SUN FIRE X4640

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WORLD

SOFTWARE. HARDWARE. **COMPLETE.**

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**Integrating your On-Premise Applications with Cloud Applications**

Agenda

- Hybrid IT Infrastructure – An Emerging Trend
- A New Set of Challenges
- The Five Keys to Overcoming the Challenges
- Customer Case Study
- Takeaways
- Q&A

Adoption of cloud applications is growing

Top Three Value Propositions*

1 Lower TCO

2 Speed of Implementation and Deployment

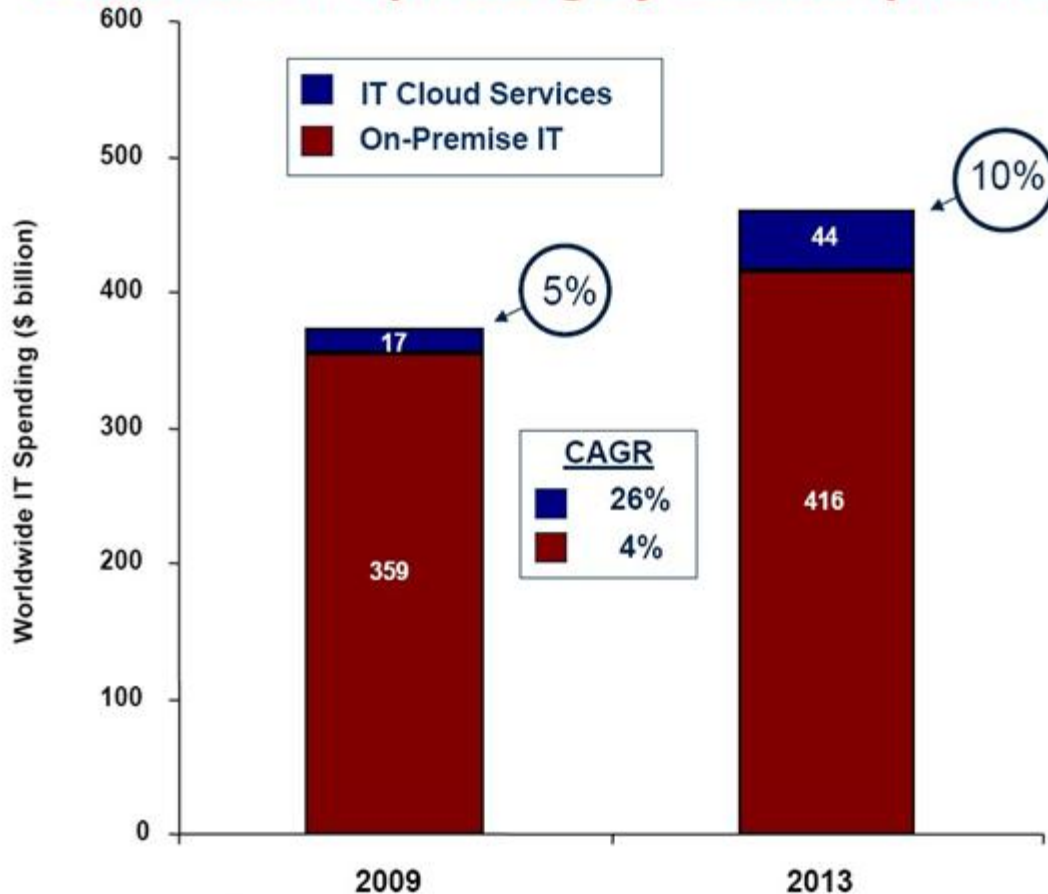**3** Lack of in-house IT staff to maintain traditional software
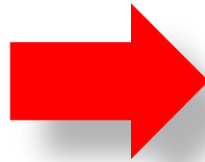
Investment Grows**

✓ **95%** of organizations expect to maintain or increase SaaS spending

✓ **50%** have been using SaaS for more than three years

✓ **53%** expect to increase investments slightly

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Growth of on-premise exceeds cloud in IT spending!

Worldwide IT Spending by Consumption Model

Legend:
- IT Cloud Services
- On-Premise IT

CAGR:
- 26% (Cloud Services)
- 4% (On-Premise)

2009: 359 (On-Premise IT), 17 (IT Cloud Services), 5%
2013: 416 (On-Premise IT), 44 (IT Cloud Services), 10%

Worldwide IT Spending ($ billion)

Source: IDC, September 2009

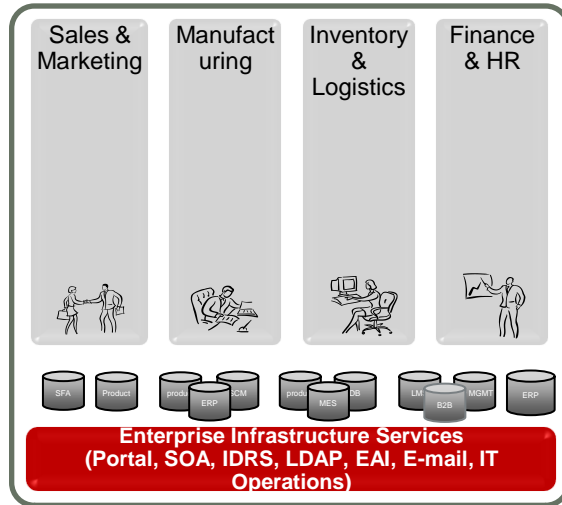| 2009-13	On-premise	Cloud
CAGR	4%	26%
Net Growth	$57 B	$27 B
Total Size	$416 B 90%	$44 B 10%

An emerging trend
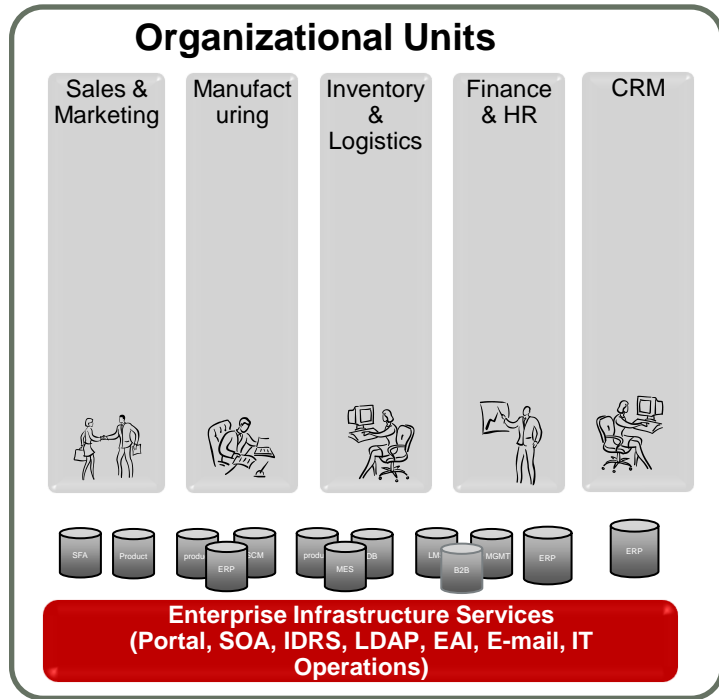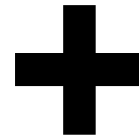
On-premise **+** Public Cloud

