QUOTES...

Steven Feuerstein

Oracle Developer Advocate for PL/SQL
Oracle Corporation, USA

Oracle Open World 2015 clearly showcased Oracle Corporation's rapid pivot to the Cloud. Keynotes from Larry Ellison, Thomas Kurian and Andy Mendelsohn not only laid out the strategy and design goals (an interesting addition to an Ellison keynote!), but also demonstrated modern, accessible, easy-to-use Cloud services. Oracle isn't always the first to market during fundamental social and technical shifts, but for the second largest software company in the world, we are awfully good at bringing resources to bear and showing results rapidly.

Closer to "home" (Oracle Database, SQL, PL/SQL, etc.), Mike Hichwa demonstrated the new LiveSQL.oracle.com site: global, free access to Oracle Database 12c so you can now learn SQL and PL/SQL via a scratchpad environment, combined with a community library of scripts. All Oracle Database sessions I attended were full of engaged technologists, eager to deepen their expertise.

Oracle OpenWorld 2015 also featured announcements of winners of the first-ever Oracle Database Developer Choice Awards for SQL, PL/SQL APEX, ORDS and Database Design. Winners are chosen via popular vote by developers and it is therefore not much of a surprise that one of AMIS's own, Patrick Barel, took home a PL/SQL award. Patrick has been evangelizing PL/SQL and helping build utilities for PL/SQL developers for years. Congratulations to both Patrick and AMIS! Visit https://community.oracle.com/community/database/awards to see all the winners.

Marco Gralike

Principal Consultant eProseed NL,
ACE Director, Netherlands

The biggest strategy change this year at Oracle Open World was that new software versions will be released on Oracle Cloud first and on premise later (that is, patches excluded)...

Martijn Vlek

Sr Director Cloud Platform, Oracle Midleware EMEA, Oracle Coporation, Netherlands

Like previous years I am most impressed by the knowledge sharing between customers, partners and Oracle staff, this is very energizing. I was impressed to see the Internet of Things track was the best attended track in the Executive Summit where German Manufacturter Gemu presented their use of the Oracle IoT service. Another highlight was the Mobile Showcase in the Exhibit Hall with lots of examples of Mobile implementations in our customers.

Tim Hall

Oracle-base.com, ACE Director, UK

Confirmed Speaker for AMIS25 Beyond the Horizon Conference

This year's OpenWorld was a story of evolution, not revolution. There were new versions of products released just before the event including APEX, WebLogic, SOA Suite, Oracle Forms etc. There was also discussion of future product updates, like Oracle Database 12.2.

As expected, the cloud in all it's forms (IaaS, PaaS and SaaS) was pushed hard as Oracle's Cloud continues to evolve. The big difference between this year and previous years is many of these cloud offerings are generally available (GA) now, so people have seen them in action and are able to discuss the pros and cons more effectively.

QUOTES...

Steven Davelaar

Consulting Solutions Architect A-Team, Oracle Corporation, Netherlands

Confirmed Speaker for AMIS25 Beyond the Horizon Conference

Oracle has embraced JavaScript as a key programming language. New offerings like Mobile Cloud Service, JavaScript Extension Toolkit (JET) and Application Builder Cloud Service are based on popular open source JS frameworks like Node, Knockout and JQuery.

Luis Weir

Luis Weir, Principal Architect & Global Lead for OFM Solutions, HCL Technologies, ACE Director, UK

Confirmed Speaker for AMIS25 Beyond the Horizon Conference

In this year's OOW, Oracle showed a very clear and aggressive change of direction: from software vendor to cloud service provider now covering all 3 major components of the cloud: SaaS, PaaS and IaaS. Unlike last year's OOW where Larry's main headline was the launch of several cloud services -and that was pretty much it, this year's OOW showed a change of approach, strategy and even organisational culture. It was very evident that internally Oracle is re–inventing itself to become a cloud service vendor. Another major headline for me was the fact that Oracle is now openly embracing Open Source in its cloud rather than simply pushing it's own products. This is a huge step forward and its very refreshing as it will Open a lot of opportunities for system integrators like ourselves. Rather than having to implement Open Source technologies such as Node or Dockers (etc) in a different cloud vendor, we can pretty much do it all in the Oracle Cloud.

Toon Koppelaars

Consulting Member of Technical Staff Oracle Real World Performance, Server Technologies, Netherlands

Confirmed Speaker for AMIS25 Beyond the Horizon Conference

One of the highlights for me was Bryn Llewellyn's talk titled "Why Use PL/SQL?", in which he builds a case for the so-called Think-Database architecture. In short, it is much easier to build correct, secure, scalable and performant database applications, if you adopt PL/SQL as the layer to implement all business logic in. This also fully aligns with findings we regularly encounter in the Real World Performance team when investigating performance issues. Having business logic code outside the database causes database access to be row-by-row (aka slow-by-slow). Doing set-based SQL from within PL/SQL is just so easy and natural. And PL/SQL is getting better with each release. We already have for instance Inlining and Edition Based Redefinition. And 12.2, now beta, will bring more interesting developer features: Code Coverage reporting to name just one. As for SQL, I noticed the mentioning of MATCH_RECOGNIZE in more than one session. If you think analytical functions rock, then be sure to check out the MATCH_RECOGNIZE, as it seems to slowly become the new SQL rock star.

