

Oracle Integration Platform

App, Cloud, APIs, and Device Integration simplified!

A photograph of three business professionals in an office setting. Two women are seated on the left, looking towards a man on the right who is gesturing with his hand. The background shows a modern office interior with large windows and a stone wall.

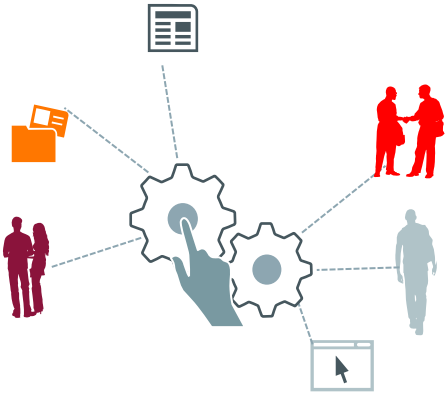
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The World is Changing – for our customers, and for us!



...and it demands a **Strong Integration Foundation**



CONNECT EVERYTHING

Unify connection to devices,
data, APIs & applications



SIMPLIFY INTEGRATION

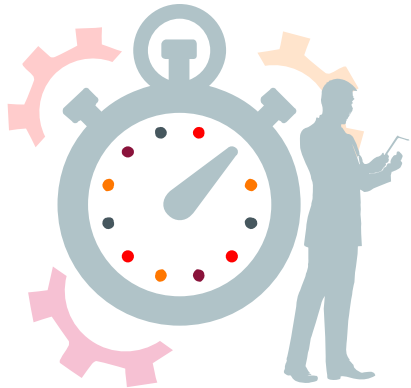
Eliminate complexity
between cloud and mobile
apps as the foundation for
a connected business



FLEXIBILITY & CHOICE

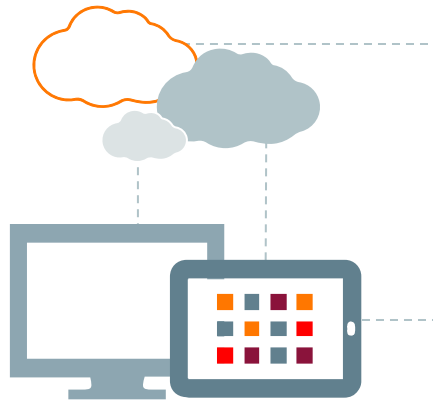
Allow your integrations to
transition into the cloud,
or be extended on any platform

Integration is Sexy Again, but with **New Priorities**



SPEED TO BUILD

Wire new and change existing business processes quickly to deliver new products and services



SPEED TO DEPLOY

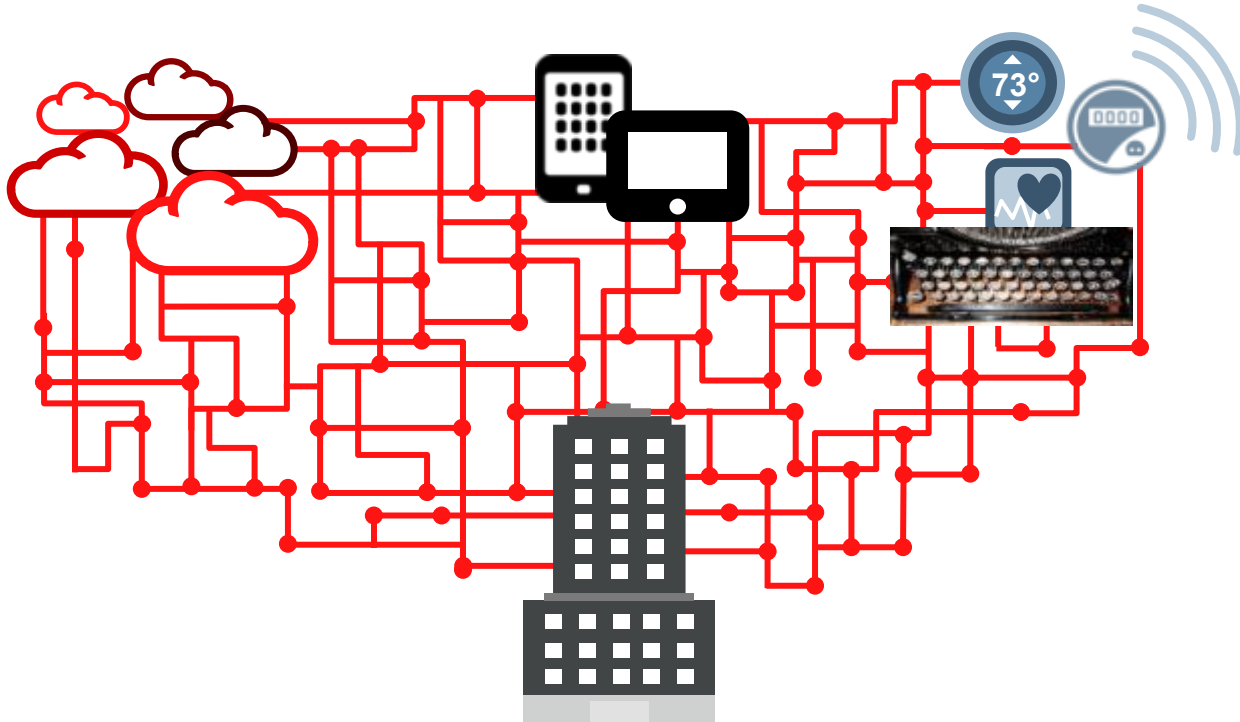
Quickly deploy in cloud & transparently move workloads between cloud and on-premise



