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Oracle Self-Service Integration (SSI)

Build Connectivity to Cloud Apps

ORACLE OPEN WORLD

October 1–5, 2017
SAN FRANCISCO, CA

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Program Agenda

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

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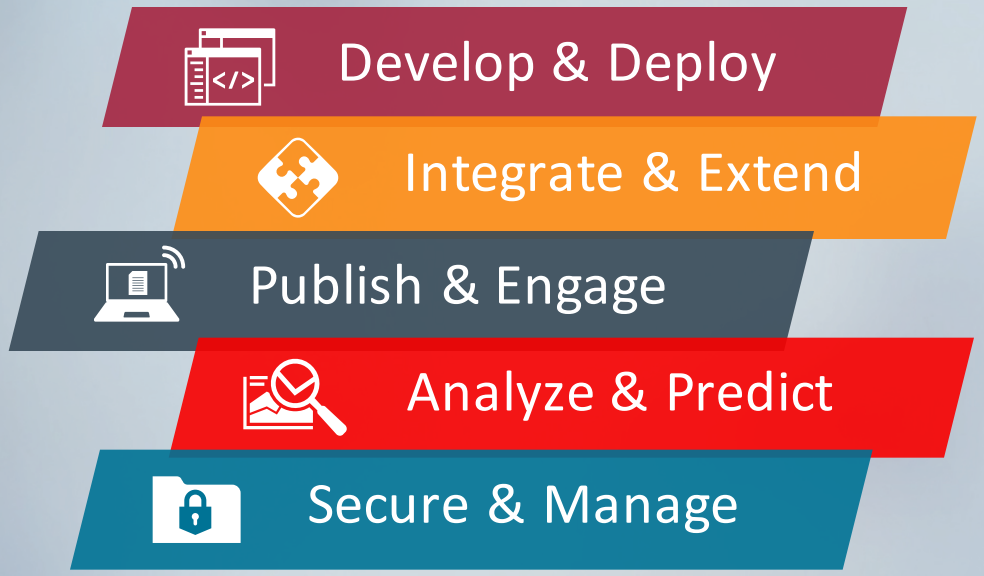
Oracle Cloud Platform



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

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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

