ORACLE DATA SHEET

ORACLE MOBILE CLOUD SERVICE

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MOBILE
CLOUD SERVICE

Oracle Mobile Cloud Service is an enterprise-grade Mobile Backend as A Service (MBaaS) that allows you to build BETTER apps FASTER, by providing a rich set of mobile platform and client development services that allow Mobile App Developers focus on Design and Creativity

BENEFITS

- Mobile Platform Services and APIs
- Manage API's in a Catalog
- Wrap 3rd Party API's for use in Mobile Applications
- Compose mobile app rapidly without writing a single line of code
- Build compelling mobile apps
- Keep Tabs on Apps through rich Analytics
- Secure Mobile Apps with built-in security
- Build API's in JavaScript built upon Node.js
- Empower Service Developers with an API Designer
- Organize API's into Mobile Backends

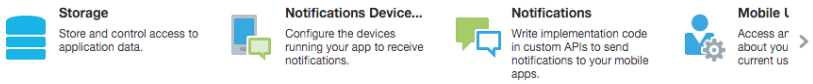
KEY FEATURES

- Use pre-built mobile services (Push Notification, Storage, User Management, Offline Data, Location)
- First class citizen support for developers of all types
- No-code mobile app creation for citizen developers
- Create and Expose new services and APIs
- Integrated security
- Analyze and Measure business impact

Platform Services and APIs

Compelling and engaging mobile apps are not standalone entities. In order to deliver critical functionality such as Notifications and Offline Support while scaling across huge number of users, mobile apps also require an enterprise-grade Mobile Backend as a Service (MBaaS) to deliver these services. Oracle Mobile Cloud Service, Oracle's MBaaS offering, provides a proven and scalable platform that delivers these services by expose APIs that mobile app developers can call directly from their client apps, using REST calls or the client SDKs.

- Storage: Stores data in a collection that can be accessed by any mobile app. Gets the data off the client and onto the server where it belongs.
- User Management: Simplifies self-registration and login procedures for the mobile app developer.
- Push Notifications: Adds immediacy to your mobile apps by communicating with your users when a significant event occurs.
- Data Synchronization: Provides two-way data synchronization with conflict detection and customizable resolution rules.
- Location Services: Provide a 360-degree view of contextual location
- information to enhance mobile user decision making and engagement



Custom APIs

You not only get the out-of-the-box services that every mobile app requires, but also the ability to define and implement new enterprise-ready APIs quickly and cleanly. What's more, all API calls from your mobile client applications are made via uniform REST calls, thus creating a cohesive development environment that's easy to control and maintain.

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ORACLE MOBILE CLOUD SERVICE

Enables you to build BETTER mobile applications FASTER.

RELATED PRODUCTS

Oracle Mobile Cloud Service is tightly integrated with many services in the Oracle Cloud Platform. Together, Oracle Cloud Platform provides a complete end-to-end modern enterprise platform in the platform.

- Document Cloud Service
- Sites Cloud Service
- IoT Cloud Service
- Integration Cloud Service
- Process Cloud Service

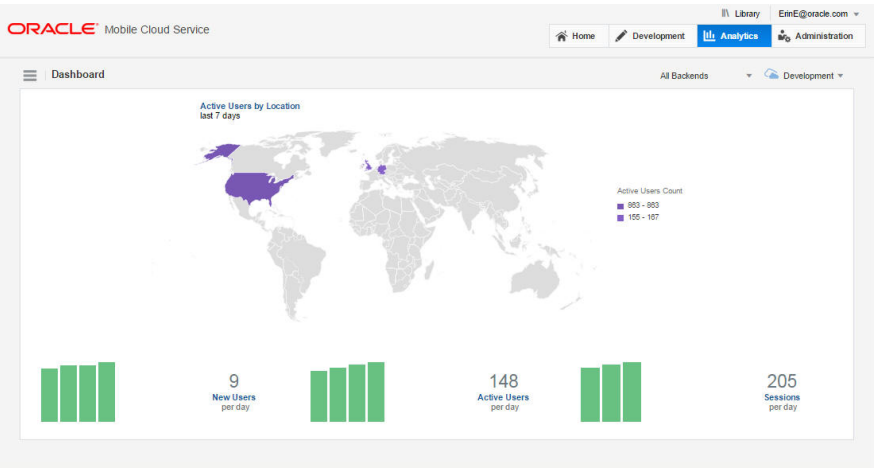
Oracle Mobile Cloud Service also extends Oracle Applications to mobile devices.

