

ORACLE®



Oracle Integration Platform

for all integration needs

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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.

What is the future? 😊



Technology Trends That Will Change The World

A man with dark hair and glasses, wearing a dark suit and tie, is seated at a desk in a dimly lit office. He is looking intently at a laptop screen, with his hands on the keyboard. The background is blurred, showing soft bokeh lights from office monitors and ambient lighting.

#Autonomous Technology

#Artificial Intelligence (AI)

#IoT

#Blockchain

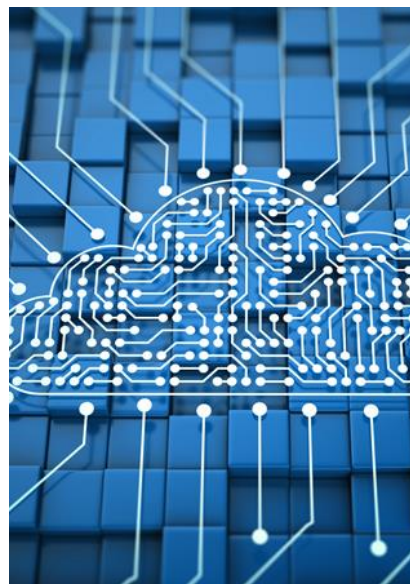
#Bots (Robots)

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 important²



...BUT DATA IS
DIFFICULT FOR
MOST BUSINESSES



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



of businesses believe their current data integration technology is too complex²



of professionals say getting the data they need is time consuming³



of integration projects experience delays³



of IT professionals have seen their businesses hurt by data fragmentation⁴

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

The Home dashboard features a blue header with the text "What would you like to do?" and four main action buttons: "Learn more", "Create Connection", "Synchronize Data", and "Browse Catalog". Below this, there are four summary cards: "Agents" (1 Running, 0 Stopped, 1 Errors), "Connections" (10 Recent, 3 Favorites), "Tasks" (10 Recent, 6 Favorites), and "Jobs" (0 Running, 0 Successful, 0 Errors). A "Connections > Recent" list is also visible on the right side of the dashboard.

The "Synchronize Data: Configure Task" dialog box is shown, featuring sections for "General", "Source Configuration", "Target Configuration", "Data Entity Selection", and "Advanced Options". The "Data Entity Selection" section includes a "Configure Data Entities" button. The "Advanced Options" section has checkboxes for "Include initial load" and "Include synchronization".

