The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.


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Data Integration:
The Missing Piece for a Successful SOA

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What is a SOA?

- **Service-Oriented Architecture**
- Decoupled approach to messaging architecture
- Services, composites, open standards
- Orchestrate processes

~~Proprietary, hardwiring~~



What are Data Services?

Data Services Manipulate Data that Impacts Everyday People

Q: Are these the old regulations or the new ones?



Master Data

Keeping track of your data's lineage and lifecycle…

Q: Why does it take two months to update my credit report?



Batch Data

Moving data in large volumes between software systems…

Q: How come I keep changing my address but it keeps changing back?



Data Quality

Automatically standardizing and enriching business data…

Value of Data Services

For the Enterprise Architecture & Key Business Systems



Executives

- Reduce risk
- Future-proof
- Open Standards

Business Analysts

- Fresh, quality data
- Edit rules
- One truth

Customers

- Data they can rely on
- Easy self-service

Developers

- Less code to write/maintain
- Declarative tools
- Pre-built components

Data Stewards

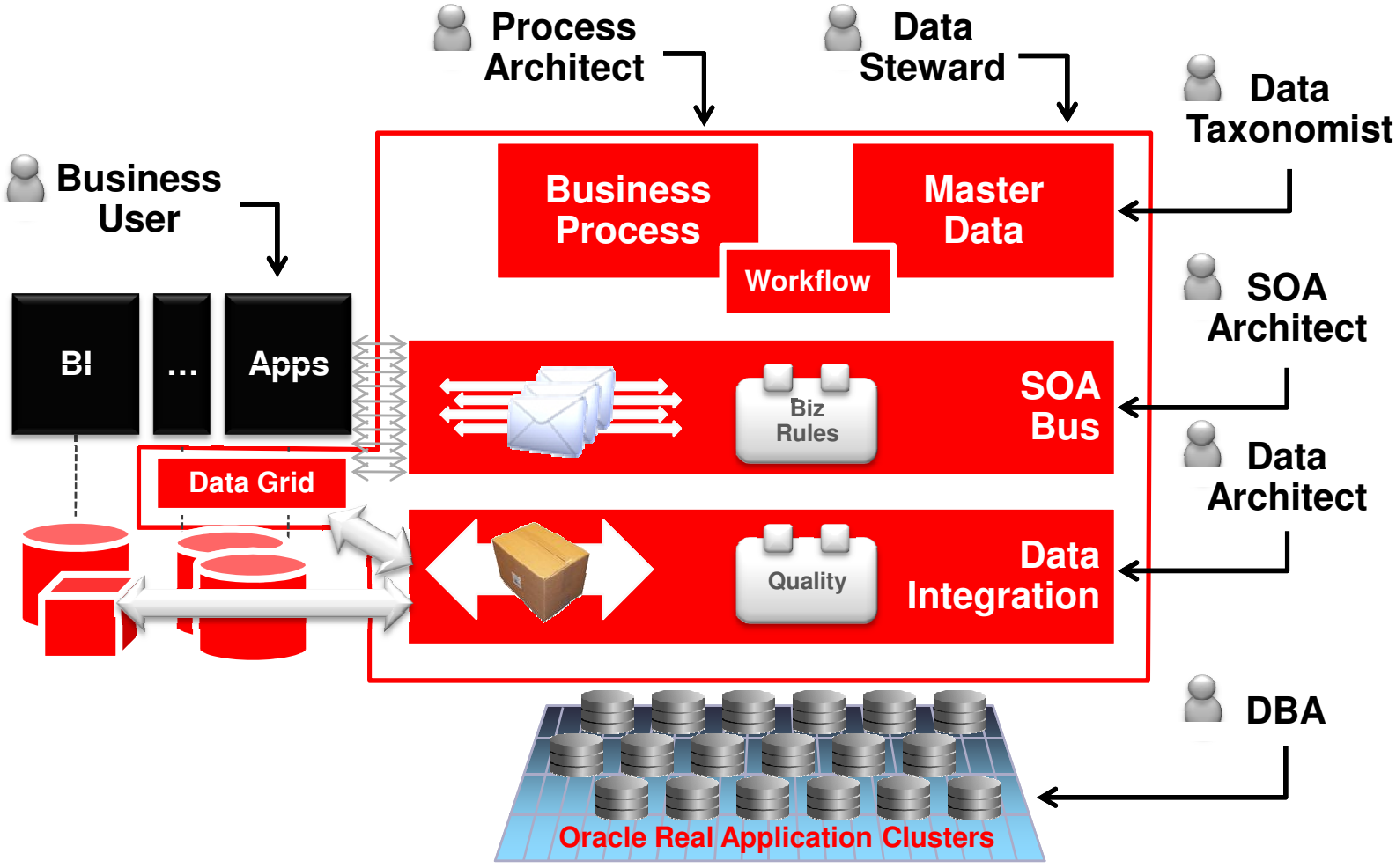
- Alert/exception handling
- Process audit trail
- Centralized admin

Trading Partners

- Simple, lasting integration
- More data, sooner

Data Services Personnel

Key Roles for a Complete Solution are at Every Tier



SOA as a Control Point for Data

Data Integration as a Service

Is SOA being considered for an Enterprise-sized solution?

Will SOA need to optimize transformation of large data payloads such as XML docs, B2B/EDI files or Flat Files?

Will SOA need to orchestrate DB-to-DB data movement?

