



# Oracle PaaS and Fusion Middleware

Inside Oracle's Cloud PaaS and Middleware Community



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Thursday Jan 12, 2017

## Beachbody Shapes Cloud Connections

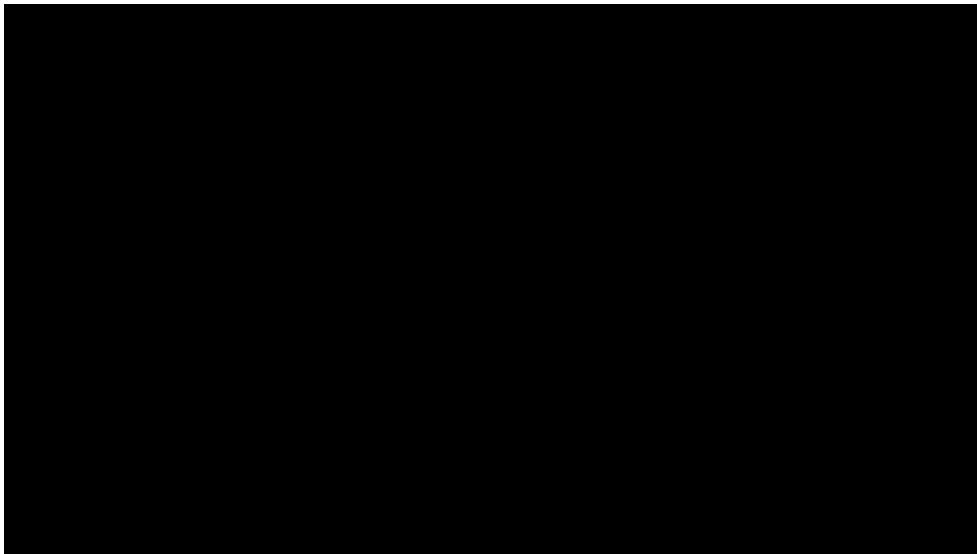
By Eric Jacobsen-Oracle on Jan 12, 2017

Santa Monica, California based [Beachbody](#), one of the largest purchasers of infomercial time in the US, sells their fitness products through a complex, multi-channel network including over 450,000 "coaches." They broke the \$1B revenue barrier in 2014 and haven't looked back.

To keep pace with this continuing growth, they use [Oracle Process Cloud](#) and [Oracle Integration Cloud](#) for connecting their highly specialized systems of record with their customers and partners. By simplifying their workflows, and streamlining their end-to-end decision processes, Beachbody has reduced the time to prepare financial accounts for pre-close by 50%.

Working with Oracle, Beachbody is moving aggressively to the cloud through a series of high-impact, low-risk projects that leverage their existing investments and keep their operations lean.

Watch this video to see their story.



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Monday Jan 09, 2017

## Dubai Airports & National Pharmacies Highlight Oracle PaaS & Mobile

By Dan Brooks-Oracle on Jan 09, 2017

Customer and employee engagement is critical to a successful business model, and in this on-demand world, engagement on and through mobile devices has been shown to yield very positive returns. Oracle Mobile customers [Dubai Airports](#) and [National Pharmacies](#) discovered this after using [Oracle Mobile Cloud Service](#) and other Oracle PaaS solutions to automate their employee processes and to acquire and engage customers. You can read, and watch, each of their stories below:

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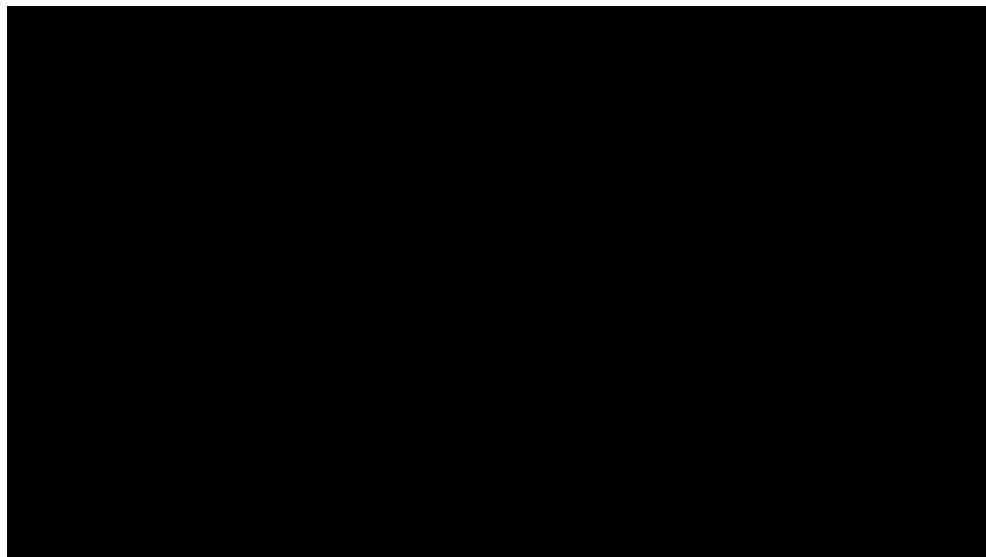
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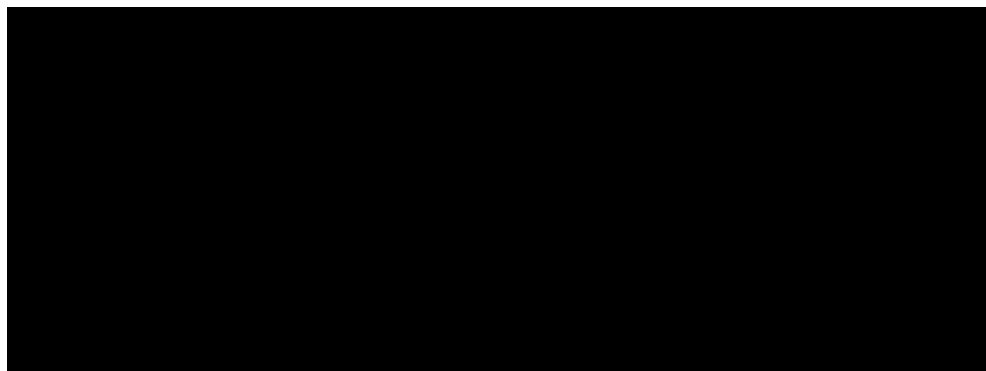
## Dubai Airports

