

ORACLE®

Key Ingredients for a Successful Mobile Implementation

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Oracle Product Management
Oracle Mobility and Development Tools
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<http://blogs.oracle.com/dana>

Safe Harbor Statement

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Think of Something Scary

1

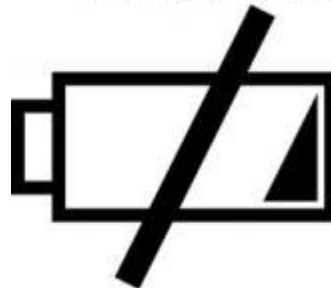


2



loading...

3



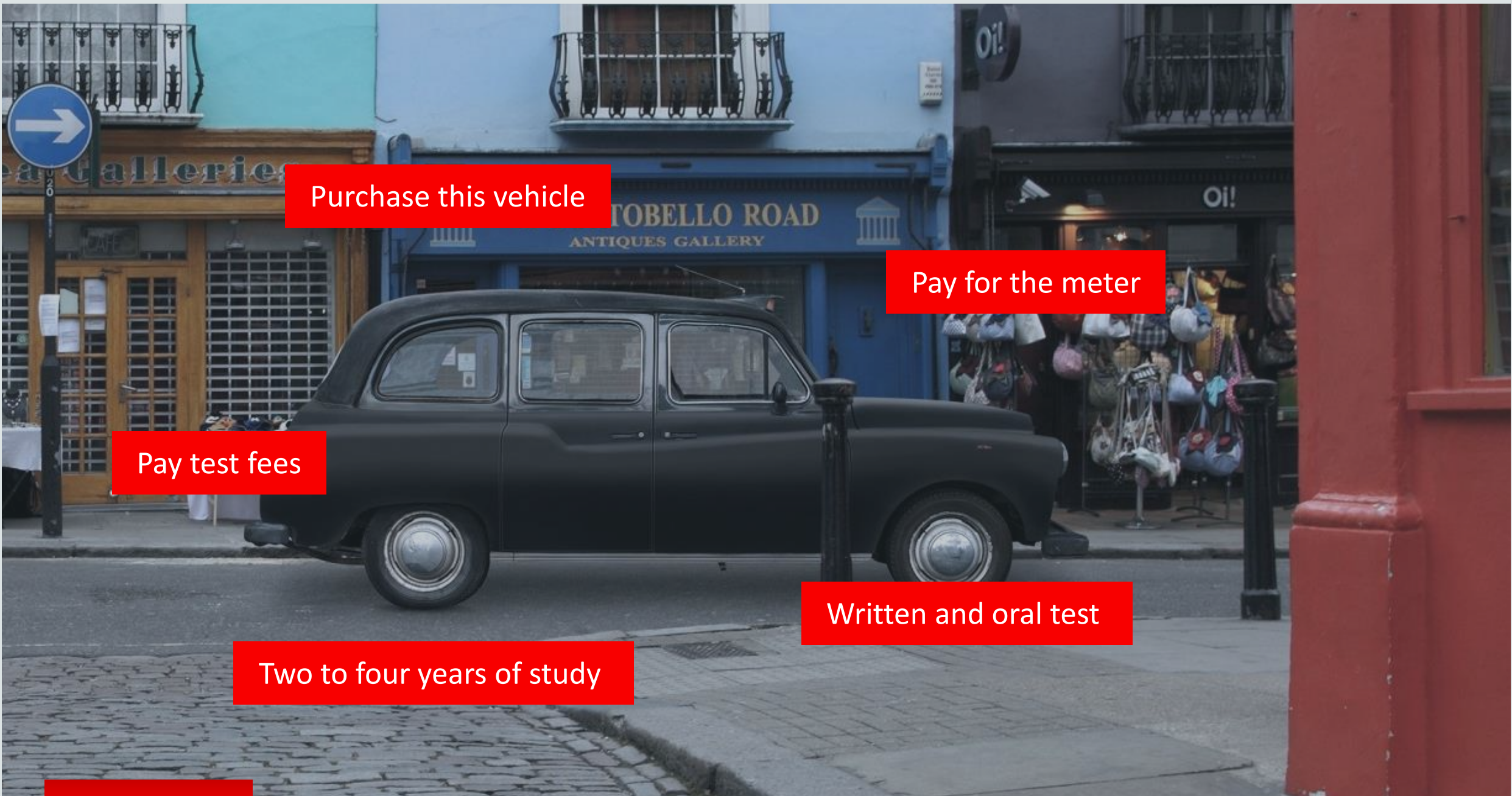
Step 1 – Recognize the Need

By 2020, 46% of workforce will be Gen Y



Step 2 – Mobile Thinking

300-year old market



Purchase this vehicle

Pay for the meter

Pay test fees

Written and oral test

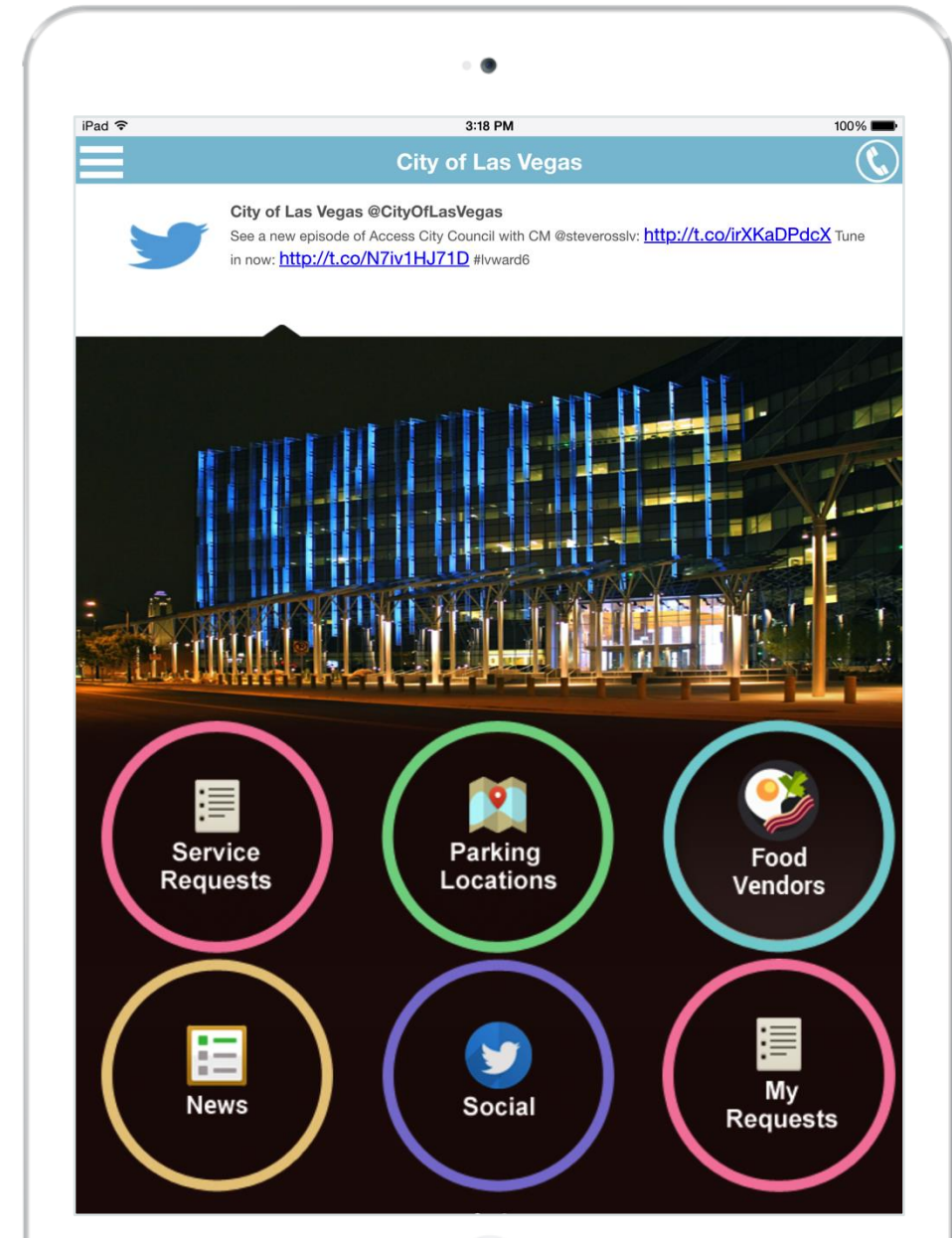
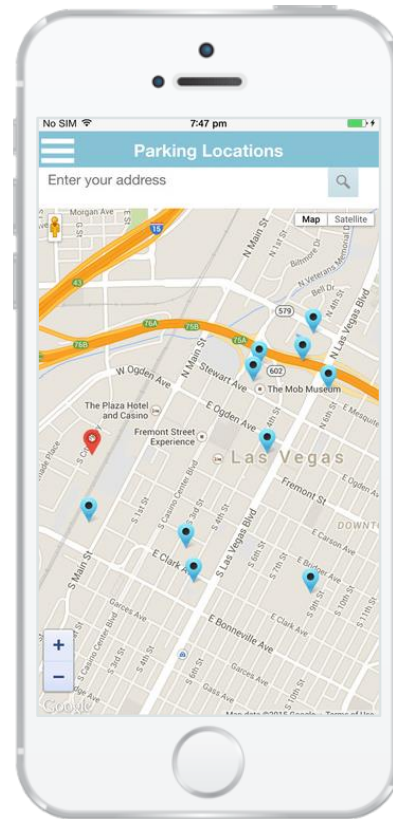
Two to four years of study



Disrupted

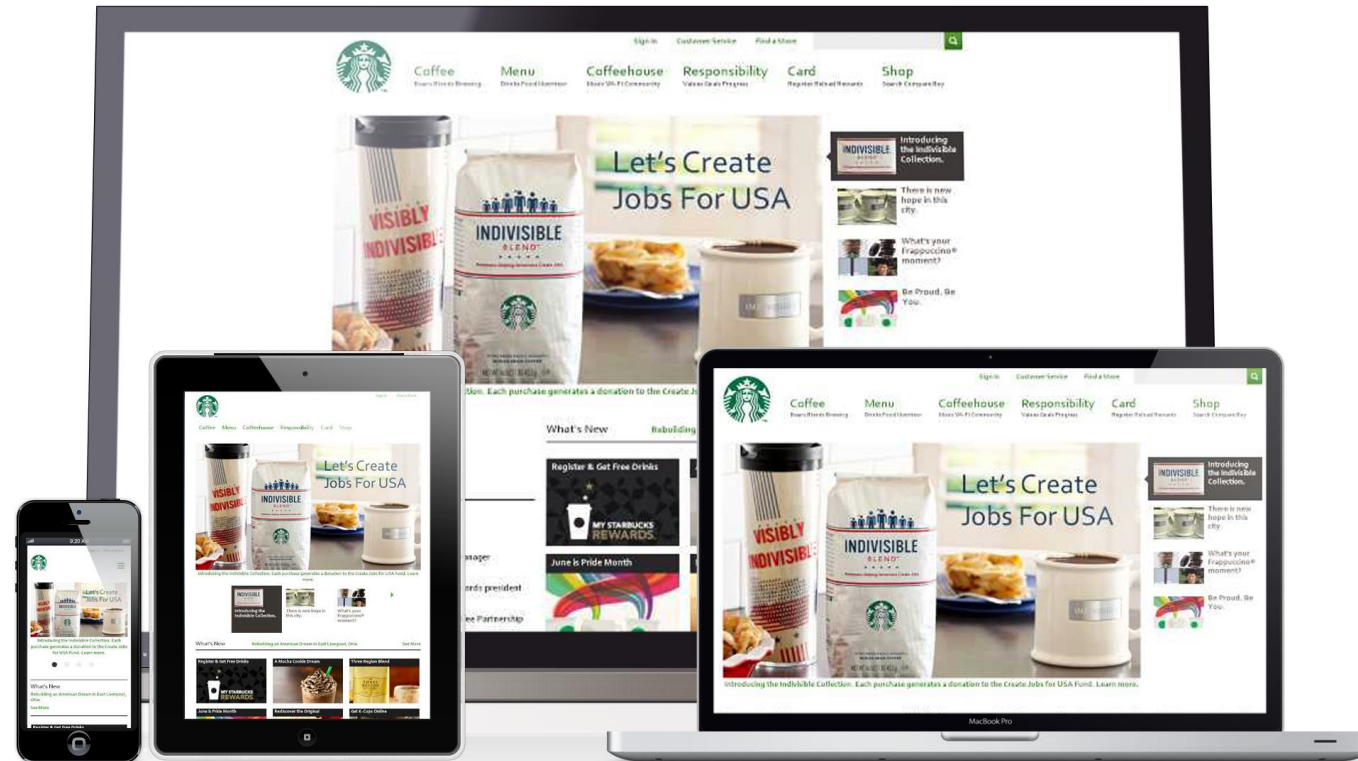
Disruption continues

Not just in businesses...



