

**Oracle Enterprise Manager 12c Embraces
the Cloud with Integrated Lifecycle
Management**

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By: [Mary Turner](#); [Tim Grieser](#)

During the launch of [Oracle Enterprise Manager 12c](#) at the recent Oracle OpenWorld customer event in San Francisco, Oracle challenged its customers, partners and competitors to implement a business driven cloud management strategy that spans the full stack of infrastructure, database, middleware and application resources.

Described by Oracle as the most important and "transformational" Oracle Enterprise Manager release in 5 years, Oracle Enterprise Manager 12c is the result of 3 years and 4 million man-hours of development effort to deliver a new architectural framework that enables highly integrated lifecycle management and automation capabilities. Oracle Enterprise Manager 12c introduces more than 200 new features and 500 enhancements designed to transform today's data centers into fully integrated and automated clouds.

Full Stack Cloud Management Imperative

Oracle Enterprise Manager 12c features a totally revamped intuitive menu driven interface and a modular framework that supports a plug-in based approach that allows for continual expansion of Oracle product and third party support modules, without having to wait for a major release of Oracle Enterprise Manager. The most important new capabilities in Oracle Enterprise Manager 12c include:

- A new centralized role-based console called Oracle Enterprise Manager Cloud Control. Cloud Control is design to support a lifecycle view of private and hybrid cloud management that spans infrastructure, database, middleware and applications environments. Using Cloud Control, cloud administrators can access a wide range of integrated management capabilities including discovery, consolidation, capacity planning, self service, testing, monitoring, and metering and chargeback.
- Customizable, role-based self service provisioning portal and service catalog capable of spanning physical and virtual infrastructure and public cloud services, as well as database, middleware and application environments. APIs allow partners and customers to develop customized self serve portals that can connect to the broader Oracle Enterprise Manager 12c framework.
- Template based provisioning and configuration control enabled by the Oracle Virtual Assembly Builder product that is designed to speed development and maintenance of full stack cloud service provisioning templates. Oracle also announced its commitment to publishing full stack templates for all Oracle products. Partners will be able to build additional templates as needed to streamline management and control of third party hardware and software resources.
- Deep integrations with the recently introduced Oracle VM Manager 3.0 to enable self serve virtualization provisioning and dynamic scaling.
- Automatic policy based setup and allocation of shared and pooled system resources so that cloud administrators can define rules, privileges, and policies to govern how full stack resources are consumed, how workloads are balanced and how resources are reclaimed and redeployed.
- Complete inclusion of all hardware related management and automated patching capabilities provided via Oracle Enterprise Manager Ops Center. For customers not using

- OEM 12c, former Ops Center capabilities are now included at no additional charge as part of all Oracle hardware support contracts.
- New application to disk management capabilities for Oracle Fusion Applications and Oracle Engineered Systems, such as Exadata, Exalogic and the just released Exalytics systems. These include application discovery and modeling, as well monitoring and analysis of configuration compliance, resource utilization, costs and performance. New Application Replay capabilities that allow real workload testing for applications have also been made available to improve application quality.
- Integrated end user experience and business transaction management tied to business impact dashboards that can be used by both IT and business stakeholders. Utilization information will also be collected and analyzed, and made available to billing systems if desired. These solutions leverage technology acquired from such vendors as Amberpoint.
- Deep connections between Oracle Enterprise Manager 12c and My Oracle Support systems and processes to enable automatic problem detection, analysis, and remediation.

Oracle Enterprise Manager 12c is optimized to support highly integrated full stack Oracle environments and engineered systems. While Oracle Enterprise Manager 12c can be used to coordinate the provisioning of third party infrastructure and hypervisors supporting Oracle databases, applications and middleware, Oracle is unapologetic that customers will see the greatest cost savings, performance improvements and productivity increases by implementing Oracle Enterprise Manager 12c to manage full stack Oracle environments. They also emphasize that Oracle VM is the only hypervisor tested and certified by Oracle itself for all its software, including Oracle Enterprise Manager 12c.