Shay Shmeltzer

Director of Product Management -Oracle Development Tools and Frameworks, USA

"It's exciting to see Oracle expending new products targeted at a new developer audiences, specifically for JavaScript developers with the new Oracle JET, Node.JS and Mobile Cloud service providing JavaScript based development, runtime and integration platforms. And also new tools for the power end-user to build their applications with the Oracle Application Builder Cloud Service and Oracle Mobile Application Accelerator."

QUOTES...

Jonathan Lewis ♠A

Independent Oracle Consultant for 27 years, ACE Director, UK

Confirmed Speaker for AMIS25 Beyond the Horizon Conference

Although there were many technical details relating to performance - normally my area of greatest interest - the most significant enhancements this year related to the expansion of the Container/Pluggable database concept to aid two different groups: the "timeshare bureau" and Devops.

For Devops, 12.2 offers a "refresh PDB" that is effectively a read-only clone PDB that can be refreshed with the latest log changes on a regular basis. This PDB can then be used as the source of clone PDBs that take up very little space but appear to be complete copies of a very recent version of the production PDB. These clones can then be modified privately for testing without damaging the integrity of the underlying "refresh PDB", and without being themselves damaged as the "refresh PDB" is brought up to date. The benefit is that each developer can have a full-size copy of the production database contained in a space that is little more than that of a single copy of the production database.

For the "timeshare bureau", 12.2 offers the "application container". This is a PDB that can be used to hold the master copy of a database application which can be referenced by multiple PDBs so that each PDB appears to contain the application data. There are three levels at which this reference can be done which (I believe) are: "read-only", "read with local modification", and "local only data". Furthermore, the addition of a "proxy PDB" feature means that other CDBs can present the original application PDB (i.e. in a remote database) as if it were local; consequently a single copy of (e.g. Oracle Financials) in one CBD can be the only schema you need to create to support many PDBs in many CDBs. The benefit is that a service supplier could reduce their upgrade and maintenance times dramatically, while supporting many customers across many servers.

Wilfred van der Deijl ♠A

Independent Contractor at The Future Group, ACE Director, Netherlands

Confirmed Speaker for AMIS25 Beyond the Horizon Conference

It feels like a whole new Oracle; lots of the new cloud services introduced last year are now ready for prime time and even more new cloud services were announced at this OpenWorld. It feels like there is a level of R&D at Oracle like we've never seen before. The short release cycles and the focus on responsive JavaScript based development are clear indicators of a revitalized Oracle.

Heli Helskyaho ♠A

CEO, Miracle Finland, Ambassador, EOUC (EMEA Oracle Users Group Community), ACE Director, Finland

Confirmed Speaker for AMIS25 Beyond the Horizon Conference

Oracle Open World 2015 (OOW) was all about clouds. The cloud theme was very concrete in the ball pit where everybody was invited to jump and have fun, no age limits. Oracle SQL Developer Data Modeler 4.1.2 came out on Friday before the OOW which was great news to all us database designers. On Monday, in the YesSQL! Event, the first Oracle Database Developer Choice Awards (DEVVYs) in five categories were given to 16 people. Congratulations to all winners! I was very happy and honored to be one of those winners in Database Design category but what made me even happier was the fact that Oracle chose to have this category as one of those five. I see database designing extremely important not only because designing the databases is the only way of having good data quality and the performance wanted but also because it is very crucial to understand how important it is to plan first before implementing anything. OOW is a very important event for the Oracle Community. Seeing your Community friends face to face at least once a year is extremely valuable. Let's keep on sharing and caring at the Oracle Community! See you next year again!

QUOTES...

René van Stiphout

Managing Director Oracle Netherlands, Netherlands

For me, at this 2015 edition of OpenWorld Oracle has highlighted the value for our customer to move to the cloud - in their own pace, whether private or public. As Larry Ellison said in his keynote: "The move to cloud computing is a generational shift in computing no less important than our shift to personal computing". In 'red colored' San Francisco, the overall key message was that Oracle is the only enterprise vendor that offers all three areas of cloud services: SaaS, PaaS and IaaS and these services are necessary to provide customers with a complete cloud environment that also supports their gradual move over the next ten to twenty years. Also interesting was one of Mark Hurd's predictions that by 2025, the enterprise cloud will be the most secure cloud environments in world. And security always has been in Oracle's DNA.

Xander van Rooijen

IT Architect SOA & BPM, Design Authority SOA & BPM, Rabobank, Netherlands

For organizations to make the step towards the cloud, the launch of the IaaS/PaaS machine must be seen as the enabler for it. By having the same capabilities from the cloud now available on-premise, organizations should feel more comfortable to explore further. Data will be in your own datacenter and common public cloud related security concerns are mitigated, while reaping the benefits from the cloud features. This truly paves the way to go to a lift-and-shift model between private and public cloud.