Dubai Airports, one of the largest airports in the world with over 60 million annual passengers and \$1.7 billion in revenue, wanted to automate all of its employee lifecycle processes. It turned to Oracle, and was able to use Oracle Mobile Cloud Service (MCS), combined with Oracle Java Cloud Service and Oracle SOA Cloud Service, to build out and fill process gaps, integrate those processes with its existing architecture (which included Oracle HCM Cloud, Oracle EBS-HR and Taleo), and then extend those processes onto mobile devices so that employees could access them anywhere, anytime. The entire implementation took only 16 weeks to deploy, and the mobile deployment through Oracle MCS only took three weeks! This solution maximized both employee and HR productivity by making talent development and management completely available through mobile devices.



## National Pharmacies

National Pharmacies, an Australian pharmacy group with 100+ stores that has been serving the Australian health community since 1911, wanted to empower its customers and increase both their membership and engagement. The healthcare retailer uses a membership model, where its customers pay an annual fee to secure special benefits and discounts on products that the company sells. As National Pharmacies expanded, it realized that it needed to meet the needs of modern consumers, with their desires to connect, engage, and purchase through mobile channels. Using Oracle Mobile Cloud Service, National Pharmacies was able to provide 24 hour, real-time access to customer membership profiles and registration/renewal information, as well as access to a mobile purchasing catalog, a health appointment booking tool, and a members-only health knowledge base. By providing these mobile tools, the pharmacy group reduced new member on-boarding time from 14 days down to several minutes, it reduced call center volume by 30%, and postage costs (member applications used to be mailed) by 50%. Using Oracle MCS simplified several of National Pharmacies' more traditional customer engagement strategies, and has allowed the company to scale in the on-demand world.



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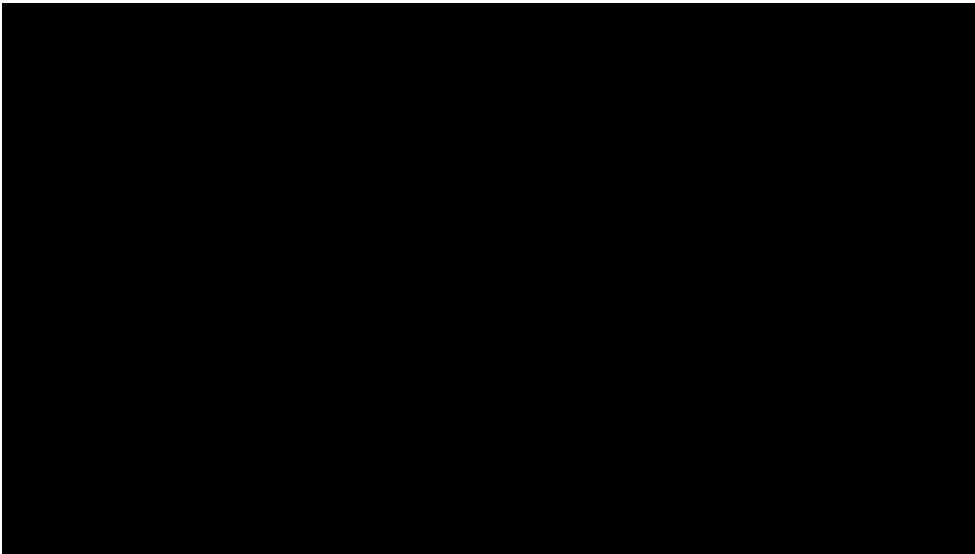
Friday Jan 06, 2017

## Optimizing Oracle Investments with Oracle Cloud Platform

By Product Team-Oracle on Jan 06, 2017

Sofbang is an Oracle Platinum Partner that is helping their clients optimize their investments by leveraging Oracle PaaS. Whether it's improved mobile access, automating processes, or providing agile integrations, Sofbang is harnessing the power of the Oracle Cloud Platform to provide robust end-to-end solutions for digital transformation.