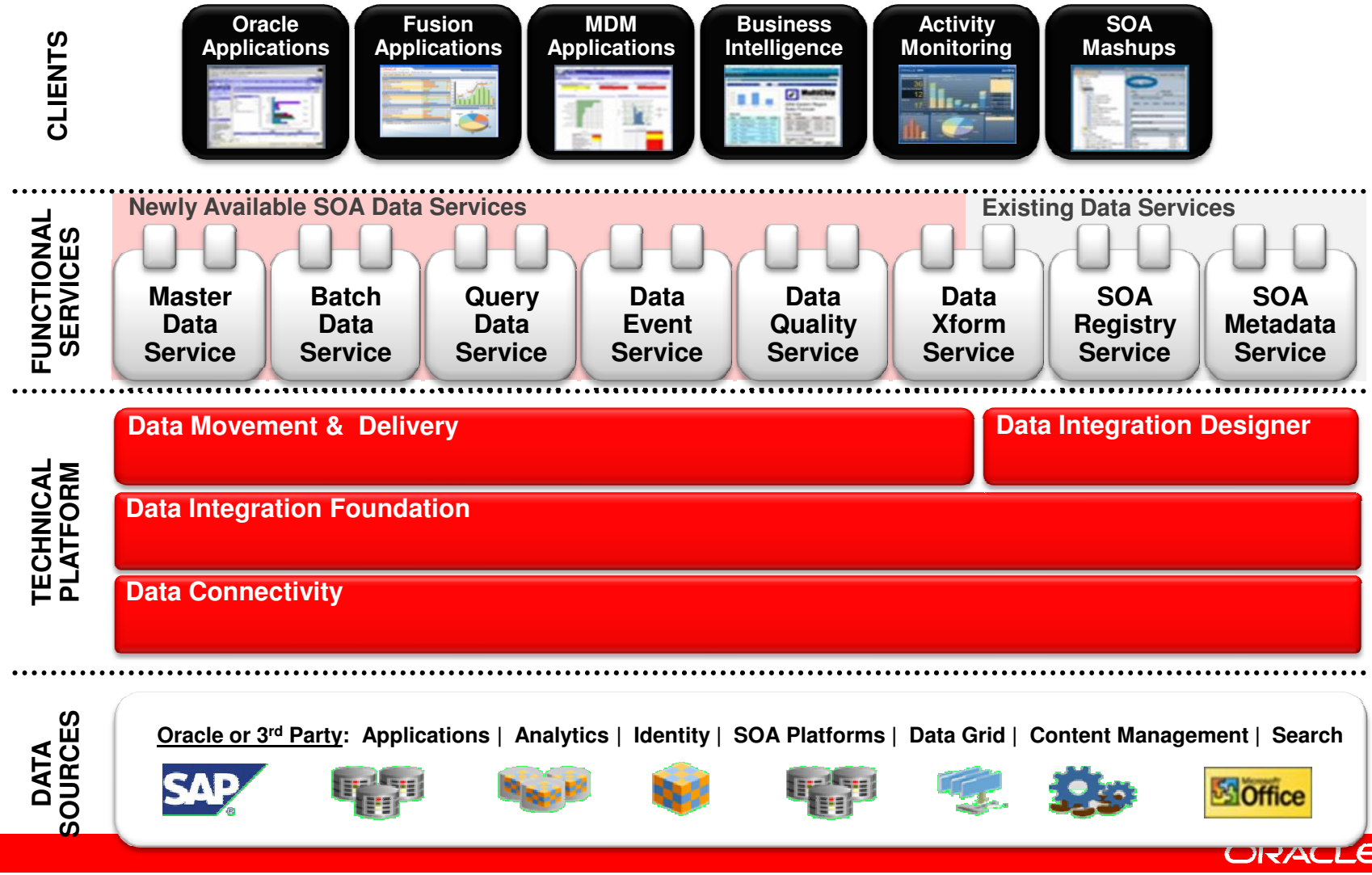
Will SOA need reusable end-points for accessing data in the business canonical format?

Will SOA need to load, or work with Business Intelligence or Data Warehouse appliances?

Will SOA need to respond to events inside databases?

