

ORACLE®

Simplify Enterprise Mobility

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Principal Product Manager

Mobility and Development Tools

The background of the right side of the slide features a stylized graphic of a grid of lines that curves and tapers, transitioning from a light blue/white color on the left to a bright orange on the right. The Oracle logo and text are centered in this area.

ORACLE®
FUSION MIDDLEWARE

Agenda



- MARKET TRENDS
- ORACLE MOBILE STRATEGY
- MOBILE SUITE & SECURITY SUITE
- ROADMAP – MOBILE CLOUD SERVICE

Mobile Adoption

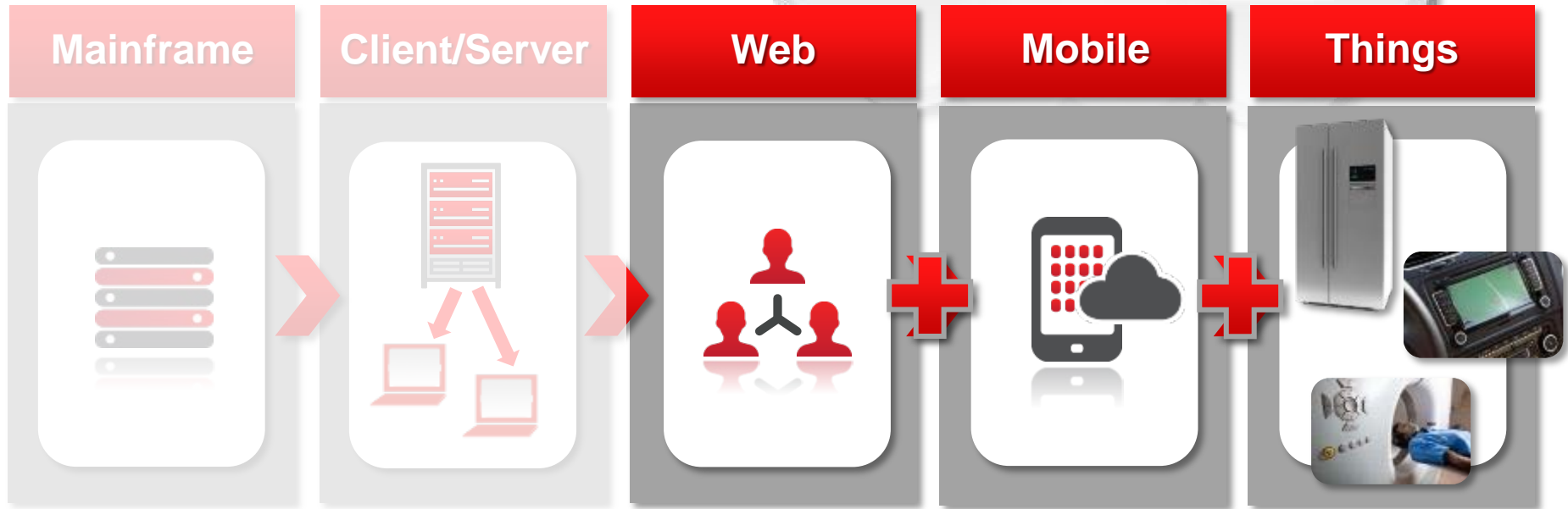


BY THE END OF 2013 THERE WILL
BE **MORE MOBILE DEVICES** ON
EARTH THAN PEOPLE

SOURCE: APPVERTISING, 2013, STEPHEN MOLLOY

The Enterprise Evolution

The New Normal



Enterprise Mobility



TWO THIRDS OF THE WORKFORCE
WILL OWN A SMARTPHONE BY **2016**,
AND **40%** OF THE WORKFORCE
WILL BE MOBILE

SOURCE: GARTNER 2013

Enterprise Mobility Challenges



41% CIOs CITED **MOBILITY** IS
EXPENSIVE AND A
CRITICAL CHALLENGE

SOURCE: MCKINSEY, 2012: MOBILITY DISRUPTION: A CIO PERSPECTIVE

Enterprise Mobile Challenges

Mobile Challenges

- Rate of change
- Constrained budget
- Lack of skills
- Cross platform support
- Security
- Backend integration

