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October 1–5, 2017  
SAN FRANCISCO, CA

# CON7015 – How Integration Analytics Enables Insight On-Premises and in the Cloud

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October 2017



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# Oracle Cloud Platform



Develop & Deploy



Integrate & Extend



Publish & Engage



Analyze & Predict



Secure & Manage

Innovate with a  
**Comprehensive, Open,  
Integrated and Hybrid**  
Cloud Platform  
that is  
**Highly Scalable, Secure  
and Globally Available**



# Oracle Cloud Platform

Comprehensive

Open





Integrated





Hybrid

Oracle  
Public Cloud



Oracle  
Data  
Center

-  Data Management
-  Application Development
-  Enterprise Integration
-  Data Integration

-  Analytics and Big Data
-  Content & Experience
-  Identity & Security
-  Systems Management

Oracle Cloud  
at Customer



Your  
Data  
Center

**Built on High Performant Oracle Cloud Infrastructure**

# Oracle Cloud Platform Momentum

**14,000+**  
Oracle  
Cloud Platform  
Customers



**3,000+**  
Apps in the  
Oracle Cloud  
Marketplace



**\$1.4 Billion**  
FY17 Oracle Cloud  
Platform  
Revenue  
(60% YoY Growth)



**10 PaaS**  
Categories where  
Oracle is a **Leader**  
According to  
Industry  
Analysts



# Customer Speaker



## **Perry Patel**

Director, Applications  
Integration/Enterprise Architecture,  
Hub Group

# Partner Speaker



**Robert van Mølken**

AMIS, Cloud Integration Specialist

# Program Agenda

- 1 Business Challenges
- 2 Integration Analytics Overview
- 3 Creating Your First Model
- 4 Mortgage Enquiry Use Case
- 5 Insight Customer Case Study – Hub Group

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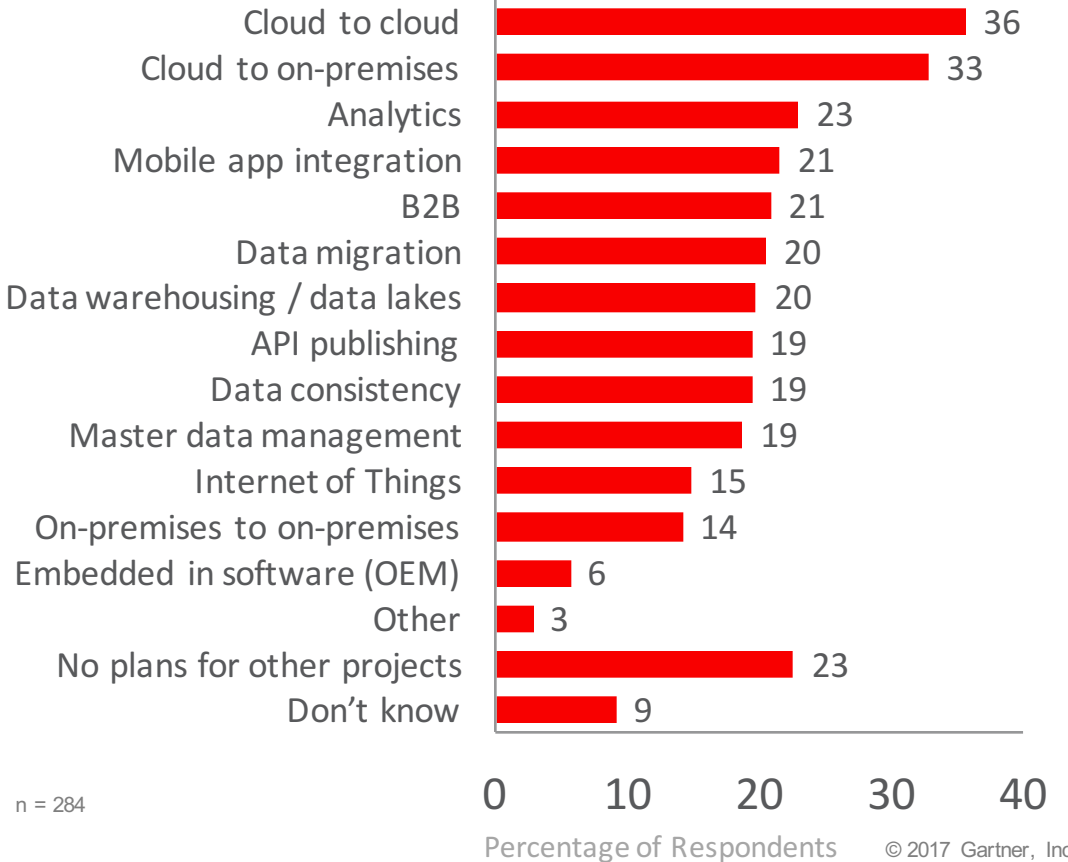
# Challenges for Line of Businesses Today

- Business owners lack **visibility** and **direct control** into business processes
- Today's data is stale. We need a view of the business in **real time** while we can still react to an issue
- Executives want to talk in their **own language** and want business level interpretation of steps in their processes in real-time
- Difficult to get a comprehensive view of the business **across integrations**
- Building **custom views** requires coding and re-deployment of integrations



# Future iPaaS Use Plans

Is your organization planning to use vendor's iPaaS in other projects than those where it is currently deployed? If so, what kind of projects would they be?

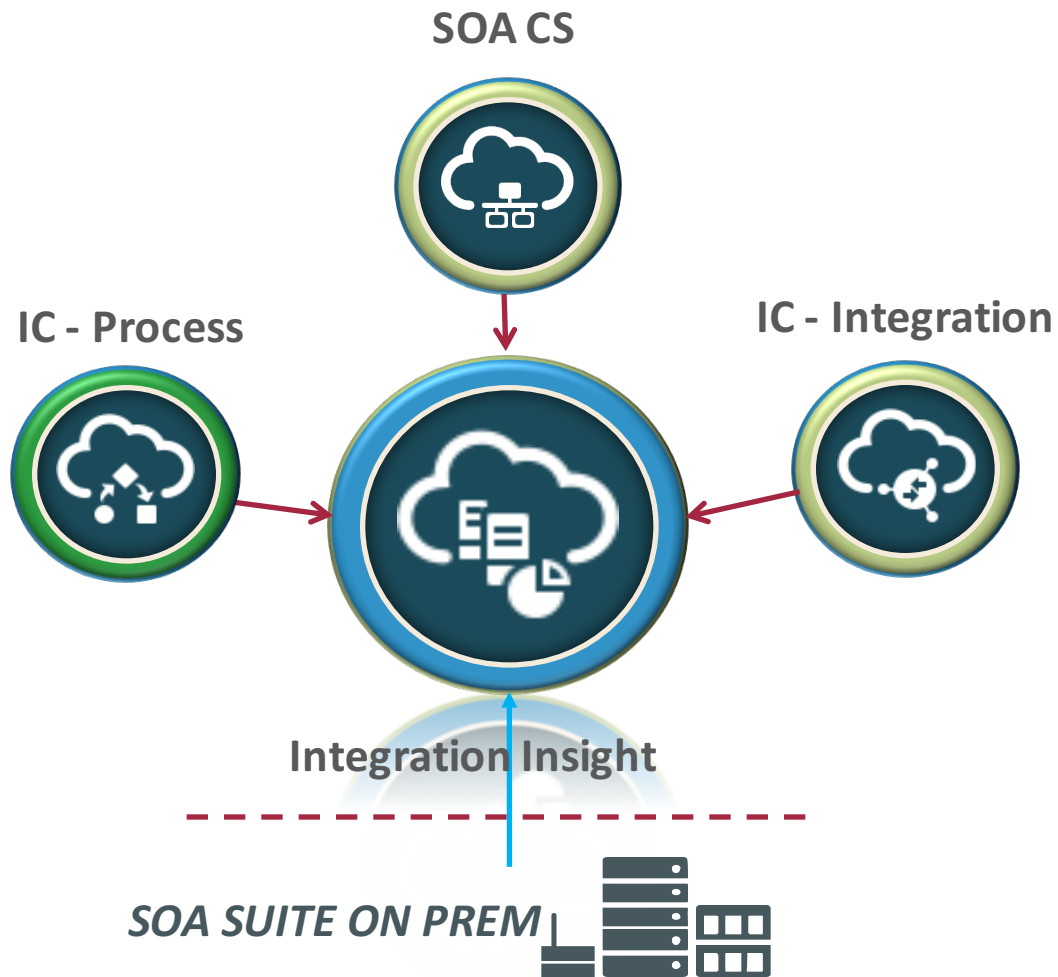


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# Integration Insight **Cloud**

Real-Time Analytics for Business Owners and Executives



- Key Features

- **Business Monitoring** of Integration Cloud applications and heterogeneous cloud and on-premises environments
- **Define** Business Milestones and Metrics from your browser with **no coding**
- **Identify** problems when they happen
- **Facilitate** business to IT **communication**

- Benefits

- Real-time visibility into the business
- Puts business owner in control
- Provides early warnings to prevent business failure
- No costly development engagement

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# Integration Insight at a glance - Model

1

## Define the Business Model

A business user utilizes the model designer to **define** the **milestones** and **indicators** that are most important for understanding the business.

