Rapidly Develop Mobile Solutions on the Oracle Cloud

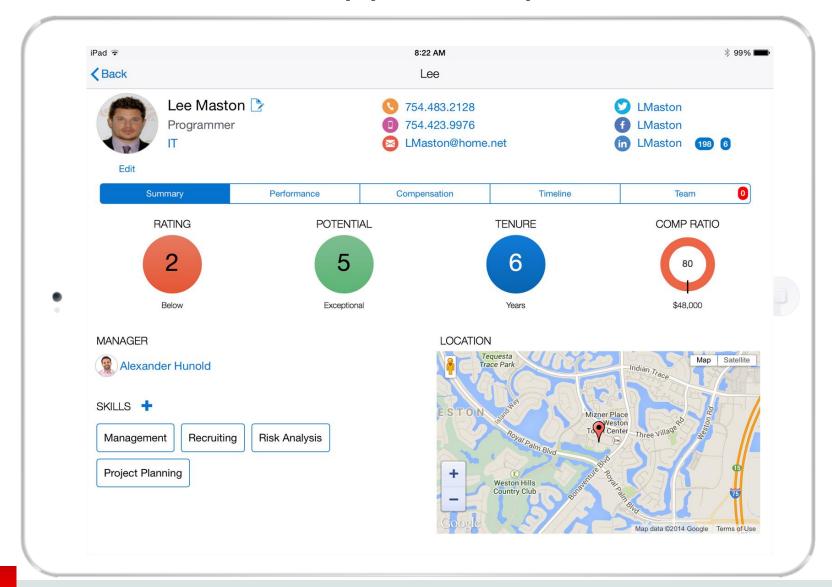Anirban Bagchi

North America Mobile Specialist Team
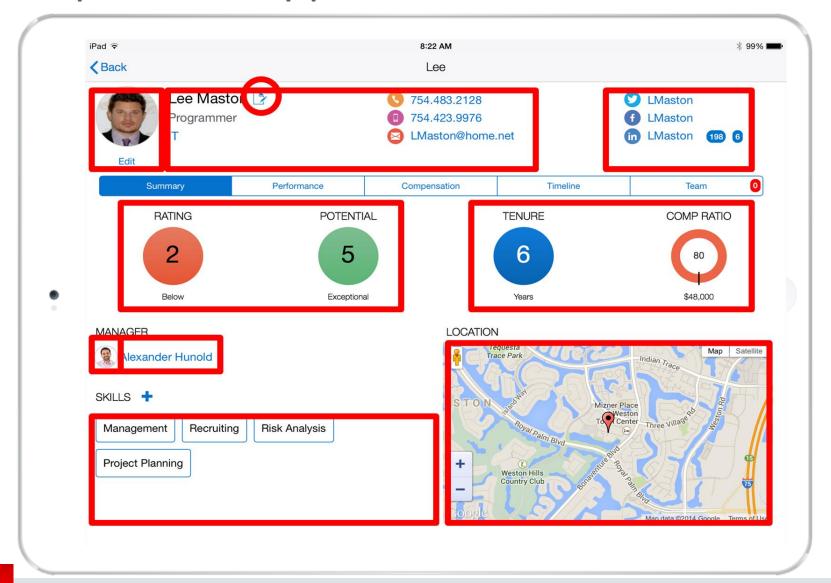
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Safe Harbor Statement

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.

