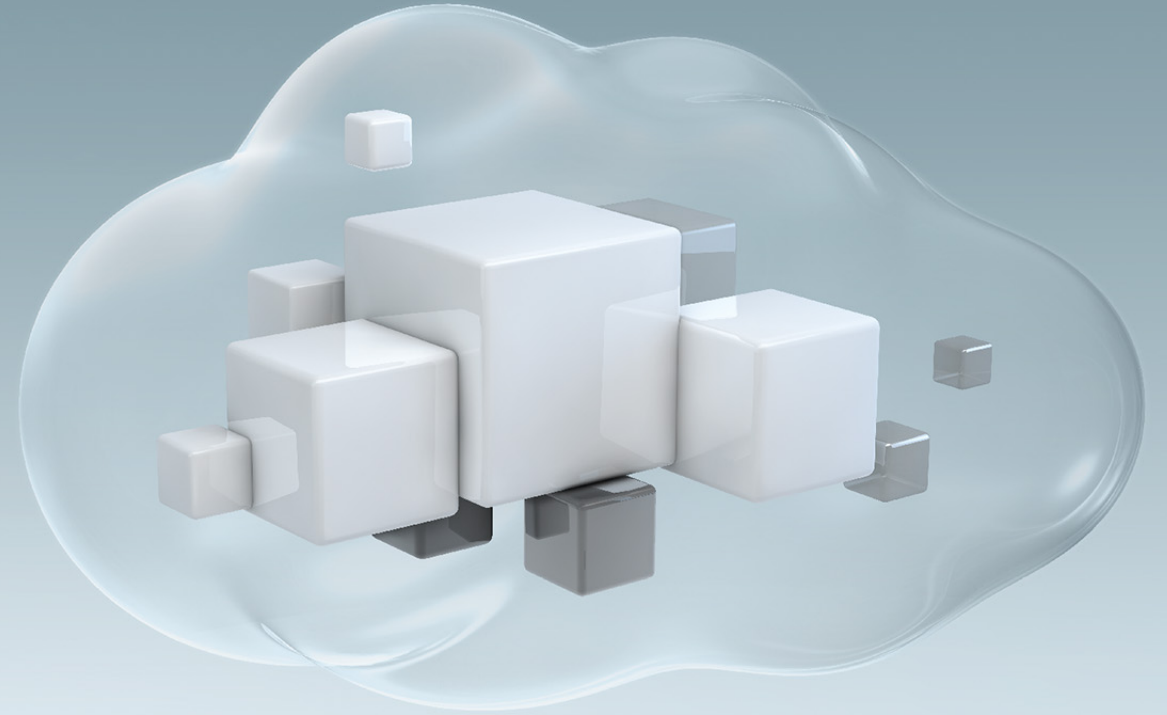


Oracle Cloud Solutions

WaaS geht?!

Michael Erlekam
Sales Consulting
27. November 2014



Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

Agenda

- 1 Oracle Cloud Solutions - Strategie
- 2 Oracle Cloud Solutions - in der Public Cloud
- 3 Beispiele aus der Praxis

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Cloud Computing Powers Innovation

For Developers, Operations And Line Of Business



Developers Agility & Quality

- Latest Technology
- Instant Access
- Better Code
- Frequent Releases
- Build Once Deploy Anywhere



