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# Oracle Self-Service Integration (SSI)

Build Connectivity to Cloud Apps



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# Program Agenda

- 1 Introduction to Recipes and Self-Service Integration
- 2 Demo SSI Recipe
- 3 Demo Custom Cloud App Onboarding

# 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



Data Management



Application Development



Enterprise Integration



Data Integration



Analytics and Big Data



Content & Experience



Identity & Security



Systems Management

Oracle  
Public Cloud



Oracle  
Data  
Center

**Built on High Performant Oracle Cloud Infrastructure**

Oracle Cloud  
at Customer



Your  
Data  
Center

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# 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

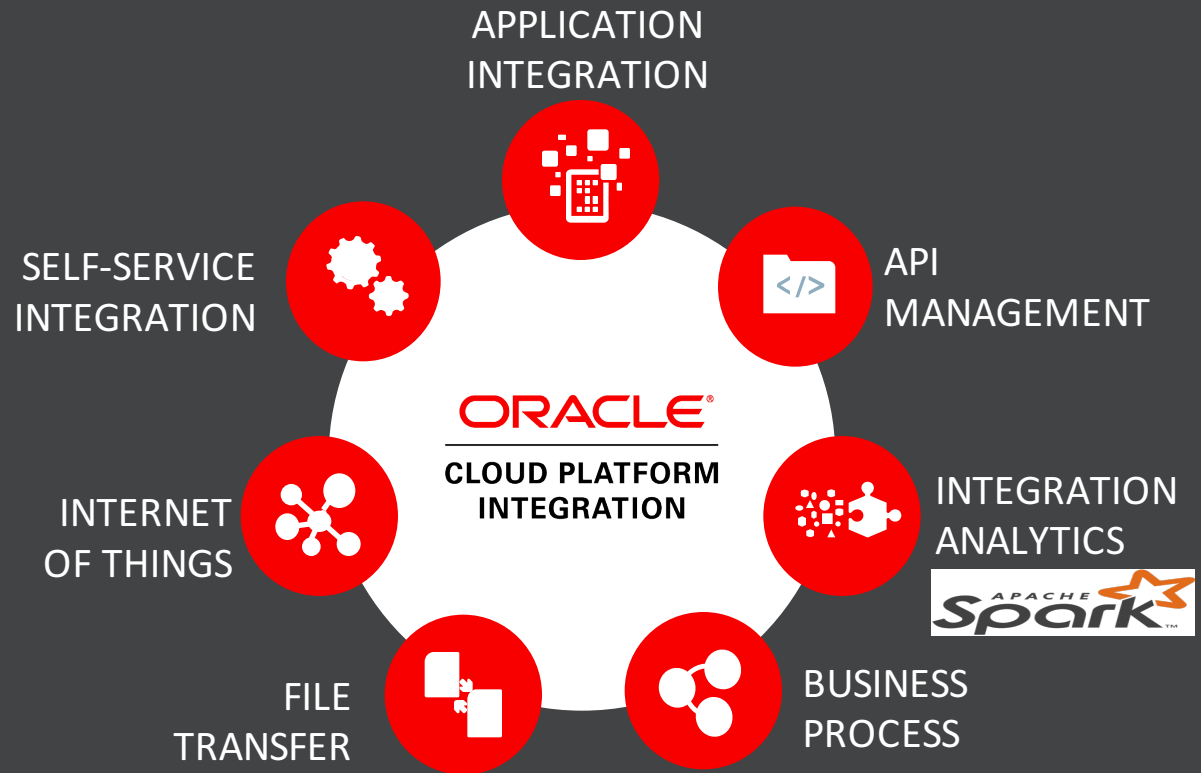


# Oracle Cloud Platform: For Integration

Simplicity

Innovation

Acceleration



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# Oracle Self-Service Integration (SSI)

