

ORACLE DATABASE 11g STANDARD EDITION & STANDARD EDITION ONE



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ELEVATOR PITCH

With Oracle Database 11g Standard Edition One and Standard Edition, your company can quickly build and deploy web-based applications for individual departments or the entire organization thanks to easy-to-use development tools and automated management features. Both editions add proven Oracle performance, scalability, reliability and security to your applications and support a choice of operating systems for an extremely affordable cost of ownership.

Oracle Database 11g Standard Edition One, the world's #1 database, is packaged and priced for fast-growing businesses. This edition is available for single servers with up to two sockets. Oracle Database 11g Standard Edition, which adds Oracle Real Application Clusters, is available for single or clustered servers with up to four sockets. This additional feature protects your database applications from server failure and allows you to easily scale them as your needs change.

TARGET ACCOUNT PROFILE

▶ Typical Customer

- < 500 employees
- < \$500 million
- Inquiring about SQL Server
- Uses another relational database such as SQL Server or MySQL
- Looking for 24 x 7 availability

CUSTOMER PROFILE	KEY PAINS/ BUSINESS ISSUES	MESSAGE & VALUE PROPOSITION
C-level, Senior IT Manager	<ul style="list-style-type: none"> - Poor quality of service - Cost of support and maintenance 	<ul style="list-style-type: none"> - Easy to install, develop and manage - Low entry cost - 24 x 7 availability with clusters
IT Manager, DBA	<ul style="list-style-type: none"> - Users demanding better SLAs - Many small low end systems 	<ul style="list-style-type: none"> - Easy to install and manage - Become Oracle DBA in 2 days
Ad hoc developers/ power users (using Microsoft Access and/ or Excel)	<ul style="list-style-type: none"> - Web-enabling applications - Maintaining disparate applications 	<ul style="list-style-type: none"> - Easy to develop scalable applications - Learn Oracle Application Express
Enterprise & Gov't Depts. (Purchasing LOBs)	<ul style="list-style-type: none"> - Web-enabling applications - Maintaining disparate applications 	<ul style="list-style-type: none"> - Low entry cost - Learn Oracle Application Express

KEY FEATURES

▶ Easy to install and configure

Oracle Database 11g installs in minutes and sets all settings automatically for secure, smooth operations on your choice of platform (including Windows and Linux).

▶ Easy to manage

Oracle Database 11g provides automated management features through one interface with Enterprise Manager. This reduces the cost, time and complexity of database administration.

▶ Easy to develop

Existing applications (based on .NET, Microsoft® Excel®, Microsoft® Access®) can either benefit from the performance, scalability and

reliability of the Oracle database directly, or can be easily consolidated with Oracle's web application development tool, Oracle Application Express.

▶ Easy to buy

Fast-growing businesses can now deploy a scalable enterprise level database at a low-entry cost of \$180 per user.

▶ Provides support for high availability

Oracle Database Standard Edition and Standard Edition One use the same proven concurrency techniques as Oracle Database Enterprise Edition, ensuring maximum availability. When run on a cluster, a workload is automatically balanced across the available machines, ensuring maximum hardware utilization.



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COMPETITION

▶ Competitor: Microsoft SQL Server 2008

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> - Perceived as a low-cost RDBMS 	<ul style="list-style-type: none"> - High-end performance concerns still exist (Forrester Research) <ul style="list-style-type: none"> - A common reason cited for users leaving SQL Server for Oracle is the lack of scalability of SQL Server
<ul style="list-style-type: none"> - Perceived as having better integration with .NET 	<ul style="list-style-type: none"> - Not seen as an innovator – seen as following in Oracle's footsteps (Forrester Research) - Huge gaps exists in TPC results versus competition (Forrester Research) - Some concerns seen in SQL Server 2008 complexity (Forrester Research) <ul style="list-style-type: none"> - SQL Server MVP concerned over SQL Server complexity - Does not have comparable Oracle-RAC like HA offering yet (Forrester Research) - Client Access Licenses (CALs) and Software Assurance (SA) are compulsory in enterprise license agreements – so even if software is heavily discounted the price goes back up again - Microsoft uses SQL Server and other server products to lock customers into their desktop and overall software model - Under attack from Open Source Databases who also position their products as free (or very inexpensive) and being "good enough" – lacks innovative capabilities to significantly differentiate itself from OSDBs

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▶ Competitor: MySQL Enterprise 5.1

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> - Perceived as a low-cost RDBMS 	<ul style="list-style-type: none"> - High-end performance concerns still exist – MySQL does not participate in any TPC audited benchmarking
<ul style="list-style-type: none"> - Largest ecosystem of all Open Source RDBMS 	<ul style="list-style-type: none"> - Average DBMS features – no strong innovation (Forrester Research) <ul style="list-style-type: none"> - MySQL lacks some very useful capabilities, including: no GUI web-based management interface, no SQL performance tuning assistance, no transparent encryption, no fine grained auditing, no resource management and no native database backup tool. - Support for very large databases remains weak (Forrester Research) - MySQL users may be forced to use 3rd party solutions to make their MySQL database fully functional. For MySQL users this means more vendors to deal with, additional concerns over product compatibility as well as additional (and possibly unexpected) license and support costs. - The stored procedures used in MySQL Enterprise are simply stored in the database and not pre-compiled. This implementation means that the only performance benefits delivered come from reduced network traffic – not from the time savings that pre-compiled stored procedures would provide. Oracle allows users to create native compilations of our stored procedures, thus saving time and reducing network traffic.