Watch the video below to hear how Sofbang is leveraging Oracle Cloud Platform, including Java Cloud Service, Mobile Cloud Service and Process Cloud Service, to solve business challenges for their customers.



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Thursday Dec 22, 2016

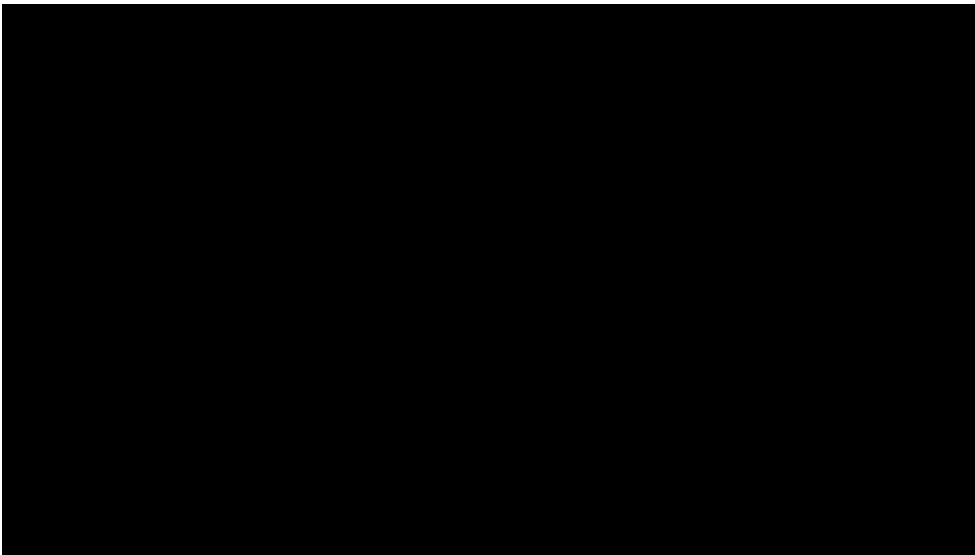
## IoT for an Eco-Friendly Rental Business

By Eric Jacobsen-Oracle on Dec 22, 2016

In today's world, billions of connected devices, from smart vehicles to smart meters and even electric scooters, generate ever-increasing quantities of valuable data. By using data from devices, many businesses have started to look at new business models like delivering their products as a service to attract new customers and help reduce costs.

SoftBank, the Japanese telecommunications and technology company, and PS Solutions, a subsidiary of SoftBank, this year launched an eco-friendly electric scooter sharing service called Setouchi Karen that leverages [Oracle IoT Cloud](#).

[Read this Forbes article](#) and watch the video below to learn how a novel IoT use case for 'mobility-as-a-service' is enabling SoftBank to realize efficiencies and improvements in customer experience.



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Monday Dec 19, 2016

## Getting Started with Chatbots

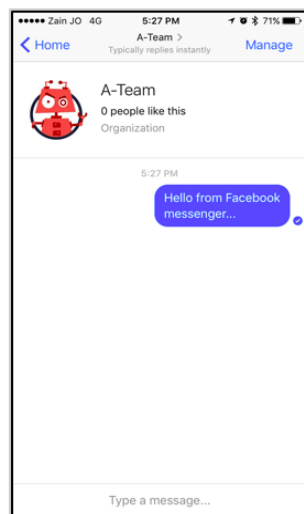
By Dan Brooks-Oracle on Dec 19, 2016

Chatbots employ a conversational interface that is both lean and smart, and if designed properly, is even charming. They can help people find the things they want and need, in real-time, without the hassle of searching online or navigating a complex customer service organization. Think about how much work it takes to book travel and check-in on an airline. You have to search for flights, then compare prices, departure times and amenities, then enter your information, and finally choose which add-ons you would like. After that, there's an entirely separate process for check-in! What if you could accomplish all of this in one interactive experience by answering only a few questions? Chatbots are the singularity that both "smart" and "mobile" devices have been waiting for.



But how easy (or difficult) is it actually to build a chatbot? Tamer Qumhieh, Principal Solutions Architect on Oracle's A-Team, answers this question in a [blog post](#) that serves as a tutorial on how to create and deploy a chatbot on Facebook Messenger.

First, Tamer discusses how to create both a Facebook page and an actual Facebook app. Then, he moves into how you can implement a chatbot in your Facebook app using Webhook and NodeJS. Next, Tamer will show you how to set up your chatbot to receive Facebook messages, and how to test your bot using Facebook Messenger. Finally, you'll be able to deploy your chatbot to Oracle Application Container Cloud Service (ACCS).



The blog post has code snippets pasted throughout so non-developers should understand that this tutorial is a bit technical. However, all the code can be copied and pasted so no code writing is necessary! It's a very interesting read, could be a fun side project over the holidays, and you can [check it out here!](#)

Don't forget to follow [@OracleMobile](#) and to join the conversation on [LinkedIn](#).