Streamline and Automate tasks



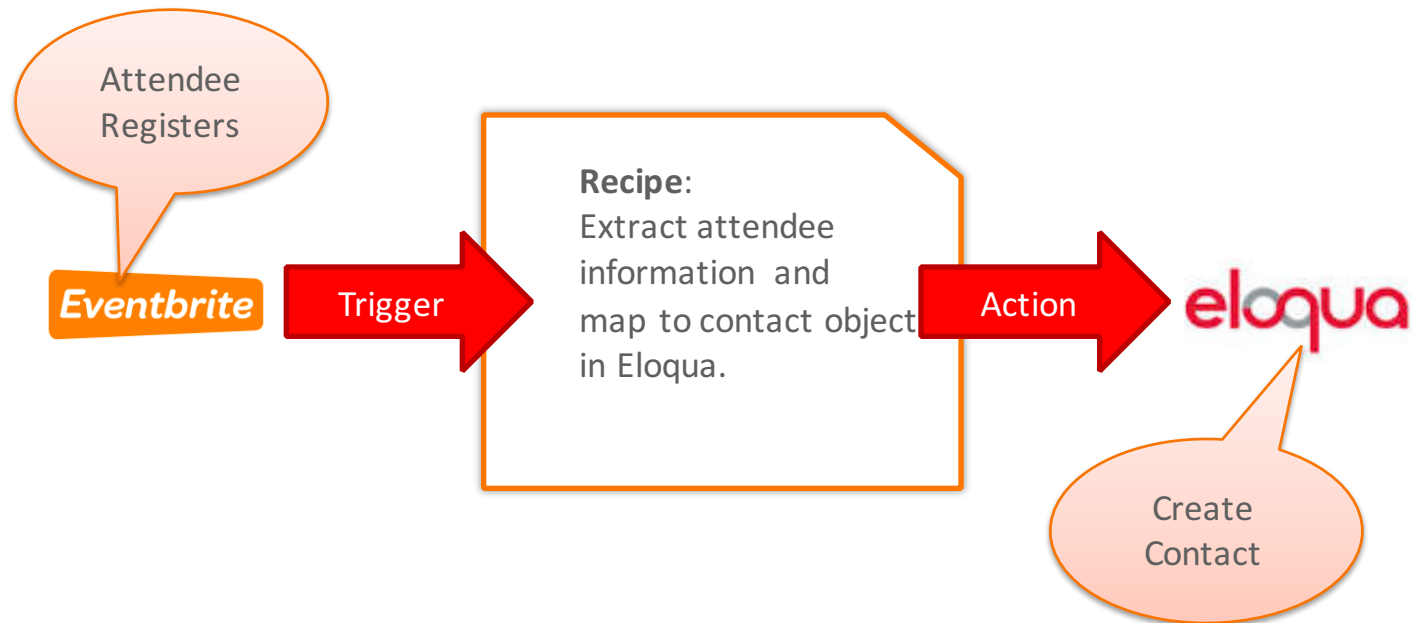
# Oracle Self-Service Integration (SSI)

