



Oracle Database Appliance: Complete, Simple, Reliable, and More Affordable Than Ever

The number of business-critical services in your business is growing, and—like most midsize companies and departmental-level organizations—you need a better solution for running Oracle Applications and a better way to handle the growing demand for individual, high-availability databases. What you *don't* need? Higher costs and more work for your already stretched DBAs. Oracle Database Appliance offers a high-availability database solution that's easily deployed in situations where DBA resources are scarce or needed for higher-value activities—at the lowest price you'll find for running a high-availability database.

Keeping It Simple for Business-Critical Services

As an Oracle engineered system, Oracle Database Appliance ships with everything that's required to run your JD Edwards, Oracle E-Business Suite, and other Oracle Applications (as well as third-party and custom applications) on a high-availability database. It's all there—software, server, networking, and storage—and has been integrated, tested, and optimized to work together better than any other combination you can buy or build.

Oracle Database Appliance is also the ideal solution for consolidating multiple databases onto a single machine. One system can handle a range of database workloads—including online transaction processing (OLTP), in-memory database, and data warehousing. And because it's from Oracle, Oracle Database Appliance has been optimized to run the world's #1 database faster than ever.

Support for virtualization adds even more flexibility to Oracle Database Appliance. Customers, value-added resellers (VARs), and independent software vendors (ISVs) can use the virtualized platform to deploy both database and application workloads on one box. And Oracle Database Appliance's unique, capacity-on-demand licensing applies to both solutions.

Capacity-on-Demand Licensing for Now and As Business Grows

When what you need is a high-availability database that is easy to use, fast to deploy, and cost efficient, Oracle Database Appliance offers a solution that lets you use what you need now, and then scale seamlessly as your business requires more capacity.

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DATABASE APPLIANCE

"With Oracle Database Appliance, we have greatly simplified and optimized our IT infrastructure. We have improved system performance and streamlined administration while getting information into our business users' hands much more quickly."

CHARLES PUMA
DATABASE ADMINISTRATOR,
EXPORT-IMPORT BANK OF THE
UNITED STATES

ORACLE DATABASE APPLIANCE

- **Complete.** Software, server, networking, and storage.
- **Simple.** Easy to deploy. Saves time and effort at the initial installation, but also throughout the life of the product.
- **Reliable.** Hardware and software engineered to work together to ensure a system that's highly available.
- **Affordable.** The lowest price for running a high-availability database. Capacity-on-demand licensing that works on your schedule—license what you need when you need it.

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Oracle Database Appliance ships with 72 cores, but with Oracle's capacity-on-demand software licensing model, *you* decide when and how many of those cores (from 2 to 72) to license for Oracle Database. Any cores not licensed for Oracle Database are available for running code developed in-house or by ISVs and other vendors.

When your business requirements change, you can simply license as many additional cores as you need to run Oracle Database, and then activate them. There's no hardware to buy, and there's no need to shut down the system to upgrade or activate the cores.

Deploy in Hours, Not Days

Hardware and software in Oracle Database Appliance have been engineered to work together for easy deployment and administration. You can deploy Oracle Database Appliance in a single operation because Oracle has completely automated the setup for you—including all configurations for a clustered database. Simply plug in Oracle Database Appliance, go through the installation wizard, and start. In about an hour, your high-availability Oracle Database is fully deployed.

It really is that easy.

Oracle Database Appliance's Appliance Manager simplifies database management by automating time-consuming DBA tasks. For example, Appliance Manager automatically

- » Deploys Oracle Database and Oracle's powerful database clustering software, Oracle Real Application Clusters
- » Handles patching for the entire stack, providing big savings in your operating expenses
- » Uses built-in diagnostics to call Oracle Support and relay the information needed for fast, seamless resolutions

It's Simple, Low Cost, and What Customers Want

Whether they use it to run Oracle Applications in a box or to consolidate high-availability databases, customers are taking advantage of the low-cost simplicity they get from Oracle Database Appliance, and they are seeing results like these:

- » **Interactive One** reduced its server footprint by 80 percent.
- » **MBC Radio** cut implementation costs by 40 percent.
- » **CallSource** ran nine of its most complex processes on Oracle Database Appliance—in a fraction of the time it took on other platforms.
- » **Export-Import Bank of the United States** simplified its hardware and database environment, reducing the amount of DBA time needed and consolidating nine servers and four storage area networks onto a single Oracle Database Appliance.

Get the Oracle Advantage—Only from Oracle

Oracle architects, engineers, and supports the entire technology stack in its engineered systems, which means Oracle customers have just one vendor to contact if they need help. By delivering a rapid time to value and reducing risk, Oracle support services experts provide the most integrated, complete, and proactive support experience available. Join successful organizations around the world that use Oracle Database Appliance to bring value to their business faster by delivering efficiency and innovation as they simplify IT.

"Leveraging the world's most popular database on industry-leading hardware in one plug-and-go appliance significantly reduces risk and complexity for my customers."

WADE NICOLAS
PRESIDENT, ENKITEC

THINKING ABOUT BUILDING YOUR OWN? THINK AGAIN.

Put aside for a minute the cost of procuring all the pieces, physically putting them all together, and then testing and optimizing each part. Focus instead on the time and resources needed to install, manage, and maintain the system and databases. Also realize that when you have a question, your bigger question is who to call. With Oracle Database Appliance, the answers to your questions are part of the solution.

"Oracle Database Appliance provided us with the scalability and flexibility that we needed to support our PathWays system. Now, we can continue to grow organically without increasing our database support, which is a huge advantage for us."

DARREN JONES
CHIEF OPERATING OFFICER,
STRATA HEALTH

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Hardware and Software, Engineered to Work Together

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