Enterprise Concerns

- “It takes us months, no, years to release updates”
- “Our IT budgets are shrinking, not growing”
- “We can’t hire new iOS & Android developers”
- “We need cross platform support to reduce costs”
- “We want offline functionality with maximum security”
- “We don’t want to change to our existing architectures”

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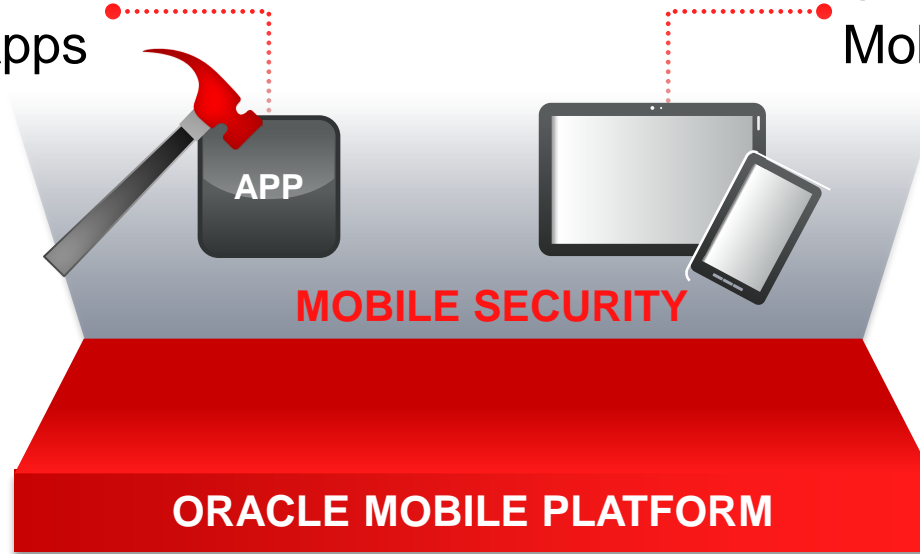
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Oracle Mobile STRATEGY

Build Your
Own Apps

Oracle's
Mobile Apps



ORACLE'S MOBILE STRATEGY

Oracle's Mobile Strategy

ON PREMISE

- Enterprise Mobile Platform
- With Oracle Mobile Platform
 - Develop
 - Integrate
 - Secure
 - Manage



CLOUD

- Enterprise MBaaS (Mobile Backend-As-A-Service)
- With Oracle Mobile Cloud Service
 - Mobilize
 - Extend
 - Manage



