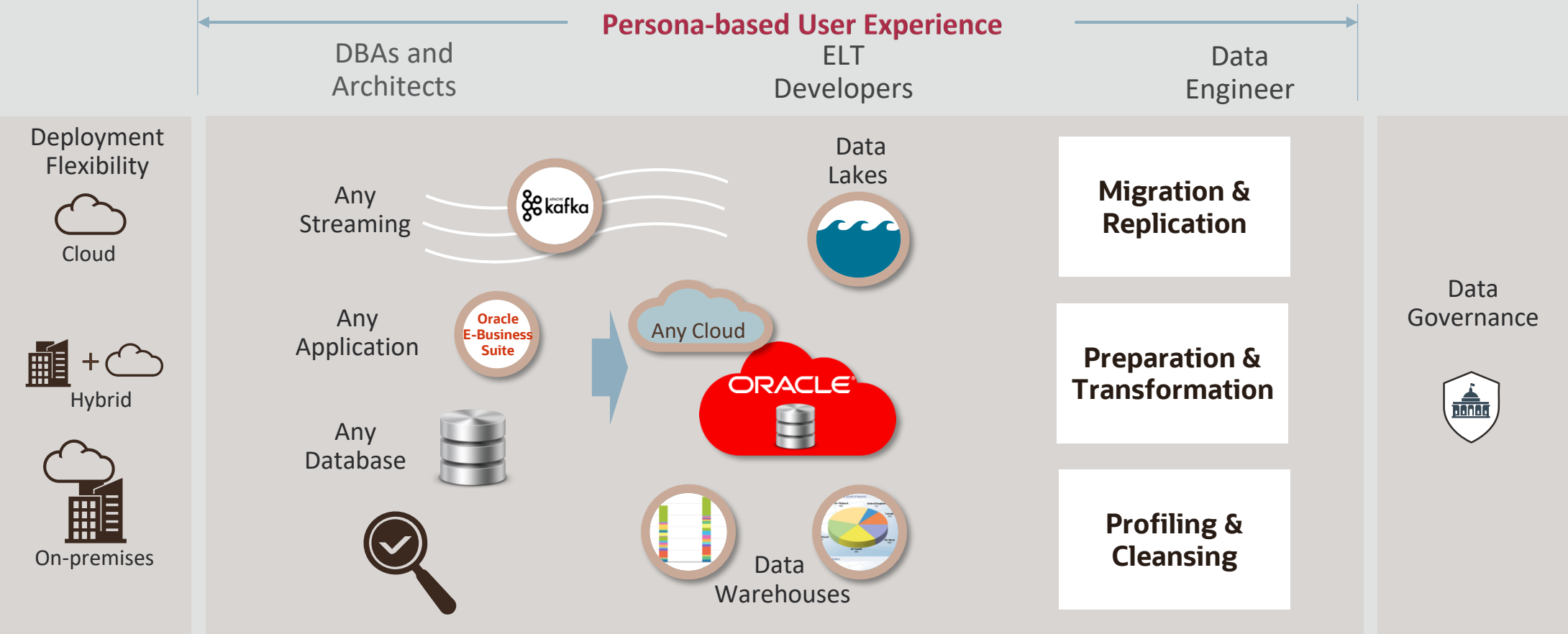
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# Oracle Data Integration





# Requirements for Data Integration

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**Simple Data  
Migration**

**Real-time Data  
Access**

**Powerful  
Preparation &  
Transformation**

**Profiling, Cleansing & Governance**

# Simple Data Migration

## Solution: OCI Database Migration

Fully managed, cloud native database migration service

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### Intuitive User Experience

Reduce human error

### Encrypted & Secure Data Movement

Protect from attacks

### Auditability & Validation

Meet compliance mandates

# Real-time Data Access Solution: Oracle GoldenGate

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## High Performance Low Impact Data Movement

Faster execution

## Heterogeneous Databases & Big Data

Integrate more data types

## Many Replication Topologies

Flexible & bi-directional  
access

# Powerful Preparation & Transformation Solution: Oracle Data Integrator

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## Bulk Data Movement

Performance & lower  
hardware costs

## Heterogeneous Databases and Big Data

Flexibility & productivity

## Out-of-box Integration & Connectors

Extensible and future proof  
IT skills

# Oracle Named a Leader in Data Integration Tools

## Gartner.

For the eleventh year in a row, Oracle is named a leader in the August 2019 Gartner Magic Quadrant for Data Integration Tools report

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## Magic Quadrant for Data Integration Tools

Published: August 2019 - ID G00369547 - 42 min read

By Analysts Ehtisham Zaidi, Eric Thoo, Nick Heudecker

The data integration tool market is resurging as new requirements for hybrid, intercloud integration, active metadata and augmented data management force a rethink of existing practices. This assessment of 16 vendors will help data and analytics leaders make the best choice for their organization.

