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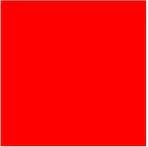
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**Enabling ITIL Best Practices Through Oracle Enterprise Manager,
Session #081163**

Ana Mccollum
Enterprise Management, Product Management

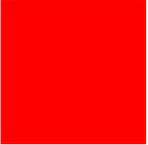
Andy Oppenheim
Enterprise Management, Product Management

Mervyn Lally
Enterprise System Deployment
Ingersoll Rand



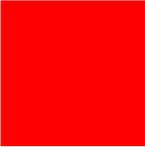
Session Description

This session discusses how you can use Information Technology Infrastructure Library (ITIL) best practices for incident, problem, change, configuration and release management with Oracle Enterprise Manager and leading help desk systems, such as those from Remedy and Oracle's Siebel. Use cases include incident detection and resolution; use of diagnostic features for problem management; and an end-to-end automated closed-loop change management lifecycle solution.



Please Read

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Agenda

Session Purpose:

- Enabling ITIL Best Practices Through Oracle Enterprise Manager, Session

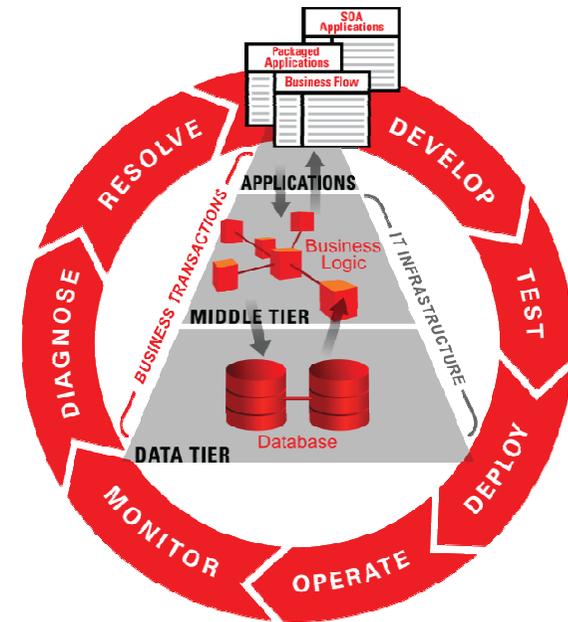
Agenda:

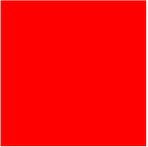
- Oracle Enterprise Manager, Integrated Manageability
- 2009 CIO Strategy & Challenges
- Oracle Enterprise Manager Enabling ITIL
- Customer Speaker – Ingersoll Rand
- Q & A

Oracle Enterprise Manager

Top-Down, Integrated Application Management

- Complete, Open, Integrated Management for Oracle Technologies
 - Deep, Optimized, Best of Breed
 - Database, Middleware, Packaged Applications, Physical and Virtual Infrastructure
- Business Centric, Top Down Application Management
- Complete Lifecycle Management
- Scalable Grid and Cloud Management
 - Manage many as one





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2009 Challenges

2009 CIO strategies

CIO strategies reflect the need to reduce the cost of IT and raise IT performance

CIO strategies

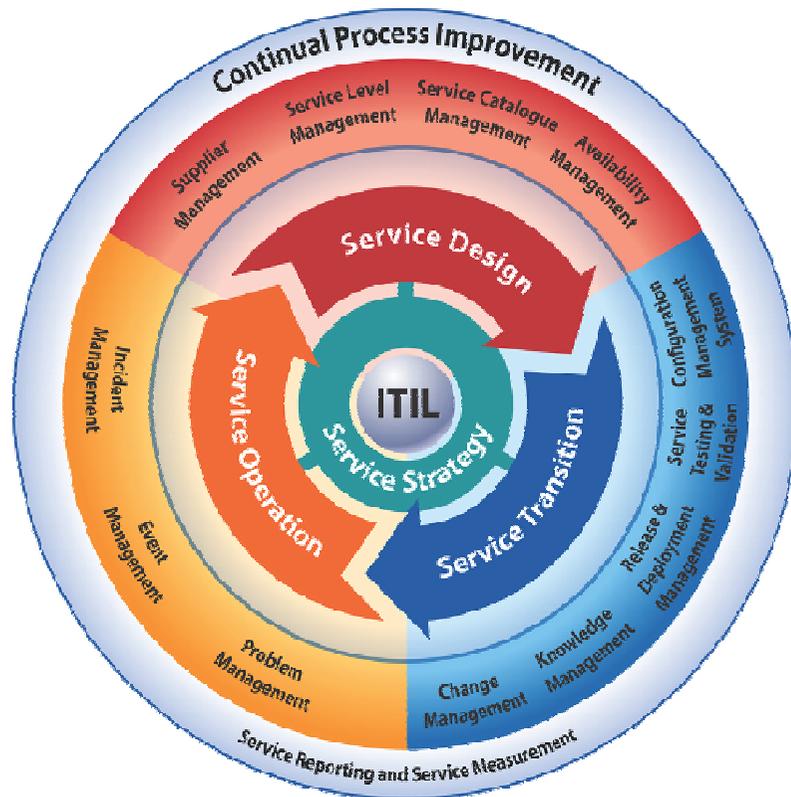
Ranking of strategies CIOs selected as one of their top 5 priorities

Ranking	2009		2008	2007	2006	2012
Linking business and IT strategies and plans	1	↑	2	2	2	2
Reducing the cost of IT	2	↑	10	12	*	6
Delivering projects that enable business growth	3	↓	1	1	1	1
Improving IT governance	4	↑	7	8	9	14
Implementing IT process improvements	5	↑	6	12	*	13
Improving the quality of IT services	6	↓	4	7	*	12
Improving the business-IT relationship	7	↓	5	*	*	11
Attracting, developing and retaining IT personnel	8	↓	3	4	*	5
Consolidating IT operations (e.g., shared services)	9	↑	12	*	*	4
Use of information/intelligence	10	↓	9	6	*	8
Developing or managing a flexible infrastructure	11	↔	11	7	*	9
Building business skills in the IT organization	12	↓	9	8	*	3
Leading enterprise change initiatives	13	↔	13	10	*	



ITIL

Vehicle for delivering quality IT services



- **IT Infrastructure Library (ITIL)** - A set of best practices focused on providing IT services that are built around customers' business needs and end with results that provide real business value to the customers.