IT Operations Performance & Costs

- Faster Response
- Higher QoS
- Lower Risk
- Lower Costs
- Do More with Less



Line of Business Innovation & Speed

- New Markets
- New Products
- Richer Insights
- Ubiquitous Access
- Ease of Use

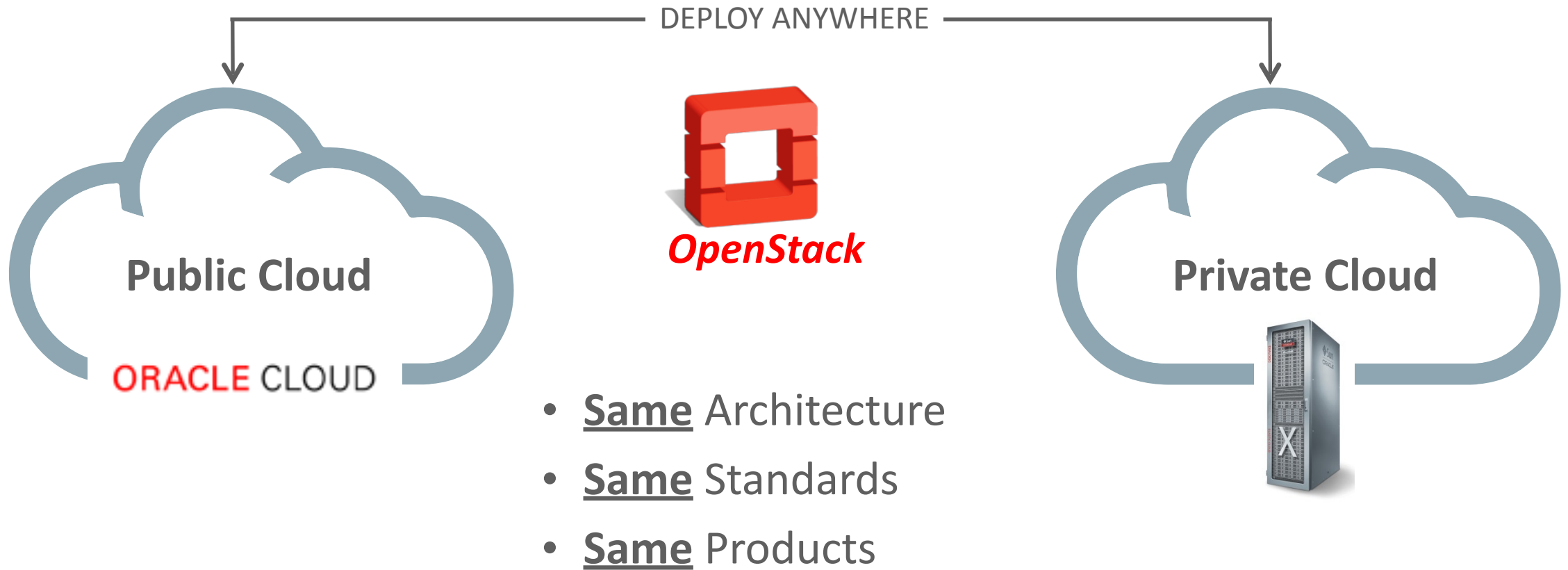
Oracle Cloud: **Strategy**



Oracle Cloud

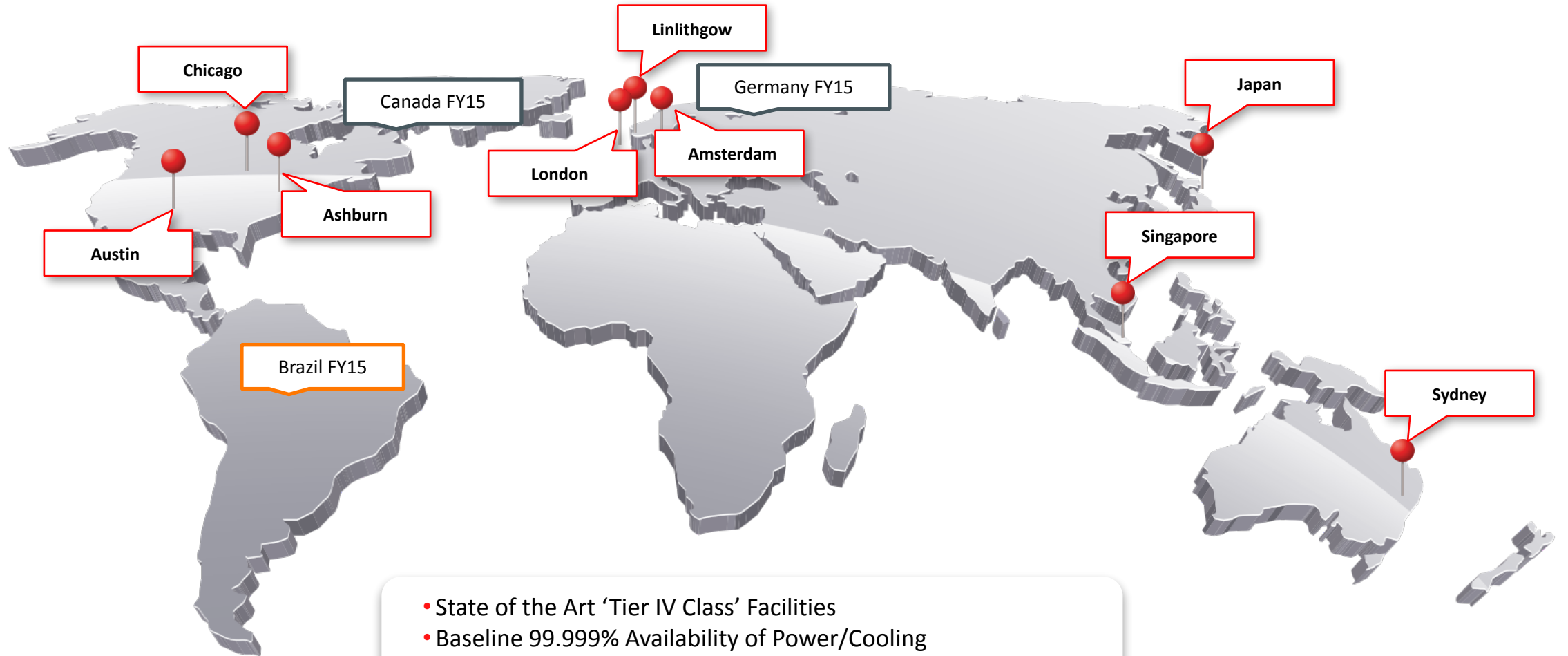
Bring Oracle's leading Infrastructure, Technology, Business Applications, and Information to customers and partners anywhere in the World through the Oracle Cloud

Deployment Choice



Transparent workload portability across Public & Private Cloud

Data Centers



- State of the Art 'Tier IV Class' Facilities
- Baseline 99.999% Availability of Power/Cooling
- 24X7 Active Monitoring and Support
- Carrier Neutral – Best in Class Peering

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Oracle Cloud - Products & Services



APPLICATIONS (SaaS / DaaS)

Customer Experience

Marketing
Sales
Service
Configure, Price, and Quote
Commerce

Supply Chain Management

Transportation and Global Trade Mgmt
Inventory and Costing
Product Value Chain

Enterprise Performance Mgmt

Enterprise Planning
Financial Performance Reporting

Industry Solutions

Communications
Financial Services
Consumer Goods
High Tech Manufacturing
Higher Education

Industry Clouds

Financial Services
Public Sector

Human Capital Management

Global Human Resources
Talent Management

Enterprise Resource Planning

Financials
Revenue Management
Accounting Hub Reporting
Project Financial Management
Project Management
Procurement

Social

Social Network
Social Marketing
Social Engagement and Monitoring

Analytics

HCM Analytics
CRM Analytics

Data

DaaS for Marketing
DaaS for Social
DaaS for Sales (Social Data and Insight)



PLATFORM (PaaS / IaaS)

Platform

Database
Java
Messaging
Database Backup
Documents
Developer
Business Intelligence
Mobile
Big Data
Big Data Discovery
Process
Java Standard Edition
Node.js
Integration

