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American Airlines' Transformation to Oracle Cloud Infrastructure

Partner with Oracle Advanced Customer Services for a safe and efficient move to Oracle Cloud

Sachin Shah

Technical Program Manager

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September, 2020

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Services



Today's speakers



Vijay Krishnaswamy

Technical Delivery Manager – Loyalty Platform



Sachin Shah

Technical Program Manager



Husam Azma

Technical Architect



Safe harbor statement



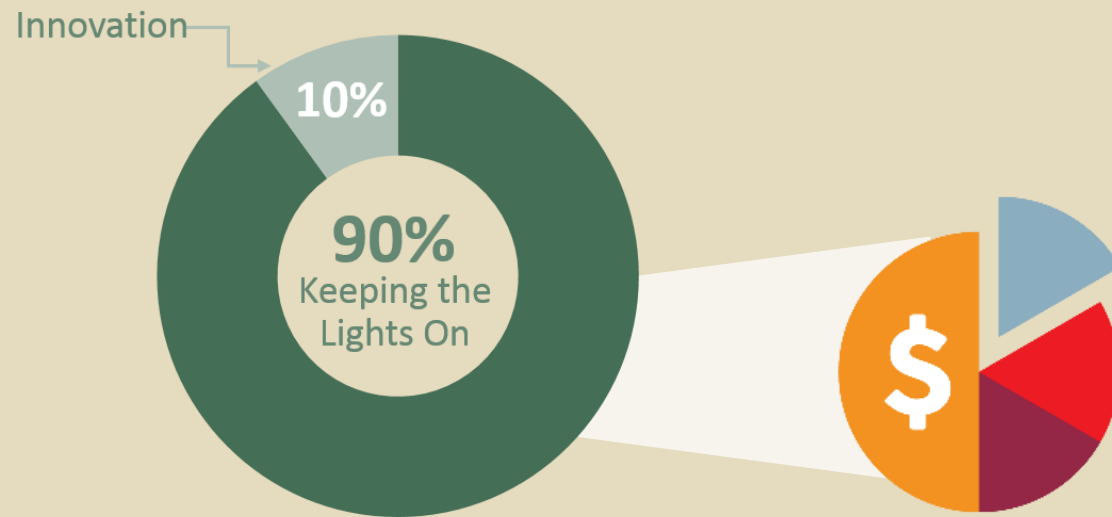
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Today's agenda

- 1 Why move to Oracle Cloud now?
- 2 American Airlines' use case success
- 3 Enabling the Oracle Cloud with Oracle Advanced Customer Services

Did you know that....

Basic support and maintenance of IT systems and infrastructure still comprise up to 90% of many enterprise budgets



The biggest barriers blocking innovation include:

- Keeping the lights on
- Complex legacy infrastructure
- Inability to extract value from existing IT
- Lack of in-house skills

Isn't it time to move to cloud and balance the budget ?



Poll:

If you have not yet moved your Siebel application to cloud, what challenge concerns you most?

-
1. I want to maintain control
 2. I need to ensure secure access
 3. My environment is complex with many integration points
 4. The risk of rising transition and management costs

Yes, you can move your Siebel workload to Oracle Cloud

Safely and efficiently without disruption to your business

Control

Reap the benefits of operating in the cloud without an impact to people processes, and tools

Integrated


Introduce new functions and capabilities by integrating core software with other applications and services

Security

Ensure secure, confidential and trusted data remains that, in the cloud

Cost

Avoid CapEx and leverage our managed services to reduce cost and move your business forward

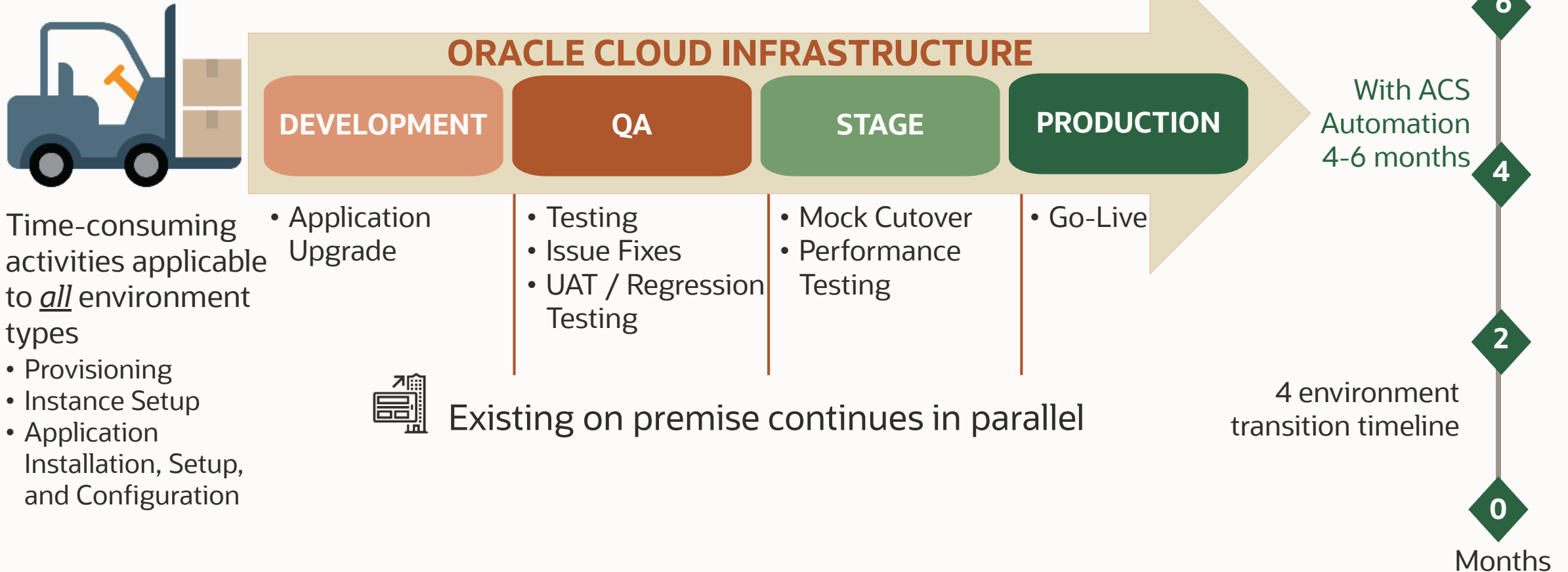


You can enjoy a modern application experience without the hassle of moving to a new application platform



Siebel Lift and Shift Migration Timeline

Leveraging ACS tooling and automation expedites deployment





Vijay Krishnaswamy

Technical Delivery Manager – Loyalty Platform
American Airlines

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On-Prem to OCI

- SuperCluster EOSL
- ExaCS
- OCI/ACS – Full Stack Vendor Support
- Deploy Siebel in the cloud
- Flexibility and Agility in provisioning infrastructure
- Cost Optimization opportunities in the cloud