Frits Hoogland ♠A

Principal Consultant, Accenture Enkitec Group, ACE Director, Netherlands

The central theme of OpenWorld 2015 was Cloud again. OpenWorld 2014 showed Oracle getting into the cloud, OpenWorld 2015 showed a diversity of cloud services. Watching this from my, perhaps conservative, point of view I ask myself: how much of this has survived, and how it looks like in 5 years. After innovation (some might call it following the hype), there's client adoption, which I yet have to see.

Additional major things for me at Openworld:
- The introduction of 'the next generation of the Oracle database', alias version 12.2. This version seems to come mainly with all kinds if enhancements to existing features, like PDB, and data sharding as a major new feature. (sharding is horizontal partitioning data over multiple databases).
- The introduction of the sparc M7 CPU. Sparc latency has always been higher than Intel, and it's almost guaranteed still the case, however the introduction of an in-CPU offload engine called DAX (offloading data loading and decompression) is interesting, and it seems Oracle has aligned the database compression/decompression functions between the database (software) layer and the CPU, which theoretically means full (de)compression could be done in the CPU, instead of moving data to and from main memory during compression, and others, like "silicon secured memory". Sounds great, I love to see it, and actually measure what the true benefit is.

Jon Petter Hjulstad

Department Manager Middleware, Sysco, ACE Associate, Norway

My key takeaway from this year's Oracle OpenWorld is to see how open source now plays a more important role in Oracle's ecosystem, how they for instance embrace puppet/chef/docker/kubernetes - and embracing it rapidly.

Katarina Obradovic-Sarkic

Senior Product Manager, Oracle Cloud and Mobility Development Tools, Oracle Corporation, USA

"There were many great sessions and announcements at Oracle OpenWorld 2015, but for me the most exciting was the announcement of Oracle Javascript Extension Toolkit (JET). Oracle JET is our new development framework, targeted at intermediate to advanced JavaScript developers working on client-side applications. It's a collection of open source JavaScript libraries along with a set of Oracle contributed JavaScript libraries that make it as simple and efficient as possible to build applications that consume and interact with Oracle products and services, especially Oracle Cloud Services.
Oracle JET includes an extensive set of data visualization components, which are also shared with Oracle ADF and Oracle MAF frameworks. With its modular capabilities and rich set of UI components, JET makes it possible to develop engaging client-side user interfaces that are responsive, accessible, translatable, and ready to be used in your mobile and cloud production environments. JET and its data visualizations are already used by a number or Oracle cloud products, including the new Data Visualizations Cloud Service and Enterprise Manager Cloud services. For more information on Oracle JET, visit oraclejet.org."

Giuseppe Maxia

QA Architect at VMware, Inc,
ACE Director, Italy

2015 has been a good year for fans of MySQL. Oracle has delivered on two fronts: it has provided the richest and most powerful release of MySQL to date (version 5.7 reached general availability one week before OOW) and has shown that it can engage with its demanding open source community in a surprisingly forthright way. Clearly, when Oracle assumed control of the most popular open source database in the world, its management was not completely prepared for the task, but they learned from initial difficulties and have now developed a healthy relationship with the user base. At the same time, Oracle has worked very hard to improve the MySQL server distribution, even at the risk of making it (in the eyes of some shortsighted analysts) a competitor for the major Oracle database. The development of MySQL 5.7 took two years, and culminated with the release in October that was highlighted during the conference. The reason for the dedication shown by Oracle for MySQL is simple: it's good business in the short term and it is also good business in the long term.
For starters, MySQL is the preferred tool for startups. Companies that have a chance of becoming [unicorns](https://en.wikipedia.org/wiki/Unicorn_(finance) don't start with big investments on software: they use open source to bootstrap their business, and often stay with it even when reaching top 100 status. By guaranteeing high quality of database software for startups, Oracle has a foothold on a market that would have eluded its sales teams otherwise. Secondly, MySQL generates outright sales for its own services and for connected Oracle products.
It is a good combination, where a team of outstanding engineers is producing software that is loved and used by the masses, on premises and in the cloud. In turn, the masses generate a chain of praise and further adoption that feeds the chain. The OOW conference has seen a great example of this newfound harmony, where Oracle engineers and distinguished speakers from the community united in the praise of latests technical achievements. It was a good feeling, and all seems to point to even more ambitious achievements in the near future.

Guido Schmutz

Technology Manager & Enterprise Architect, Trivadis, ACE Director, Switzerland

Confirmed Speaker for AMIS25 Beyond the Horizon Conference

Oracle is more and more supporting and incorporating popular open source component such as Kafka, Elasticsearch, Spark and Docker into their own products and platforms. And of course the Oracle cloud story gets more complete everyday".

