First Published January 2010
Updated May 2011

Oracle Data Integrator and Oracle Warehouse Builder
Statement of Direction

Disclaimer

This document in any form, software or printed matter, contains proprietary information that is the exclusive property of Oracle. Your access to and use of this confidential material is subject to the terms and conditions of your Oracle Software License and Service Agreement, which has been executed and with which you agree to comply. This document and information contained herein may not be disclosed, copied, reproduced or distributed to anyone outside Oracle without prior written consent of Oracle. This document is not part of your license agreement nor can it be incorporated into any contractual agreement with Oracle or its subsidiaries or affiliates.

This document is for informational purposes only and is intended solely to assist you in planning for the implementation and upgrade of the product features described. 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 in this document remains at the sole discretion of Oracle.

Due to the nature of the product architecture, it may not be possible to safely include all features described in this document without risking significant destabilization of the code.

Purpose

This document provides an overview of the strategic product plans for Oracle's data integration products for bulk data movement and transformation, specifically Oracle Data Integrator (ODI) and Oracle Warehouse Builder (OWB). It is intented solely to help you assess the business benefits of investing in Oracle's data integration solutions.

Introduction

Oracle has delivered high value to customers for their data integration needs for many, many years, starting with Oracle Warehouse Builder, the tool to load Oracle Databases. In 2007, with the acquisition of Sunopsis, the leading heterogeneous E-LT vendor, Oracle added Oracle Data Integrator to its portfolio for high-performance flexible heterogeneous data integration. In January 2009, Oracle introduced Oracle Data Integrator Enterprise Edition, a product bundle that combines Oracle Data Integrator and the advanced features of Oracle Warehouse Builder into a single license. At that time, Oracle also announced the intention to converge these two technologies to a single, unified platform over time.

This update to the Statement of Direction for Oracle's data integration strategy will provide more detailed plans for the following products and technologies.

- **Oracle Data Integrator (ODI)**: Oracle's strategic product for high performance flexible heterogeneous data integration

- **Oracle Warehouse Builder Enterprise ETL (OWB-EE)**: Oracle's product to bring key benefits of ODI to users familiar with Oracle Warehouse Builder

- **Oracle Data Integrator Enterprise Edition (ODI-EE)**: Oracle's strategic licensable product bundle that includes ODI and OWB-EE

- **Basic ETL**: The basic functionality of Oracle Warehouse Builder, which remains available with the Oracle Database

Oracle Data Integrator is Oracle's Strategic Product for Data Integration

For companies to realize the full value of their data assets at the lowest cost, data integration should be treated as an enterprise-level strategic investment. Oracle Data Integrator delivers an innovative core architecture that Oracle and a growing number of enterprises recognize as vital for a strategic data integration platform:

- Heterogeneous E-LT Architecture

    Perform transformations in an existing database rather than a separate, heavy-weight mid-tier server to reduce costs and improve performance. The transformation database can be any heterogeneous platform.

- Optimized Connectivity Architecture

  Connect to heterogeneous systems seamlessly with out-of-box functionality that is optimized for high performance data extracts and loads.

- Modular Implementation Architecture

  Abstract the details of data integration execution logic into out-of-box code templates, called "Knowledge Modules" that can be modified and extended by customers for faster implementation times and more flexibility.

- SOA-Native Architecture

  Expose data integration tasks as standards-based services and control data integration processes from a lightweight agent that deploys alongside other SOA components.

Oracle Warehouse Builder Enterprise ETL 11g Release 2 Delivers Benefits of ODI to OWB Users

Many Oracle Database customers and partners have invested time with, developed expertise in, and built their data warehousing strategies around OWB. With the 11gR2 release of OWB-EE, these customers have a very compelling way to get many of the benefits of Oracle's strategic data integration product within a familiar tool.