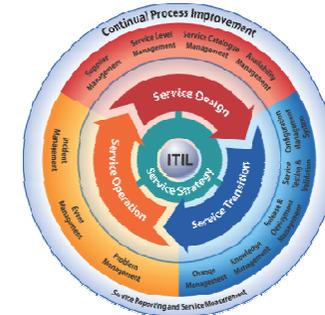
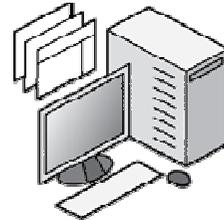
ITIL Implementation

Start with your pain points

Customer Facing Processes



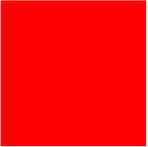
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ITIL Processes

- Event Mgmt
- Configuration Mgmt
- Release Mgmt
- Incident Mgmt
- Problem Mgmt
- Change Mgmt
- Service Level Mgmt

- Link business & IT strategies and plans
- Deliver projects that enable business growth
- Improve IT Governance
- Improve the business-IT relationship
- Leading enterprise change initiatives



Agenda

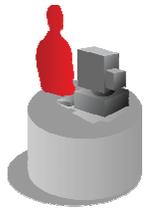
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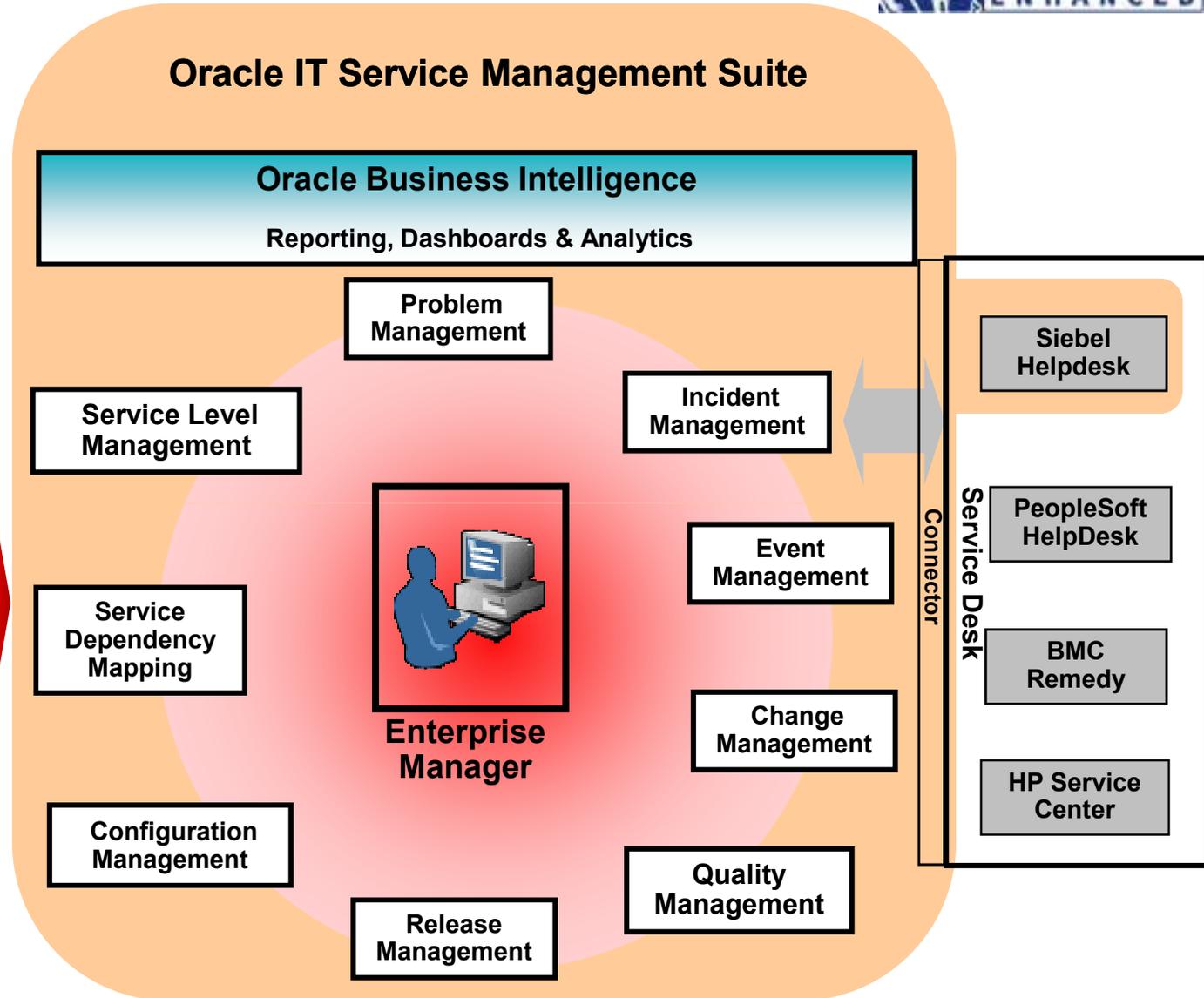
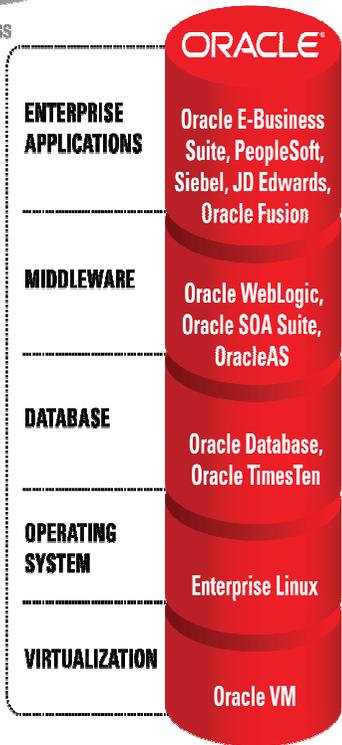
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Integrated ITSM Solution



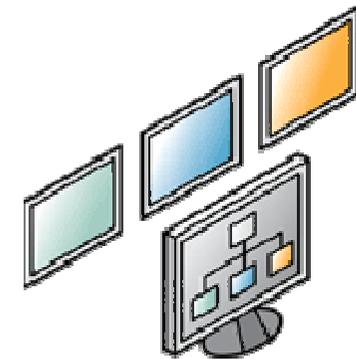
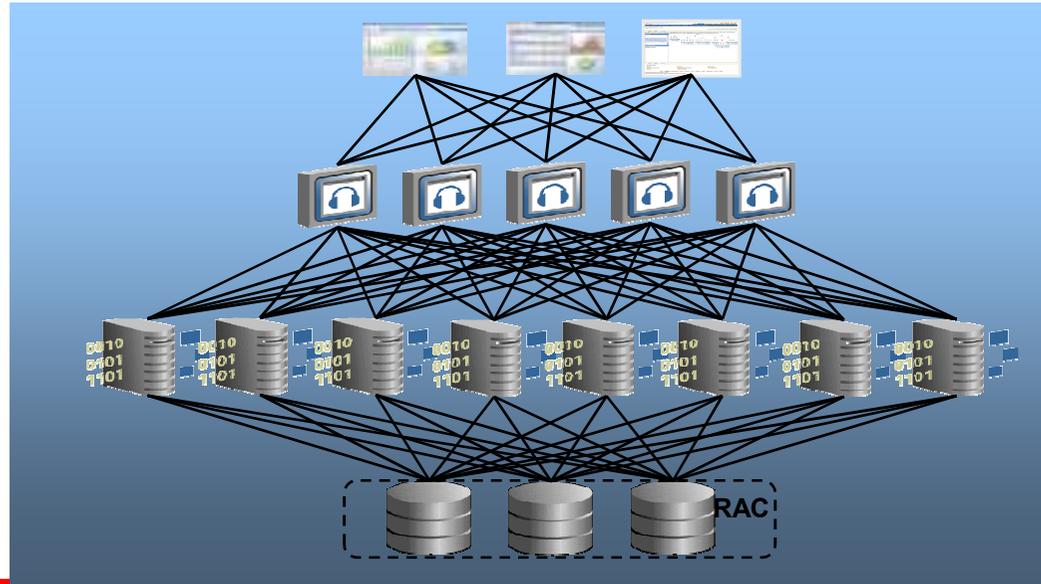
Business User