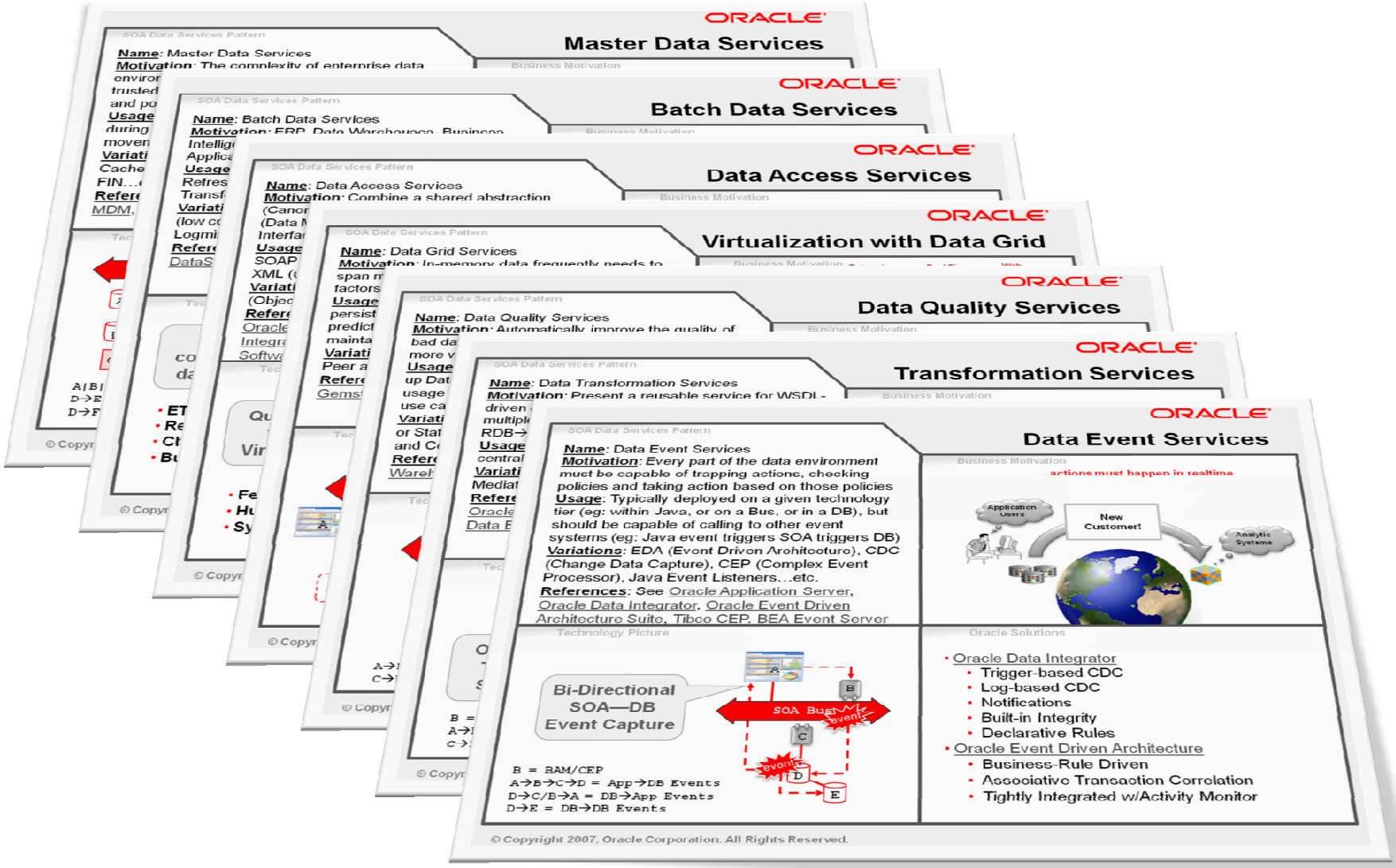
Service-Oriented View of Data

Functional Data Services Provide an Authoritative Control Point



Authoritative Data Service Patterns

What Sorts of Data-centric SOA Operations can be Accomplished?

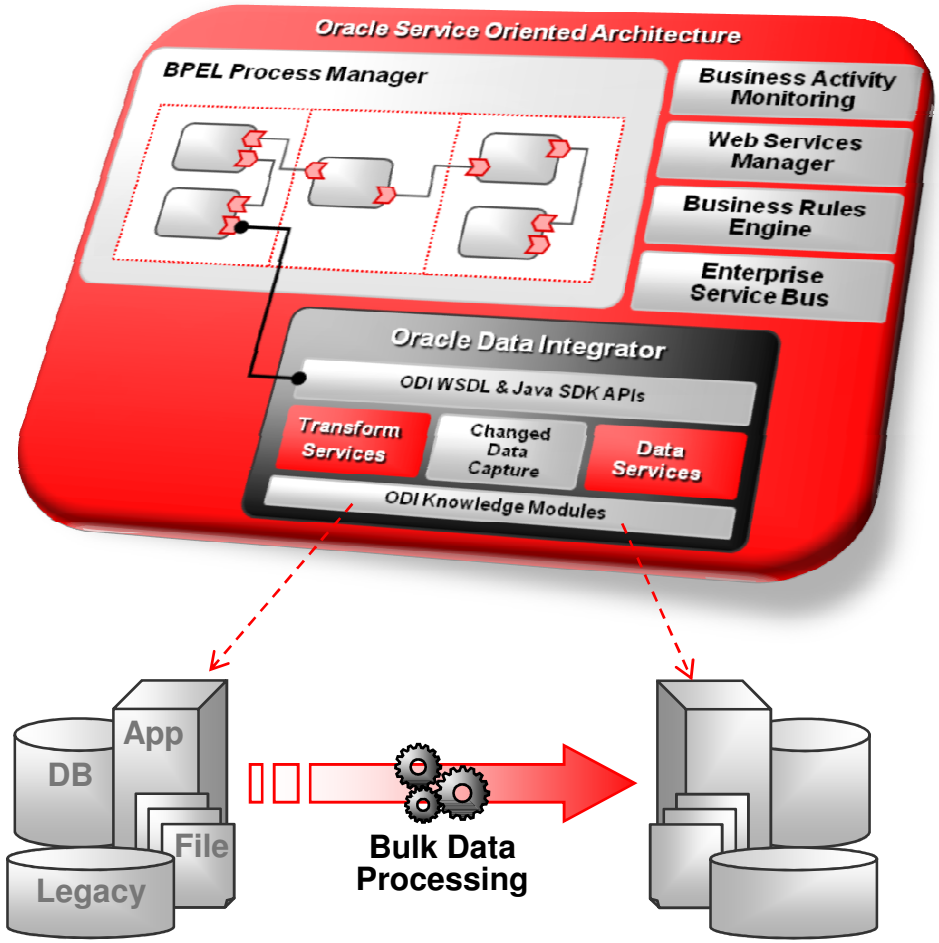


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http://www.oracle.com/technology/products/oracle-data-integrator/pdf/whitepaper.dataservices.and.odisuite.pdf

Oracle SOA Suite and Data Integrator

Add Comprehensive Data Service Capabilities to SOA



Oracle SOA Suite

- BPEL Process Manager for Business Process Orchestration & Human Workflow
- Enterprise Service Bus, Activity Monitoring and Business Rules