Streamline and Automate tasks

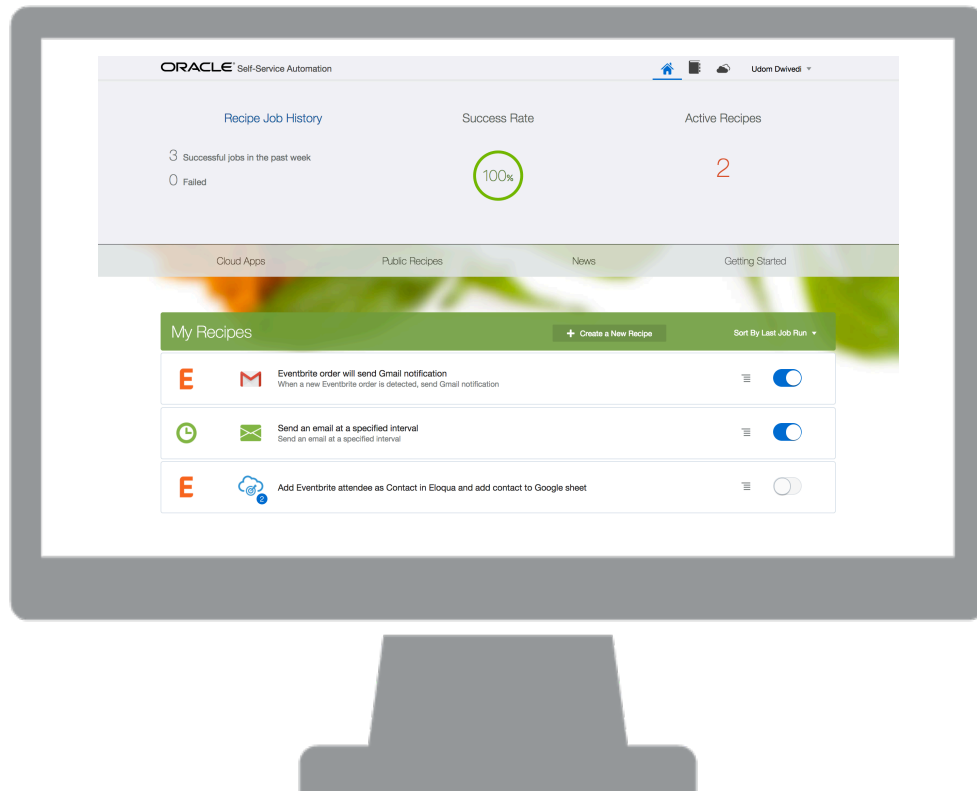


- Empower LOB user
- No-code
- OOTB Recipes
- Enterprise governance, monitoring
- Custom apps support

# Oracle Self-Service Integration (SSI) - Recipe



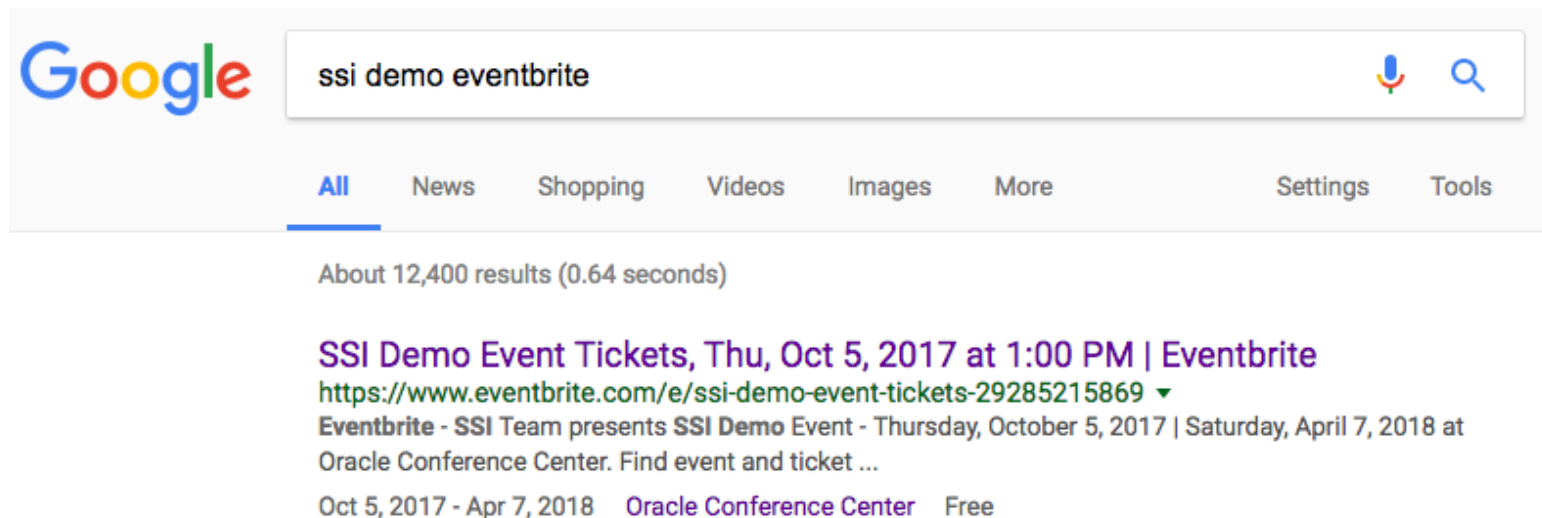
# 1<sup>st</sup> Demo



- Jeff is a Marketing Manager. His team uses Eventbrite to manage Marketing Events
- His company uses Oracle Eloqua for Marketing Automation
- Let's see how Jeff uses SSI to automate tasks and collaborate