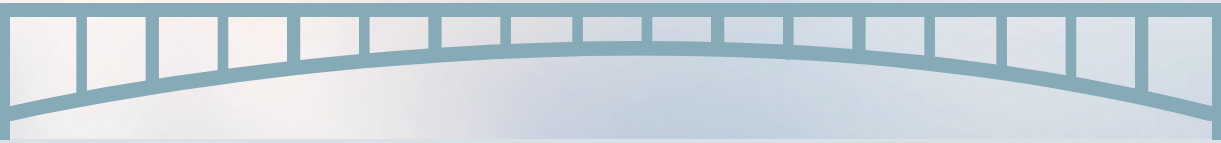
Oracle Public Cloud

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

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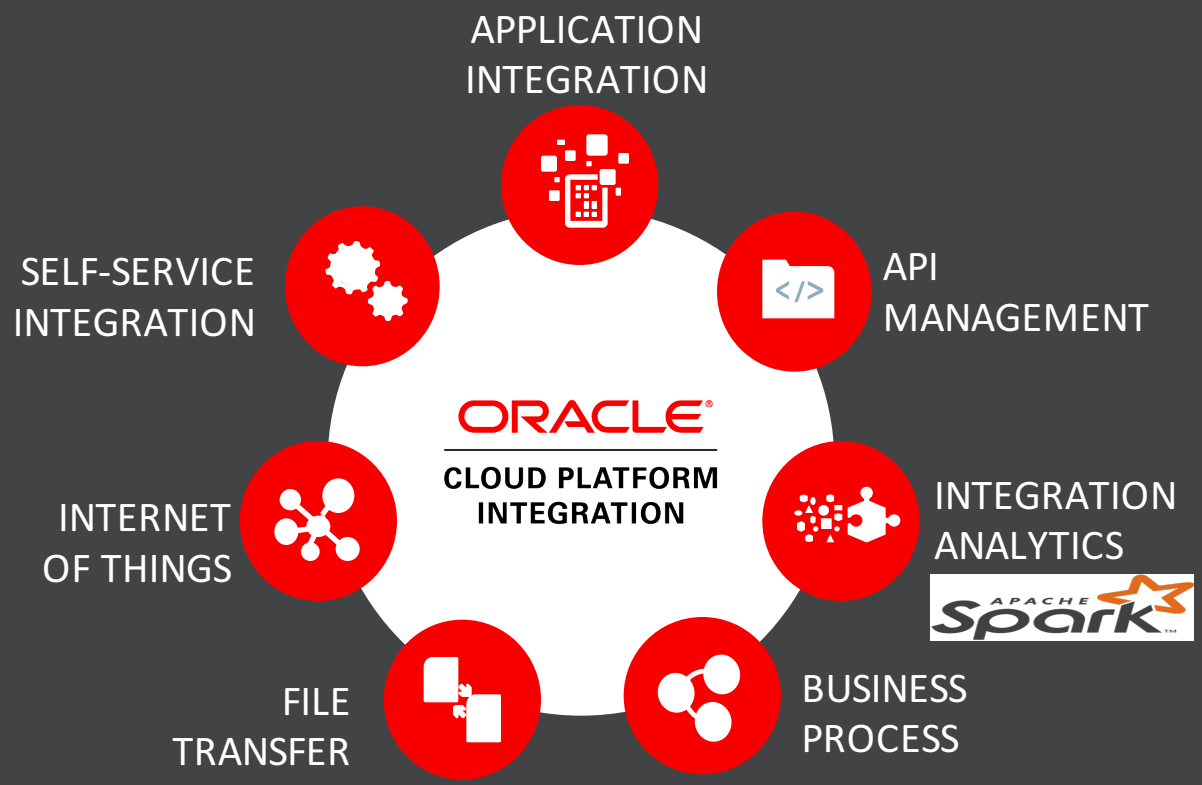
Oracle Cloud Platform: For Integration

Simplicity

Innovation

Acceleration



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Oracle Self-Service Integration (SSI)

Streamline and Automate tasks

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Oracle Self-Service Integration (SSI)

Streamline and Automate tasks

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

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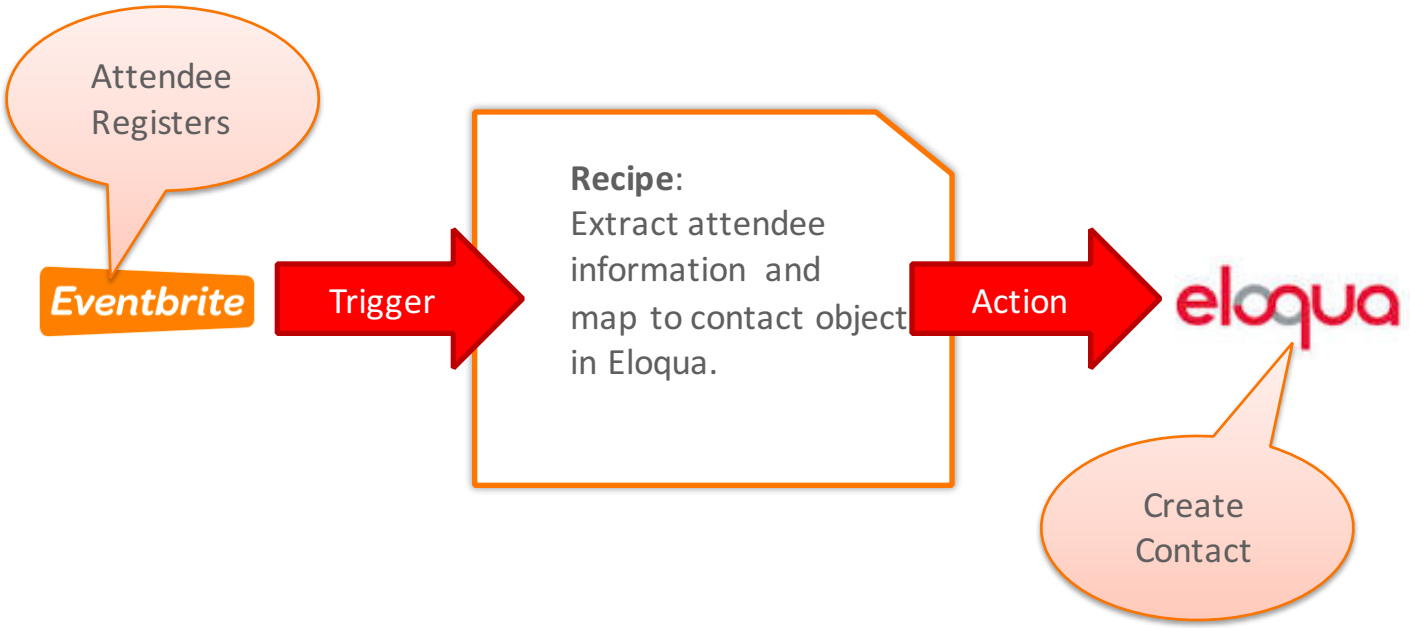
Oracle Self-Service Integration (SSI) - Recipe