ORACLE

Oracle Mobile Solution

MOBILE APPS



MOBILE PLATFORM



MOBILE SECURITY



Mobile Apps Today ... More and More On The Way

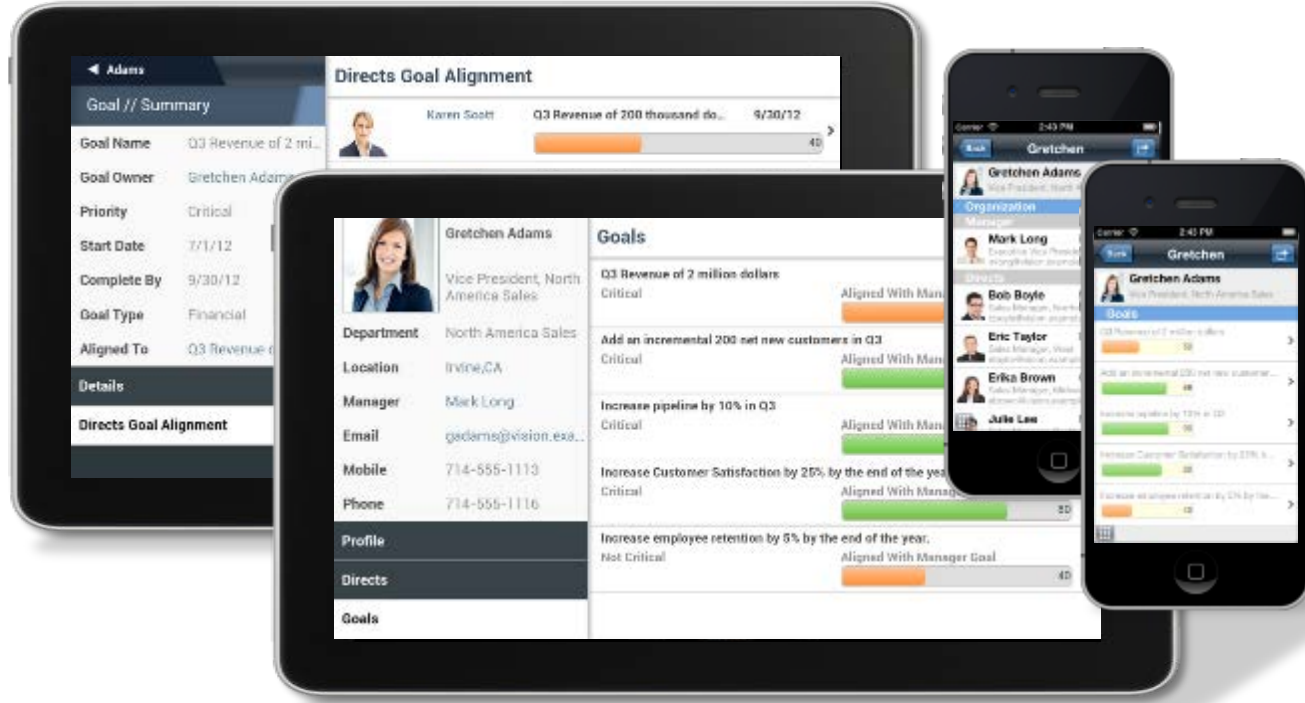


Oracle Fusion Tap

Oracle Fusion HCM Data on Your Device



Oracle Tap
Oracle America FREE



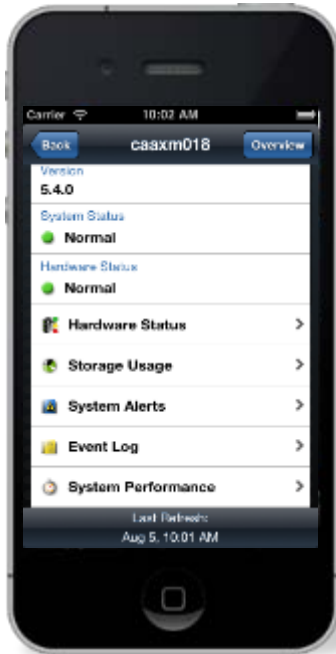
Oracle PeopleSoft Campus Solution

Access to grades, schedule, registration, etc.



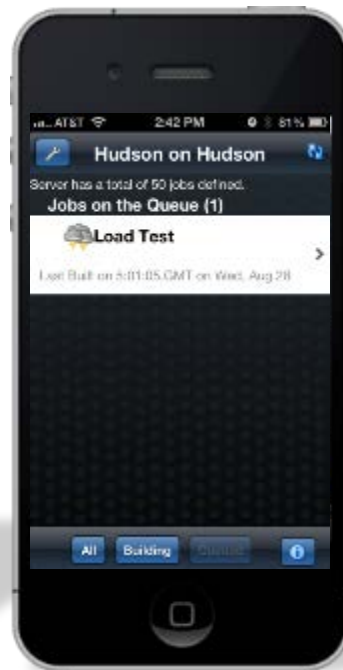
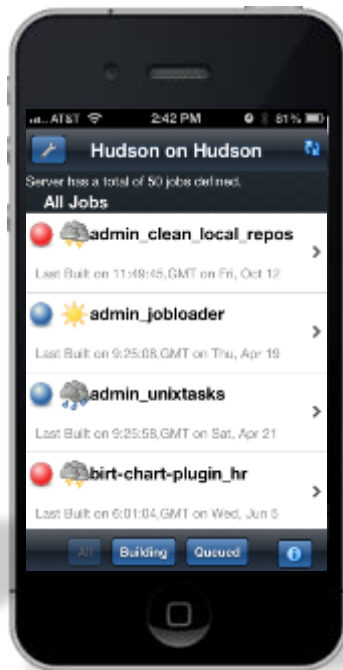
Pillar Axiom Anywhere

