

Cloud Essentials

# Integrate and Automate Business Processes

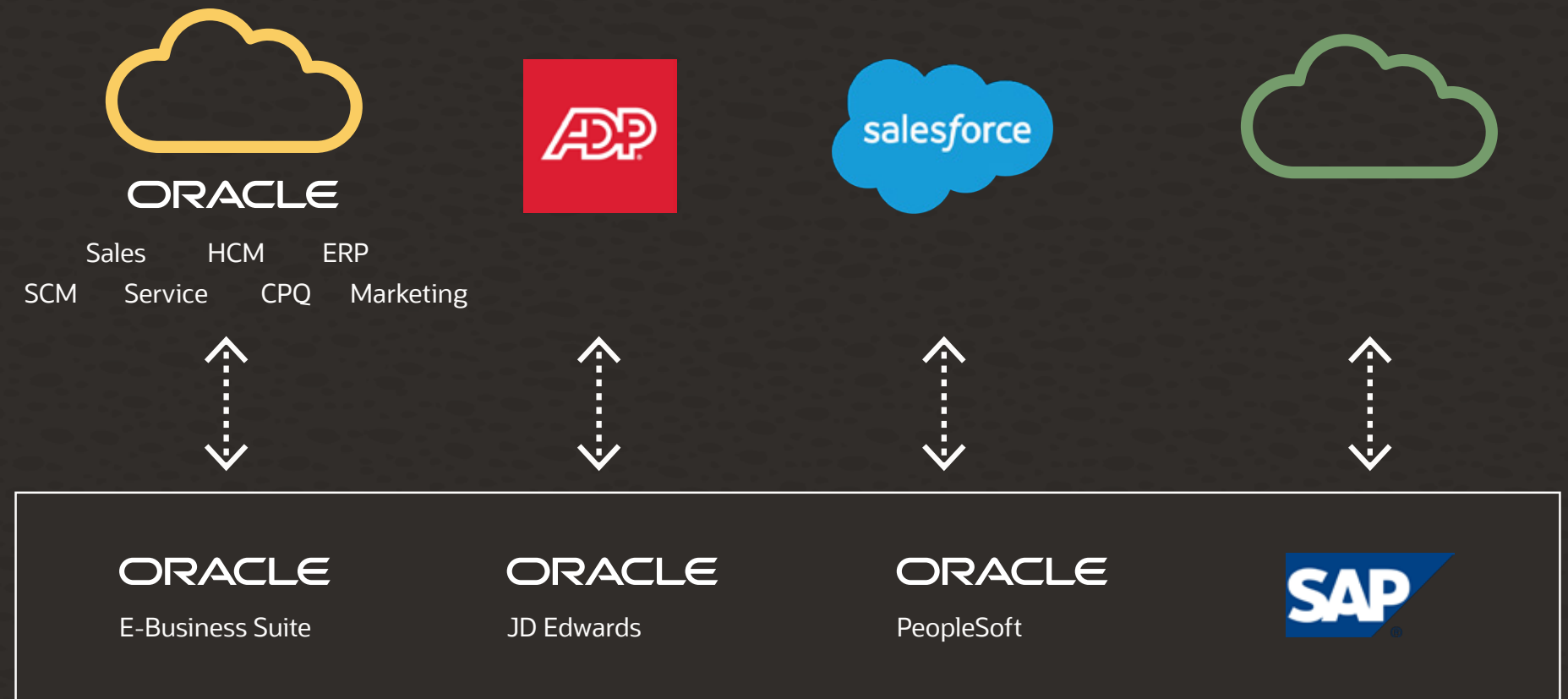
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As business operations move to the cloud, making the most of modern IT environments often involves figuring out how to connect on-premise applications with cloud apps and services, including applications for ERP, customer experience (CX), human capital management (HCM), and many others. Integration has become a fundamental part of today's digital business development— connecting new systems with old and extending your reach to drive new revenue streams. Fortunately, intelligent automation and integration are much easier and faster in the cloud era. Previously, developers had to figure out how to map data between applications, and they weren't always familiar with the specific message structures and data models involved. Software-as-a-service (SaaS) applications typically had rudimentary utilities for sharing data, and few had out-of-the-box connectors for linking applications.

Today, Oracle Integration makes it easy to connect your applications and automate end-to-end processes such as procure to pay, inquiry to order, and hire to retire. Anyone familiar with the applications can do drag-and-drop integration without coding. Robotic Process Automation (RPA) and data-mapping recommendations power engaging experiences by providing best next steps using AI and machine learning (ML). And because Oracle manages the environment, you don't have to deal with provisioning hardware, installing software, and keeping the environment current.