Hybrid IT Infrastructure

Challenges of the hybrid model

On-premise

How do I bridge this divide?
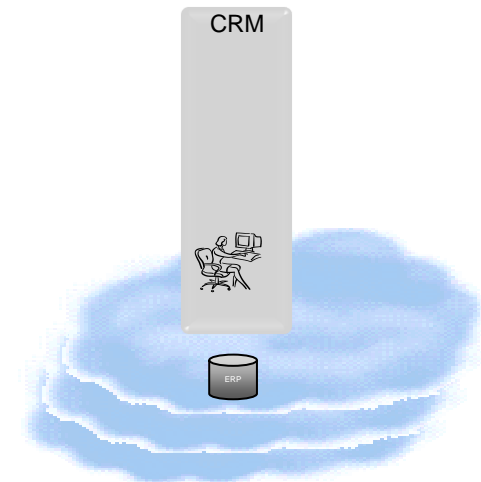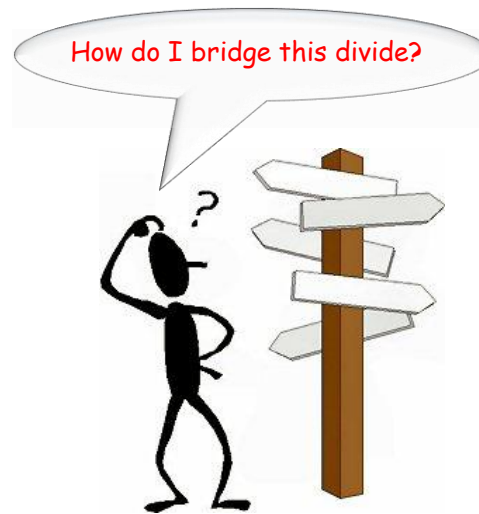
Public Cloud

Challenges across the divide between On-premise and Cloud Apps

- How do I populate data into the cloud application for the first time?
- How do I provision on-premise users into the cloud application?
- How do I manage user access to the cloud application?
- How do I ensure data consistency across all applications?
- How do I optimize business processes across all applications?

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The five step solution to the challenges
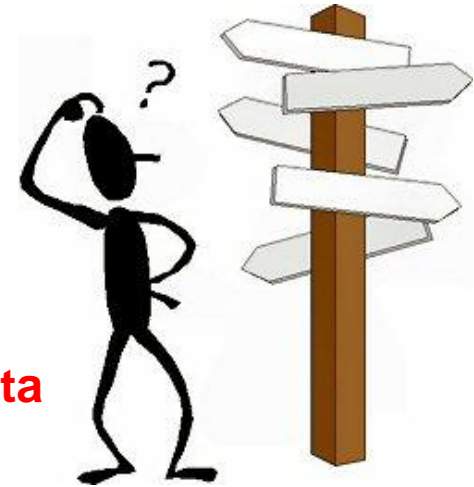
Step #1 **Populate the cloud application with initial data**

Step #2 **Provision user access**

Step #3 **Manage user access**

Step #4 **Integrate applications and their data**

Step #5 **Optimize business processes**

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Populate the cloud application with initial data

Challenges:

- Extracting, transforming and loading large volumes of data across the divide
- Connectivity with diverse systems
- High performance requirements

Bulk load data using Oracle Data Integrator

On-premise   *Bulk Load of Data*   **Public Cloud**

Use Oracle Data Integrator for

- ✓ Next generation ELT technology loads data 10x faster than E-TL products
- ✓ Comprehensive connectivity with 200+ heterogeneous sources and targets
- ✓ Lowest TCO compared to any ETL vendor

The five step solution to the challenges

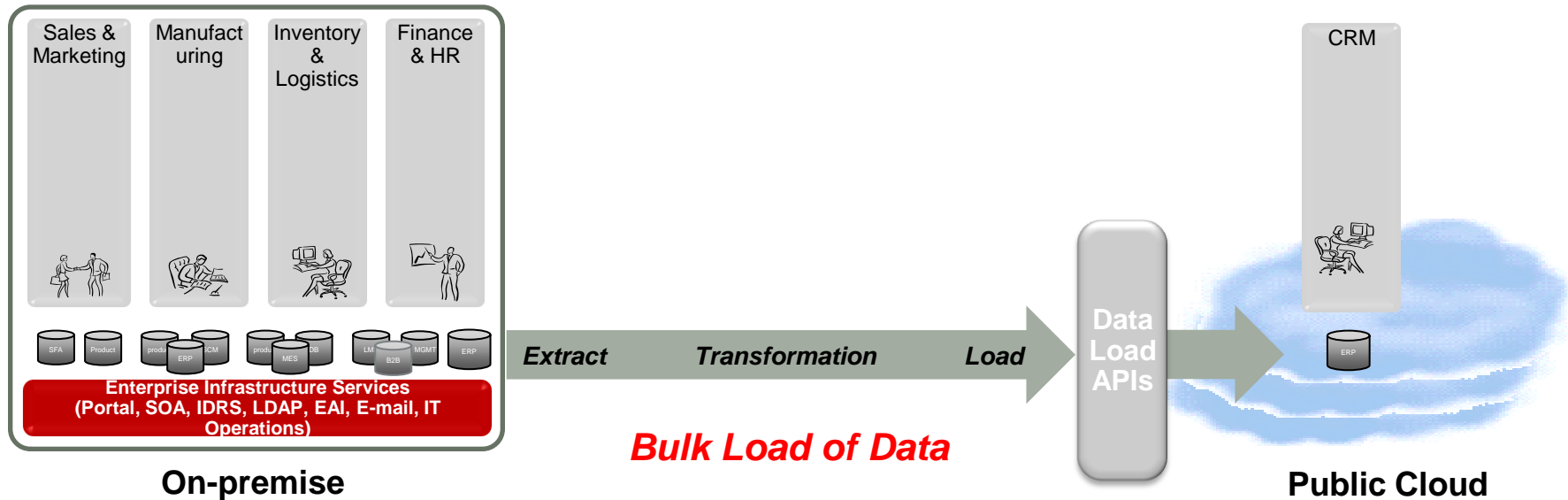**Step #1 Populate data**

Step #2 Provision user access

Step #3 Manage user access

Step #4 Integrate applications and their data
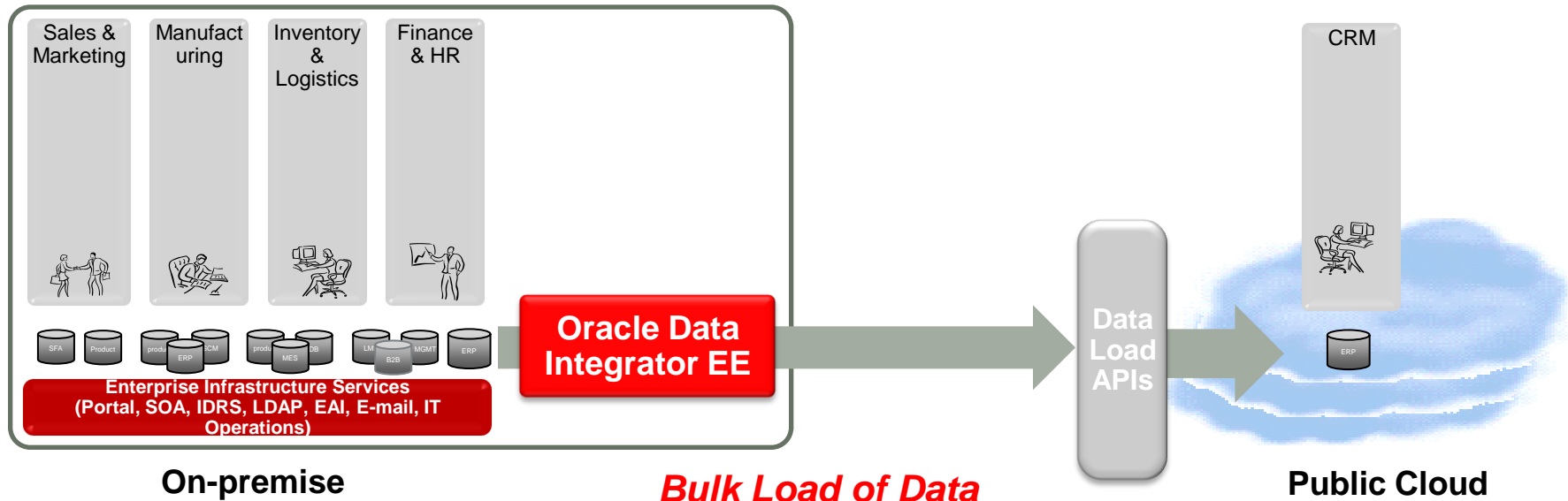
Step #5 Optimize business processes

