

# High Performance Oracle SOA Suite Customer Panel

## Panelists:

Matt Wright, CTO, Rubicon Red

Chuck Kommana, Sr. Manager Middleware, Dell

Om Prakash Seth, Vice President IT, HDFC Bank

## Moderators:

Robert Wunderlich (Oracle), Sven Bernhardt (OPITZ CONSULTING Deutschland GmbH)

# Agenda

- 1 ➤ Customer Case 1, Matt Wright, Rubicon Red
- 2 ➤ Customer Case 2, Chuck Kommana, Dell
- 3 ➤ Customer Case 3, Om Prakash Seth, HDFC Bank
- 4 ➤ Q & A

# Agenda

- 1 ➤ Customer Case 1, Matt Wright, Rubicon Red
- 2 ➤ Customer Case 2, Chuck Kommana, Dell
- 3 ➤ Customer Case 3, Om Prakash Seth, HDFC Bank
- 4 ➤ Q & A



Australian Government  
Department of Social Services

# My Aged Care

A key element of the Australian Government's Aged Care Reforms

## VISION

*"To make it easier for older people, their families, and carers to access information on ageing and aged care, have their needs assessed and be supported to locate and access services available to them."*

Source: "Aged Care Gateway Concepts of Operations", Department of Social Services (June 2013)



**RUBICON**  **RED**  
DevOps for Oracle Middleware



## Presenter



**Matt Wright**  
CTO & Co-Founder, Rubicon Red

**Author**  
SOA Suite 11g Developers Cookbook &  
SOA Suite 11g Developers Guide

**ORACLE** **Platinum**  
Partner

**Specialized**  
Oracle Unified Business  
Process Management

**ORACLE** **Platinum**  
Partner

**Specialized**  
Service-Oriented Architecture

# Business Case / Technical Challenge

## “Aged Care Gateway As A Service”

### GOVERNMENT ICT CHALLENGES

- Projects complex due to political, organizational and technical factors.
- Projects often over run and / or under deliver
- Significant “duplication” of key capabilities across government departments.

### BUSINESS GOALS

- DSS aims to have a whole-of-Government approach to Programme delivery
- Providing Aged Care capabilities “as a service” for the whole-of-government.

### TECHNICAL CHALLENGES

- Deploy 15 Environments per Major Release, up to 100 servers in Production (500 in total)
- Major Release every **3-6 months**.
- Zero downtime for each Major Release