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Cloud Infrastructure

On-Prem
(Oracle SuperCluster)

Robust OCI Security

Privileged Access Management



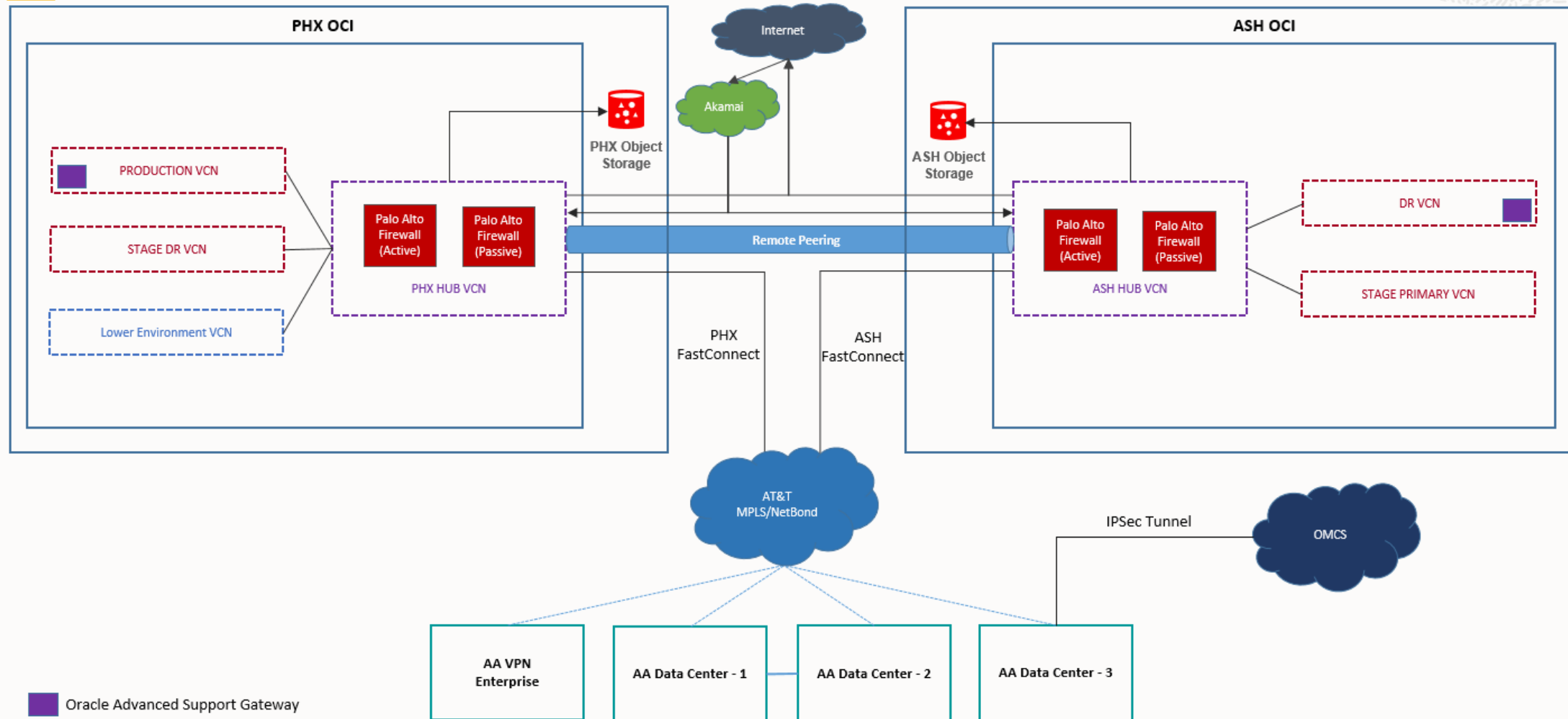
Intrusion Prevention
Network Access Control
(Next Gen Firewall)