Solving These Challenges

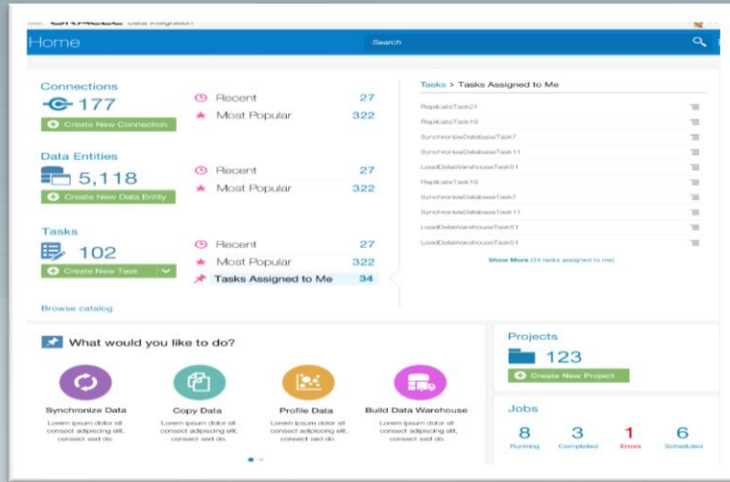
Simplify Migrations

Integrate Anywhere – Cloud, On-premises or Hybrid

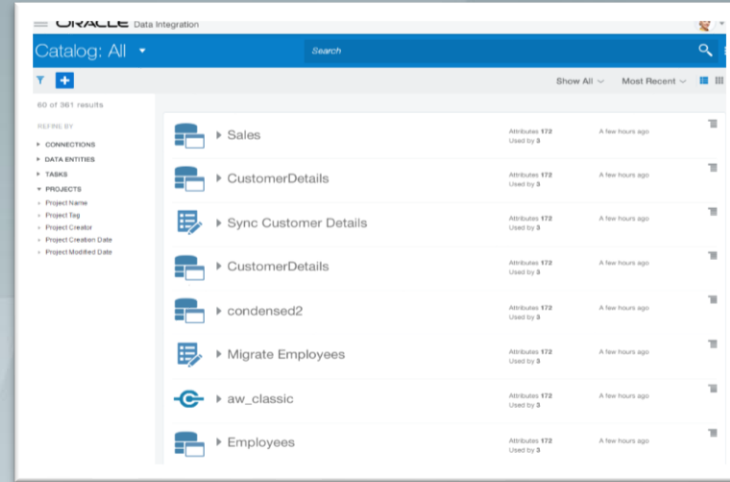
Prevent Outages

Deliver Trusted Data

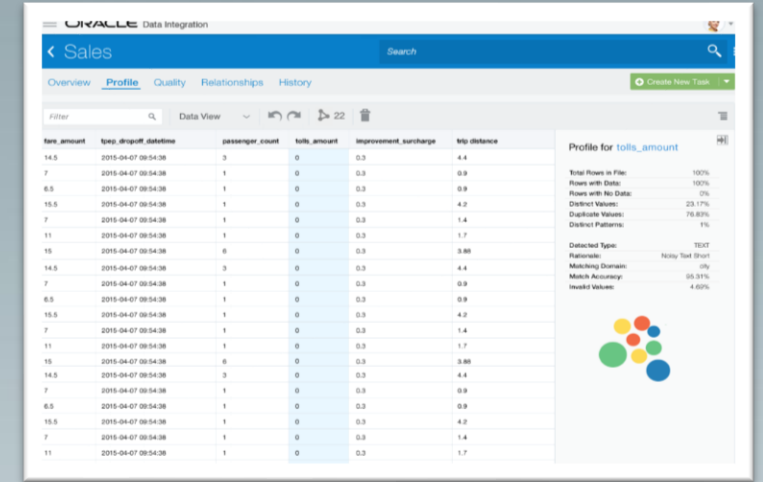