Monitor your backup systems



Hudson

Mobile Monitor



Oracle Mobile Solution

MOBILE APPS



MOBILE PLATFORM

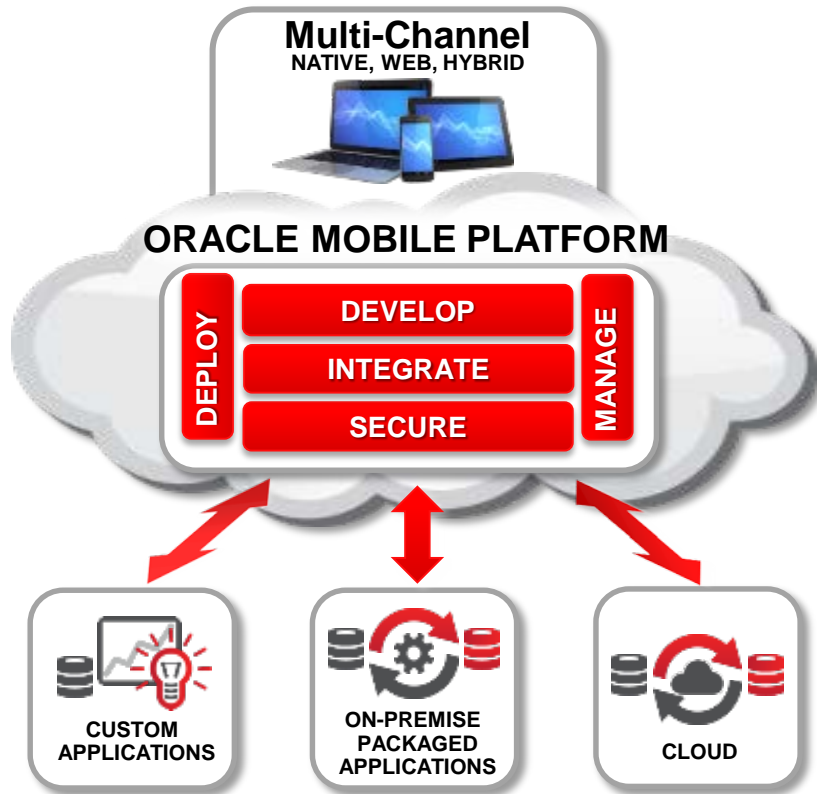


MOBILE SECURITY



Oracle Mobile Platform

One Platform, Any App, Any Data, Any Device – Secure



Maximize existing IT investments

- **Develop** cross platform & multi channel applications
- **Integrate** data and services across the Enterprise and Mobile devices
- **Secure** information uniformly across all layers of enterprise and mobile apps
- **Deploy & Manage** cloud and on-premises for multi-channel delivery