VM Security

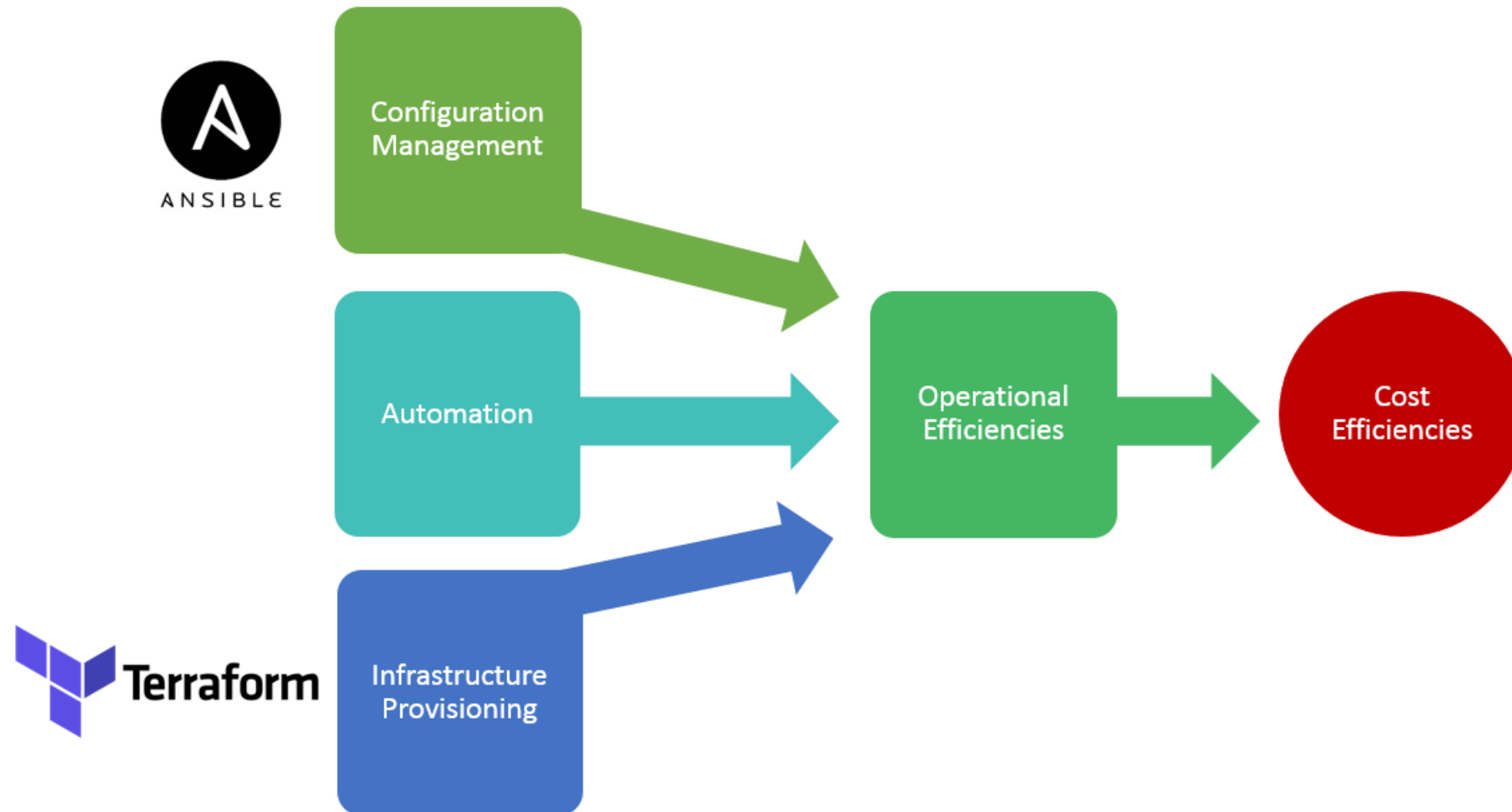


OCI Infrastructure Architecture



OCI Cost Efficiencies

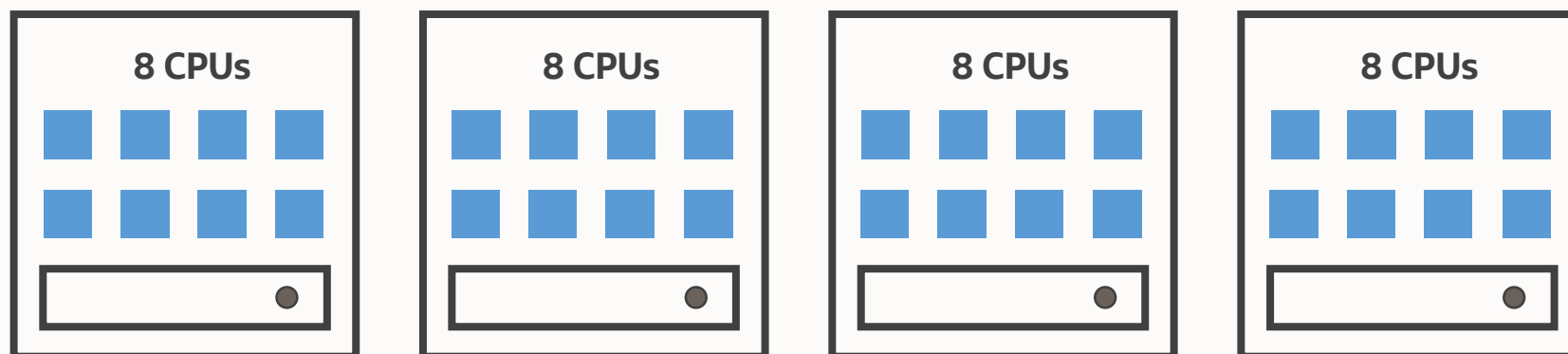
American
Airlines



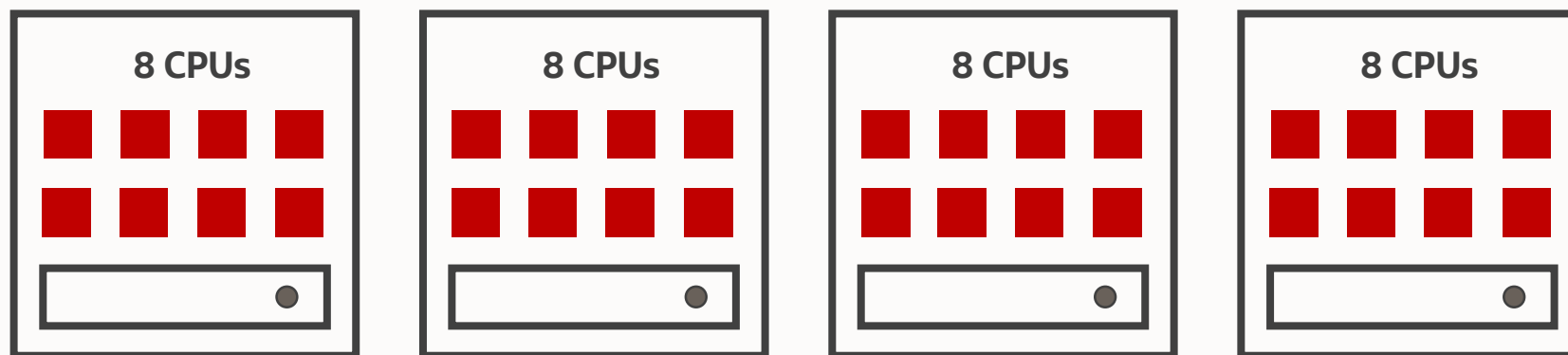
OCI Cost Efficiencies – Production/DR Environments