Provision user access

On-premise

Synchronizing both entitlements and identities

Public Cloud

Challenges:

- On-boarding users into applications
- Providing initial passwords
- Tracking approvals and provisioning users based on roles

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Automate provisioning with Oracle Identity Manager

Employee **IT Data Center**

Help Desk

Access Attestation

Oracle Identity Manager

Oracle Identity Analytics

On-premise

CRM

ERP

Public Cloud

Use Oracle Identity Manager
- ✓ Auto-detection of new employees from the HR system
- ✓ Approval workflows for auditing and traceability
- ✓ Role based profiles to provision users based on job function
- ✓ Password policies to set initial passwords and force password reset

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The five step solution to the challenges

Step #1 **Populate data**
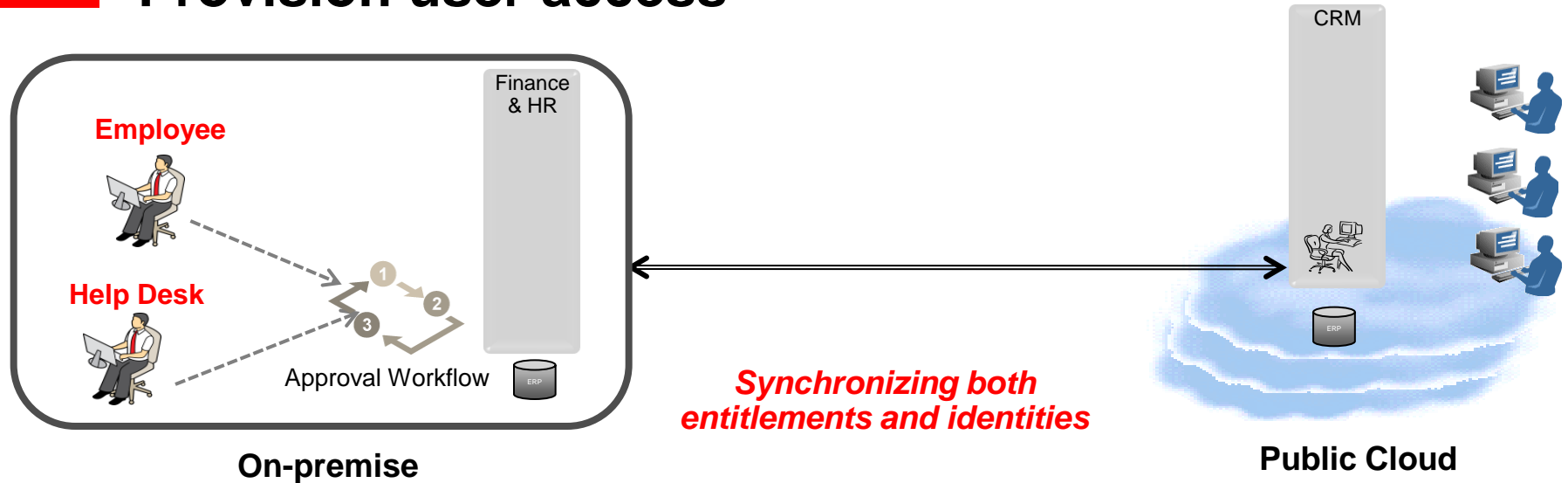
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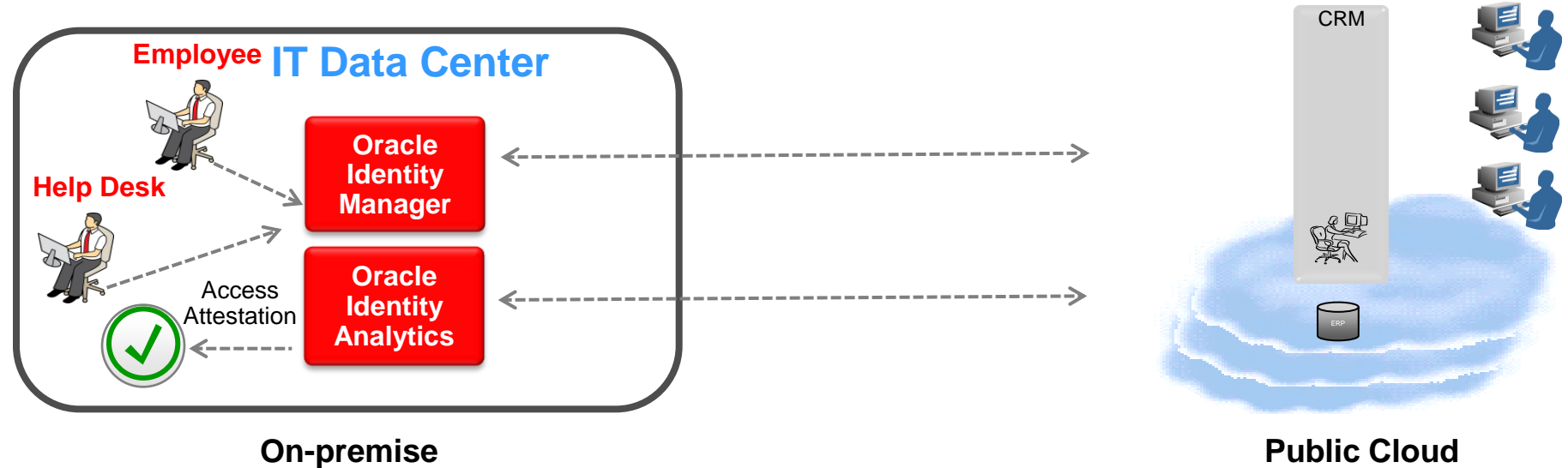
Step #5 **Optimize business processes**

Manage user access

On-premise

Compliance Reports

e.g. "Who has Access to What?"