# A Better Way to Connect: Oracle Integration

Oracle Integration offers innovative methods for accelerating all types of application connection and process automation projects. They include out-of-the-box templates and adapters to connect virtually any data store, process, application, service, or API across modern and legacy sales, marketing, HCM, finance, and order-management systems. These prebuilt application adapters, recipes, and process templates simplify data connections, enrichment, monitoring, and performance. They give your applications IT team a point-and-click environment to easily integrate cloud and on-premise applications such as Oracle Enterprise Resource Planning, Oracle Enterprise Performance Management Cloud, Oracle Supply Chain Management Cloud, Oracle NetSuite, Oracle Engagement Cloud, Oracle Marketing Cloud, Oracle Commerce Cloud, Oracle E-Business Suite, Oracle Siebel, Oracle PeopleSoft, Oracle JD Edwards—and many non-Oracle applications, including Salesforce, Workday, ServiceNow, and SAP.

You can use these integration assets without having to understand the underlying technical details. For example, a prebuilt integration flow might synchronize activities between Oracle Service Cloud and Oracle Configure, Price, and Quote Cloud so that field-service personnel have instantaneous visibility into orders for replacement parts. Another integration might link Salesforce with ServiceNow to ensure that sales reps are informed whenever a customer has an issue or makes a special request. These prebuilt assets can jump-start your move to the cloud.

- Speed up innovation with a point-and-click visual designer
- Integrate all types of applications, databases, and business processes
- Maximize the value of investments in SaaS applications
- Monitor transactions through an interactive dashboard

- Utilize prebuilt integrations and process flows
- Oversee the exchange of data and the execution of transactions

And now that you have connected your business applications, included with Oracle Integration is Oracle Visual Builder, which enables you to rapidly and easily create and deploy engaging web and mobile apps with minimal coding using a visual browser-based development environment.

Oracle Integration includes prebuilt integrations through Oracle Cloud Marketplace, with database, application, social, and productivity adapters that let you easily connect anything.

For a complete list of application adapters, see [oracle.com/middleware/application-integration/application-adapters/](https://oracle.com/middleware/application-integration/application-adapters/)

## Large Prebuilt Adapter Library

Marketo	Oracle CPQ Cloud	Oracle Service Cloud	Oracle ERP Cloud	Oracle Responsys	Twilio	Adobe eSign	Oracle PeopleSoft	SAP Ariba
Oracle Commerce Cloud	Enterprise Messaging services	Oracle Engagement Cloud	MySQL	IBM DB2	FTP services	SAP R/3	SOAP services	SAP Concur
Oracle Eloqua Cloud	REST services	Oracle Field Service	Oracle NetSuite	Salesforce	Microsoft Exchange	SurveyMonkey	Java Messaging Service	Oracle JD Edwards
Oracle Utilities	Twitter	SAP SuccessFactors	Eventbrite	Evernote	Facebook	Oracle E-Business Suite	Microsoft SQL Server	Oracle Advanced Queuing
DocuSign	Microsoft Outlook	MailChimp	LinkedIn	Google Calendar	Gmail	Oracle Siebel	Oracle Database	Trello



# Integration for Business

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From agile finance to purchasing to human resources to supply chain planning, Oracle Integration helps your applications IT team quickly automate routine business processes and connect workflows to streamline essential activities. Oracle API Platform Cloud Service lets your application developers better manage the creation, consumption, and monetization of APIs.

Let's look at a few examples.

## Customer experience management.

If a customer opens a ticket with your customer support organization, that issue should be documented not only in your customer service app but in your sales app as well, so that salespeople are aware of all open service issues within that account. You may have an on-premise CRM system and a cloud-based salesforce automation system. You need integration technology to connect these apps and keep your sales organization, service organization, and other parts of the enterprise in sync. Oracle Integration can make the necessary connections, and it works behind the scenes to enable seamless business flows. Conversational interactions demand flawless back-office execution, and that's where intelligent process automation comes in. Robotic Process Automation (RPA) handles the mundane tasks involving legacy mainframe or AS400 applications for member renewals at healthcare, financial services, and energy firms. This reduces cost and risk while improving customer experiences and renewal rates.

## Human capital management.

Oracle Integration can also help you unify on-premise HRIS and modern cloud-based HCM systems. For example, you might migrate some of your HCM talent and procurement applications to the cloud while maintaining employee data on premise. Cloud-based integrations can simplify these connections so you can streamline recruiting activities, integrate new payroll processes with your existing general ledger, and make it easier for employees to manage their vacation, healthcare choices, and 401(k) investments via a mobile self-service app. Talent management from inquiry to exit involves complex and sensitive content and approvals across the full lifecycle. Intelligent process automation simplifies the complex web of policies and business rules to accelerate time to productivity and build engagement.



