# **Oracle Integration Platform** for all integration needs

Tomáš Vávra Business Development Manager

Oracle CEE



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# What is the future? 😳





# **Technology Trends That Will Change The World**

**#Autonomous Technology #Artificial Intelligence (AI) #IoT #Blockchain #Bots (Robots)** 



# Data

6

*"The world's most valuable resource is no longer oil, but data"* 

# The Age of Data - and why information is the most valuable asset

Data are around us. Big data, fast data, hidden data. The amount of data in our world has been dramatically growing. Their management and governance represents a huge current (future is already here!) challenge for humanity.





## Data May Be the Most Valuable Asset Your Company Has

Big data is one of the buzzwords at the moment - but what makes it so valuable for companies? How can you monetise the data?



# **What Does A Business Need**







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Capabilities a Data-Driven Business Needs 1. Make Data Always Available – No Outages

2. Get Data to Where it is Needed, at Right Time

3. Access Data in Any Format

4. Govern Data so that it can be Trusted

5. Stream Data so any Business SLA is Covered

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### DATA IS THE SINGLE BIGGEST ASSET FOR MOST COMPANIES

More than 2/3 of organizations have to integrate information from SIX or more sources<sup>2</sup>

**79%** of businesses say that the ability to define, model, and lay out data is important or very important<sup>2</sup>

...BUT DATA IS DIFFICULT FOR MOST BUSINESSES 84%

of CEOs are concerned about the quality of the data they are basing decisions on<sup>1</sup>



of businesses believe their current data integration technology is too complex<sup>2</sup>



of professionals say getting the data they need is time consuming<sup>3</sup>



of integration projects experience delays<sup>3</sup>



of IT professionals have seen their businesses hurt by data fragmentation<sup>4</sup>

# **Introducing:** Oracle Data Integration Platform

Integrate, Automate, Govern - Cloud and On Premise Data Lakes and Data Warehouses

### ...a Unified solution

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...that's **Easy** to use

### ... for **Powerful** data-driven solutions

## lving These Challenges

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## grate Anywhere – Cloud, premises or Hybrid

## t Outages

rusted Data

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### Govern



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# Oracle Data Integration Platform Cloud

# **Key Capabilities:**

1. Data High Availability

2. Data Migrations

3. Data Warehouse Automation

4. Databus & Stream Integration

5. Data Governance



# **Open Platform**



# Solving Key Challenges

**Oracle Data Integration Platform Cloud** 



- 3 click **database migrations** from Oracle 11g to 12c
- Quickly migrate off of Amazon RDS onto Oracle DBaaS
- Point and click **multi-active database** across Regions



- Generate a **data mart in minutes** without coding
- Quickly discover and connect to popular Databases
- Leverage **hybrid** environments



- Create a comprehensive catalog of business terms
- Quick **profile your data** for data quality health check
- 1 click to see **end-to-end lineage** of data flows



# **Modular** Footprint



# Example #1: On Premise Integration

### Example #2: Oracle Cloud Integration



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# Solutions



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Full Data

# **Oracle Data Integrator Cloud Service**



## **Accelerate Analytics**

- Deploy ODI in the Oracle Public Cloud and execute E-LT workloads into Oracle Platform as a Service
- Pushdown processing is best for the cloud high performance ETL with less data movement

### **Lower Development Costs**

- Native integration with Oracle Database Cloud Service, Exadata Cloud Service, Big Data Cloud Service and Java Cloud Service
- Reduced infrastructure and maintenance costs with Oracle Data Integrator Cloud Service

### **Powerful Hybrid Cloud Solution**

- Subscribe to ODI using monthly subscription
- Leverage hybrid deployments with ODI running onpremises to move data into OPC

# Where to use?







# Database Migrations to Cloud

Seamless migration from older databases or obsolete infrastructure

## Data Warehouse Integration in the Cloud

Secure, control, monitor integration infrastructure

# High Availability in Cloud

Eliminate downtime and reduce unplanned outages

# Data Integration Customer Proof Points



## **Automate & Transform**

- Intuit Migrated 100's of DBs to Cloud and Loads TB's of data into Streaming data fabric (Kafka)
- Tesla replicates databases and links their SaaS Applications to Enterprise Data Warehouse

### **Stream & Replicate**

- SFDC trickle Feeds Data to its corporate Data Warehouse ensures 24x7x365 availability
- Starbucks Streams Data from POS Systems into DW and Data Lake
- E-Bay streams 100B transactions per day into private cloud

## **Cleanse & Govern**

- Allianz harvests from non-Oracle tools into enterprise data catalog for complete data lineage
- Cummins operates global Governance council with data quality and metadata tools

# Customer Example: LinkedIn

# Linked in

Synchronize User Data Across Distributed Data Centers and Big Data

# **User Profile Data Distribution**

- Needed to sync user profile data across multiple physical locations in real-time as users change their profiles
- Database to Database & Database to Kafka
- Over 30 transactional databases kept in sync for Active-Active read optimized updates leveraging GoldenGate – 4 way replication: Virginia, Texas, Oregon, Singapore!
- Allows load balancing so that user application data is always fresh and analytic data is up to date with most recent user data



# Customer Example: Netflix Billing in the Cloud

# The Cloud is Now

- Database migration in moving billing application to the Cloud
- Bi-directional replication: MySQL to Oracle w/ tables in the 100s of GBs
- High availability & scalability to withstand infrastructure failures, zone and region outages, all w/ minimal downtime
- GoldenGate obvious choice for bi-directional, w/ data integrity, restart capabilities, performance, ease of use, etc



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# Customer Success: Baťa

Analytical platform in the cloud



- Analytical platform in the cloud
- Consolidate data from ERP, PoS, Loyalty program, etc.
- Interactive offers (next best offer)
- Oracle Data Integrator as a ETL for data transformation
- Oracle Business Intelligence for reporting as a service
- Oracle DB as a service





\$ 1799



