The Next Step in Our Evolution—and Yours
Time for **something new.**

A few years ago, Oracle unveiled Oracle Mobile Cloud Service (MCS), the first step in our ambitious mobile-first strategy. Right off the bat MCS enjoyed tremendous success, in some cases helping customers garner industry accolades for their mobile apps. Experts in the mobile app dev space sat up and took notice too: both Forrester and Gartner recognized MCS as an industry leader in very short order. Impressive? You bet. But it was only the beginning.

Welcome to Oracle Mobile Cloud, Enterprise (OMCe), the new platform for building engaging experiences across all of your digital channels. Expand the power of those channels with the next giant leap in our evolution: intelligent bots backed by artificial intelligence (AI). And if that’s not enough, the new OMCe Analytics tools provide deep insights into user adoption, so you can steer customers toward the behavior you want. Talk about impressive!

Ready to learn more?
Meet users where they are.

Simply put, a bot is a computer program that simulates conversation with human users, especially over the internet. Picture a pizza chain that accepts orders through Facebook Messenger and asks customers the same questions that a live employee would ask (pie size, toppings, delivery address, and so on). Why hire a full staff when a bot can fulfill the same function with far less overhead? And from the customer’s point of view, they’re probably already on Facebook Messenger, WhatsApp, WeChat, or Slack (or a virtual private assistant like Amazon Dot/Echo, Google Home, or Apple HomePod). Why make them pick up a phone or surf to a website to order?

Consider for a moment that over 4.1 billion users are on instant messaging at any moment in time. Astonishing, isn’t it? People want and expect the instant reaction that only messaging apps can provide. And they’re rushing to these platforms in droves, at an adoption rate far greater than even social networks saw in their heyday. Why not harness that power for yourself?
Businesses are following customers onto **messaging platforms**...

...shouldn’t you be one of them? Here’s what industry trends are showing:

- **90%** of businesses use Facebook to respond to service requests.
- **5x**: How much more often customers message a company than posting on its Facebook page.
- The average messaging conversation is **66%** longer than the average page conversation.
- **10 hours**: the average time it takes for a company to respond to a message.

What’s in a bot’s brain?

Now that you know a bit about what bots do, how do they do it? The key is a set of machine learning algorithms baked right into OMCe. These algorithms enable bots to understand and process natural human language and provide meaningful responses. Even better, OMCe bots continue to expand their intelligence as they’re exposed to new transactions over time.

But what if a bot can't find an appropriate response for a user? No problem! The bot routes the conversation to a human agent, then provides a seamless path for the agent to hand the conversation back to the bot when the problem is resolved.

It doesn’t stop there. We’ve got other algorithms in the works for cognitive services like speech and image recognition, knowledge services for understanding domains, and context services for device, time, and location.

OMCe is the only bot platform that provides an easy way to integrate with the most popular messaging channels, a powerful AI engine, a sophisticated tool for building out your bot’s dialog, and a bots builder that brings everything together in a single user interface.
Build apps in record time.

Whether you’re a developer who wants to spin up a proof-of-concept app quickly or a business user who’d rather leave coding to the professionals, we’ve got you covered. Oracle Mobile Application Accelerator (MAX), a highly visual, rapid mobile app development tool, lets users quickly assemble mobile apps and continuously iterate on their designs.

In this fast-paced age—where the demand for mobile apps often outpaces your organization’s ability to deliver—empowering your business users to create their own apps with MAX just makes good business sense.
Mobile apps aren’t going anywhere.

And you still need mobile-specific services that accelerate development and make it easy to create compelling deliverables. OMCe provides these services for you, each of which expose APIs that mobile app developers can call directly from their client apps using REST calls or the client SDKs. OMCe has a platform that understands the challenges of moving enterprise data to mobile in a secure, scalable, elegant fashion. One that makes it easy to do things right.

Storage
Store 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.

Push Notifications
Adds immediacy to your mobile apps by communicating with your users when a significant event occurs.

Data Offline and Sync
Develop apps that can work offline—even if a mobile user alters content—then automatically sync up with OMCe when they’re back online.

Location
Define points of interest so you can send your users vital information right when they need it.
What’s the use of deploying a fleet of mobile apps and bots …

… if you don’t know how and where they’re being used and can’t see where problems are cropping up?

OMCe includes a powerful analytics component to give you deep insights into all aspects of end-user adoption. You’ll get answers to questions like:

What channel is being used the most?

Is this use case more popular as an interaction in a mobile app or in an intelligent bot?

Is there a particular time when users tend to choose one channel over another?

With OMCe Analytics, you can create segments of users, perform cohort analysis, see where people drop out of a funnel over time, and learn where and when potential customers are falling away from your app. Armed with this data, you can then create highly personalized campaigns that drive users toward precisely the behavior you want them to adopt.
No one understands enterprise solutions and cloud data sources better than Oracle.

Oracle brings you unparalleled security, ease of use, and completeness, so your bots and mobile apps can enjoy instant access to the data you’ve entrusted us with. And the complete Platform as a Service (PaaS) stack includes Oracle Integration Cloud Service, which has integrations to over 75 enterprise and nonenterprise back-end systems. With all that, the scope of data that you can expose through your apps and bots is virtually unlimited.

Only Oracle lets you create compelling experiences across mobile, web, wearables, and bots on a single platform—and we’re not stopping there. As the industry continues to evolve, we’ll continue to innovate, whether it’s through as yet unimagined consumer devices or new fields like augmented and virtual reality. So you can continue to engage with your customers through the channels that they prefer.
Learn More

- View data sheets, FAQs, pricing, and additional resources on the Oracle Mobile Cloud Enterprise product page.
- Sign up for a free trial at Oracle Cloud.
- Purchase a subscription and get started by visiting the Oracle Help Center.

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