### Strategic Planning Assumptions

By 2021, more than 80% of organizations will use more than one data delivery style to execute their data integration use cases.

By 2022, organizations utilizing active metadata to dynamically connect, optimize and automate



# Embedded Demo OCI Database Migration

The screenshot displays the Oracle Cloud console interface. At the top, the 'ORACLE Cloud' logo is on the left, and a search bar, region selector (US East (Ashburn)), and user profile are on the right. The main content area is divided into two primary sections: 'Quick Actions' and 'Solutions'.

**Quick Actions:** This section contains six cards, each with an icon, a category, a title, and a duration. The cards are:

- COMPUTE:** 'Create a VM instance' (2-6 mins)
- AUTONOMOUS TRANSACTION PROCESSING:** 'Create a database' (3-5 mins)
- AUTONOMOUS DATA WAREHOUSE:** 'Create a data warehouse' (3-5 mins)
- NETWORKING:** 'Create a virtual cloud network' (1-3 mins)
- OBJECT STORAGE:** 'Store data' (2-6 mins)
- NETWORKING SOLUTIONS:** 'Create an IPsec VPN connection' (2-3 mins)

**Solutions:** This section features four cards, each with a photo of people working, a title, and a description:

- Deploy Oracle and third party software from our Marketplace**
- Evaluate the PeopleSoft Validated Solution Architecture**
- Migrate custom applications onto Oracle Cloud** (with subtext: 'Learn the benefits and validated')
- Get a Quick Start on popular data management technologies**

On the right side of the console, there is a sidebar with several sections:

- Health:** 'All systems operational' with a 'View health dashboard' link.
- Action Center:** Includes links for 'User Management' (Add a user to your tenancy) and 'Billing' (Analyze costs, Manage payment method).
- What's New:** Lists recent updates with dates:
  - 'Console experience enhancements unite IaaS, PaaS, and SaaS' (Sep 9, 2019)
  - 'Oracle Functions is now generally available and recommended for event-driven workloads' (Jul 31, 2019)
  - 'Oracle Cloud Infrastructure Events is now generally available and helps you respond to resource state changes' (Jul 31, 2019)
  - 'Set budget limits by using cost-tracking tags'

At the bottom of the console, there are links for 'Terms of Use and Privacy' and 'Cookie Preferences', and a copyright notice: 'Copyright © 2019, Oracle and/or its affiliates. All rights reserved.'

## Key Take Aways

- Automatically provision all infrastructure
- No need to install s/w or script configuration settings
- Pre-validate configurations so your migration will run

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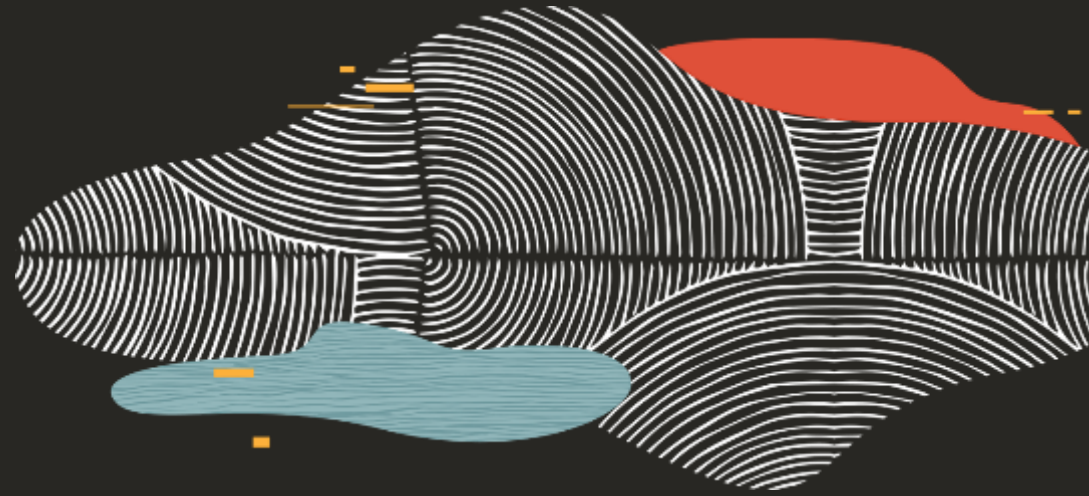
Data Integration Challenges