Develop: Mobile Application Framework

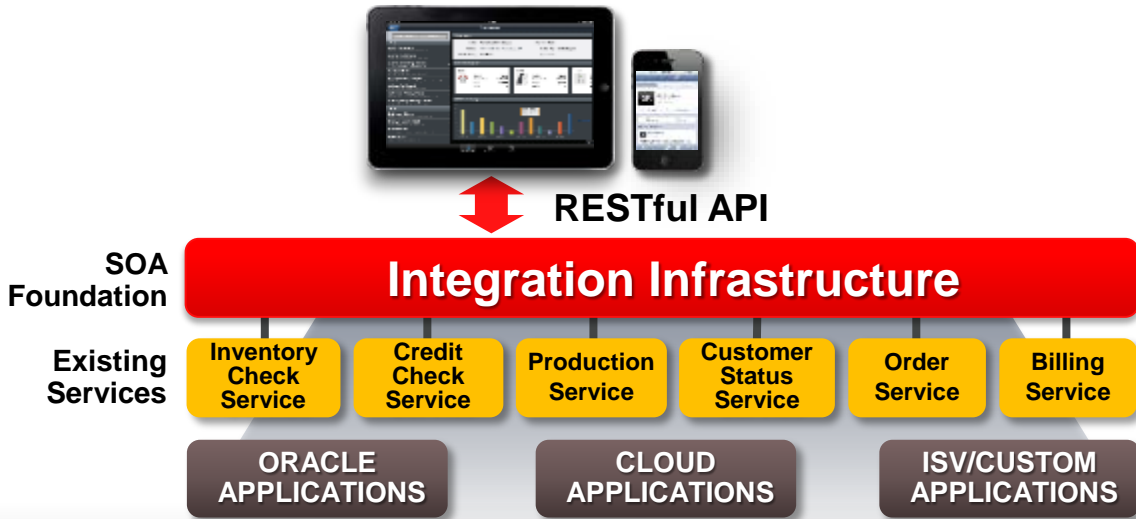
Productivity boosting development framework



- Build Once, Run on Multiple-Platform
 - Phones, Tablets, iOS, Android
- Simpler UI development
 - Components, HTML5/JavaScript
- Java for business logic
- Disconnected: SQLite with Encryption
- Full Access to Native Device Features
- Modular, Reusable Application Components

Integrate: Mobile Service Integration

Service Enablement, Management and Integration



- **Reuse** existing application services
- **Rapid** response to new business requests
- **Fast** access to data and services across the Enterprise and external sources
- **Reliable** and solid orchestration platform

API Security – Secure Mobile Access to Corporate Information



Secure REST API's



Threat Protection



Transformation



API Control & Governance



Client Throttling



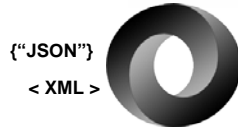
API Management & Monitoring



OAUTH 2.0 Client & Server



API Key Management



Native JSON & XML Processing

Access Management

ORACLE

- Extend Access Management to REST API's
- Context Aware
- Authentication
- Authorization
- Fraud Detection
- Security Tokens
- Data Redaction
- Audit

Deploy & Manage: Enterprise Scalability



- **Performance:** Highly responsive mobile apps through in memory data cache
- **Scalability:** Support millions of concurrent mobile applications and users
- **Availability:** 24X7 availability

Oracle's Mobile Platform: Product View



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Oracle Mobile Suite

Oracle's Mobile Platform: Product View



Oracle Mobile Suite

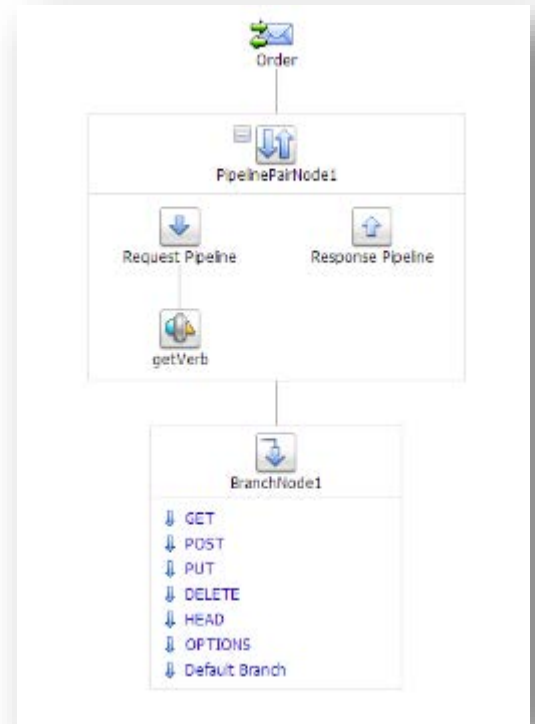
- Available Early 2014
- On Premise
- ADF Mobile
- Oracle Service Bus
- Integration Adapters
- OSB Runs on WebLogic Suite