On Premise Apps

On Premise Systems

Entitlement and account data

CRM

Public Cloud

Challenges:

- Reconciling who has access to what applications and entitlements
- Detecting excessive access and dormant accounts
- Password aging and detection of orphaned accounts
- Self services account management and password reset
- Automated account disable upon termination
- Certification review reporting and role management

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Manage user access with analytics and provisioning
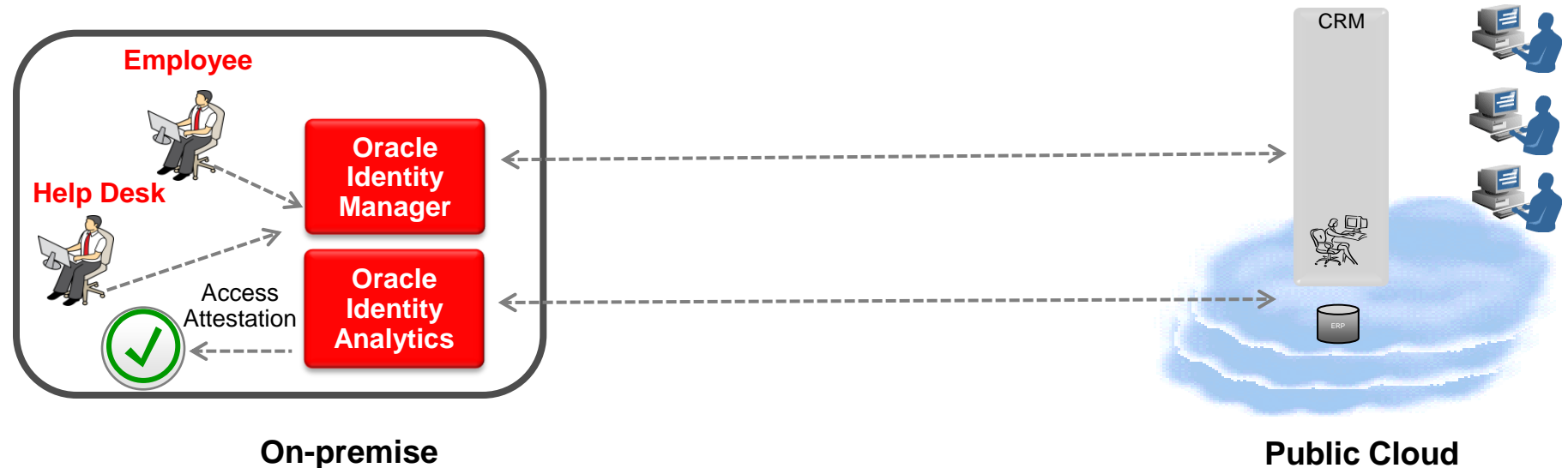
Use Oracle Identity Manager and Identity Analytics for

- ✓ Sophisticated auditing and reporting capabilities
- ✓ Self-service account and password management
- ✓ Automated provisioning and de-provisioning
- ✓ Enabling access attestation capabilities and automated report generation, delivery and notification

The five step solution to the challenges

Step #1 **Populate data**
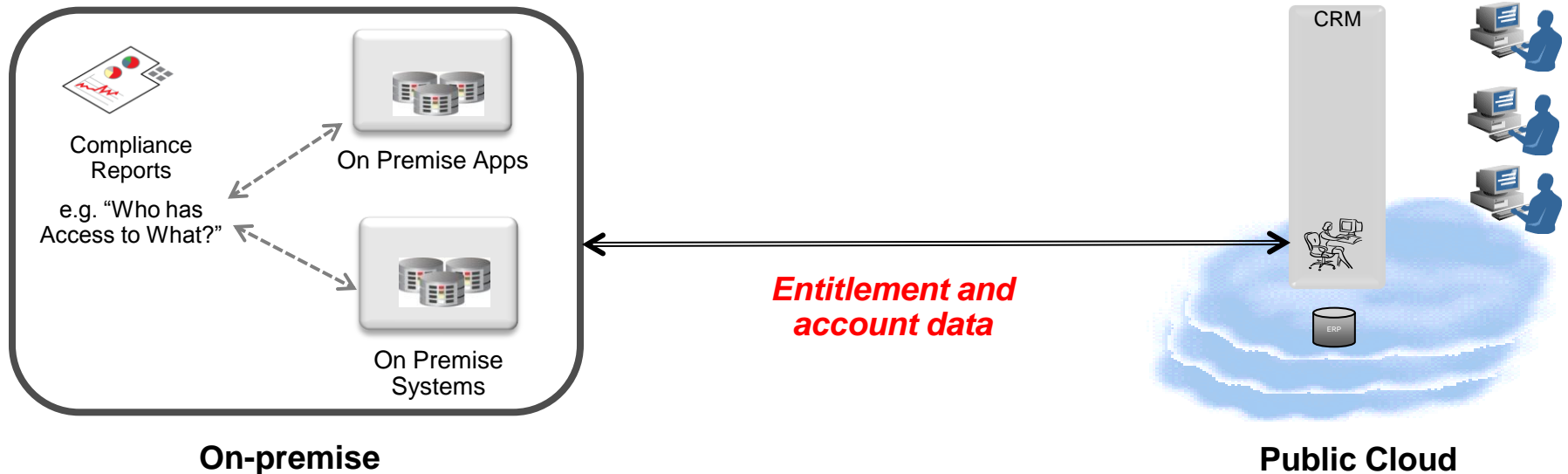
Step #2 **Provision user access**

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Integrate applications and their data

On-premise — Sales & Marketing, Manufacturing, Inventory & Logistics, Finance & HR — Enterprise Infrastructure Services (Portal, SOA, IDRS, LDAP, EAI, E-mail, IT Operations)

Extract Load Transformation

Real-time bi-directional application and data synchronization

Data Load APIs

Public Cloud — CRM
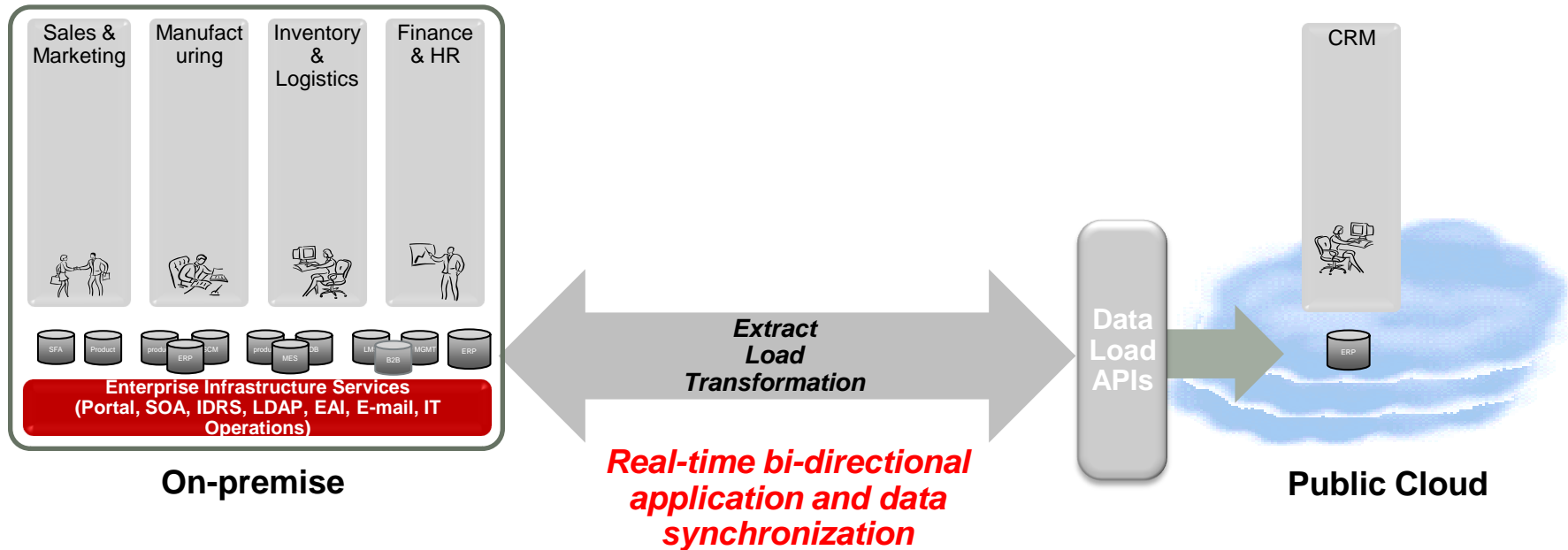
Challenges:

