

# Rubicon Red Invests in Oracle Process Cloud Service and Oracle SOA Cloud Service

Oracle Cloud Platform to Rapidly Enable Key Go-To-Market Processes

8 November, 2016 – Rubicon Red, a recognized global leader in Oracle Fusion Middleware and a Platinum level member of Oracle PartnerNetwork (OPN), today announced it has subscribed to Oracle Process Cloud Service and Oracle SOA Cloud Service.

A global middleware partner, Rubicon Red identified an opportunity to invest in Oracle Process Cloud Service (PCS) and Oracle SOA Cloud Service (SOACS) to implement key internal go-to-market processes that would help the company rapidly scale, delivering solutions and services to the market faster, and at less cost than alternative approaches.

Rubicon Red uses PCS to automate a number of key go-to market processes, including the process of requesting, approving and provisioning a cloud based trial environment to test drive Rubicon Red's solution accelerators for Oracle Middleware. In the future, it is planned to leverage Integration Cloud Service (ICS) to integrate PCS with external SaaS-based applications.

This represents a transformation for Rubicon Red from an Oracle Partner to also being an Oracle Customer. This change of status highlights another benefit of Oracle Cloud: in that the cost of entry is significantly lower, allowing medium size enterprises such as Rubicon Red to more readily take advantage of enterprise software.

"We have a great opportunity to better meet the needs of our clients by understanding the "customer perspective", which we get directly from using Oracle Process Cloud Service ourselves", said John Deeb, Rubicon Red, CEO.

With a focus on helping clients on their journey to the cloud, the Oracle Cloud Platform is a key enabler for Rubicon Red to deliver enterprise class integration and BPM solutions on the cloud.

"Research shows moving development to the cloud can initially reduce development time by an order of 11 to 20 percent. Organizations that fully embrace the cloud for Dev and Test are experiencing more than 30 percent time savings upon maturing their DevOps capabilities[i]. SOACS is perfect for this. Thus another reason for our investment is to provide even closer integration between our Oracle Middleware DevOps solution, MyST, and SOACS, to provide the ability for our clients to develop in SOACS and then deploy on-premise for Pre-Prod and Prod", said Matt Wright, Rubicon Red, Chief Technology Officer.

With ready access to Oracle Process Cloud Service and Oracle SOA Cloud Service, Rubicon Red is building hands-on expertise and also plans to leverage these new environments to build proof of concepts and validate client requirements, helping clients get started on their journey to the cloud.

"We are excited to see our local partner, Rubicon Red, investing in the Oracle Cloud Platform, specifically Oracle Process Cloud Service and Oracle SOA Cloud Service to kick-start their own internal business processes. With our new PaaS offerings, customers can achieve faster time to value at a much lower cost, making our PaaS offerings a great option for medium-sized organizations. Further, as a global Middleware partner, adding Oracle PaaS capabilities to their service offerings, will enable Rubicon Red to be a go-to partner locally, as our clients embark on their journey to the cloud with Oracle," said Franco Ucci, Senior Director, Oracle Corporation Australia Pty Limited.

## About Rubicon Red

Rubicon Red offers organizations a set of innovative and market leading software, cloud and consulting solutions for Oracle Middleware. A Platinum level member of Oracle PartnerNetwork (OPN), Rubicon Red is recognized as a global thought leader, delivering innovation and unrivaled expertise, with focus on Cloud, DevOps and 12c Migration.

Founded in 2009, by two former senior executives from Oracle product management, Rubicon Red's mission is to lead customers on their Oracle Middleware journey. The origin of our name is derived from helping customers "cross the Rubicon", in their successful adoption of Oracle Middleware. With offices in the US, Australia and India providing 24x7 support and development services, Rubicon Red offers a range of services to architect, deliver, maintain and host your Oracle Middleware platform.

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[i] A 2013 Survey by Evans Data Cloud Development Survey, found that cloud platforms reduce overall development time by an average of 11.6 percent, 38 percent cited savings in the 11 to 20 percent range, whilst 10% had experienced more than more than 30 percent in time savings.

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