ADF Mobile



Oracle Service Bus

- Message-driven backbone
- Abstracts communication between services
- Central duties:
 - Messaging (store-and-forward delivery)
 - Data transformation (XML to XML)
 - Content-based routing (publish/subscribe)
- « Fire and forget » pattern

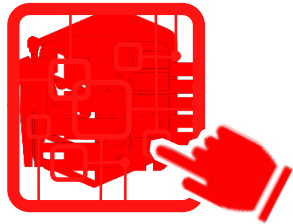


Integration Adapters

Packaged Applications

Legacy & Mainframe

Technologies & Protocols



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Oracle Mobile Security Suite

Oracle's Mobile Platform: Product View



Oracle Mobile Security

- Available in 2014
- On Premise
- Mobile Access, Device & App Management
- Bitzer
 - Authentication, inc. SSO, Kerberos etc
 - Encryption in transit & at rest
 - Data leakage control
 - Policy control
 - Enterprise App Store

What Customers Have Told Us

Secure Mobile Access to Enterprise Apps & Content



- Our mobile device usage increases
 - Bring your own device (BYOD) is our new standard
 - BYOD requires a user-centric solution (not device-centric)
- Securing access to enterprise applications and content presents new security risks
- We need to separate personal and corporate data and applications
- We need to secure basic productivity apps and work with bespoke apps
- Existing mobile solutions in the market require a complete parallel stack to secure mobile access

Oracle's Mobile Security Plan

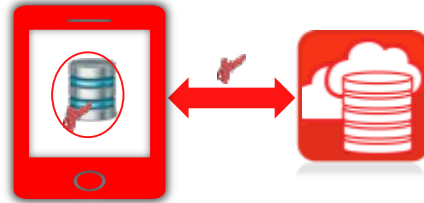
Securely Separate And Manage Corporate Apps And Data On Devices

Secure Container for App Security and Control



- Separate, protect and wipe corporate applications and data
- Strict policies to restrict users from viewing/moving data out of container
- Consistent support across multiple mobile platforms

Secure controls and management for enterprise apps



- Secure communication with enterprise application servers
- Corporate app store

Extend IDM services to avoid redundancy and overlaps



- Common users, roles, policies, access request, cert etc.
- SSO for native and browser apps
- Risk/policy based step up and strong authentication

Oracle Mobile Security Vision

Addressing Customer Requirements for Mobile Security



- Separate personal and corporate data
- Application centric solution – avoid device lockdown
- Extend Identity Management platform to manage the lifecycle of applications and containers
- Extend Access Management platform to mobile devices and applications
- Oracle/ADF Mobile Apps secure-by-default by consuming these security services

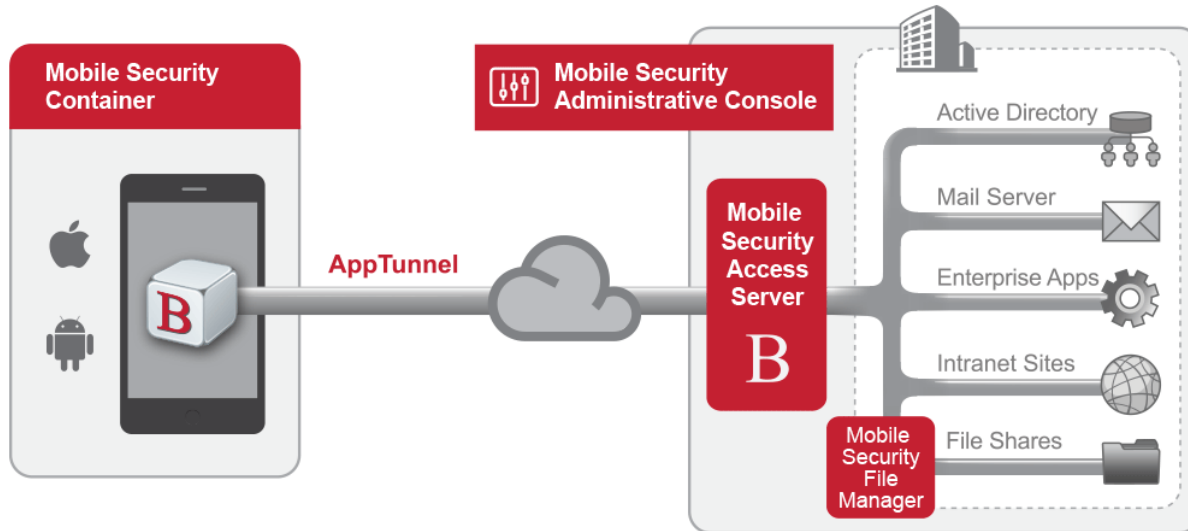
Oracle Acquires Bitzer Mobile!

