

The Data Explosion

A Guide to Oracle's Data-Management Cloud Services



More Data, More Data

Everyone knows about the data explosion.¹ And the challenges it presents to businesses large and small. No wonder, considering that by 2019, the Internet of Things will contribute to an overall market impact of 500 zettabytes of data. Yet that same data is critical to your business.

Gather and manage it, and you get a genuine competitive advantage. But faced with such huge—and growing—data volumes, how do you harness it? And extract the data insights necessary to capture that competitive advantage?

¹ <http://similarity.com/2016/07/11/the-2-iot-trends-that-are-creating-the-worlds-next-data-explosion/>



Legacy Systems Can't Keep Pace...

Using legacy data-management systems is tempting, but it's only a temporary measure, since it's...



1 Expensive

To keep up with data growth, you have to keep buying and maintaining hardware and software, increasing data-center costs.



3 Fragmented

Solutions are often fragmented so you get IT silos, redundant deployments through shadow IT, and little synergy.



2 Inefficient

Use legacy systems and you have to configure, test, and deploy solutions manually.



4 Inflexible

Cloud adoption means you are boxed in to deploy on-premises, and continue to incur on-premises costs and inefficiencies.

It's a fact that a legacy on-premises approach is simply not up to the job.



And Generic Cloud Systems Don't Cut It Either

You may have moved to the cloud with a generic supplier—and discovered a new set of problems...

1 Poor integration with local IT

You need to handle integration yourself—it's self-assembly. A challenging integration leads to unforeseen operational costs and delayed time to value.

i) A lack of hybrid-cloud support

Most vendors boast hybrid-cloud support, but there's still a lack of compatibility between on-premises application workloads and those in the cloud. In many cases, this requires a major rewrite effort for hybrid-cloud deployment or migration to the cloud, and is one of the major hidden costs of cloud with commodity cloud vendors.

ii) A large plethora of generic offerings

These may have extensive overheads for entry use-cases or specific workloads.

2 The explosion of data means you'll struggle to keep pace

Other solutions lack enterprise scalability, ensuring you will have to spin up other large cloud environments and increase consumption costs.



3 Performance constraints

Generic performance means you might have to move certain workloads to a second provider and face vendor sprawl, multiple contracts, and additional integration challenges.

4 Insufficient security

Data security, integrity, and contingency are paramount. And many customers also deal with strict federal regulations and compliance mandates.

5 A limited portfolio means multiple vendors with limited choice

Generic vendors do not provide cross-services integration to easily support dev/test-to-production deployment and SaaS integration in the cloud, while commodity clouds lack the integration and choice to allow your business to scale and grow.

“ When we compared Oracle’s cloud offerings with other vendors’, we found that only Oracle’s cloud technology frees us entirely from licensing, configuring, and managing our business-critical database and application server environment. ”

Zaki Sabbagh, CIO, Zamil Industrial Investment Company



There Is a More Efficient, More Scalable Way to Work —a Way That Can Help You...

- Meet SLAs and deliver more value.
- Unlock faster app development, testing, prototyping, and deployment.
- Expedite analytics to capture real-time business insights.
- Simplify data management and enable your IT department to focus on innovation, not maintenance.
- Get ahead of your competition.

A

Oracle has nearly four decades of data-management experience

B

Oracle Database is the #1 database in the market

C

It's trusted by 420,000 customers, including all those in the Fortune 100

D

It powers 19 of the top 20 SaaS vendors

E

It spans 19 cloud data centers around the world



We were pulling reporting and doing profiling in less than a month. I was very happy with the performance of the database. We've been able to provide the different profiling and modeling that the data providers used to, in less than half the time it took them.



Jerry Gearding, Director of Marketing Analytics, DX Marketing

Big Changes, Big Benefits

Try Oracle Database Cloud, and you'll see some big changes...

- Create dedicated, on-demand test environments, experience the latest releases, and enjoy a faster upgrade to Oracle Database 12c.
- Provision your integrated application environment and infrastructure instantly, moving between the cloud and on-premises seamlessly.
- Build, deploy, and scale applications on your terms.
- Allow others to build apps fast with preinstalled tools.

Scalable, Compatible, Quickly Deployable

Oracle Database Cloud is designed for the cloud first and foremost, with scale, performance, and simplicity in mind.

With Oracle Database Management optimized in the cloud, you enjoy the most comprehensive solutions across all data types, from SQL and NoSQL to Hadoop.

Demands for a holistic data-management solution have led to the creation of Oracle's database as a Service (DBaaS) and enterprise-cloud support such as Oracle Database Exadata Cloud Service, the new Oracle Database Exadata Express Cloud Service, Oracle Big Data Cloud Service, and Oracle Database Backup Cloud Service. There's the industry's largest SaaS offering, an impressive application marketplace and third-party ISV support, too.



Oracle Database Cloud Also Offers...

1 Enterprise scale

With support from dev/test to scale out/up for mission-critical workloads, you become more agile. Greater scalability allows for up to 4,096 pluggable databases to help you deal with data growth.

2 100% compatibility

Deploy across private, public or hybrid cloud usage models and experience the same user experience, leverage the same skills, and allow your staff to focus on innovation.

3 Simple setup, usage and migration

Automation and orchestration tools provide faster deployment for reduced time to value.