DIPC | Enhanced User Experience



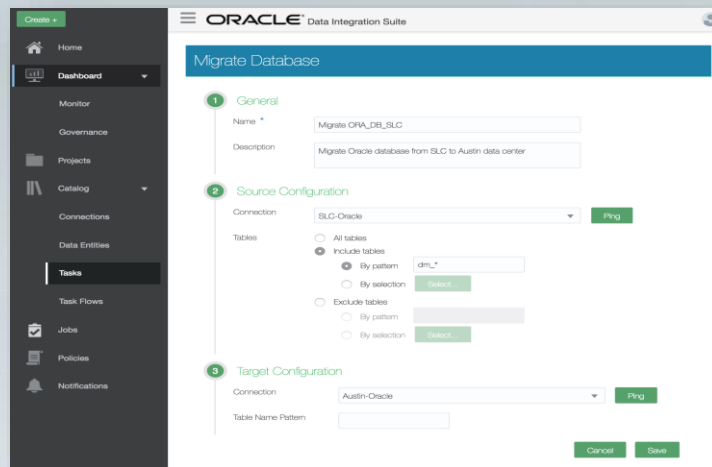
Manage



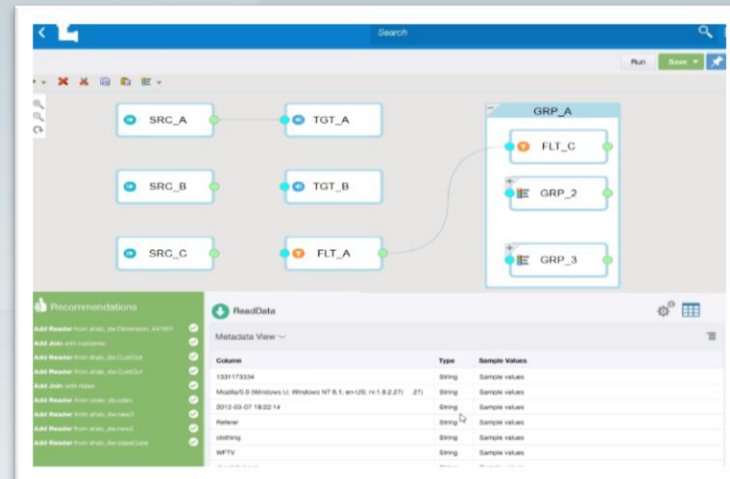
Govern



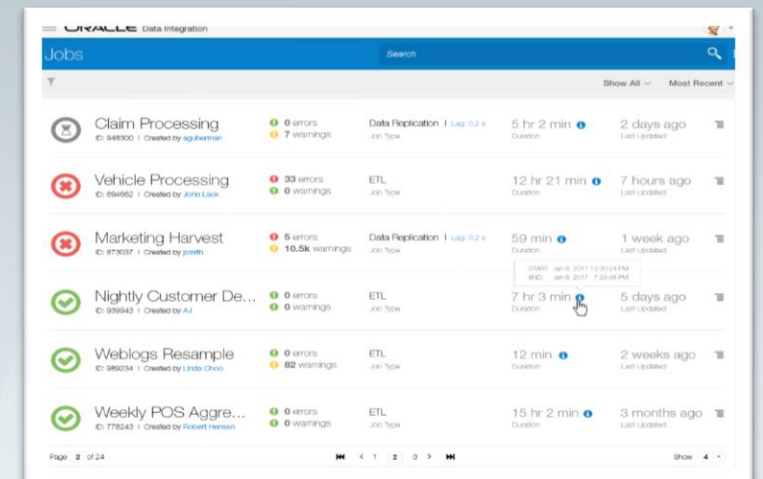
Profile



Synchronize



Transform



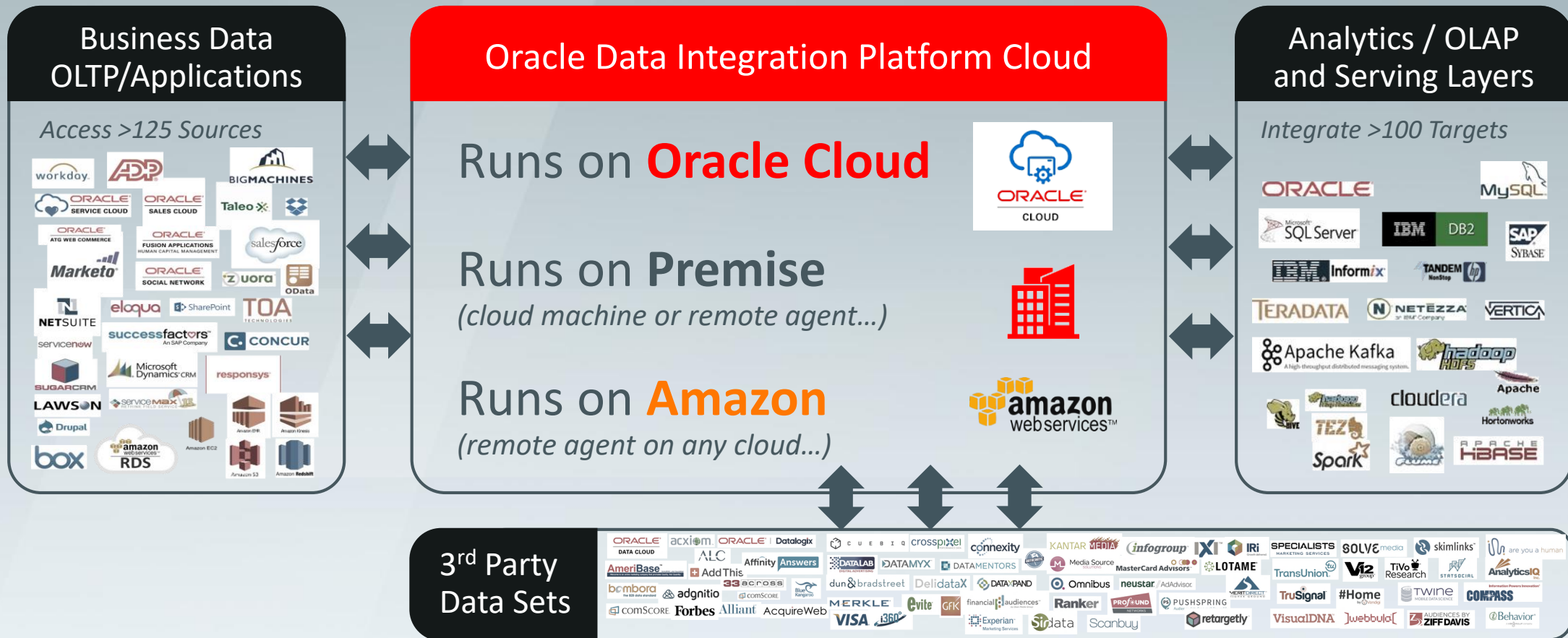
Monitor