- Extracting, transforming and loading bulk data in real-time
- Capturing, transforming and updating transactions in real-time
- High performance requirements with a non-intrusive solution
- Connectivity with diverse systems

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Integrate applications using Oracle SOA Suite

| | | | | | Oracle Service Bus | Real-time bi-directional transaction synchronization | Integration APIs | CRM |

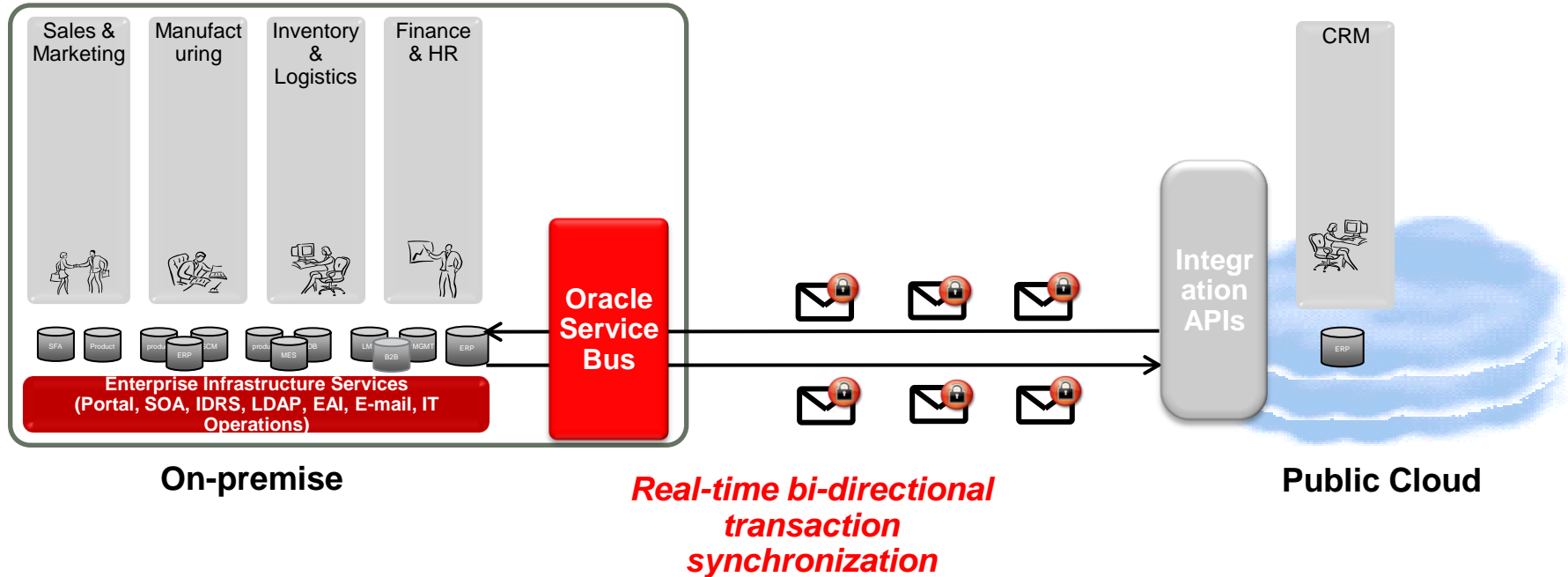**On-premise**   *Real-time bi-directional transaction synchronization*   **Public Cloud**

Use Oracle SOA Suite and Service Bus for

✓ Improving performance and scaling predictably for data sets that are accessed repeatedly by leveraging the Service Results Cache feature

✓ Reducing risk emerging from the dependency on the remote infrastructure

✓ Broad support for heterogeneous sources and targets

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Integrate data using Oracle GoldenGate and Data Integrator

On-premise

Real-time bi-directional data synchronization

Public Cloud
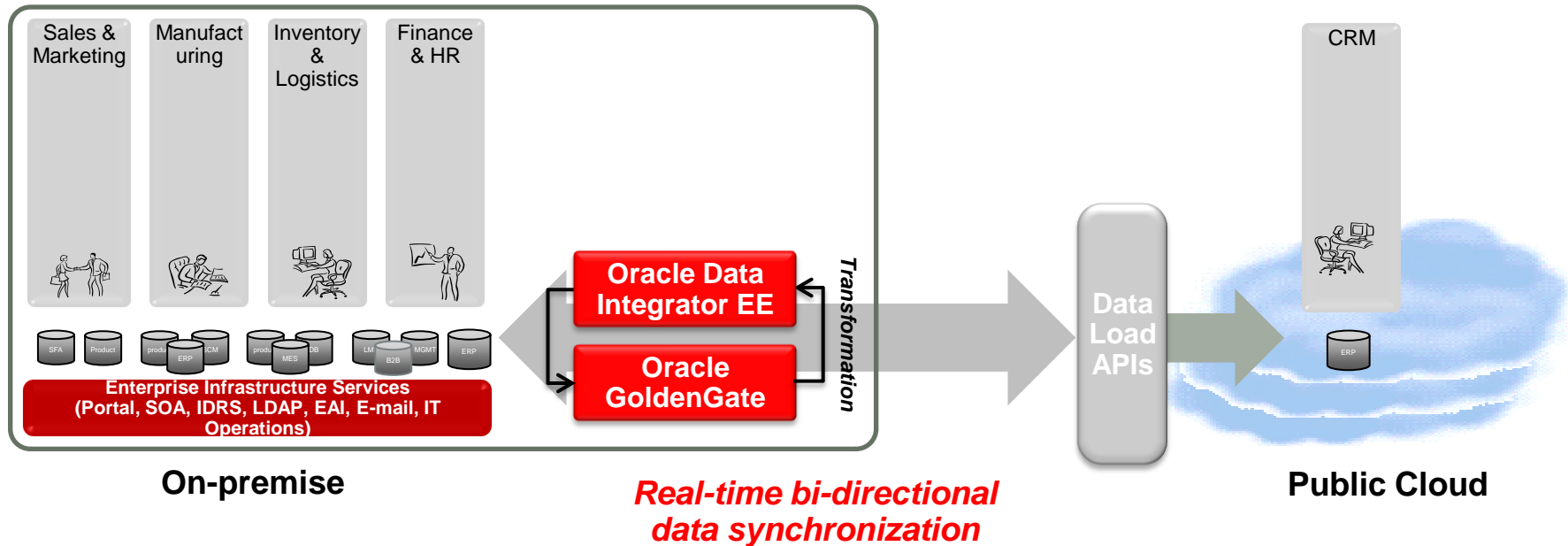
Use Oracle GoldenGate and Data Integrator for

- ✓ Fastest real-time data replication and synchronization technology
- ✓ Zero downtime and guaranteed reliability of transactions
- ✓ Broad support for heterogeneous sources and targets

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The five step solution to the challenges