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Wednesday Dec 14, 2016

## VASSIT Drives Business Transformation with Oracle Cloud Platform

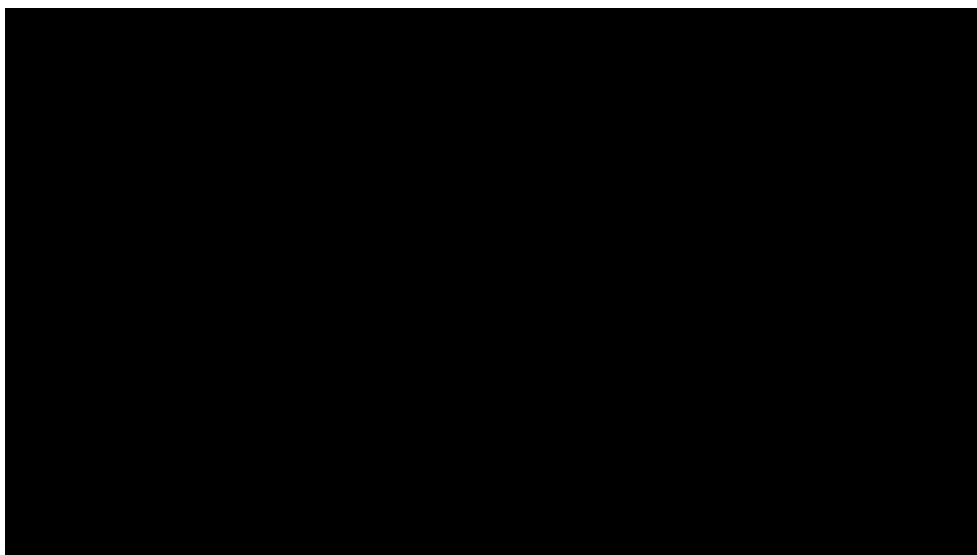
By Kellsey Ruppel-Oracle on Dec 14, 2016



VASSIT is a software integration company specialized in solving complex enterprise challenges associated with customer experience, enterprise content management, systems integration and big data and offers a range of services including customer journey mapping, technology evaluations, technology deployments, custom application development, bespoke integrations and application hosting and support. Clients typically

come to VASSIT to enable digital transformation and improve customer experience and efficiency.

Watch this video to learn how VASSIT enables business transformation for its clients by leveraging Oracle's Cloud Platform including: Oracle Mobile Cloud Service, Oracle Documents Cloud Service, Oracle Process Cloud Service, and Oracle Sites Cloud Service and learn how Oracle's enterprise-scalable technology platform provides secure solutions wherever and whenever needed.



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Thursday Dec 08, 2016

## Container Cloud Service – Managing Containers Easily on Oracle Public Cloud

By Eric Jacobsen-Oracle on Dec 08, 2016

Originally published Dec 2, 2016 in the [Weblogic Community](#)

Author: Mike Raab

Today, we are very excited to announce the general availability of Oracle Container Cloud Service (Container CS). It's been an exciting journey to take the StackEngine container management software that Oracle acquired and transform it into a cloud service – Container CS.

I was part of the original StackEngine team and am personally excited that our core design principle, ease of use, prevails as the major differentiator for Container CS versus our competition. For me, the ease of use translates into a few key differentiated features for Container CS.

First, Container CS can be easily provisioned with whatever IaaS compute capacity that you need to power the worker nodes that run your Docker container applications. After provisioning you have a ready-to-use platform – just you bring your own containers and run them with ease. Additionally, I believe that customers will want to have multiple Container CS instances at their disposal to use as they need. Deploy a set of instances for various dev and devops teams and deploy others for individuals. This gives our customers the ability to get Docker workloads off of their laptops and into container environments, easily.

Second, Container CS comes with many examples of container applications that can be deployed in a click. These examples can be simple, with just one image and its runtime information in a ready-to-run template called a Service. Or they can be multiple image applications, with defined orchestration that can be deployed across multiple hosts. These are called Stacks. The beauty of these Services and Stacks, is that our customers can utilize these examples and the way that they are built, to help model their own applications.

The third is the Container CS UI. The UI, through many of its native features, including TCP checks, and easy to understand color-coded health checks, gives context to the status and state of running containers. But, I think the most context is given through the function of Deployments. A Deployment is created when you run a containerized application and allows you can see the individual containers in the context of what they are actually doing along with the overall health of the deployment.