Typical VM Setup – DR matches Production

Production

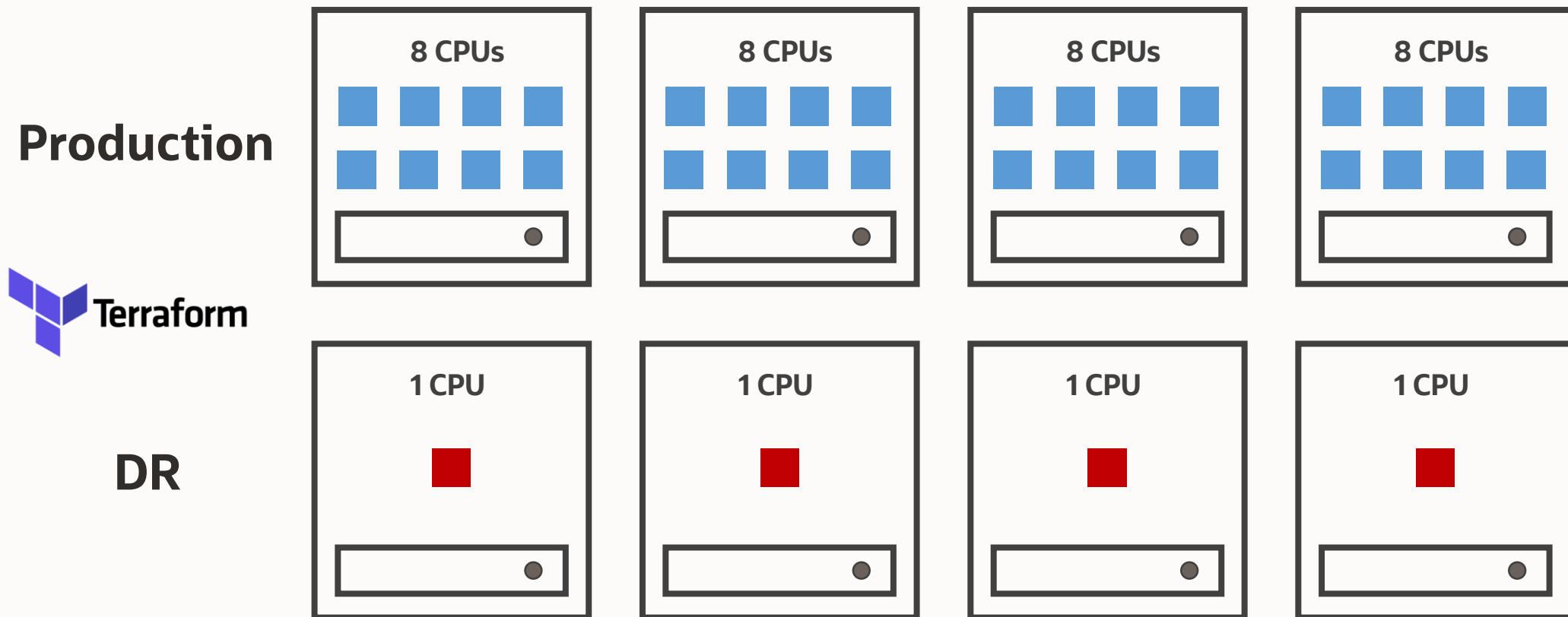


DR



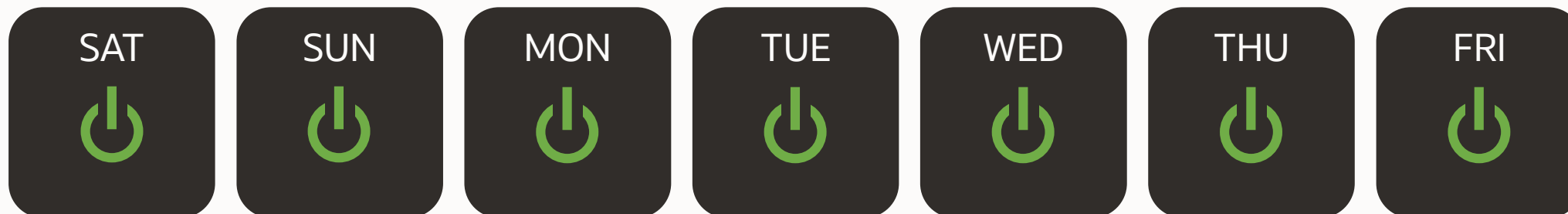
OCI Cost Efficiencies – Production/DR Environments