Roland Smart

Vice President of Social & Community Marketing, Oracle Corporation, USA

In my comments last year, I made note of the initial momentum that Oracle developed for our cloud services. This year, we've seen the overall range of cloud services expand significantly as Oracle gains momentum. At the same time, I think our singular focus on launching our cloud portfolio has been tempered by an increased focus on how these services are evolving to support hybrid implementations. In addition, this was the first year that our senior management spoke about making our cloud offerings accessible to medium and smaller businesses. This will allow us to compete on new fronts and to drive adoption from the practitioner level. As a community marketer I know that this will help us accelerate adoption overall while addressing community demand.

Torsten Winterberg

Business Development & Innovation, OPITZ CONSULTING Deutschland GmbH, ACE Director, Germany

Confirmed Speaker for AMIS25 Beyond the Horizon Conference

The biggest disappointment this year was to realize that we don't get Case Management features in Process Cloud Service. At least, not soon. And I'm still missing the BPM Cloud Service, which hopefully might come someday. My biggest surprise was to see the evolvement of Integration Cloud Service, which has a really cool browser based abstraction layer which leverages BPEL underneath. Also the brand new API platform will be very useful for a lot of customers.

Matt Wright

CTO / GM FusionCloud, Rubicon Red, Australia

Confirmed Speaker for AMIS25 Beyond the Horizon Conference

The tone of Larry Ellison's key note, in particular how he positioned Oracle against its competitors was striking. He was keen to distance Oracle from the legacy tech companies that Wired described earlier this month as "the walking dead.", labelling SAP and IBM, once arch rivals as being irrelevant.

He broke down Oracle's new competition into three categories: applications, where Oracle competes with Salesforce and Workday; platforms, where Microsoft is the main rival; and lastly infrastructure, where Amazon Web Services (AWS) is the market gorilla.

Ellison offered a more respectful and conciliatory tone compared to last year, stating that Oracle would compete with Amazon on price and service, but would provide customers with the ability to lift and shit to AWS Cloud or other public clouds.

There is an element of history repeating itself, one of the reasons the Oracle Database was so successful was its availability on all the major operating systems, Oracle is now promising that customers will be able to run its apps on other clouds. With AWS and possibly Microsoft having arguably already won the infrastructure cloud, then this would seem a pragmatic strategy.

Richard Olrichs

Oracle Fusion Middleware Specialist, MN, Oracle ACE, Netherlands

The Cloud is inevitable and so is the Oracle Cloud. Last year the Cloud still mostly seemed to exist on PowerPoint, but this year there are actually quite some Cloud products live and ready to use. If you put this together with the announcement of the Oracle Private Cloud, the cloud might be closer and more realistic to us and our companies than many of us realize right now.

QUOTES...

Jordy Mugeni

Managing Partner Ganizani Consulting Services, South Africa

The OOW15 made me realise that Oracle Cloud offerings - Saas, Paas and Iaas, provide practical solutions for those African organisations that tap into them, to overcome well known African hurdles such as cost of ownership of technology; shortage of local skills to install, configure and maintain the procurred technologies.

Thus the Oracle Cloud strategy, affords African Organizations the opportunity to invest more energy on building differentiated, highly available, reliable solutions that will bring value to their customers and stakeholders faster.

Greg Stachnick

Sr. Principal Product Manager, Oracle Cloud and Mobility Tools, USA

At Oracle OpenWorld 2015 the Oracle Cloud Platform greatly expanded its reach with new technologies like IoT, more languages like JavaScript and Node, and new types of containers like Docker. With all of these new runtimes, Oracle Cloud continues to provide a consistent development platform with the Developer Cloud Service. Through DevCS, Oracle Cloud customers get integrated infrastructure to manage code, promote and monitor team collaboration, and automate build, test, and delivery pipelines. The most fun (and most hectic) part of being a PM for DevCS is keeping pace with all of these new technologies in the Oracle Cloud while ensuring that customers get the development tools they need to be productive.

David Shaffer

Founder and Managing Partner, Middleworks, USA

My focus in the Oracle space is largely around the Oracle Integration technologies (e.g. SOA Suite and it's component products). OOW is always a crazy and exciting time, but this year I saw two things that caught my attention as being very different from previous years. The first is that Oracle has completely changed their engineering pace and has released more products this past year in the Integration space, than perhaps in the 5 years prior. These products include the SOA Cloud Service, Integration Cloud Service, Managed File Transfer, a huge number of new adapters, a greatly revamped Oracle Stream Explorer offering, and many others. And I think the upcoming Oracle API Manager could make a really big impact next year as well. Overall, this is a great opportunity for Oracle's customers and Oracle itself, not to mention us partners, who are needed more than ever to help customers successfully understand, adopt, and architect the new technologies.