Step #1 **Populate data**

Step #2 **Provision user access**

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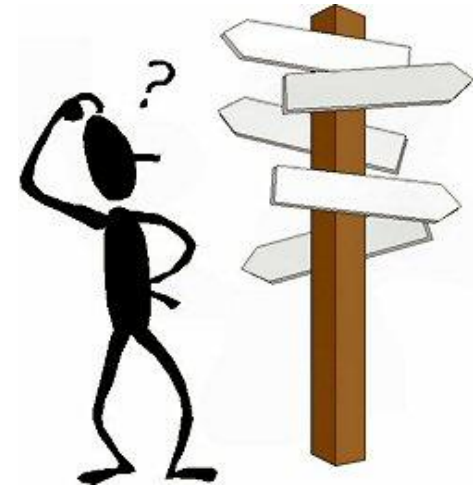
Optimize business processes
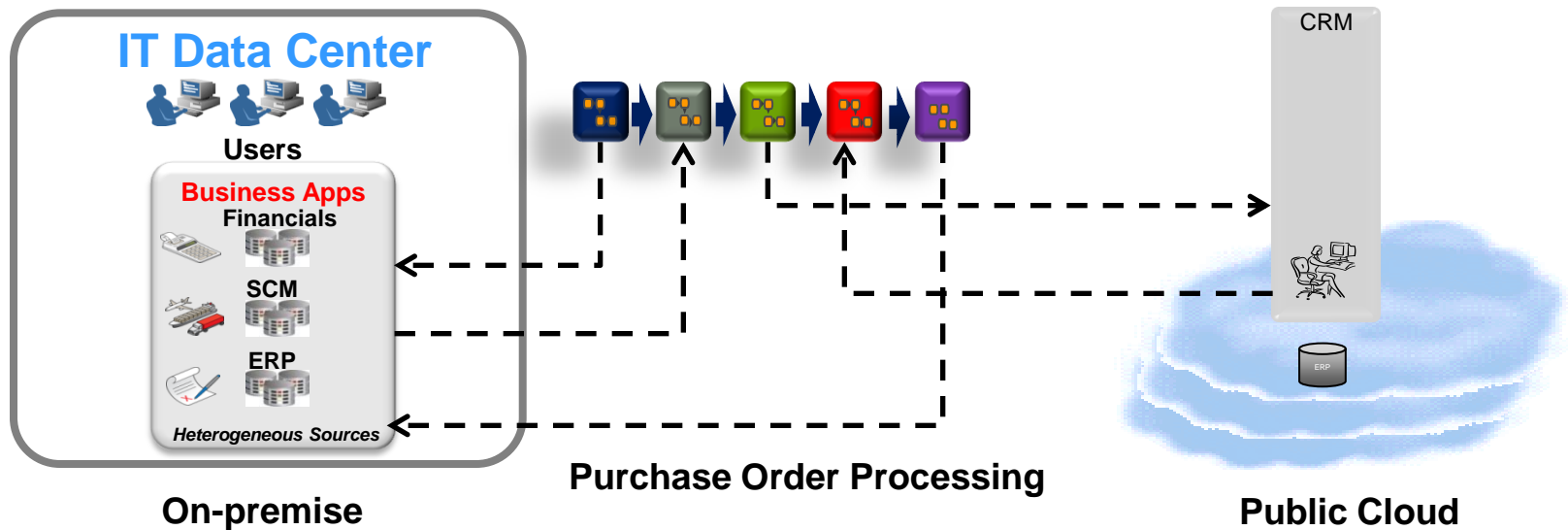
Challenges:

- Business processes typically span across the divide
- Heterogeneous system endpoints involved in complex long running processes
- Sensitive data is transfer over the internet

Optimize business processes using Oracle BPM Suite

On-premise

Public Cloud
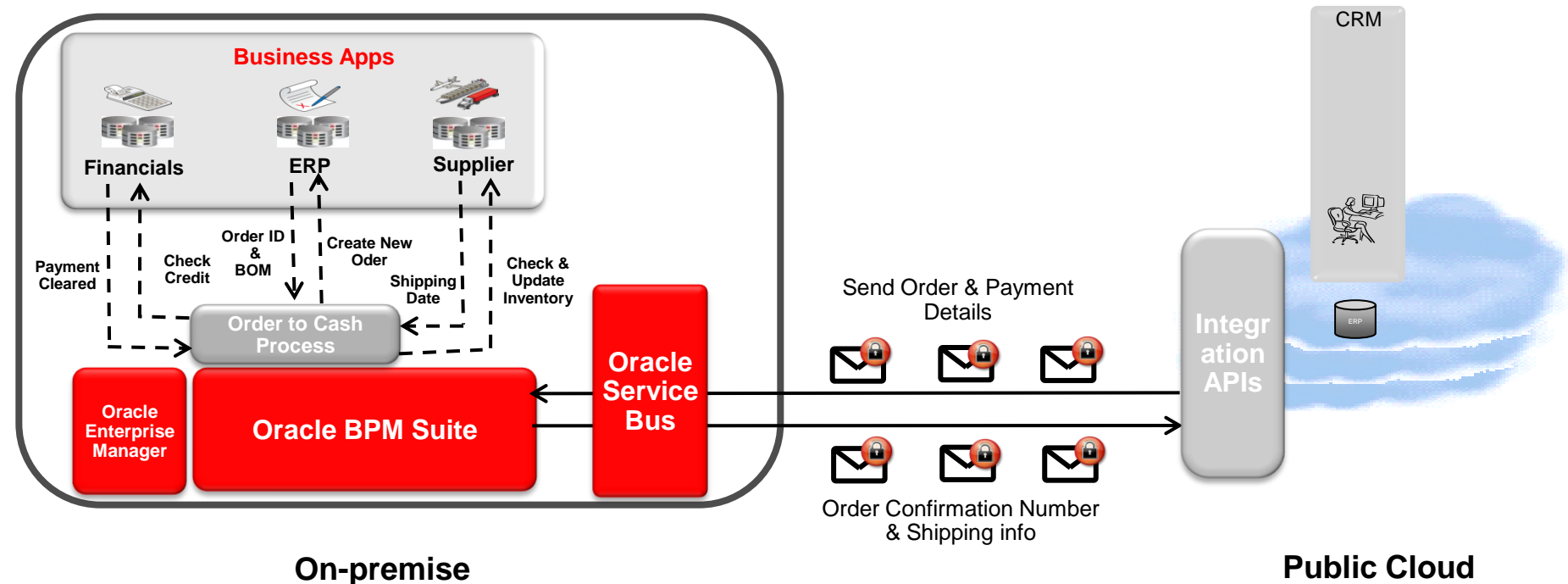
Use Oracle BPM Suite for

✓ The most unified and complete process management capabilities

✓ Secure and reliable transactions

✓ Lowest TCO because of a unified development, runtime & management infrastructure

✓ Broad support for heterogeneous sources and targets

Case study

Teletech is one of the largest and most geographically diverse global providers of customer and enterprise management solutions with a 27 year operating history.