2

## Map to Implementation

3

## Analyze!



Enquiry Received



Analysis Started



Offers Retrieved



Enquiry Rejected



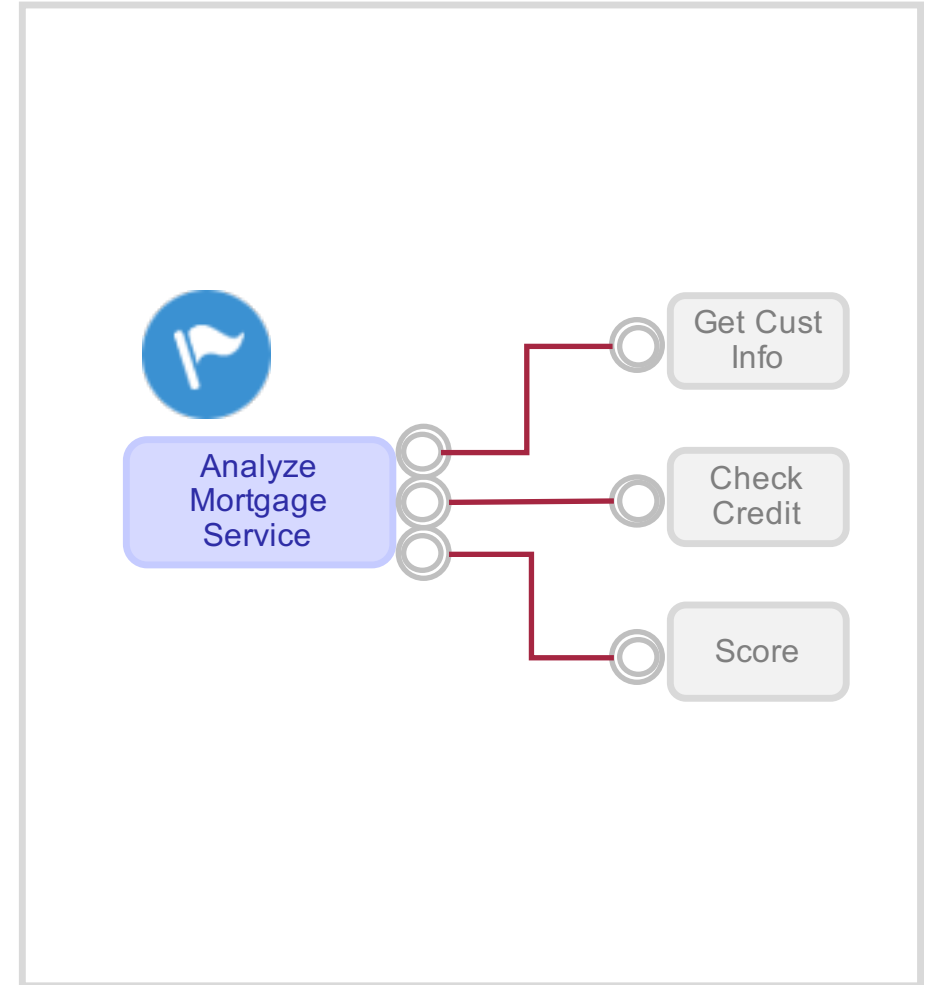
# Integration Insight at a glance - Map

## 1 Define the Business Model

## 2 Map to Implementation

After defining the business model, an architect uses a web-based tool to **map each part** of the model to a point in the implementation.

## 3 Analyze!

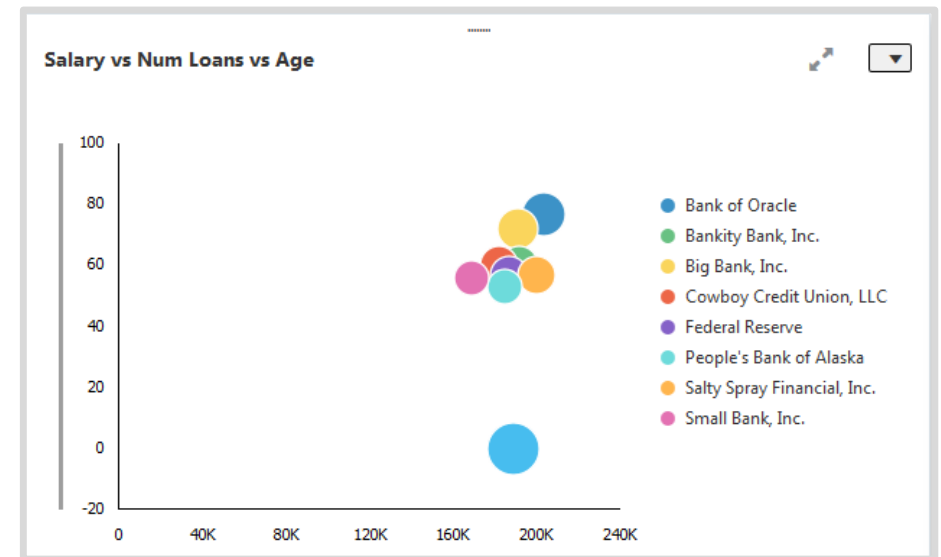
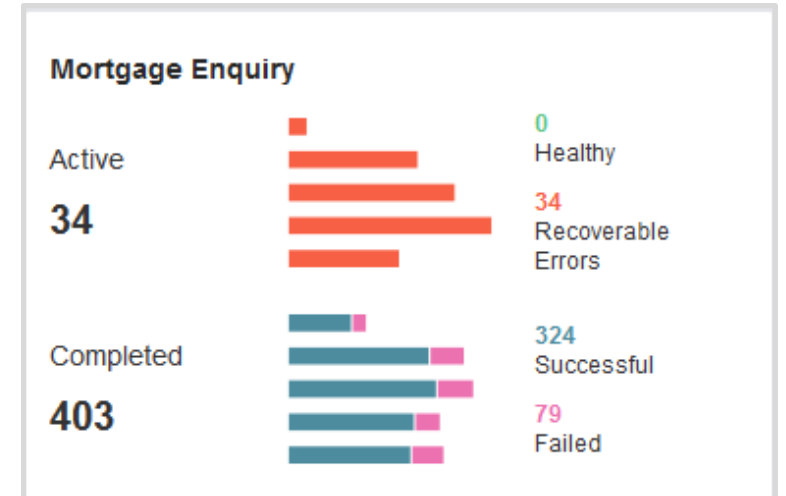