Not Just Content – Think Context

Deliver the right info to the right channel

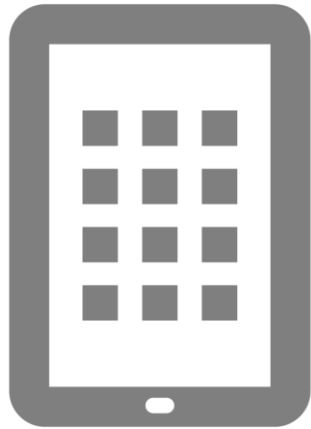


Digital Experiences across Multiple Touchpoints

Step 3 – Define Your Platform Strategy

Enterprise Mobile Solution Components

Off-the-shelf mobile
apps



Develop custom apps
or extend OOB mobile
Apps



Secure mobile apps
for BYOD / COPE
policies



Step 4 – Evaluate Off-the-Shelf Solutions

Oracle Mobile Applications (partial list)

The screenshot displays the iTunes Preview page for Oracle mobile applications. The interface includes a top navigation bar with 'Overview', 'Music', 'Video', and 'Charts'. Below this, the 'Oracle America, Inc.' header is visible, followed by a 'View in iTunes' button. The main content area is divided into two sections: 'iPhone Apps' and 'iPad Apps'. Each section contains a grid of app icons, each with a red 'ORACLE' logo in the top left corner. The apps are listed with their names and a 'View in iTunes' link. The 'iPhone Apps' section shows 60 apps, and the 'iPad Apps' section shows 20 apps. The right side of the image shows a partial view of the 'Android Apps' section, which also displays a grid of app icons.

iTunes Preview

Overview Music Video Charts

Oracle America, Inc. [View in iTunes](#)

Open iTunes to buy and download apps.

iPhone Apps

41. Discrete Production S... [View in iTunes](#)

42. Report an Incident S... [View in iTunes](#)

43. Oracle Health Science... [View in iTunes](#)

44. Siebel [View in iTunes](#)

45. Equipment Work Orde... [View in iTunes](#)

46. Manage Equipment S... [View in iTunes](#)

47. Sales Orders for EBS [View in iTunes](#)

48. Inventory Availability... [View in iTunes](#)

49. Health and Safety Sco... [View in iTunes](#)

50. Contact Customer Sm... [View in iTunes](#)

51. Expense Approval Sm... [View in iTunes](#)

52. Contact Supplier Sm... [View in iTunes](#)

53. Manage My Service O... [View in iTunes](#)

54. Customer Order Over... [View in iTunes](#)

55. Quick Case Entry Sma... [View in iTunes](#)

56. Pillar Axiom Anywhere [View in iTunes](#)

57. Contact Employee Sm... [View in iTunes](#)

58. Review Team Work Or... [View in iTunes](#)

59. Product Information F... [View in iTunes](#)

60. Process Production S... [View in iTunes](#)

[Previous](#) [1](#) [2](#) [3](#) [4](#) [5](#) [Next](#)

iPad Apps

61. Voucher Batch Appro... [View in iTunes](#)

62. Field Status Tablet for... [View in iTunes](#)

63. Instantis EnterpriseTr... [View in iTunes](#)

64. Receipt Batch Appro... [View in iTunes](#)

65. Invoice Batch Appro... [View in iTunes](#)

66. Change Request Appr... [View in iTunes](#)

67. Change Request Entry... [View in iTunes](#)

68. Payment Batch Appro... [View in iTunes](#)

69. Sales Held Order Rele... [View in iTunes](#)

70. FS Mobile [View in iTunes](#)

Android Apps

Oracle BI Mobile

Oracle Tap

JDE EnterpriseOne

Oracle Virtual Desk

Oracle Social Netw

Oracle Sales Cloud

Oracle OpenWorld

Oracle Primavera P

Oracle Documents

Oracle WebCenter

Oracle EPM Mobile

Oracle Events 15

Oracle Mobile Field

JavaOne San Fran

Oracle Fusion Exper

CRM On Demand

Oracle Mobile Auth

Oracle Policy Auto

My Work Orders

Customer Account

Oracle ADF In Touch

Oracle Hudson Mob

PO Approvals - JDE

Create Work Order

Manage Equipment

Health & Safety - JDE

Contact Customer

Change Req Entry

Oracle Mobile Challe

Change Req Appro

Customer Orders

Oracle Mobile CRA

Pillar Axiom Anywh

Meter Readings

Team Work Orders

Expense Approval

Team Work Orders

Contact Employee

Inventory Avail for

My Work Orders for

PO Approvals for JDE

Customer Account

Expense Approval

Service Order Entry

Quick Case Entry

Manage Equipment

Contact Customer

Health & Safety for

Instantis Enterprise

Report an Incident

Cost Code Schedul

Work Order Time

My Service Orders

Warehouse Inquiry

Voucher Batch Appr

Manage Cases for

Contact Supplier for

Work Order Time for

Service Time Entry

Customer Orders for

Receipt Batch Appr

Service Time Entry

FS Mobile

My Service Orders

Team Service Order

Customer Equipm

Project Status for

Customer Equipm

GL Batch Approv

Change Req Appro

Change Req Entry

Job Progress Entry

Review Cases - JDE

RSS Approvals - JDE

Invoice Batch Appr

Field Prog Labor En

Field Prog Equip En

Team Service Order

Voucher Batch Appr

Field Status - JDE

Field Acct Prog En

Report an Incident

Field Progress Entry

Receipt Batch Appr

RSS Approvals for

Field Status for JDE

Project Status - JDE

GL Batch Approv

Invoice Batch Appr

Inventory Avail

Search Sales Order

Sales Order Count

Quote Release - JDE

Product Price - JDE

Search Sales Order

Payment Batch Appr

Sales Order Count

Sales Held Release

CRM Alert for JDE

Product Price for

Project Time Entry

Sales Held Release

Quote Release for

Project Time Entry

Payment Batch Appr

Out of the Box Mobile Apps

Gets you Started Quickly, but Still Need to Consider ...

