On Demand Cloud Services – Value First
Hardware, Software, and Services – Engineered to Work Together

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Safe Harbor Statement

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Oracle’s Cloud Computing Strategy

Our objectives:
- Ensure that cloud computing is fully enterprise grade
- Give customers unparalleled flexibility and choice

Product-based Cloud Enablement
Oracle provides innovative products and technologies for customers to build their own clouds

Service-based Cloud On Demand
Oracle runs highly scalable cloud environments as On Demand services for customers

End-to-end – Integrated – Comprehensive – Open – Scalable – Secure Technology Solutions

Years of experience running large-scale, complex IT environments for world-class operations
Oracle On Demand Cloud Services
Hardware, Software, and Services – Engineered to Work Together

The Power of Oracle in the Cloud
- Continuously optimized for performance and reliability
- Built for flexibility and lower cost
- Built on the proven Oracle technology stack

Rapid Provisioning, Elastic Capacity, Broadband Access, Resource Pooling, Pay As You Go

Achieve the benefits of cloud and reduce your risks
Oracle On Demand Cloud Services

Thousands of Oracle Instances Under Management

- In On Demand business since 2001
- Over 5.5 million users
- Global coverage - Oracle experts around the world
- Oracle Cloud Solution Showcase
- Commitment to world class service levels

Cloud services engineered for Oracle products:

- To increase the value of your investment in Oracle products
- To achieve this value faster, with less risk, and at lower cost
- To build serviceability into Oracle products with the goal of ultimately eliminating service tasks
Oracle On Demand Cloud Services
Enterprise-Grade Cloud Services

• Complete end-to-end services
• Choice of deployment options
• Deep Oracle expertise
• Global operations
• Standardized procedures
• Advanced tooling
• Continued innovation
• Comprehensive security
• Enterprise-grade reliability
Oracle Cloud Services Offers an Unparalleled Breadth of Cloud Solutions
Oracle: Accountability Across the Entire “Stack”

Oracle Cloud Services

• Single point of accountability (HW, SW & service from same vendor)
• Optimization engineered across all components of the stack
• Homogeneous cloud mgmt framework across all major apps (ERP, HCM, CRM, etc.)

Salesforce

• Collaboration with multiple vendors/partners required (e.g. call into Oracle Product Support)
• Limited optimization possible, layered view of the stack
• SaaS providers with niche/island solutions for specific apps (e.g. SFDC = CRM, Workday = HCM, etc.)
Oracle On Demand Cloud Services Portfolio

Assessment Services
- IT Assessment
- Business Value Assessment
- Upgrade Value Assessment
- Production Readiness Assessment

Pre-Production Services
- Pre-Prod Environment
- Implementation DBA Support
- Training and Go Live Support
- Testing Services

Migration Services
- Technical Migration
- CEMLI Migration

Upgrade Services
- Technical Upgrade
- Functional Upgrade
- CEMLI Upgrade
- CEMLI Rationalization

Infrastructure Services
- Hosting and Infrastructure Operations
- Disaster Recovery

Application Administration Services
- Incident Management
- Problem Management
- Change Management
- Release Management
- Maintenance Services
- Technical Administration

Help Desk Services
- Technical Service Desk
- Functional Service Desk

CEMLI Services
- CEMLI Maintenance
- CEMLI Enhancement

Transition Services

Run and Maintain Operations

Integration Services
- Web Services
- SOA
- PIP
- AIA

Security Services
- Compliance Related Services
- Security Services

Governance Services
- Project Management
- Service Management
- Account Management
Flexible Cloud Deployment Options

All models based on same code line – Easy to migrate between different models!
Global Scale of On Demand Cloud Services Operations

Oracle Data Centers
– Austin, TX
– Linlithgow, UK
– Colorado Springs, CO
– Australia (Harbour Computing)

Operations Centers
– United States
– Romania
– Egypt
– India
– China
– Chile
– Japan

• World’s Largest Linux Grid
• Embassy-grade Physical Security
• Fully Redundant Environments
• Federal Operational Zone
  – (NIST & DIACAP)

• 14,000 Oracle Service experts
• 1,500 dedicated On Demand experts
• 6+ years of average tenure
• 27 languages supported
Oracle Austin Data Center – Physical Plant

Oracle’s Premier Global Data Center

- 82,000 SF raised floor,
  - 2280 19-inch racks
- Primary Power Supply
  - Dual power active power feeds
- Uninterruptible Power Supply
  - Fully redundant, 9.6 MW
- Backup Diesel Generators
  - 7 2 MW Cat Gen sets
- Fuel Storage: 80,000 Gallons
- Water Storage: 50,000 Gallons
- Up to 170 Watts/SF to Raised floor
- Six 600-ton chillers
Standard, Best-Practice Building Blocks

**Certified Configuration**
Tested & hardened configurations of entire Oracle stack
- Virtualized
- RAC-enabled
- Scalable
- Reliable
- Secure
- Open-source

**Standardized Operating Model**
Standardized operating procedures performed through global backbone
- ITIL-based
- Repeatable process
- Leveraged expertise
- Specialized “queues”