// I went from start to launch in 30 days. If I hadn't chosen cloud, I would still have been configuring the hardware and getting the database working by that stage. //

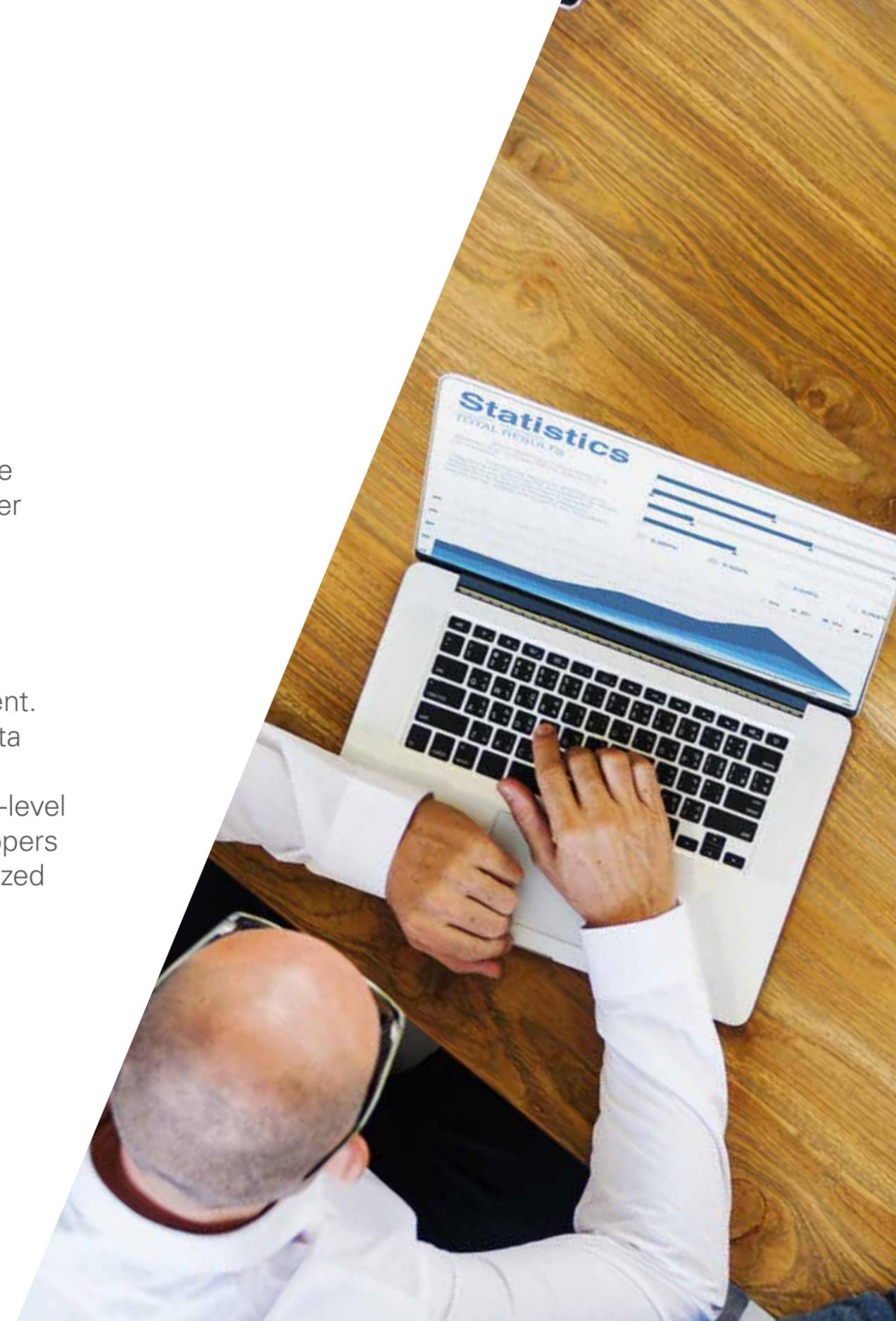
Ron Hardman, CEO, Settleourestate.com



4 Innovation

Intelligent capabilities mean better performance and real-time data insights. In-memory processing also means...

- Fine-tuned deployments with guided automation and orchestration tools
- Analytics run on standby databases to capture value in passive data and remove possible impacts on production databases
- Greater data compression for increased capacity, better I/O throughout, and reduced costs
- Better database performance for faster analytics with in-memory computing
- In-memory feature enhancements for faster queries, empowering end users to prepare data sets and extract business insights significantly faster for business decisions at the speed of thought
- Same application, same database, no code changes—the same user experience in the cloud as in your data center
- New opportunities for a cloud-based data-management deployment. Oracle Database Exadata Express Cloud Service provides the ideal entry-level service aimed at developers and small-to-medium-sized customers



5 Security

Multi-layered, in-depth security guarantees data integrity offline, online and in transit. Data integrity is guaranteed with new security features like online encryption, greater authorization management, and security assessment tools. Oracle builds in security features and tools through every layer of the stack, including hardware, the database, cloud software, and the Application Layer.

6 One vendor, endless choice

There's one-stop accountability for both public and on-premises deployments.

Plus, whether you are adopting cloud for on-premises deployment or in the cloud, Oracle is the only vendor to provide you the ability to choose.

With the Oracle Cloud Machine: Oracle Cloud at Customer solution, you can develop your applications in the cloud and deploy behind your firewall on Oracle Cloud Machine. Oracle performs the administrative functions for the machine; you simply focus on running your business.



Go to the Cloud with Oracle

// The cloud is really about doing what we have always been doing, but doing it better, more professionally, and faster than we ever could before. //

Adam Kanzmeier, Director of Customer Intelligence and Strategic Consulting, Surdell and Partners

Join us in the cloud and...

- Expedite the deployment and management of your test/dev environment
- Enjoy workload compatibility and simple management
- Encourage app innovation through greater agility and flexibility
- Accelerate time to value and get ahead of the competition

...and that means reduced costs, improved flexibility and scalability, faster business insights, and—critically—a genuine competitive advantage. So whether you're a small firm or large enterprise, go to the cloud with Oracle.

Try it free for 30 days, with no ongoing commitment: visit us at cloud.oracle.com/database and see what we can do for you.