Oracle Warehouse Builder Enterprise ETL 11g Release 2

With the introduction of Oracle Warehouse Builder Enterprise ETL 11gR2, OWB-EE inherits from ODI many key components of a strategic data integration platform:

- E-LT Architecture

  OWB has always used an E-LT approach by performing complex transformations within the Oracle Database. OWB-EE can now push parts of the EL-T transformation workload out to heterogeneous source databases using ODI-based technology, before staging results in Oracle Database for final integration.

- Optimized Connectivity Architecture

  Based on ODI's Knowledge Module architecture, OWB-EE Code Templates provide direct, optimized access to heterogeneous data sources without requiring gateway technology.

- Modular Implementation Architecture

  Based on ODI's Knowledge Module architecture, OWB-EE introduces Execution Units allowing designers to abstract the details of data integration execution from the declarative definition of the data movement and transformation rules to be applied.

- SOA-Native Architecture

  Based on ODI's lightweight Java-based agent and as an extension to the OWB Control Center, OWB-EE introduces the ability to expose, deploy and manage data integration processes as standard services.

Upgrading to OWB-EE 11gR2

OWB users will appreciate the familiar concepts and interface of OWB-EE 11gR2. An existing OWB repository from prior versions can be automatically upgraded to 11gR2. Existing OWB maps can be converted with a simple cut and paste to take advantage of the new OWB-EE 11gR2 capabilities, and new maps can be built in the code template style without learning a new tool. Thus, customers familiar with OWB or with an existing investment in OWB, can realize many of the benefits of Oracle Data Integrator by simply moving to OWB-EE 11gR2.

Oracle Data Integrator Enterprise Edition Provides Two Paths to Oracle's Unified Data Integration Product

The Oracle Data Integrator Enterprise Edition license gives customers the right to use either Oracle Data Integrator, or Oracle Warehouse Builder Enterprise ETL, or both.

Two Paths to Oracle's Strategic Data Integration Product

As part of this single licensed product, ODI-EE provides two equally viable implementation paths to get to future versions of Oracle Data Integrator:

1. **Invest now to develop in ODI**.

   If you have minimal legacy investment of OWB expertise and content to preserve, invest now in Oracle Data Integrator and be carried forward through a simple upgrade to future versions of ODI, Oracle's unified data integration product, when it is available and the timing suits your business.

2. **Invest now to develop in OWB-EE.**

   If you have existing investment in OWB in terms of expertise and/or existing maps, preserve that investment fully by adopting OWB-EE 11gR2. Move "classic" OWB maps to code template-based maps selectively with a simple cut & paste and develop new maps directly using code templates, leveraging existing OWB skills. Upgrade from OWB-EE 11gR2 to the future version of ODI that is the unified data integration product when it is available and the timing suits your business.

Over the past few years, Oracle has made three claims that have been reinforced through action by releasing Oracle Warehouse Builder 11g Release 2:

1. **Oracle will converge ODI and OWB-EE technologies into a unified product.**

   OWB-EE 11gR2 inherits many of the critical architectural elements of ODI. Use of code templates and execution units in the familiar OWB interface makes it easy for OWB customers to preserve their existing investment and get on the path to ODI.

2. **Oracle Warehouse Builder customers will be taken care of.**

   Along with the new OWB-EE 11gR2 features for strategic data integration, Basic ETL with the Oracle Database continues to exist with OWB 11gR2 and includes usability enhancements that benefit all users.

3. **ODI's innovative architecture is the path for the future.**

   Oracle has incorporated critical architectural elements from ODI into the OWB-EE 11gR2 release because we want to make the benefits of these strategic data integration features compelling for the broad base of OWB users to adopt in advance of availability of the unified data integration product.

Basic OWB Functionality Remains

The basic functionality of OWB, which is well-suited to prototyping, demonstrations, and other smaller scale ETL projects for Oracle Database, remains part of the Oracle Database license.

Oracle Warehouse Builder Enterprise ETL is installed with the Oracle Database for convenience and is separately licensed as part of Oracle Data Integrator Enterprise Edition. Oracle's license documentation reflects the exact feature list that is part of OWB-EE and not included with an Oracle Database license.