# Integration Insight at a glance - Analyze

1 Define the Business Model

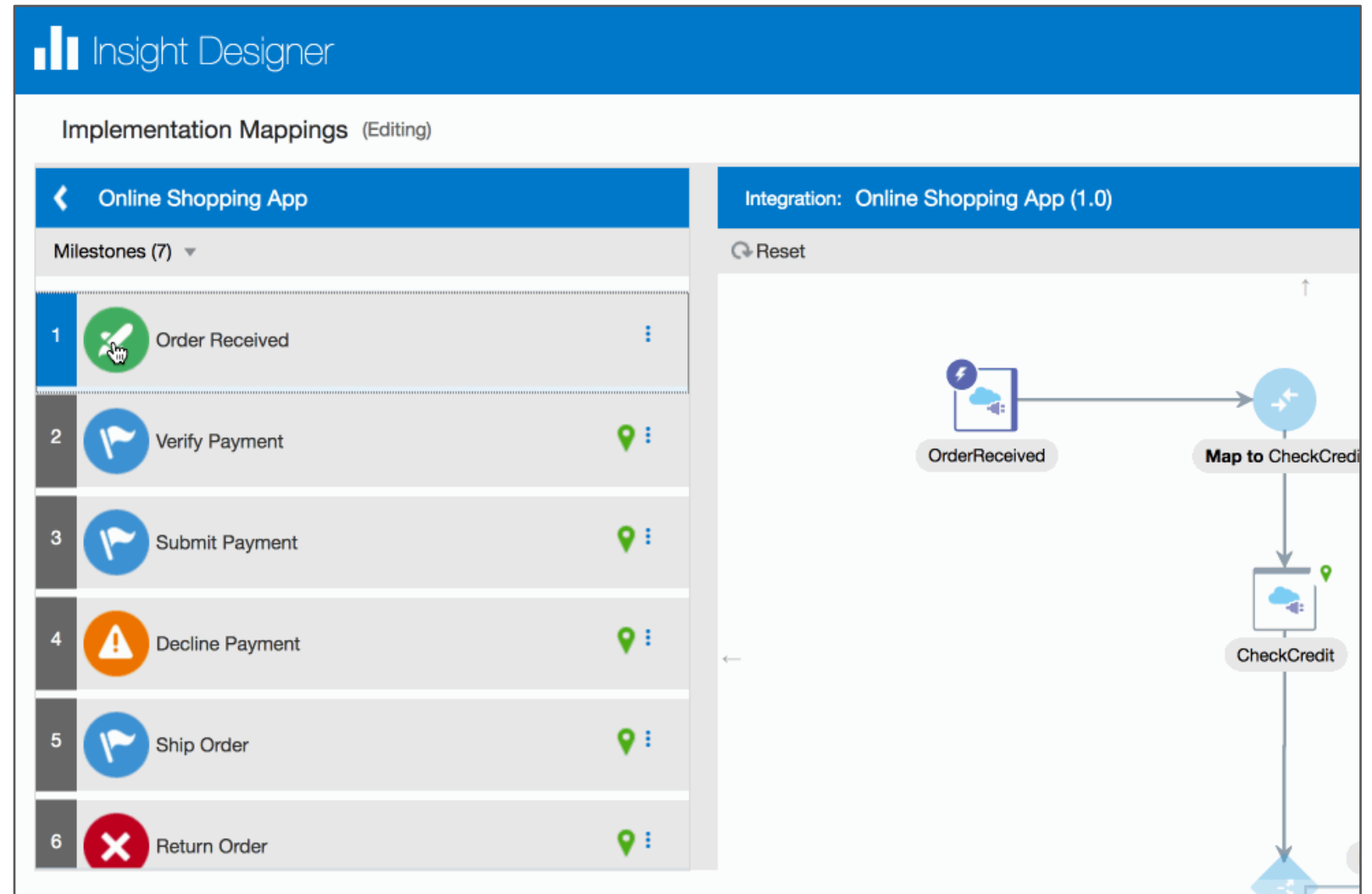
2 Map to Implementation

3 **Analyze!**  
After activating the completed model, business owners can immediately begin to **monitor their application** using out-of-the-box dashboards



# Integration Insight in One Design Experience

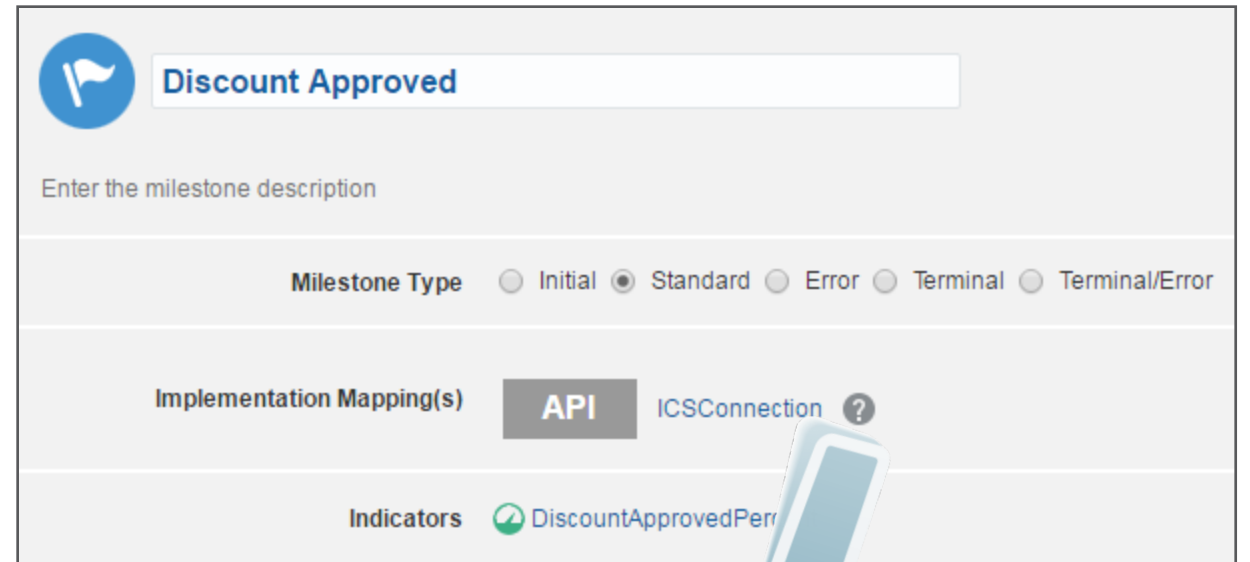
- Map Insight model from a single design canvas within Integration
  - Select your Insight model
  - Map/update milestones, measures and dimensions
  - Start collecting metrics
- No need to modify or deactivate your integration



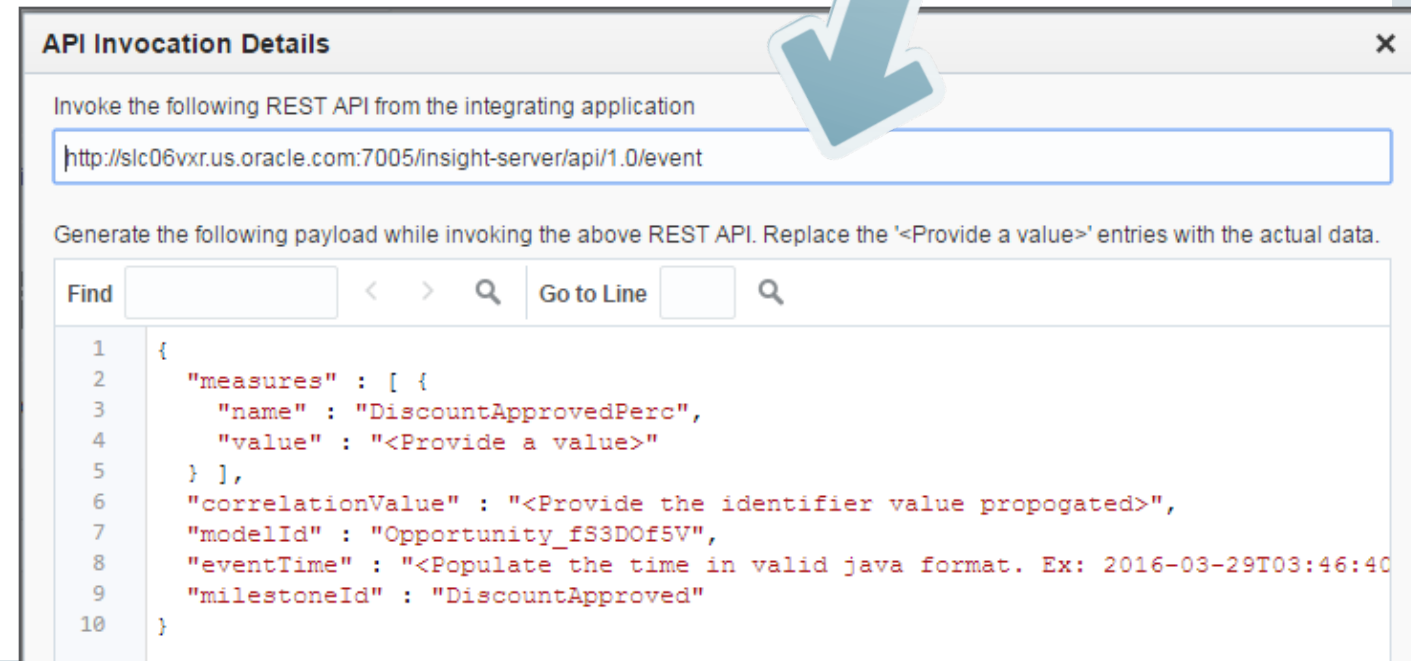
# Analytics Without Limits

Any app, any milestone, any metric

- Insight Composer:
  - Design a business model
  - Define milestones
  - Define indicators
- Application to be monitored, e.g. ICS/PCS
  - Define REST connection
  - Define/map JSON payload
  - Publish metrics via REST API



The screenshot shows a configuration window for a milestone. At the top, there is a blue flag icon and the text "Discount Approved". Below this is a text input field with the placeholder "Enter the milestone description". Underneath, there are radio buttons for "Milestone Type": Initial, Standard (selected), Error, Terminal, and Terminal/Error. Below that, there is a section for "Implementation Mapping(s)" with a button labeled "API" and a link "ICSConnection" with a question mark. At the bottom, there is an "Indicators" section with a green checkmark icon and the text "DiscountApprovedPerc".



