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## **Practical Considerations for Mobilizing Existing Enterprises**

Eric Jensen



## **Program Agenda**

- Problem Statement
- Our Viewpoint
- Mobilizing with Oracle
- Conclusion



## Mobile Data is Everywhere

- Inside: Employees are using their own mobile devices
  - IT departments are being asked to develop enterprise apps for 4-5 different platforms
  - 5 years ago, the idea of company apps on employee PCs, supporting 4-5 different OSes, would have seemed ridiculous
- Outside: Scale IT operations to support internet-enabled products
- We have started down the path of “Internet of Things”



## Always Connected Doesn't Always Work

- “Always Connected” Solutions such as web apps may be cheap and quick to develop, there are downsides
  - Lag in UI slows down operations
  - Many points of failure, any of which will halt operations
  - Security Implications: depending on setup, large amounts of data could be exposed to increased risk
  - Operational Dependencies: Cell coverage issues halt field operations



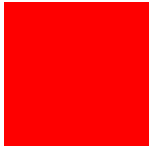
## Outside: Support for Internet Enabled Products

- Product development is shipping products that tie into corporate enterprise IT infrastructure
- What's the worst that can happen?
  - Recent SONY Playstation debacle is a good example
  - More than 70 million accounts compromised
  - Nearly 1 month of downtime
  - Permanent damage to reputation
- Organizations need a technology partner that understands both sides on the equation
  - Most organizations already trust their data to one company and one product, more than any other

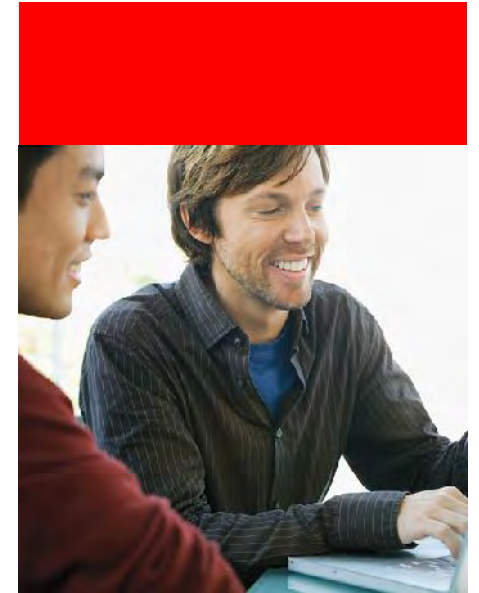


## Mobile Strategy

- Do you have a solid mobile strategy already in place?
- Do your competitors?
- What's your strategy?
  - Having no strategy → FAIL
  - Not considering security risks and operational inefficiency? → FAIL
- A comprehensive strategy that doesn't create new problems is imperative
  - The best strategy would build on the strengths of enterprise products already in use: Oracle Database, Oracle Applications



# Our Viewpoint



## Technology Coast Consulting, Inc. Galvin Consulting

“IT managers we interviewed expressed equal parts intrigue and frustration about the fast moving mobile computing technology and corresponding expectations among the mobile workers they support. From all appearances, MEAPs are poised to resolve a host of pent-up problems.”



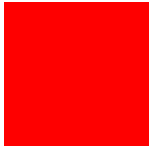
## Bringing It All Together

- When we break down the “inside” and “outside” into a list of requirements, they are actually quite similar
- Both problems require
  - Secure solutions
  - Integration with mobile or embedded platforms
  - Solutions that will easily scale

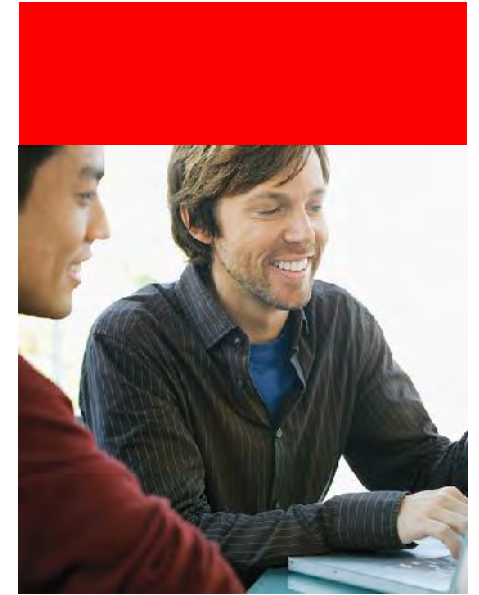


## The Ideal Mobile Technology Provider

- Understands your current setup
- Can offer tools to seamlessly integrate new mobility support infrastructure
- Deep knowledge of mobile and embedded platforms
  - Ideally, they have these solutions in-house
  - The experience to help you mobilize in the right way
- These are the ideal requirements for a provider to assist with bringing dev and IT together
- No one understands how to protect and manage data better than Oracle



# Mobilizing With Oracle





## Solutions

- Mobile platform with integrated storage and sync
  - Java + Oracle Berkeley DB + Oracle Database Lite Mobile Server
- Mobile Enterprise Application Platform (MEAP)

## What Mobile BIS Is Saying

"Using Oracle Database 11g and Oracle Database Lite Mobile Server, Vine To Table enables small wineries to get distribution. This integrated approach based on Oracle technology reduces workload by 50% and streamlines the distribution process by 35%."

Michael Macho, President, Mobile BIS

"We are pleased to leverage the Oracle technologies to grow and expand our business. If it wasn't for Oracle's mobile solutions, Vine To Table would not be able to achieve such success in the marketplace."

Drew Dickson, President and CEO Vine To Table



## Mobilizing With Oracle:

Java + Berkeley DB + Mobile Server

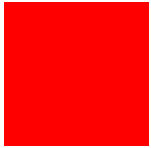
- **Java ME, Java SE Embedded**
  - Installed on everything from smart cards to smartphones, Java is a ubiquitous mobile platform
- **Berkeley DB for Data Storage**
  - SQL API is compatible with SQLite
  - Enterprise data storage features for your embedded and mobile platforms
- **Mobile Server**
  - Simple, secure conduit between Oracle Database and external devices
  - Import data from embedded / remote devices to your existing systems
  - Also for data “broadcast” or 2-way data flow



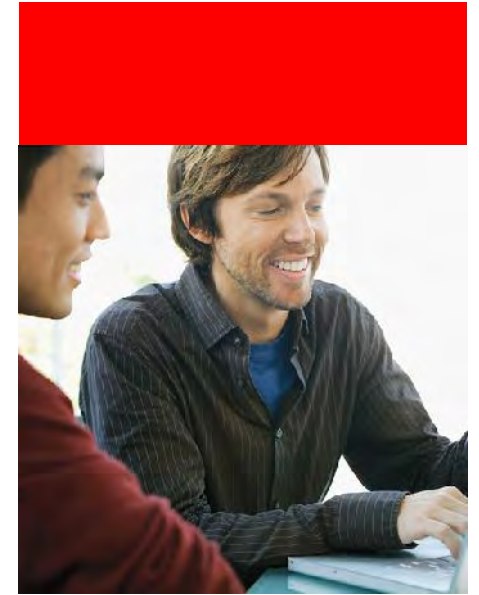
## **Mobilizing With Oracle:**

Mobile Enterprise Application Platform (MEAP)

- Mobilize your existing enterprise apps
- Develop new applications
- Manage your deployed devices
- Integrate with Database Lite Mobile Server



# Conclusion






## Conclusion

More organizations choose Oracle to manage and secure their data than any other company. Oracle is the right technology provider to do the same for mobile data.

To learn more: <http://www.oracle.com/mobile>



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# **Hardware and Software Engineered to Work Together**

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