Lets start with a Mobile App. A simple HR Mobile App
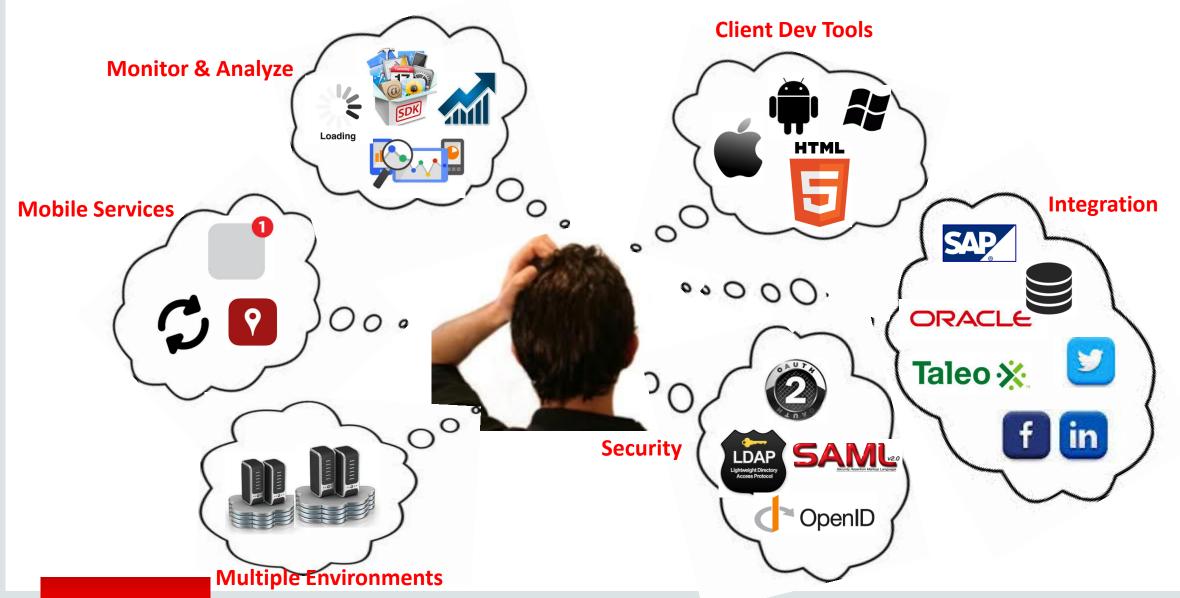
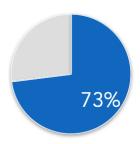# Let's decompose this app

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And map it to the systems of record

This simple app soon became complicated to develop…

Client Dev Tools

Monitor & Analyze

Mobile Services

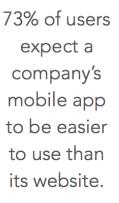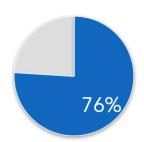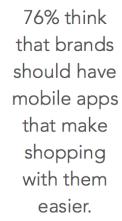**Integration**

Security

Multiple Environments

Why Mobile Analytics ?

Mobile is critical to brand experience.
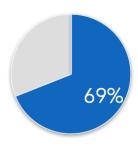
App experience is tied to user engagement and loyalty.

73%

76%

69%

73% of users expect a company's mobile app to be easier to use than its website.

76% think that brands should have mobile apps that make shopping with them easier.

69% say that a bad experience with a mobile app results in a negative perception about a brand.

*Source: Harris Interactive
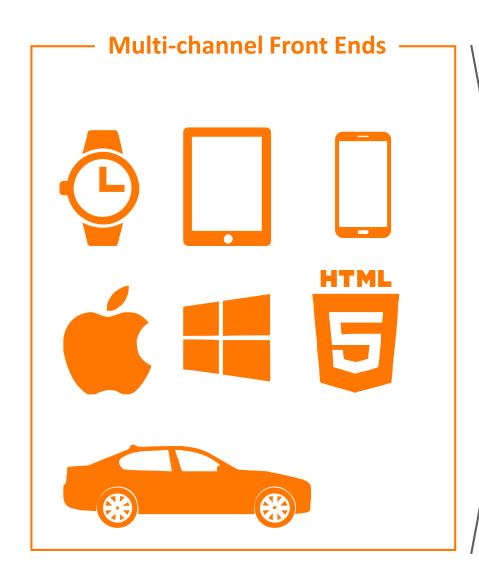
Mobile Analytics Challenges