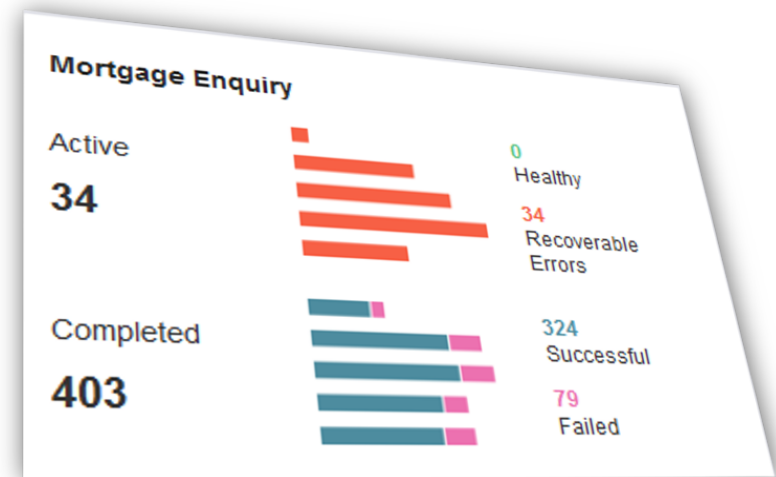
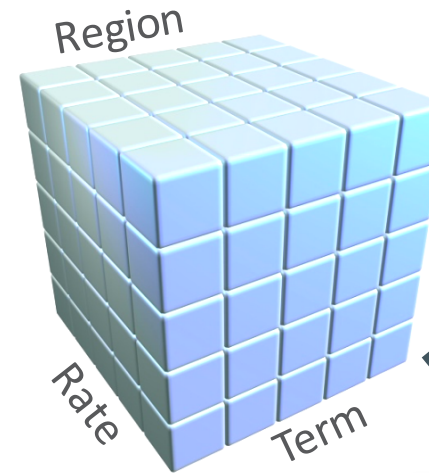
The screenshot shows a window titled "API Invocation Details". It contains a text input field with the URL "http://slc06vvr.us.oracle.com:7005/insight-server/api/1.0/event". Below the URL, there is a text input field with the instruction "Generate the following payload while invoking the above REST API. Replace the '<Provide a value>' entries with the actual data." Below this is a code editor with a search bar and a "Go to Line" field. The code is a JSON payload:

```
1 {
2   "measures" : [ {
3     "name" : "DiscountApprovedPerc",
4     "value" : "<Provide a value>"
5   } ],
6   "correlationValue" : "<Provide the identifier value propogated>",
7   "modelId" : "Opportunity_fs3DOf5V",
8   "eventTime" : "<Populate the time in valid java format. Ex: 2016-03-29T03:46:40>",
9   "milestoneId" : "DiscountApproved"
10 }
```

# Current Solutions Come Up Short

- Data warehouses and BI tools are best for **historical** data and analysis
- Application reporting tools will show you how each **silos of activity** is performing
- Most middleware approaches require **code changes** and **re-deployment**, resulting in time consuming QA cycles
- You need Integration Analytics to see how your business is performing in **real-time** – and to pro-actively tune activities

➤ Loans by Region/Rate/Term



# Visit our Demo Pod

## SOA – 056 - Cloud & On-Prem Integration with Integration Cloud Service

Demos include Integration Cloud Service, SOA  
Cloud Service and Integration Insight

### Moscone West


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A man in a dark suit, light blue shirt, and dark tie is looking down at a smartphone he is holding. The background is a blurred cityscape at night with bokeh lights. The image is overlaid with a teal geometric pattern.

# Integration Insight Use Case – Mortgage24 Calculator & Broker



# Mortgage24

## Mortgage Broker Use Case

- Summary

- Mortgage **calculation and broker** solution, using Oracle Integration Cloud Service to integrate

- Consumer Mobile App (Customer)
- Sales Cloud (Accountant)
  
- Service Virtualization
- Internal Orchestration Services
- External Services

- Goals

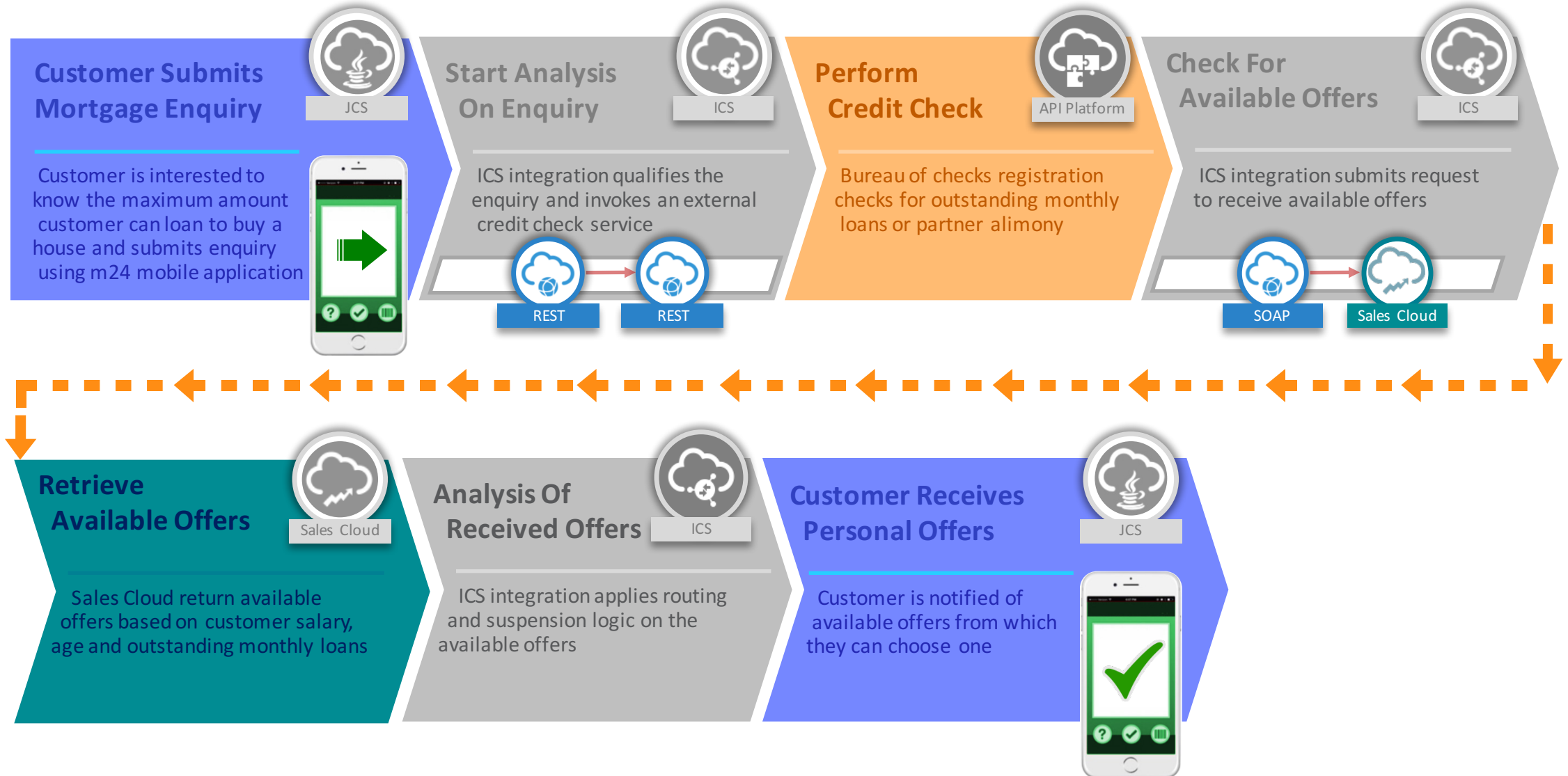
- Improve sales & customer engagement

- Understand integration hot spots
- Maximize mortgage deals

- Establish real time metrics

- Track amount of mortgage enquiries
- Measure available offers
- Identify best rates per provider
- Acceptance / rejection rate and reason
- Average income based on age

