Oracle Integration Platform
for all integration needs

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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

"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

Continuous innovation

Speed

Full compliance

Mobile Experiences

360-degree insights

No code Solutions
Oracle Cloud Platform for Integration
Application and Data Integration

- Complete
- Simplified
- Open
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
DATA IS THE SINGLE BIGGEST ASSET FOR MOST COMPANIES

More than 2/3 of organizations have to integrate information from SIX or more sources²

79% of businesses say that the ability to define, model, and lay out data is important or very important³

84% of CEOs are concerned about the quality of the data they are basing decisions on¹

41% of businesses believe their current data integration technology is too complex²

81% of professionals say getting the data they need is time consuming³

86% of integration projects experience delays³

82% of IT professionals have seen their businesses hurt by data fragmentation⁴

...BUT DATA IS DIFFICULT FOR MOST BUSINESSES
Introducing: Oracle Data Integration Platform
Integrate, Automate, Govern - Cloud and On Premise Data Lakes and Data Warehouses

...a Unified solution
...that’s Easy to use
...for Powerful data-driven solutions

Solving These Challenges

Simplify Migrations
Integrate Anywhere – Cloud, On-premises or Hybrid
Prevent Outages
Deliver Trusted Data
DIPC | Enhanced User Experience
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

Oracle Data Integration Platform Cloud

- Runs on **Oracle Cloud**
- Runs on **Premise** (cloud machine or remote agent...)
- Runs on **Amazon** (remote agent on any cloud...)

**Business Data OLTP/Applications**
- Access >125 Sources

**Analytics / OLAP and Serving Layers**
- Integrate >100 Targets

**3rd Party Data Sets**
Solving Key Challenges

Oracle Data Integration Platform Cloud

**DBA & Architects (Replicate)**
- 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

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

**Data Steward (Govern)**
- 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

Data High Availability
- Active-Active Databases
- Multi-Region Cloud Availability (Oracle or Amazon)
- Database record level sharding

Data Migrations
- Move a Data Warehouse into the Cloud
- DW/Mart Automation
- Customer 360 from Salesforce or Sales Cloud
- Oracle Database Migrations into 12c
- PeopleSoft or Workday into Fusion HCM
- Migrate from Amazon RDS to Oracle Cloud

Marketing Analytics on Big Data Cloud
- Migrate from Amazon RDS to Oracle Cloud

Data Governance
- Full Data Lifecycle Management
- Data Catalog and Data Lineage for LoB and IT Users
- Governance of Enterprise Standards

Streaming Integration
- Serving Layer for Raw Data Access
- Prepared Data Subscriptions for LoB
- Streaming ETL for Data Pipelines

Data Lineage for LoB and IT Users
- Serving Layer for Raw Data Access
- Prepared Data Subscriptions for LoB
- Streaming ETL for Data Pipelines

Data Catalog and Data Lineage for LoB and IT Users
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 on-premises 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

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
Customer Success: Baťa

Analytical platform in the cloud

New reporting solutions 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