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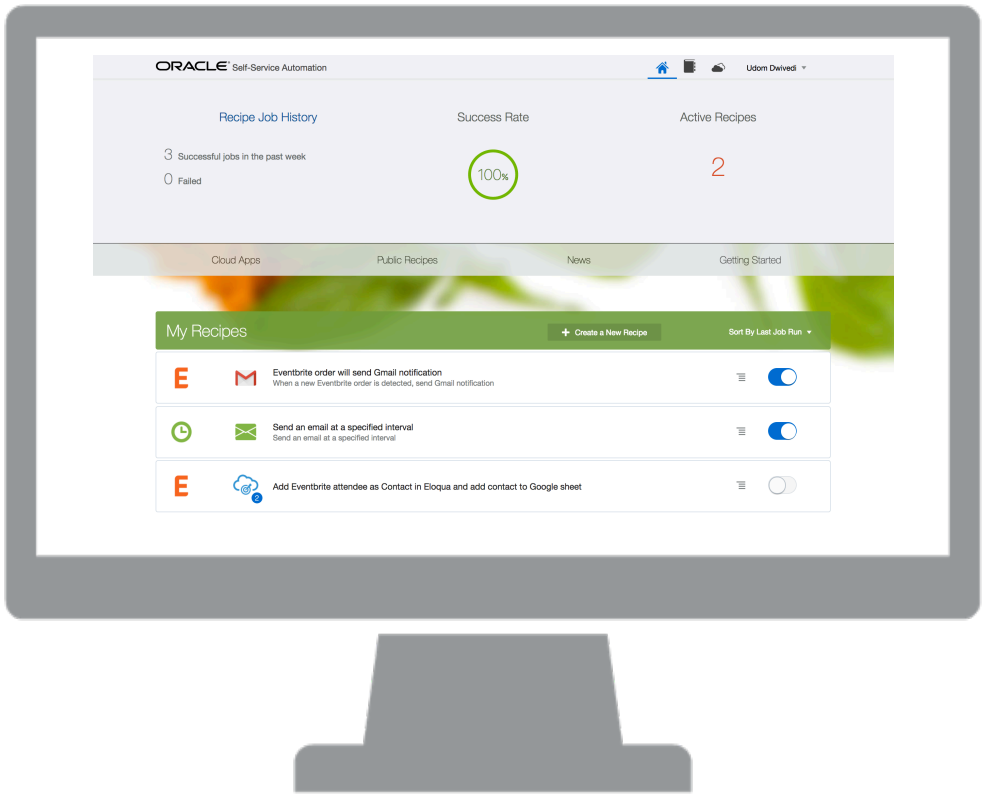