# Mortgage Enquiry Integration Flow



# Model

## Milestones

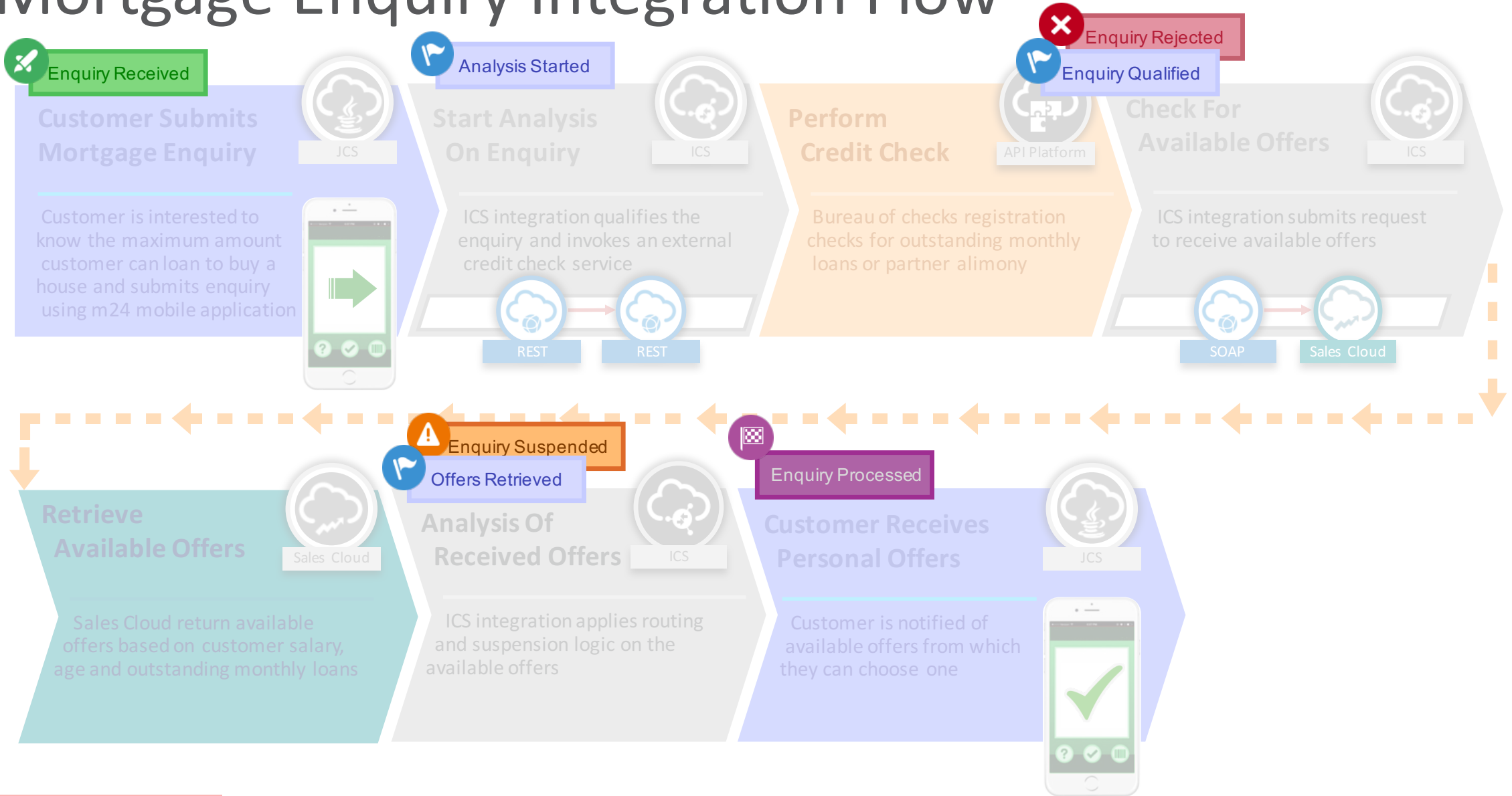


## Indicators

- Engagement Id: Enquiry Request ID (Key icon)
- Salary (Gauge icon)
- Age (Gauge icon)
- Monthly Loans (Gauge icon)
- Partner Alimony (Gauge icon)
- Amount of Offers (Gauge icon)
- Customer SSN (Grid icon)
- Rejection Reason Message (Grid icon)
- Suspension Reason Message (Grid icon)

...

# Mortgage Enquiry Integration Flow





# Mapping of Business Milestones to Mortgage Enquiry Integration

The screenshot displays the Oracle Integration Cloud Insight Designer interface. The top navigation bar includes the Oracle logo, 'Integration Cloud', and 'Insight Designer' with 'Save' and 'Close' buttons. The main workspace is titled 'Implementation Mappings (Editing)' and 'Integration: New Mortgage Enquiry (1.0)'. A sidebar on the left lists 'Milestones (7)':

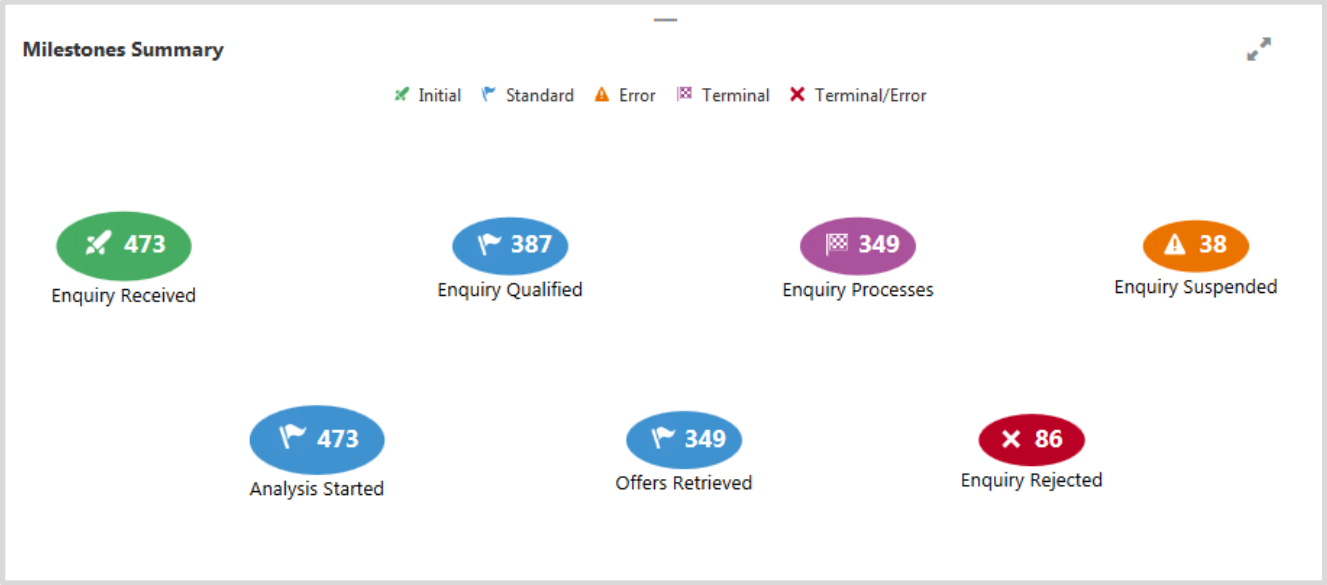
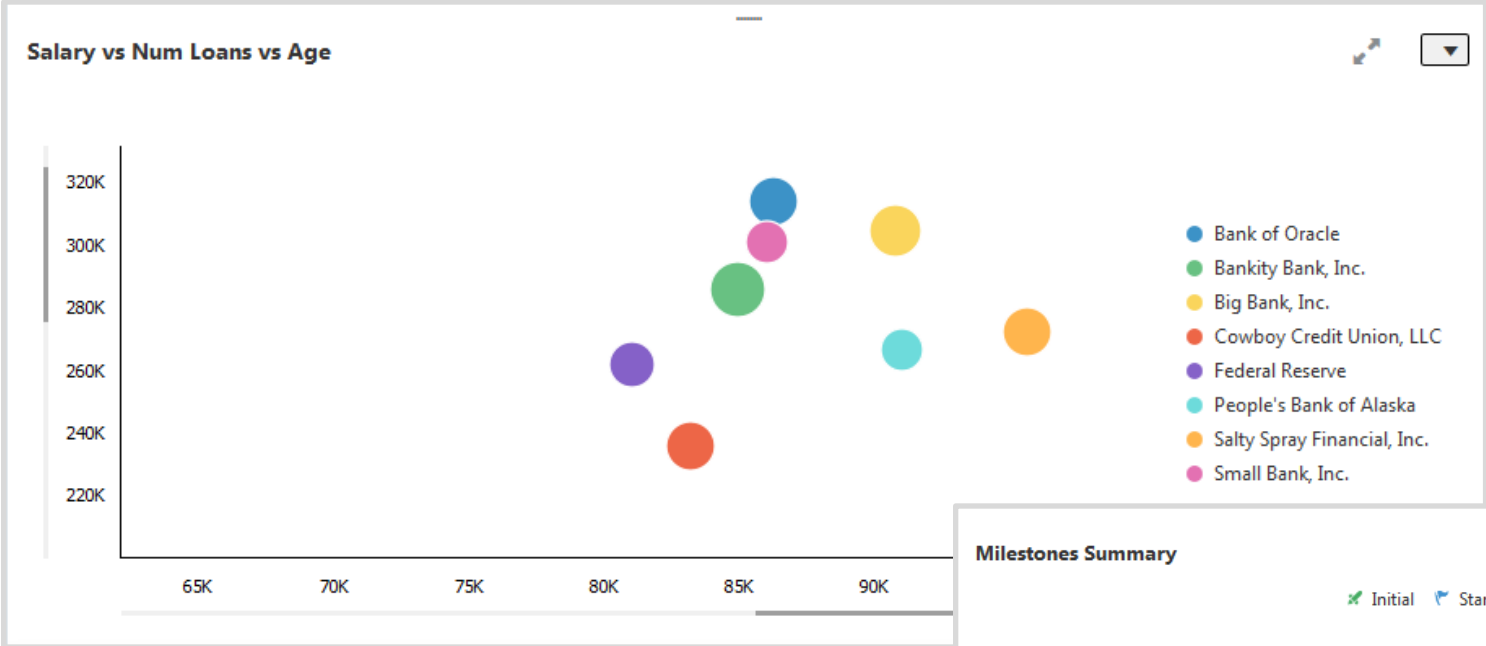
- Enquiry Received
- Analysis Started
- Enquiry Qualified
- Enquiry Rejected

The main canvas shows a flowchart for the 'New Mortgage Enquiry' process. It begins with a 'Map to PerformCredi...' step, followed by a 'PerformCreditCheck' step. A decision diamond splits the flow into two paths:

- Path 1 (IF PositiveCreditChe):** This path includes a 'Map to SubmitQualifi...' step, a 'SubmitQualifiedEvent' step, and a 'Map to ProcessEnquiry' step.
- Path 2 (Otherwise):** This path includes a 'RejectionReason' step, a 'Map to SubmitReject..' step, a 'SubmitRejectionEver' step, and a 'Map to ProcessEnquiry' step.