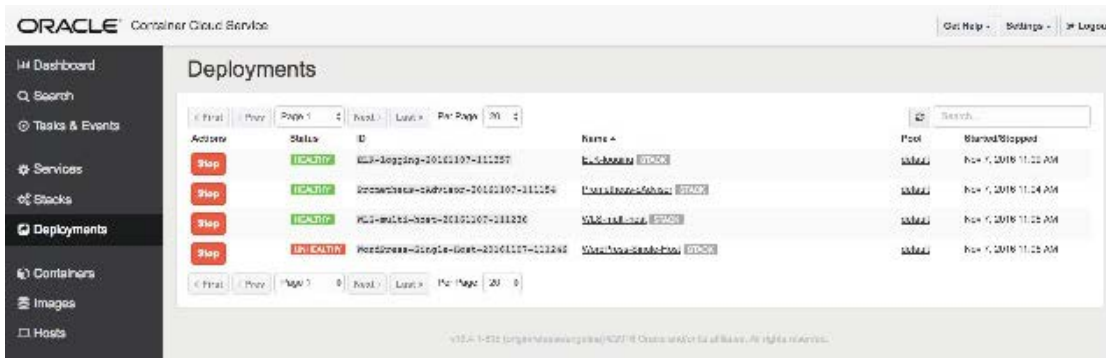
Contrast the information that is delivered in the terminal window, with a standard “\$docker PS” command. In the screenshot below, the information that the user can quickly ascertain is limited. Pretty much a list of containers, their native Docker names and the uptime. Does the terminal window observer really have a good idea of what the containers are actually doing?

What is the application or applications running below?

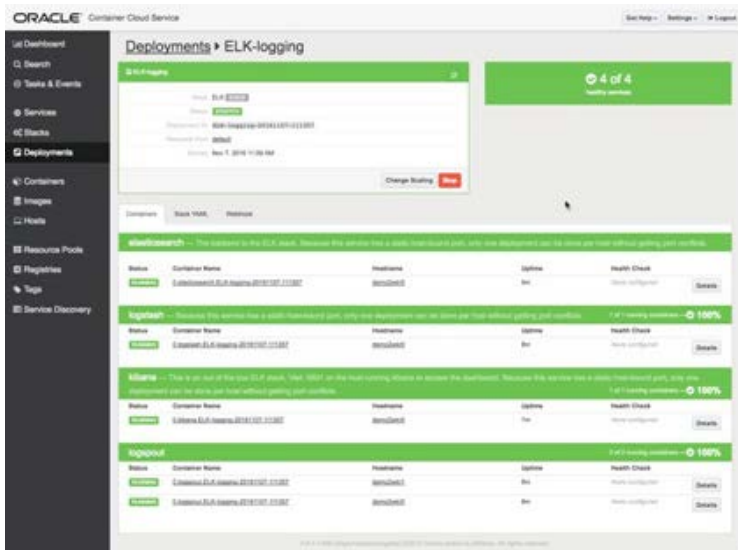
```

se@se-VB: ~
se@se-VB:~$ docker ps
CONTAINER ID        IMAGE               COMMAND             CREATED
STATUS            PORTS              NAMES
e14a94754b9b      prometheus:0.2     "/sbin/runsvdir /serv" 17
seconds ago      Up 16 seconds      elated_mayer
49f230281191      kibana:latest      "/docker-entrypoint.s" About a minute ago
Up About a minute  5601/tcp          determined_colden
6089300a48cf      haproxy:0.2       "/sbin/runsvdir /serv" 2 m
inutes ago      Up 2 minutes      aqitated_raman
3f9fc85a40d8      redis              "docker-entrypoint.sh" 5 W
eeks ago      Up 5 weeks        6379/tcp          sad_babbage
6d78e00c3ae6      google/cadvisor:latest "/usr/bin/cadvisor -l" 2 m
inutes ago      Up 2 minutes      8080/tcp          sharp_booth
ac157001edfa      elasticsearch:1.7.3 "/docker-entrypoint.s" 2 m
inutes ago      Up 2 minutes      9200/tcp, 9300/tcp
stupefied_torvalds
    
```

Now, contrast this with the next 2 screens, where you can see all deployments running in Container CS, with descriptive names. Containers can be viewed in context of the Deployment views. The first screenshot shows all running Deployments and their health.



And in the next screen below, you can see the detail of one of the Deployments. In this case, a healthy ELK logging application, deployed across all the hosts in this environment.



For me and the Container CS team within Oracle Public Cloud, this is a very exciting day, to be able to share our container management technology for the world to consume.

Free trials are available as part of [Oracle Cloud PaaS and IaaS](#)

More information is available at: <https://cloud.oracle.com/container>

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Tuesday Dec 06, 2016

## BAMF Uses Oracle PaaS to Support 3x Volume of Data

By Eric Jacobsen-Oracle on Dec 06, 2016

Dr. Markus Richter, the Head of Infrastructure at German Federal Office for Migration and Refugees (BAMF), talks about how Oracle helped scale the IT infrastructure in only four weeks to help support three times more data.

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Monday Dec 05, 2016

## Using Location Features With Oracle Mobile Cloud Service

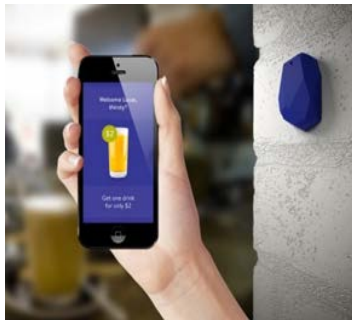
By Dan Brooks-Oracle on Dec 05, 2016

We look at our phones about nine times an hour, or roughly once every six and a half minutes for every moment we're awake. We use them all the time too, from collaborating with coworkers, to shopping for holiday gifts. In fact, on Black Friday, 2016, retailers reported that for the first time ever, purchases on mobile devices exceeded \$1 Billion for the 24 hour period after Thanksgiving, and made up 36% of all Black Friday sales. It's no wonder that our phones have become the primary tool that we use to access, consume, and engage with digital content at home, on the go, and in the workplace, and that mobile engagement habits often influence our business/consumer decisions as much as business/consumer decisions influence our mobile habits (booking a hotel immediately on your phone, based on your current location vs. booking a hotel in advance online, and then checking to see if you can access your reservation on your phone.)