- Oracle EBusiness Suite
- Oracle JD Edwards Enterprise One
- Oracle Sales Cloud
- Oracle Service Cloud
- Oracle Market Cloud
- And many more…

Custom APIs are executed by node.js engines, which allows you to extend your API with hundreds of thousands of open-source node modules.

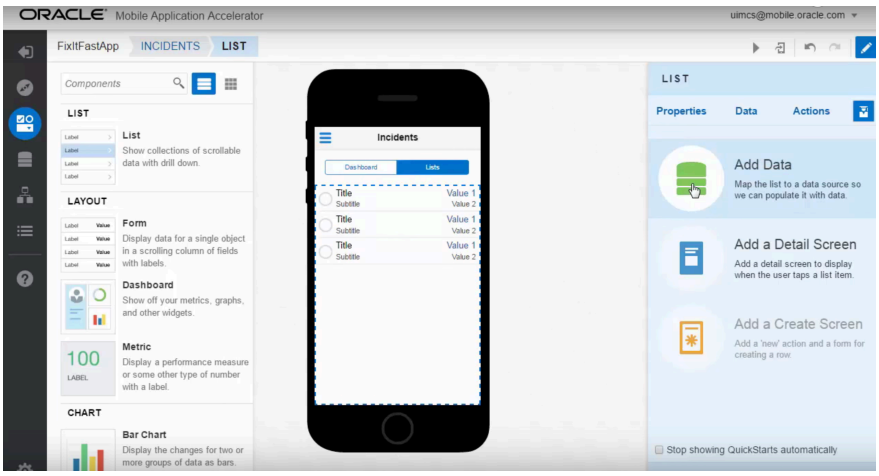
Analytics – Keep Tabs on Your Apps

Use Oracle Mobile Cloud Service Analytics to gain insight into how (and how often) customers use applications at any given time. The data that is gathered and presented by Oracle Mobile Cloud Service Analytics enables you to see an application's adoption rate, and find out which functions are utilized the most—or the least.



Mobile App Development Tool for Citizen Developers

Mobile Cloud Service includes a Rapid Mobile Application Development Tool (RMAD) called Mobile Application Accelerator (MAX). MAX allows non-technical citizen developers to quickly create and deploy compelling on-device mobile applications without writing a single line of code.

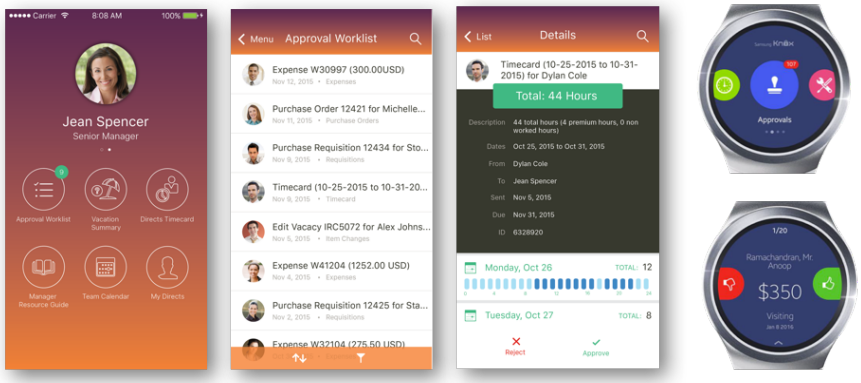


Mobile and Service Developers Collaboration

With the API Designer, your mobile app developer can sketch out just the basics of what's needed: resources and method and begin development right away, while Service Developers can use the API as a spec to develop custom APIs that access and shape data from backend enterprise apps. Making Your Data Sheet Accessible to Readers with Disabilities

First-Class Citizen Support for Mobile Developers of All Types

Mobile Cloud Service comes with Oracle Mobile Application Framework (MAF) and JavaScript Extension Toolkit (JET), supporting Java and JavaScript developers respectively. MCS also comes with SDKs for native iOS, Android, and Windows Devices, as well as JavaScript SDK that supports any JS framework.