The flowchart also features various connectors, including a merge connector and a 'Process' connector at the end of the paths.

# Custom Dashboards for Mortgage Enquiry



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# Integration Insight Use Case - Driver On-boarding



# Hub Group

## New Driver On-boarding

- Summary

- Heterogeneous **Logistics** solution, using ...

- Oracle SOA Cloud Service
- Oracle HCM Cloud Service
  
- Partner SaaS Services
  - TenStreet, Inc.

- Goals

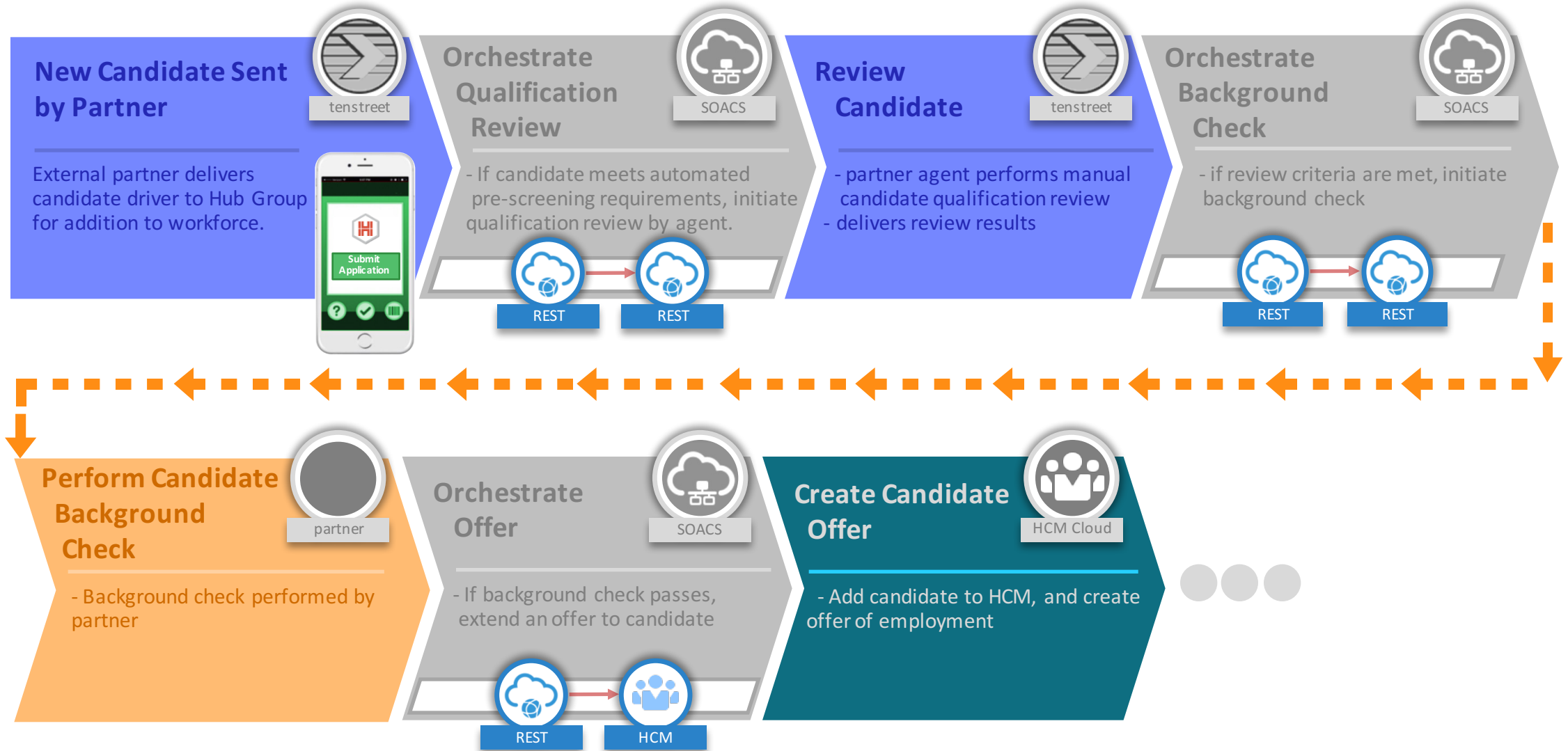
- Track Driver On-boarding Process

- Recruiter performance & efficiency
- Driver recruitment levels & quality
- E2E process efficiency

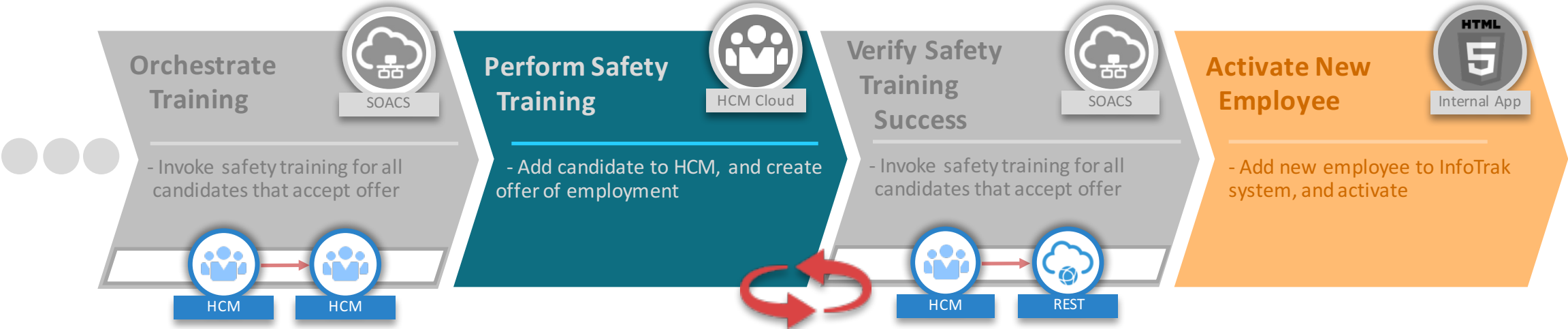
- Establish real time metrics

- Drivers hired over time
- Drivers delivered per recruiter
- E2E recruitment time
- Recruitment efficiency
- Candidate Quality vs. Cost