CIO: No ROI dashboard with insights into mobile strategy execution

LOB: No insights into application adoption and usage for personalized engagement

Developers: Very complex to measure and derive insights on application crashes and performance
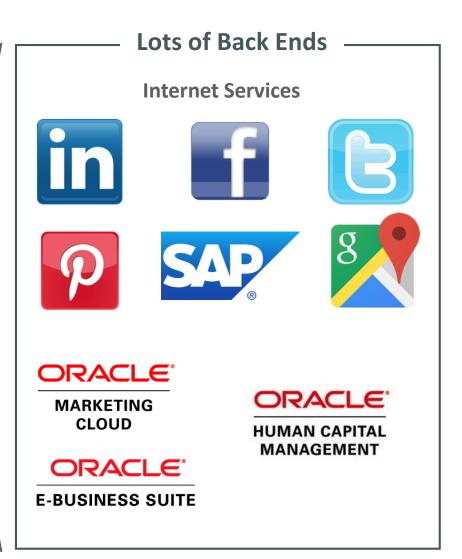
Business Value

- Retail Co.: Personalized engagement with users lead to over 20MM downloads = $13B in gross sales via mobile devices

- Media Co: Grew digital subscription 50% in 12 months. Segmentation helped with creating profiles to increase reach to 1.3 million people per month

- Company with $1B in annual mobile revenue e.g. Starbucks, Domino's Pizza
    - 97% uptime = $2.5M loss / month
    - 99% uptime = $0.8M loss / month
    - 99.9% uptime = $82K loss / month

Multi-channel Front Ends
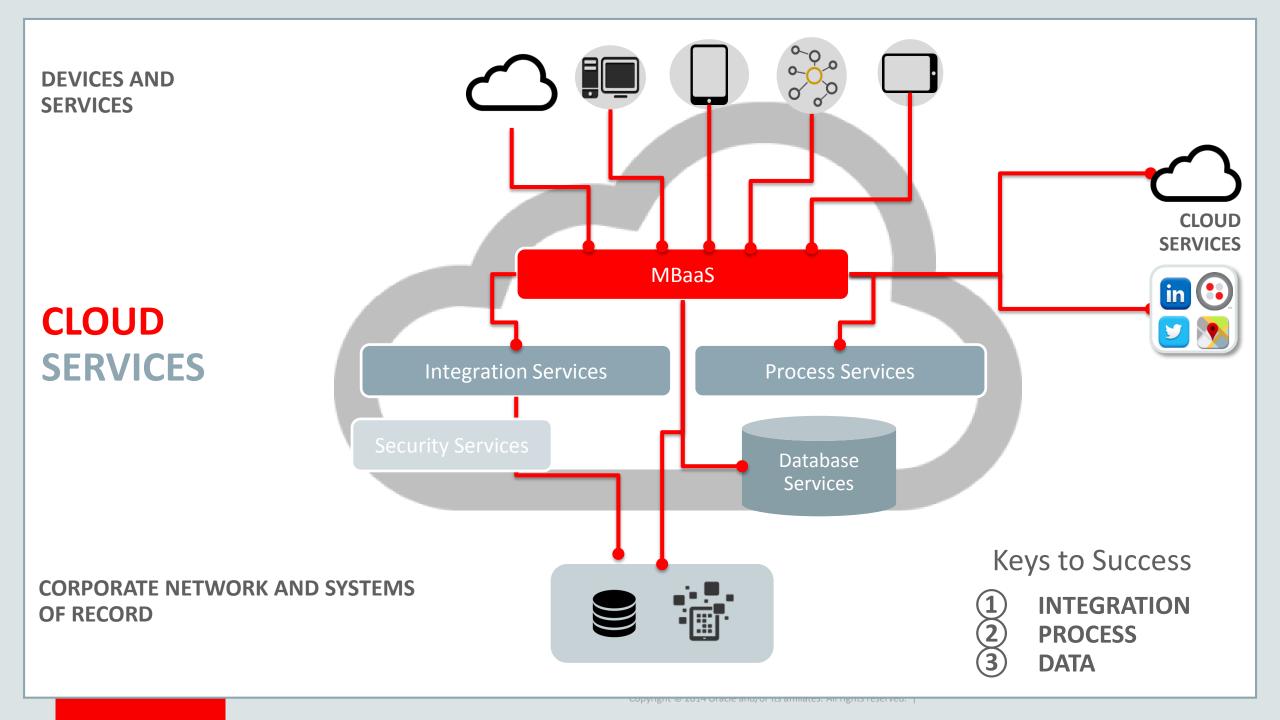
Normalisation
Blending
Data Shaping
Analytics

