

# Choosing a Reliable and Powerful IT Infrastructure at a Price You Can Afford

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## **WHY CHOOSE ORACLE FOR MIDSIZE ORGANIZATIONS**

Midsized organizations operate in an extremely competitive environment. They have to compete against well-heeled enterprises that have far greater financial and technology resources and much larger delivery channels. Many midsized organizations have to contend with global competitors that are capable of keeping prices low.

Midsized organizations can greatly increase their chances of succeeding in the market by putting in place a highly effective IT infrastructure to run their businesses. Oracle provides powerful and cost-effective solutions that give midsized organizations the capabilities they need to compete.

This whitepaper provides an overview of the challenges midsized organizations face, and how Oracle products can help them overcome those hurdles. Read this whitepaper to learn how midsized organizations like yours can use Oracle software to improve customer relations, minimize risk, deal with change, and make the most of your existing resources.

### **Improve Customer Relations**

Improving customer relations has never been more critical as midsized organizations face growing competition from their larger enterprise counterparts. Smaller companies need to gain their customers' confidence—whether that means keeping critical customer-facing systems running or delivering products on time—so that customers will come back to do more business. Improving customer relations also means being able to anticipate customers' needs.

### **Minimize Risk**

Managing and minimizing security risk is another priority for midsized organizations. Companies of all sizes need to connect to their customers and partners over the Internet, which increases security risks while also serving as an engine of business growth. Threats to information security and data privacy are rapidly proliferating. Couple the growing threat with the associated negative

publicity of an attack or data exposure, and it's clearly critical that companies protect their information and systems.

Along with security comes reliability. If applications, including critical e-commerce applications, aren't available when customers want them, they won't be customers for long.

### **Deal with Change**

Dealing with change is a major concern for fast-growing businesses. Midsize organizations must be prepared to expand their capabilities as their business grows to capture new market opportunities and customers. Failure to do so will likely result in poor service levels and dissatisfied customers.

### **Make the Most of Your Resources**

The final challenge—and one that's especially meaningful for smaller companies with limited budgets—is the need to make the most of your existing resources. Clearly, doing more with less is a primary goal of executives at midsize organizations.

Forrester Research conducted a survey of 780 decision-makers at small and medium businesses in North America, and asked executives to identify which initiative was likely to be one of their IT organization's major themes for 2006. Improving the efficiency of IT by delivering more with less ranked first, with replacing or upgrading existing application systems ranked second.

### **ORACLE: RIGHT FOR YOUR BUSINESS**

Technology managers at midsize organizations need to find ways to use IT solutions to help their companies meet their business challenges while improving processes and giving the company a competitive edge.

Choosing the right IT infrastructure is a major step in that process. Oracle addresses the special needs of midsize organizations with Oracle Database 10g Standard Edition One, a full-featured edition of the world's leading database, and Oracle Application Server 10g Standard Edition One, the fastest growing middleware platform. Together, these solutions provide a high performance, reliable, and secure infrastructure that easily scales as companies grow. Packaged and priced for midsize organizations, Oracle solutions help businesses store and manage the growing volume of data assets, and more effectively process and share information to improve customer service.

### **Sharing Information Is Easy**

Winning new customers and keeping customers satisfied are key goals of any business. Improving customer relations is a major ingredient in that formula. For midsize organizations, that means delivering services that are equal to or better than those offered by larger players in the market.

To gain the confidence of customers as well as business partners and employees, midsize organizations must be able to retrieve critical business data in a form that's ready to use quickly and easily. With Oracle Database 10g, you can manage and store your business data on a proven platform and take advantage of the performance and reliability provided by Oracle. Oracle Database 10g Standard Edition One uses the same proven concurrency techniques as the Enterprise Edition of Oracle Database, ensuring maximum throughput for all workloads.

Non-technical workers can use Oracle to develop Web-based applications and reports for sharing information. Oracle Database 10g includes Oracle Application Express (APEX), a rapid, Web application development tool. Using only a Web browser, users with little or no programming experience can develop and deploy secure, reliable, full-function applications to the Web. Application Express also helps customers consolidate many distributed desktop databases and spreadsheets to a centralized repository, which improves data sharing across the company, makes it easier to enforce high data security standards, and makes it easier to manage.

Oracle Application Server 10g Standard Edition One is a perfect complement to Oracle Database 10g Standard Edition One, providing easy access to information stored in the database. Midsize organizations can simplify information sharing with employees, customers and partners by creating instant portals with pre-configured pages for publishing and organizing content by department or function. Oracle Instant Portal provides an out-of-the-box portal application on which documents, data, and other content can be easily added and then widely shared. Self-service information sharing enables users to be more productive, whether they are sharing information or trying to find it.

### **Securing and Protecting Your Data is Easy**

Like larger enterprises, midsize organizations must do all they can to manage and minimize risk. That includes making sure data and applications are secure, processes and systems are compliant with regulations, adequate controls are in place, and costs are in line with financial resources.

Oracle enables midsize organizations to mitigate risk in a number of ways. Because both Oracle Database 10g Standard Edition One and Oracle Application Server 10g Standard Edition One use the same code base as their respective Enterprise Editions, they are proven solutions. As proven solutions, there's less likelihood of unnecessary and surprise costs and system outages that can lead to lost revenue.

Both solutions include built-in security measures. Oracle Database 10g Standard Edition One is completely secure, limiting access to sensitive business data and reducing the chances for an information security breach and the resulting loss of customer confidence. This level of security also helps companies comply with regulations such as the Sarbanes-Oxley Act and the Health Insurance Portability and Accountability Act (HIPAA).