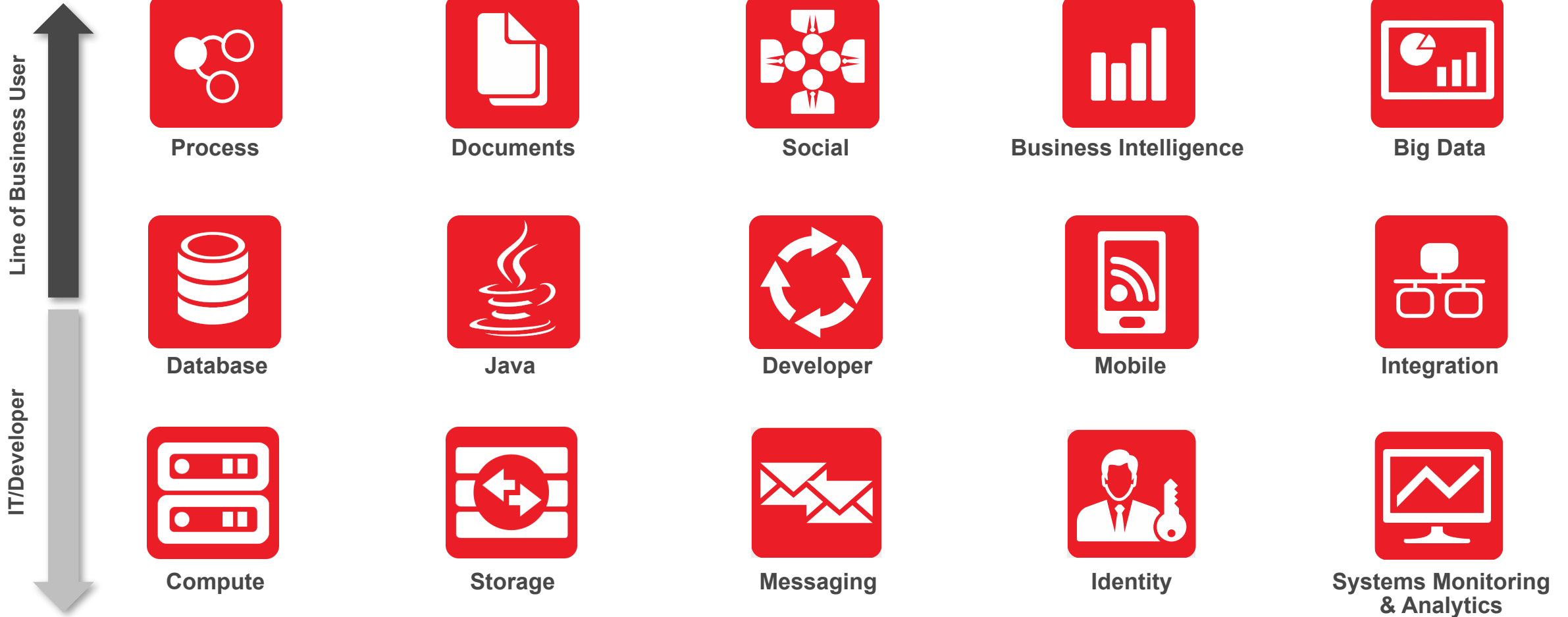
Infrastructure

Compute
Storage

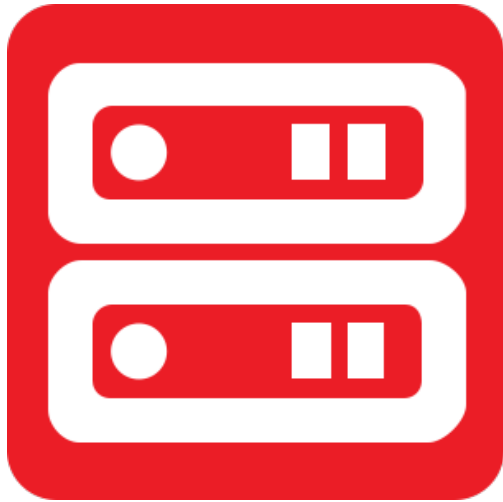


CLOUD MARKETPLACE >

Subscribe As Services From Oracle Cloud

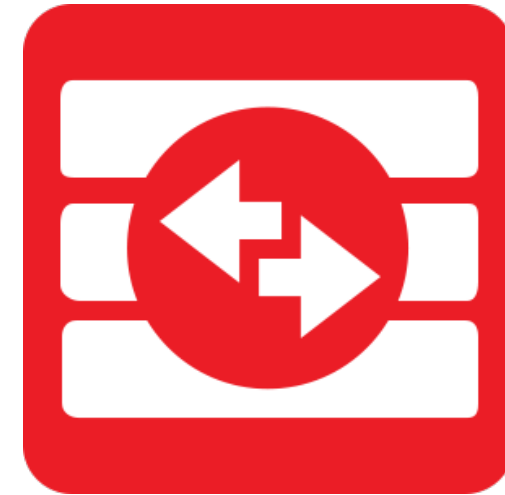


Oracle Compute & Storage Cloud



Compute:

- Elastic Compute with Block Storage & High Availability
- Flexible configuration with orchestrations
- Management: Root VM Access, REST APIs
- General Purpose & High-Memory Instance Families
- Network Isolation; Elastic IP Addresses
- Run any workloads on Oracle Cloud



Storage:

- Store & Manage Digital Content
- Java & REST API (OpenStack Swift)
- Access using Cloud and On-Premise Clients
- Secure and Granular Access Control
- Performance, Scalability, High Availability
- “Backup & Archive” for Files & DBMS in Oracle Cloud

Oracle Database & Java Cloud



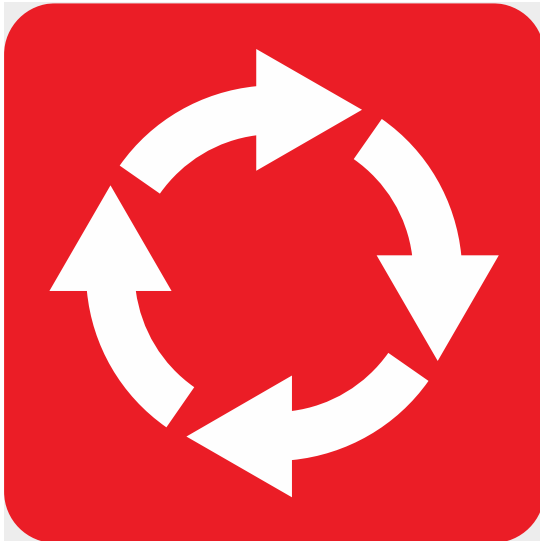
Database:

- Full-featured: Dedicated 11gR2 or 12c DBMS
- Secure: Encryption - Network, DB, Storage
- Highly Available: Data Guard, RAC Cluster
- Managed: Oracle Backs Up, Patches, Upgrades
- All DB Tools: SQL Loader, Data Pump, JDBC, OCI, Enterprise Manager, Any Third Party Tools
- Full portability: On-premise to Cloud

Java:

- Full-Featured: WebLogic 12c or 11g Instance
- WebLogic/Java & Database RAC integration
- Clustering, In-Memory, High Availability, Elastic Load Balancing, Scale Up & Scale Out
- Managed: Oracle Back Up/Restore, Patching, Application Server Management
- Full portability: On-premise to Cloud