Despite our mobile connectivity, many businesses still choose to engage customers through non-mobile channels. Walk through any local shopping district, and you'll see billboards, signs, and window displays, and even salespeople handing out product samples. Some of these analog tactics may be timely in that customers are near a business when an offer is being presented, but not relevant to the majority of people who pass by, and therefore, an inefficient means of customer engagement. Conversely, an email announcing an in-store promotion may be relevant to those it specifically targets, but not timely in that customers may be far away and may forget about the offer before their next store visit. In order to effectively and efficiently engage with customers, companies need to make their communications both timely *and* relevant. How can a company use "Mobile" to do this?



One way is to incorporate location-based services into your company's mobile app. Location-based services use **beacon technology** to communicate directly with customers in a way that is both timely *and* relevant. When a customer walks into, or near, a store, a beacon can send a pre-programmed message or offer to that customer's phone through a push notification. The customer can then redeem the offer immediately. The communication is timely because the customer is in, or is near, the store, and is relevant because only customers who have the company's app installed will receive the message. Although the retail implications are obvious, this technology can also be used in the workplace to communicate timely and relevant information to employees and managers, such as when a conference room is available or how well attended a meeting may be.

**Sofbang**, an Oracle Platinum Partner, has developed a location-based service implementation using its extensive cloud experience and **Oracle Mobile Cloud Service**, which has built-in location-based features. You can read more about Sofbang's very cool solution [here](#), and you can try out Oracle Mobile Cloud Service [here](#).

Don't forget to follow [@OracleMobile](#) and to join the conversation on [LinkedIn](#).

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Monday Nov 21, 2016

## Build Better Apps Faster This Holiday Season

By Dan Brooks-Oracle on Nov 21, 2016

Ready to brave clogged highways, TSA security lines, cramped middle seats, and lost bags this holiday season? Of course you aren't... but unfortunately, you'll likely have to in order to spend time with family and friends on Turkey Day. While holiday travel can be annoying, and even downright painful, you can still make the best of it thanks to mobile

*gasp*

devices, laptops, and WiFi! In this on-demand world, there are many options for entertainment, and even ( )... learning, while you're on a plane, a train, or even in the back seat of a car on the highway. While you might be tempted to catch up on Narcos, or try to figure out what the heck is going on in Westworld (is *everyone* a robot?), **we'd like to offer up two entertaining, and informative, webcasts** in which you can learn how to build better mobile apps in a short amount of time. In each webcast, Oracle Business Development Representative for Digital Experience Rene de Boer speaks with Oracle Director of Mobility, EMEA, Martin Cookson, and Oracle Director of Mobile PaaS Business Development, Ian Wallis about all things Mobile!



In the [first webcast](#), Rene will chat with Martin and Ian about how digital transformation can create new business opportunities by engaging people through the use of the latest mobile, social, cloud and collaboration technologies. If your business goals are to create customer value, increase customer loyalty, and reduce customer costs, you'll need to optimize your mobile presence by using real-time, contextual, and intelligent mobile interfaces to respond to the numerous "mobile moments" that customers have become accustomed to as they search for and consume information, products, and services. Building mobile apps quickly with embedded contextual and location features, and soon, with services like intelligent, interactive chatbots will be a critical part of this digital transformation, and Martin and Ian will tell you what you need to do to stay ahead of the competition.

In the [second webcast](#), Rene, Martin and Ian continue their discussion with a specific focus on how this digital transformation will affect IT departments. Integrating new, mobile, front end technology that customers have come to expect with back end infrastructure can be extremely time consuming, but it doesn't have to be. IT departments need to increase company value, create reusable assets, and reduce the cost of operations in order to optimize mobile integration and delivery. One way to do this is by creating and deploying reusable APIs in order to increase agility, secure access to valuable data, and reduce overall friction when integrating front end and back end systems. Martin and Ian will discuss how these reusable API services are applicable to everything IT touches in "Mobile," from managing offline data and location services in your mobile app, to securing and restricting mobile app access, to introducing chatbots into your mobile platform.

You can access the [first webcast here](#) and the [second webcast here](#). And remember that you can continue the discussion about the webcasts on our [Oracle Mobile LinkedIn group](#), or you can tweet us [@OracleMobile](#)!

Happy Thanksgiving!