SPEED TO RESPOND

Respond to market shifts faster through actionable and predictive intelligence

Service Integration Landscape



+2,300

SaaS applications are available for the enterprise today. 23 on average for each enterprise

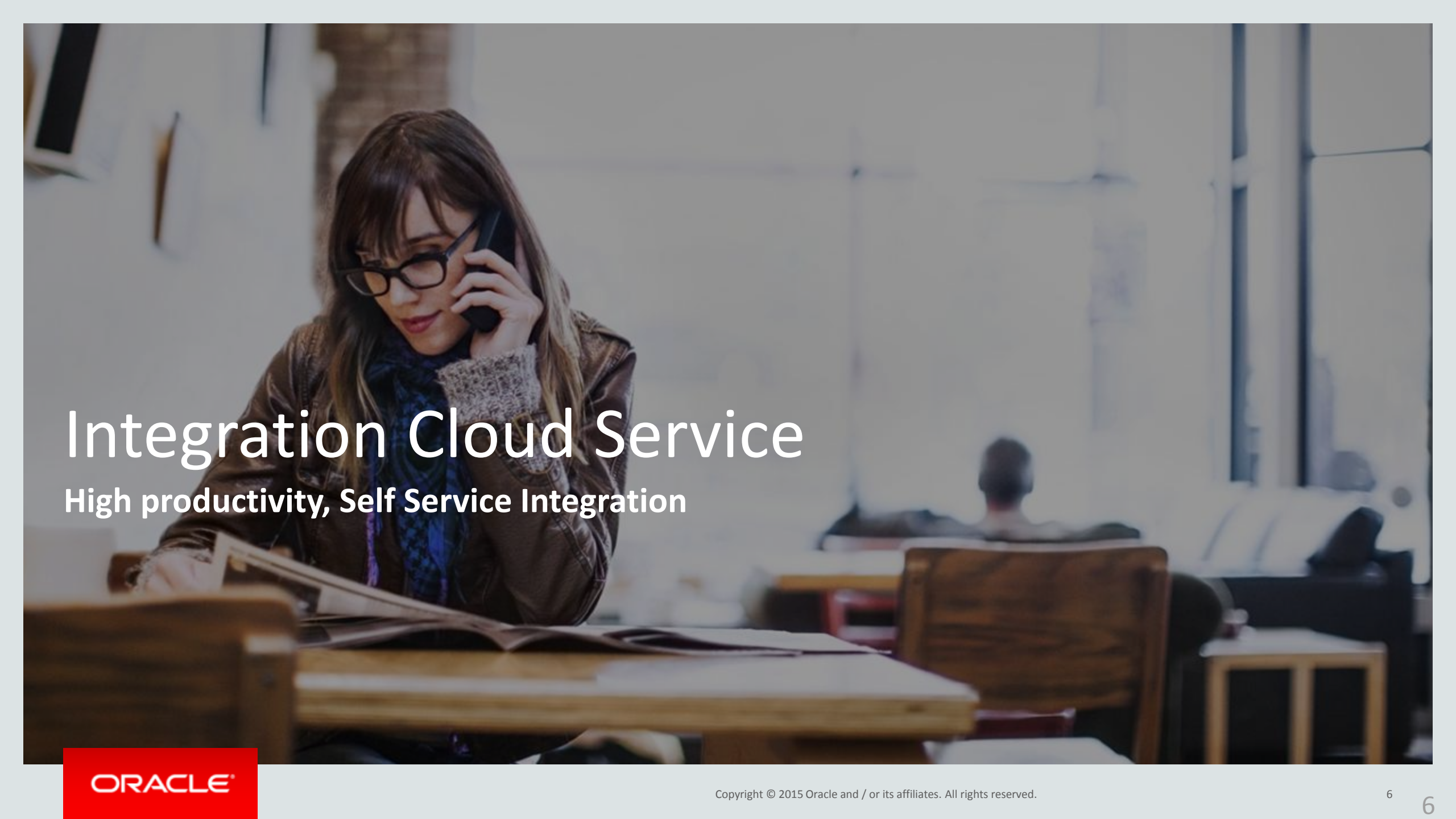
47B

Number of connected digital endpoints including MOBILE is estimated in 2020

90%

of the world's data has been created in the last two years. Having the right data at the right time is more crucial