Oracle Developer Cloud



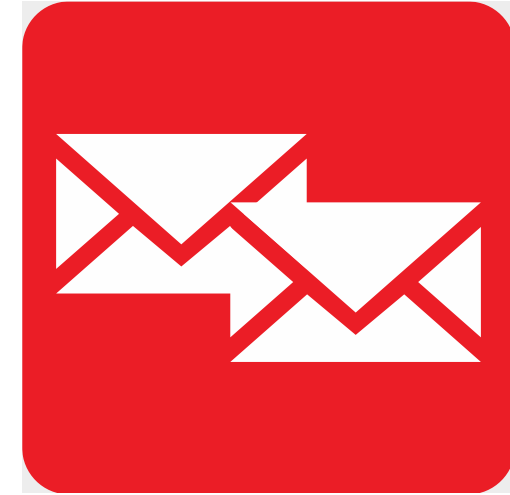
- Secure, Agile, Team Development in Oracle Cloud
- Standards-based GIT, Hudson, Maven, JIRA, Bugzilla, Wiki
- Tightly integrated in Oracle Cloud Ecosystem
- Accelerates Oracle PaaS/SaaS integration and extension
- Integrated IDEs: Eclipse, JDeveloper, Netbeans
- Supports the complete software development lifecycle
- Automatic deployment to Oracle Java Cloud Service or local infrastructure

Oracle Mobile & Messaging Cloud



Mobile:

- Enterprise Mobile Backend-as-a-Service (mBaaS)
- Cross-Platform Mobile Apps
- Sync, Push and Notifications
- APIs: Object Storage, User Management & Custom
- Mobilize Oracle Applications & Enterprise Assets



Messaging:

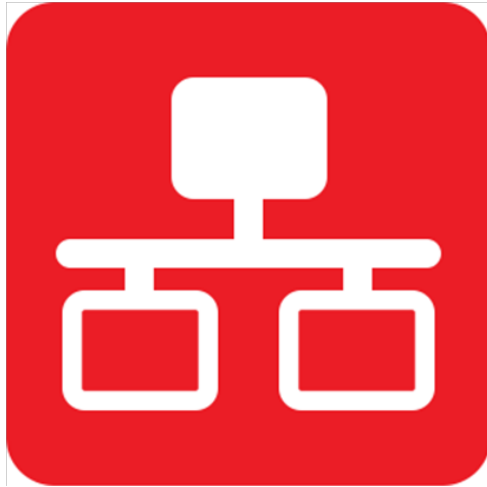
- Asynchronous JMS-based pub-sub messaging
- Guaranteed Delivery Messaging
- Cloud, On-Premise, Cloud-Cloud
- JMS, Web Sockets, REST API
- Dynamic messaging (JMS) for applications on-premise & on Oracle Cloud

Oracle Identity Cloud



- Centralized Identity Service
- Web & Mobile Single Sign-On
- User, Self-Service Provisioning
- 60 Million+ Users; 10000's Transactions/Second
- Extend On-premise identity to Cloud and Mobile

Oracle Integration & Process Cloud



Integration:

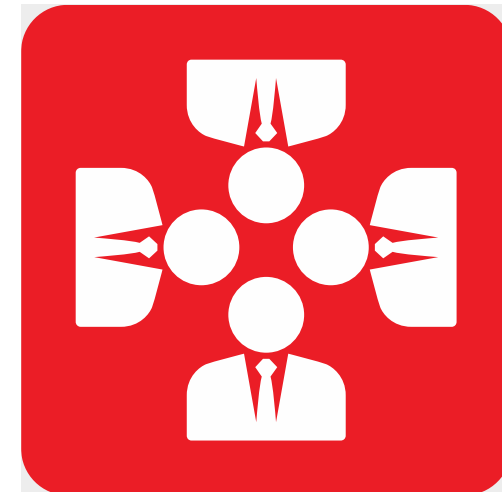
- Cloud-Cloud, Cloud-On Premise, On Premise-On Premise
- Elevated Integration Experience
- Full Oracle Service Business Functionality in the Cloud
- Virtualize & Integrate
- Orchestrate, Transform, Monitor
- Auto discovery & Mappings, API management



Process:

- Design, Deploy & Manage Process, Rules, Forms, Tasks
- Integrate with Oracle & non-Oracle Applications
- Integrate with Oracle Document Services
- Perform work effectively using Mobile/Web/Email Interfaces
- Monitor using Process Dashboards

Oracle Documents & Social Network Cloud



Documents:

- Anywhere Access: File Sync & Share
- Rich Collaboration: Workspaces & Conversations
- Mobile Productivity: Native Mobile Apps & Editing
- Content Platform: APIs, Metadata, Workflow, Security
- Enterprise Grade: Secure Data Isolation, Governance
- Fully Managed: Patched, Backed Up, Upgraded
- Integrations: With On-premise Content & Apps

Social Network:

- Rich Connections: People, Profiles, Walls
- Rich Conversations: Real-time Interactive Discussions
- Active Feeds: Conversations, Activity Streams, Notifications
- Discovery: Social Graph, Recommendations, Follows
- Objects: Social in-context on any Application Object
- Synchronous Communications: Voice, Web, Video
- Rich API Platform: Build and Extend Social Apps

Oracle Business Intelligence & Big Data Cloud



Business Intelligence:

- Complete BI: All Data, Styles of Analysis & Clients
- Self-service: Data Loading, Mapping & KPIs
- Enterprise Grade: Secure Data Isolation; Highly Available; Scalable to 10s of 1000s of Users/Tenant
- Fully Managed: Patched, Backed Up, Upgraded
- Extend SaaS Applications: Packaged Connectors to Oracle SaaS & On-premise Applications



Big Data:

- Hadoop-native: Zero data movement or data sub setting
- Petabytes scaling and no performance degradation
- Breakthrough technology combining simplicity of search with highly interactive analysis
- Integrated Statistical & Predictive Analysis tools
- Sophisticated big data enrichment tools for profiling, transformation, data enrichment

Oracle Systems Monitoring & IT Analytics Cloud



Systems Monitoring:

- Application Performance Monitoring
- Real User Monitoring – Web, Mobile
- Server Monitoring
- Comparison to CMDB