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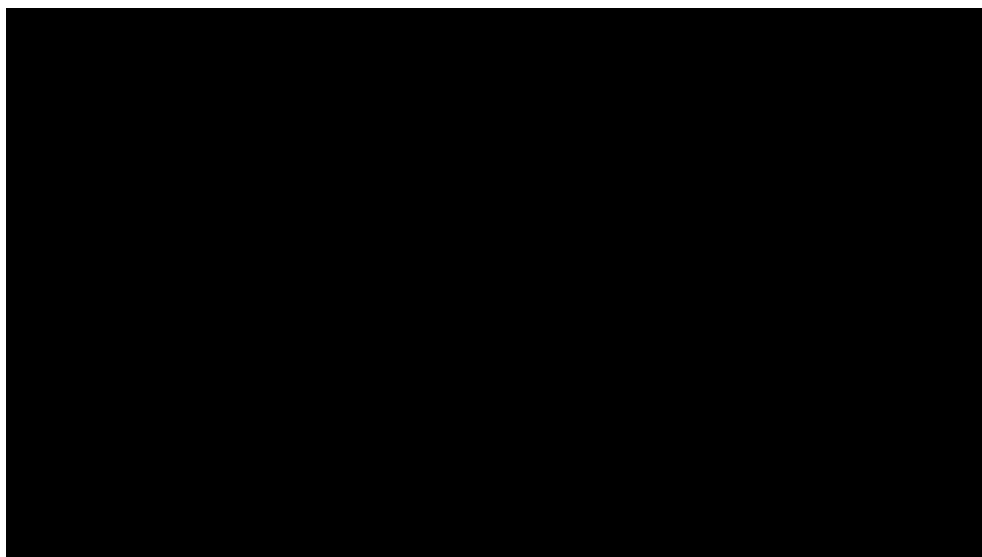
Friday Nov 18, 2016

## Ventureforth Connects Clients using Oracle Cloud Platform

By Eric Jacobsen-Oracle on Nov 18, 2016

Pransoon Saurabh, CTO, Ventureforth, Inc. talks about how they connect their client's mobile devices to backend systems, like ERP, even when disconnected from the network by leveraging Oracle's Java Cloud

Service, Database Cloud Service, and Integration Cloud Service. Watch this video to learn more about how they achieve this.



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Monday Nov 14, 2016

## Rogers Group Uses Oracle MCS to Mobilize Forms & E-Business Suite

By Dan Brooks-Oracle on Nov 14, 2016

**Rogers Group Inc.**, a road and highway construction company based out of Nashville, Tennessee, was looking for a way to increase both productivity and efficiency at its job sites. For many years, all on-site data, from crew member hours to which equipment was used and installed was tracked, using... **paper forms!** These paper forms were sent to an office clerk at Rogers' offices who entered all the data into the company's back-end Oracle E-Business Suite system manually. As a result, site managers sometimes had to wait a week to analyze data from these reports.

Rogers worked with with **AuraPlayer**, an Oracle partner that helps companies to integrate, extend, modernize and mobilize their E-Business Suite and Forms applications, to "wrap" its existing EBS infrastructure and expose it as a web service. AuraPlayer's technology allowed Rogers to accomplish this without changing any code in its back end. Rogers then collaborated with **Sofbang**, an Oracle Platinum Partner and leading Cloud Solutions provider, to create a mobile app using **Oracle Mobile Cloud Service** that would allow on-site managers to visualize and manipulate the now-exposed E-Business Suite data.



With this winning combination of technology and assistance from AuraPlayer and Sofbang, Rogers Group increased its efficiency and accuracy in maintaining business records, and provided managers with the ability to see and reconcile reports in real-time, instead of asking them to wait a week for paper substitutes. To learn more and read the full case study, [click here](#).

Don't forget to follow [@OracleMobile](#) and to join the conversation on [LinkedIn](#).

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Thursday Nov 03, 2016

## Elboog Mobile Wallet Payment Service on Oracle Cloud Platform

By Eric Jacobsen-Oracle on Nov 03, 2016

Elboog Information System is a financial technology company whose key value proposition is to offer unique mobile wallet payment service called mWallet. Elboog is introducing a brand new innovative technology targeting customers who don't own credit cards, or are not eligible to receive credits cards due to age, residential situation, financial credit etc. Elboog mWallet allows them to charge their credit through different sales channels like their mobile operator or from mini/super markets, making their charging experience seamless and straightforward. It allows customers to redefine their payments and transact on the go anytime, anywhere, by storing customers credit cards, payments cards and cash in their mobile phone, enabling them to make contactless payments, top-up their prepaid Telco mobile account, and send money overseas. Elboog's goal is to offer it's mobile payment system on top of Oracle Java Cloud Service to different banks with the pilot project with Boubyan Bank, one of the biggest banks in Middle East (Kuwait), with capital exceeding \$700 million and a primary investor for Elboog.

mWallet is a critical application as part of digital banking services, with a stringent requirement for 24/7 availability, thereby increasing ease of access to payments for consumers and bringing in operational efficiency and usability to its customers.

