

Oracle Cloud Adapter for Oracle Eloqua Marketing Cloud Service



Oracle Cloud Adapter for Eloqua provides seamless connectivity and integration with the Oracle Eloqua Marketing Cloud Service enabling organizations to streamline their marketing automation and deliver enhanced customer experience portfolio. The adapter delivers faster time to integration, increased productivity and lower TCO to customers while integrating with the SaaS Application.

KEY FEATURES

- Intuitive and rich design-time wizards in JDeveloper
- Outbound integration with Oracle Eloqua Marketing Cloud Service
- Support for standard and custom Objects
- Simple to configure yet powerful security model
- Highly available, scalable and reliable.
- Simplified data mapping to Eloqua Cloud Business Objects

Product Overview

Oracle Cloud Adapter for Eloqua boosts developer productivity, and provides comprehensive connectivity, reliability and performance for integration with Oracle Eloqua Marketing Cloud Service. The Adapter influences the value to customers across these three critical areas:

- **Reduced Cost of Integration.** SaaS Application Integration is much more than making that web service call. There are several design-time and runtime considerations that require users to manually build and manage additional business logic into their integration middleware for authentication, transformation mappings and more. The Oracle Cloud Adapter for Eloqua significantly lowers the cost of building and maintaining this complex business logic through out-of-the-box features that users can graphically configure through a point-and-click wizard based designer integrated within Oracle JDeveloper.
- **Improved Developer Productivity.** The Oracle Cloud Adapter for Eloqua provides a graphical wizard for configuring connectivity and integration with Oracle Eloqua Marketing Cloud Service. The Adapter streamlines and simplifies the development experience by providing a graphical business object catalog that enables users to natively browse, search and select one or more business objects of interest without needing to understand technical details.
- **Faster time to market.** The integration developers no longer need to unscramble the complicated out of the box service interface and build the integration code manually. The Eloqua Cloud Adapter use diminishes errors in implementation and makes test cycles faster, thus reducing time-to-market for integrations of Eloqua Marketing Cloud Service with other cloud and on-premise applications across business processes.

The key features of the adapter are as follows.

Graphical Discovery of Eloqua Business Objects

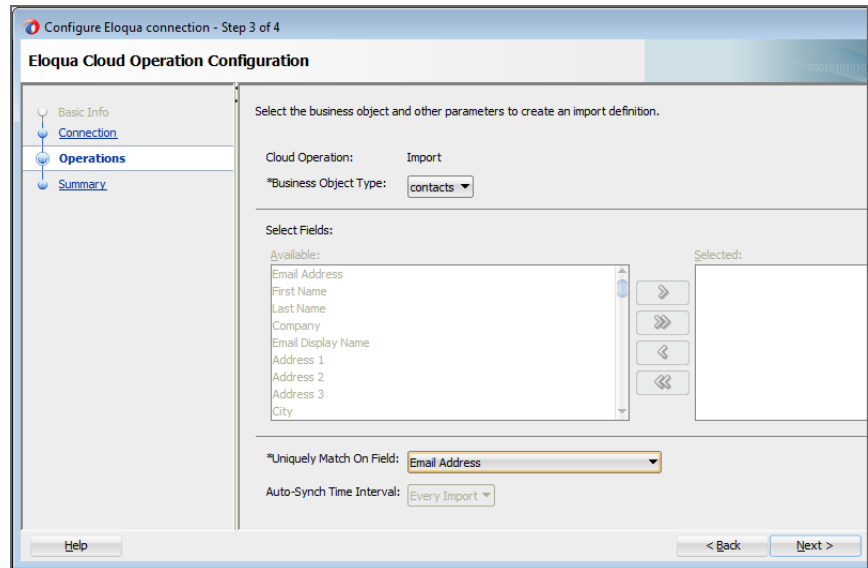


Figure 1: The Business Object catalog in the Eloqua Cloud Adapter designer

The graphical adapter configuration wizard in JDeveloper enables users to browse and search for business objects in Eloqua Marketing Cloud Service. It provides a highly simplified declarative way to pick the Object and Operation of choice without needing to understand the technical details.

Comprehensive Eloqua Marketing Cloud Connectivity

The adapter supports integration with Eloqua Marketing Cloud Service via the REST based Bulk API. It enables performing outbound integration with the Eloqua Cloud instance.

Simple to configure yet powerful security model

The adapter design-time enables users to specify the Eloqua Cloud Service credentials at design-time and securely stores them in a credential store. You do not need to manage these security policies manually in your integration projects. These are transparently managed by the Adapter instead.

Simplified Service Interface

The service interface exposed by Eloqua Marketing Cloud is loosely typed, making it cumbersome to work with, especially when modeling transformations. The adapter design-time alleviates this complexity by generating a much simpler and strongly typed service interface that aids visual mappings between business object documents.

Certification with Oracle Fusion Middleware Components

The adapter is certified to work with the Oracle SOA Suite and Oracle BPM Suite components including SOA composite applications and Oracle Service Bus.

**CONTACT US**

For more information about the Oracle Cloud Adapter for Oracle Eloqua Marketing Cloud Service, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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