No major enhancements are planned for Oracle Warehouse Builder beyond the OWB 11.2 release. OWB 11.2 continues to be available and supported by Oracle, and patches and bug fixes will continue to be offered at regular intervals. Oracle will continue to support OWB 11.2 for the full lifetime of Database 11g and the full lifetime of the next major database release ("Database 12") in accordance with Oracle's Lifetime Support Policies for Database releases. Future database releases beyond Database 12 would not be certified with OWB 11.2.

Strategic Use of Oracle Data Integrator in Other Oracle Products

Oracle has a mutually-reinforcing two-part strategy for data integration: 1) to deliver the best-of-breed, standalone, heterogeneous data integration platform for enterprise-wide data integration, and 2) to embed data integration technology and pre-built content into other Oracle applications to dramatically lower the overall cost of data integration.

Customers of other Oracle products have begun to see ODI embedded in other Oracle products, and this trend will only continue. Following is a partial list of applications using Oracle Data Integrator to lower the cost of data integration.

- Oracle Fusion Applications

- Oracle Application Integration Architecture (AIA)

- Oracle Retail Applications

- Oracle Tax and Utilities Applications

- Oracle Communications Applications

- Oracle Agile PLM Applications

- Oracle Hyperion Financial Management

- Oracle Hyperion Planning

- Oracle Fusion Governance, Risk & Compliance

- Oracle Business Activity Monitoring

- Oracle Business Intelligence Applications

By investing in Oracle Data Integrator as a standalone data integration technology, customers can further leverage their knowledge investment from other Oracle products that have embedded ODI for data integration.

Commitment to Heterogeneous Support

Prior to the acquisition of Sunopsis in 2006, Oracle had focused exclusively on data integration needs for the Oracle Database. Since 2006 and looking ahead, Oracle remains firmly committed to serving comprehensive heterogeneous data integration needs, regardless of the combination of databases, applications, business intelligence products, middleware products, operating systems, and hardware in use among our customers.

The Emerging Real Time Data Integration Platform

Oracle recognizes the pressures on enterprises to accellerate business and move toward more real-time IT architectures. Data integration is also evolving to require real time data movement and non-invasive changed data capture. In September 2009, Oracle acquired the leader in heterogeneous real time data integration, GoldenGate Software. Oracle GoldenGate products interoperate with ODI to provide a powerful platform for real time data integration that is unique in the industry.

Oracle GoldenGate is a critical part of Oracle's overall data integration offering and outside the scope of this document. More information on the benefits of the comprehensive real-time data integration approach that includes Oracle Data Integrator

Enterprise Edition, Oracle GoldenGate, and Oracle Data Quality and Profiling is available at www.oracle.com.

Conclusion

Consistent with statements made over the past several years, Oracle continues to work toward converging Oracle Data Integrator and Oracle Warehouse Builder Enterprise ETL. We took the first major step in January 2009 by introducing the licensed bundle of Oracle Data Integrator Enterprise Edition, which includes Oracle Data Integrator and Oracle Warehouse Builder Enterprise ETL. We have now taken the second major step with the release of Oracle Warehouse Builder 11g Release 2.

ODI remains Oracle's strategic platform for data integration. Now with OWB-EE 11gR2, customers with significant existing investment in OWB can get benefits of ODI today without requiring a migration. More enterprises will be able to start taking a strategic approach to data integration.

All customers will have the opportunity to move forward to the future version of Oracle Data Integrator that unifies ODI and OWB technologies, when the product is available and the time is right for their own businesses. Until then, ODI and OWB-EE 11gR2 will help companies solve their enterprise-wide strategic data integration needs.

ORACLE®

Oracle Data Integrator and Oracle Warehouse
Builder Statement of Direction
January 2010
Author: Oracle

Oracle Corporation
World Headquarters
500 Oracle Parkway
Redwood Shores, CA 94065
U.S.A.

Worldwide Inquiries:
Phone: +1.650.506.7000
Fax: +1.650.506.7200
oracle.com

Oracle is committed to developing practices and products that help protect the environment