The other thing I thought was really interesting at OOW was the number and maturity of software partners who have emerged around the SOA Suite products. This is a real testimonial to the stability, maturity and market adoption of the underlying Oracle SOA technologies, since what partner would build a software solution on a product that was buggy, had a very limited customer base or was likely to be short-lived? Particularly interesting implementations that I saw included Flexagon, who has a continuous build / continuous integration solution around Oracle FMW products, including the SOA Suite; Rubicon Red, who has a provisioning tool for Oracle SOA Suite and other FMW products, as well as their own build automation capabilities; and Inspyrus, who has built an Accounts Payable solution around the Imaging and Process Management tools in the BPM space. I expect to see several of these partners emerge from the fray with highly successful products, benefiting themselves, Oracle's customers and the Oracle SOA platform itself...

QUOTES...

Jeremy Ashley

Group Vice President, leading the Oracle Applications Cloud User Experience team, USA

Confirmed Speaker for AMIS25 Beyond the Horizon Conference

Release 10, which you saw at OpenWorld this year, represents a big step forward in implementing the Cloud user experience, which we began with Release 7. From the simplified UI to new ways to get the information you need on the right device – smartwatch, phone, tablet, laptop – our priority is on making participation easy without breaking your momentum. Mobility as you move through your day is our primary focus in the next evolution of the Oracle Cloud user experience.

José Afonso Pires

Member of the board at Link Consulting, Portugal

I found a consistent pattern on most of the middleware cloud offerings: they are targeting simple, easy to implement solutions. This is clear for example when we compare the powerful BPM Suite with the easy to use Process Cloud Service. The latter one is targeting simple processes, deployed in less than one month, allowing for real agile methodologies.
Also within the SOA area there has been a focus on simplicity and collaboration, by targeting, for example, API management instead of further developing the more traditional and heavy weight SOA governance tools like OER.

This is a challenge for system integrators. Using this kind of cloud solutions will cause a shift from traditional large and waterfall like projects to smaller, agile deployments. Expertise will become crucial, as customers will demand for shorter and increasingly effective solution deployments, where sometimes we may have "one man show" engagements.

Connor McDonald

Database Developer Advocate Oracle Corporation, Australia

Whilst the focus of OpenWorld 2015 is understandably, Oracle's offerings in the booming cloud ecosystem, as a database evangelist, it was exciting and inspiring to see the shift back towards SQL technologies at this year's conference. It has taken a couple of years of discovery for those new to the data game, but the beauty, simplicity, maturity and power of the SQL language continues to make it the natural choice for data access.
Big Data SQL is the latest in a myriad of technologies that realize that SQL is the perfect doorway to data, independent of whether the data be relational, document-based or any other paradigm du jour.

Marcelle Kratochvil

CTO Piction, ACE Director, Australia

With OpenWorld 2015, the big key message is that with the release of Oracle Database 12.2, it will incorporate a lot of the NoSQL capabilities and is starting to move down the MPP architectural path. Without much needed key enhancements to PL/SQL the next version is targeted more at enterprise level customers whilst the vast majority of small to medium sized customers will view Oracle Database 12.2 as a minor improvement over Oracle Database 11g and be hard pressed to justify the need to upgrade to it, except for the obvious need to have the database supported on the latest operating system versions.

QUOTES...

Doug Burns

Head of L3 Oracle Production Support
Standard Chartered Bank, Singapore,
ACE Director, Singapore

As someone who has tracked Oracle Cloud offerings from the initial tentative steps, a consistent thread has been Hybrid Cloud. This recognises the reality that most existing Oracle customers will not move their entire application portfolio to the Cloud immediately, but will dip their toes in the water and migrate slowly as their confidence in Cloud solutions increases. From a DBA perspective, the key phrase I kept hearing was 'a single pane of glass' for operational management of both on-premise and off-premise systems and there was also an increased focus on moving data securely and efficiently between the different sites.

Joe Huang

Product Management Oracle Mobile Platform,
Oracle Corporation, USA

Oracle Mobile Platform, Oracle Corporation
One of the most striking and noteworthy aspects of this past OpenWorld is the breadth and depth of the mobile partner ecosystem that are now taking Oracle's Mobile Solution to the market. For example, Samsung Electronics, the largest mobile device vendor in the world, was front and center during OpenWorld showcasing partner-built joint solutions using Oracle's and Samsung's Mobile technologies. Other partners such as Xamarin, Sencha Touch, and AirWatch all announced and demonstrated joint solution as well. Another noteworthy aspect is the interests around "Mobile Application Accelerator" or MAX, a future component of MCS that would allow "no-coding" composition of mobile applications by non-technical personnel such as Business Analysts. There is a huge demand for mini-mobile apps that perform specific tasks that IT is not able to meet, and a no-coding tool such as MAX will allow enterprises to scale easily to meet ever increasing mobile application demands.