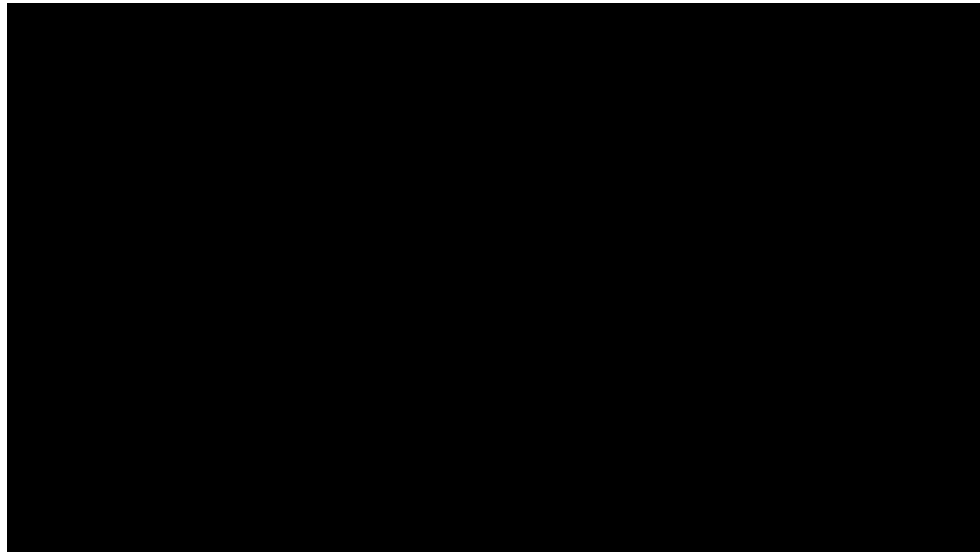
Elboog used Oracle Java Cloud and Database Cloud services to:

- Provision mobile applications and a scalable infrastructure to deliver the mobile "Wallet" to end consumers for payment at contactless merchants
- Provision the mobile "mWallet" Point of Sale capability for independent vendors (based on growing market of home made produce)

They achieved tremendous results using the [Oracle Cloud Platform](#)

- 50% less time to deliver the project than expected
- 300% ROI predicted within 12 months of using the platform
- 500% projected reduction in man hours for delivery of project changes and system updates to Production Operations
- 25% greater performance of the cloud solution over the on-premise performance during dev and test
- 50% reduction in IT budget for operations (due to cloud) resulting in greater spend on innovation

Watch this video as Dr. Waleed AlHasawi, CIO of Boubyan Bank and Chairman of Elboog, speaks about Elboog's Mobile Wallet Payment Service.



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Monday Oct 31, 2016

## Mobile Self Service Apps & Augmented Reality

By Dan Brooks-Oracle on Oct 31, 2016

Pokemon Go showed us this summer that Augmented Reality (AR) can be used to entertain and engage consumers at scale. But how might AR be incorporated into a business setting? Principal Sales Consultant Rayes Huang of Oracle's APAC Mobile Team has an idea. In the link below, Rayes has created a detailed walkthrough of how one might build AR functionality into an Oracle Mobile Self Service app, which seems pretty cool! While this is one example of how AR can be leveraged for business use, it's certainly not the only use case.

Check out the tutorial [here](#), but non-devs be advised, the walkthrough contains lots of code. Developers, read on!

Don't forget to follow us [@OracleMobile](#) and to join the conversation on [LinkedIn](#).

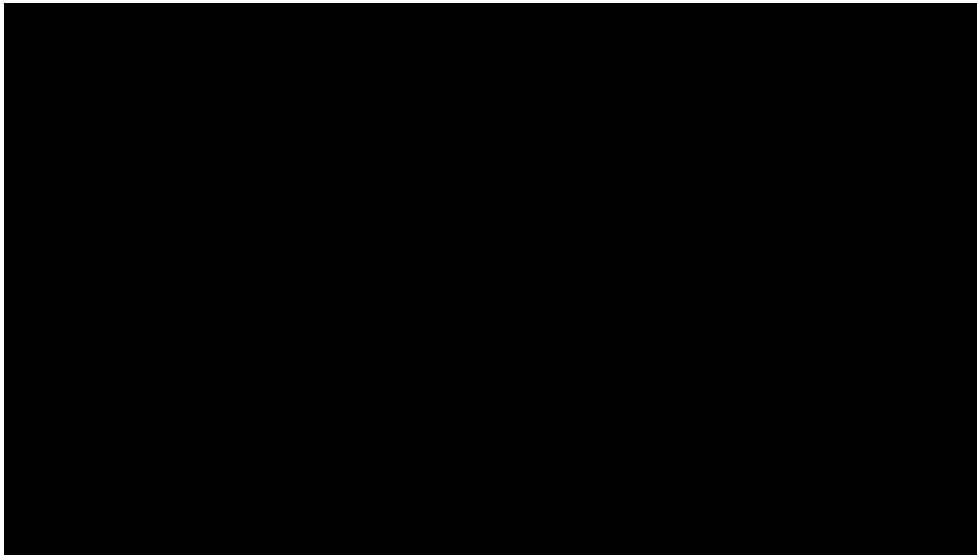
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Wednesday Oct 26, 2016

## SuiteBox's Cloud-Native App Improves Business Collaboration

By Eric Jacobsen-Oracle on Oct 26, 2016

Check out this video and see why SuiteBox chose Oracle Cloud Platform for their Cloud Native Applications. They needed highly available and reliable platform in order to create solutions for next generation businesses to interact and collaborate.



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