1st Demo

- 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

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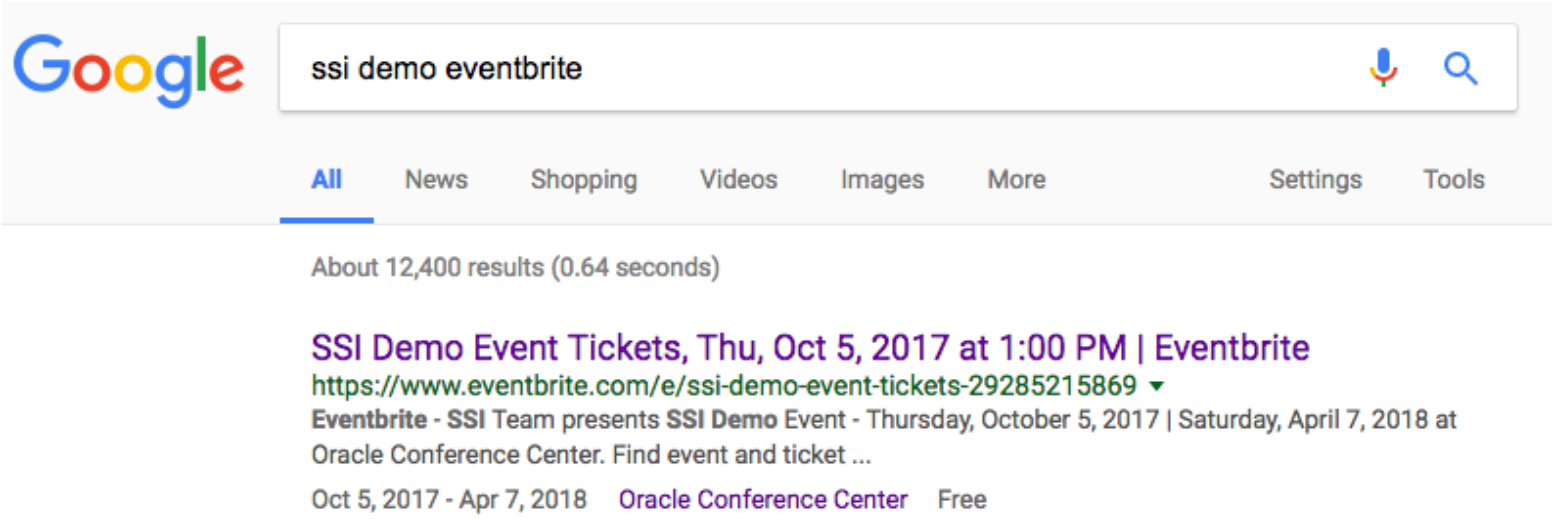
Let’s Register for Event in Eventbrite

https://ssi-demo.eventbrite.com



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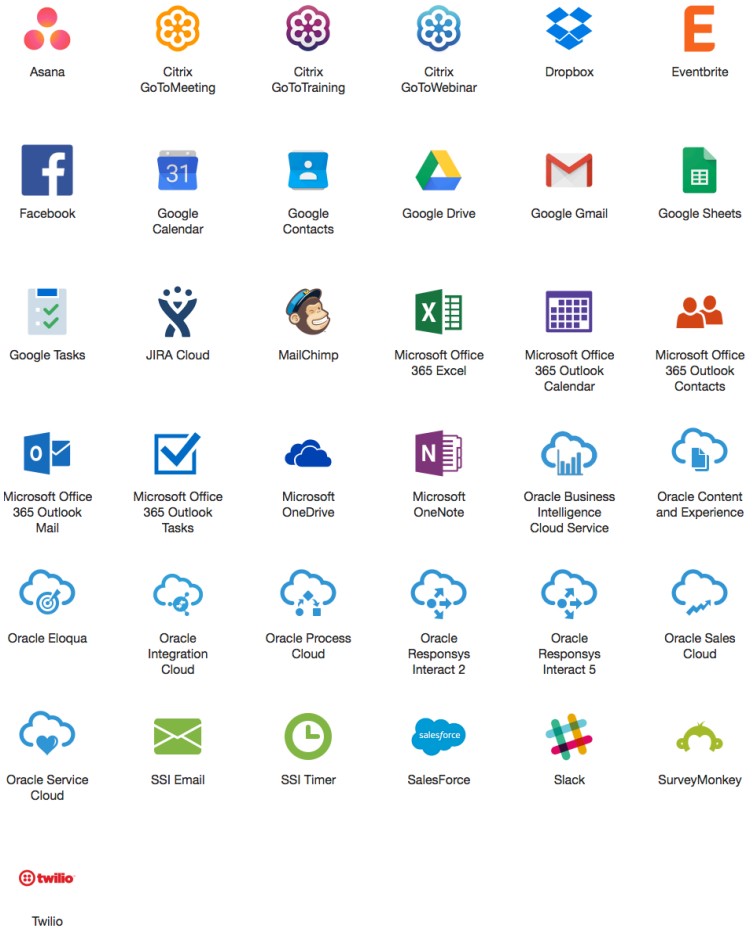