- Backend version compatibility
- Comply with backend customizations
- Extend to enhance mobile context
 - Additional enterprise data sources
 - Public cloud data source
 - Device capabilities
- Secure mobile apps
 - containerization (BYOD support)
 - Single sign on
 - Enterprise App Store
- Keep up with YOUR changing business timelines and requirements



Step 5 – Understand Development Challenges

Enterprise Mobile Challenges

87%

Development Cycles Speed

- Multi Platform
- Quick frequent updates

Less than 6
month cycle

Source: 2014 Triangle Research Survey

2/3

Time spent on integration

- Multiple sources of data
- APIs not mobile ready

Source: Triangle Research Survey 2014

93%

Concerned with **data loss**
and other mobile breaches

- 113 phones stolen/min in US
- Malware rose by 197%

Source: CIO Survey 2014, Insight Crime 2014

78%

Have no **mobile analytics**
instrumented in their
applications

Source: Information Week 2011

Mobile Development Platform – Things to Think About

- What skills does your team have
- What are your target devices
- What is your use case
- Mobile UI design
- The mobile app is not all about the front end

Oracle Mobile Application Framework

Productivity Boosting Framework



BUILD ONCE, RUN ON MULTIPLE-PLATFORM

EXTEND OUT OF THE BOX ORACLE MOBILE APPS

SIMPLE VISUAL UI DEVELOPMENT

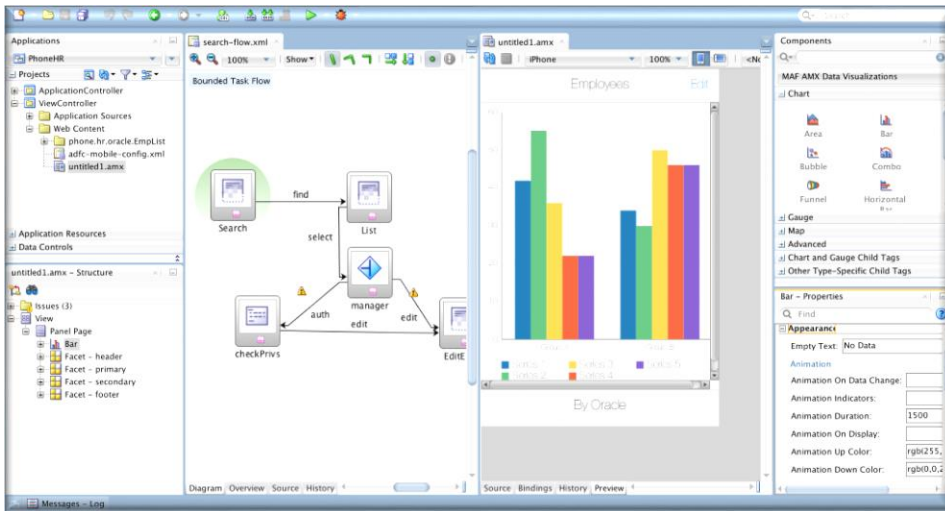
INTEGRATED SECURITY

FULL ACCESS TO NATIVE DEVICE FEATURES



Oracle Mobile Application Framework

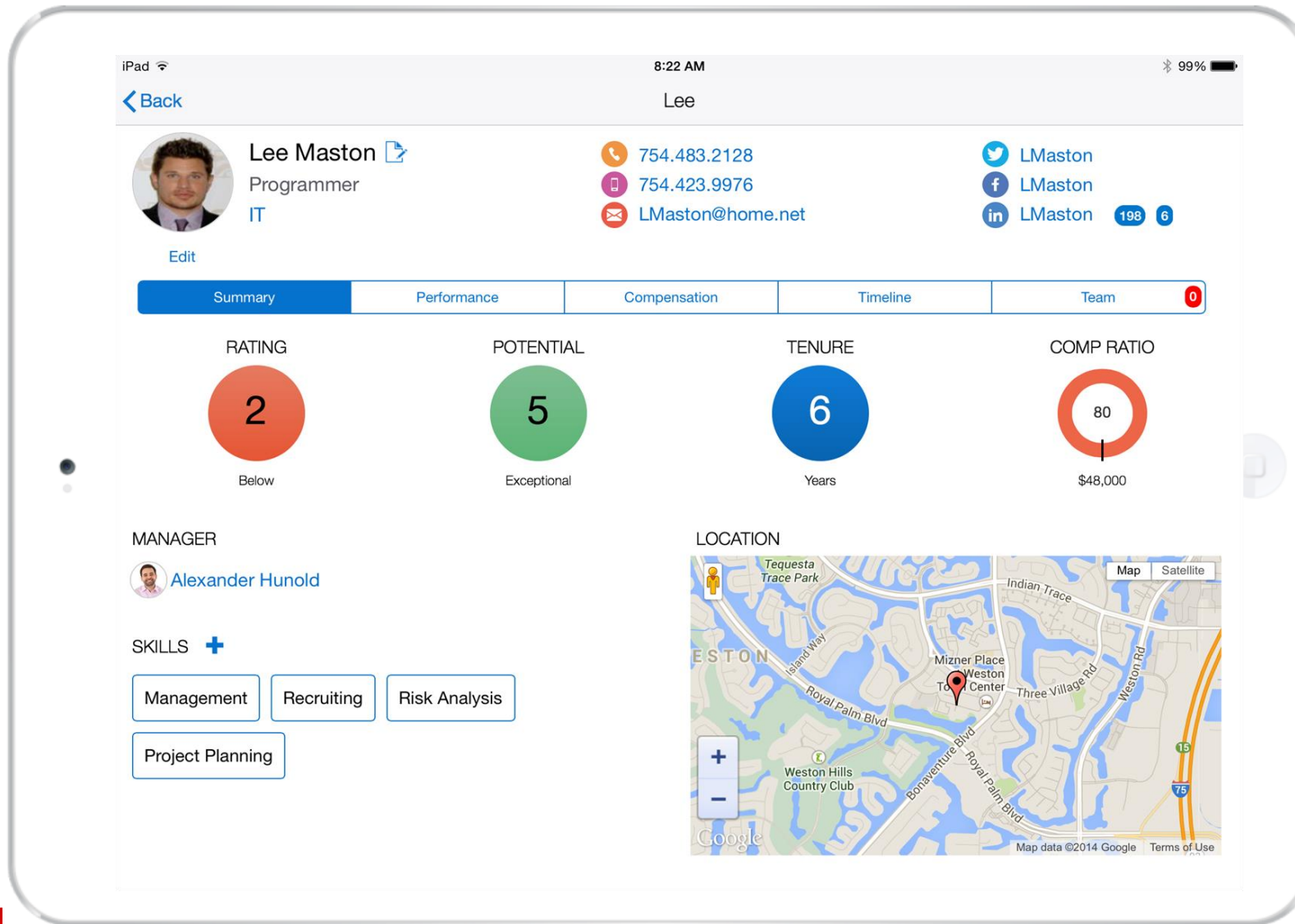
Productivity Boosting Framework



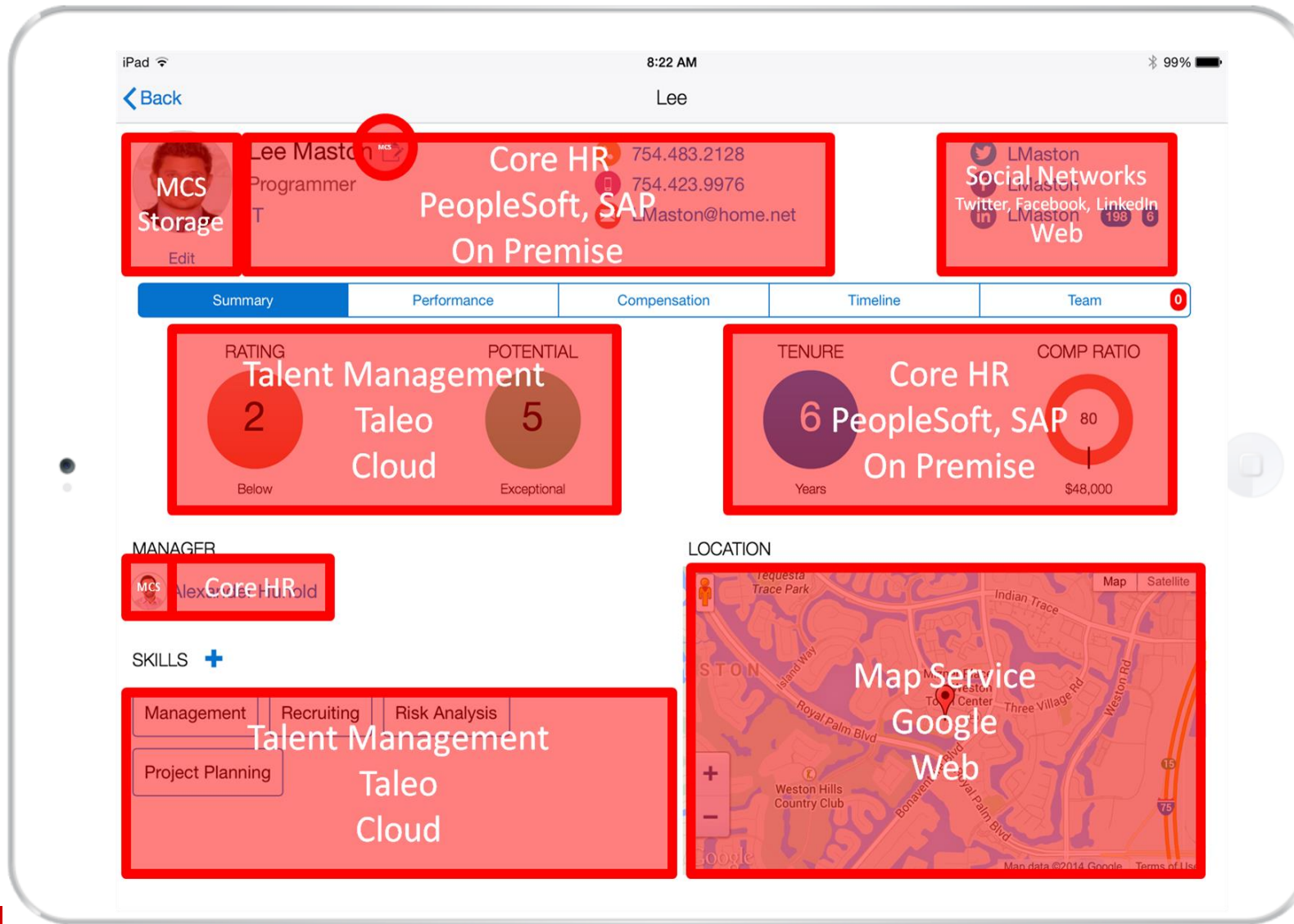
- Productive development experience
- Simpler extensible UI development
 - Components, HTML5/JavaScript. Alta UI
- Java for business logic
- Disconnected: SQLite with encryption
- Integrated security
- Full Access to native device features
- Modular, reusable components, extensible
- In App configurability