Enterprise Manager – Enabling ITIL

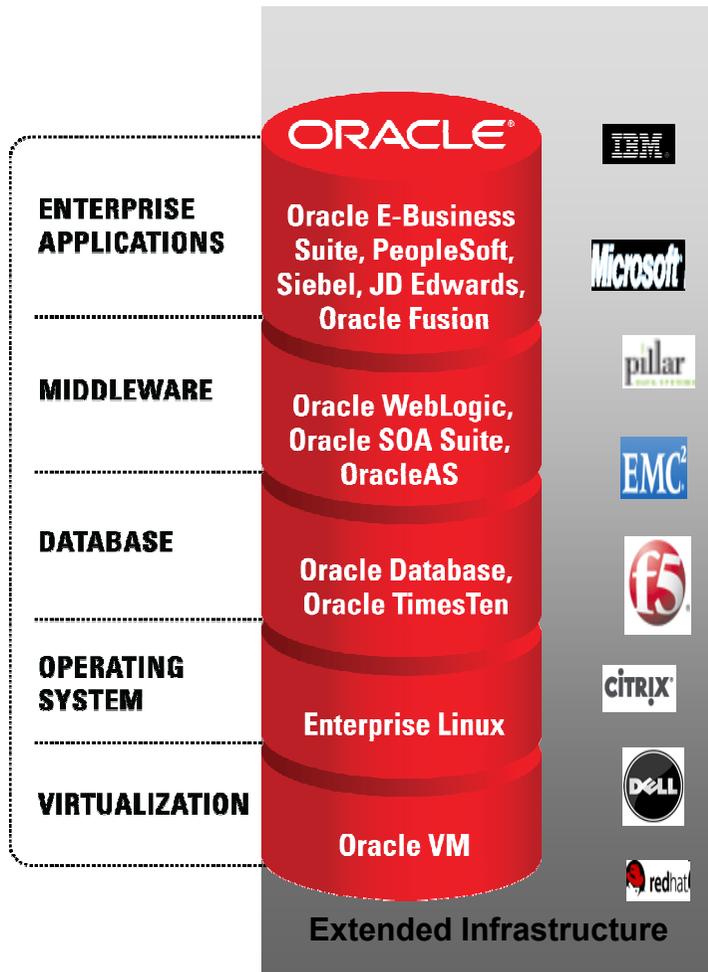
Event Management

- *Events*: Significant occurrences in IT infrastructure
- Goal: Detect events, make sense of them and determine appropriate control action
- Provides mechanisms for early detection of incidents



Event Management

End-to-end monitoring and event detection



- Oracle Enterprise Manager:
 - End-to-end monitoring and event detection of the complete enterprise application stack
 - Events
 - Availability alerts
 - Metric alerts
 - Job failures
 - Service Level violations
 - Policy violations
 - Auto-correction through corrective actions
 - Notifications – email, page, ticket

Enterprise Manager – Enabling ITIL

Incident Management

- Incident Management
 - *Incident*: Unplanned interruption to an IT service or reduction in the quality of an IT service
 - Goal: Restore failures of service as quickly as possible to minimize impact on the business
 - Detecting and resolving incidents results in lower downtimes, higher service availability



Incidents

Incident Management

- Helpdesk incident ticket creation
 - Enterprise Manager integration with Oracle and non-Oracle helpdesks
 - Automatically / manually open helpdesk incidents for Enterprise Manager alerts
 - Customizable ticket templates
- Incident tracking and resolution
 - Synchronize changes in alert severity
 - Launch helpdesk UI from Enterprise Manager
 - In the helpdesk, link to Enterprise Manager for incident resolution



Incident Management

Integration with service desk

Alert raised in Enterprise Manager

In context link to service desk incident

Database Instance: PeopleSoft HCM Database > All Metrics > Tablespace Space Used (%) >

Tablespace Space Used (%): Tablespace Name PTRPTS: Last 24 hours

Tablespace Name PTRPTS

Statistics

- Last Known Value 82.21
- Average Value 80.34
- High Value 82.21
- Low Value 80.11
- Warning Threshold 75
- Critical Threshold 90
- Occurrences Before Alert 1
- Corrective Action None

Metric Value

100
80
60
40
20
0

12:13 4 8 12 PM 4 8 12 AM 4 8 12 PM
Nov 6, 2007 7

PeopleSoft HCM Database

Recommendations

Severity ⚠ Warning
Recommended Action **Add space to the tablespace**
[Edit Tablespace](#) [Reorganize](#) [Segment Advisor Recommendations](#)

Alert History

Comment for Most Recent Alert [Add Comment](#)

Severity	Timestamp	Message	Last Comment	Details
⚠	Nov 6, 2007 7:57:29 PM	Tablespace PTRPTS is 80 percent full	Ticket Service Request ID6SIA-58TYP was created.	

Incident Management

Incident resolution

The screenshot displays the Siebel Call Center interface. A yellow banner at the top reads "Service Desk Incident". The main window shows a "HelpDesk Service Request" form. A modal dialog box is open, displaying the following information:

Ticket created by EM Siebel Connector.
Event Information:

EM User: ANA
Target Type: Database Instance
Target Name: PeopleSoft HCM Database
Target Host: emgc-amp2.us.oracle.com
Target Agent:
Metric Column: Tablespace Space Used (%)
Metric Name: problemTbsp
Collection Time: 2007-11-06 11:57:29.0
Notification Rule: Alerts on database HCM database
Event Page URL:
[http://stang13.us.oracle.com:4889/em/console/monitoring/metricDetail\\$type=oracle*](http://stang13.us.oracle.com:4889/em/console/monitoring/metricDetail$type=oracle*)

The URL is circled in red. A red text box on the left of the dialog says "Service desk incident contains Enterprise Manager Alert information". Another red text box at the bottom of the dialog says "Link back to Enterprise Manager for incident resolution".

The background interface includes a navigation menu with "Home", "Administration - Server Management", "Administration - Server Configuration", "Administration - Siebel Remote", "Administration - Application", and "Service". The "Service" menu is expanded to show "Service Requests - HelpDesk" and "Agent Charts". The "Service Requests - HelpDesk" window shows a "HelpDesk Service Request" form with fields for "Recommended Priority" (5-Question), "Agent Priority" (3-Medium), and "User Priority" (3-Medium). The "Status" is set to "Open" and "Substatus" is "Unassigned".