- Sunnyvale, CA-based company, founded in 2010
- Focused on simplifying and securing enterprise mobility by offering a MAM solution
- Several name-brand customers



Bitzer Mobile Solution

Component Architecture



Mobile Security Container secures data and enforces DLP

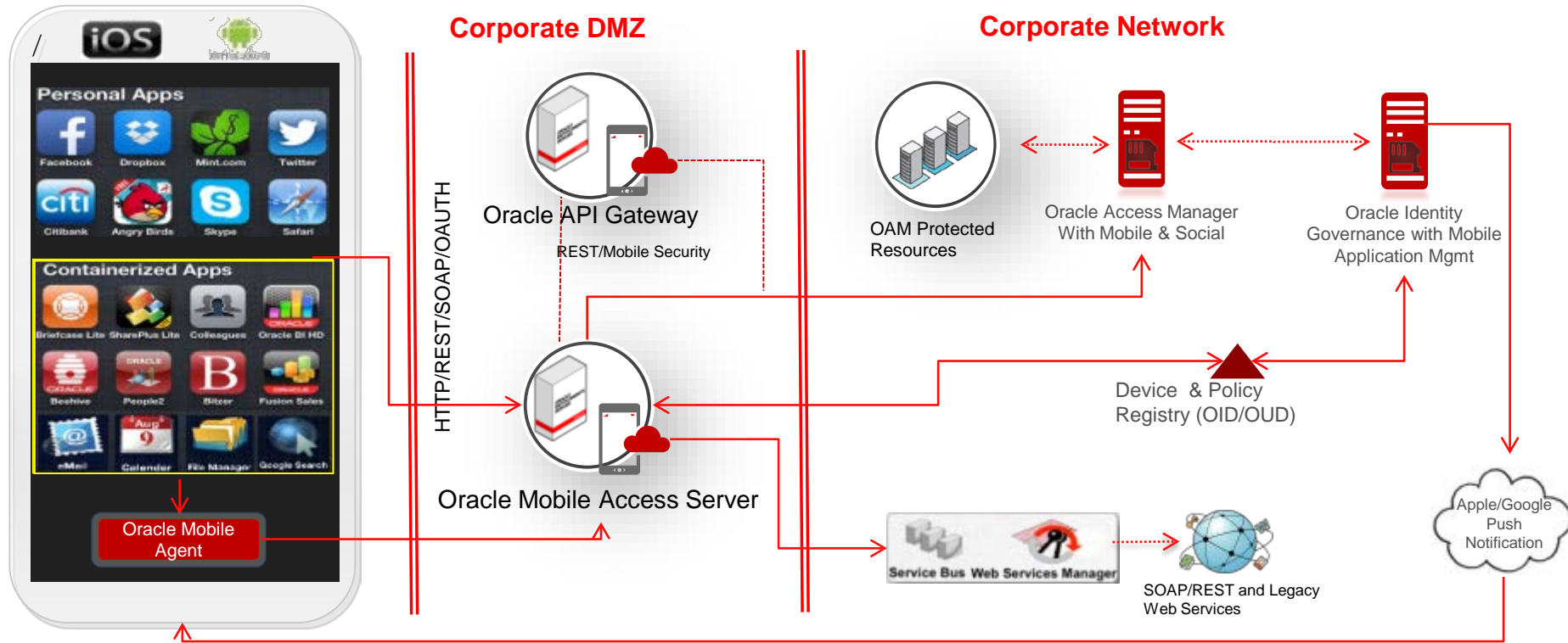
AppTunnel replaces mobile VPN

Mobile Security Access Server supports Windows SSO & 2-factor

Admin Console manages security and authorization policy

Oracle Mobile Security Suite

End State Architecture



Mobile Security Suite



Separately Managing Corporate And Personal Apps/Data On Mobile Devices

Extending Enterprise Identity Services To Enable Mobile Security with Consistent Policies

Seamless Single Sign-on For Bespoke Applications On Mobile Devices

Reduce Costs, Reduced Risks And Increased Agility With Platform Approach



FUTURE

Oracle Mobile Cloud Service

Oracle Mobile Platform: Product View



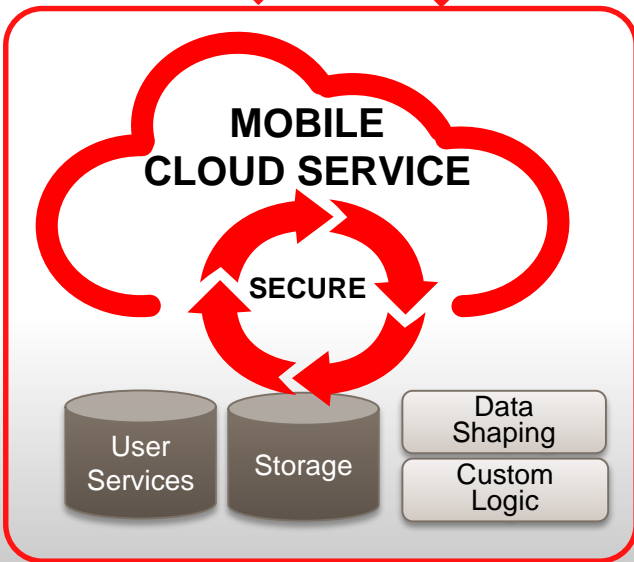
Oracle Mobile Cloud Services

- Available in 2014
- Off Premise
- Cloud-based integration
- Simplify integration
- Automatic REST service generation
- Connectivity to back-end systems
- Authentication, cache, sync, push, data transformation

Oracle Mobile Cloud Service



- REST/JSON
- Persistence
- Continuous Query
- Sync
- Push Notifications
- Geo Location
- Media Services



Oracle Cloud
Public Cloud
On-premise



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Customer Showcase

Northumbrian Water

EBS iProcurement Requisitions Approval