Step 6 – Understand Mobile Infrastructure

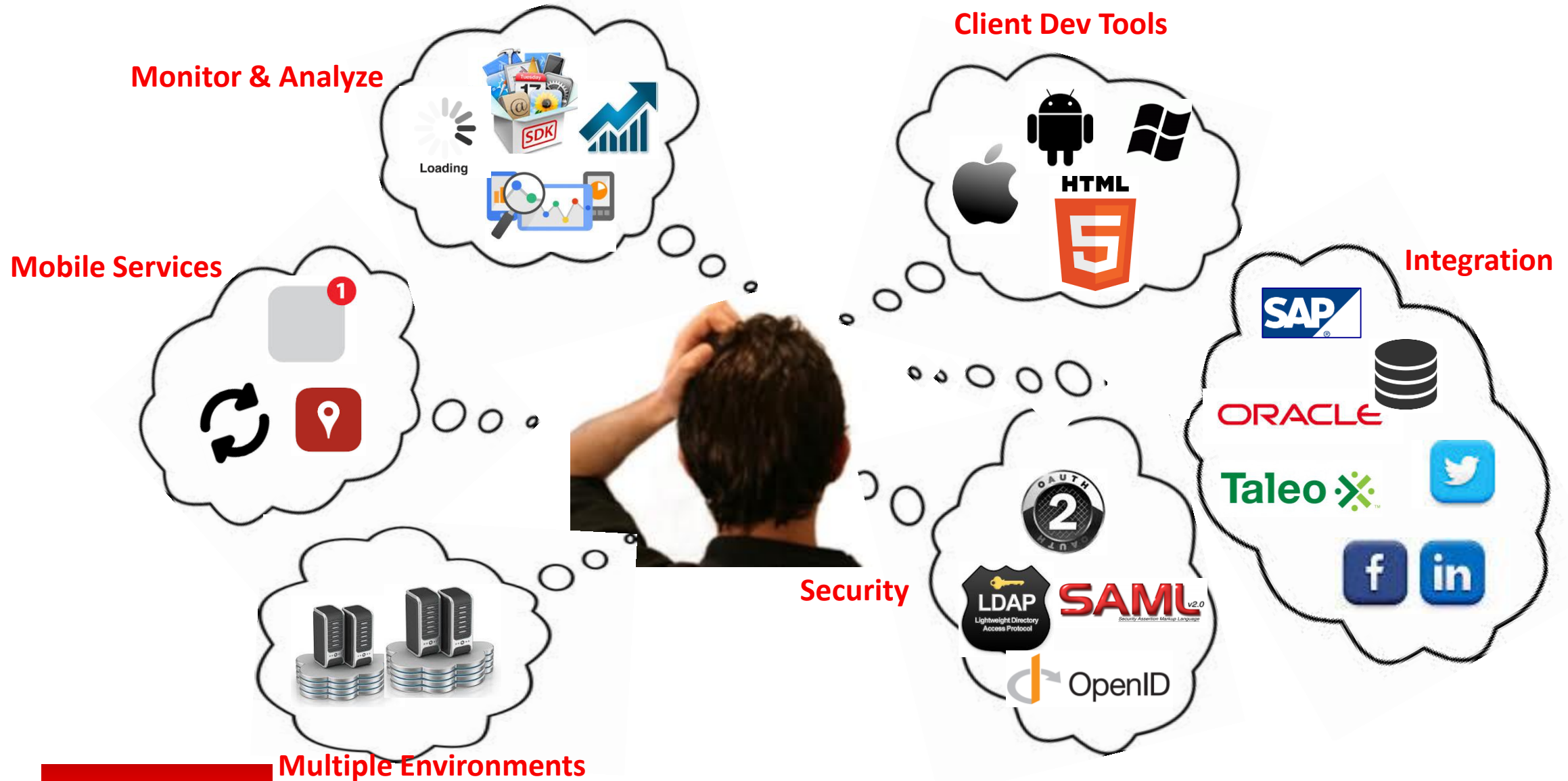
The Mobile App – What You See



The Mobile App – What it Does



This simple app soon became complicated to develop...

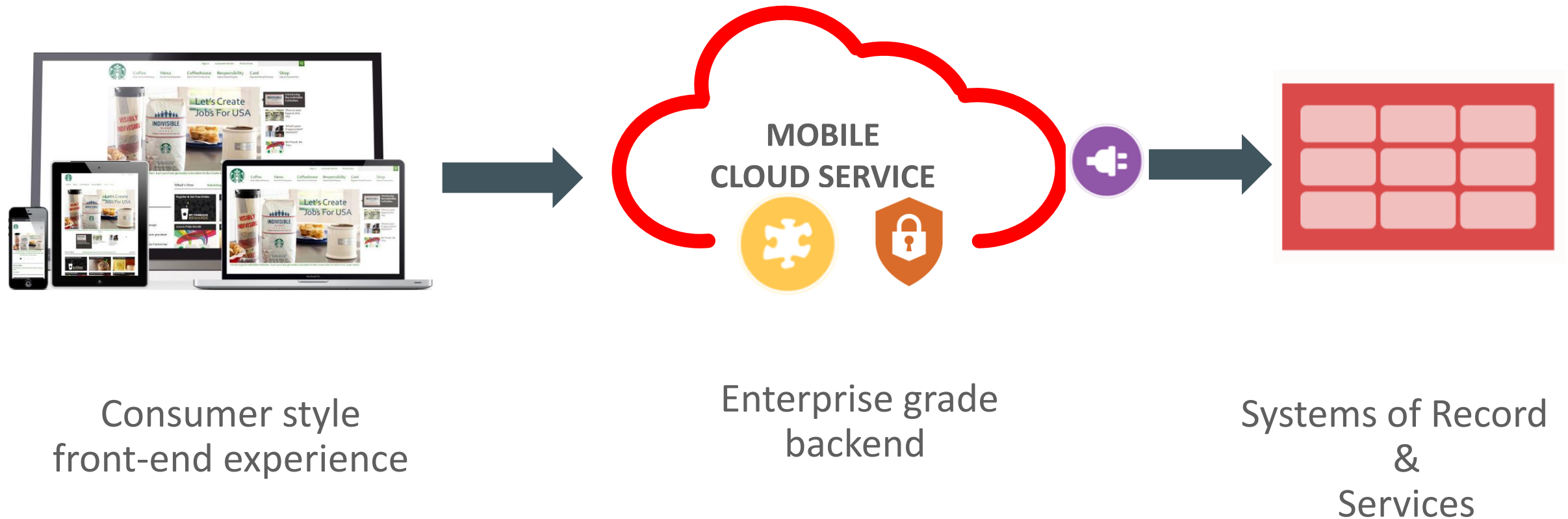


Mobile Infrastructure – Things to Think About

- How do you expose mobile-optimized REST services?
- Do you have an API catalog?
- How do you handle mobile services?
 - Push notification
 - Offline data storage
 - Security
 - Data synch
- Do you have insight into your app?

The Answer – Mobile Cloud Service

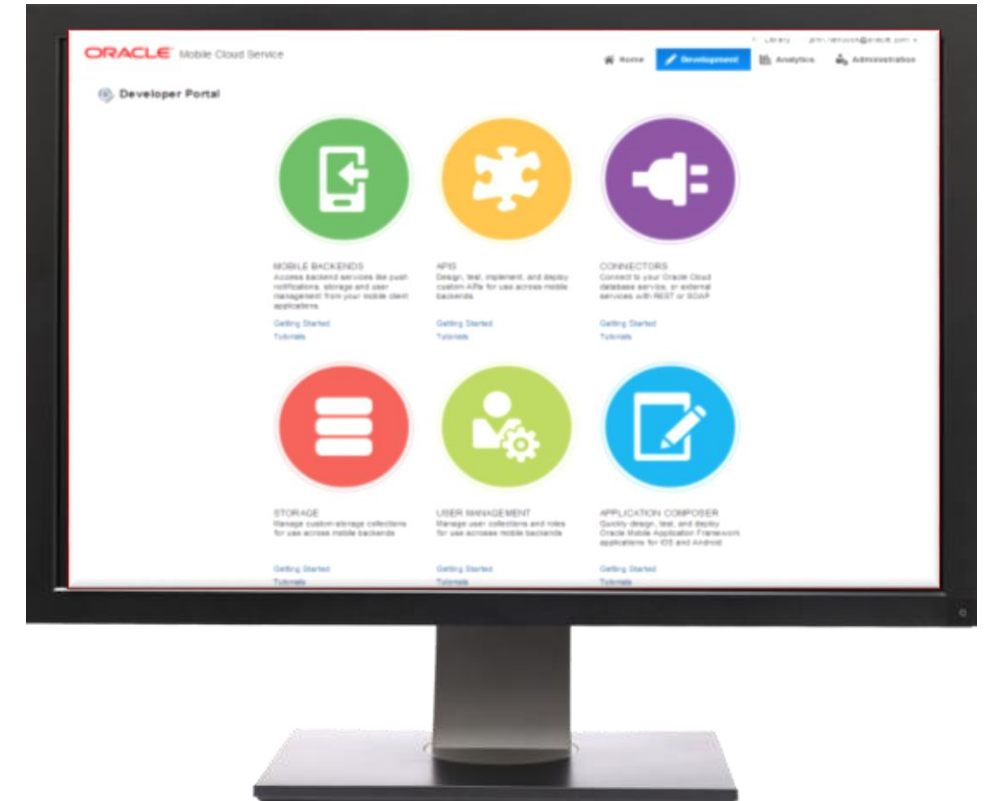
Making Mobile Simple



What is Mobile Cloud Service

Simplify building, integrating and analyzing a portfolio of mobile applications

- **Mobile Services** push notification, data on-device & synch, storage
- **API Catalog** for Mobile Apps Developer
- **Connectors** to backend services & enterprise apps
- **User and Role** Management
- **Mobile Analytics** and insight
- **App Lifecycle** Management Services