Activity #	Type	Description	Planned Start	Priority	Status	Employees

Enterprise Manager – Enabling ITIL

Problem Management

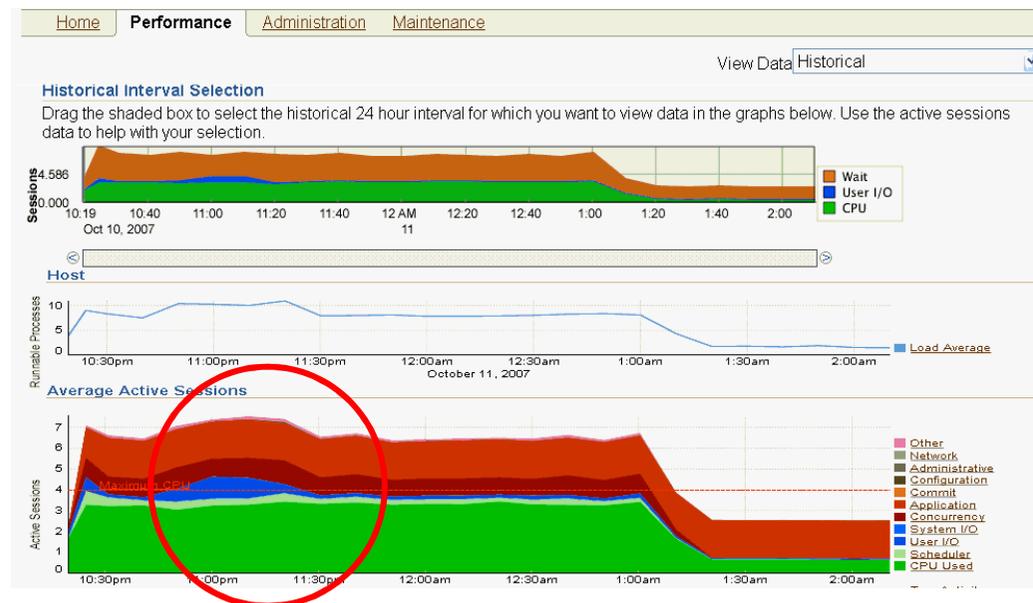
- *Problem*: unknown root cause of one or more incidents
- Goals:
 - Diagnose root cause of incidents and determine resolution
 - Eliminate recurring incidents
- Eliminate or minimize impact of incidents, resulting in lower downtimes, higher service availability



Problem Management

Diagnostics for critical systems and services

- Performance and Availability Diagnostics across Oracle stack
- Database Performance



Focus historical data when performance problem was reported...

Chart shows database bottlenecks

Problem Management

Detailed diagnostics and root-cause

- Database Performance Example (continued)

The screenshot displays the Oracle ADDM interface. At the top, a finding is shown: "Host CPU was a bottleneck and the instance was consuming 88% of the host CPU. All wait times will be inflated by wait for CPU." The impact is 82.9 minutes and 100%. Below this, a table of recommendations is shown. The first recommendation is "Host Configuration" with a 100% benefit, suggesting adding more CPUs. The second is "SQL Tuning" with a 42.7% benefit, suggesting investigating a specific SQL statement with SQL_ID "22x9qxj96n6vx". A red circle highlights this SQL ID in the recommendation text. Below the recommendations, a table of findings is shown, including the same CPU bottleneck finding and other issues like database time consumption and row lock waits.

Recommendations	Benefit (%)
Host Configuration	100
SQL Tuning	42.7

Findings	Recommendations
Host CPU was a bottleneck and the instance was consuming 88% of the host CPU. All wait times will be inflated by wait for CPU.	2 SQL Tuning 1 Host Configuration 1 Application Analysis
SQL statements consuming significant database time were found.	3 SQL Tuning
SQL statements were found waiting for row lock waits.	1 Application Analysis
SQL statements were not shared due to the usage of literals. This resulted in additional hard parses which were consuming significant database time.	1 Application Analysis

Drilldown to access ADDM performance findings to find root cause...

Poorly written SQL identified

Problem Management

Detailed diagnostics and root-cause

- Database Performance Example (continued)

Recommendations for SQL ID:22x9qxj96n6vx

Only one recommendation should be implemented.

SQL Text

```
SELECT /*+ DSS_Q54 */ 'B' || tt1.ch_featurevalue_09_id || ch_featurevalue_09_id || 'G' || tt1.ch_featurevalue_02_e  
ch_featurevalue_02_id, ...
```

Select Recommendation

Original Explain Plan (Annotated)

Implement

Select Type	Findings	Recommendations	Rationale	New Benefit (%)	Explain Plan	Compare Explain Plans
<input checked="" type="radio"/> SQL Profile	A potentially better execution plan was found for this statement.	Consider accepting the		39.09		

Use SQL Tuning Advisor to get recommended solution

Performance Finding Details

Database Time (minutes): 82.9 Period Start Time: Oct 11, 2007 10:50:40 AM CDT Period Duration: 10.4

Task Owner: SYS Task Name: ADDM:259%

Finding: SQL statements were not shared which were consuming significant database time.

Impact (minutes): 14.4

Impact (%): 17.4

Recommendations

Show All Details | Hide All Details

Details Category	Benefit (%)
Application Analysis	17.4

Action: Alternatively, you may set the parameter "cursor_sharing" to "force".

Action: Investigate application logic for possible use of bind variables instead of literals.

Rationale: At least 737 SQL statements with PLAN_HASH_VALUE 3191477378 were found to be using literals. Look in V\$SQL for examples of such SQL statements.

Recommendations

Problem Management

Detailed diagnostics and root-cause

- **Database incidents**
 - Occurrence of a critical error in the database
 - Finding, resolving root cause typically requires Oracle assistance
- **Support Workbench**
 - Facilitates packaging of diagnostic data and opening of Support SR

The screenshot displays the Oracle Support Workbench interface for a database incident. The main window shows 'Problem Details: ORA 600 [4136]'. The 'Summary' section includes fields for SR#, Bug#, Active status (Yes), Packaged status (No), Number of Incidents (2), and First Incident date (October 8, 2009 11:15:35 PM PDT). The 'Last Dumped Incident' section shows a timestamp of October 8, 2009 11:15:43 PM PDT, Incident Source of System Generated, and User Input. The 'Investigate and Resolve' panel is highlighted with a red circle, and the text 'Create SR' is written next to it. The panel contains several options: 'Go to My Oracle Support', 'Quick Package', 'Collect and Send Diagnostic Data', 'Create a Service Request with My Oracle Support', 'Record Service Request Number to Problem', 'Generate Additional Diagnostics and Test Cases', 'Escalate the Problem', 'Track and Close', 'Check the Service Request Status with My Oracle Support', and 'Close the problem'. The bottom of the interface shows a table of incidents with columns for ID, Description, Data Dumped, Active, Status, and Timestamp.

Select	Details	ID	Description	Data Dumped	Active	Status	Timestamp
<input type="checkbox"/>	Show	3297	ORA-600 [4136] [2] [27.3.10]	Yes	Yes	Ready	October 8, 2009 11:15:43 PM PDT
<input type="checkbox"/>	Show	3451	ORA-600 [4136] [2] [27.3.10]	Yes	Yes	Ready	October 8, 2009 11:15:35 PM PDT

Create SR

Problem Management

Java application performance

- **Java memory leak or out-of-memory error**
 - Fast and reliable heap snapshot
 - Heap comparison quickly identify objects consuming memory