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▶ Competitor: IBM DB2

STRENGTHS

- **Data Compression** – Analyst and customers see DB2's compression technology as being very strong. Compression is highlighted on the DB2 LUW product webpage as a way to save on storage costs.
- **pureXML** – DB2's XML support is highlighted on the DB2 LUW product webpage as a way to help organizations minimize the time and effort it takes to persist and use their XML data – reducing development costs and improving business agility. pureXML is an option for all DB2 LUW editions.
- **High Performance** – IBM will highlight its TPC-C results as evidence of performance leadership. DB2 currently holds 4 of the top 10 TPC-C results.

WEAKNESSES

- **More Complexity** – In the area of SQL tuning, DB2 is still significantly more complex and time consuming. Oracle showed a 76% savings in time and a 50% difference in complexity compared to DB2.
- **Backup and Recovery** – In the case of backup and recovery tasks, Oracle shows architectural and functional capabilities beyond those offered by DB2. Oracle's unique "flashback technology" provides the ability to recover from human errors – the number one cause of unplanned system downtime. Oracle took 50% less time and 62% fewer steps than DB2 in backup and recovery tasks.
- **Basic Database Auditing** – DB2 doesn't provide policy-based auditing so the performance impact on the DB2 system can be much greater since more information is being captured and processed on the system – including information that may not be necessary for the data auditing. The DB2 v9.5 audit facility now enables individual databases to have their own audit configuration specifications, as can particular objects within the databases, such as tables, users, groups and roles.
- **No Standby Server Access**

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▶ Competitor: PostgreSQL

STRENGTHS

- **Reliable and Stable** – Users and analysts generally consider the PostgreSQL DBMS product to be a good DBMS in terms of the stability and reliability of its capabilities and features.
- **Large Community** – PostgreSQL has the second largest community after MySQL. The PostgreSQL Development group claims over 200 developers work on PostgreSQL.

WEAKNESSES

- **High Availability = Data Loss** – PostgreSQL utilizes file-based log shipping to create a high availability (HA) configuration. The log shipping is asynchronous, i.e. records are shipped after transaction commit. As a result there is a window for data loss should the primary server suffer a catastrophic failure: transactions not yet shipped will be lost.
- **Limited Backup and Recovery** – PostgreSQL has three different methods for backing up and recovering their databases. Pg_dump is a utility program that simply backs up the entire database online and can recreate the database in the same state as it was at the time of the dump. A File System Backup (using tar) is an alternative backup strategy that directly copies the files that PostgreSQL uses to store the data in the database. The database server must be shut down in order to get a usable backup. And finally, users can combine a file system-level backup with backup of the write ahead log (WAL) files. If recovery is needed, users restore the backup and then replay from the backed-up WAL files to bring the backup up to current time.
- **No Parallelization** – PostgreSQL cannot scale-up and leverage additional CPU resources, available on SMP platforms, for managing complex workloads and for executing SQL operations in parallel.
- **No “Self” Management** – PostgreSQL performance diagnostics and tuning requires DBAs perform manual analysis – consuming significant DBA time and costs.
- **Incomplete Database Auditing** – PostgreSQL suggests the use of triggers to log changes to a table by creating a new table that holds a row for each insert, update, or delete that occurs.



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HIGH YIELD QUESTIONS

▶ Senior IT Manager – wants to improve quality of service and reduce costs

- What happens when your users cannot access data or applications? How does this affect your decisions regarding infrastructure?
- How would you like to improve the services that you provide to users?
- In which areas would you like to cut costs without cutting the quality of services?
- Does your organization currently use Access, Excel, Filemaker, Lotus Notes, etc? How much does your company spend on system support and management?

▶ DBA/Administrator – wants to reduce the number of databases and simplify database management

- Which repetitive, low-level tasks could you automate so that you could spend more time on architecture and scalability issues?
- Does your organization currently support applications based on Access, Excel, Filemaker, Lotus Notes, etc.? If so how many? How much time do you spend managing them?
- How many man-days do you spend managing your IT infrastructure?

▶ .NET Developer – wants to use Visual Studio .NET and continue developing .NET applications

- Which .NET applications are you currently developing against a database?
- How do scale your (database) applications to meet users' changing performance expectations?
- How would you improve the scalability, reliability and security of your applications? Did you ever consider using Oracle Database 11g Standard Edition One?