VM Scale Up During DR Fail Over

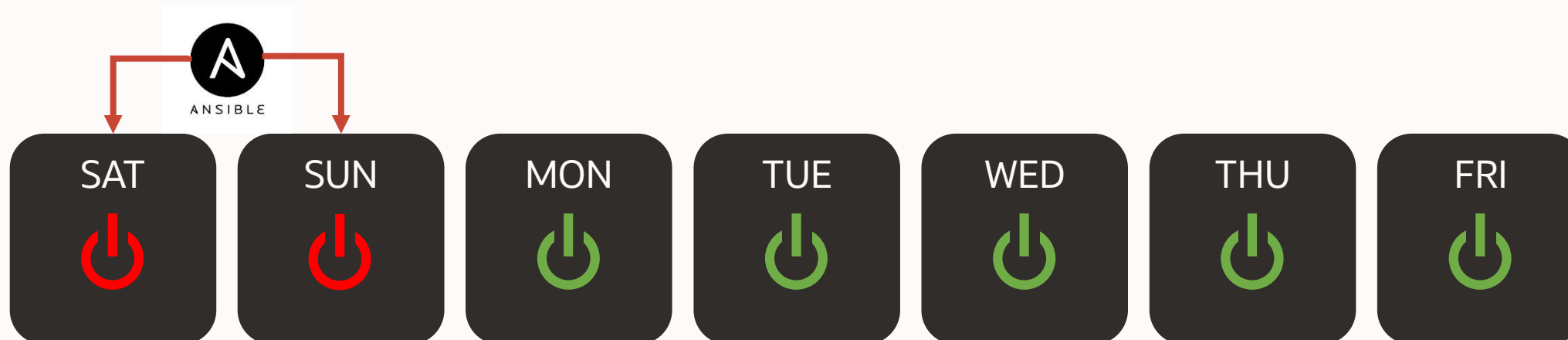


OCI Cost Efficiencies – Non-Production Environments

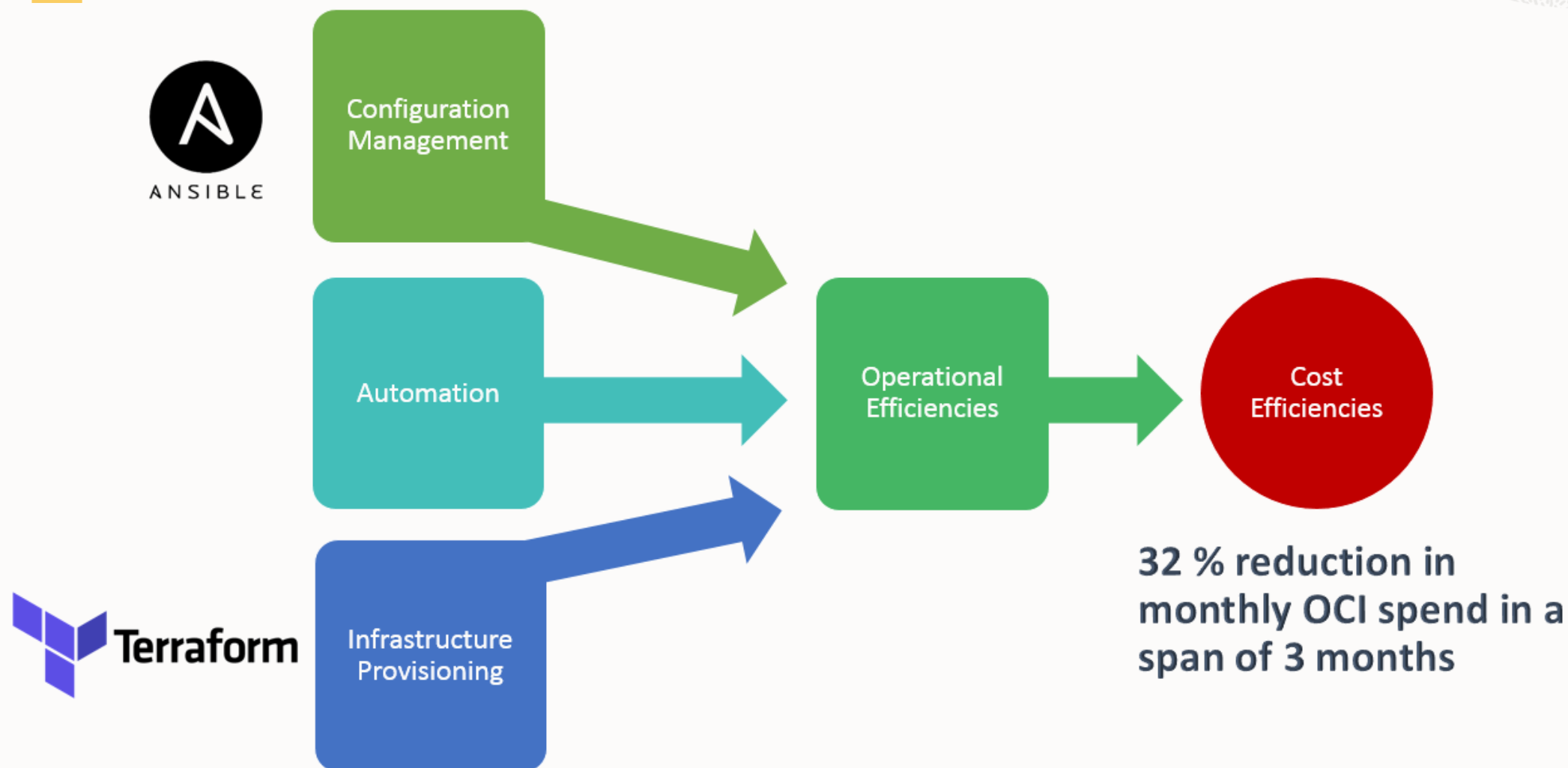
Typical Always On



Only When Needed



OCI Cost Efficiencies





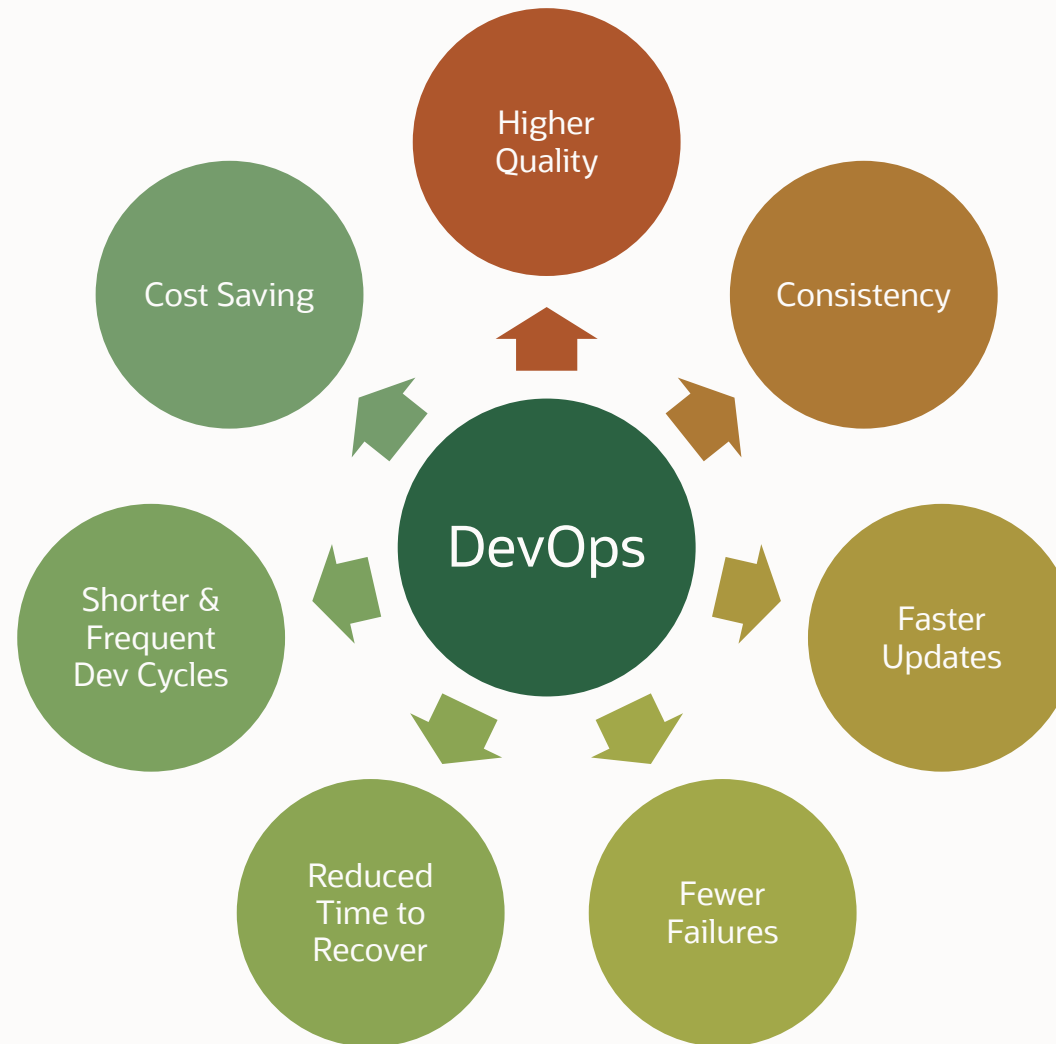
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Benefits of DevOps and Automation



ACS Automation Prerequisites

- Fillable ACS Run Book which auto-generates JSON input files
- Import certificates into .JKS file
- Prepare custom file packages
- Setup Ansible inventory hosts and variables
 - Software Paths, Network ports, Software versions, OS, DB Info
 - Usernames / Password, Languages
 - Host names, # of Gateway Nodes, Siebel Servers, Als, Apache Load balancing



Automation Steps



Software Installation

Automation Steps

1

Installation

O/S Prep

- Create User / Group
- Install OS Packages
- Set OS Limits
- Create shared directories with proper permission
- Install JDK