Mobile Stakeholders

Mobile App Developer

"I create the mobile applications that call backend services"



Mobile Developer



Service Developers

Service Developers

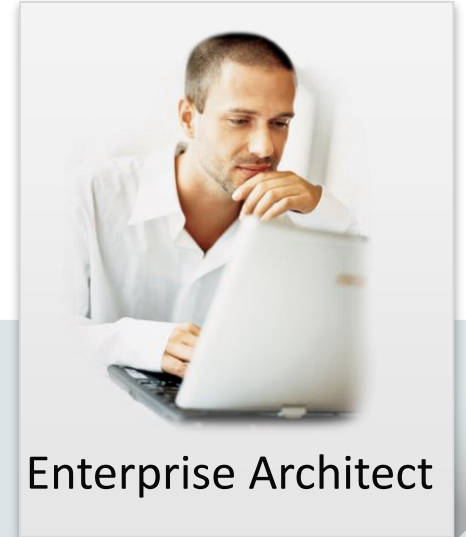
"I create the backend services that mobile applications call"

Mobile Program Manager

"I am responsible for the success of our mobilization strategy"



Mobile Program Manager



Enterprise Architect

Enterprise Architect

"I make sure we have a secure, scalable mobile solution"

Mobile Application Accelerator (MAX)

Business User Friendly Mobile App Composition in the Cloud

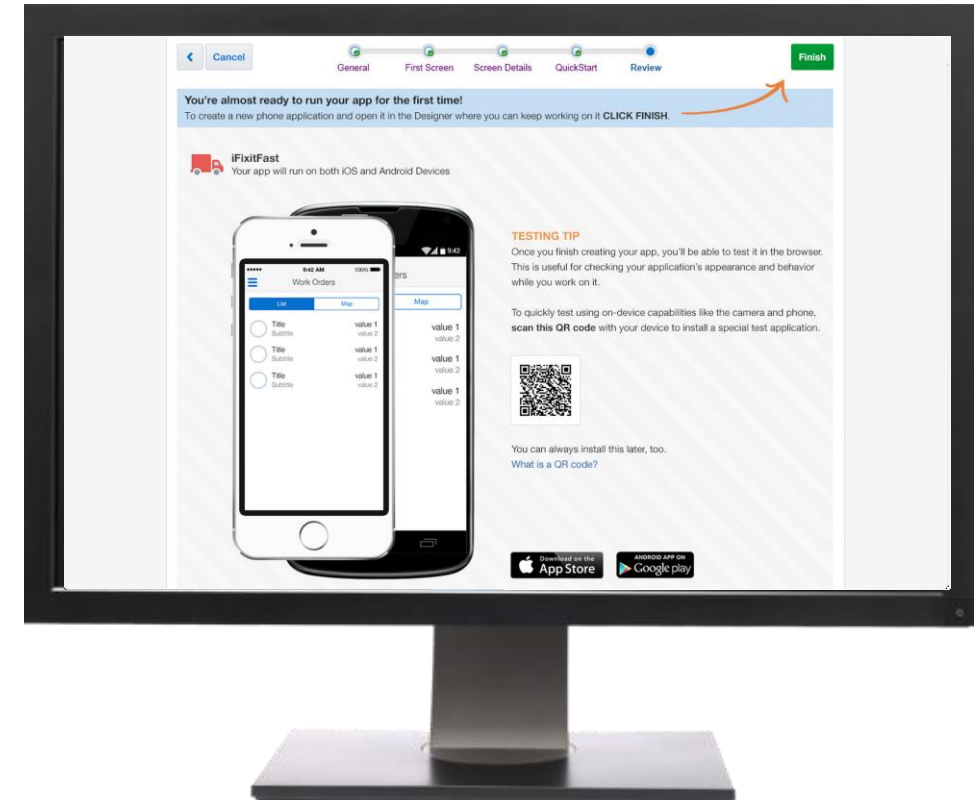
BROWSER BASED DEVELOPMENT

NO CODING REQUIRED

EASILY MAP TO BUSINESS SERVICES

PREVIEW APP IN LINE

EDIT, TEST, AND PUBLISH FROM BROWSER



Step 7 – Protect and Secure

Mobile Security – Things to Think About

- Who are the customers – internal/external
- How do you integrate with existing security infrastructure
- How do you address BYOD
- How do you secure data on the device
- How do you secure application access

Oracle Enterprise Mobility Management (EMM)

Secure Device, App, Data for different identities

Mobile Device Management

- **Device centric** security policies
- Device enrollment
- Device control
- Device inventory

Mobile Application Management

- **App centric** security policies
- Inbuilt PIM apps
- Zero code wrapping technology
- App store for distribution
- Secure apps built on MAF

