As retailers grow their business, it can be difficult to scale their computing infrastructure. The Sun Oracle Exadata Storage Server is a storage product optimized for use with Oracle database applications and is the storage building block of the Sun Oracle Database Machine. It uses a massively parallel architecture and Exadata Smart Flash Cache to dramatically accelerate Oracle Database processing and speed I/O operations. It is an ideal storage solution for the Online Transaction Processing (OLTP) and Data Warehousing (DW) applications found in the retail industry.

Hardware by Sun, Software by Oracle
As part of its commitment to enable insight-driven retailing and help the world’s largest retailers create shareholder value, Oracle is pleased to unveil Oracle Exadata Version 2. Oracle Exadata Storage Servers combine smart storage software from Oracle and industry-standard hardware from Sun to deliver the industry's highest database storage performance.

The Oracle Exadata Storage Server is the building block for the Sun Oracle Database Machine, a complete package of software, servers, and storage for data warehousing, transaction processing, and consolidated mixed application workloads. Simple and fast to implement, the Sun Oracle Database Machine is ready to tackle your largest and most important database applications — and often run them 10x faster, or more. This includes running applications like Oracle Retail Merchandising System, Oracle Retail Data Model and Oracle Retail Markdown Optimization. Plus, there’s redundancy for all components so your applications are always available.

Transformational Combination for Retail
By combining leading, industry-standard servers and storage hardware from Sun with the intelligence built into the Oracle software, the Sun Oracle Database Machine delivers the industry’s highest levels of performance, scalability, and reliability, and is backed by Oracle Support. Running Oracle Retail applications on Exadata Version 2 helps provide retailers with faster and more predictable performance, lower operating costs, quicker time to value, and reduced risk. As an example, when replenishment, invoice matching, sales processing, and customer analytics run faster, retailers gain a competitive advantage in many ways.

With the Sun Oracle Database Machine, retailers can expect to store more than ten-times the amount of data and search data more than ten-times faster without making any changes to their applications. Exadata Version 2 is an ideal storage solution for the
online transaction processing (OLTP) and data warehousing applications that are widely used throughout all sectors of the retail industry including grocery, hardlines and fashion.

**Fast and Reliable**

As data volumes continue to grow exponentially, conventional storage arrays struggle to efficiently process terabytes of data, and push that data through storage networks to achieve the performance necessary for demanding database applications. Exadata solves that problem with a combination of software and hardware optimizations. One northeast grocery chain found their query performance using Exadata increased between 3X and 49X yielding an average 16X increase in processing overall.

**Speed.** Ability to perform up to 1,000,000 I/O operations per second

**Ease of Upgrade.** Easily upgrade from any one of four models to meet the needs of any size application

**Scalability.** Scale by adding more racks to the Sun Oracle Database Machine Full Rack. Up to 8 racks can be connected without requiring additional switches. Larger configurations can be built with additional switches

**Certification.** Certified to run Oracle Retail Merchandise Operations Management, Oracle Retail Warehouse Management, Oracle Retail Price Management, Oracle Retail Invoice Matching, Oracle Retail Allocation, Oracle Retail Integration Bus and more to follow

**About Oracle**

Oracle is the number one provider of innovative and comprehensive solutions for retailers – enabling organizations to serve their customers better by applying insight into daily business decisions for more profitable results. With software that provides supply chain, operations, merchandising, store systems, optimization as well as enterprise applications and infrastructure software, Oracle partners with the world’s leading retail companies, including 20 of the top 20 retailers worldwide, to transform the economics of their businesses.

**Contact Us**

For more information about the Sun Oracle Database Machine, please visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.