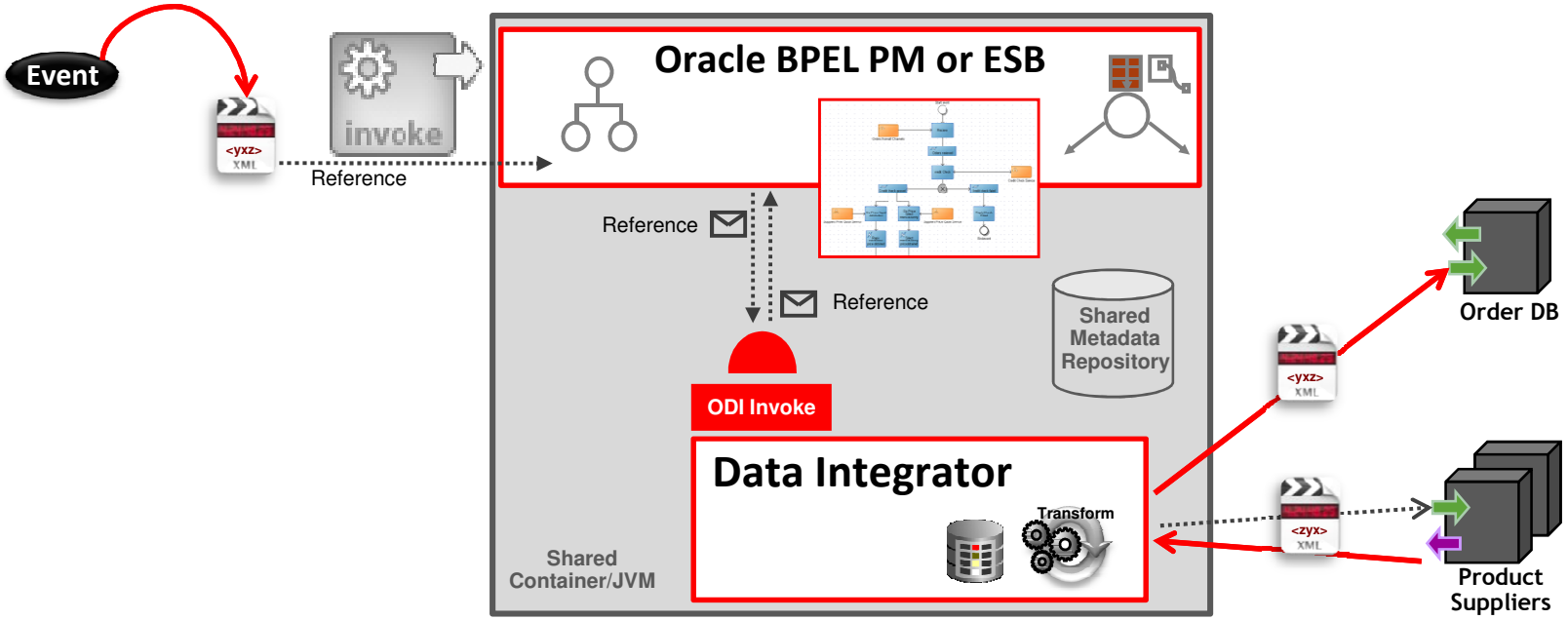
Oracle Data Integrator

- Efficient bulk data processing as part of Business Process
- Interact via Data Services and Transformation Services

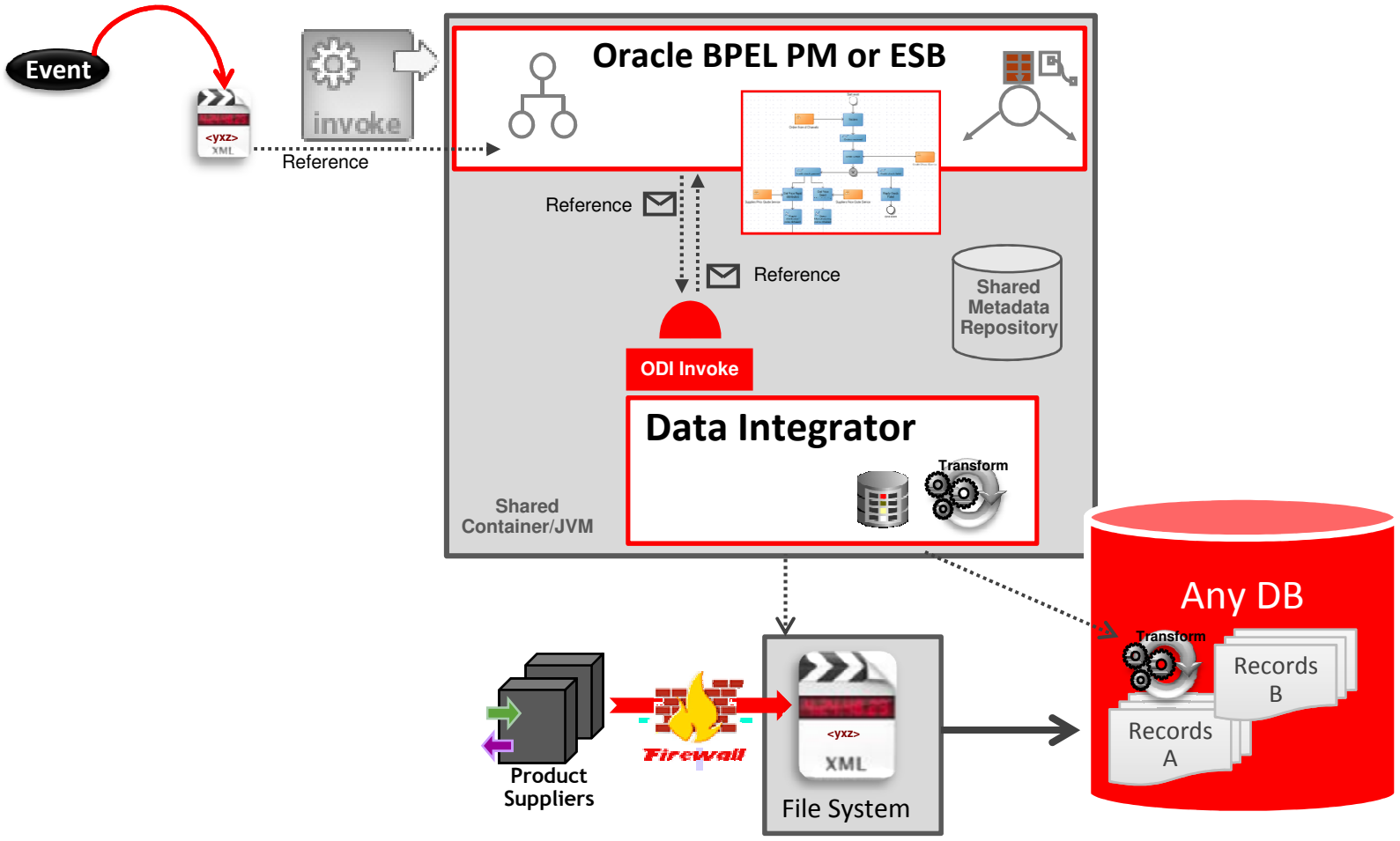
Example use cases

- ERP Migration, Replication/Loading
- SOA Rules/Event driven BI Loads
- Large Payload Data Transformation
- Unified Data Steward Workflow
- Data Virtualization/Caching