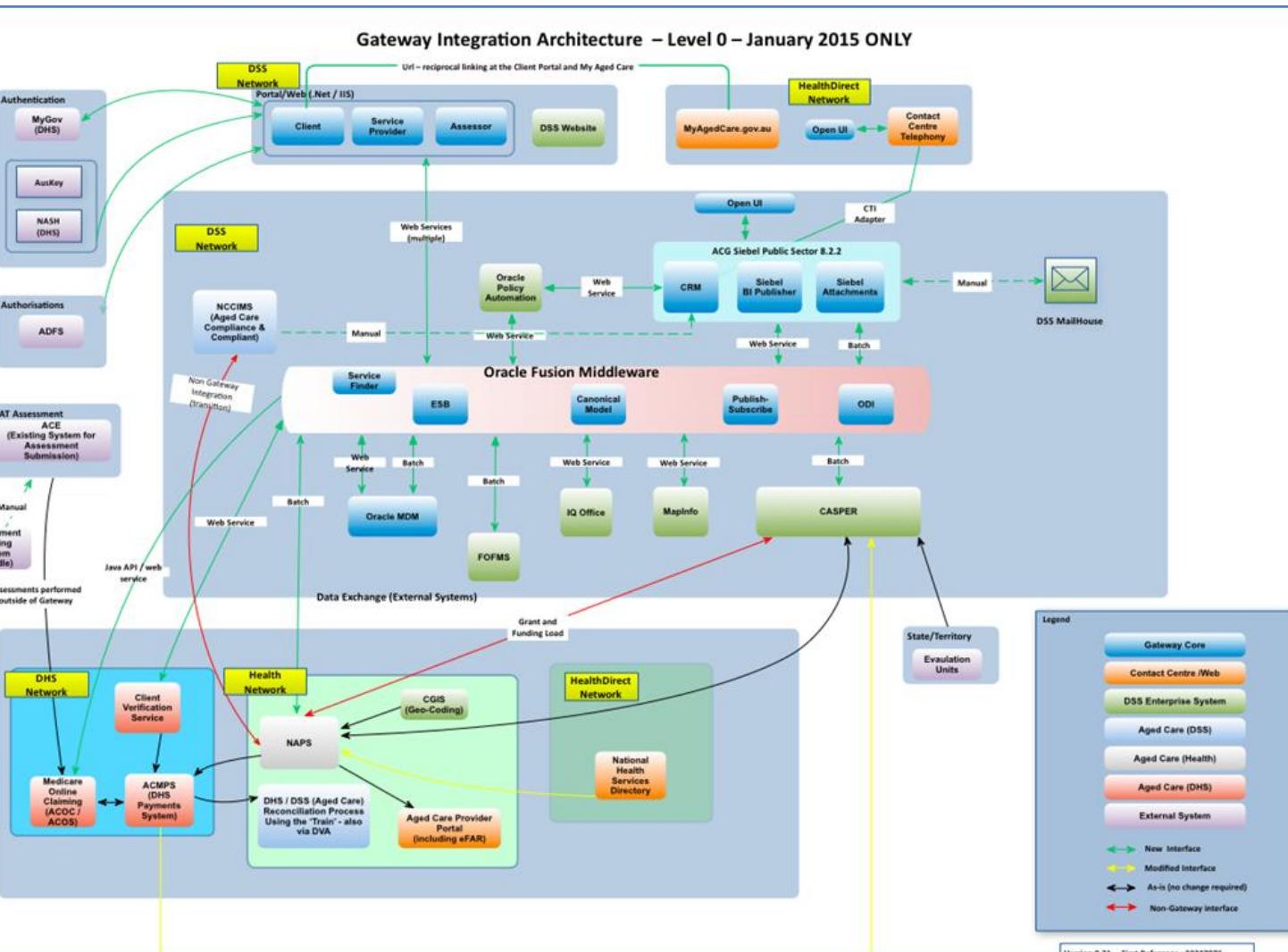
### TECHNICAL GOALS

**Deliver a legacy for future projects, including:**

- Implement a Platform as a Service Private Cloud
  - Grants as a Service
- Implement a SOA / Microservice based architecture to enable rapid delivery of new functionality
- Implement DevOps to streamline SDLC delivery

**KEY CHALLENGE – DELIVER ON TECHNICAL GOALS WHILST MEETING BUSINESS GOAL**

# Gateway High Level Solution Architecture



## TECHNOLOGY STACK

- Oracle SOA Suite
- Oracle Service Bus
- Oracle Policy Automation
- Oracle API Gateway
- Oracle Enterprise Data Quality
- Oracle Siebel
- Oracle Business Intelligence Publisher
- Microsoft .NET (Portal)

## TOOLS

- MyST
- Jenkins
- Puppet
- VMware

## Release 1

## Release 2

# Technical Highlights

### Volume of Transactions

- Used by 15,000 Service Providers
- Supports 3.6 Million Transactions per hour

### Platform as a Service / DevOps

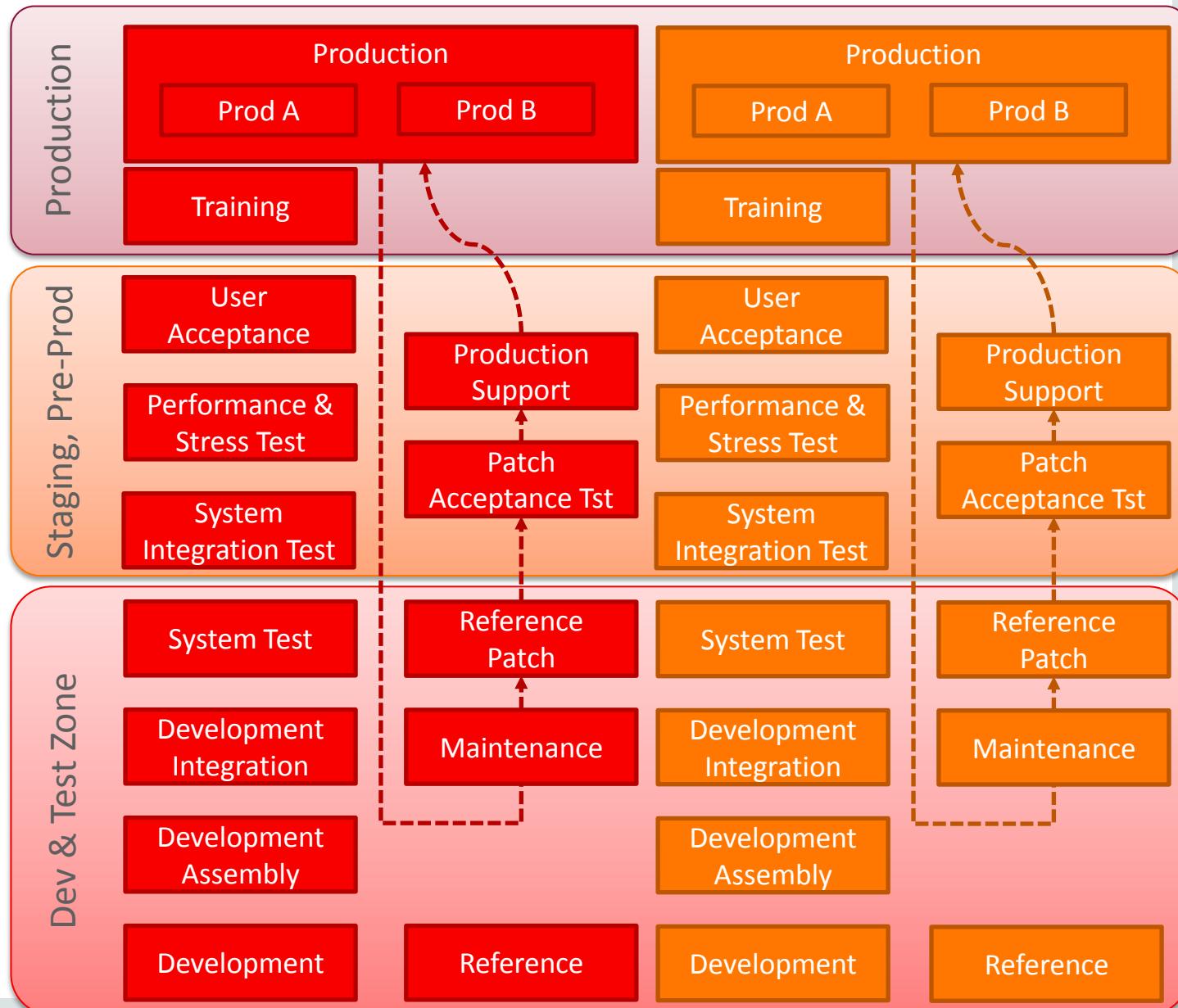
- Provision environment of approx. 50 servers in under 6 hours.
- DevOps streamlines delivery of code/config into Production