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



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)

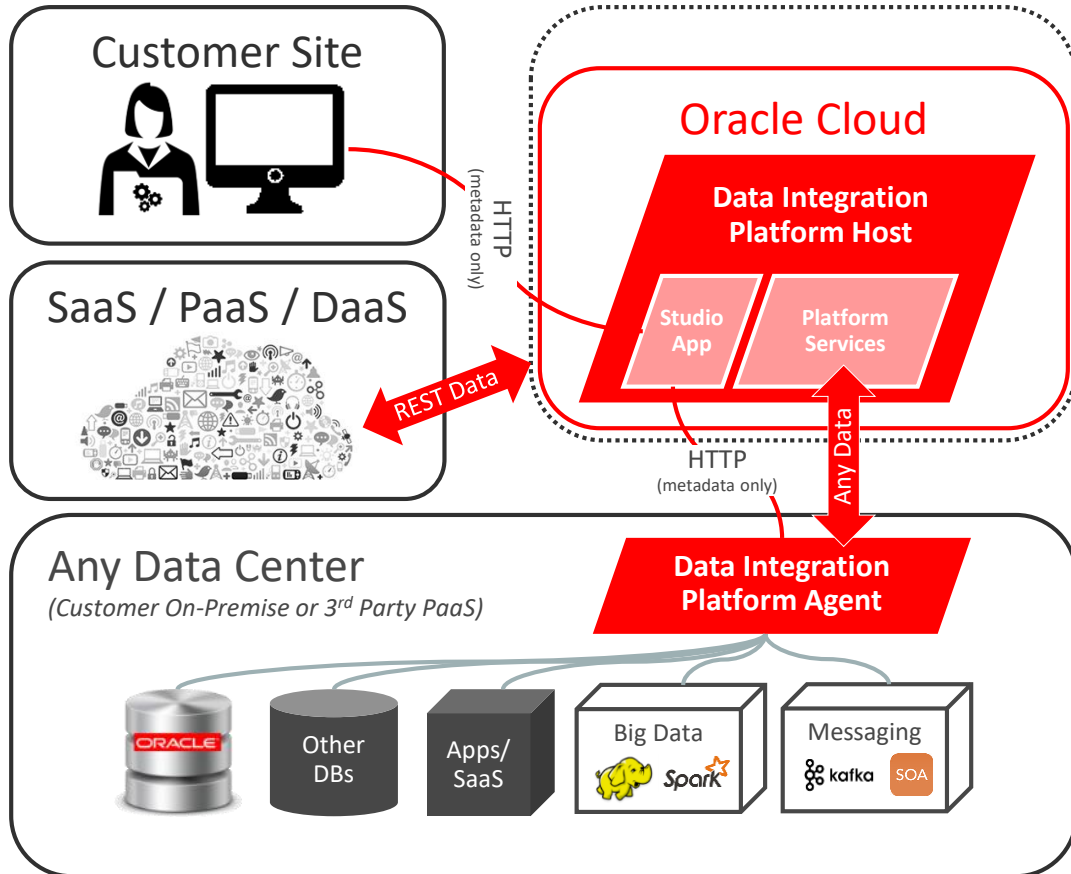
- Generate a **data mart in minutes** without coding
- Quickly discover and **connect to popular Databases**
- Leverage **hybrid** environments