Source: Constellation Research: "Businesses Must Answer the Call for Cloud Based Integration"



Integration Cloud Service

High productivity, Self Service Integration

Five Reasons Why a New Approach is Needed



DESIGNED FOR COMPLEXITY

Too complex for LOB & applications IT to integrate



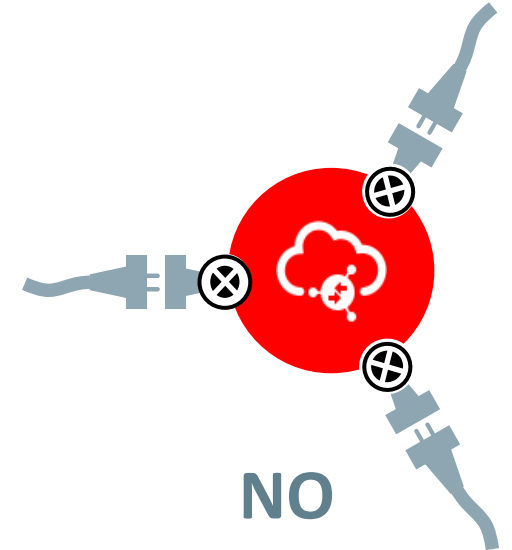
NO APPLICATION AWARENESS

Integration platforms lacked pre-built integrations and awareness of applications