### Blue-Green Deployments for Major Releases

- Zero down time between deployments of major releases into production

### Micro Service Based Architecture

- SOA Reference Architecture supports delivery of Services (SCA, OSB) as "Micro Services"



# Business Benefits

## “Aged Care Gateway As A Service”



Australian Government  
Department of Social Services

### AGED CARE GATEWAY BENEFITS

Improved service delivery and simplifying interactions between Aged care sector & Federal Government

- Identifiable entry point to aged care system
- Easier for older people, families, and carers to access aged care information from a single trusted source
- Simplified how older people have their needs assessed, enabling to access the care they need.
- Support for locating and accessing services.
- Central client record containing assessment and service information.

**Major Release delivered every 3-6 Months**

### PLATFORM AS A SERVICE BENEFITS

- **200% ROI** for Platform as a Service
- **25%+ Reduction** in the software delivery lifecycle
- **From 3-6 months to 6-8 hours** to provision 100 server environment
- **90%+ reduction in defects** caused by configuration drift
- **Zero down time for go-live** with Blue Green deployments
- **25% Reduction** in overall IT budget devoted to ongoing maintenance

*Significant additional benefits are expected to be achieved through leveraging the PaaS to deliver future releases of the Aged Care Gateway as well as the delivery of future projects.*

# Agenda

- 1** ➤ Customer Case 1, Matt Wright, Rubicon Red
- 2** ➤ Customer Case 2, Chuck Kommana, Dell
- 3** ➤ Customer Case 3, Om Prakash Seth, HDFC Bank
- 4** ➤ Q & A