**Empowered by Technology**
Proprietary tools designed and built to support large-scale OD operations
- Advanced Config Mgmt
- Automated Provisioning and Patching
- Advanced Monitoring
- Rapid Diagnostics

Oracle On Demand Cloud Services
Hardened to deliver superior service NOW and built to enable change TOMORROW
Deepest Oracle Expertise
Unparalleled Access to the Entire Oracle “Machine”

Oracle On Demand – Bringing it all together for you

Customer

Oracle On Demand

>1,500 dedicated OD experts

Oracle Product Development

>30,000 Developers

Oracle Product Support

>14,000 Oracle Support experts

- SRs from OD get highest priority in Product Support
- Find one – fix many
- Early insights into patch releases

- Direct access to Product Dev for fastest issue resolution
- Early insights on product updates/ enhancements
- Provide immediate input on Development roadmap
Complete and Integrated Management  
On Demand Cloud Services across the entire operations lifecycle

Maintain
Remote Management  
Phone Home  
My Oracle Support Integration

Deploy
Provisioning of Firmware, OS, Middleware, and Applications
Clone and Scale-out

Manage
End-to-End Diagnostics  
Configuration Management  
Patch Automation

Test
Functional Testing  
Load Testing  
Test Management

Monitor
Application-to-Disk  
Exalogic Monitoring Integration  
Energy Utilization and Impact
On Demand Delivery Excellence
ITIL-Based Processes, Automation, Oracle Best Practices

Change Management
- Proactive patching and self-service change requests

Availability Management
- Extensive system monitoring and command center

Problem Management
- Root Cause Analysis (Find Once / Fix Many)

Infrastructure Management
- World’s largest Oracle cloud

Incident Management
- Automated detection and repair

Configuration Management
- Certified configurations, integrated, tested, controlled

Release Management
- Incremental software currency model

Performance Management
- Seamless access to Oracle engineers

Availability Management
- Extensive system monitoring and command center

ORACLE®
Proactive, Systematic Change Management
Patching and Point Releases Included in Core Service

Oracle On Demand – Fully Leveraging Your Investment
# Extensive Security Controls


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Leverage On Demand Cloud Services

Compliance Certifications

**ISO Certification**

- **ISO 27001 Certification**
  - 112 Controls Tested Annually
- **ISO 27002 Certificate of Conformity**
  - 132 Controls Tested Annually

**SAS 70 Type II / ISAE 3402 / SSAE 16**

For Commercial Services
- 108 Controls Tested Biannually

**Federal Certification & Accreditation (C&A)**

Department of Defense (DoD) and Agencies
- 1200+ Controls Tested Annually
- NIST & DIACAP

**HIPAA Compliance**

- 64 Controls Tested Annually

**Payment Card Industry (PCI)**

- Compliant Level 1 Service Provider
  - 217 Controls Tested Annually

**21 CFR Part 11**

- Custom System Validation Services
On Demand Cloud Services Continued **Innovation**

### Timeline:

**1998-2001**
- **Applications**
  - Appliances Patented Technologies
  - Certified Configs & Deployment Architectures

**2001-2004**
- **Standardization**
  - Automated Patch & Refresh
  - Introduction of CEMLI Stds

**2004-2007**
- **Automation**
  - Grid Automation & Recovery

**2007-2009**
- **Operational Intelligence**
  - Upgrade Grid
  - Integrated Incident & Problem Management
  - Causal Heuristics based Monitoring & Diagnostic Tool

**2010-2013**
- **End-to-End Optimization & Scalability**
  - Integrated Product Support
  - Exadata Full-Stack Monitoring
  - Event Correlation Across Exadata Components
  - Remote Change Management
  - Predictive Monitoring
  - Cloud Provisioning

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On Demand Cloud Services has **20+** patented (*and patent pending*) technologies in the domain of **Appliances**, **Grid Automation & Autonomics** and **Advanced Monitoring**
Differentiated Business Value
Unlock the Full Value of Your Oracle Investment

Value First: Specialized expertise and state-of-the-art management tools drive superior performance

- **64%**  
  Reduction in downtime for upgrades
- **71%**  
  Fewer average service requests
- **1.2X**  
  Faster service request resolution time
- **2.5X**  
  Quicker mean time to resolve Severity 1 service requests
- **>2,000/yr**  
  Critical patch updates proactively applied to On Demand customers’ environments

*Savings are estimates based on current IT costing models*
Oracle On Demand Cloud Services Customers
The Last Word… **Value First**
Partnering with Oracle On Demand Cloud Services means …

**Oracle Services**
- Service Innovation
- Products & Expertise
- Delivering SLAs
- Scalability
- Industry Leadership

**Customer Success**
- Higher Business Value
- Lower Business Risk
- Lower Total Cost of Ownership
- Flexibility and Choice
- Trusted Lifetime Partnership

Value First

LOWER COST
FASTER
ROI
Less Risk
Hardware and Software
Engineered to Work Together