An extra layer of protection at the database level limits the number of application changes that can be made, which potentially reduces development costs. Proxy authentication ensures that only authorized users can gain access to data. Oracle Application Server 10g Standard Edition One also includes security capabilities that are critical to businesses. For example, companies can manage users and grant privileges to limit access to sensitive data, reducing the risk of compromising the integrity and privacy of information. A document tracking feature helps businesses remain compliant with regulations.

### **Managing Your Systems is Easy**

Given the tight budgets midsize organizations are often forced to work with, making efficient use of resources is a prime concern. IT and business managers at these companies not only need to acquire cost-effective technologies, but also need to minimize the complexity of managing these systems, which eliminate the need for hard-to-hire, specialized staff.

“Most small and medium-sized businesses do not have, and cannot afford to have, expert database administrators (DBAs) on staff,” according to research firm IDC. “They have depended on databases specified by the application software vendors and deployed them on low-cost relational database management systems (RDBMS). Yet, the growing number of databases in SMB shops, and their increasing dependency on those databases, is creating a situation of unacceptable management complexity. What is required is a RDBMS that is easy to use, reliable, secure, and easy to manage and scale.”

Oracle Database 10g Standard Edition One includes a built-in Enterprise Manager 10g Database Control console that provides a Web-based interface for tracking the current status of a database, and allows database administration action items from any browser connected to the system. Because Oracle Database is easy to manage, midsize organizations don't need to hire additional IT staff to run and support the systems. Existing staff can be freed up to focus on other projects.

The Edison Group Inc., in its Comparative Management Cost Study of Oracle Database 10g Release 2 and Microsoft SQL Server 2005, conducted in March 2006, found the Oracle product easier to manage.

The study by this independent testing firm showed that Oracle Database 10g Release 2 “holds a substantial advantage in manageability over Microsoft SQL Server 2005.” For example, the study indicated that over the course of installing, maintaining, and operating a database, administrators can perform typical administrative functions in 38% less time when using Oracle Database 10g Release 2 compared with the Microsoft product. Oracle Database 10g Release 2 required 30% fewer steps for the same set of standard RDBMS administrative tasks.

“Benefiting from increased DBA productivity, businesses can save up to \$31,664 per DBA per year by using Oracle Database 10g Release 2 rather than Microsoft SQL Server 2005,” according to the report.

Oracle products enable midsize organizations to reap the benefits of powerful and reliable technology solutions that are used at much larger enterprises, at a cost that's affordable for many smaller companies. The products are easy to use, a major consideration for companies with limited IT staff and resources.

### **Oracle is Easy to Buy, Deploy and Scale**

There is an expectation that size is an advantage in agility. Midsize organizations must be nimble and quick to react to changing market conditions. Fast time-to-market is a critical differentiator, especially when compared to larger competitors. To deliver on that expectation, midsize organizations need IT solutions that are easy to buy and deploy, allowing them to quickly build out their IT infrastructure.

Oracle Database 10g Standard Edition One provides a quick install on single-server environments. Out-of-the-box, the database is preconfigured for production usage, complete with automated space, storage and memory management, automated backup and recovery, and automated optimizer statistics management.

Oracle Application Server 10g Standard Edition One is also easy to install and operate. Installation can be done with a single click. Ongoing management is also straightforward, with features like a single integrated console, comprehensive Web-based management and monitoring, simple backup and restore, easy start and stop, in place editing, wizard-driven user management, and pre-configured components.

Midsize organizations must also be prepared for change. Not only will the markets they serve change, but their own needs for information will grow as their business expands.

For that reason, scalability is a major factor when selecting solutions for an IT infrastructure. Oracle products were designed with scalability in mind, so companies can quickly and easily scale out to accommodate growth in users and spikes in demand as needed. Oracle Database 10g Standard Edition One and Oracle Application Server 10g Standard Edition One provide complete upward compatibility with other editions of Oracle Database and Oracle Application Server, which allows customers to upgrade easily from Standard Edition One to Standard Edition or Enterprise Edition. This upgrade path protects their existing investment now and in the future.

If scalability and high availability become requirements as the business grows, Oracle offers Real Application Clusters (RAC). Oracle Real Application Clusters enable the consolidation of data and business applications on a cluster of standardized low-cost Intel servers, which forms the foundation of an enterprise grid. Clustering on a grid offers built-in server redundancy and reduces the cost of downtime. Companies can incrementally scale-out their IT systems in a cost-effective and risk-free manner. Oracle RAC is included at no extra cost with Oracle Database Standard Edition.

Both Oracle Database 10g Standard Edition One and Oracle Application Server 10g Standard Edition One are priced and packaged for midsize organizations.

Starting at \$149 per user (minimum of five users), or \$4,995 per socket (up to a maximum of two sockets), these solutions are affordable for midsize organizations with tight budgets.

In today's highly competitive business environment, midsize organizations need all the competitive advantage they can get. Oracle Database 10g Standard Edition One and Oracle Application Server 10g Standard Edition One deliver the powerful IT infrastructure midsize organizations require, at an affordable price.

## **RESOURCES**

Oracle for Midsize Organizations

<http://www.oracle.com/midsize>

Oracle Database 10g Standard Edition One

[http://www.oracle.com/database/Std\\_One.html](http://www.oracle.com/database/Std_One.html)

Oracle Application Server 10g Standard Edition One

<http://www.oracle.com/appserver/standard-edition-one.html>



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