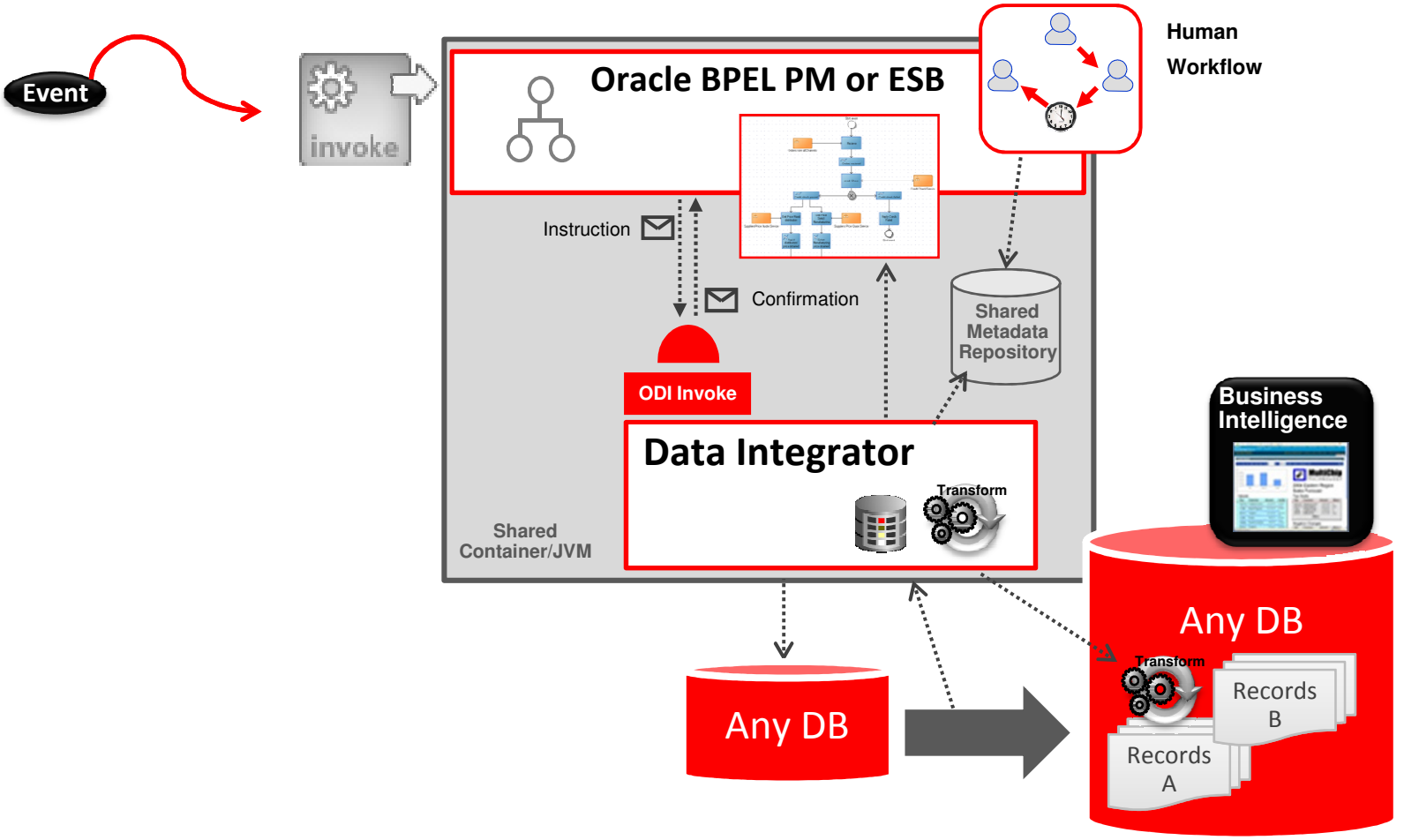
ODI for Transforming Large Payloads



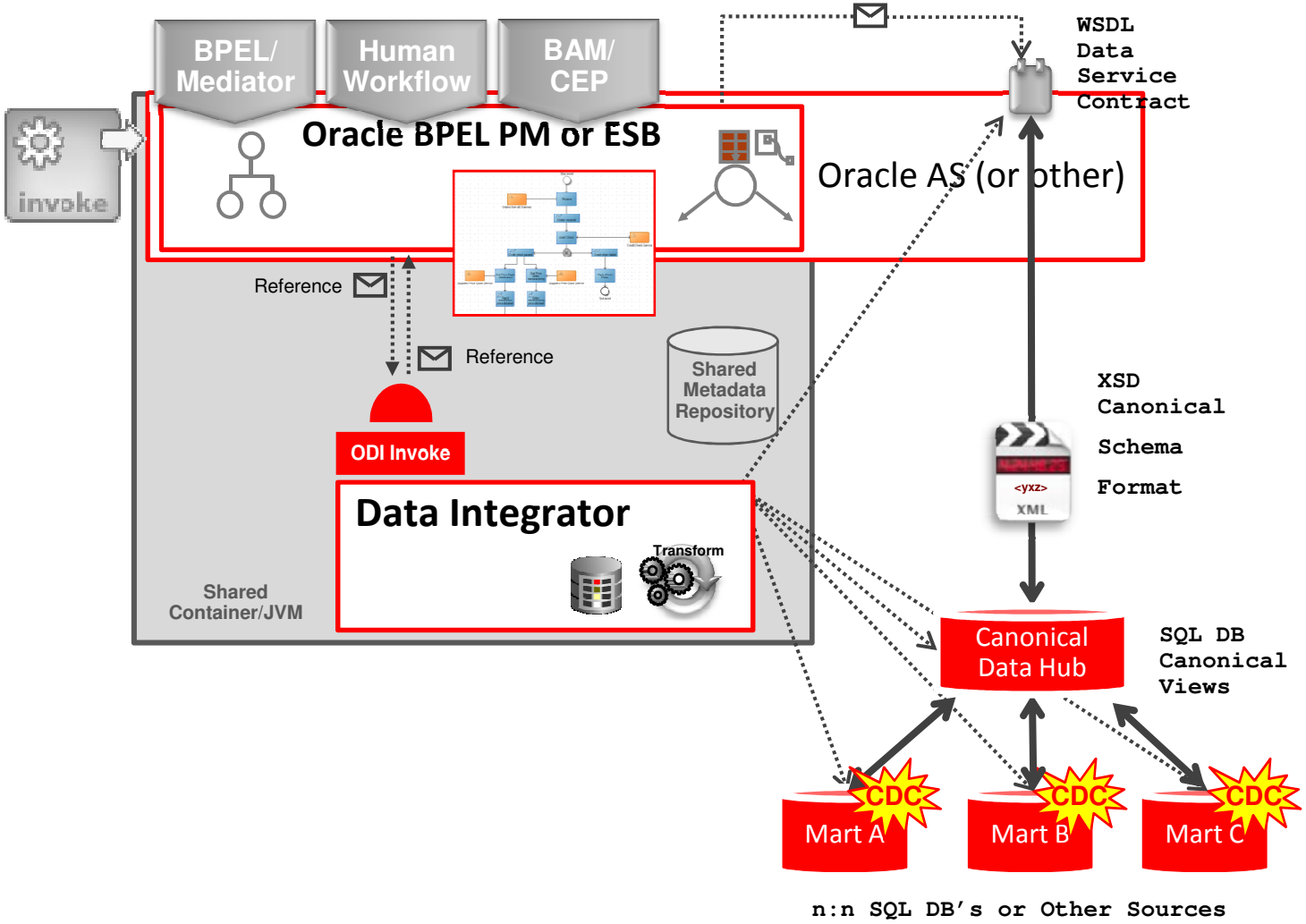