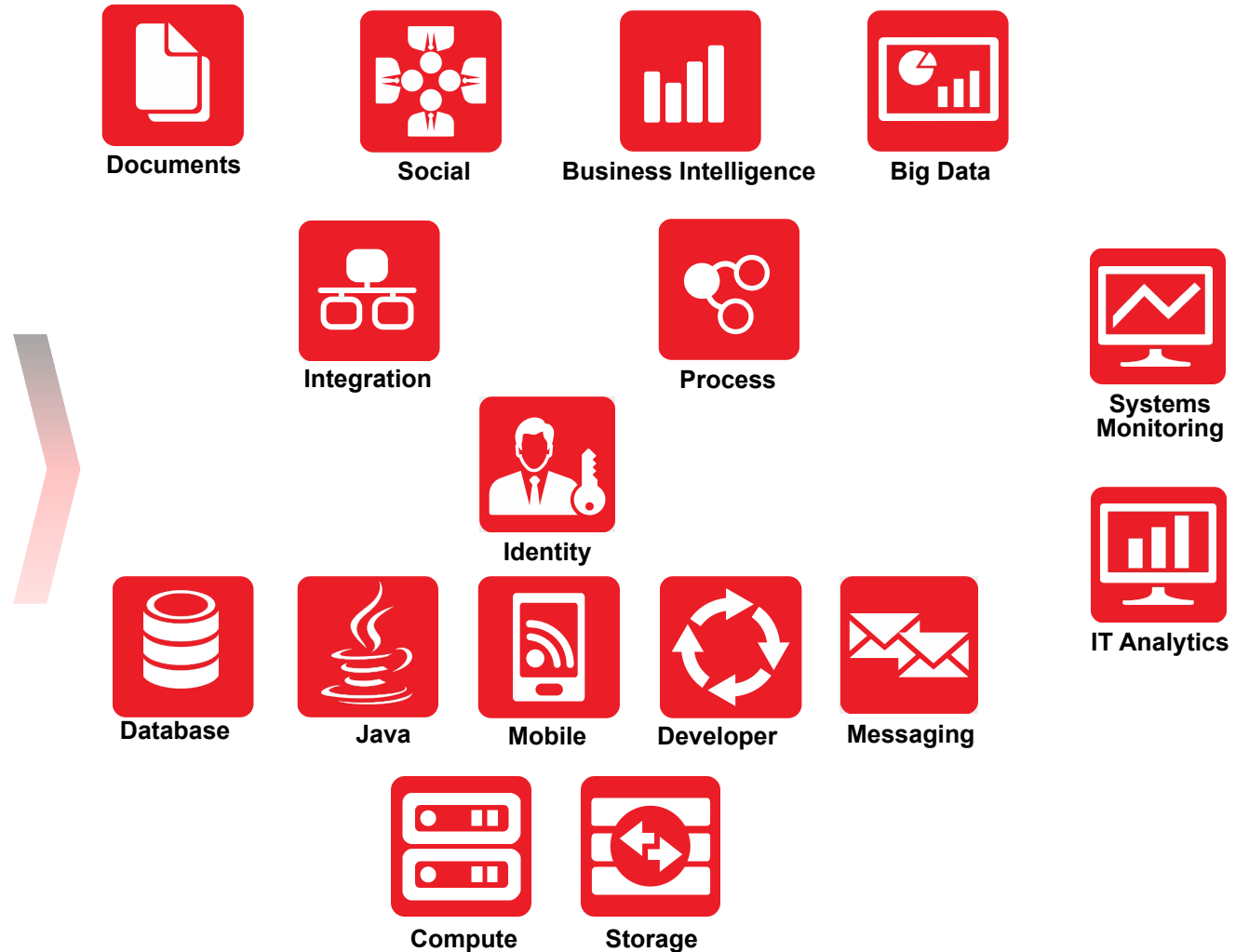
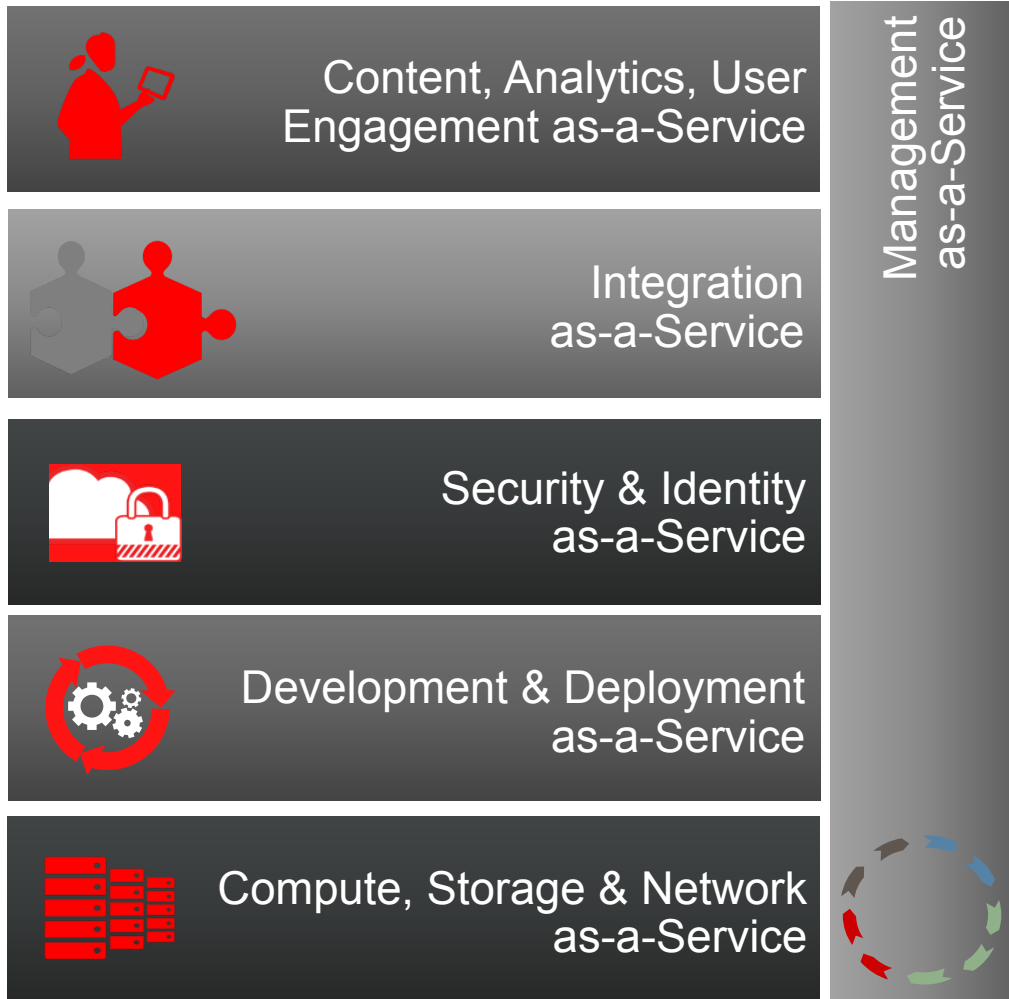