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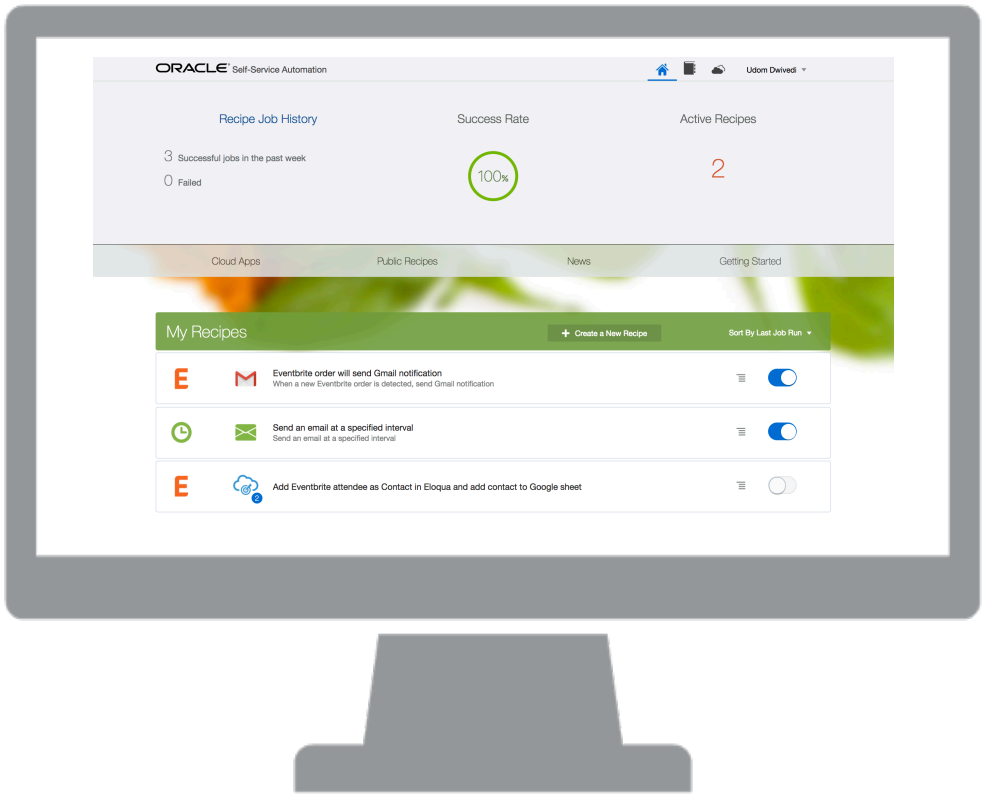

2nd Demo

- Custom Cloud App onboarding using HubSpot

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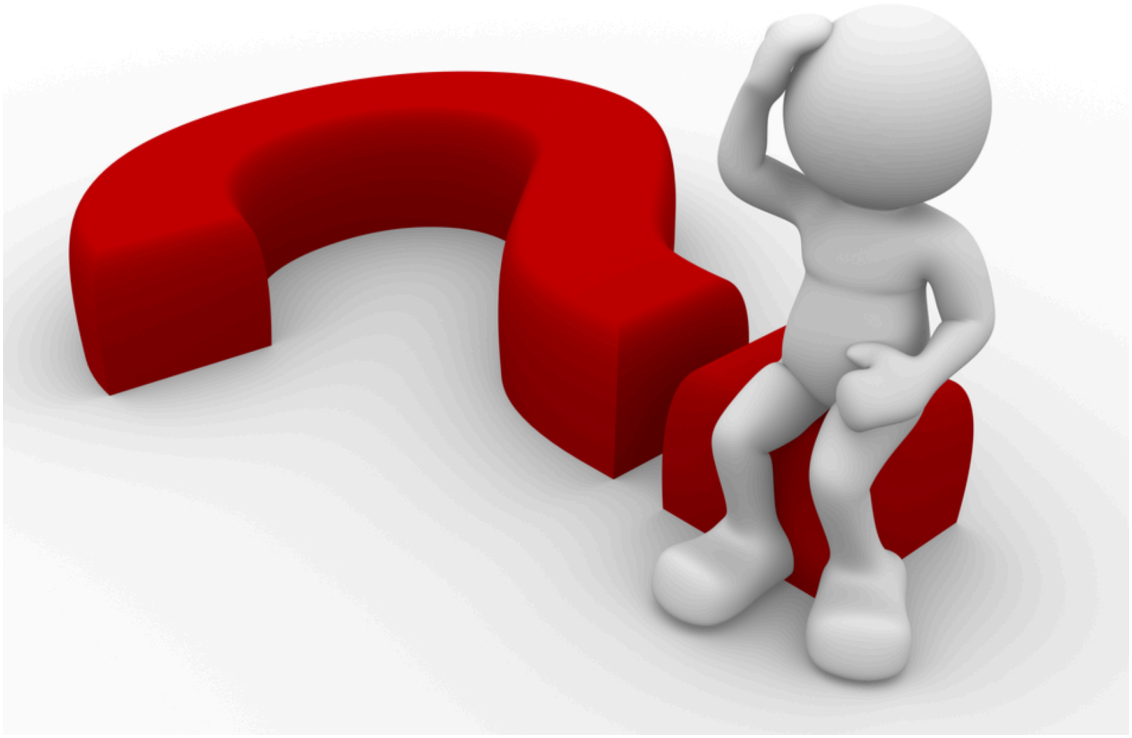