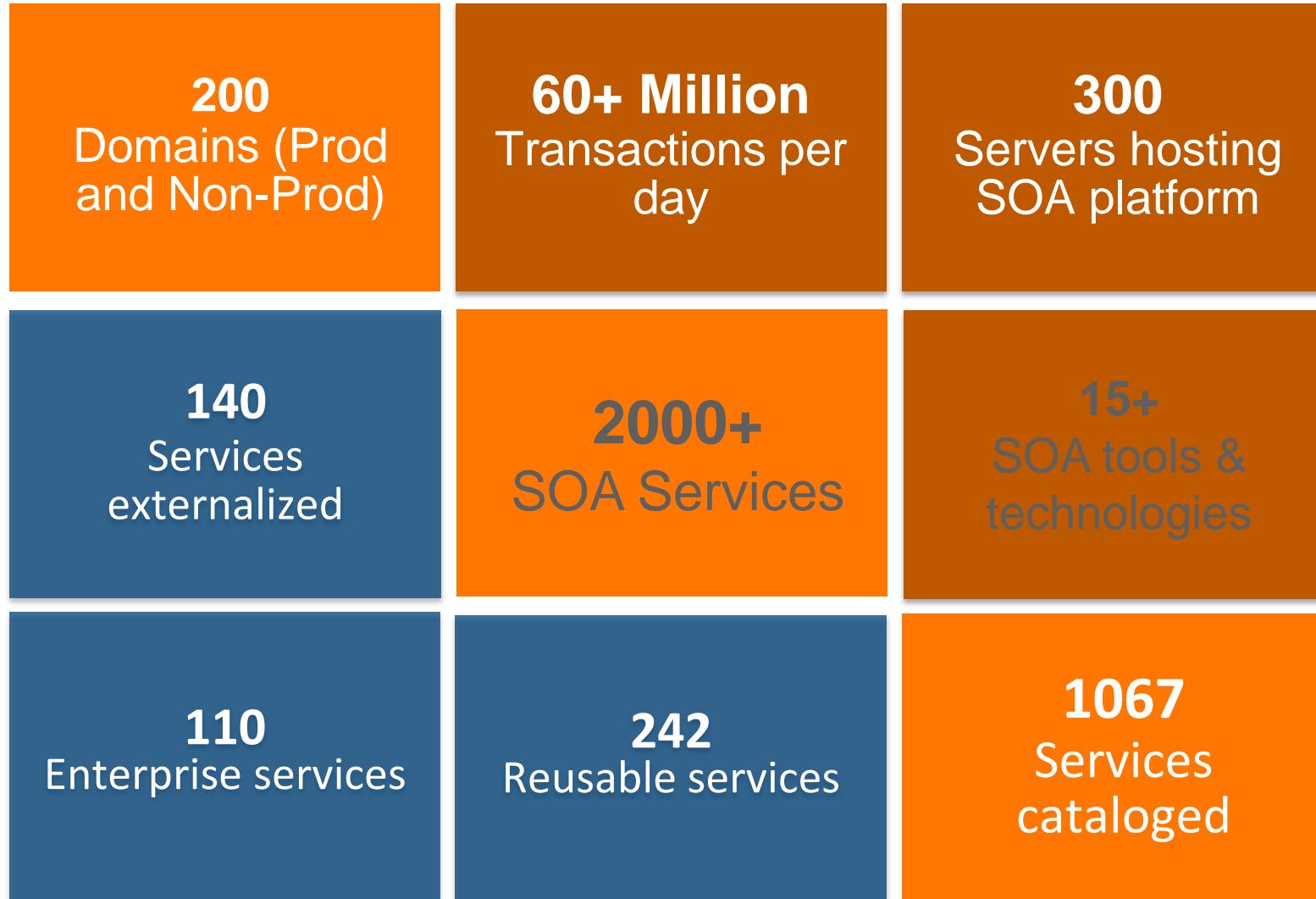
# SOA Suite @ DELL

Chuck Kommana

Sr. Manager, Middleware



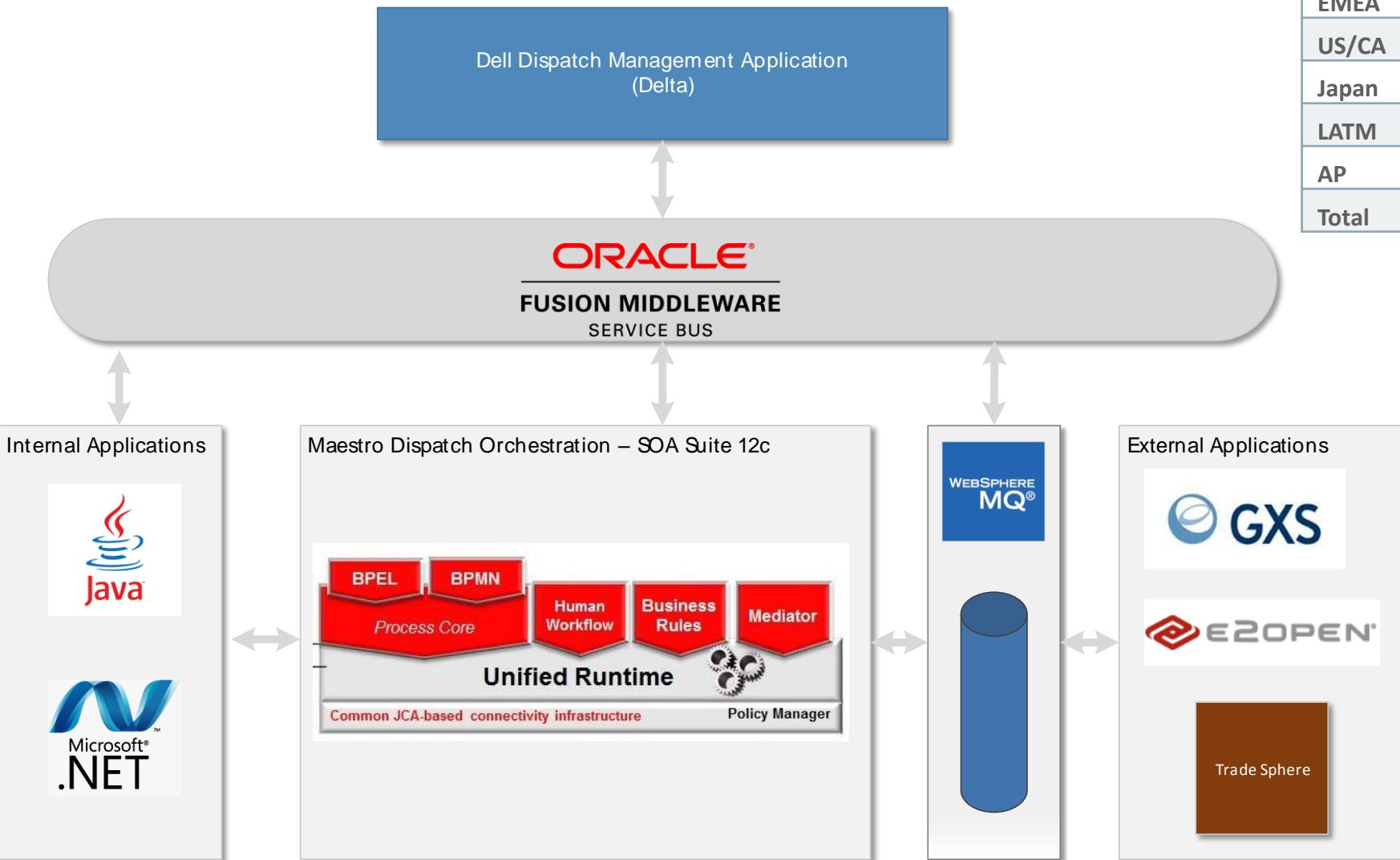
# SOA Suite – by Numbers



# Dispatch Process



# Dispatch Architecture



Region	Dispatches	Messages	Size KB
Region	Dispatches	Messages	Size KB
EMEA	10,000	350,000	1,750,000
US/CA	25,000	875,000	4,375,000
Japan	1,200	42,000	210,000
LATM	3,200	112,000	560,000
AP	19,000	665,000	3,325,000
<b>Total</b>	<b>58,400</b>	<b>2,044,000</b>	<b>10,220,000</b>

Per day metrics

## OSB 11.1.1.7.4

20 JVMS @ 8 GB Each  
4 Physical (24 CPU 128 GB each)  
Active/Active

## BPEL 12.1.3

24 JVMS @ 8 GB Each  
4 physical (24CPU 128 GB each)  
Active/Passive

# Agenda

- 1 ➤ Customer Case 1, Matt Wright, Rubicon Red
- 2 ➤ Customer Case 2, Chuck Kommana, Dell
- 3 ➤ Customer Case 3, Om Prakash Seth, HDFC Bank
- 4 ➤ Q & A

# Customer Centric Bank



Om Prakash Seth  
Vice President - IT  
[omprakash.seth@hdfcbank.com](mailto:omprakash.seth@hdfcbank.com)

# HDFC Bank .... Bank aapki Muththi Mein

HDFC Bank Limited, incorporated in 1994, is an Indian banking & financial services company headquartered in Mumbai, Maharashtra, India

Largest private sector bank in India by market capitalization as of Feb. 2014

Winner of Best Asian Bank award 2015

Top 100 most valuable global brands in 2015 with a value of \$14 billion

Ranked as 'Most Valuable Indian Brand' for second consecutive year

Go Digital ....Bank offers 10-second Personal loan, the 30-minute auto and two wheeler loan, Chillr app & Payzapp as part of digital banking initiative

About me: Om Prakash Seth , VP – IT & Incident Management Head. Manage production incidents for mission critical Core banking applications. Om lead the implementation of Oracle Super Cluster in HDFC Security in 2013, which has been the Word's first Super Cluster implementation in e-broking segment & has been accredited as "Best technology Implementation of the year" by Asian Banker's award in 2014.

