

Cloud Secure.  
Scale Fast.  
Simplify Now.



## Oracle Database Cloud

Cloud Secure. Scale Fast. Simplify Now.

Businesses are adopting cloud services at a breathtaking pace. Formerly the domain of market leaders and tech-savvy organizations, cloud services have become *de rigueur* for any organization that needs help with routine data management and business processing activities. Some of the most popular cloud offerings are database services that allow for a quick migration of data and data management functionality to a public cloud—commonly called database as a service (DBaaS). However, not all DBaaS vendors are created equal, and not all of them have the complete spectrum of capabilities available with on-premises databases.

When you adopt a database cloud service, you expect that service to be available in an uninterrupted fashion. It should be secure, reliable, and easy to expand or contract (what is commonly referred to as *elasticity*). A cloud database should also be easy to provision, de-provision, and scale. Unfortunately, as many organizations quickly learn when they sign up for a database service, such capabilities are rare. In addition, integrating new cloud services with local data center infrastructure is often a challenge. Disaster recovery and security capabilities may be lacking, and are rarely compatible with on-premises databases.

Cloud users should not have to trade convenience for performance or compatibility. Similarly, administrators should not have to spend time wrestling with configuration and administrative tasks. They need turnkey database services that minimize complexity and guarantee ease of use and compatibility.

### Oracle Database 12c: Designed First and Foremost for the Cloud

Oracle has the answer with Oracle Database Cloud, which is now based on Oracle Database 12c Release 2 on the cloud—the world's most secure, flexible, and scalable database. Organizations that adopt this mature and robust data management service are guaranteed 100 percent compatibility between their Oracle Database Cloud deployments and their Oracle Database 12c on-premises deployments. That means users will have an identical experience no matter where their data resides. In addition, Oracle Database Cloud shares many integration points with other Oracle platform services, simplifying everything from application integration to mobility to business process management. This level of integration was deemed important to 44 percent of the executives surveyed by 451 Research.<sup>1</sup>

For the first time in Oracle's history, this new release of the database will be available to

"WITH ORACLE DATABASE CLOUD SERVICE, WE GET GREATER VALUE AT A LOWER PRICE POINT THAN WITH ANY OTHER CLOUD VENDOR. I RECEIVE THE BEST TECHNOLOGY IN THE WORLD, MANAGED IN AN AUTOMATED DEPLOYMENT PLATFORM THAT ALLOWS ME TO FOCUS ON MY CORE BUSINESS INSTEAD OF ON MANAGING IT INFRASTRUCTURE."  
- RON HARDMAN  
FOUNDER, SETTLEOURESTATE.COM

#### WHY CLOUD?

- Faster integration and deployment of industry-leading database services
- Faster time to production, with little or no training of your staff
- Faster time to value, innovation, and ROI

#### WHY ORACLE DATABASE?

- Easy migration, with the same user experience on-premises and in the cloud
- Rapid deployment through pluggable databases, facilitated orchestration, and automated tasks
- Inclusion of Oracle Database Backup service and other great features such as PDB hot-cloning, PDB refresh, Database Vault, Key Vault, and encryption
- Exceptional performance thanks to in-memory processing and multitenant innovations

<sup>1</sup> "The State of Database as a Service," April 2016.

cloud users first. Oracle Database Cloud customers receive instant access to Oracle Database 12c with its high performance, enhanced security, and inherent elasticity. With four editions to choose from, Oracle Database Cloud is versatile enough to accommodate everything from small business deployments to large-scale enterprise implementations:

- Oracle Database Cloud Service
- Oracle Database Schema Cloud Service
- Oracle Database Exadata Cloud Service
- Oracle Database Exadata Express Cloud Service

For many companies, data is the most valuable asset. Corporate policies and industry regulations mandate stringent database security. Oracle database security is in-depth and multilayered, with encryption for data at rest or in transit and throughout the lifecycle, including data masking for dev/test activities. Oracle Database 12c also includes Oracle Database Vault Simulation Mode, which enables DBAs to define and test security protection profiles throughout the application lifecycle. Other security innovations include more security algorithms for international installations, flexible policies for using Oracle Database Vault, new administration tools for Real Application Security, and the ability to audit database activity based on roles (see sidebar).

All Oracle Database Cloud customers enjoy fast and easy setup, configuration, and data migration. Users experience the same look, feel, and functionality in the cloud as they are accustomed to experiencing on-premises. Best of all it is practically instantaneous: on-demand access to database services means they don't have to wait for databases to be configured and deployed on dedicated physical or virtual server infrastructure.

Oracle pluggable database (PDB) technology improves usability while bolstering security and agility. A single multitenant "container database" can host many "pluggable databases." This multitenant architecture facilitates rapid setup and teardown of new databases, reducing the time that in-house resources need to spend on administration. Oracle Database 12c Multitenant is an ideal architecture for many growing companies, and especially ideal for DevOps teams that must conduct lots of test and development scenarios. You can set up one cloud environment with hundreds of pluggable databases in each container database, then provision and de-provision individual databases at will. This unique arrangement speeds up the deployment of new workloads and simplifies scaling of existing workloads.

With Oracle Exadata Express, Oracle's flagship database machine is available as a cloud service that customers can license in small, affordable increments. Developers and small and medium businesses (SMBs) can obtain extreme performance, high availability, and seamless integration with standard Oracle Database deployments. These customers will enjoy all the unique features of Oracle's engineered systems, along with the ability to transition workloads from on-premises to the cloud and back again. Oracle offers a wide range of complementary cloud services to extend these deployments, from big data preparation to database backup.

All these great capabilities—amassed over nearly four decades of database leadership—are now available to cloud customers at a great price. It's the most affordable offering in the industry for a fully featured Oracle Database Enterprise Edition. And all Oracle Database Cloud customers receive tremendous cost, performance, security, and scalability from a virtual database infrastructure that is hosted by Oracle and available on demand.

"CLOUD COMPUTING HAS HAD A SIGNIFICANT ROLE TO PLAY IN DRIVING DOWN THE COST OF STORING AND PROCESSING DATA, ALONG WITH DELIVERING ADDITIONAL BENEFITS SUCH AS DEVELOPER AND BUSINESS AGILITY, FASTER TIME TO ADOPTION FOR EMERGING TECHNOLOGIES, HIGH AVAILABILITY, AND REDUCED INFRASTRUCTURE CONFIGURATION AND MANAGEMENT OVERHEADS."  
- 451 RESEARCH ADVISORY SERVICES

#### ROBUST SECURITY FEATURES

- Several modes of encryption including online encryption
- New Database Vault security policies for grouping realms, factors, and rules
- Real Application Security for easy administration
- Advanced Security Options including redaction and more security algorithms
- Real Application Security Administration Tool for creating authorization policies

#### IN-MEMORY PERFORMANCE ENHANCEMENTS—READY FOR THE CLOUD

- In-memory on Active Data Guard
- Faster in-memory "joins"
- Faster in-memory "expressions"
- Assisted in-memory setup
- Exadata Flash Cache

"ORACLE CATERED TO SMALLER COMPANIES WITH THE CLOUD SERVICE AND THEY DID IT THROUGH THE SUBSCRIPTION BASE MODEL. ON TOP OF THAT THEY PROVIDED A LOT MORE CUSTOMER SUPPORT COMPARED TO AWS AND OTHER BARE-BONE SOLUTIONS, WHICH WAS VERY HELPFUL FOR ME AS A NON-TECHNICAL CEO."  
BRANDON SIEGENFELD  
CEO AND FOUNDER  
EPISTOCRACY.COM

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