Compare Heaps

Heap 1: t8sgcpe02.Oracle.com 5555 20-FEB-08 14:15 796/1076 MB

Heap 2: t8sgcpe02.Oracle.com 5555 20-FEB-08 14:12 288/1076 MB

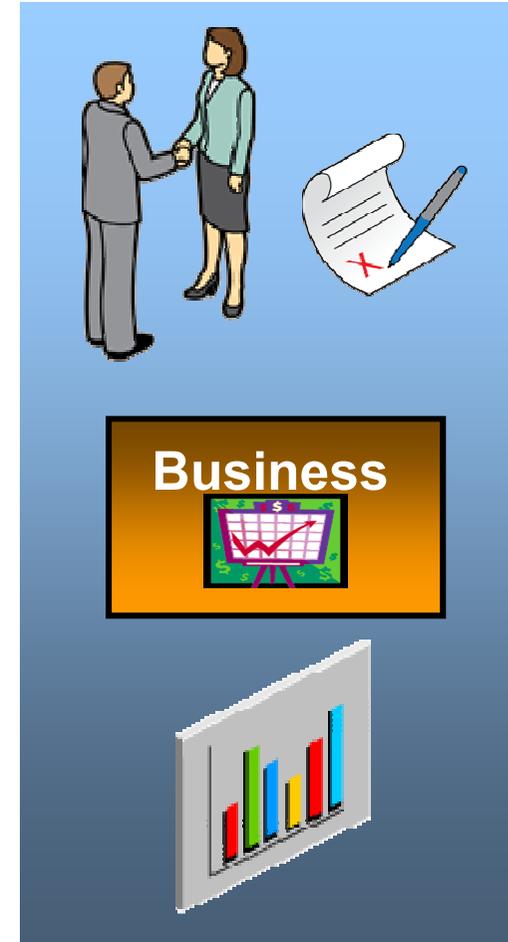
Top 40 objects in Dict

Type	Signature	Count	Heap 1			Heap 2			Delta	
			Bytes	Children	Adj (bytes)	Count	Bytes	Children		Adj (bytes)
Class	jadedefest/stack/leak	1	264	100,030	822,006,072	1	264	25,030	205,504,632	10,501,440
Class	com/evm/remote/Server/ApplicationBuilder	1	832	5,305	464,328	1	832	5,199	412,552	51,776
Class	com/evm/remote/Server/obj/cache/AbstractCacheManager	1	368	944	58,288	1	368	843	58,264	24
Class	java/lang/Class	1	272	91	16,112	1	272	91	16,112	0
Class	java/lang/System	1	264	415	71,872	1	264	415	71,872	0
Class	java/lang/ThreadDeath	1	312	9	672	1	312	9	672	0
Class	java/lang/RuntimeException	1	320	13	1,136	1	320	13	1,136	0
Class	java/lang/ClassNotFoundException	1	312	10	800	1	312	10	800	0
Class	java/util/RandomAccess	1	240	7	464	1	240	7	464	0
Class	java/lang/Float	1	312	39	4,328	1	312	39	4,328	0
Class	java/lang/NullPointerException	1	312	11	848	1	312	11	848	0
Class	java/util/Stack	1	624	15	1,856	1	624	15	1,856	0
Class	sun/misc/SoftCache	1	368	29	3,768	1	368	29	3,768	0

Enterprise Manager – Enabling ITIL

Service Level Management

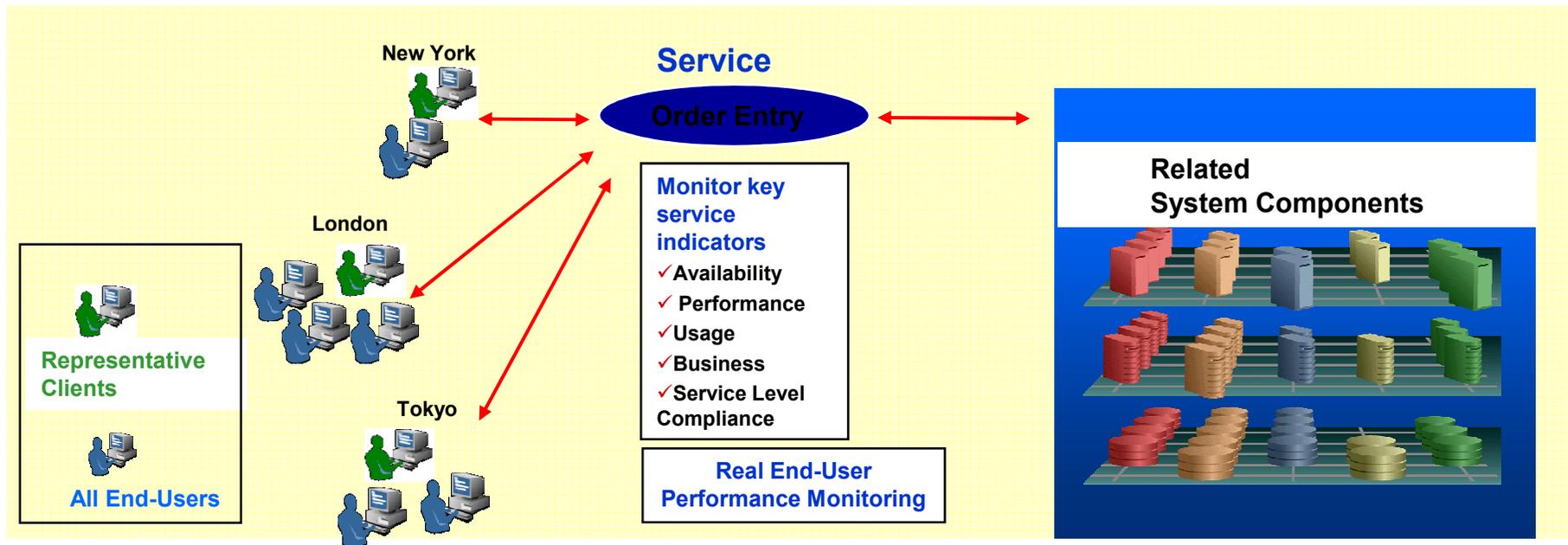
- Goals:
 - Agree and document IT service targets with the business
 - Monitor and report on delivery against agreed level of service
- Ensures services delivered by IT align with business requirements and meet customer/user expectations
 - Promotes customer loyalty, increase business opportunities
 - Enables IT to validate its contribution to the business



Service Level Management

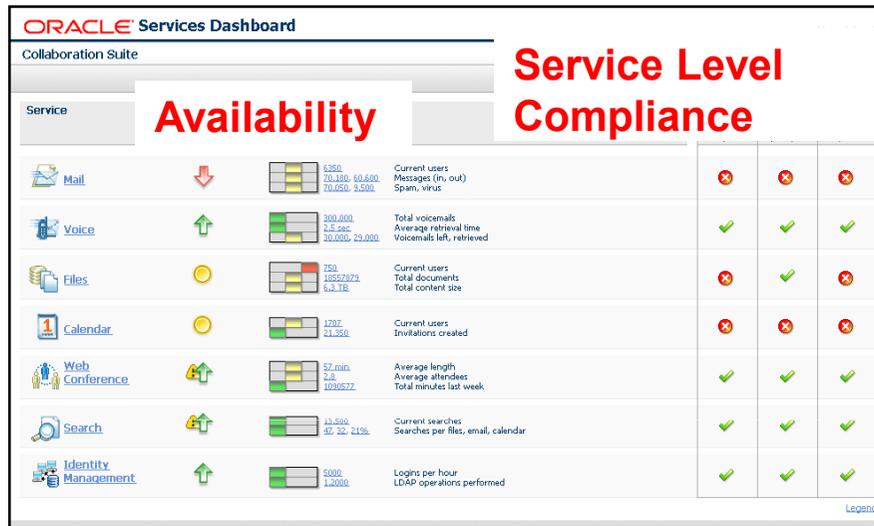
Service modeling and monitoring

- Model & map service to IT resources
- Monitor service availability, performance, usage
- Monitor Service Level compliance
- Focus on end-user perspective



Service Level Management

Service level dashboards



- C-Level view: “Are my critical services available?”

- Monitor critical indicators at a glance:

- Availability
- Performance
- Usage

- Service Level Compliance



Enterprise Manager – Enabling ITIL

Change Management

Change Management

- Change: Request to add, modification or removal of approved, hardware, network, software, application, environment, system, desktop or documentation
- Goal: Ensure standardize methods and procedures are used for efficient handling of all changes
- Minimize the impact of Change-related Incidents upon service quality, consistency and improve the day-to-day operations.