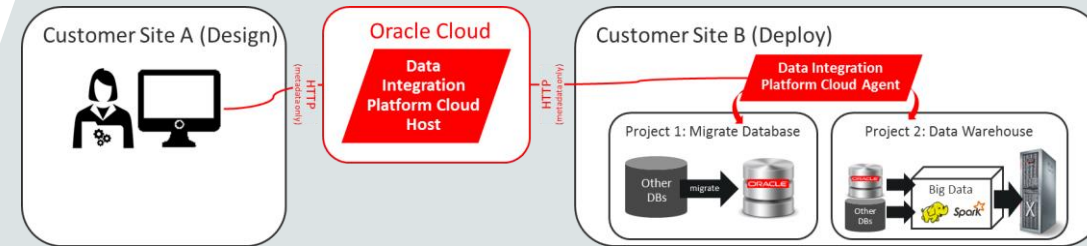
Data Steward (Govern)

- 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

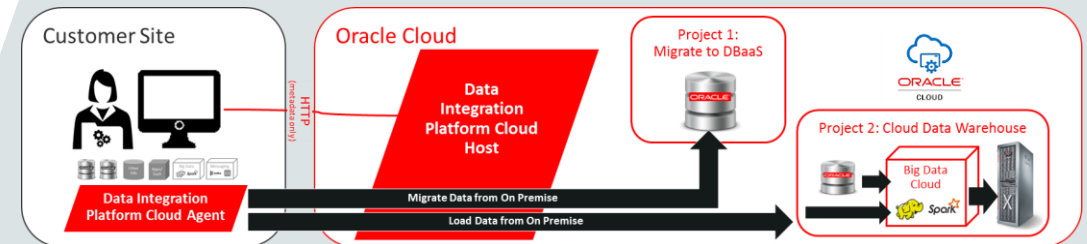
Modular Footprint



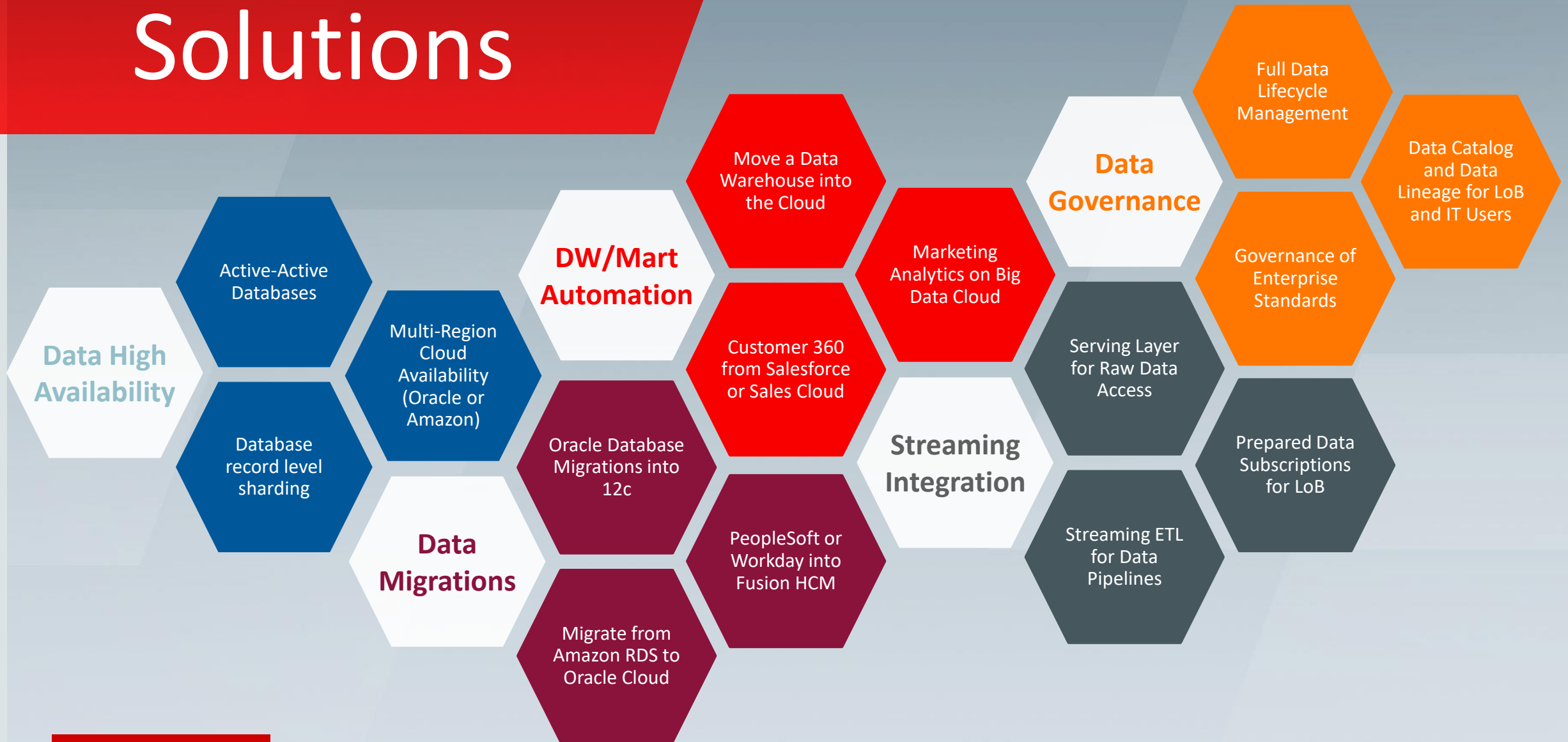
Example #1: On Premise Integration



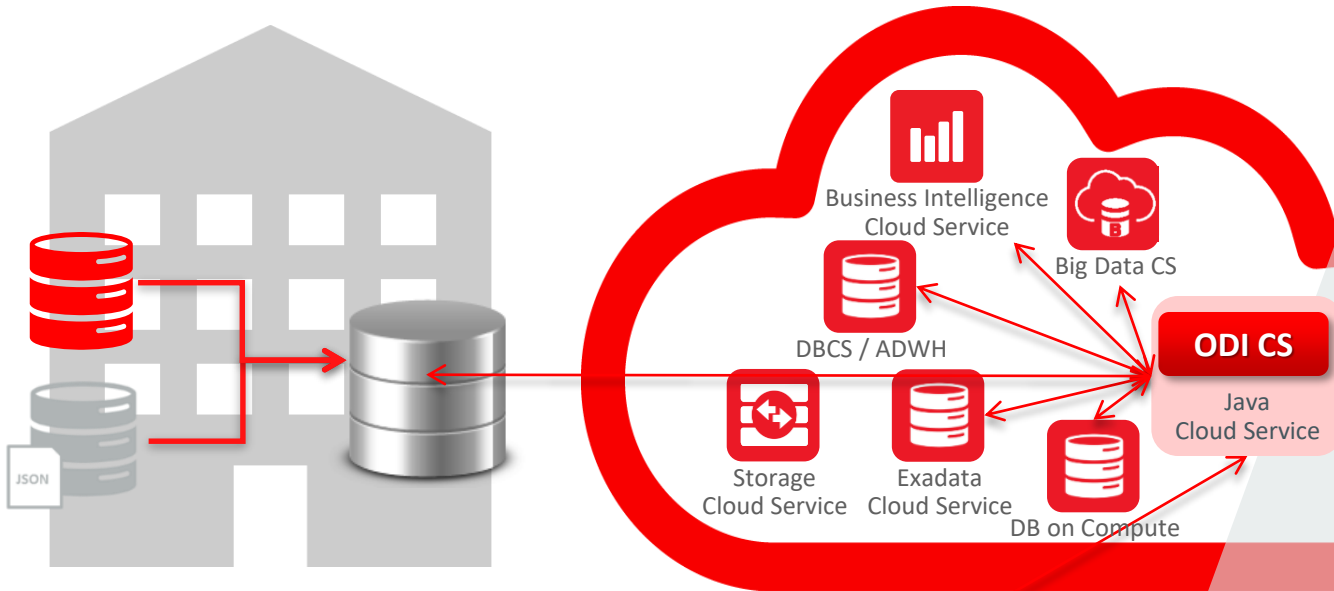
