ORACLE®
DATABASE APPLIANCE

Oracle Database Appliance: A Fast, Powerful, and Affordable Solution-in-a-Box System

Midsize companies and departmental-level organizations around the world are taking advantage of Oracle Database Appliance, an engineered system that makes deploying the world's #1 database easy—at a cost that makes it practical.

The benefits of Oracle's engineered systems aren't limited to large enterprises. With Oracle Database Appliance, mid-size businesses and departmental-level organizations can dramatically reduce the time, risk, and costs usually associated with building a high-availability database or solution in a box.

Using the world's #1 database, Oracle Database Appliance delivers a complete package (software, server, storage, and networking) that's engineered for easy deployment so you can get to work in a few hours instead of a few days. And it offers high availability, making it ideal for a range of online transaction processing (OLTP), data warehousing, and application workloads.

Oracle Database Appliance also features a Virtualized Platform option, which is built on Oracle VM and provides organizations with a complete solution-in-a-box system. With the addition of virtualization support, customers can quickly deploy a complete, highly available solution to remote branch office locations where IT footprint and skills may be a challenge.

Oracle Database Appliance was designed specifically for mission-critical business applications in midsize organizations and individual departments in larger enterprises. And thanks to its support of virtualized workloads, value-added resellers and independent software vendors are also using Oracle Database Appliance to build applications without the hassle of configuring and testing each database.

Capacity on Demand Licensing

When what you need is a high-availability database that's easy to use, fast to deploy, and cost-efficient to buy, Oracle Database Appliance offers a solution that lets you buy what you need now, and then scale seamlessly as your business demands change.

The "capacity on demand" software licensing model offered by Oracle lets you decide how much product you need. You license—and pay for—from 2 to 32 cores. If your needs change later, you simply license and "turn on" as many of the additional cores as you need. There's no hardware to buy, and no need to shut down the system for an upgrade.

APPLIANCE MANAGER DOES THE WORK FOR YOU

The Appliance Manager feature in Oracle Database Appliance lets you automatically deploy Oracle Database along with Oracle's powerful database clustering software, Oracle Real Application Clusters (Oracle RAC).

Oracle RAC has been used almost exclusively by larger organizations with IT specialists who are trained in database cluster implementations. However, in Oracle Database Appliance, the Appliance Manager feature provisions Oracle RAC for you automatically.

Other DBA tasks are also automated. For example, with just the touch of a button, Appliance Manager takes care of patching firmware and software for the entire appliance.

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"Leveraging the world's most popular database on industry-leading hardware in one plug-and-go appliance significantly reduces risk and complexity for my customers."

Wade Nicolas, President, Enkitec

Simply Amazing

You can deploy Oracle Database Appliance in a single operation because Oracle has completely automated the setup for you—including all configurations for the clustered database. Simply plug in the appliance and answer a few questions via the installation wizard. (Allow an hour if you know the answers—two if you have to look them up.) When you finish the questions, click the button. It really is that simple.

Managing Oracle Database Appliance is also easy because Oracle engineers have automated time-consuming DBA tasks with Appliance Manager. And to help you resolve problems, Oracle Database Appliance has built-in diagnostics that can automatically call Oracle Support and relay the information needed for a fast resolution.

Oracle Database Appliance in Action

Oracle customers have come to expect extreme performance and extreme simplicity—and that's exactly what they're getting.

Here are just a few examples.

- Interactive One reduced its server footprint by 80 percent.
- MBC Radio cut implementation costs by 40 percent.

- CallSource ran nine of its most complex processes on Oracle Database Appliance in a fraction of the time it took on other platforms.

How easy can it get? According to Alex Gorbachev, CTO of Pythian, "With Oracle Database Appliance, everything comes prepared for the customers. All customers need to do to install is drop off Oracle Database Appliance in the data center, type in selected IP addresses for the cluster, and run a single command from the Appliance Manager. Two hours later, a full-blown Oracle Real Application Cluster with a preconfigured database is ready to go. No network changes. No database storage setup. No server configuration. No compatibility nightmares."

Get the Oracle Advantage

Because Oracle architects, implements, and maintains the entire technology stack, Oracle customers benefit from the reduced complexity that goes along with having a single-vendor solution and the most integrated support services in the industry. Oracle offers comprehensive lifecycle services that help you take full advantage of the extreme performance of Oracle engineered systems.

All Oracle support services experts are focused on delivering rapid time to value

and reduced risk. And when it comes to keeping your Oracle engineered systems running at peak performance, Oracle is uniquely qualified to provide the most complete, integrated, and proactive support experience available.

Only from Oracle

Oracle designs complete, integrated systems that reduce the complexity of IT infrastructures. And these systems are engineered—from applications to disk— to work together and deliver extreme performance. Oracle owns, innovates, and optimizes every layer of the technology stack, so you can simplify your data center operations, drive down costs, accelerate business innovation, and achieve unmatched enterprise performance levels.

There are many hardware and software vendors in today's market, but only Oracle provides complete, integrated engineered systems that offer lower costs, less risk, and more support than any other vendor.

Get Started Today

Join the successful organizations around the world that are using Oracle Database Appliance to simplify IT and power innovation. For more details, go to **oracle.com/databaseappliance**

CONTACT US
To learn more, call **+1.800.ORACLE1** to speak to an Oracle representative or visit **oracle.com**. Outside North America, visit **oracle.com/corporate/contact/global.html** to find the phone number for your local Oracle office.

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