## Enterprise Resource Planning

Oracle Integration can integrate and automate business processes across virtually any module of any ERP application. Digital app and interface developers can draw from a library of prebuilt templates and ERP application adapters for Oracle E-Business Suite, JD Edwards, SAP, and more to rapidly connect applications and functions. These adapters mask the underlying complexities and sort out differences among the various protocols required by each application vendor. This is especially valuable for improving slow cross-departmental approval and exception-management processes. Consider an order-entry process that requires so many approvals it leads to delays in fulfilling orders for customers. You can visually design and deliver automated processes using prebuilt QuickStart templates to speed up this workflow and streamline the underlying connections, improving visibility into orders and forging real-time links among applications handling sales, price quotes, logistics, and other key functions.

### Oracle Integration.

- Simplify integration
- Integrate anywhere: cloud, on premise, or hybrid
- Connect process automation with application integration
- Visualize analytics spanning multiple applications
- Unify API design, management, and security

# The Oracle Edge: A Complete Integration Solution

Oracle leverages many years of SaaS and on-premise application expertise to deliver industry-leading application integration, process automation, data integration, digital assistants, analytics, and many other innovations. While Oracle Integration makes it easy to connect applications, data stores, and information systems, Oracle's cloud-based data visualization and business intelligence services help managers discover and share strategic insights.

## All in the family.

**Process automation:** Automate workflows across departments.

- Rapidly build end-to-end workflows by selecting from Oracle's QuickStart library
- Visually define rules and forms for mobile approvals that span departments
- Analyze work streams in real time to optimize operations

**API management:** Enjoy complete lifecycle management through an API portal.

- Simplify API development while improving the performance and security of your application services
- Create, manage, and exchange APIs among developers and third parties
- Enable unified experiences by pulling data from multiple applications

**Visual application builder:** Simple web and mobile app creation for everyone.

- Create web, mobile, and progressive web apps (PWA) in minutes from your browser with single-button publishing
- What you see is what you get—leverage visual designers to build your application
- Access a prepopulated Oracle SaaS catalog and any other REST services, or leverage the power of prebuilt Oracle Integration connectors to connect to any application

**Business insight:** Visualize end-to-end process status across applications.

- Gain real time visibility into digital processes to help focus innovation efforts
- Drag and drop key business milestones to coordinate activities in context of SLAs
- Increase business responsiveness with early warnings and actionable intelligence

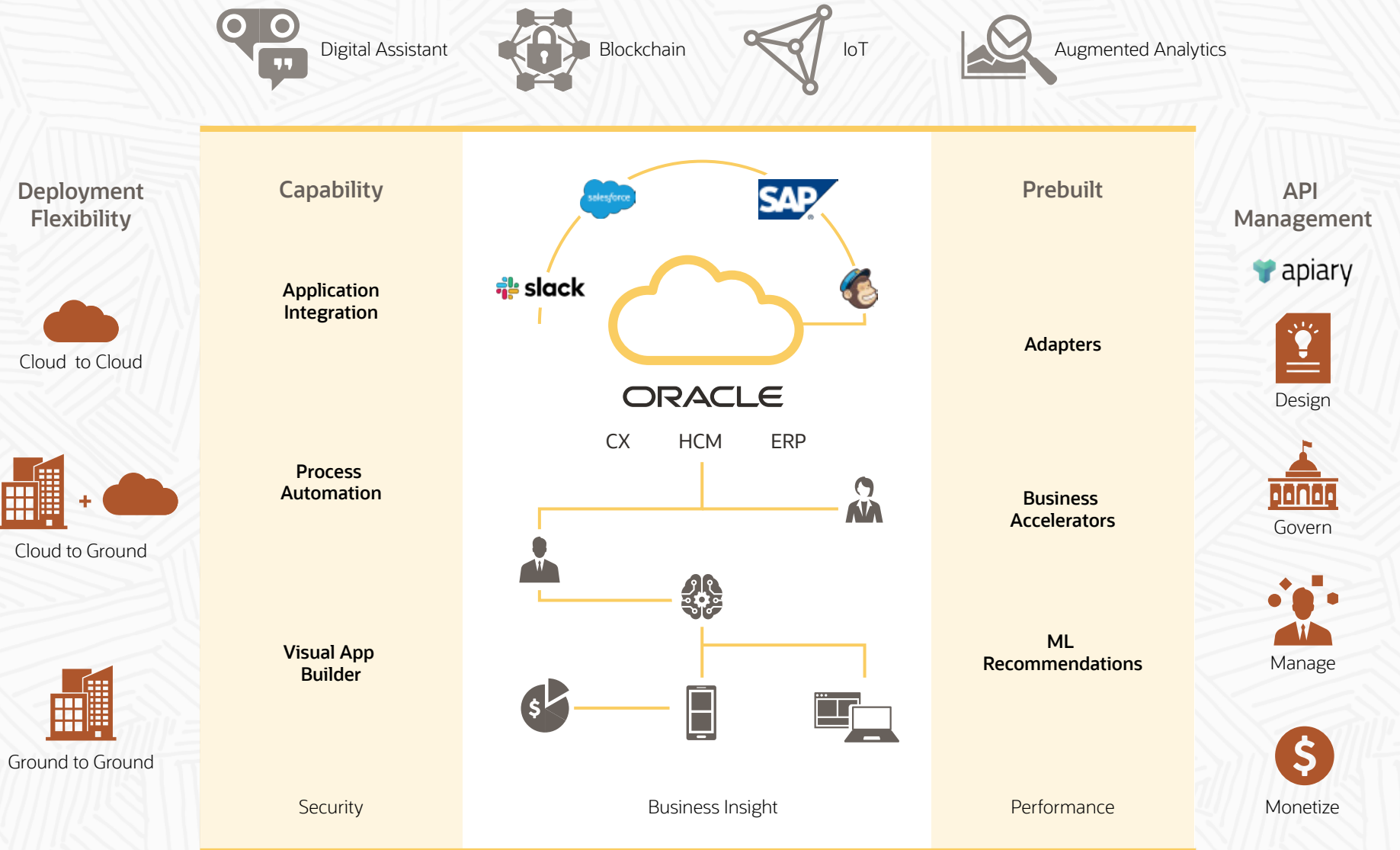
## Application integration: Accelerate SaaS and on-premise connections.