Grant Ronald

Director of Product Management
Oracle Mobility and Development Tools,
Oracle Corporation, UK

My two key, yet related, highlights from Oracle OpenWorld: Firstly, mobile is really taking off with Oracle Mobile Cloud Service (MCS). It provides the PaaS backend for mobile. In the last few months, since it was launched in June, the global uptake of Oracle MCS has been tremendous. It's exciting to see the momentum building for mobile and cloud.
Helping to complete the mobile story, on the mobile client side of development, was Oracle Mobile Application Framework (MAF). Oracle MAF brings highly productive and declarative development to the Java ecosystem. The latest 2.2 release delivered some stunning new interface components and performance enhancements.
Additionally, this year there were several announcements of new collaborations with other mobile client vendors, thus bringing Oracle's mobile platform to a much broader audience of mobile application developers.
The second highlight for me was the massive interest in the new Oracle Forms 12c release, and the fact that we had Oracle Forms appearing in a mobile keynote! The New York Metropolitan Transport Authority (MTA) along with Oracle partner Auraplayer demonstrated a legacy, yet core, Oracle Forms system being accessed on tablet devices via Oracle MCS and Oracle MAF!
A perfect example of bringing older technologies and business practices bang up to date with mobile and cloud.

QUOTES...

Debra Lilley

Vice President of Certus Cloud Services,
ACE Director, UK

In the world of SaaS Oracle is making good progress. The twice a year upgrade cadence is delivering the promised innovation and next up is manufacturing. Extending SaaS with PaaS offers more scope to the growing number of customers and whilst the SaaS offerings need some additional functionality to make full use of PaaS this too is coming. It was great to see so many customers talking about their SaaS journeys at OOW.

Lonneke Dikmans

Country manager eProseed NL,
ACE Director, Netherlands

Confirmed Speaker for AMIS25 Beyond the Horizon Conference

Oracle continued with last years message: cloud, cloud and cloud. Apart from that, Big data is a big topic for Oracle in many shapes and forms: from IoT and fast data to Big Data Analysis, Appliances, Discovery etc. As far as user experience is concerned, this means we need to add context to make sense of all the data available to us. The Oracle Applications User Experience group showed this in different ways: from apps for MCS to context based notifications to a smart watch and smart office concepts.

Ann-Sofie Vikström Often

Consultant at Oracle SOA Center of
Excellence, Acando, Norway

The main theme clearly is cloud. Since not all cloud solutions are ready for production yet, at times OOW seemed more a sales conference than a user conference. The demo grounds proved the place where reality is best presented and where it became clear what is available today and what is the future. For example SOA CS is not quite ready yet – due to some security restrictions around VPN, soon to be resolved. I really liked Developer Cloud because of for the usability and ease of use. Larry spoke about how the cloud is lowering the costs but I really tried - and so far failed - to get someone to show me how this is going to lower the total costs of ownership compared to other solutions.

Embedded security, that you cannot turn off, implemented in the hardware - that other big thing Larry spoke about - is something new and valuable. Anonymization of test data through sub setting and data masking is very good too: we were spending a lot of time doing this when we were handling patient data and other sensitive information regarding people in Norway.
The very best parts of the conference were the close contact with development at Oracle and exchanging experiences with other Oracle partners.

QUOTES...

Simone Geib

Director, Product Management, Service (SOA) and Cloud Integration, Oracle Corporation, USA

Oracle Open World 2015 came and went in a flash. Each day was filled with so many great sessions, panels, labs and events, it was hard to participate and attend everything. With 25 plus sessions, 8 Hands-On Labs and numerous events surrounding Oracle Service (SOA) & Cloud Integration it was an exciting year for us as a team! It has been quoted by many as the BEST Open World they have been a part of. Even more exciting was the Oracle Service (SOA) & Cloud Integration Customer Advisory Board meeting, held on Thursday of Open World. With over 60 different customers in attendance, it was one of our most successful meetings to date. Lastly, we couldn't end the week without an amazing party to thank our customers and partners and celebrate all that had happened in the previous year. I look forward to seeing everyone at Open World in 2016, I am just not yet sure how we are going to top this year's festivities.

Geertjan Wielenga

Principal Product Manager in Oracle Developer Tools, Oracle Corporation, Netherlands

For me, the key takeaway from OOW 2015 is that Oracle now has a real developer story connected to the Cloud. Where other organizations focus a lot on infrastructure-related concerns when talking about the Cloud, Oracle has a set of solutions that make the Cloud interesting and relevant to developers -- concretely in the form of the newly announced Application Builder Cloud Service (ABCS), as well as its supporting JavaScript toolkit, the newly announced Oracle JavaScript Extension Toolkit (JET). Moreover, the advanced data visualizations that are part of JET enable data in the Cloud to be understood in meaningful ways, at a single glance, thanks to its range of graphs, diagrams, gauges, and maps. After all, the Cloud is about data, and that data makes no sense unless it can easily be understood."