Mobile Content Management

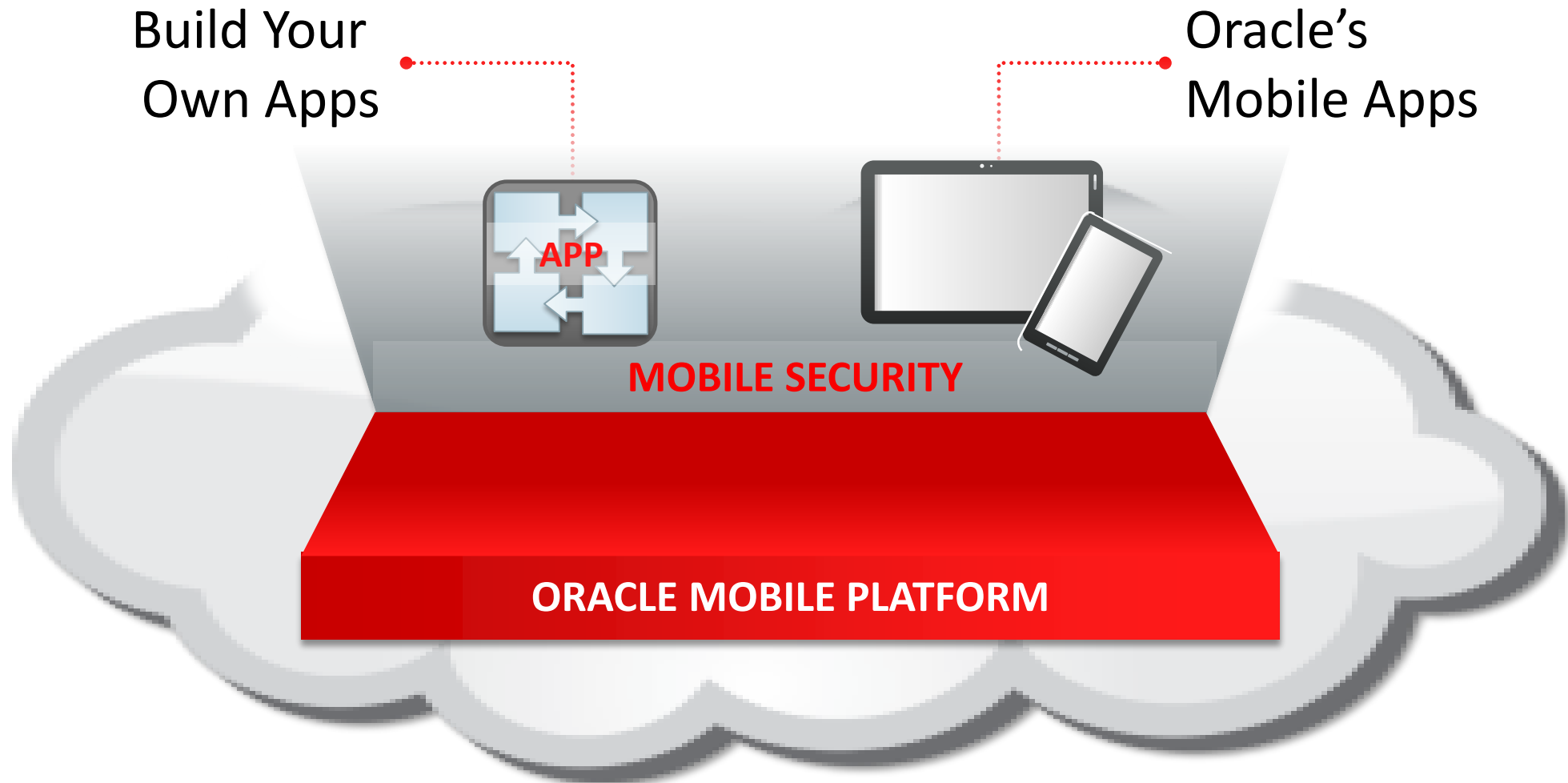
- **Secure container & app tunnel** for securely accessing and storing corporate content
- Strong DLP policies to avoid data leakage
- File manager and doc editor/viewer for secure content collaboration

Mobile Identity

- **Identity authentication and authorization**
- Single sign on across mobile apps
- Risk/context aware step up authentication
- Self service and delegated administration
- Certificate LCM

Step 8 – Pick a Strategic Mobile Partner

Oracle's Mobile Strategy



Oracle Mobile Platform

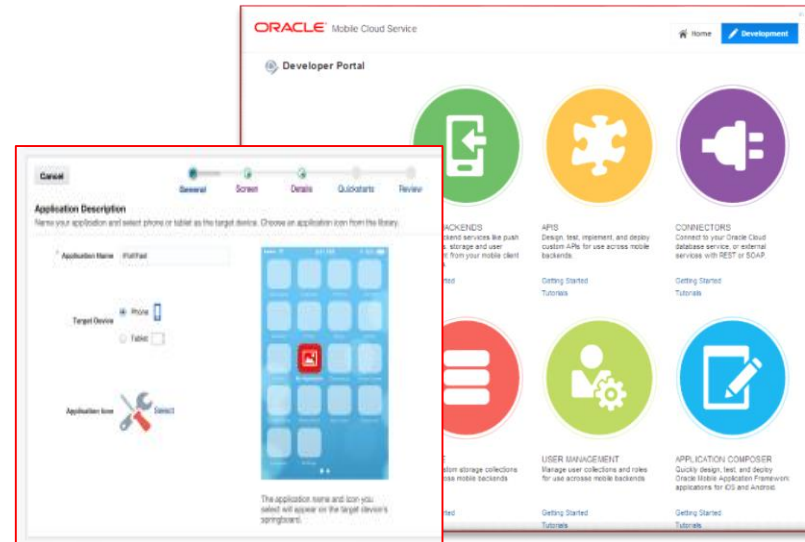
Develop, Integrate, Secure, Deploy & Manage

Develop



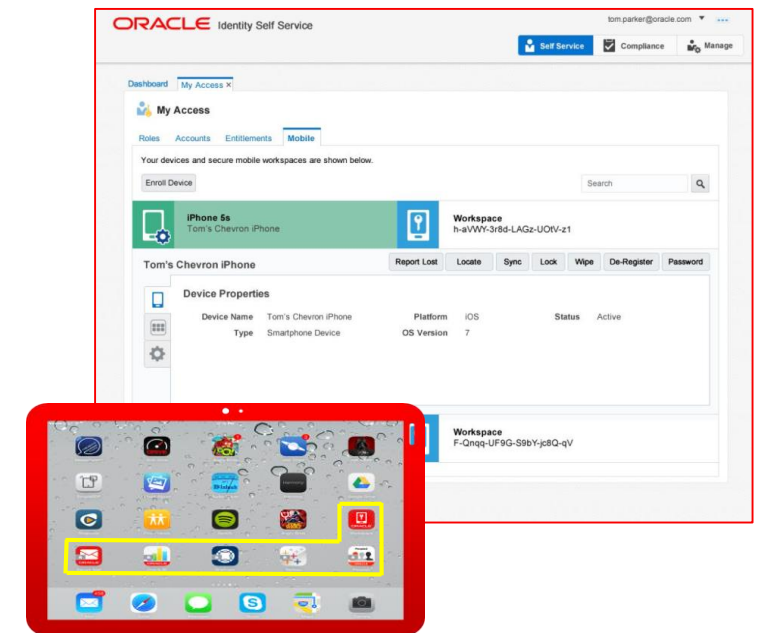
Mobile Application Framework

Integrate



Mobile Cloud Service

Secure, Deploy & Manage



Mobile Security

The background of the slide is a light gray field filled with numerous faint, overlapping icons of various mobile devices, including smartphones and tablets, in different orientations and sizes, creating a sense of a mobile ecosystem.

“If you don't have a mobile strategy,
...you don't have a strategy
for growth”

Eric Schmidt, Google Executive Chairman

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Visit: <http://www.oracle.com/mobile>

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