# Driver On-boarding Integration Flow

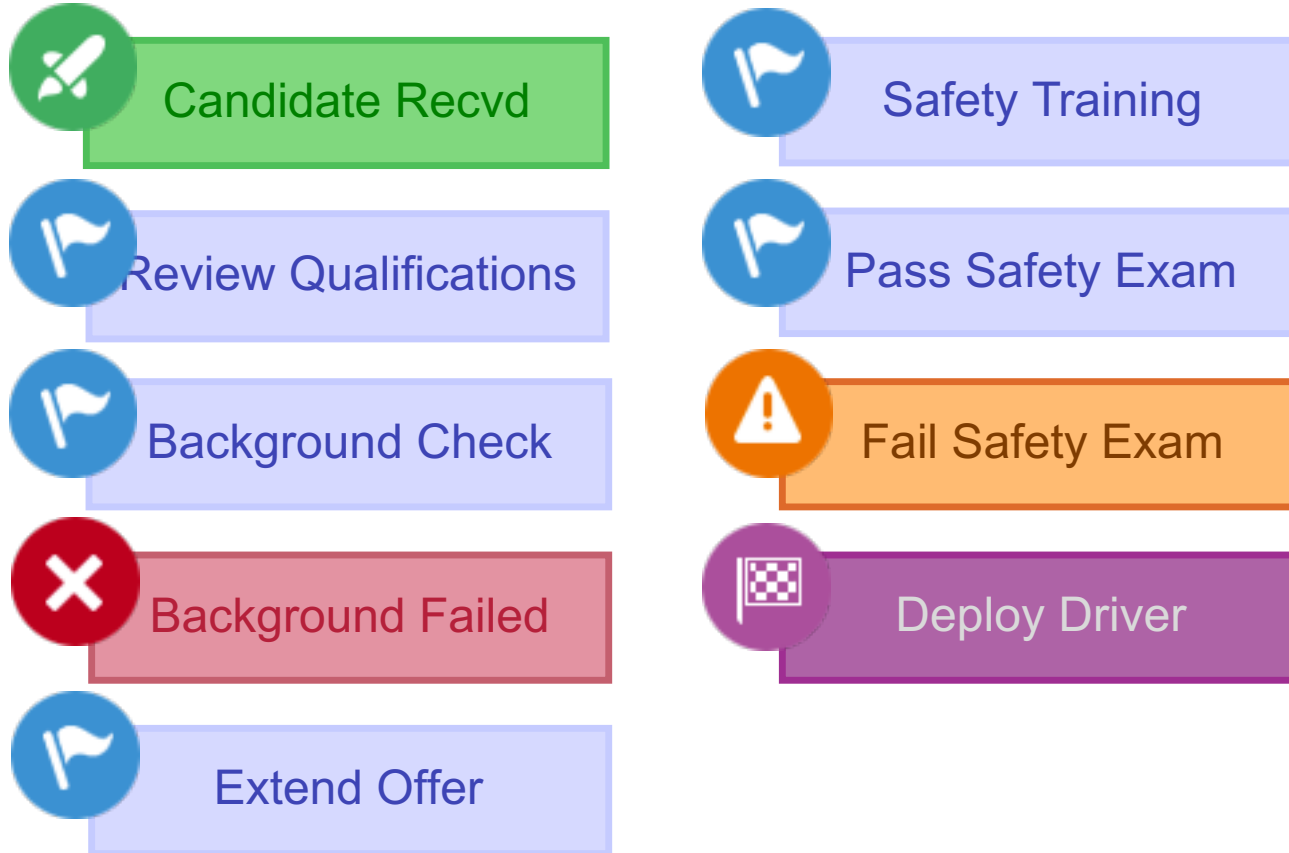


# Driver On-boarding Integration Flow



# Model

## Milestones

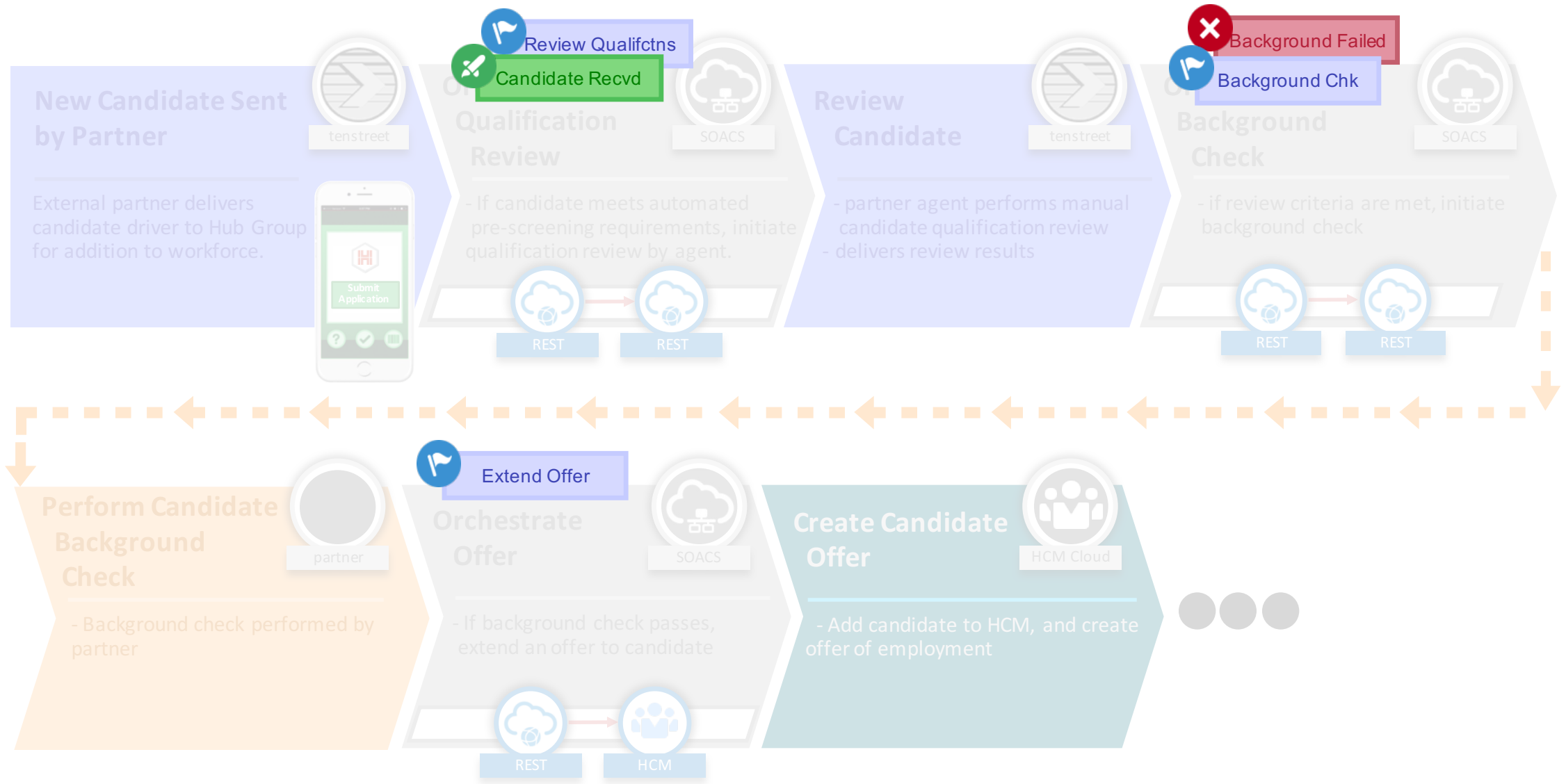


## Indicators

- SubmissionID: Candidate Submission Id
- Recruiter Seniority
- Recruiter Bonus
- Candidate Age
- Candidate Experience
- Exam Passed
- Recruiter ID
- Candidate ID
- Recruiter State
- Recruiter Seniority Level