NO EXPERT GUIDANCE

Introduces unnecessary errors



NO PRE-INTEGRATION

Requires rebuilding application integrations

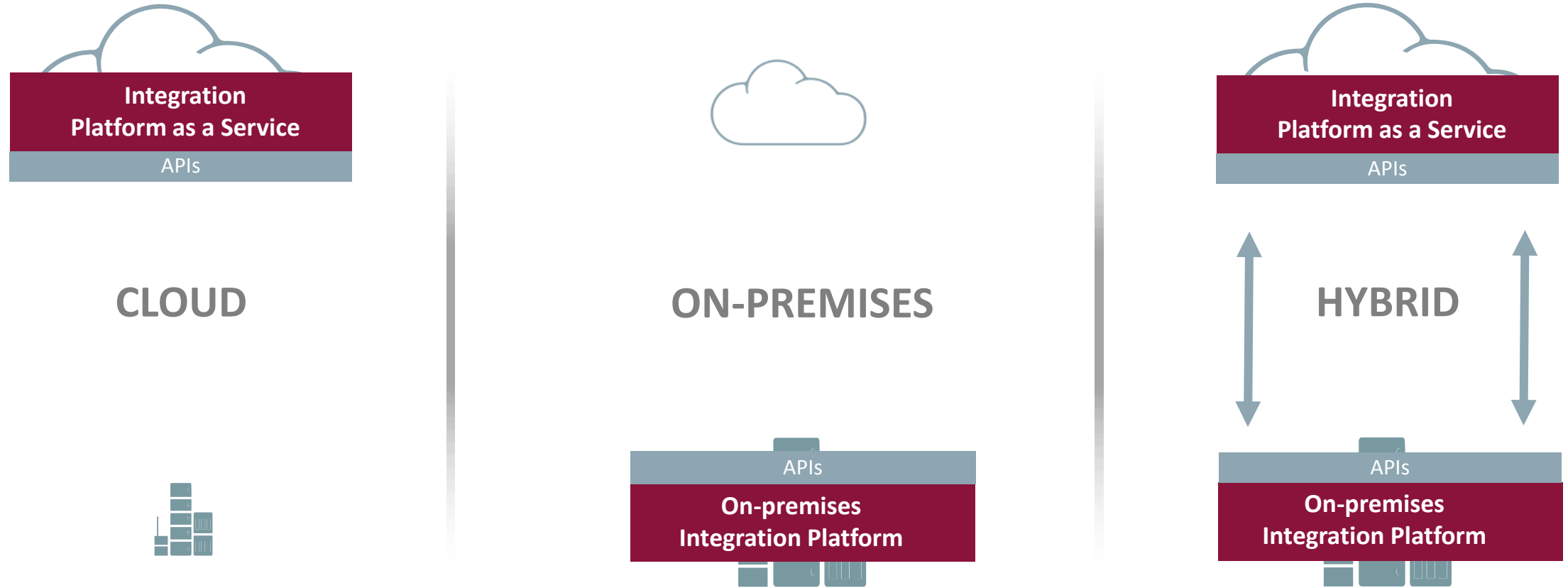


DEPLOYMENT LOCK-IN

Different standards, architecture, and components between public & private



Oracle's Integration Cloud Service : Strategy

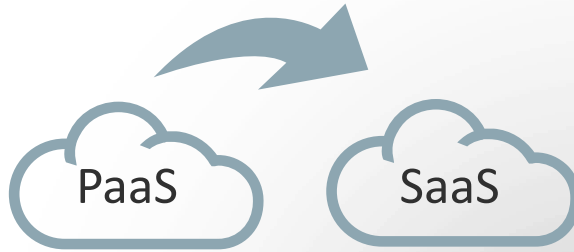


Oracle's Strategy : Integration in Cloud



EASE OF USE

Easy to align business with IT



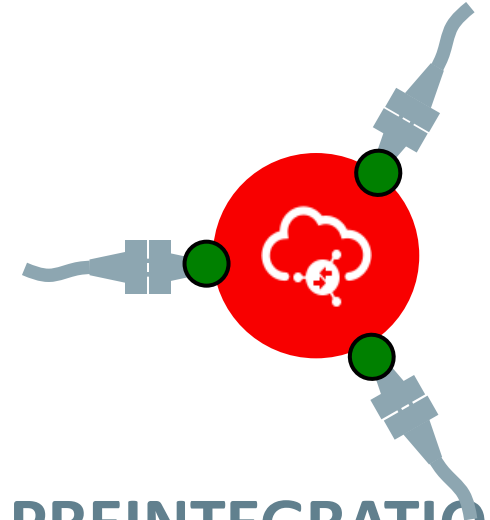
AUTO ASSOCIATE OF APPLICATIONS

Eliminates errors when manually loading and configuration PaaS with SaaS applications