Example #2: Oracle Cloud Integration



Solutions



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

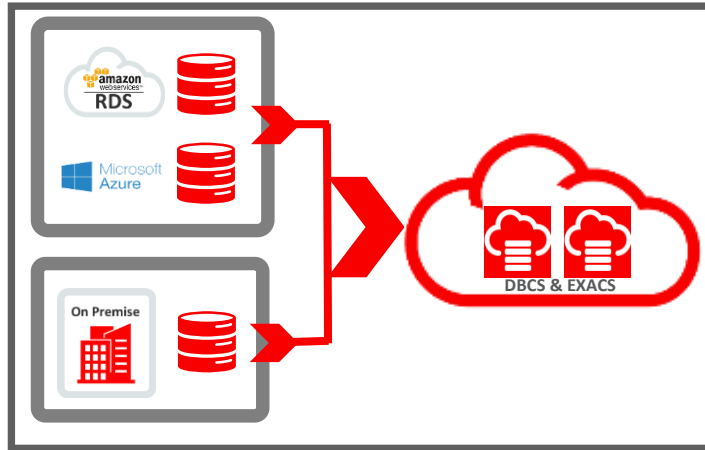
Lower Development Costs

- 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

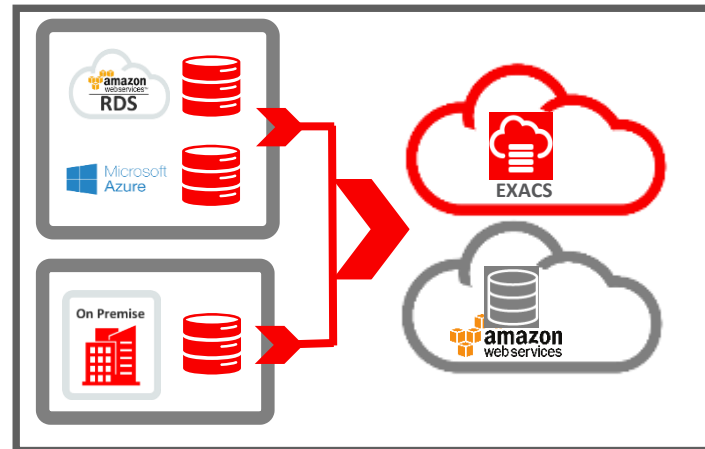
- Subscribe to ODI using monthly subscription