# Driver On-boarding Mapping

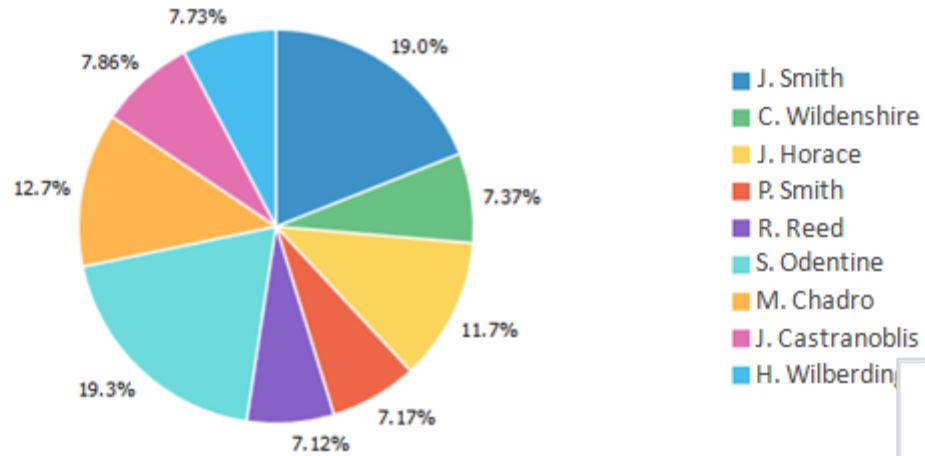


# Driver On-boarding Mapping

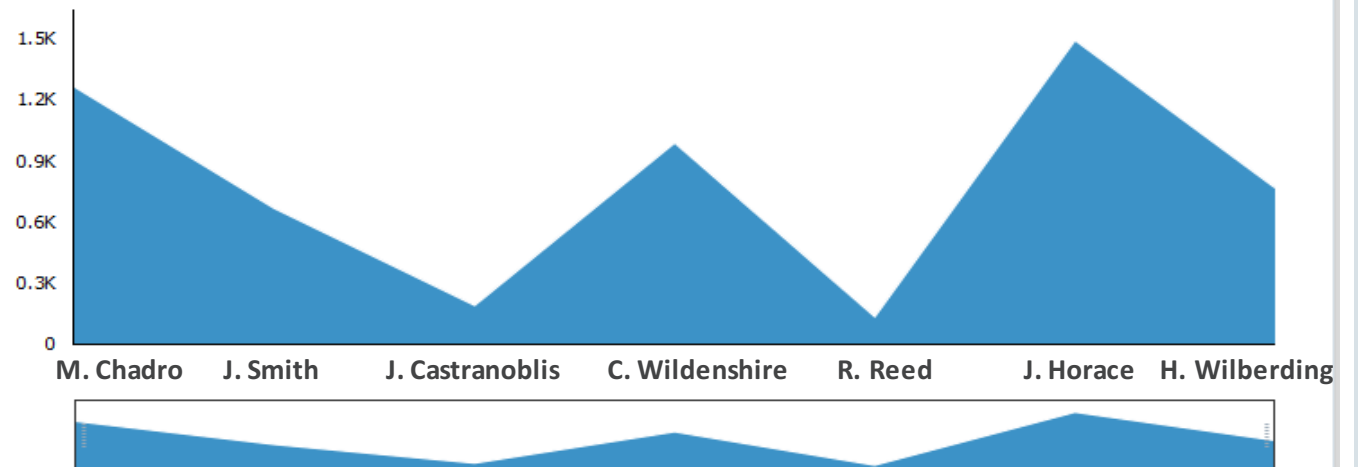


# Custom Dashboards for Driver On-boarding

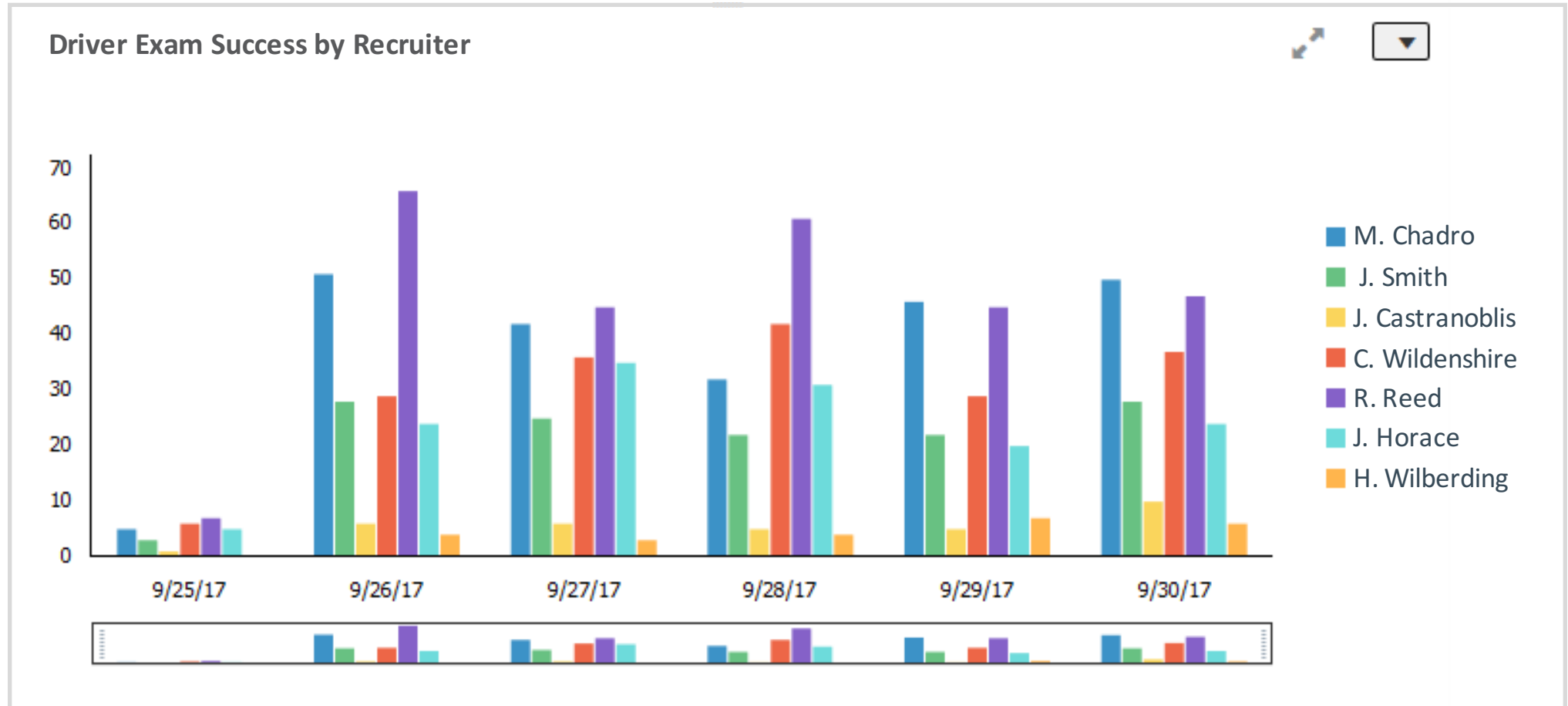
Background Check Failed by Recruiter



Number of Drivers Hired by Recruiter



# Custom Dashboards for Driver On-boarding



A man with a beard and mustache, wearing a dark suit, light blue shirt, and dark tie, is looking at a tablet. The background is a bokeh of lights, suggesting an indoor setting at night. The image is overlaid with a teal geometric pattern.

# Learn More

# Learn More – Integration Analytics

## Analyze

### Real-Time Business Insight

Gain real-time insight into end-to-end processes to guide employees with best next steps for your business operational excellence

### Event Stream Analytics

Get smart about fast data by exploring, analysing, and manipulating streaming events from REST, JMS queues, and Kafka sources



[http://cloud-sites.oracle.com/en\\_US/appintegration](http://cloud-sites.oracle.com/en_US/appintegration)

# Oracle OpenWorld 2017 Integration

## Sunday Agenda

- 9:45 AM Move from On-Premises Integration to Oracle Integration Cloud - SUN7033
- 1:45 PM Oh, the Places You'll Go: How IIC Found Its Path to the Cloud - SUN7255
- 2:45 PM Build Distributed and Scalable Serverless State Machine Applications - SUN7174

# Oracle OpenWorld 2017 Integration

## Monday Agenda

- |          |  |         |   |
|----------|--|---------|---|
| 11:00 AM | Oracle Integration, API, and Process Strategy - CON7118                              | 2:30 PM | Join the “API Economy” with API Design and Management for Today and the Future - HOL7718  |
| 12:15 PM | Oracle Integration Cloud Best Practices: Customer Panel - CON7014                    | 3:15 PM | Oracle Integration Cloud Service (ICS) Best Practices learned from the field - CON1681    |
| 12:15 PM | How Integration Analytics Enables Insight On-Premises and in the Cloud - CON7015     | 4:45 PM | Rabobank’s Success with Public APIs and Alexa Demo - CON7036                              |
| 12:15 PM | How Customers Have Moved from Oracle SOA Suite to Oracle SOA Cloud Service - CON7050 | 5:45 PM | Oracle Stream Analytics: The How of Digital Transformation - CON6963                      |
| 12:45 PM | Extend and Connect your Enterprise Apps with Process and Integration - HOL7717       | 5:45 PM | Dell's Experiences Upgrading/Virtualizing Large Oracle Service Bus Installation - CON1893 |



# Oracle OpenWorld 2017 Integration

## Tuesday Agenda

11:30 AM Oracle API Platform Cloud Service: Roadmap, Vision, and Demo - CON7035

12:30 PM Integrate Salesforce.com and Workday with Oracle Integration Cloud Service - CON7227

4:00 PM Oracle Managed File Transfer Cloud Service Customer Case Studies and Best Practices - CON6892

4:00 PM Rabobank: Oracle SOA Suite + DevOps Deliver Agile Integration - CON3122

5:00 PM Digital Transformation with Oracle API Platform Cloud Service - CON7009

5:00 PM Building Business Agility with Rapid Process Automation - CON7030

5:00 PM Modernizing Legacy Systems with Oracle Cloud PaaS - con1556

5:45 PM Secure Managed File Transfer for the Hybrid Cloud - HOL7712

6:00 PM Evolution to API-Driven B2B: Overview and Customer Case Studies - CON6891

# Oracle OpenWorld 2017 Integration

## Wednesday Agenda

8:00 AM Hands-on Lab for Oracle SOA Cloud Service -  
HOL7721

11:00 AM Apiary Customer Panel - CON7017

11:30 AM Extend and Connect your Enterprise Apps  
with Process and Integration - HOL7717

12:00 PM ERP/HCM/HRMS Integration Made Simple  
with Oracle Integration - CON7020

1:00 PM Simplifying Integration in the Cloud: New and  
Easy Ways to Connect Applications - CON7016

1:00 PM Building Business Agility with Rapid Process  
Automation: Customer Stories - CON7032

1:15 PM Join the “API Economy” with API Design and  
Management for Today and the Future -  
HOL7718

2:00 PM Differentiate with SaaS Applications Using  
Rapid Process Automation - CON7031

3:30 PM Design, Build, and Manage Microservices APIs  
with Oracle's Apiary Solutions - CON1561

3:30 PM Tips and Tricks for Oracle SOA Cloud Service  
Integration: Customer Panel - CON7012

5:30 PM Build Connectivity to Cloud Apps: Oracle Self-  
Service Integration Cloud Service - CON7093

# Oracle Integration

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Oracle SOA



Oracle Data Integration



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Oracle Data Integration

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