Mobile Platform

Lots of Back Ends

Internet Services

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MARKETING
CLOUD

ORACLE
HUMAN CAPITAL
MANAGEMENT

ORACLE
E-BUSINESS SUITE

Enterprise Systems On Premise / Cloud

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DEVICES AND SERVICES

CLOUD SERVICES

CLOUD SERVICES

MBaaS

Integration Services

Process Services

Security Services

Database Services

CORPORATE NETWORK AND SYSTEMS OF RECORD

Keys to Success

① INTEGRATION
② PROCESS
③ DATA

Oracle Mobile Cloud Service (MCS)

- Key capabilities

Built for Mobile

- Catalog of extensible API

- Built in Mobile Services (Offline, Sync, Push, User Mgmt..)

- Development environment based on persona / role

- Enterprise grade security

- Client Development Tool Agnostic

- Usage & analytics for developers & business owners

- Integrated with Oracle's complete PaaS solution and applications

Oracle Mobile Product Strategy

Simplifying mobile development & management PERSONAS

Front End Developer (Mobile)
I build the best mobile user experience

Browse and access mobile API catalog and SDK

Back End Developer (Service)
I provide access in a secure, scalable, controlled manner

Publish mobile ready services to API catalog

Line of Business Manager/Analyst
I monitor and analyze the success of the mobile apps

Powerful mobile analytics and dashboards for deep insight to the business

Mobile Cloud Service (+ Oracle PaaS)

Geared for all involved Personas

Mobile App Developer

"I create the mobile applications that call backend services"

Service Developers
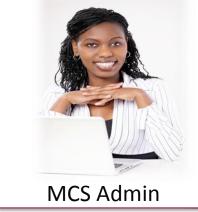
Mobile Developer

Service Developers

"I create the backend services that mobile applications call"

Line of Business Stakeholders

"I am responsible for the success of our mobilization strategy"

LOB Stakeholder

MCS Admin

MCS Admin

"I administer MCS for our company"

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Enterprise Architect

"I make sure we have a secure, scalable solution"

Enterprise Architect

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Oracle Mobile Cloud Service

Outside-in, Mobile First

MOBILE APPLICATION FRAMEWORK

Analytics

Diagnostics · Usage · Engagement

Continuous Development

Monitoring · SDLC

Inside-out, Service first

Built-in APIs
- Offline Sync
- User Mgmt
- Notifications
- Storage

Native

Others

Mobile APIs / SDKs

3rd Party API

Custom API

MOBILE CLOUD SERVICE

SECURE

Users · Objs

Custom Logic
- Data Shaping
- Orchestrate
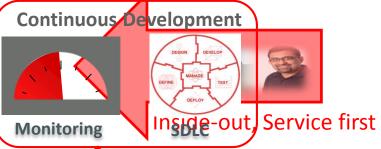
ICS
OSB / SOA

Connectors

Public Cloud
Oracle Cloud
Enterprise SaaS
On-premise

CLOUD

ON-PREMISE PACKAGED APPLICATIONS

CUSTOM APPLICATIONS

Mobile Application Accelerator (MAX)

Business User Friendly Mobile App Composition in the Cloud

BROWSER BASED DEVELOPMENT

NO CODING REQUIRED

EASILY MAP TO BUSINESS SERVICES

PREVIEW APP IN LINE

EDIT, TEST, AND PUBLISH FROM BROWSER

Mobile Cloud Service–
An Ecosystem Extends and Connects

**MOBILE
CLOUD SERVICE**

Systems We Can Connect To

Apps That Can Be Built

Services We Offer