Oracle Data Integration

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**Customer Case Studies**

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# Rating Programs Using Big Data

## Challenge

Acquired by AT&T, DIRECTV looked for a platform to determine the success rate of programs

## Solution

Load streaming data collected from receivers to Kafka and HDFS in real-time

## Products

Oracle GoldenGate

**15x**

Faster programming results published on sales portal

**50%**

Lower business intelligence infrastructure costs



## CUSTOMER PERSPECTIVE

Real-time loading of the change data from receiver collected on Oracle GoldenGate to Kafka and HDFS resulted in 180M - 200M transactions per load.

# Instantly Synchronize Member Profiles

## Challenge

Need high-availability data and synchronize changing user-profiles and real-time update across physical locations

## Solution

Active-active replication to sync ~30 distributed Oracle databases, Kafka and MySQL so data is always fresh for members and analytics

## Products

Oracle GoldenGate, Oracle Data Integrator

## 6x Faster

ETL for business reporting

## 4 Way Replication

across 30 databases in VA, TX, OR, Singapore





# Data Integration Future Proofs Business Systems

## Challenge

Need to consolidate and synchronize in real-time 400+ heterogeneous databases and cloud databases into a common data source for analysis

## Solution

Real-time bi-directional data replication into a Kafka Data Lake

## Products

Oracle GoldenGate

**30% Faster**

data migration for  
personalized customer  
service

**15 to 5 days**

development time

The Veritas logo is displayed in a white rectangular box in the top right corner of the slide. The word "VERITAS" is written in a bold, red, sans-serif font.



# Agenda

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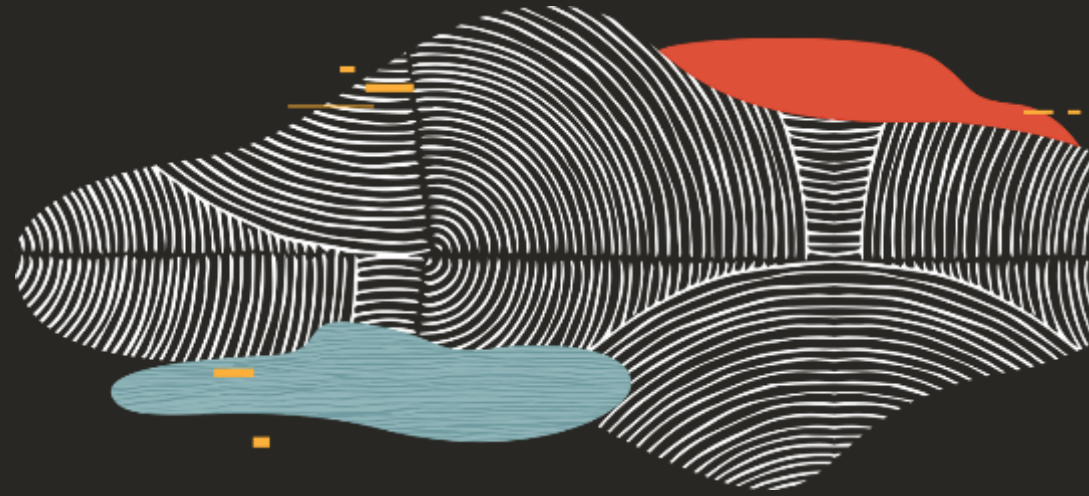
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# Summary

Turn your data into a competitive advantage

- High performance, real-time data movement and transformation
- Non-invasive, low-impact data movement
- Data migration services

Process data faster

Access data without disruption

Simplify migration and maintenance

**Oracle Cloud Free Tier**

Essayez le Cloud  
Oracle



Activez l'offre au  
Village IT sur le  
stand Trials

**Always Free**

Services que vous pouvez utiliser pour  
une durée illimitée



**30-Day Free Trial**

Obtenez \$500 de crédits gratuits

Essayez gratuitement : [bit.ly/OracleCloudFreeTier](https://bit.ly/OracleCloudFreeTier)







**Thank You**