▶ Power User – wants easy-to-use tools (e.g. Access, Excel) and greater control over application deployment

- How do you share data from desktop applications like Access or Excel throughout your organization?
- How do you secure and manage these applications as they grow in number and size?
- How long does it take you to build ad hoc applications such as employee look-up, support or service request systems or performance tracking? How much 'red tape' is involved?
- Imagine if you consolidated your applications and enabled access via a Web browser. How much more efficient would this process be?

OBJECTION HANDLING

Many midsize businesses know Oracle has the best product on the market but think they can't afford it. As a result, they often turn to Microsoft SQL Server. What they don't realize is that compared to Microsoft SQL Server, Oracle Database 11g Standard Edition One and Standard Edition offer greater scalability, reliability and security features at a lower cost of ownership.

▶ I've heard that Oracle Databases are complex to install and manage.

WRONG: Manageability was a key focus during the development of Oracle Database 11g. Today, our databases are easy to install, configure and manage. In fact, you can install any edition of Oracle Database 11g within minutes. Oracle has automated many manual DBA tasks such as memory, storage, and backup and recovery management, so you don't need to learn new skills or hire expensive IT staff. See for yourself how easy Oracle Database 11g is to install and manage by taking our FREE 2-day, selfstudy DBA tutorial.

▶ Manageability, Automation, and other features are only available with Enterprise Edition.

WRONG: All Oracle Database 11g Editions share the same common code base. The same storage and other automated management features are available through the same Enterprise Manager interface. This also means customers can easily scale their applications because they only need to purchase additional licenses to upgrade.

▶ Oracle benchmarks are performed for enterprise (large) customers only.

WRONG: Microsoft has long claimed that SQL Server's performance is 'good enough' and that Oracle is only interested in proving the performance of large-scale enterprise systems. The reality is that Oracle set a world record for price and performance in a June 2007 benchmark by the independent Transaction Processing Performance Council (TPC). According to the TPC, [Oracle's benchmark with Oracle Database 11g Standard Edition One on Windows](#) offered 47 percent more performance and at 20 percent lower cost than its nearest competitor.

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- ▶ **We develop .NET applications using Visual Studio but Oracle doesn't support .NET.**
WRONG: You can easily migrate all .NET applications developed with Microsoft's Visual Studio to any Oracle Database 11g edition (Standard, ONE and Enterprise). Oracle's Data Provider for .NET ensures that any .NET application takes full advantage of Oracle's renowned performance, scalability, reliability and security. Therefore, customers can continue to develop .NET applications while storing and managing all of their data in the world's most popular database.

- ▶ **Most of my applications are developed in Microsoft Access and Excel. Why do I need Oracle Database?**
WRONG: Distributed applications developed in Access or Excel don't scale well and are expensive to manage. By converting these applications using Oracle Application Express, a web application development tool, you can centralize the development and deployment of all your applications. This way, your users can access all their applications via a Web browser and your administrators have only a single database to manage. You can teach yourself how to use Oracle's Application Express for FREE using our online self-study tutorials.

THIRD-PARTY VALIDATION

Industry Analyst Validation

Ovum Summit: [Oracle Makes the Case for its Database on Windows](#)

Forrester: [Oracle Application Express Helps Build Web Applications Quickly](#)

Edison Group Report: Oracle 10g and Microsoft SQL Server 2005, [a head-to-head cost comparison](#) (PDF)

CUSTOMER OFFERS

Oracle white paper: [Choosing a Reliable and Powerful IT Infrastructure at a Price You Can Afford](#)

Demo: [Oracle Application Express](#)

Tutorial: [Oracle Database 11g 2 Day DBA](#)

Trade-in: Customers can save up to US\$1 million with [Oracle SafeSwitch](#) (PDF)

CUSTOMER REFERENCES

[Midsize Businesses Succeed with Oracle Database Standard Edition One](#) (1 min)

[PCA Grows its Business with Oracle Database](#) (2 min)

[Solving Business Challenges with Application Express](#) (podcast)

[Growing Your Business with Oracle Database](#) (podcast)

[Fast Growing Businesses Scale Easily with Oracle Database Standard Edition and RAC](#) (1 min)

[Breg Selects Oracle Database Standard Edition for Today and Tomorrow](#) (2 min)

[Dice.com runs on Oracle Database Standard Edition and RAC](#) (2 min)

[Solving Business Challenges with Application Express](#) (podcast)

[Oracle's Midsize Customers](#)

[More Customer Stories](#)

[Oracle's Windows and .NET Customers](#) (PDF)

PRICING

- ▶ **Oracle Application Express & Oracle Warehouse Builder are included with the purchase of the Oracle Database at no additional charge**

	STANDARD EDITION ONE	STANDARD EDITION
\$ USD/Named User Plus	\$180	\$350
Minimum # of Users	5	5
Oracle License SKU	L46760	L46747
\$ USD/Processor Socket	\$5,800	\$17,500
Maximum # of Sockets	2	4
Oracle License SKU	L46754	L46741

Note: Pricing as of November 13, 2008. For further pricing details including limitations and definition of terms, refer to Oracle Price List.



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