# Let's Register for Event in Eventbrite

<https://ssi-demo.eventbrite.com>



The screenshot shows a Google search interface. The search bar contains the text "ssi demo eventbrite". Below the search bar, the "All" tab is selected. The search results show "About 12,400 results (0.64 seconds)". The top result is titled "SSI Demo Event Tickets, Thu, Oct 5, 2017 at 1:00 PM | Eventbrite" with a URL <https://www.eventbrite.com/e/ssi-demo-event-tickets-29285215869>. The description reads: "Eventbrite - SSI Team presents SSI Demo Event - Thursday, October 5, 2017 | Saturday, April 7, 2018 at Oracle Conference Center. Find event and ticket ...". The event details are "Oct 5, 2017 - Apr 7, 2018", "Oracle Conference Center", and "Free".



Asana



Citrix GoToMeeting



Citrix GoToTraining



Citrix GoToWebinar



Dropbox



Eventbrite



Facebook



Google Calendar



Google Contacts



Google Drive



Google Gmail



Google Sheets



Google Tasks



JIRA Cloud



MailChimp



Microsoft Office 365 Excel



Microsoft Office 365 Outlook Calendar



Microsoft Office 365 Outlook Contacts



Microsoft Office 365 Outlook Mail



Microsoft Office 365 Outlook Tasks



Microsoft OneDrive



Microsoft OneNote



Oracle Business Intelligence Cloud Service



Oracle Content and Experience



Oracle Eloqua



Oracle Integration Cloud



Oracle Process Cloud



Oracle Responsys Interact 2



Oracle Responsys Interact 5



Oracle Sales Cloud



Oracle Service Cloud



SSI Email



SSI Timer



SalesForce



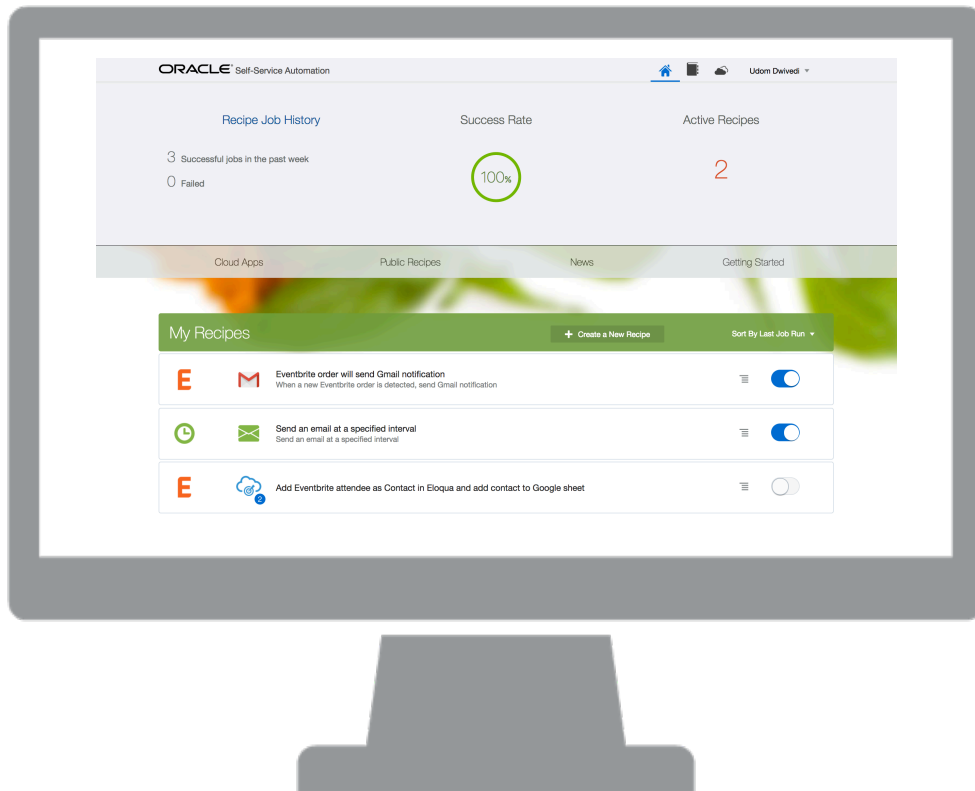
Slack



SurveyMonkey

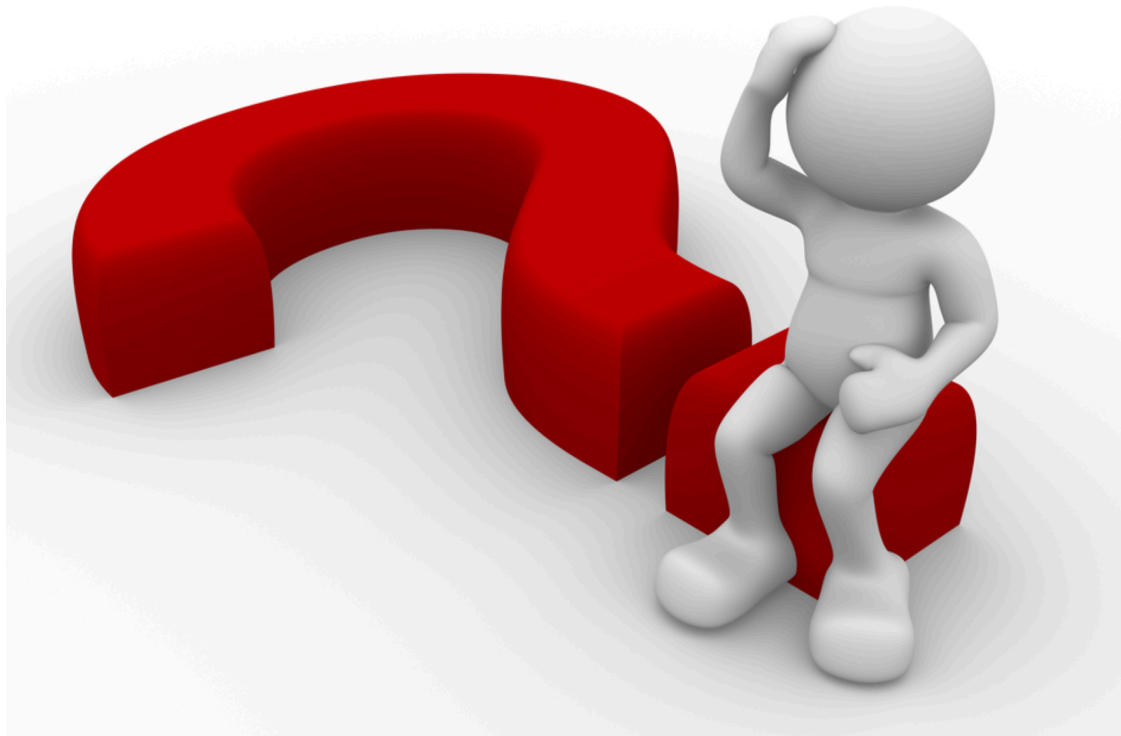


Twilio



# 2<sup>nd</sup> Demo

- Custom Cloud App onboarding using HubSpot

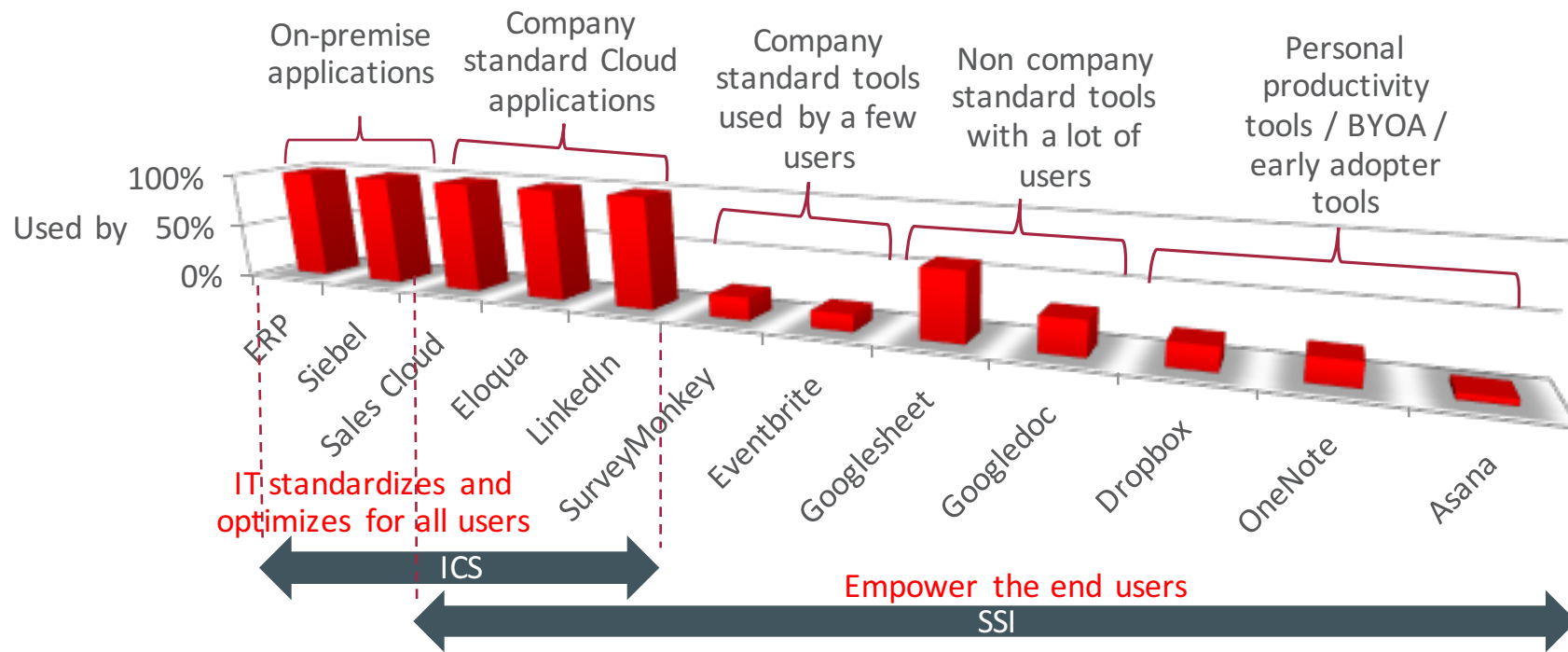




# Appendix

# Who Needs SSI?

## The Long Tail of Integrations (Salesrep example)



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# Why SSI?

- Citizen integrators
  - Emerging within business groups
  - Digital native, tech-savvy and empowered to drive business results
  - Experts with particular system often mixing and matching multiple apps to get job done
  - Demand DIY approach to address automation needs
- Transformation of enterprises into digital businesses
  - Explosion of cloud apps used in enterprise
  - Intense pressure to quickly deploy new digital initiatives
  - Demands flexibility in how automation and integration capabilities are achieved
- IT
  - Continuous backlog of projects
  - Requirement to optimize IT spend and drive innovation, productivity gains

# iSaaS Market Forecast and Growth

- By 2020, current SMB adoption of iSaaS will grow to 35% of the potential target audience, from 5% in 2015.
- By 2020, the iSaaS user base within organizations that have acquired iSaaS will grow from 5% to 20% of white-collar employees.
- By 2021, at least 50% of large organizations will have incorporated citizen integrator capabilities into their strategic integration infrastructure.
- iSaaS market will reach \$90 million by 2020, with a 53% CAGR

*Source : Gartner*

# Integrated Cloud

## Applications & Platform Services

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