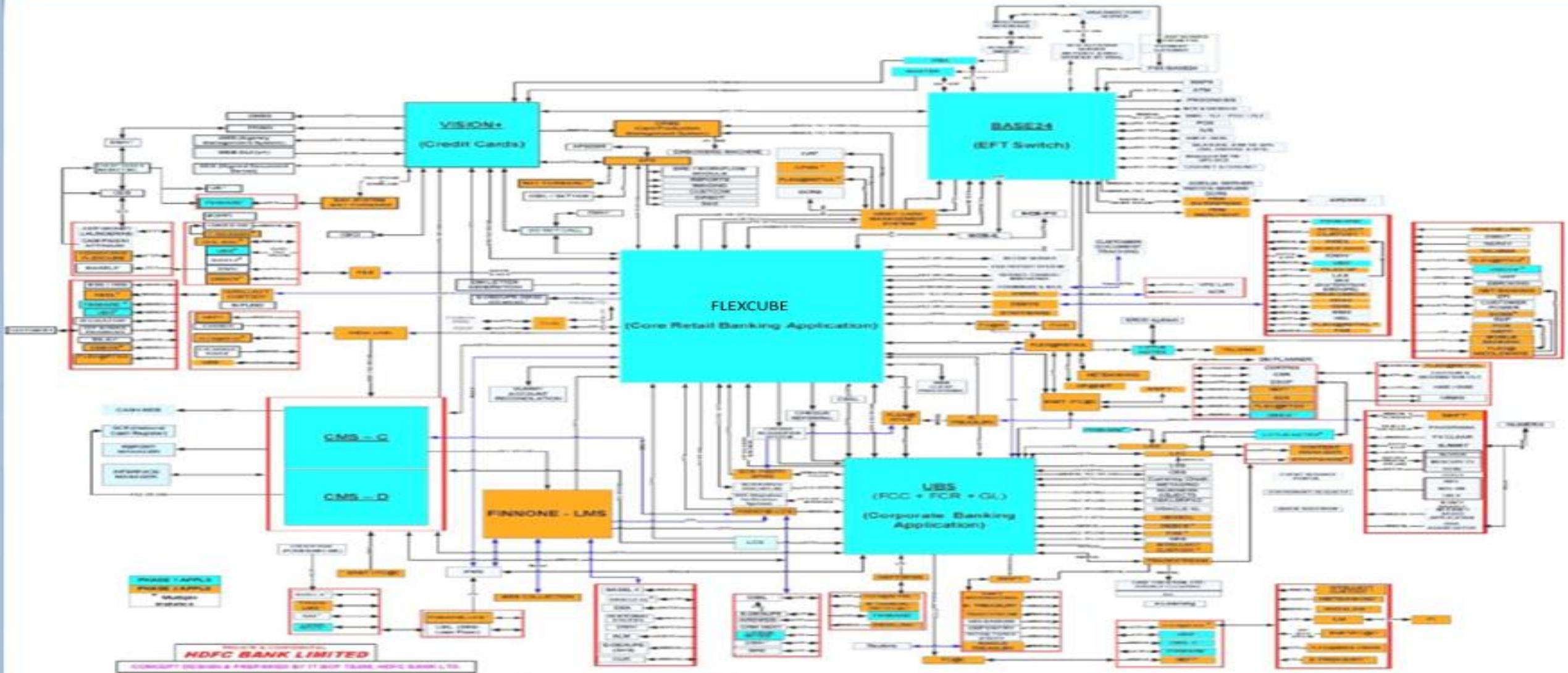
# Banking Trends – Indian Market

- Cash ↓, Cheque ↓, Call Center ↓
- P2P↑, C2B ↑, B2C ↑, B2B ↑
- Mobile ↑, Net Banking←→
- Social Collaboration ↑
- Peer to Peer Influence ↑
- No Tolerance for slow response
- Traffic Woes – Audio / Video / Chat / Social Media
- Instant Gratification – Sales & Service
- Security Concerns ↑
- Customers expect a 360° view of relationship
- As transactions go electronic; Size ↓, Volume ↑ & Cost have to ↓ ↓

# What are we doing

- Multi Channel, Multi System Integration
- 360° & Continuity of Interaction
- Reducing TAT by leveraging technology – Real time integration, Mobility, Process Automation, ...
- Enable customers to do all possible transactions on self service channels – Net, Mobile, Kiosks
- New gen security / Authentication. Various grades of security
- Value added service to increase stickiness, get customer to spend more time on our property
- Exploring Oracle Banking Platform, from a future proofing perspective

# Landscape



# One Enterprise Integration with Oracle SOA Suite

## Bank's Challenges

- Transforming branch focused IT landscape to Customer Self Service focussed architecture
- 70% of the systems work in silos and integrated through files
- Scale to 5000 TPS from 1500 TPS and introduce e-commerce as part of banking operations

Originate from Any Channel

Full fill every Customer Request

All Services Available 24/7, 99.999%

## Bank's Strategies

- Digital Banking i.e. Origination from any channel through One Enterprise Integration Platform
- Innovative solutions for ensuring every customer request is fulfilled e.g. throttling for e-commerce surge
- Inclusive Banking e.g. "Milk to Money"

## Plan

- ✓ Convert Applications to micro services. Create flexible origination and customer services
  - Phase 1 – non core banking integration migration to ONE Integration Platform
  - Phase 2 – Core Banking Retail integration migration
  - Phase 3 – Private Wealth Banking and Corporate Banking integration migration

## Current State:

- ✓ 200+ services in production
- ✓ 20+ Orchestration processes
- ✓ 45+ participating applications
- ✓ 6 external systems
- ✓ 80+ services to be rolled out around Core Banking to be rolled out over next 6 months

