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Oracle's transition from cloud criticism to cloud conversion is complete. The company launched a slew of new services Monday that it claims will provide businesses with all the tools they need to operate in the cloud. Now we can call our cloud services complete. With today's announcement, you can now move all your applications from the data center and to the Oracle cloud, Chairman and CEO Larry Ellison said during an event at Oracle headquarters. With 24 new platforms and infrastructure services, Oracle now claims to be the only cloud service provider offering a full line of enterprise software, platform services, and infrastructure services, all under the Oracle Cloud Platform. It's a big turnaround from a few years ago when Ellison dismissed the term cloud as a buzzword and fad. Other cloud service providers focus mostly on one set of services: Salesforce.com focuses on software services, and Amazon focuses mainly on infrastructure services, Ellison said, while Oracle now offers a full stack. It will continue to develop new cloud services, Ellison said, but all the major services needed to run cloud operations are now in place. Among the new offerings is a suite of computing services, which was the last major gap in the company's offering, Ellison said. These services provide customers with a way to run any application in the Oracle cloud. Oracle also introduced a range of integrated cloud services that help businesses move their operations to the cloud, including a mobile application development and launch service exclusively from the Oracle cloud, as well as an integration service that allows organizations to integrate multiple enterprise applications into complete systems. It also introduced new big data storage and processing services. Oracle now offers the widest range of software services of any software company or any cloud company, Ellison boasted. It offers online services for corporate resource planning, customer experience management, human resources management, enterprise performance management, and supply chain management. The idea behind the new proposals is to make Oracle a one-stop shop, said Inderjeet Singh, Oracle's executive vice president, in an interview. We have a large customer base that wants to use our software but doesn't necessarily run our software, Singh said. Oracle is clearly looking in the cloud for growth. Last week, the company reported that revenue from new software licenses fell 17 percent from the same quarter a year earlier. But the revenue from cloud grew by 29% during the same period. Oracle says it supports more than 70 million users who conduct more than 33 billion transactions every day with their cloud services. The cloud service operates in 19 data centers around the world, holding more than 700 petabytes of memory together. Among the The new cloud offerings launched on Monday are computing, storage, and data management services. Mobile Cloud Service is a toolkit for developing an android or iOS app that works exclusively in the cloud. The developer can use the service to create a user interface, as well as to set up an API for data sharing. All development is done exclusively in the browser, eliminating the need to install software on each developer's desktop computer. Developers can use their own preferred languages or use Oracle's mobile app platform. The service also includes a software development kit (SDK) that allows developers to tool their app so that they can tell who is using it and how it is used. This framework is the cornerstone of our mobile strategy, Singh said. Developers can use not only Oracle's own Java language, but also Node.js and JavaScript, as well as Ruby on Rails. The company has also launched an integration cloud service that gives organizations the ability to combine their various enterprise applications and cloud services so they can work together. There is nothing to install. You compare the service together, and click to deploy, and you literally did, Singh said. The company has also updated its cloud-based business intelligence service with new data visualization tools. The service is for the business user's line, not for the IT guy, Singh said. Although Oracle was previously quiet on the cloud front, it gradually acclimatized to being a cloud service provider, said Charles Eschinger, Gartner's vice president of research. The company got an early start, given that java-Fusion provides an easy way to move applications to the cloud. Over the past 18 months, the company has hired a number of cloud executives, Said Echinger, including Sean Price, who previously worked at SAP, and Peter Magnusson, who worked at Google and SnapChat. In 2012, Oracle was virtually in software services, Ellison acknowledged in a webcast. Today, Oracle has more than 1,000 organizations that use Oracle's corporate resource planning services. We're winning big time in the ERP in the cloud, Ellison said. We're growing a lot faster than Salesforce.com, he said. The cloud has brought fundamental changes to the corporate IT services market, according to Ellison. The company's two biggest competitors were SAP and IBM. We basically never see any company in the cloud. It's absolutely extraordinary, Ellison said, noting that Oracle's biggest competitors today are Salesforce and Workday. It's a very different world we live in, he said. In spite of Oracle has several outlets, Ellison said. One is compatibility with Oracle's existing software. When we write the ERP app, this app is based on available in Oracle cloud clouds, Oracle platform services, and Oracle infrastructure services. When you renew this app, you use the exact same platform. One of our strategies is to offer the same technology on the territory and in the cloud, so you can easily move your apps back and forth with the click of a button, Ellison said. Another diflator will be compliance with industry standards, such as the use of Java or the Linux operating system, which is developed by independent parties, and specifications for which remain open to public scrutiny. Industry standards help ensure that different applications are compatible. Industry standards are not as standard in the cloud, Ellison said. We learned over the decades through technology on the premise that standards were very important, Ellison said. As suppliers rushed to the cloud, sometimes they forgot about those things. For example, Oracle file storage services are based on the Network File System (NFS), which is the standard protocol used today for network-connected storage devices. This allows the organization to move the in-house app, which relies on NFS for unobstructed work in the cloud as well, Ellison noted. Jobe Jackson covers corporate software and general technology breaking news for the IDG news service. Follow Job on Twitter @Joab_Jackson. Joab's email address is in Joab_Jackson@idg.com