» Financial stability
  - Strong financial position - $1.2 billion in 2009 revenue
  - Founder remains as Chairman and CEO

» Strong hosted technology infrastructure
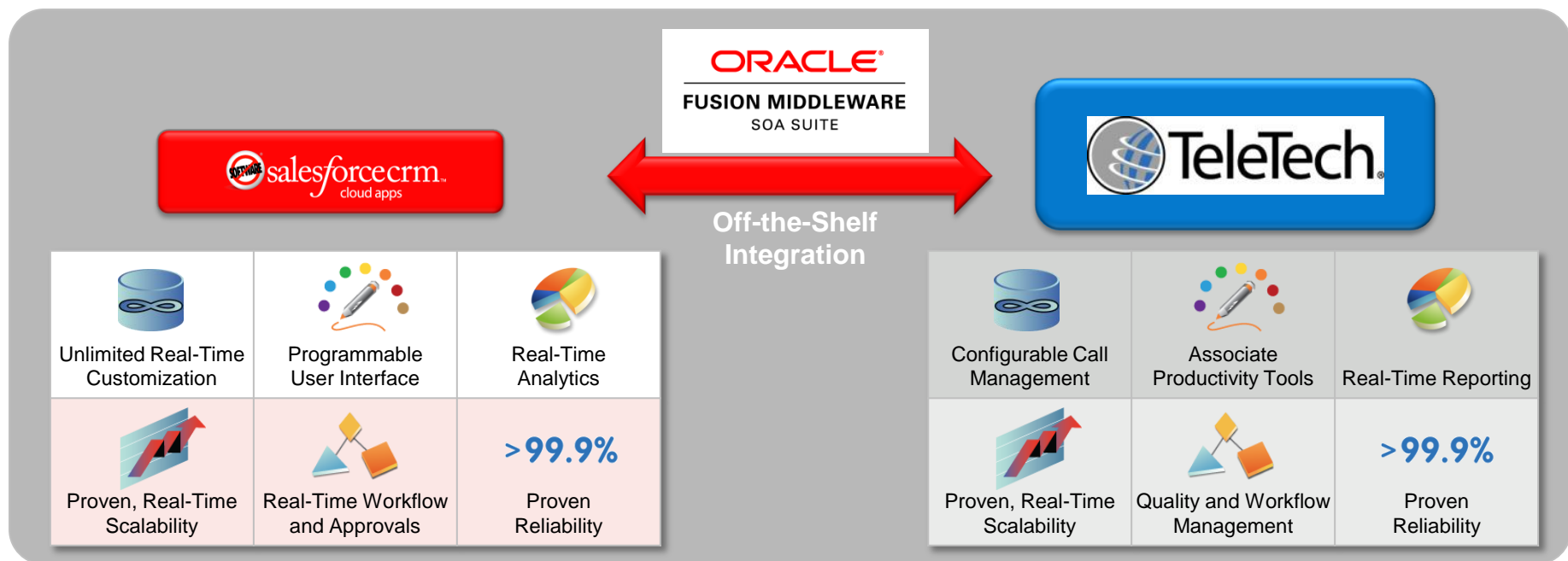 - Centralized, standardized, and virtualized – cloud-based computing since 2003
  - HIPAA, SAS70, SOX, and PCI compliant

» Borderless delivery
  - More than 100 clients in the Global 1000
  - Over 45,000 employees, 7,000 using our proprietary TeleTech@Home technology
  - Support more than 50 languages

» Comprehensive industry solutions for the entire customer lifecycle
  - Leading performance in customer management and direct sales
  - Innovative enterprise back-office solutions
  - Deep domain expertise – supporting 120 unique client programs and 50 languages

» Operations agility
  - Delivery centers, virtual workforce solutions, and hosted services
  - Proven methodologies and practices
  - Six Sigma practices

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Connecting to the cloud

- Pre-integrated and out-of-the-box service solution
- Complete self provisioning and self-service
- Integrated VoIP and desktop portals for complete self-service
- Quick time to benefit
- Pay for what you use

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FUSION MIDDLEWARE
SOA SUITE

salesforce crm cloud apps

Off-the-Shelf Integration

Unlimited Real-Time Customization	Programmable User Interface	Real-Time Analytics
Proven, Real-Time Scalability	Real-Time Workflow and Approvals	>99.9% Proven Reliability

Configurable Call Management	Associate Productivity Tools	Real-Time Reporting
Proven, Real-Time Scalability	Quality and Workflow Management	>99.9% Proven Reliability

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Key takeaways

- Cloud applications are here to stay, **hybrid IT infrastructure** is the emerging trend

- **Populate, provision, manage, integrate, and optimize** by leveraging Oracle Fusion Middleware

- New complexities can be conquered with the **complete, open, integrated, and best-of-breed** Oracle Fusion Middleware

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To learn more on this topic, visit

bit.ly/9oKCQl

- White papers
  - "Bridging the Divide Between SaaS and Enterprise Data Centers"
  - Detailing step-by-step SOA Suite based integration between SaaS and On-premise
  - Architectural Strategies for Cloud Computing
- Webinars
  - "Adopting Enterprise Cloud Computing"
  - "Turbo-charge your SOA"
- Data sheets

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Join our Fusion Middleware community

1. Learn More

www.oracle.com/middleware

2. Join our Community

Facebook.com/FusionMiddleware

twitter.com/OracleMiddle

3. Leverage Best Practices
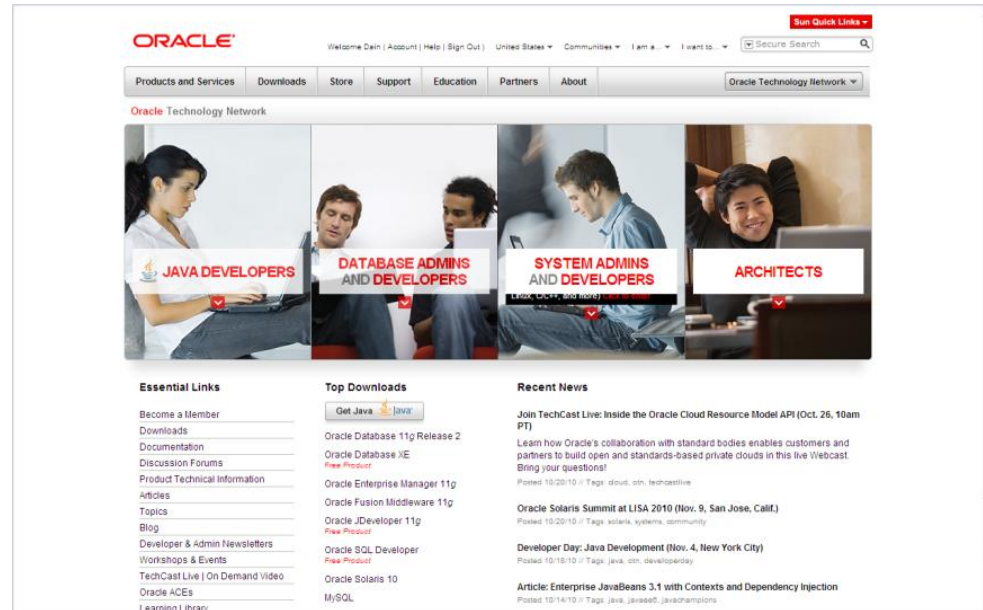
www.oracle.com/otn

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Questions..

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Appendix

Theresa Enebo (CIO, Teletech) will use the next six slides if she is presenting in person at the event. Please contact the field marketing representative to determine her availability for your event.

Else, use the two slide case study included in the deck.