- Leverage hybrid deployments with ODI running on-premises to move data into OPC

Where to use?



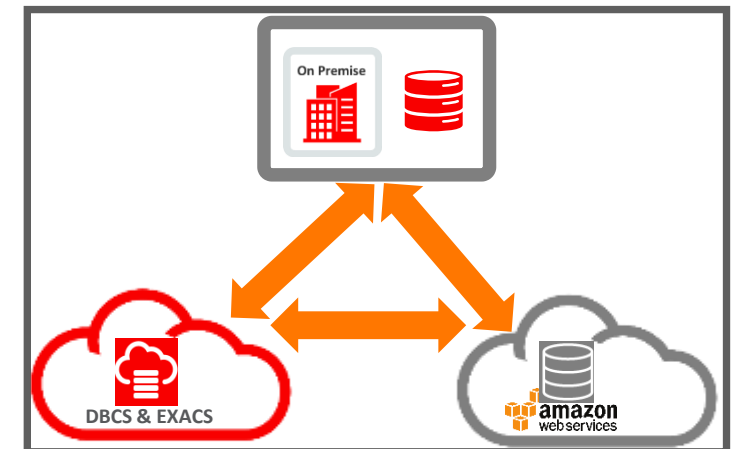
Database Migrations to Cloud

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: Bata

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

Bata



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