Mia Urman

CEO AuraPlayer, ACE Director, USA

This year at OOW it was nice to see Oracle Forms rise from the dead to the clouds!
A new version of Oracle Forms was released; Welcome - Forms 12c with over 70 new features including support to run Forms without a browser. We hope this will finally put to rest the myth that "Forms is Dead" so people can move on to modernizing and mobilizing these legacy applications. And this is just what was demoed as the success story in Suhas Ulliyar's Mobile Keynote session. In the session, MTA Bridges and Tunnels presented our success story of mobilizing their existing Oracle Forms Collision report system WITHOUT redevelopment by plugging into the Oracle Mobile Cloud with Forms REST services. It's an exciting project that showed how Oracle Forms can now be part of any mobile/cloud infrastructure.
The main excitement for developers this year, was the introduction of several new cloud based RAD tools. My personal favorite, Oracle Mobile Application Accelerator (MAX), will allow business users to develop mobile apps using a wizard based, drag and drop development tool. This functionality will revolutionize the way business users and especially Oracle Forms developers are able to navigate the mobile world. Until MAX, Forms developers would need to learn HTML, Java Script, or Java, in order to build mobile front ends. But with MAX, Forms users can continue the wizard based development they are use to. With a few clicks of a button, they will be able to wrap their existing Forms systems as a REST service using AuraPlayer, plug it into Oracle's Mobile Cloud service, and then, with a few drag and drops, build a cutting edge user interface. I am sure this will be a game changer for mobile development in the enterprise and I can't wait to see what the next year will bring.

Arturo Viveros

Oracle ACE, Principal SOA & Cloud Architect / Co-Owner at S&P Solutions, Co-Founder and Chief Editor of the #SOAMythBusters blog, Mexico

This year OOW delivered quite some substance on several promises made the last couple of years, which made it particularly compelling for technical people such as developers, solution architects, IT managers and tech leads. In particular, the maturation process of Oracle's PaaS/iPaaS offering (even though it still has a long way to go), has finally provided us with enough pieces of the puzzle so we can openly dare to recommend, design and deliver true hybrid solutions, which beyond its intrinsic technical value, is also an incredible business opportunity for clients and partners alike. Also worth mentioning is Oracle's API Management roadmap, which we managed to get a sneak peek at; we know from what we heard at the event that Oracle has put together a pretty strong team in hopes of rapidly delivering a game-changing API Management Platform for both cloud & on-premise; let's keep an eye on that one. Last but not least, it was refreshing to see a good number of technical sessions focused on tackling innovation as well as up & coming technologies such as containers, dev-ops, microservices, APIs, etc.; in this regard, a special mention to my top three technical sessions this year (among many others):

Gold Medal: Oracle Service Bus for Microservice Architecture [MTE10097] by Luis Weir, Robert Wunderlich and Ricardo Ferreira
Silver Medal: Oracle's API Management Roadmap [CON7967] by Peter Belknap, Pete Osborne and Luis Weir
Bronze Medal: Twelve Things You Should Know About Oracle WebLogic Server 12c [MTE10083] by David Cabelus and Frank Munz

These were all expert presentation with impeccable research, preparation and delivery; definitely worth it to at least take a look at the slides for those who weren't there

Mike Lehmann

VP Product Management, Product Management, Cloud Platform Application Development (WLS, Coherence, Java Cloud Service and Application Container Cloud Service), USA

The shift to cloud at Oracle this OpenWorld was truly extraordinary. OpenWorld started with the release of WebLogic Server 12c Release 2 where it was announced that native multitenancy has been added to WebLogic Server giving users a portable, pluggable application container model with complete runtime isolation. This in itself is probably the biggest innovation around consolidation and agility for WebLogic Server users in the last 10 years. That Oracle is carrying this forward directly into the Cloud with the Java Cloud Service and simultaneously introducing the Application Container Cloud Service for running polyglot runtimes like Node, Java SE, PHP, Ruby and Python, shows that Oracle has completely pivoted to the cloud. This transition to native cloud infrastructure is an 'all hands on deck' race in every product group that Oracle has committed itself to win, frankly unlike any other investment I personally have ever seen from Oracle in the 18 years I have been here.

Sten Vesterli

Senior Principal Consultant, Scott/Tiger A/S, ACE Director, Denmark

Confirmed Speaker for AMIS25 Beyond the Horizon Conference

Oracle continues to shout 'Cloud' so often and loudly that their existing customers, 99% on-premise, are feeling somewhat abandoned. But Oracle is engaged in an existential struggle to stay relevant in the next decade, and on-premise customers will have to accept that Oracle's focus has moved on.

QUOTES...

Jürgen Kress

Fusion Middleware Partner Adoption Oracle EMEA, Germany

Mini-column: Crossing the Oracle Cloud PaaS Chasm in a hybrid world
Oracle OpenWorld 2015 market an important point for Oracle as all the Oracle PaaS services are in production, more are announced and integration starts. Let us start from the beginning of the Platform as a Service (PaaS) journey for Oracle; at last years OpenWorld Oracle announced several PaaS services in advance of availability. Based on Java Cloud Service, which is available for more than a year, Oracle grow the portfolio within the last 12 months. With the majority in the PaaS service, which became wildly available, the European Partners are leading the adoption to the cloud. Let's take a look why, with more 50% of the global specialized partners are based in Europe, it is easy for them to join the journey. Oracle offers the same middleware software on-premises as on the cloud. This enables customers and partners to adopt easy and to secure investments. Over the last 12 months, our partners like Amis have proven successful cloud adoption by building proof of concepts, projects and showcasing our PaaS service. Customer can choose from a variety of cloud service offerings and fist applications at the Oracle Cloud Marketplace for example the Amis Cloud Activator Service. Oracle crossed successful the PaaS Cloud Chasm.

