



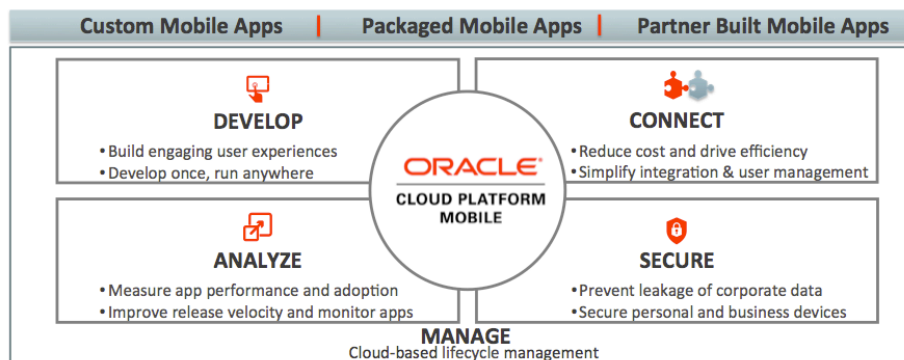
## Oracle Cloud Platform for Mobile

### A Platform to Simplify Enterprise Mobility

Mobile devices continue to change the way we live and work. While cloud computing is transforming the IT infrastructure, the primary lens through which we view that infrastructure is mobile. According to Millward Brown's 2014 AdReaction study, most people spend more time viewing mobile devices than watching television. Mobile is the new "first screen." Mobile computing and cloud computing are two sides of the proverbial coin that is transforming IT.

The mobile transformation must be viewed holistically—not as a set of siloed systems or separate departments. There are interdependencies between mobile apps, back-end systems, integration techniques, security considerations, lifecycle management practices, and many other elements. Oracle understands the difficulties associated with establishing a mobile environment that is secure, scalable, and comprehensive enough for the entire enterprise.

### Oracle Mobile Platform: Simplifies Enterprise Mobility



### Simplify Development

Mobile apps come in all shapes and sizes including web, native, and hybrid apps that span traditional and mobile platforms. They are built in objective C, Java, HTML5, C#, and other languages. Choices abound to fill varying needs. To meet these needs, Oracle created Oracle Mobile Application Framework (MAF), a hybrid environment for building cross-platform mobile apps that are natively installed on mobile devices. Oracle Mobile Application Framework leverages popular Java and JavaScript skills as part of a visual and declarative development environment to maximize code reuse and ensure fast, easy development.

Each organization that sets out to build mobile apps has unique needs, established skill sets, and favored technologies. Oracle's strategic view is to remain open, and to embrace and


## ORACLE® CLOUD PLATFORM MOBILE

### SIMPLIFY ENTERPRISE MOBILITY

- » **Develop.** Build mobile apps using web, native, or hybrid architectures and an "API first" strategy to connect to any back-end system.
- » **Extend and secure.** Define new services for mobile consumption, securely manage enterprise data, and control access with user management policies.
- » **Monitor and manage.** Track customer adoption and satisfaction, deliver updates via app stores, and manage services and APIs throughout the lifecycle.

### INFUSE MOBILE APPS WITH ESSENTIAL SERVICES

- » **Storage:** Store data for secure access by any mobile app.
- » **Push notifications:** Add immediacy by communicating with users when significant events occur.
- » **User management:** Simplify self-registration and login procedures for mobile app developers.
- » **Offline data:** Enable mobile apps to cache data for offline access.



support multiple platforms and frameworks including native platforms (such as Apple iOS, Google Android, and Windows Phone) and HTML5 and JavaScript frameworks (Cordova, PhoneGap, JQuery Mobile, Ionic, Backbone.JS, and others). To help customers succeed in today's diverse mobile environment, Oracle's approach is to simplify development overall.

## Simplify Integration

Mobile development should not be viewed only from the client app perspective. A complete development environment should also simplify integration with back-end systems.

The majority of the work involved with developing mobile applications is spent integrating and connecting mobile clients to back-end systems. The effort involves dealing with varying security protocols, data types, access protocols, and identity management systems that vary considerably when dealing with on-premises, cloud, or third-party environments. Mobile app developers aren't likely to be experts on all those systems. They need to collaborate with services developers to connect and access them. They need a consistent, flexible, and scalable API strategy that accelerates development and frees mobile developers from the complexity of integration, allowing them to focus on building great mobile experiences.

That's why Oracle Mobile Cloud Service has been designed with an "API first" strategy in mind. It includes tools for back-end service developers who are in charge of making sure that access to their back-end systems is secure and scalable. These developers can build mobile-ready APIs and publish them to an easily accessed API catalog. Mobile app developers and back-end service developers can readily collaborate in a centralized, cloud-based environment. Oracle provides the tools and services they need to develop new apps quickly. Meanwhile, business users can utilize Oracle's built-in performance metrics and analytics to improve the level of engagement and performance of their applications.

## Simplify Security

Mobile apps need to be able to securely access back-end services in accordance with enterprise standards and security policies. Oracle Mobile Security Suite includes encryption, data loss prevention, and support for single sign-on. This platform takes advantage of existing security protocols in the enterprise. Developers can focus on building great apps rather than trying to learn how to become mobile security experts. Enterprise apps can be deployed to users based on policies that may include the user's role, device being used, current location, and time zone. Oracle Mobile Security Suite supports enterprise strategies that include both "bring your own" and corporate-owned devices—without compromising security, user experience, or privacy.

## Simplify Analytics

Mobile computing is pervasive in every aspect of our lives. Mobility must be continually optimized to ensure great user experiences. Properly understanding customer needs requires detailed analytics—and that means more than simply tracking downloads and clicks. To improve adoption and optimize the user experience, organizations must track and measure mobile app use on a granular, contextual level to better understand performance and user behavior. Oracle Mobile Cloud Service provides custom usage and performance analytics that can measure activity down to specific APIs. These metrics are cross-referenced and analyzed with custom events and actions across time and geographies. They are presented in user-friendly dashboards to help make better, data-driven decisions.

*"Mobile technologies have a huge impact on our sales process, on our customers, on how we operate our business.*

*Differentiated roles within Oracle Mobile Cloud Service allow developers to work in parallel as they create front-end systems and back-end systems."*

**JIM THOMAS**  
DIRECTOR OF IT OPERATIONS  
PELLA CORPORATION

*"Oracle allows us to seamlessly roll out applications to Apple iOS and Google Android devices. Our mobile apps are adaptable, scalable, secure, and high performance—plus we can use Oracle Fusion Middleware to integrate them with ERP systems from Oracle and other vendors."*

**KATHLEEN FAUERBACK**  
IT SECTION MANAGER  
CITY OF LAS VEGAS

### LEADING QUESTIONS

- » Does your organization have a consistent strategy for mobile development?
- » Do developers struggle to combine information from social media, enterprise databases, location information, and other services?

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### Integrated Cloud Applications & Platform Services

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## Simplify Management

Cloud computing is disrupting nearly everything in IT. Blend in mobility, the new lens through which to view these cloud infrastructures, and we are facing nothing short of a new world order. By centralizing enterprise mobility to the cloud, based on easily accessible APIs, built-in analytics, robust lifecycle management tools, and collaborative services for all types of developers and business managers, you can gain a competitive advantage.

Evolution or revolution—the pace of technology is not slowing down. Oracle is the only company that can bring it all together by unifying on-premises systems, cloud environments, software-as-a-service (SaaS) applications, platform-as-a-service (PaaS) environments, Internet of Things (IoT), and mobility into a comprehensive, “future-ready” solution.

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