Binary Installation

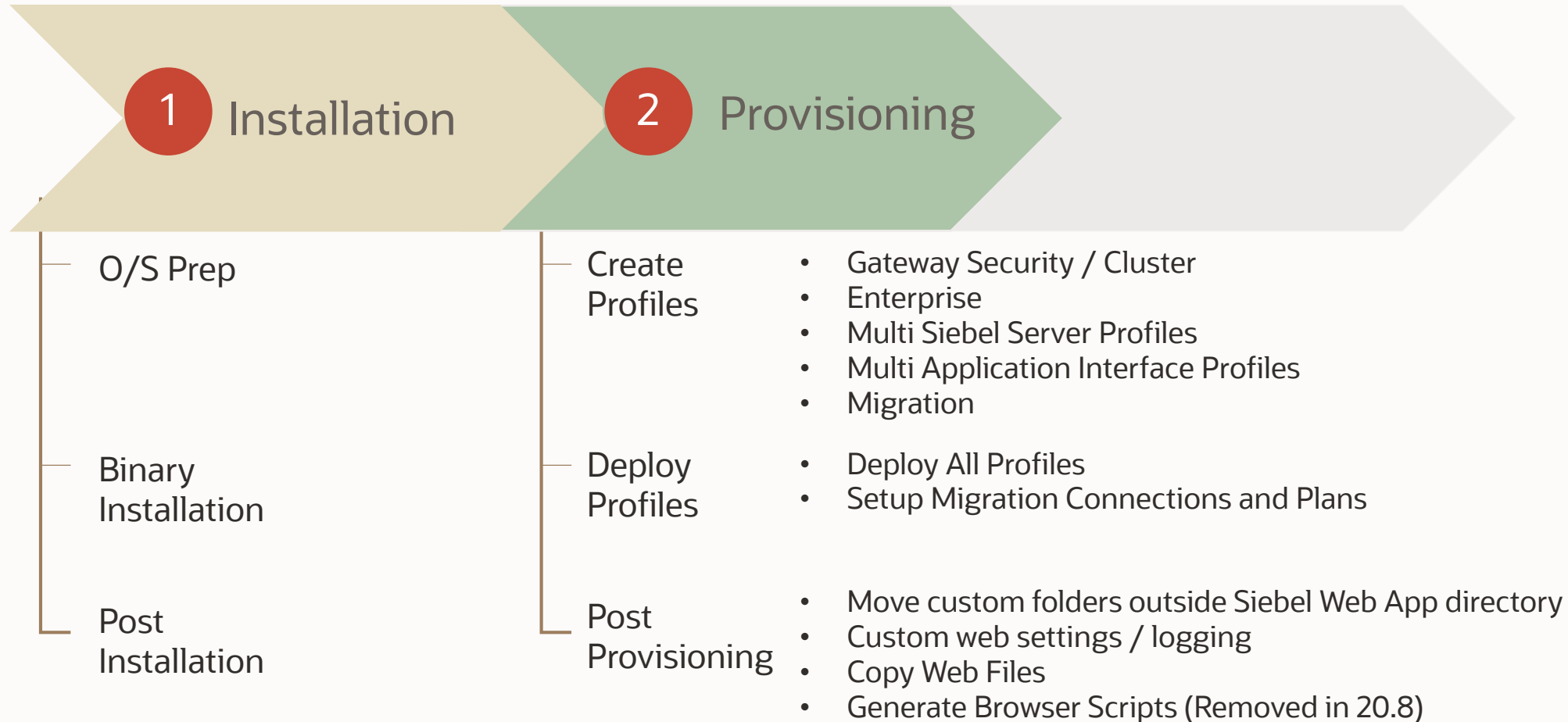
- Create Siebel Response File
- Install Base & Update
- Install Siebel Components according to defined inventory

Post Installation

- Install and configure Reverse Proxy Web Server with load balancing and SSO
- Copy config files (keyfile.bin, ifb, XSLT, Binding, JAR, custom security adapter, custom Siebel .cfg files, etc.)