Secure Your Apps

In Oracle Mobile Cloud Service, enterprise-grade, end-to-end security is built right in. Oracle Mobile Cloud Service uses the OAuth and Basic Auth security mechanisms for authentication. It all starts at the mobile backend, where users and client applications authenticate with their security credentials. From there, you can use mobile user management APIs to define user realms and roles, and then configure role-based access to API endpoints within the backend. You can also integrate your mobile application with Enterprise Security/SSO infrastructure. This allows mobile users to login using their enterprise credentials securely and easily. Lastly, you can leverage Social Network logins to authenticate your user as well.

JavaScript – Move into the Modern World

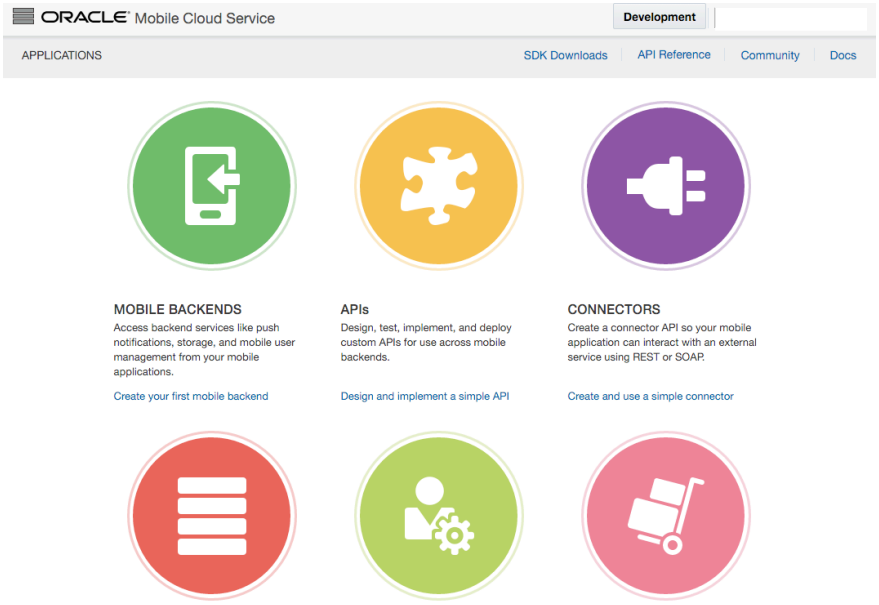
Oracle Mobile Cloud Service gives the service developer access to modern technologies. In the mobile world, it's all about JavaScript, a simple and ubiquitous language that most developers are already well-acquainted with. Custom APIs in MCS are written in JavaScript, giving you the ability to quickly connect, shape, transform and mashup backend data before exposing it as a RESTful API to your mobile application. Furthermore, MCS includes JavaScript Extension Toolkit (JET), which allows JavaScript developers to create cross-platform hybrid mobile apps with native application user experience.

Empower Your Service Developers

Who knows that data best? Your service developers, of course. With Oracle Mobile Cloud Service, service developers have a powerful API Designer to help them build out those APIs and zero in on the needed data, so the mobile app developer can take it from there. Oracle Mobile Cloud Service utilizes Node.js, so developers create API's in JavaScript and can leverage Node modules from the thousands that are freely available.

Mobile Backends – Bringing It All Together

Mobile Backends serves as a container for the set of APIs and other resources needed for a given group of applications. You can set up multiple mobile backends to serve different sets of applications, with each backend containing just the APIs that it needs. Best of all, the entire mobile backend is deployed as a single entity, which makes it easy to manage throughout its lifecycle: from Development to Staging to Production.



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For more information about Oracle Mobile Cloud Service, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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Integrated Cloud Applications & Platform Services