IT Analytics:

- Load Any Data: Log, Structure, Metrics
- Correlate to identify Complex Events
- Monitor & Alert in Real Time
- Predict & Plan: Capacity Planning

Oracle Cloud Services

For PaaS & IaaS



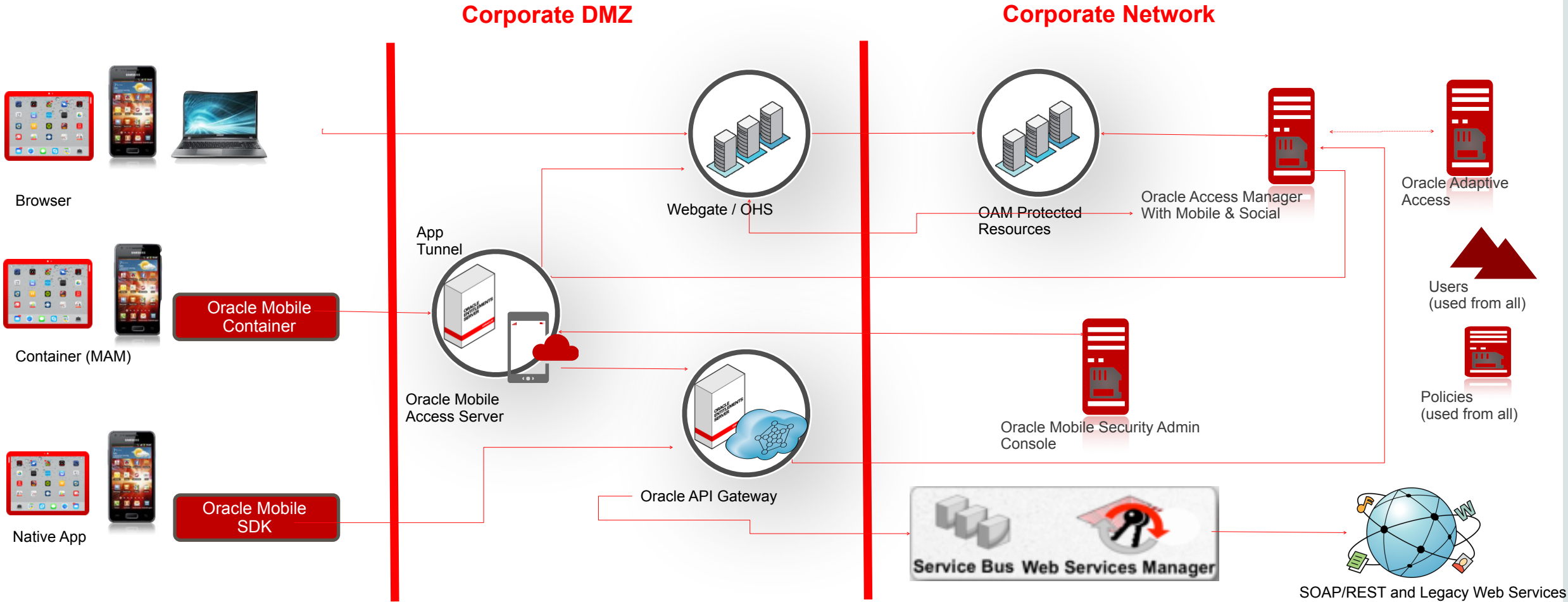
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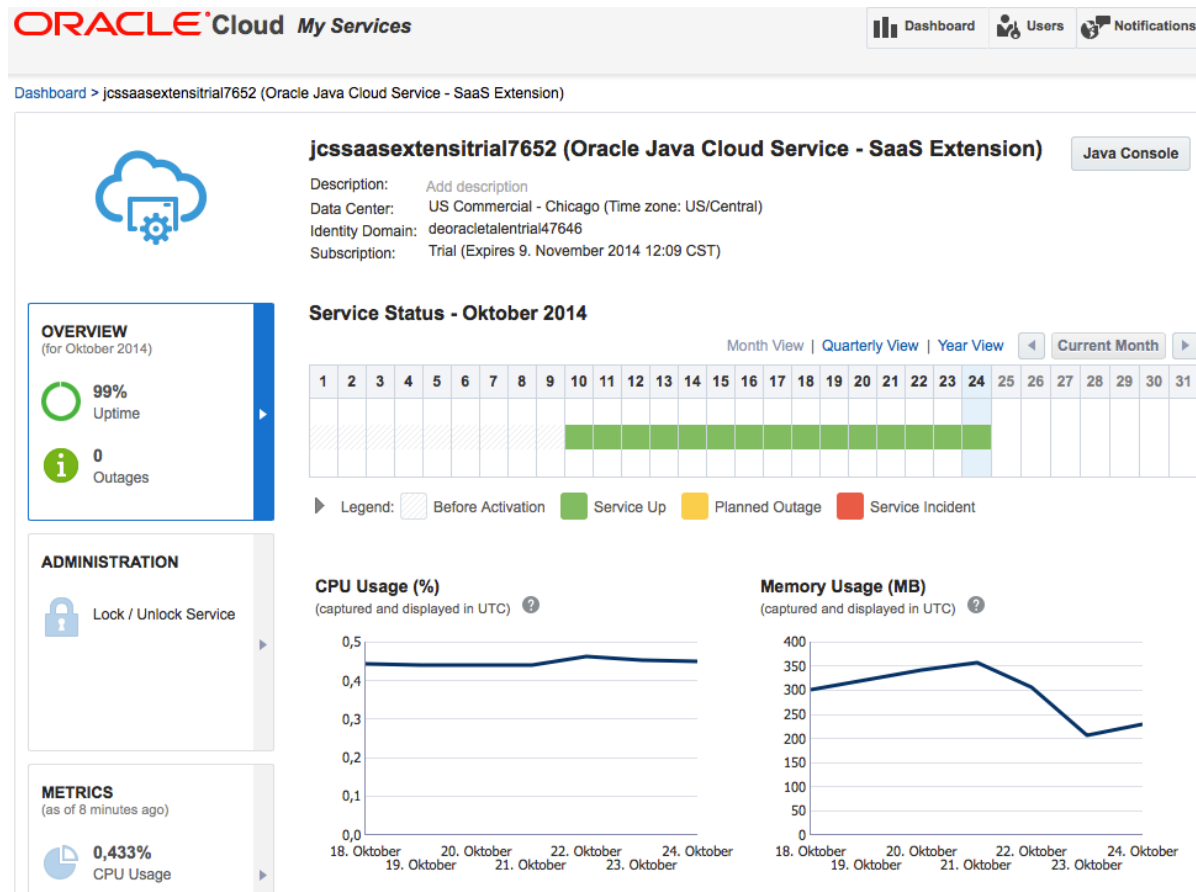