ODI for Loading XML/Flat File to DBMS



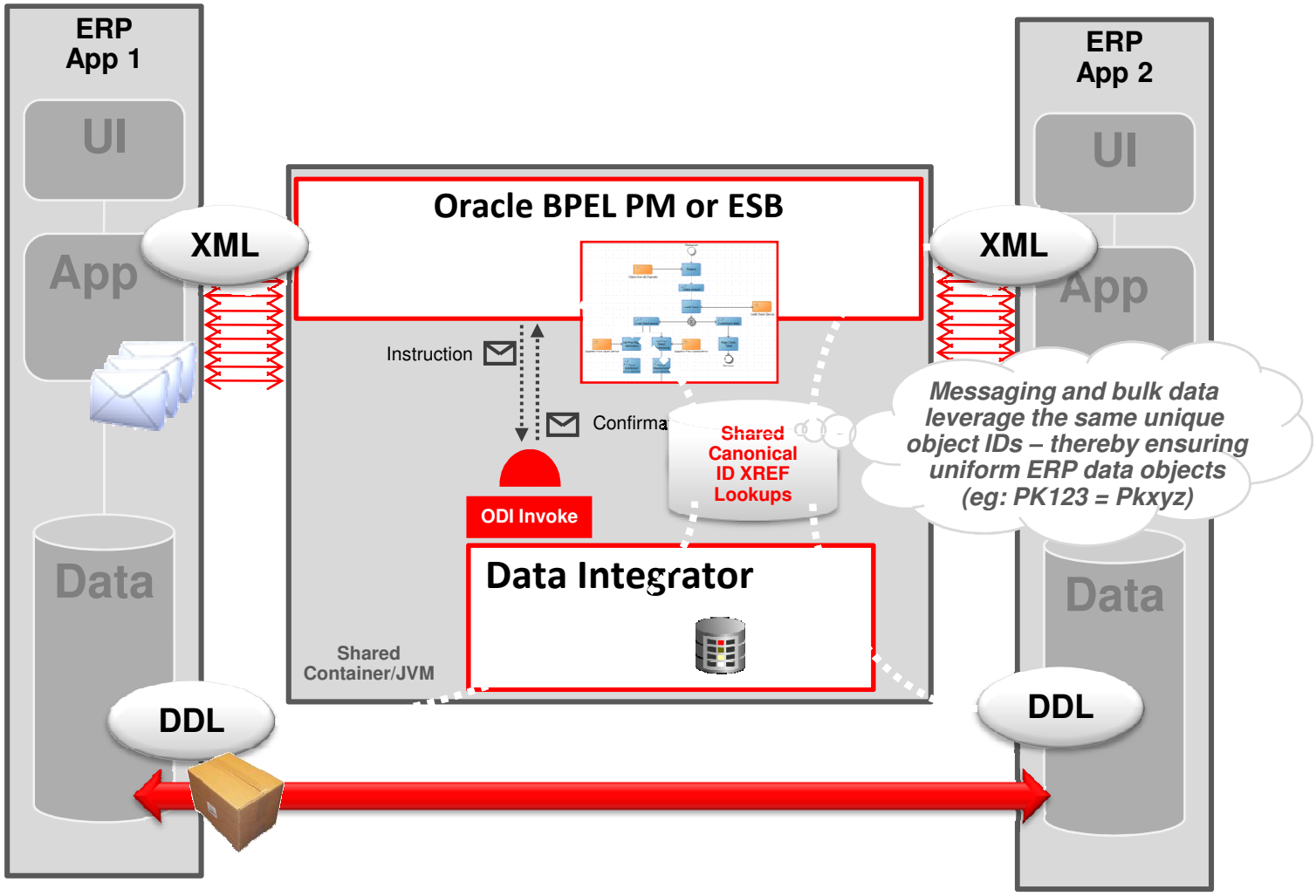
ODI Loads a BI Warehouse
(with Error Hospital Human Workflow)