Expedite Approvals - Anytime, Anywhere

- Server a population of 4.5 million people maintaining 17k km of water & 30k of sewer network
- React rapidly to field requests that require manager approvals
- Mobile application built in ADF-Mobile in 8 weeks
- Leveraged backend infrastructure through services exposed via Oracle SOA Suite and data from EBS



Texas Industries

Empower Employees & Customers

Largest cement producer in Texas and a significant supplier in California

Goal: Empower Employees and Customers

Solution: Oracle ADF Mobile (JDeveloper IDE), Oracle WebLogic Server, Oracle Database, REST/JSON Web services & integration to device features, other applications

- 10 weeks mobile app development, 1.5FTE
- The REST web services were already in place (one codebase for website and app).
- Job site supervisors can plan, view of future orders and send out push notification alerts



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Conclusion

Enterprise Mobility Simplified



Let's keep in touch!



Twitter

twitter.com/BlueberryCoder



Official blog

blogs.oracle.com/blueberry



ADF Insider Essentials channel

www.youtube.com/user/ADFInsiderEssentials

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- Case studies and sessions cover the latest in:
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 - BI
 - Cloud Computing
 - Database
 - Engineered Systems
 - High Availability
 - OEM
 - Security
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Hardware and Software

ORACLE®

Engineered to Work Together