Oracle Cloud: Oracle’s Platform and Infrastructure Services

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Oracle Cloud

- Information-as-a-Service
- Software-as-a-Service
- Platform-as-a-Service
- Infrastructure-as-a-Service
Oracle’s Platform & Infrastructure as-a-Service Strategy

Offer the Industry’s #1 Database, Middleware and Infrastructure technologies as-a-Service with Unmatched Deployment Choices & Ease of Use
Oracle’s Platform & Infrastructure Services
Empower Developers, IT Operations And Line of Business

Developers
Agility & Quality
- Latest Technology
- Instant Access
- Better Code
- Frequent Releases
- Build Once Deploy Anywhere

IT Operations
Performance & Costs
- Faster Response
- Higher QoS
- Lower Risk
- Lower Costs
- Do More with Less

Line of Business
Innovation & Speed
- New Markets
- New Products
- Richer Insights
- Ubiquitous Access
- Ease of Use
Oracle’s Platform & Infrastructure Services
As Oracle Public Cloud Subscriptions

- Process Management
- Document
- Social
- Business Intelligence
- Big Data
- Database
- Java
- Developer
- Mobile
- Integration
- Compute
- Storage
- Messaging
- Identity
- Systems Monitoring & Analytics
Oracle Compute Cloud

Key Features
- Elastic Compute with block storage & High Availability
- Flexible configuration with orchestrations
- Management: Root VM Access, REST APIs
- General Purpose & High-Memory Instance Families
- Network Isolation; Elastic IP Addresses

Differentiators
- Foundation for fully integrated Oracle IaaS, PaaS & SaaS
- Oracle Cloud Services run on Oracle Compute Cloud
- Support hybrid deployment model based on standards including REST, Java, SQL, HTML5
Key Market Opportunities

**Oracle Installed Base**
- Elastic & flexible cloud compute environment for Test, Development & Production
- Migration of custom application workloads to cloud

**Net New Customers**
- Enterprise-class infrastructure to run Oracle Software on subscription price

**SaaS Customers**
- Integrated IaaS & PaaS to extend SaaS applications

**Highly Differentiated Offerings**
- To run Oracle PaaS & SaaS
- To support hybrid cloud deployment model
Oracle Storage Cloud

Key Features
- Store & Manage Digital Content
- Java & REST API (OpenStack Swift)
- Access using Cloud and On-Premise Clients
- Secure and Granular Access Control
- Performance, Scalability, High Availability

Differentiators
- Foundation for fully integrated Oracle IaaS, PaaS & SaaS
- Support for industry standards including OpenStack Swift, REST and Java
Key Market Opportunity

**Oracle Installed Base**
- Enterprise-class storage service for backup & archive
- Backup: email, non-Oracle databases, applications, unstructured data etc.
- Archive: infrequently accessed data for long-term retention

**Net New Customers**
- Enterprise-class infrastructure to run Oracle Software on subscription price

**SaaS Customers**
- Integrated IaaS & PaaS to extend SaaS applications

**Highly Differentiated Offerings**
- To store & manage digital content
- To support hybrid cloud deployment model
Oracle Database Cloud

Key Features
- Full-featured: Dedicated 11gR2 or 12c DBMS
- Secure: Encryption - Network, DB, Storage
- Highly Available: Data Guard, RAC Cluster
- Managed: Oracle Backs Up, Patches, Upgrades
- All DB Tools: SQL Loader, Data Pump, JDBC, OCI, Enterprise Manager, Any Third Party Tools
- Full portability: On-premise to Cloud

Differentiators
- All DB Options
- Secure
- Highly available with clustering
- Rapid and fully automated provisioning
- Fully Managed
Key Market Opportunity

**Oracle Installed Base**
- Test-Development environments for Corporate I/T Projects
- Production environments for temporary/time-critical projects
- Environments to experiment New Database, Middleware Options & Departmental Projects (e.g. Data Marts, Web Sites, Portals)

**Net New Customers**
- Easy way to deploy Oracle Database on subscription price

**SaaS Customers**
- Integrated IaaS & PaaS to extend SaaS Applications

**Highly Differentiated Offerings**
- From other Cloud IaaS, PaaS, SaaS Vendors
- Ensures that we can maintain pricing differentiation
Oracle Java Cloud

Key Features
- Full-Featured: WebLogic 12c or 11g Instance
- Clustering, In-Memory, High Availability, Elastic Load Balancing, Scale Up & Scale Out
- Oracle Back Up/Restore, Patching, Application Server Management
- Full portability: On-premise to Cloud

Differentiators
- WebLogic/Java with RAC integration & In-Memory (Coherence)
- Secure, Highly Available with Clustering
- Rapid and fully automated provisioning
- Fully Managed
Key Market Opportunity

**Oracle Installed Base**
- Test-Development environments for Corporate I/T projects
- Production environments for temporary/time-critical projects
- Departmental and LOB new Java/WebLogic development

**Net New Customers**
- Easy way to build Java applications with Oracle WebLogic on subscription price

**SaaS Customers**
- Integrated IaaS & PaaS to extend SaaS Applications

**Highly Differentiated Offerings**
- From other Cloud IaaS, PaaS, SaaS Vendors
- Ensures that we can maintain pricing differentiation
Oracle Messaging & Identity Cloud

**Messaging:**
- Asynchronous JMS-based pub-sub messaging
- Guaranteed Delivery Messaging
- Cloud, On-Premise, Cloud-Cloud
- JMS, Web Sockets, REST API
- **Primary Use Case:** Dynamic messaging (JMS) for applications on-premise and on Oracle Cloud