Entwicklung einer mobilen Anwendung

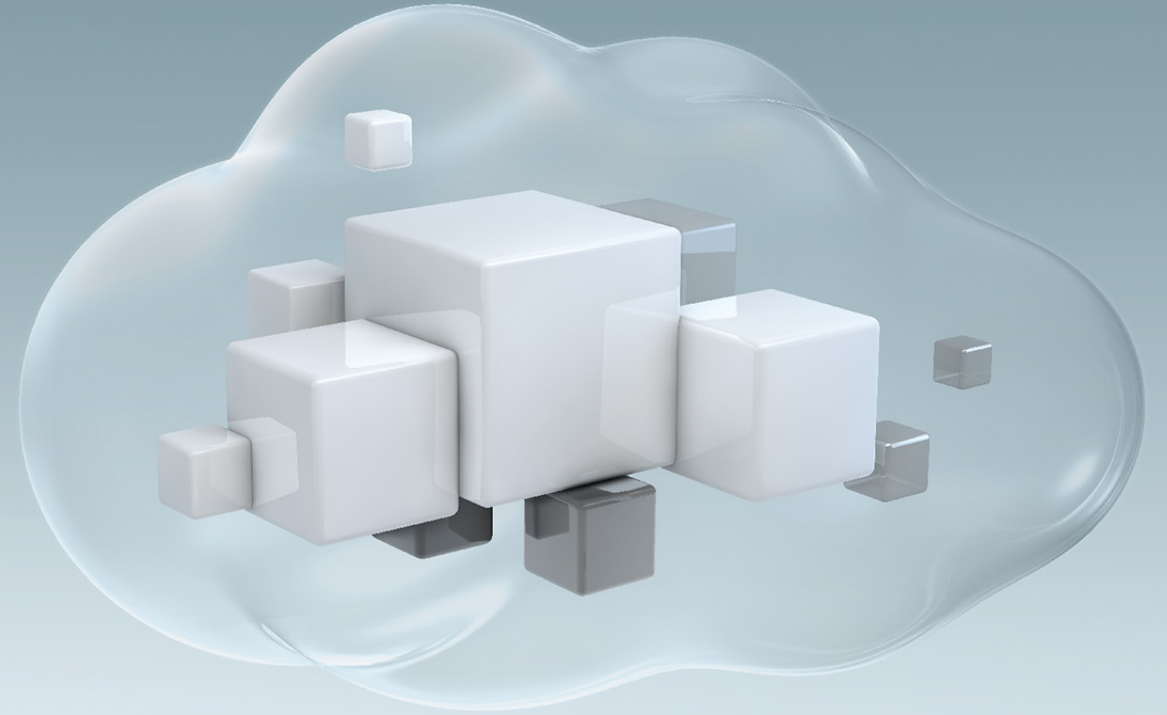
Oracle Security Architecture



Java Cloud Service

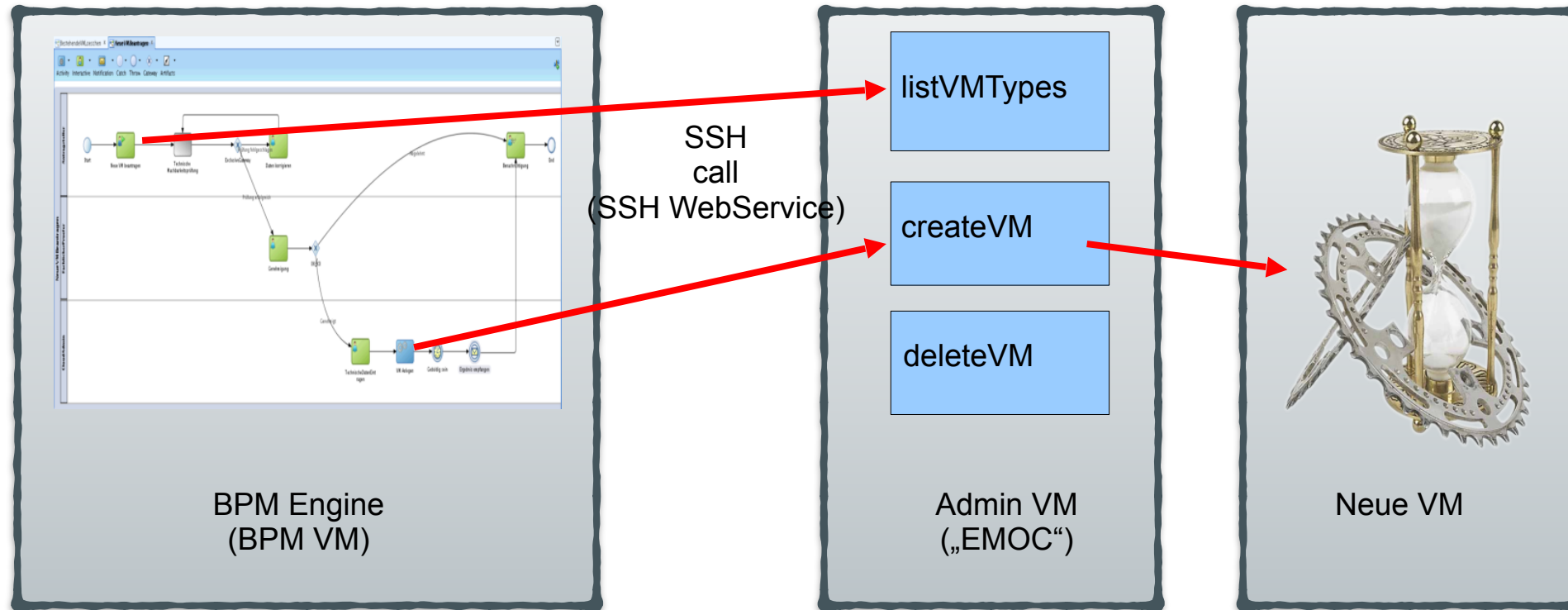


- Entwicklung in der Cloud
 - ▶ iOS und Android
- Bereitstellung der REST Services
- Interaktion mit vorhandenem WebContent