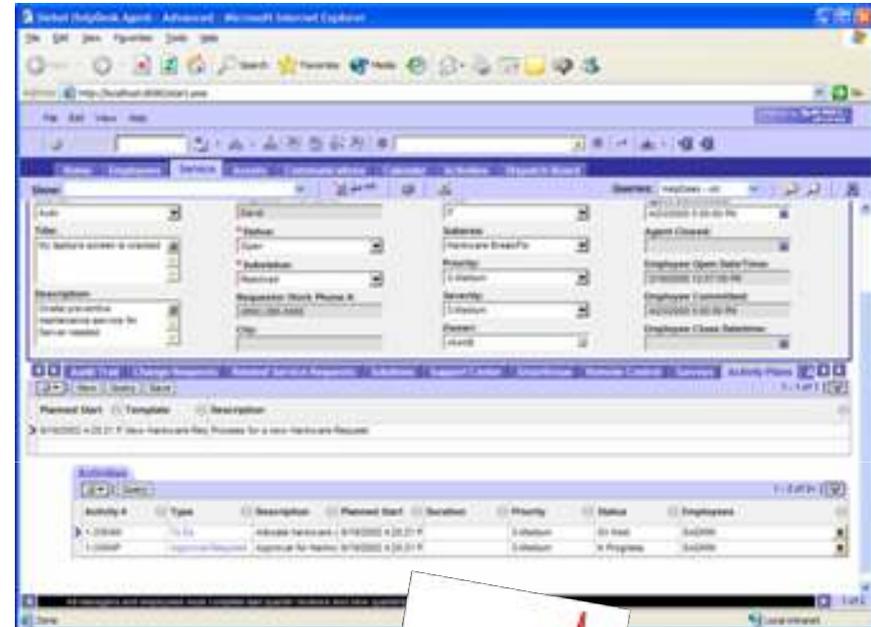
Managing Changes and the Change Process



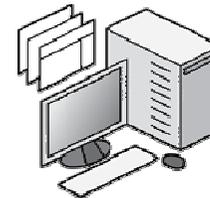
Change Management

Integration with change management systems

- Change request records ...
 - Priority and category
 - Status
 - Linked to configuration items
 - Linked to and routed to support employees
 - Recording of post implementation and review information
- Change authorization and rejection
- Automated communication of authorization/rejection
- Facilitation with change scheduling



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Release Management

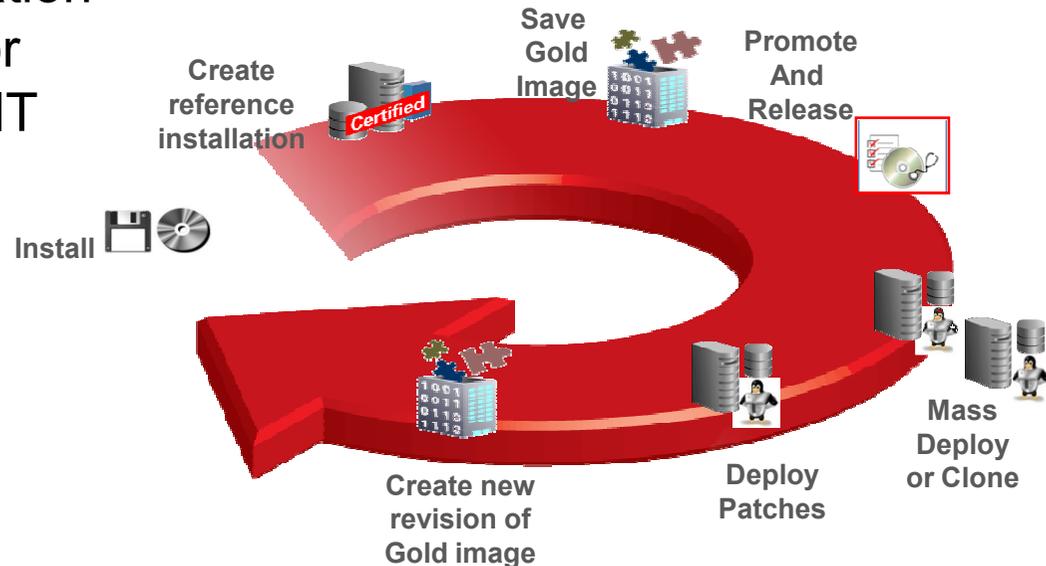
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Enterprise Manager – Enabling ITIL

Release Management

Release Management

- Release: Addition, modification or removal of approved, hardware, network, software, application, environment, system, desktop or documentation
- Goal: Life-cycle management of software Configuration Items
- Provide Design, implementation and control of procedures for distribution and changes to IT systems.



Release Management

Definitive Media Library

Enterprise Manager Provisioning

- Flexible Control of:
 - Software
 - Hardware
 - Documentation
 -
- Versioning
- Release packages

ORACLE Enterprise Manager 10g
Grid Control

Home Targets **Deployments** Alerts Compliance Jobs Reports

General | Provisioning

Provisioning

Provision a full stack of software ranging from Operating System to applications onto a Hardware Server. [Page Refreshed September 15, 2009 11:04:55 AM PDT](#) [Refresh](#)

Components Directives Networks Images Suites Assignments Hardware Cluster Suite Instance Administration

Define and configure the set of Software Components that may be included in an Image.

View: Latest Version [Advanced Search](#)

Select Name	Type	Revision	Status	Maturity	Product name/Patch number	Product version	Description
<input checked="" type="radio"/> Components							
<input type="radio"/> All database components							
<input type="radio"/> ConfigFileChannel							
<input type="radio"/> MyOracle Deployment							Oracle10g R2 for Online Bank
<input type="radio"/> Oracle Components							Oracle Components
<input type="radio"/> Oracle Software Updates							
<input type="radio"/> OracleComponents							
<input type="radio"/> OracleSoftwareUpdates							
<input type="radio"/> SOA Suite 10.1.3.1							
<input type="radio"/> Test							
<input type="radio"/> U of I							App Server
<input type="radio"/> 10203DatabaseGoldImage	Oracle Database Software Clone	0.1	Ready	Beta	Oracle Database	10.2.0.3	This is a Gold Image created from an 10.2.0.3 database reference installation
<input type="radio"/> Adobe software	Generic Component	0.2	Active	Beta	Adobe Reader	2.0	Version 2
<input type="radio"/> AF-foo	Generic Component	0.1	Ready	Production			Test component for a PDF
<input type="radio"/> AF-large	Generic Component	0.2	Incomplete	Untested			
<input type="radio"/> AF-test	Generic Component	0.1	Inactive	Beta			
<input type="radio"/> AppServer_10.1.3.1	Oracle Application Server	0.1	Incomplete	Untested	Oracle Application Server	10.1.3.1.0	
<input type="radio"/> AS 10.1.3.1	Oracle Application Server	0.1	Ready	Untested	Oracle Application Server	10.1.3.1	
<input type="radio"/> AS Component	Oracle Application Server	0.2	Active	Production	Oracle Application Server J2EE and Web Cache	10.1.2.0.2	Nicole created this for demo purposes.
<input type="radio"/> ASCloneComp1	Oracle Application Server	0.1	Active	Untested			

Release Management

Deployment Management

Enterprise Manager Provisioning

- Flexible Procedure Framework
- Integration with DML
- Workflow integration
- Integration with CMDB
- Out of box best practices for Oracle Products

The screenshot shows the Oracle Enterprise Manager 10g Provisioning interface. The page title is "Deployment Procedure Manager". Below the title, there are tabs for "Procedures", "Procedure Completion Status", and "Recycle Bin". A search bar is present with a "Go" button and a link to "Advanced Search". Below the search bar, there are buttons for "View", "Schedule Deployment...", "Edit", "Create Like", "Revert", "Delete", and "Upload". The main content is a table listing various procedures.