RECOMMENDATIONS

Deliver error-free integrations faster



PREINTEGRATION

Run-ready integrations, built by Oracle and partners



PUBLIC

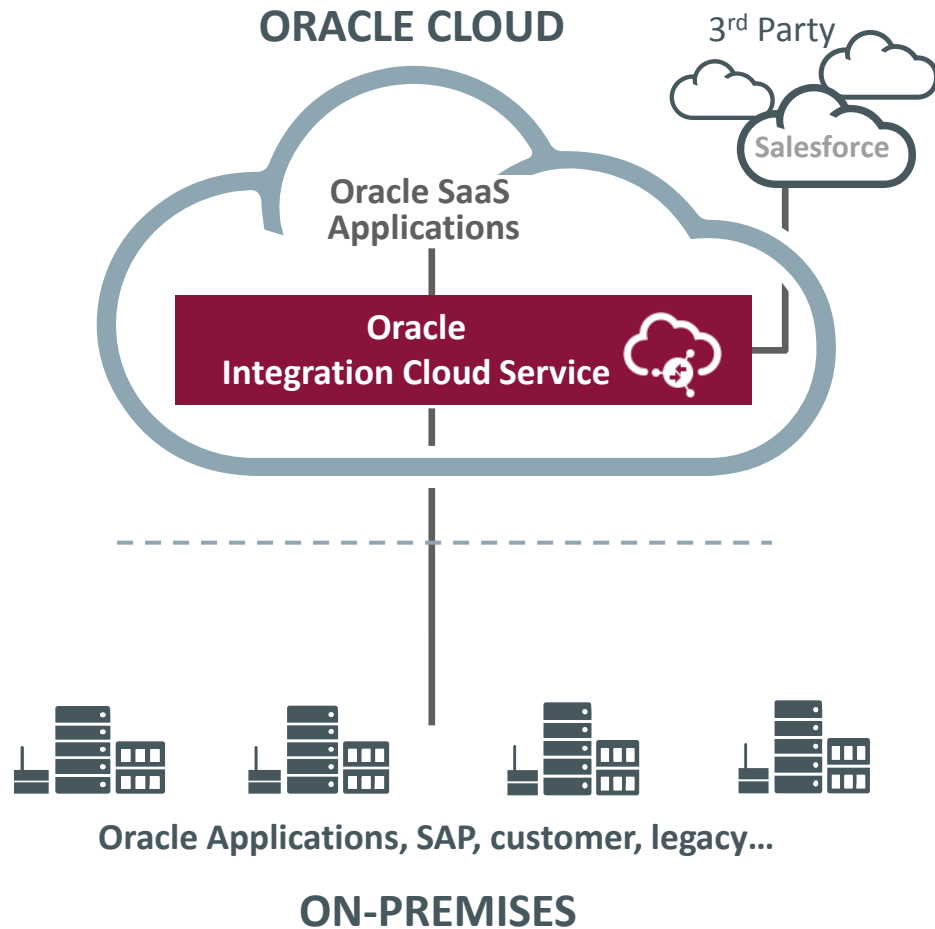


PRIVATE

CLOUD PORTABILITY

Migrate integration platform to support changing business requirements

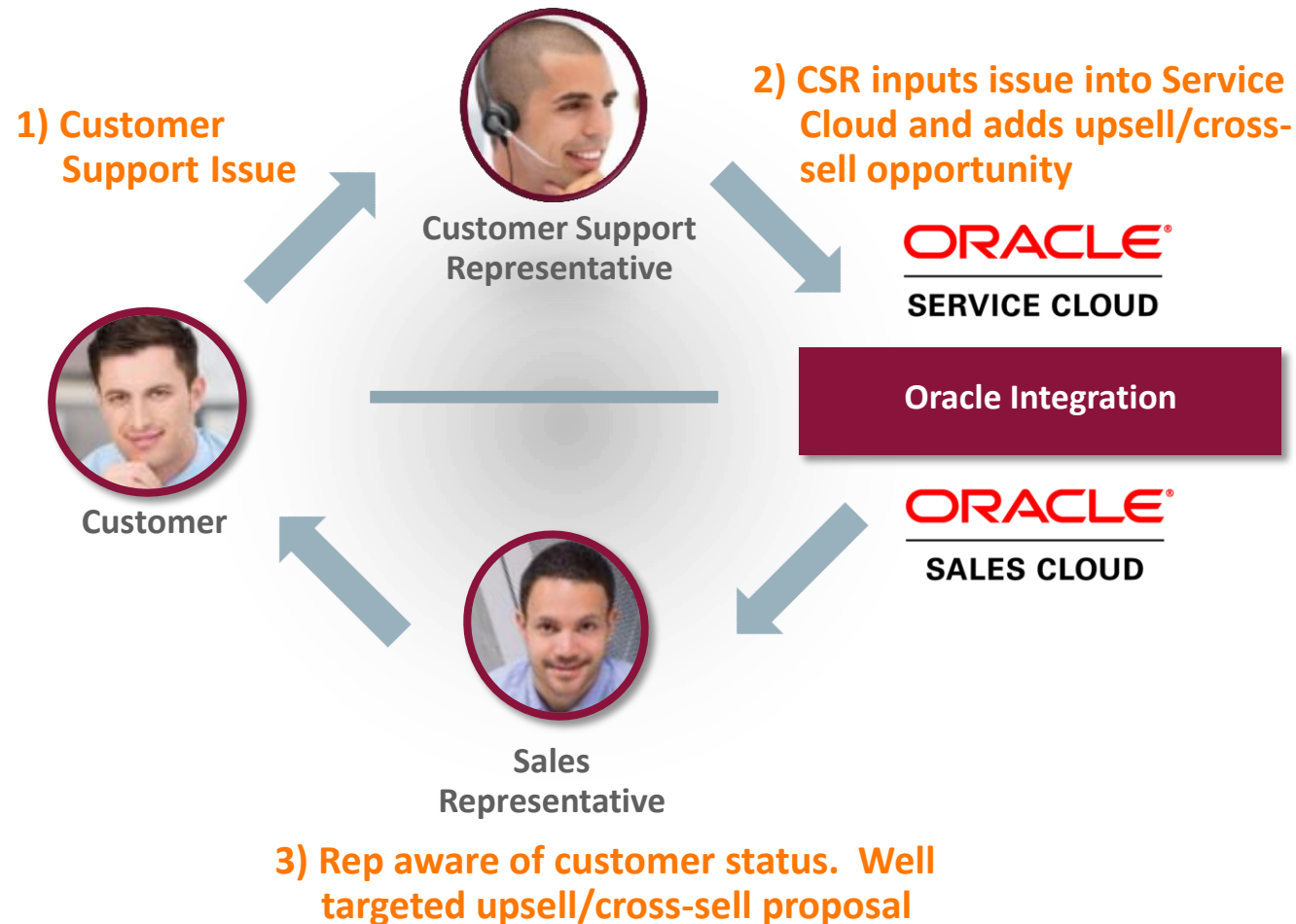
Oracle Integration Cloud Service



- What it does:
 - Designed for SaaS
 - Integrates applications across clouds and on-premises
- Key Features
 - **Easy to use** for LOB/Apps IT & IT developed integration
 - **Prebuilt integrations** for common scenarios
 - **Recommendations** to guide mapping
 - **Automated** provisioning, back-up, patch updates, and upgrades
 - Rich Library of **adapters/APIs** for Oracle and 3rd party applications
 - Secure On-premise integration using **lightweight Agent**
- Benefits
 - Faster integration of applications
 - Increased business agility
 - Lower cost of ownership

Example Integration Scenario:

Upsell/Cross-sell - Integrating Customer Support with Sales Representatives



Benefits of Integration from this Scenario

Increased revenue

Better alignment of customer issues

Faster sales cycle

Example Integration Scenario: Opportunity to Order



Opportunity

Create Sales Order

Update Opportunity

Sales Order

Oracle Integration



Business Users

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E-BUSINESS SUITE

Business Case:

- **Opportunity-to-Order** system distributed across E-Business Suite and Salesforce.com
- Used Hybrid Integration leveraging ICS and SOA Suite on-premises
- Update of opportunities in Salesforce propagated to on-premise Order Management

Solution:

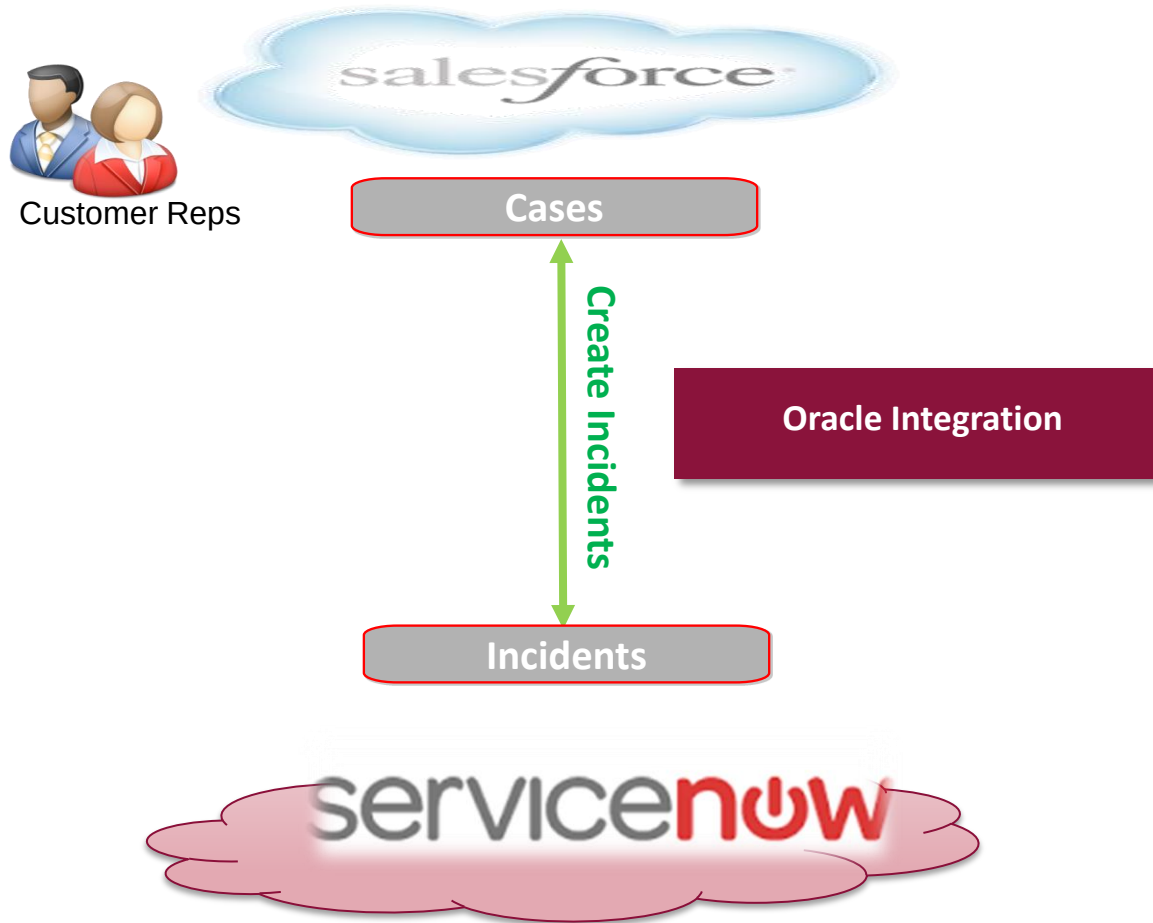
- Automate real-time integration
- Streamline Business process by integrating across multiple business systems

Benefits:

- Increased visibility to field and real time updates
- Eliminate manual re-entry & duplication

Example Integration Scenario:

Case to Incident



Business Case:

- **Case to Incident** integration across two cloud applications
- SaaS to SaaS integration with Oracle ICS
- All cases created in Salesforce are being Synchronized with ServiceNow as incidents

Solution:

- Automate real-time integration
- Streamline Business process by integrating across multiple business systems

Benefits:

- Rapid delivery of Integration
- Increased visibility to field and real time updates
- Eliminate manual re-entry & duplication

Pricing



Integration Cloud Service

- Simple pricing scheme with one metric (Number of Connections)
- SE: \$1,300/mo (includes 2 Connections)
- EE: \$3,900/mo (EE - 6 Connections included).
- Additional Connections at \$650/Month.



Background:

Create broadband access devices and software. Need to integrate Oracle E-Business Suite, Salesforce.com, E-Commerce

Challenge:

Too many integration tools: Dell Boomi, Informatica and more

Solution:

“Our strategy is consolidate all of these down to Oracle Integration Cloud Service”

Ravi Gade
Director of IT Enterprise Applications
Calix



Background:

Next generation communications. Traces their roots back to AT&T and Lucent

Challenge:

Have millions of lines of code in the cloud. Way too costly

Solution:

“seamless end user experience, there is a tremendous amount of integration and that's where a lot of the cost is. Plus I don't have to write lots of code since Integration Cloud Service lets me draw up the integration and eliminate code in the middle.”

Fari Ebrahimi
CIO – Avaya

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