ODI for Data Virtualization

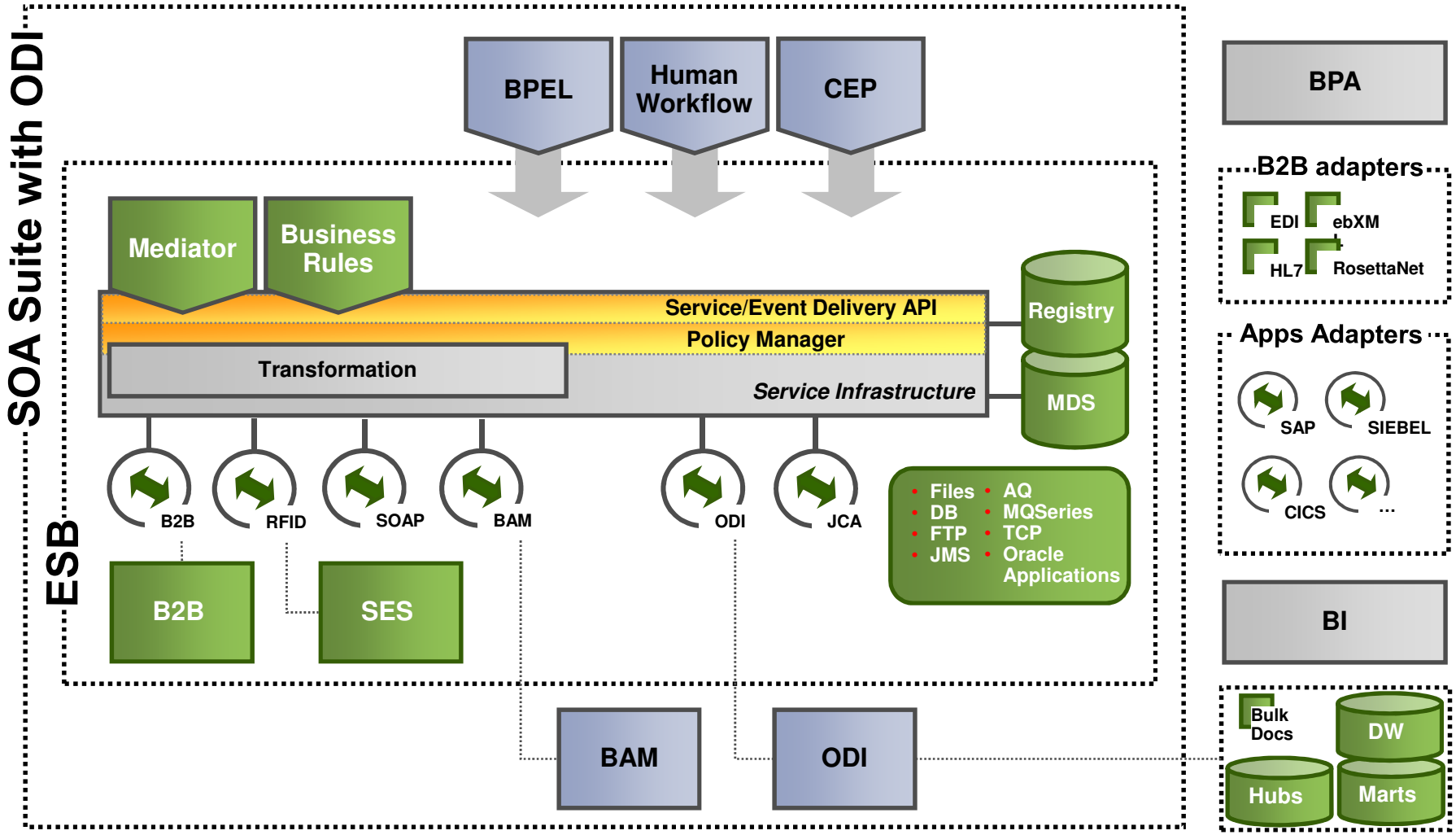


Unified Applications & Data Integration



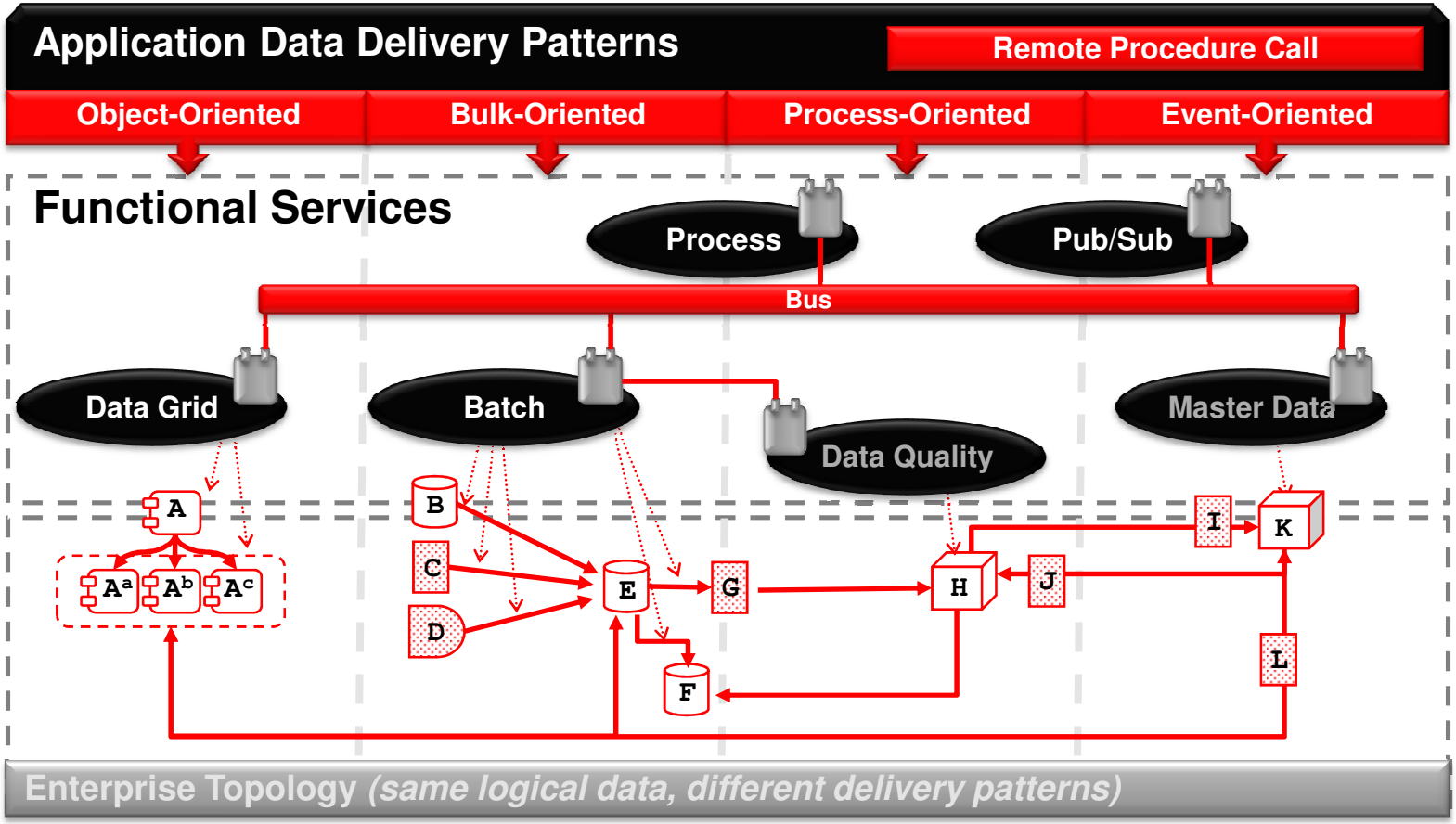
Single Runtime Service Infrastructure

Process, Message and Data Integration



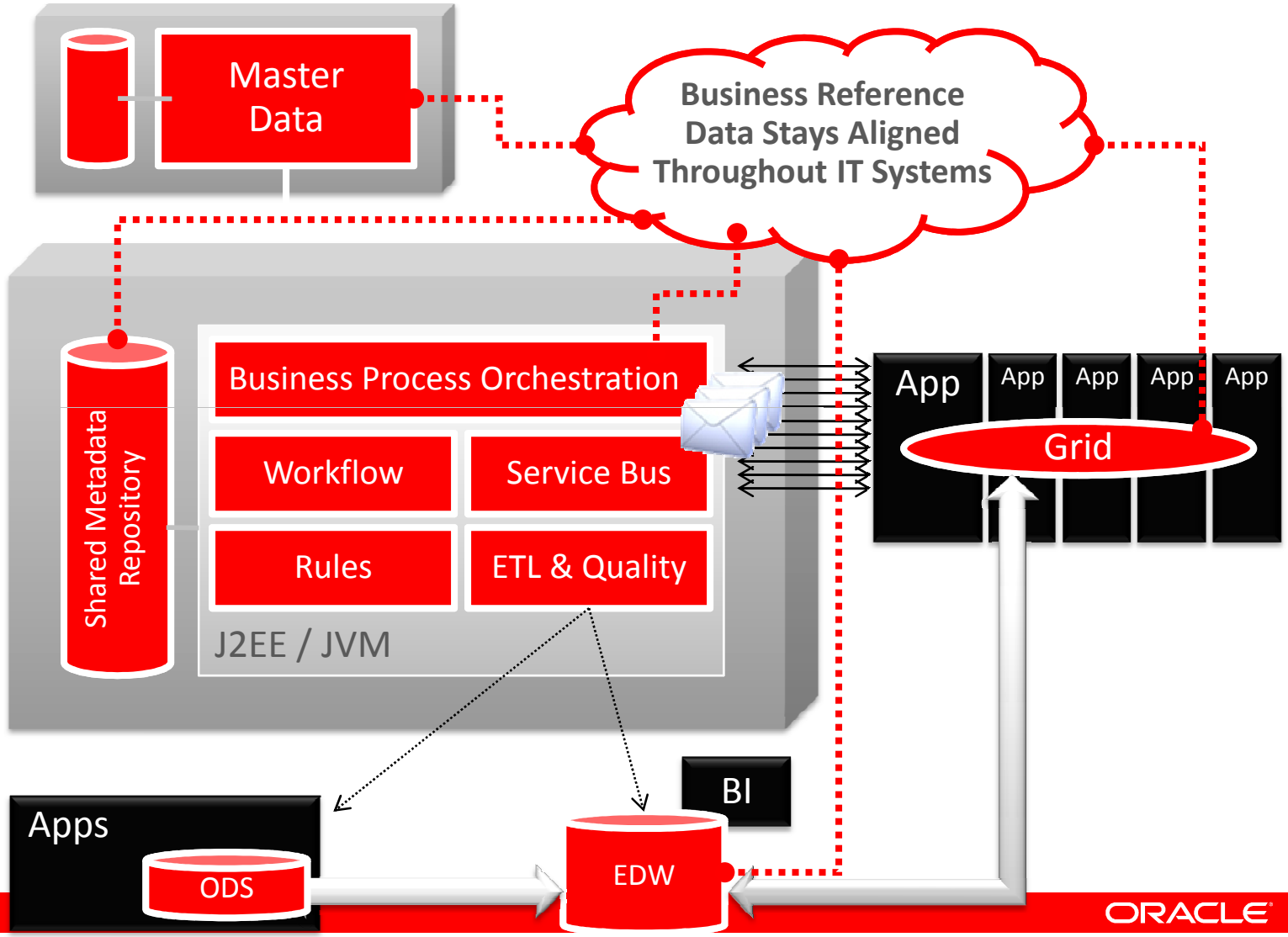
Enterprise Data Delivery Patterns

Use the Correct Tool/Protocol for the Job – one size does not fit all!



Aligning Enterprise Data

Data Services Keep Data Aligned, but Loosely-Coupled



Service-Oriented Data Patterns

SOA Data Service Functional Patterns

- Master Data Services
- Batch Data Services
- Data Access Services
- Data Virtualization Services
- Data Event Services
- Data Quality Services
- Transformation Services

Key Recommendations:

- Use the right tool for the job!
- Demand a Unified SOA & Data Integration Runtime


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