- Quickly integrate Oracle, non-Oracle, and custom applications with visual designers
- Leverage technical best practices with prebuilt, supported adapters and recipes
- Simplify data mapping between low-level technical APIs with ML recommendations

## Follow the leader.

Gartner named Oracle a leader for the third year in its 2019 Magic Quadrant for Enterprise Integration Platform as a Service.

# Oracle Application Integration





### The organization.

Calix is a provider of broadband communications access systems and software.

### The challenge.

Calix wanted to create a self-service, ecommerce environment that would allow telecommunication companies and other service providers to easily order routers, switches, and other communications equipment online. With Calix's previous ecommerce environment, it took 20 to 30 minutes to produce a quote, and Calix's busy sales team often had to intervene to verify accuracy. They needed tighter integration among Oracle CPQ Cloud, Salesforce, and Oracle E-Business Suite to streamline these processes.

### The strategy.

Calix used Oracle Integration to speed up this workflow and simplify these B2B connections. It leveraged prebuilt adapters in Oracle Integration to quickly connect Salesforce, Oracle E-Business Suite, Oracle Commerce Cloud, and Oracle CPQ Cloud in just a few hours (compared with) weeks for similar development projects in the past. It also consolidated the interfaces created by Informatica and two other third-party integration tools into a single, unified platform for their digital business. It used Oracle Integration to streamline and automate manual processes for employee onboarding and system provisioning.

### The success.

Now, service providers can purchase equipment with little or no intervention from Calix sales personnel. Oracle Integration manages the exchange of data between Oracle Commerce Cloud and Oracle CPQ Cloud as customers configure, price, and quote their orders via a nimble self-service environment. Oracle Integration references CRM data from Salesforce, and logs orders in the Oracle E-Business Suite system as part of a complete quote-to-order process.

Calix also saw a significant reduction in employee onboarding processes, including a 90 percent decrease in time to provision new employees.

“The prebuilt adapters in Oracle Integration allowed us to create new interfaces in just a few hours, versus the weeks similar projects required in the past.”

Doug Berringer, Business Solutions Architect, Calix





## Oracle Cloud Infrastructure

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Oracle Integration is built on Oracle Cloud Infrastructure (OCI), which has reimagined the cloud for the most important enterprise applications and infrastructures.

**Optimized for Oracle:** It's optimized for Oracle apps and databases and provides the foundation for Oracle Autonomous Database.

**Extreme performance:** OCI meets or exceeds the performance of on-premise data centers.

**Your choice:** It provides the versatility to run traditional and cloud native workloads on the same platform.

**Lower cost:** It offers predictable savings through simple, competitive, and flexible pricing.

**More secure:** With OCI, you can migrate and/or run Oracle's databases, business applications, and infrastructure portfolio with unmatched security and scalability.

## Cloud Essentials

Learn more about Oracle Integration at [oracle.com/integration](https://oracle.com/integration) or try our fun and informative [Avatar-led Oracle Integration demonstration](#) now.

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