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TeleTech Customer Interaction Cloud
SOA Implementation
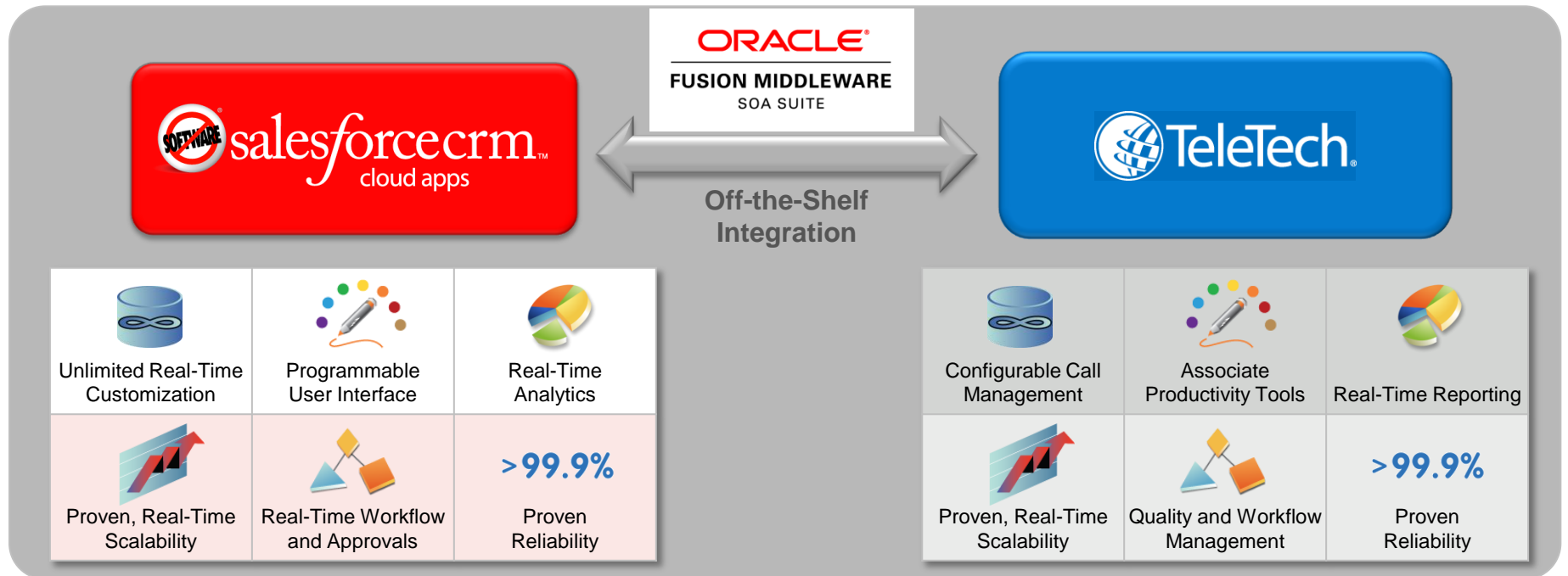
September 2010

TeleTech.

TeleTech Overview

We are one of the largest and most geographically diverse global providers of customer and enterprise management solutions with a 27 year operating history.

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  • Centralized, standardized, and virtualized – cloud-based computing since 2003
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» Comprehensive industry solutions for the entire customer lifecycle
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» Operations agility
  • Delivery centers, virtual workforce solutions, and hosted services
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Connect to the Cloud With a Powerful Partnership of Technology Providers

» Pre-integrated and out-of-the-box service solution

» Complete self provisioning and self-service

» Integrated VoIP and desktop portals for complete self-service

» Quick time to benefit

» Pay for what you use

salesforce crm cloud apps			TeleTech		
Unlimited Real-Time Customization	Programmable User Interface	Real-Time Analytics	Configurable Call Management	Associate Productivity Tools	Real-Time Reporting
Proven, Real-Time Scalability	Real-Time Workflow and Approvals	>99.9% Proven Reliability	Proven, Real-Time Scalability	Quality and Workflow Management	>99.9% Proven Reliability

ORACLE® FUSION MIDDLEWARE SOA SUITE

Off-the-Shelf Integration

TeleTech.

Customer Interaction Cloud

Features and Functionality

Associate
- Authentication
- CTI

Supervisor
- Reporting
- Skill Assignment

Administrator
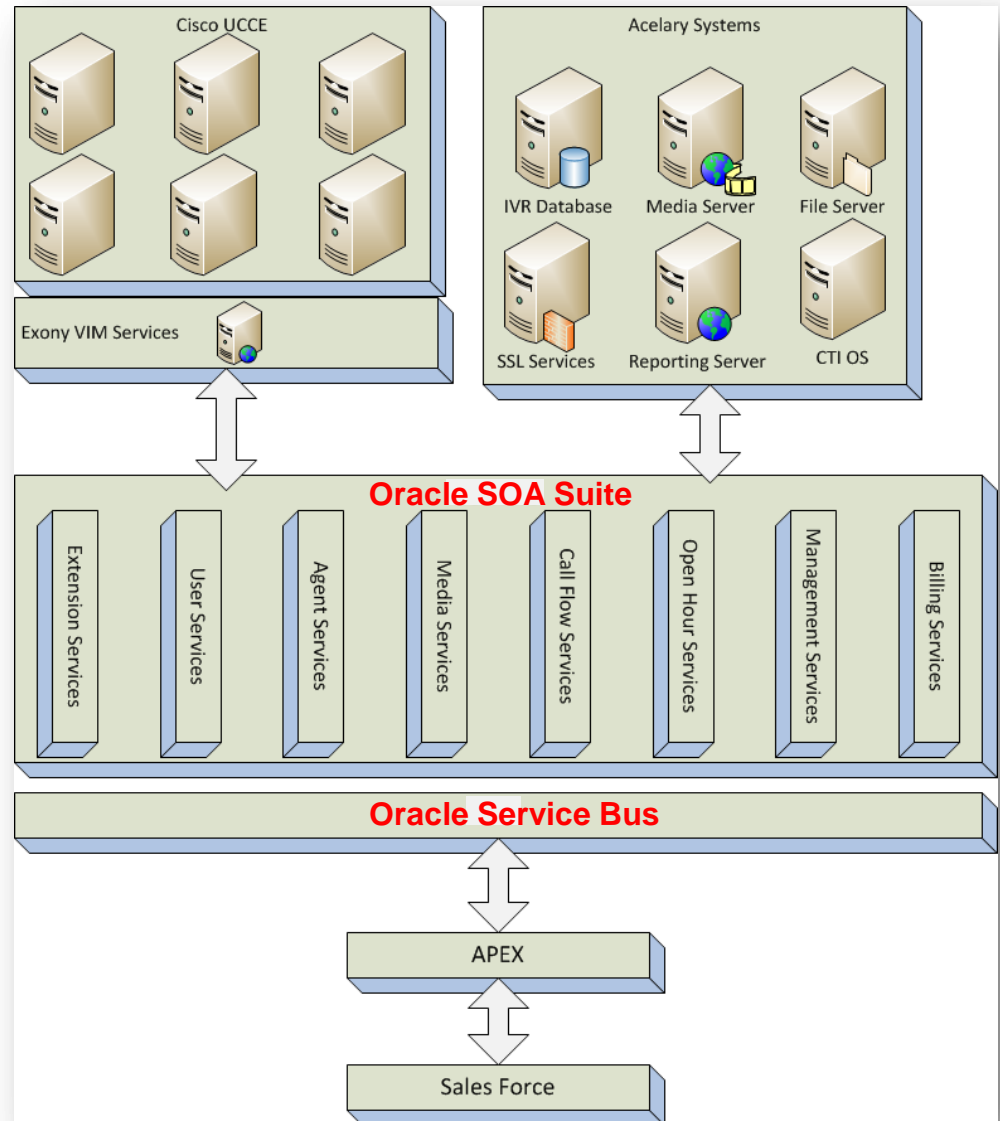- Associate Creation
- Group Management
- Call flow
- Announcements

Billing
- Automatic Setup
- Project Setup

TeleTech.

SOA Architecture

- » Abstraction from Salesforce

- » Enables back-end system updates without impacting the front end

- » Integrated human workflow with composite applications

- » Multiple levels of abstraction through the use of Oracle Service Bus and Mediators

- » JDeveloper IDE provided one stop environment for all development

Core Business Benefits

Enable TeleTech down market

New, Higher Margin Revenue

Lower cost to serve

Shorter launch cycles

Higher client adoption

TeleTech.