Cloud Lifecycle Management in Action

When asked why this release of Oracle Enterprise Manager 12c is so significant, Oracle executives point to the fact that it is one of the first cloud management software solutions to take a business driven approach to private and hybrid cloud lifecycle management across the full stack of enterprise scale software and hardware assets. From a lifecycle management perspective, Oracle flags the ability of Oracle Enterprise Manager 12c to address the following activities:

- Planning and setup:** Capacity and optimization planning, analysis and recommendations, including definition of policies and rules needed to automate self service provisioning, Oracle Enterprise Manager 12c supports automatic discovery of multivendor physical, virtual, and operations systems as well as Oracle database, middleware and application configurations, topologies and dependencies. This information is used to enable capacity and optimization planning, analysis and recommendations, including definition of policies and rules needed to automate deployment and compliance
- Build, test and deploy:** Development, test and implementation of templates for infrastructure, database, middleware and/or application provisioning via self serve portals and service catalogs. Oracle Virtual Assembly Builder is used to construct and maintain templates developed by Oracle, the customer and/or third parties and service providers.
- Monitor and manage:** Track, report and manage resource utilization and performance including policy driven scale up and scale down of resources as needed based on predefined policies for such metrics as end user and application health, performance and availability monitoring and related business impact SLAs.
- Metering, charge and optimize:** Track resource utilization and cost, tie back to internal billing and management reporting systems as needed and automatically optimize resources over the long run in terms of capital investment, application architectures, and geographical constraints and staff skills and resources.

Oracle invested considerable effort to enable seamless reporting and drill down into performance, availability, utilization and configuration data from the single Oracle Enterprise Manager 12c GUI. Administrators are able to move easily between the layers of the hardware and infrastructure stack and across the different phases of the lifecycle.

Oracle Enterprise Manager 12c Go to Market

The core Oracle Enterprise Manager 12c software and the modules used to manage hardware and virtualization are made available for free with any licensed Oracle product. This is similar to the approach used for Oracle VM Manager, which is offered free to Oracle customers.

Customers that want access to the advanced capabilities of the cloud, database, middleware and application management modules of Oracle Enterprise Manager 12c will need to license those modules accordingly. Licenses cover the full set of lifecycle services at each layer. Customers that initially use Oracle Enterprise Manager 12c only for infrastructure provisioning, and Oracle VM sprawl control, can continue to use the same console if they decide to expand self service provisioning portals, templates, performance monitoring and chargeback analysis to include middleware, databases and applications.

In addition to the Oracle direct sales teams, Oracle Enterprise Manager 12c is likely to be popular with system integrators and partners that want to develop implementation practices or take advantage of the full stack automation capabilities to help customers accelerate the move of custom applications and packaged mission critical applications and databases into private or hybrid clouds.

Future Outlook

In Oracle's view, an efficient, mature cloud must deliver business value by coupling automated infrastructure, database, middleware and application self service provisioning with full lifecycle planning, monitoring, optimization, utilization tracking and business impact analysis. It is an expansive perspective that calls for database administrators, business analysts and application developers to let go of hardware and work in cloud environments that provision and maintain service resources dynamically. It is also a vision that is most easily implemented in a highly integrated, closed loop environment such as that provided by Oracle engineered systems.

[IDC's research](#) indicates that enterprise customers are struggling to develop more comprehensive cloud management strategies that go beyond today's self serve provisioning and VM control projects. IDC's research also shows that early private cloud customers have found that while they are able to increase, even double, system administrator productivity, many have not yet been able to radically impact the scale, efficiency and performance of corporate IT environments. In many cases this is due to the fact that these organizations struggle to integrate platforms and management tools from different vendors. They also have problems developing enterprise wide standards for system configurations, operational policies and user roles.

IT decision makers are torn between the operational and performance benefits provided by tightly integrated solutions, such as Oracle engineered systems, and fears about the risk of paying higher prices and losing leverage on contract terms and conditions if they make a commitment to a single vendor solution.

Oracle is to be given kudos for raising the bar and actively including mission critical database, middleware and application self service provisioning and dynamic scaling in the corporate cloud management discussion. Oracle is also to be commended for developing a comprehensive cloud lifecycle approach and for being remarkably clear on the steps needed to plan, implement, operate and manage clouds to derive business value from increasingly complex application deployments. It remains to be seen if customers will embrace Oracle's single vendor approach to cloud operations or will instead seek out multi-vendor solutions.

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