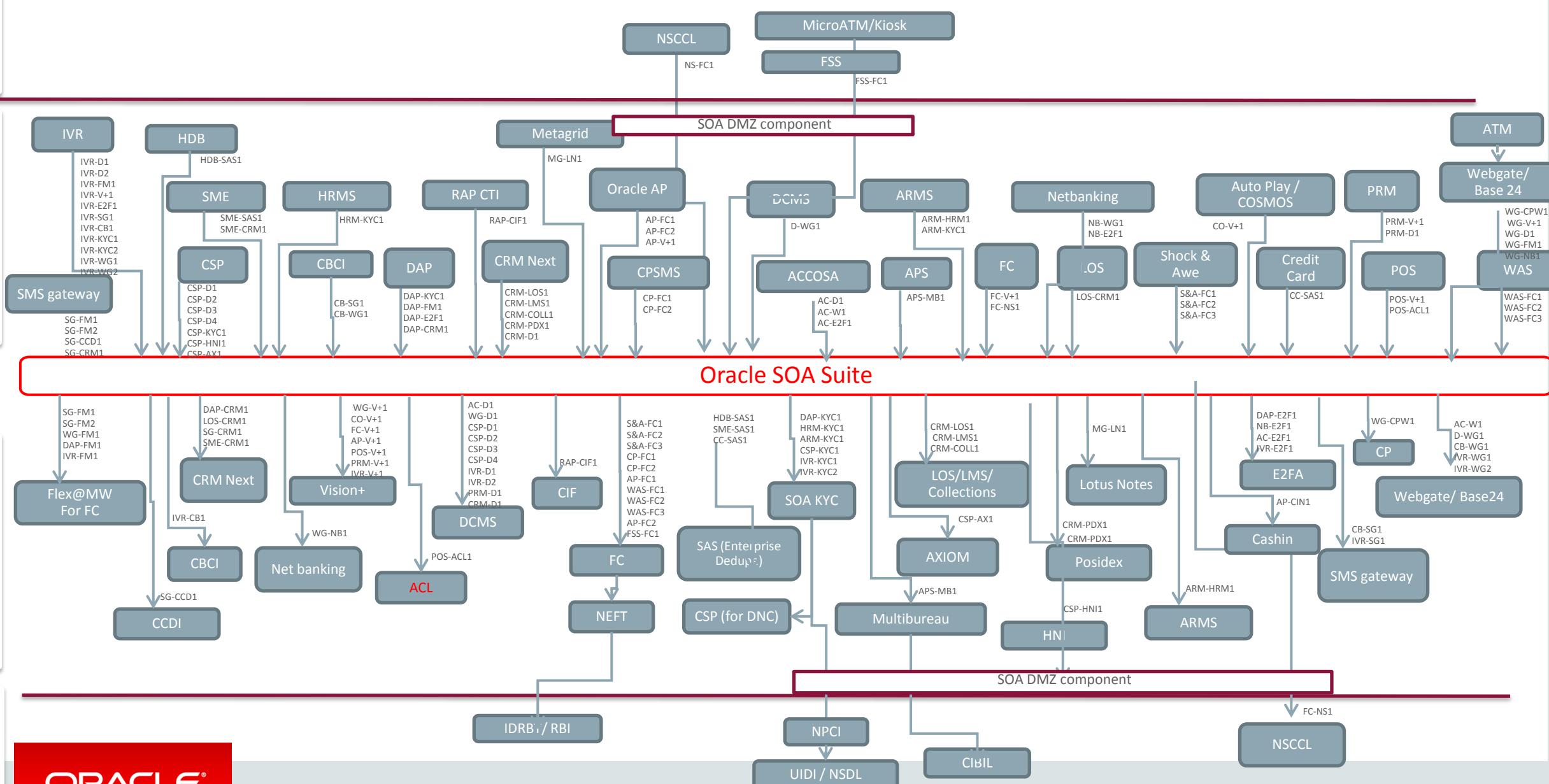
# Currently in - production

3rd party

Consumers

Providers

3rd party



ORACLE®

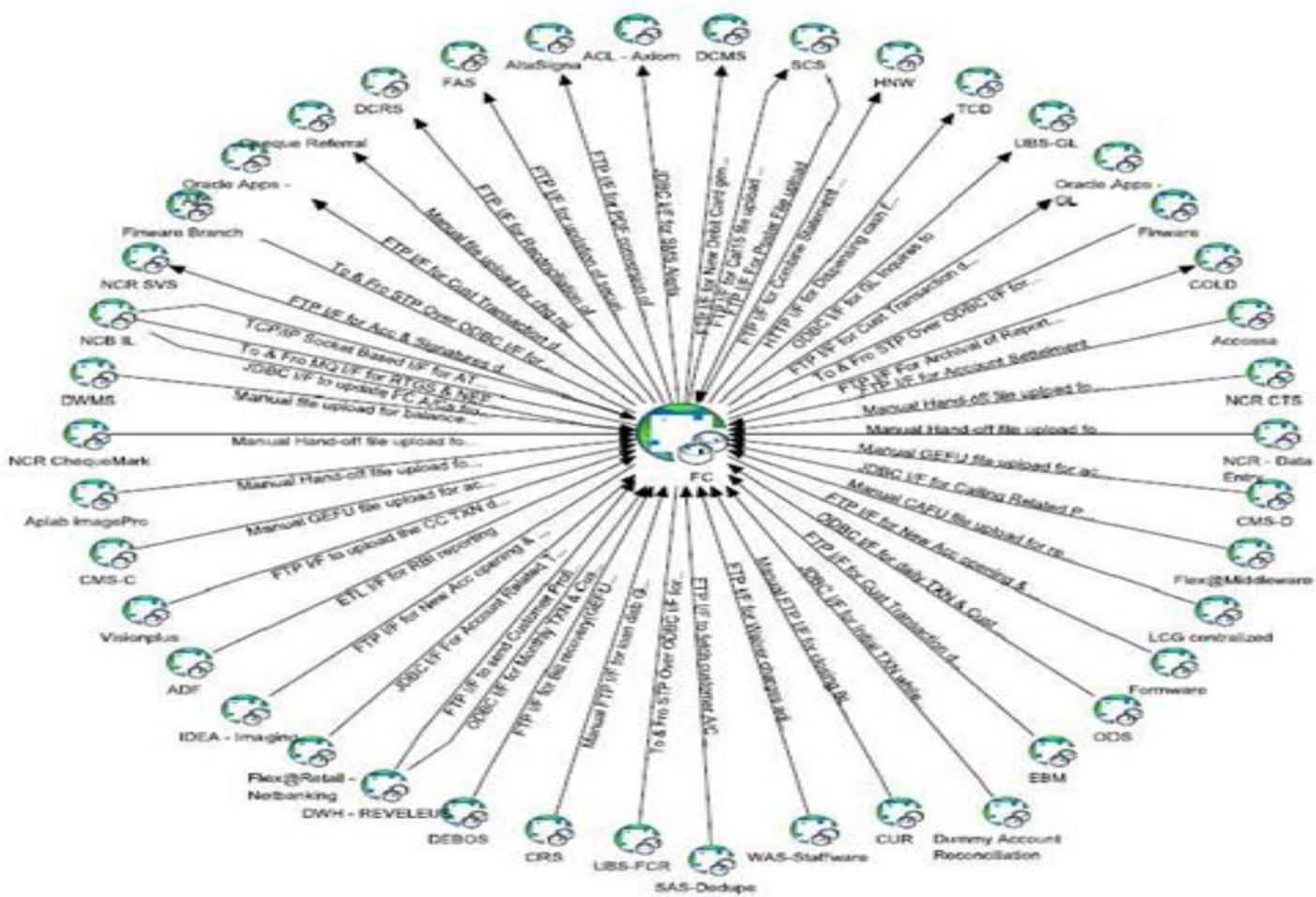
# Phase 1 : Benefits

- CIF Service
  - Single view of the customer dynamically retrieved
  - Benefit Value : 2,500,000 INR (40k USD) per call center executive per year
- Seamless Gold Purchase
  - Gold purchase wait time reduced from 8 hours to 15 minutes
- KYC Dedupe & Internal Dedupe services
- CRM integration ensure one single source for customer data
- Booking service charges etc. at real time

## Phase 2: Envisaged Benefits

- Self Service Channels : Increase customers from 5-7 Million to 15-20 Million in next 3 Yrs
- Customer Experience : Personalized banking through Internet ,Mobile and Twitter Channels
- Partner with e-commerce: Smart Buy, Chillr

# We have come a long way...



...But we still have miles to go.

# Agenda

- 1 ➤ Customer Case 1, Matt Wright, Rubicon Red
- 2 ➤ Customer Case 2, Chuck Kommana, Dell
- 3 ➤ Customer Case 3, Om Prakash Seth, HDFC Bank
- 4 ➤ Q & A

# Q & A



ORACLE®

# Robert Wunderlich

- Product Manager for
  - Service Integration
  - Microservices
  - DevOps/Continuous Delivery
  - API Management
- Former Development Engineer/Manager for Oracle E-Business Suite
- 17 Years with Oracle



# Sven Bernhardt



- Solution architect @OPITZ CONSULTING Deutschland GmbH
- Oracle ACE
- Author of articles, blogs, books
- Frequent speaker on diverse conferences
- About OPITZ CONSULTING Deutschland GmbH
  - 10 locations over Germany and Poland
  - Oracle Platinum Partner, Specialized in SOA, BPM, ADF, etc.
  - 2 Oracle ACE Directors and 2 Oracle ACEs
  - Business IT Alignment, BPM, SOA and system integration, development, IT Infrastructure Management