What is the next step in our joint cloud journey? During Oracle OpenWorld 2015 the keynotes focused on the integrated hybrid cloud. Integrated with Developer Cloud Service and also within each other. A great example is the HCL predictive maintenance showcase. The use case includes the complete flow from fault recognition, gather and diagnose information; repair and settle and schedule preventive maintenance. The whole show case was build on the Oracle PaaS Platform including IoT, Integration, Process and Mobile Cloud Service. In the upcoming months integration between cloud services will be much tighter including hybrid scenarios.

The unique Oracle value proposition are the same middleware products on-premises as in the cloud. In case you missed it Oracle release key now

on-premises versions including SOA Suite, >> BPM Suite and WebLogic. Key features include multi tendency in WebLogic 12.2.1, JSON support in SOA Suite 12.2.1, Java Script in Service Bus or in memory SOA to name some of the highlights. This new version make hybrid solutions much easier from deploying the same Java application on a private WebLogic instance or a Java Cloud Service to shifting workload of a running application. Or to start a process in the cloud and continue the same process in a private cloud.

At the same time we see the raise of the citizen developer. Business users with technical background will be able to build dashboards in Data Virtualization Cloud Service or applications by drag and drop including integrations. This cloud adapters can be deployed anywhere on-premises, private cloud or a public cloud. Citizen developers will shift their daily work for Outlook and excel to cloud enabled applications. At the same time we will continue to see consulting companies like Amis to build enterprise applications, for the core competences of our joint customer base, with full blown functionality, big data & warehouses and enterprise wide integration platforms.

Exciting times!

Jonas de Graaff

Lead Architect OSIRIS, CACI bv., Netherlands

Oracle has implemented the Alta UI in all its Cloud Services and it is the default UI in the latest versions of Oracle ADF and Oracle JET. Implementing the Alta UI into your own applications can greatly improve the User Experience of your clients. However, implementing the Alta UI is not just about turning on a new skin. Adopting the UI means adopting a new design philosophy based on concepts like 'mobile-first, data visualization and glance, scan, commit'.

QUOTES...

Mark Rittman

Chief Technology Officer, Rittman Mead, ACE Director, UK

For me the biggest takeaway from Oracle Open-World 2015 was that Oracle Cloud is now potentially a viable platform for business intelligence applications more than just single-user dashboard creation.

BI Cloud Service has had several revisions since last year and now regularly previews new features well-before the on-premise version. and with the new OBIEE12c release there will shortly be a mechanism to move application between on-premise and cloud and back-again. Moreover links between BI Cloud Service and Oracle's Database, Essbase and Data Preparation tools are emerging, whilst the new DataFlow ML next-generation cloud Data Integration tool looks to complete the set of required supporting services that you'll need for a full BI Implementation.

The question is still there as to whether customers will actually move their workloads to the public cloud (and more importantly, feel safe doing so and be allowed to for regulatory reasons) but from a functionality perspective, I can see Oracle BI in their Public Cloud being their main release vehicle in the next couple of years.

Harshad Oak

Founder, IndicThreads, Java Champion, ACE Director, India

It seems like it's only a matter of time before everything that can be on the cloud, will be on the cloud. So even software development systems and processes that developers are used to running on their machines or on premise, are now being moved to the cloud, in what's called the PaaS Development Environment / Development Environment as a Service. Developers can just focus on building the core value and business logic of applications; almost everything else will be automated and on the cloud!

Andrejus Baranovskis

Technical Expert, Red Samurai Consulting, ACE Director, Lithuania

Confirmed Speaker for AMIS25 Beyond the Horizon Conference

OOW 2015 was really special for ADF developers. With announcement of ADF 12.2.1 release, ADF was strengthened with broad range of new features - from new UI components, REST support by ADF BC to technical architecture elements, such as ADF remote regions. This shows continuous Oracle investment into ADF based development platform. JET (JavaScript toolkit) announcement was one of the key highlights for developers. I would assume this will have an effect of more applications appearing in the future with UI implementation based on JET and business logic in ADF BC exposed through REST. WebCenter 12c was released after long wait time, this is another good sign for ADF.

Dan Atwood

Director of Training, AVIO Consulting Oracle ACE, USA

Oracle OpenWorld 2015 gave us very clear insight on how Oracle will dominate the cloud market in a short period of time. Every facet of development and application management is either now or soon will be available on the cloud through two of the strategies it will offer customers. First, Oracle will differentiate itself by reducing a company's risk and retain their investment by continuing to run their existing Oracle software inside their firewall, while at the same time gradually accessing more and more of the same software outside the firewall. Secondly, Oracle is offering new and simpler to use cloud-based development environments that less skilled business users will use to engage their customers.