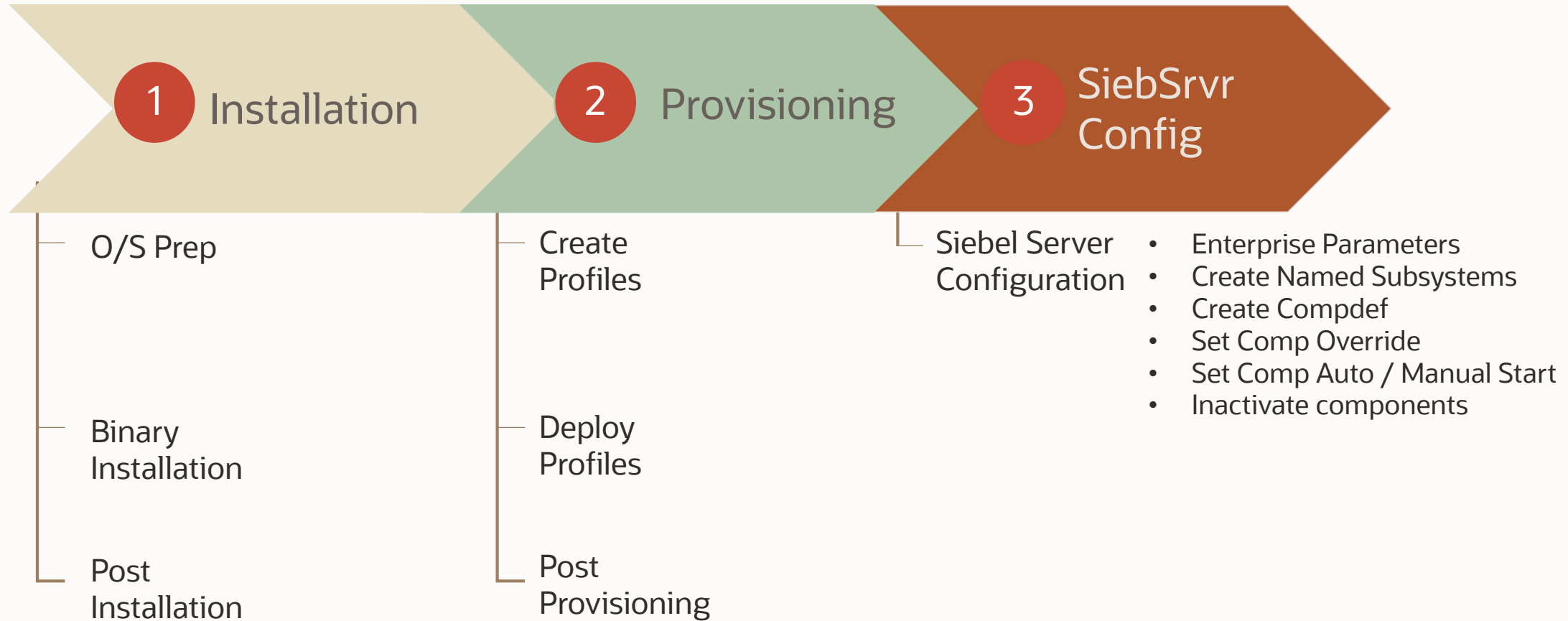
Siebel Provisioning

Automation Steps



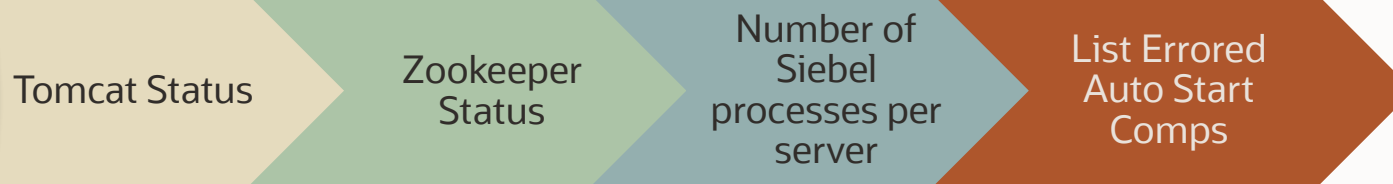
Siebel Server Configuration

Automation Steps



Automating Run and Maintain

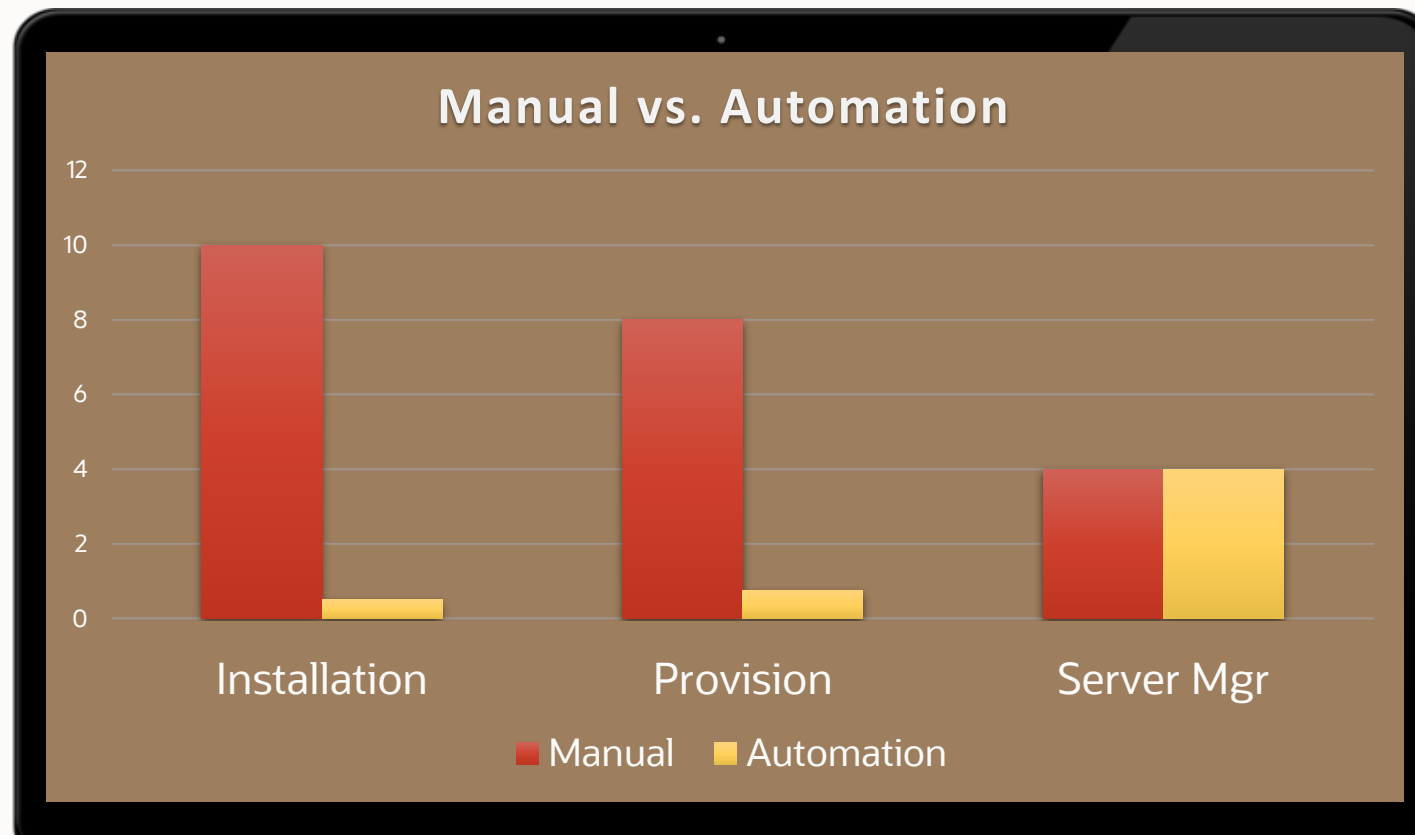
After Weekly Lower Environment Restarts



Seasonal Changes:

- Redeploy Certificates
- Update SADMIN password
- Sync Siebel Server Config with GitHub
- Incorporate ACS Performance Recommendations

Automation saves time and eliminates errors



Automation build
saves 76% of
manual time

Key Takeaways

- 1 Customers can maintain their tenancy for total control
- 2 ACS can help customers implement the most secure access to their OCI Tenancy with proper integration to on-premise systems
- 3 ACS is your trusted advisor for guidance and expertise in mitigating migration risks and reducing operational costs