of the copyright © 2015 IDG Communications, Inc. Despite all the talk of cloud computing, it is a rare enterprise that still does not use at least some on-site software. With that reality in mind, Oracle on Monday rolled out two new services designed to help companies integrate different parts of these mixed environments. Oracle SOA Cloud Service and Oracle API Manager Cloud Service are new additions to Oracle Cloud Platform for Integration, a suite of database services designed to help users integrate indoors and cloud applications. Built on Oracle's SOA Suite, which incorporates a concept-oriented architecture, Oracle's SOA Cloud Service provides simple provision, simplified management, automated upgrades and the ability to easily scale, Oracle said. As a result, integration developers can quickly develop and deploy APIs and integration projects, the statement said. With the portability of the deployment, Oracle SOA Cloud Service also supports hybrid integration, allowing users to move their integration platform from cloud to room and back as business requirements change. This portability feature is especially useful for organizations that want to move their load up into the cloud and perform development and testing there, but deploy production on site, Oracle said. Focus on organizations that need to quickly build or include mobile apps, integrate with the cloud, or connect the Internet of Things of Things Devices with existing systems, meanwhile, Oracle API Manager Cloud Service allows developers to create new custom APIs and expose them to internal or external consumers in a safe way, the company said in a statement. Two new cloud services are joining Oracle Integration Cloud, announced in June, among Platform-as-a-Service (iPaaS) integration services. Price information was not immediately available. The © 2015 IDG Communications, Inc. Recently, Oracle called cloud computing nonsense. Today he sings a different tune. Thanks to a number of acquisitions, the database giant is buying a presence in the cloud in much the same way as it created its portfolio on the territory decades ago. What remains to be seen is whether this strategy can work as well in this new environment. The acquisition of companies such as PeopleSoft and Siebel played a key role in fleshing out Oracle's traditional application portfolio as early as the mid-2000s, helping the company become a major player in corporate software. Today, many of its acquisitions focus on small companies that serve industry verticals with SaaS (software as a service). Just in the last week or so, that includes Opower, focusing on the utilities industry, and Textura, which is focused on design and construction. Because Oracle's traditional software licensing business is under pressure, it needs to quickly build up cloud subscriptions to make a difference, said analyst Frank Scavo, president of Computer Economics. It's much easier to buy these customers than to grow them organically with cloud applications recently developed within the company. There's no reason why a strategy can't work as well in the cloud as it did on the ground, Scavo said. Oracle has been rolling down cloud application vendors for years - just look at Taleo, RightNow and Eloqua. SAP is on a similar path, said Forrester analyst John Reimer. Their ability to transfer their ERP customers to SaaS has been very limited, Reimer said. But by buying up SuccessFactors, Concur and other SaaS properties and then expanding them, they actually started turning the company around to become a cloud company. IBM has also followed this strategy to some extent, including the purchase of SoftLayer in 2013. Oracle has announced that it will become the general provider of cloud infrastructure, which is largely dominated by Amazon Web Services and Microsoft Azure. But that's probably not where Oracle's real focus lies. It's all about apps, Reimer said. This is getting apps in the Oracle cloud that is the object of the game. Oracle Executive Chairman and CEO Larry Ellison said that Oracle compete with Amazon. That's not true, Reimer said. They compete with SAP, IBM and Salesforce. Real money for players like Oracle in cloud applications and cloud app platforms Scavo said. IaaS Oracle offers just to ensure that it owns everything from cloud infrastructure to applications. The company has also looked to industry verticals to distinguish itself for a long time. They've had industrial product groups for years, Reimer said. They are trying to differentiate themselves and get closer to the real solution for these companies. IBM is also pursuing a vertical strategy, Reimer said, like many other big players. Businesses that use the cloud usually start with AWS and Salesforce, but you can see that they're starting to branch a little bit, Reimer said. They want to use public clouds for business systems. Let's make sure that traditional corporate vendors - Oracle, Microsoft, IBM and SAP - will have at least a chance at this new business. But it's not a slam dunk, largely because of past customer experience with these suppliers, Reimer said. It's no secret that many people don't like to deal with Oracle, and there are similar horror stories about all the big vendors, he said. A lot of people say: We don't want the same relationship we have with them now. AWS, Azure and Google promise something more flexible, and for some customers, compromise makes sense, even if it means a lot of work. Large suppliers of enterprises understand enterprises, Reimer said. I think they have a chance, but we'll see how that tension plays out. Growth through acquisitions depends on making sure that senior decision makers don't screw it up, and that the people you acquire stay with the firm, said Rob Enderle, chief analyst at Enderle Group. The chances that Oracle can successfully take on Amazon, Google and Microsoft are thus slim, Enderle said. Ultimately, a completely different route may emerge. Oracle's move to the cloud was almost painful to watch, mainly because you know the end of the game is likely to merge with Salesforce and put Benioff as CEO of a new merged company, Enderle said. In order for this to happen, however, Larry needs to get out of the way first, and he seems unwilling to do so, even as firms get closer and closer together, Enderle said. These intermediate purchases appear to be drawing Oracle in that direction, but much slower and less adept than if this merger had already taken place, he said. They desperately need more cloud experience at the top to create a company Oracle is getting. ©, 2016 IDG Communications, Inc. oracle service cloud documentation 20b. oracle service cloud documentation 20a. oracle service cloud documentation 19c. oracle service cloud documentation pdf. oracle service cloud documentation 19a. oracle field service cloud documentation. oracle identity cloud service documentation. oracle database cloud service documentation