

ORACLE EMBEDDED DATABASES

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ORACLE[®] DATABASE

Industry-leading enterprise database that may also be deployed as an embedded database with silent install and no human administration.

ORACLE[®] TIMESTEN

In-memory relational database for real-time environments, optimized for performance-critical applications and providing caching for Oracle Database.

ORACLE[®] BERKELEY DB

Fast, scalable and reliable database engine for non-relational data. XML and Java versions available.

ORACLE[®] DATABASE LITE EDITION

Small-footprint SQL database with synchronization services designed for mobile, PDA and occasionally-connected device deployments.

Oracle has long been the leader in high-performance, reliable and scalable database management services for mission-critical applications in the data center. Today, though, mission-critical applications are deployed not only in the data center, but also on mobile devices, in the network infrastructure and on special-purpose systems. Oracle's commitment to providing best-in-class data management products extends from the data center to edge and embedded applications.

Data Is Everywhere

Applications today have moved beyond the data center. They run at the “edge” – in routers and switches for networking, communication services and OSS/BSS systems for telecommunications, handhelds and data capture devices for mobile field workers, monitoring and control systems in vehicles, and appliances and entertainment devices in consumers' homes. Like the data center applications that preceded them, these applications need fast, scalable and reliable storage services for the data on which they operate. Unlike those data center applications, however, these new applications must manage themselves, running with local data and without a systems administrator.

Oracle's broad embedded database product line satisfies the diverse demands of this new generation of applications. The company's expertise in fast, scalable and reliable database management is now available to the innovators building the next generation of applications at the edge.

The Challenge

In order for your product to succeed in today's world where customers have more choices, your product has to be better in some way. More differentiated capabilities, better performance, easier deployment, and lower cost. And the reality is that you have limited time, money and resources to build your product.

No matter what you are building, whether it is hardware or software, whether it is simple or complex, your application likely needs to manage data in some way. You should consider an embedded database if your application needs to:

- Store data internally
- Run unattended
- Install and configure the database silently
- Deliver lower TCO by minimizing your customer's costs
- Be a complete, turnkey solution

If this is your situation, an Oracle embedded database may be the ideal solution.

WHY EMBED?

ORACLE DELIVERS A COMPLETE RANGE OF EMBEDDABLE DATABASE PRODUCTS FOR APPLICATIONS THAT RUN ON HANDHELDS, IN THE DATA CENTER AND ANYWHERE IN BETWEEN.

KEY BENEFITS:

- Enterprise-class data management for a wide variety of systems with a range of storage and performance needs.
- Reduced risk, faster time to market and increased customer confidence with outstanding performance and reliability.
- Technical support and services to back up your team, around the clock and around the world.
- Partner programs and sales support that drive adoption and revenue.
- Flexible pricing and business terms designed for partners working in the embedded market.

ORACLE EMBEDDED DATABASES:

- Oracle Database 10g
- Oracle TimesTen
- Oracle Berkeley DB
- Oracle Lite

Build or Buy?

There is simply no reason to build embedded data management capability yourself, when a range of proven, commercial off-the-shelf (COTS) products are available from Oracle. Oracle offers you choice and flexibility to meet your unique technical requirements, and our COTS offerings will greatly reduce your engineering cycle-time, cost and risk, while allowing you to focus your scarce resources on your application and its unique value-add, instead of the underlying data management.

The simple fact is that robust data management is hard. Outstanding performance, especially under unpredictable workloads, requires long-term, continuous analysis and tuning. Building highly available, reliable systems that survive failures gracefully requires deep expertise and years of real-life field deployments. Oracle's embedded database products have been proven through millions of mission-critical deployments.

Benefits of Partnering

In addition to world-class products, Oracle provides partners with additional benefits. During development, Oracle offers technical assistance via support, training and consulting to help you embed and integrate your application. After you deploy, you will be able to deliver superior support to your customer by being their single point of contact, while Oracle supports you with global, 24x7 support in local languages. The cost for this support will be far lower than maintaining your own home-grown solution, and you also avoid the risk of losing key employees. You also benefit by leveraging Oracle's continued engineering investment to add new product features and enhancements.

Partnering with Oracle also helps you go to market. Oracle has an ecosystem of over 275,000 customers and over 17,000 partners, and Oracle PartnerNetwork offers a number of programs to help you reach that base. In addition, the strength of the Oracle brand can increase your customers' confidence in your product, which can eliminate concerns and ease adoption.

Oracle Embedded

Gain a competitive edge by building your application on proven Oracle embeddable databases.

Learn more about our products at www.oracle.com/goto/embedded.

Learn more about our partner program at <http://www.oracle.com/partners/develop/cycle/global/embed.html>.

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