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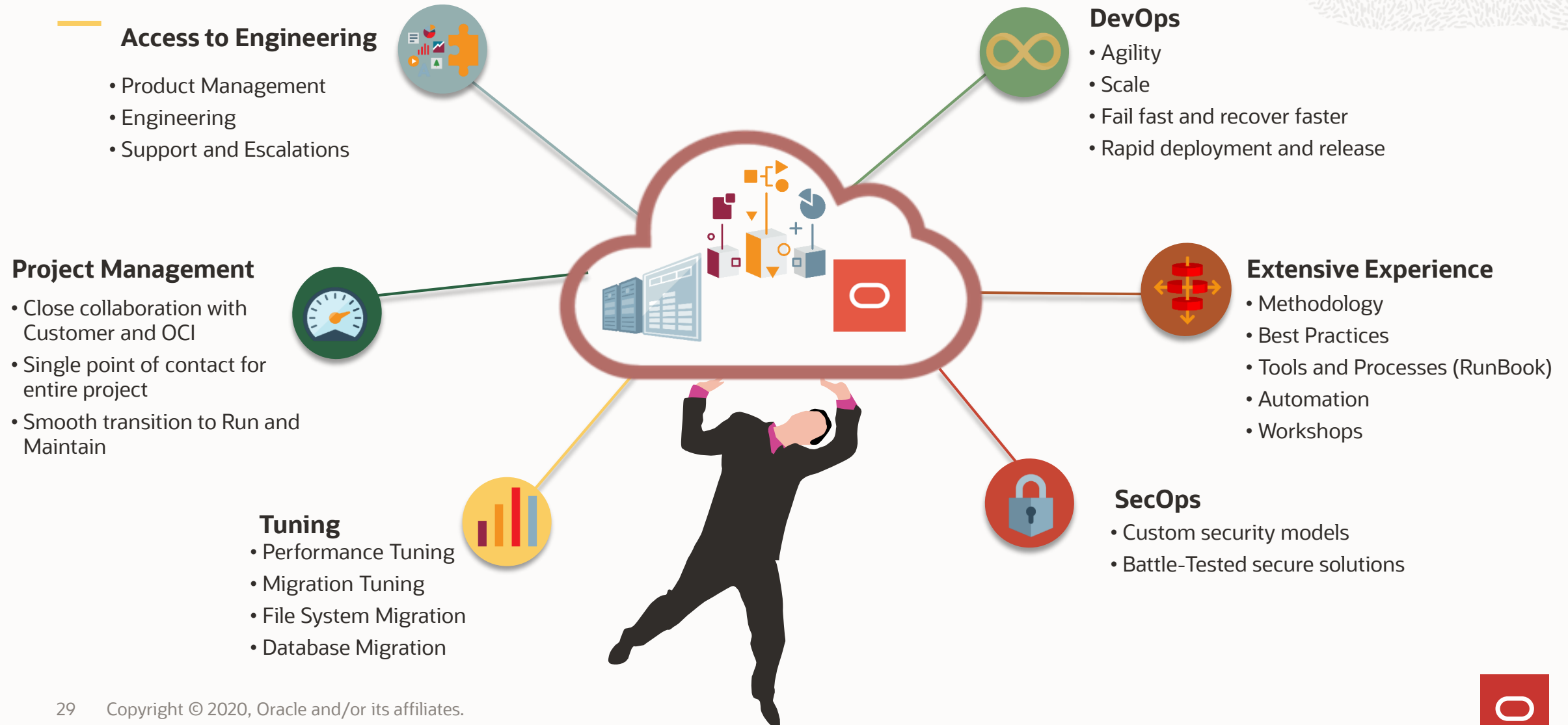
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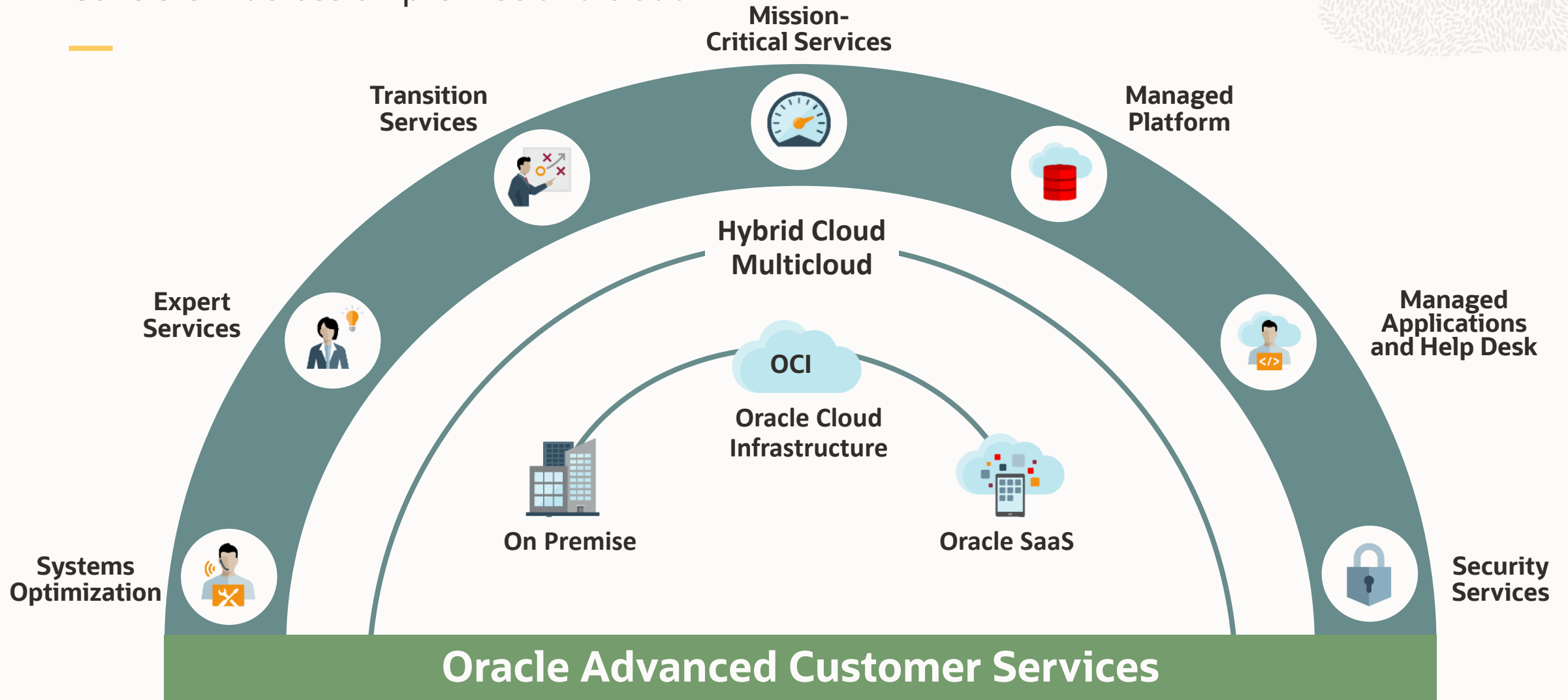
Oracle ACS is your transformation partner – How we Differentiate

Expert Services can help you realize your goals so you can focus on your business



Advanced Customer Services portfolio

Consistent across on premise and cloud



Q & A

Use the **Q & A module** at the bottom of your viewing console to submit questions

Leverage available resources to learn more

- Today's presentation
- [Hear what our customers are saying](#)
- [Join us for other upcoming webinars](#)
- [Subscribe to the ACS blog](#)

[Contact us to get started on your path to success today!](#)

Find out more at: oracle.com/goto/acs

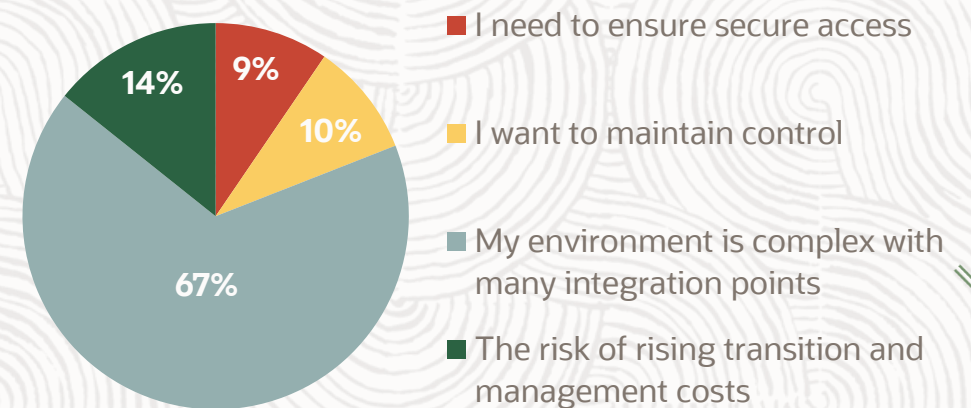


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Poll Result:

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Useful Resources



[Siebel CRM Blog](#)

[Siebel CRM YouTube](#)

[Siebel CRM Sales Team](#) ✉

[Siebel CRM ACS Services](#) ✉

[Oracle Support Value](#)

[Partner Spotlights](#)



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[Siebel CRM Premier Support](#)

[Datasheets – Features by Release](#)

[Siebel CRM Ideas](#) (Collaboration)



[Siebel CRM Customer Connect](#)
[CAB portal](#)

[LinkedIn Customer Connect](#)

[Newsletter Email Distribution list](#)
([Customer](#)) & ([Partner](#))

[Virtual CAB replays](#)

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Siebel CRM transformation

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