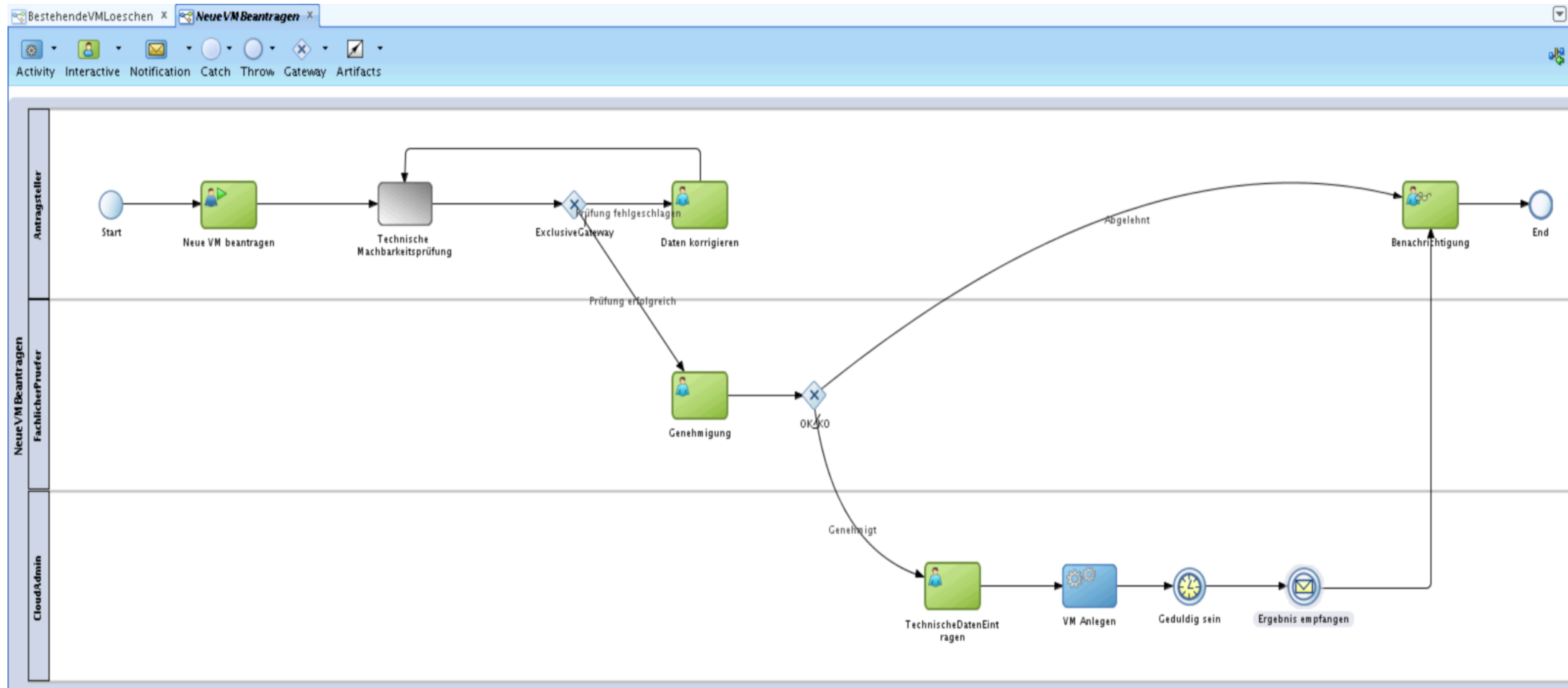


*aaS Provisionierung mit BPM

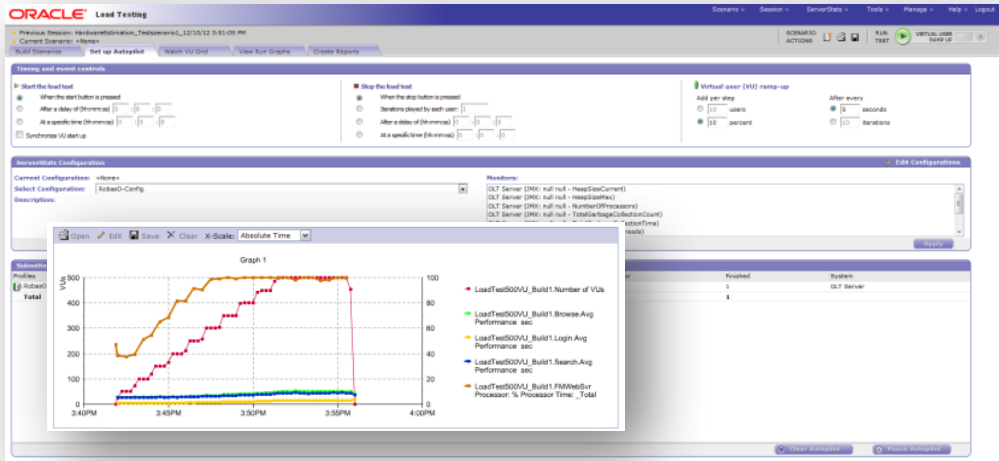
VM Verwaltung mit BPM



VM Provisionierung per BPM



Remote Lasttests aus der Cloud





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