**Identity:**
- Centralized Identity Service
- Web & Mobile Single Sign-On
- User, Self-Service Provisioning
- 60 Million+ Users; 10000’s Transactions/Second
- **Primary Use Case:** Extend On-premise identity to Cloud and Mobile
Oracle Systems Monitoring & IT Analytics Cloud

**Systems Monitoring:**
- Application Performance Monitoring
- Real User Monitoring – Web, Mobile
- Server Monitoring
- Comparison to CMDB
- **Primary Use Case:** Systems performance monitoring in the Cloud

**IT Analytics:**
- Load Any Data: Log, Structure, Metrics
- Correlate to identify Complex Events
- Monitor & Alert in Real Time
- Predict & Plan: Capacity Planning
- **Primary Use Case:** Systems Analytics in the Cloud
Oracle Developer & Mobile Cloud

Developer:
- Secure, Agile, Team Development
- GIT, Bugzilla, Maven, JIRA, Wiki
- Continuous Build & Deployment
- Facilitates Developer Collaboration

**Primary Use Case:** Secure turnkey development on Oracle Cloud

Mobile:
- Enterprise Mobile Backend-as-a-Service (mBaaS)
- Cross-Platform Mobile Apps
- Sync, Push and Notifications
- APIs: Object Storage, User Management & Custom

**Primary Use Case:** Mobilize Oracle Applications and Enterprise Assets for any platform and device
Oracle Integration & Process Management Cloud

Integration:
- Elevated Integration Experience
- Virtualize & Integrate
- Orchestrate, Transform, Monitor
- **Primary Use Case:** Integrate Oracle Cloud & Mobile applications with other Clouds & On-premise

Process Management:
- Design, Deploy, Optimize Processes
- Forms, Actions, Collaboration
- Events, Rules, Analytics
- Packaged Process Templates
- **Primary Use Case:** Adaptive Case Management and departmental applications
Oracle’s Platform & Infrastructure Services
Extremely Easy to Use

- Simple packaging & pricing
- Self-service sign up
- Fully automated & quick provisioning
- Role-based functionality
- Self-service user & administrative controls
- Simple billing & payment options
Oracle’s Platform & Infrastructure Services

Competitor Differentiators

- Only Cloud with Broadest, Standards-based Oracle Software
  - Widely used and accepted standards within companies
- Only Cloud with Complete Deployment Choice for PaaS & IaaS
  - Same Architecture, Same Standards, Same Products – On-premise and On Cloud
- Only Cloud with Full Functionality of #1 Database & #1 Middleware
  - Real Application Clusters, Data Guard, Identity, SOA, Content, Exadata, Exalogic
- Only Cloud with a Fully Managed PaaS offering Full Access & Control
  - Root VM access & value added management–patching, backup/recovery, upgrade, etc.
- Only Cloud with Fully Integrated PaaS & IaaS for Developers, IT & LOB
  - Zero learning curve with Standards, tools & techniques they already know & use
- Only Cloud with One PaaS for all major Enterprise Applications
  - One extension Platform for all Oracle SaaS Applications
Demonstration
Ease of Use
Developer Agility
Oracle’s Platform & Infrastructure Services
Sample Customer & Partner Momentum
# Oracle’s Platform & Infrastructure Services

## Sample Case Studies

### Building new Database and Java applications
- Saudi Arabian company manufacturing steel, HVAC, concrete, and insulation for construction industry
- Rapid deployment

### Offering Existing On-premise Custom Applications as SaaS on Oracle Cloud Platform Services
- Switzerland based company providing banking software systems to retail, corporate, universal, private, Islamic, microfinance and community banks
- Extend global reach of its microfinance products and services by deploying applications on Oracle Java and Database Cloud Services

### Extending Oracle Cloud Applications with Oracle Cloud Platform Services
- US based company providing cloud-based electronic signature technology for facilitating exchanges of contracts, documents and legal materials
- Extend Oracle Sales Cloud for documents signature and tracking from Opportunity UI using DocuSign eSignature deployed on Oracle Java and Database Cloud Services

### Extending Oracle Cloud Applications with Oracle Cloud Platform Services
- US based company providing SaaS platform that enables businesses to apply behavior-influencing techniques, such as gamification, across their web and mobile experiences
- Link Oracle Sales Cloud Lead-to-Cash business process with missions and rewards managed by Badgeville Cloud using Oracle Java and Database Cloud Services
Oracle’s Platform & Infrastructure Services
Deploy Anywhere

On Premise Private Cloud

Same Architecture
Same Standards
Same Products

Oracle Public Cloud

DEPLOY ANYWHERE

Transparently move workloads between On-premise and Public Cloud
Oracle’s Platform & Infrastructure Services
Huge Opportunity With Leading Products And Large Ecosystem

- Database
- Middleware
  - Developer Services
  - Application Server
  - Identity Management
  - Integration Platform
  - Content & Portal Platform
  - Business Intelligence
- Engineered Systems

400K+ Customers
25K+ Partners
15M+ Developers
Oracle’s Platform & Infrastructure Services

Summary

- Complete suite of PaaS & IaaS simplifies application development, deployment, and management
- Seamless SaaS Integration provides a single extension platform for all Oracle’s SaaS Applications
- Open Standards enables customers to use existing developers and DBAs and provides them flexible deployment choices for applications
- Scalable, Highly Available, Secure, and Fully Managed lowers customers cost of operations and provides highly differentiated service
- Built on Industry Leading Database & Fusion Middleware which already run Millions of Applications globally