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Appendix

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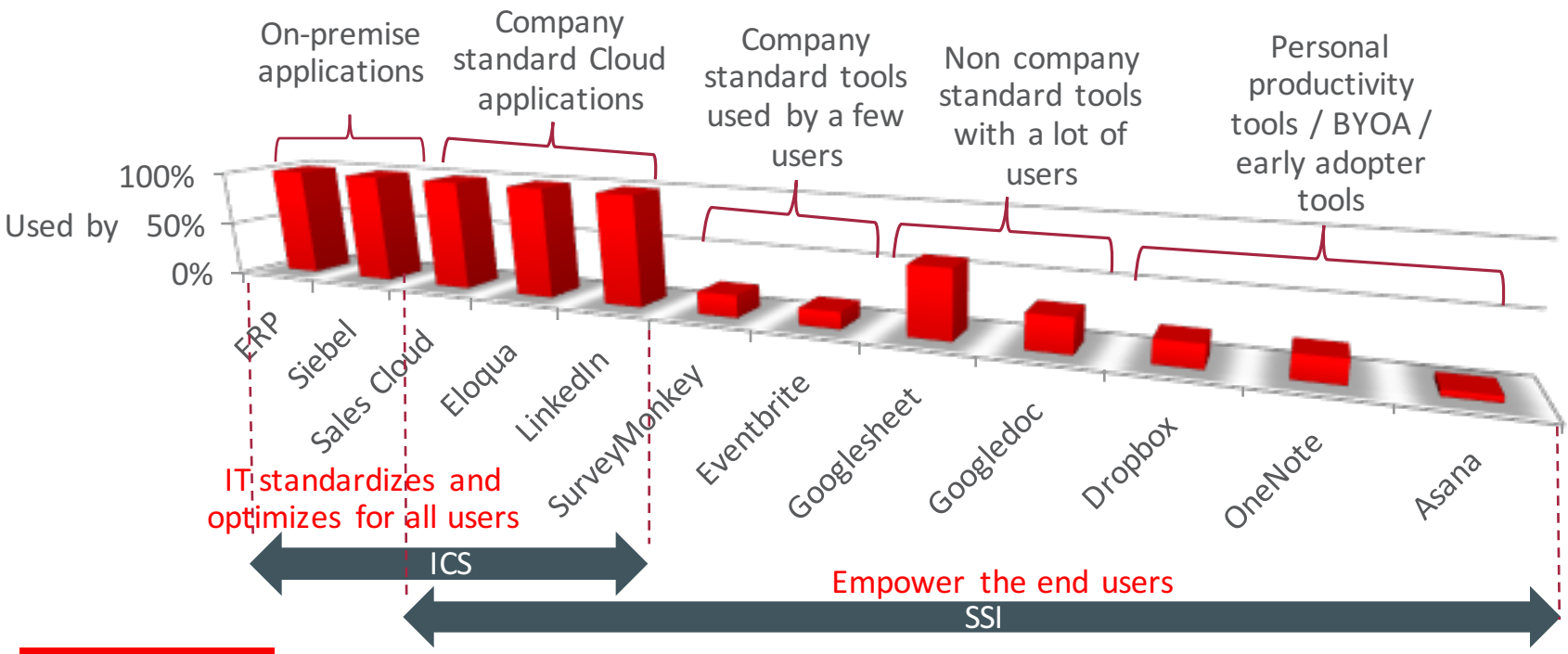
Who Needs SSI?

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

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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

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Integrated Cloud

Applications & Platform Services

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