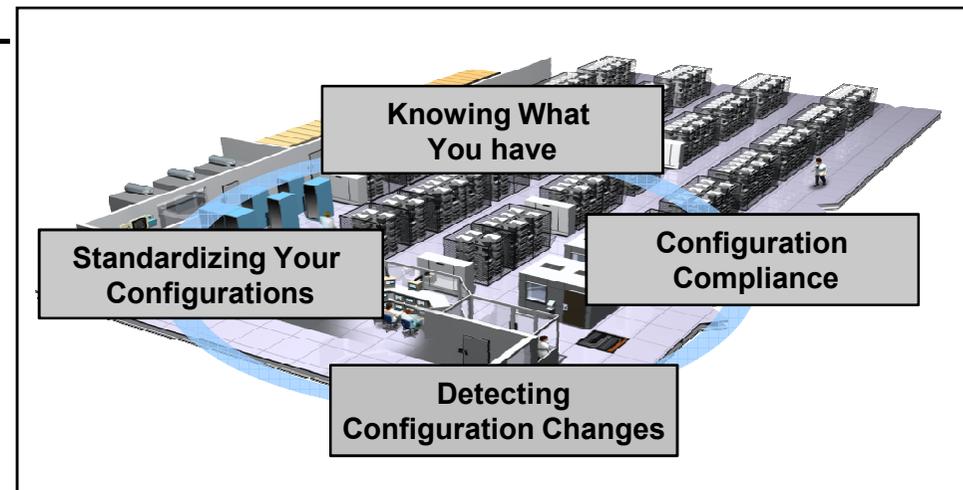
Select Procedure	Type	Description	Last Modified By	Version	Last Updated
<input checked="" type="radio"/> Patch Oracle Fusion Middleware SOA Suite	Patch Oracle Software	Procedure for patching Oracle Fusion Middleware SOA Suite - Middle Tier d	SUPER	1.0	Jun 5, 2009 2:24:10 PM PDT
<input type="radio"/> Linux RPM Repository Server Setup	Patch Oracle Software	Procedure for registering the Linux RPM Repository Server to Unbreakable Linux network (ULN). This procedure also schedules a recurring job to download latest RPM from ULN to Linux RPM Repository Server.	Oracle	5.0	Feb 18, 2009 6:56:44 PM PST
<input type="radio"/> Patch Standalone Oracle ASM	Patch Oracle Software	Procedure for patching Standalone Oracle ASM installations. Note: Major upgrade for example, DB 10.1 to 10.2 is not supported. d	Oracle	5.0	Feb 18, 2009 6:56:40 PM PST
<input type="radio"/> Patch Windows hosts	Patch Oracle Software	Procedure for patching Windows Hosts d	Oracle	5.0	Feb 18, 2009 6:56:36 PM PST
<input type="radio"/> Patch Linux hosts	Patch Oracle Software	Procedure for patching Linux Hosts d	Oracle	5.0	Feb 18, 2009 6:56:35 PM PST
<input type="radio"/> Patch Solaris hosts	Patch Oracle Software	Procedure for patching Solaris hosts d	Oracle	5.0	Feb 18, 2009 6:56:34 PM PST
<input type="radio"/> Patch Application Server	Patch Oracle Software	Procedure for patching Oracle Application Server installations - Middle Tier. d	Oracle	5.0	Feb 18, 2009 6:56:32 PM PST
<input type="radio"/> Patch Oracle Database	Patch Oracle Software	Procedure for patching standalone Oracle Database installations with Critical Patch Updates, Interim patches, and patchsets. Note: Major upgrade for example, DB 10.1 to 10.2 is not supported. d	Oracle	5.0	Feb 18, 2009 6:56:29 PM PST
<input type="radio"/> Patch Oracle Clusterware - All Nodes	Patch Oracle Software	Procedure for patching Oracle Clusterware in all-nodes mode. This procedure can be used for patching shared Oracle home Clusterware as well. Note: Major upgrades, such as from Oracle Database 10.1 to 10.2, are not supported. d	Oracle	5.0	Feb 18, 2009 6:56:28 PM PST
<input type="radio"/> Patch Oracle Clusterware - Rolling	Patch Oracle Software	Procedure for patching an Oracle Clusterware in Rolling mode. This procedure is used to apply patches when each node of the Cluster has its own CRS Home. Applicable for version 10.1, 10.2 and higher. Note: Major upgrade for example, DB 10.1 to 10.2 is not supported. d	Oracle	5.0	Feb 18, 2009 6:56:25 PM PST

Enterprise Manager – Enabling ITIL

Configuration Management

Configuration Management

- Configuration: Components of an IT infrastructure
- Goal: Provide logical model of IT infrastructure or service, by identifying controlling, maintaining and verifying Configuration Items
- Minimize the impact of Change-related Incidents upon service quality, consistency and day-to-day operations.



Knowing What You Have

Configuration Management Database

Discovery and Asset Tracking

Enterprise Manager Provides

Analytics, Change Detection & Control

Compliance Assessment & Reporting

Configuration Collections

- Hardware
- OS
- Database
- Application Server
- Packaged Applications
- Third Party

Out of box topology mapping
For key Business Apps

Inventory Management (CMDB)

Topology Mapping

Standardizing Configurations

Record configuration baselines & historical information

Discovery and Asset
Tracking

Analytics, Change
Detection & Control

Compliance
Assessment &
Reporting

Enterprise Manager Provides

Search

- Installations
- Configuration

Change History

- Real time detection
- Target Specific
- Data Range

Compare

- Comparison across application lifecycle
- 1-to-n and 1-1
- Comparison with gold standards

Configuration Compliance

Verify CI data and report compliance trends

Discovery and Asset Tracking

Analytics, Change Detection & Control

Compliance Assessment & Reporting

Enterprise Manager Provides

Critical Patch Advisory

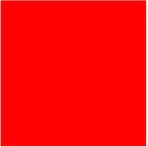
Automated Security Checks

- ~300 out of box policies
- Across database, middleware and OS
- Supports User Defined Policies

Compliance Visibility

- Score
- Remediation Advice
- Trends

Alerts & Reports



Agenda

Session Purpose:

- Enabling ITIL Best Practices Through Oracle Enterprise Manager, Session

Agenda:

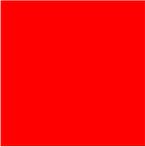
- Oracle Enterprise Manager, Integrated Manageability
- 2009 CIO Strategy & Challenges
- Oracle Enterprise Manager Enabling ITIL
- Customer Speaker – Ingersoll Rand
- Summary and Q & A



ORACLE®

Enabling ITIL Processes With Enterprise Manager

Mervyn Lally
Ingersoll Rand



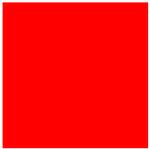
Agenda

Session Purpose:

- Enabling ITIL Best Practices Through Oracle Enterprise Manager, Session

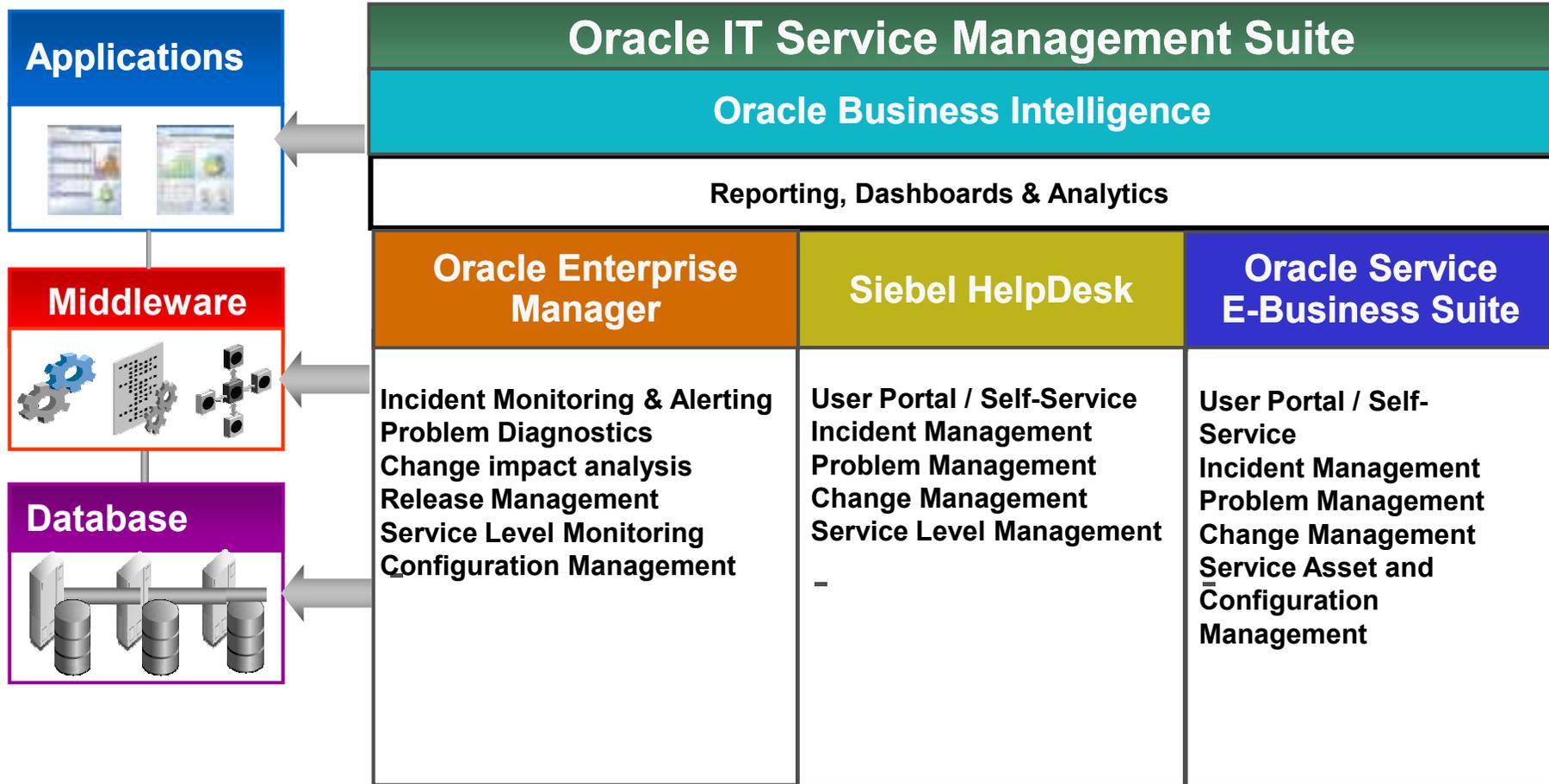
Agenda:

- Oracle Enterprise Manager, Integrated Manageability
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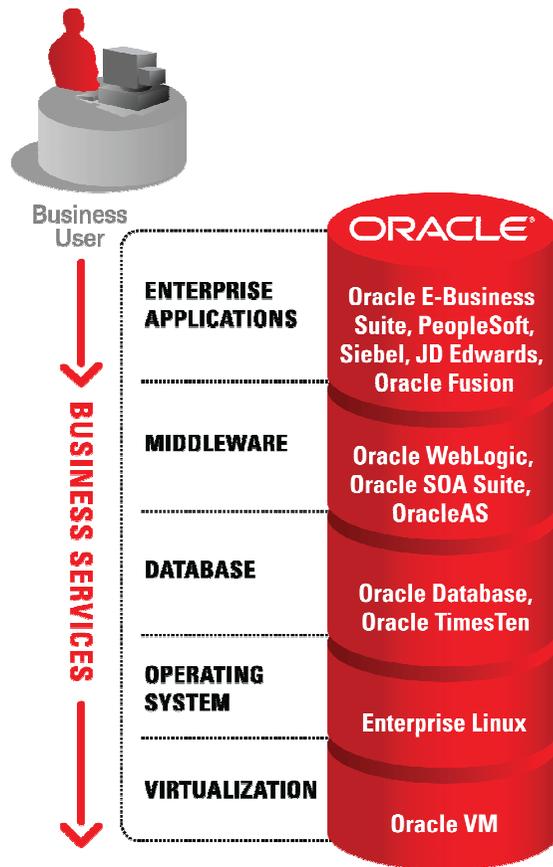
Oracle ITSM Suite

Overview



Oracle Advantage

Leveraging your Oracle investment



- ✓ Single, integrated solution supporting ITIL
- ✓ Best-on-Oracle, compelling across your heterogeneous environment
- ✓ Management of complete Oracle application stack
- ✓ Content-rich CMDB
- ✓ Integrated with My Oracle Support

Oracle Helps You **Maximize Customer Value**



Deploys SOA infrastructure **92% faster**



Saves **80%** time and effort for managing Databases



Avoids online revenue losses up to **25%**



Improves IT productivity by **25%**



Drives asset utilization up by **70%**



Cuts configuration management effort by **90%**



Saves **\$1.9 million** with Oracle Enterprise Manager



Saves **\$170,000** per year with Oracle Enterprise Manager



Replaces manual tools with automation; saves time by **50%**



Reduces Database testing time by **90%**



Reduces provisioning effort by **75%**



Saves weeks on application testing time



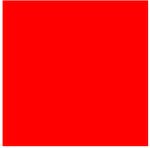
Cuts application testing from **weeks** to **hours**

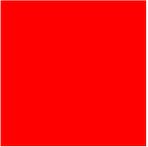


Reduces critical patching time by **80%**



Delivers 24/7 uptime with Oracle Enterprise Manager





Additional Oracle Enterprise Manager Sessions

Thursday, Oct. 15

12:00 p.m.

- Worry-Free Application Upgrade Using Oracle Change Management Pack – South Room 102
- Spot Problems Before Your Users Call: Oracle Real User Experience Insight – South Room 308
- Enabling ITIL Best Practices Through Oracle Enterprise Manager – South Room 303

1:30 p.m.

- Dell IT's Implementation of Oracle Enterprise Manager Patch Provisioning – South Room 306

3:00 p.m.

- How to Keep Your Siebel CRM Users and Your Boss Happy? – West Room 2010
- Get the Best out of Your Coherence Cluster with Oracle Enterprise Manager – South Room 310