

Unleash Faster and Simpler Database Service Delivery in the Cloud

Oracle's Private Cloud Database as a Service Solution

Oracle's Private Cloud Database as a Service (DBaaS) solution provides a fast path to the cloud, giving you all the tools you need to quickly provision database services in the cloud. The integrated stack is specifically engineered for high performance for database workloads, enabling you to achieve even greater consolidation density, simplify database storage management, and reduce storage costs with database compression technologies.

Jumpstart Your Cloud Efforts

Many organizations have begun the journey toward cloud computing. However, after taking the first step to consolidate mission-critical applications and databases onto a shared infrastructure, progress often slows before deploying key private cloud features such as self-service provisioning, policy-based scaling, and metering and chargeback.

Oracle's Private Cloud Database as a Service (DBaaS) solution enables you to jumpstart your cloud efforts by leveraging the industry-leading Oracle Database together with Oracle's flagship cloud management tool, Oracle Enterprise Manager, and the popular engineered systems, Oracle Exadata Database Machine and Oracle SuperCluster.

- » **Oracle Database 12c** — Oracle Database 12c is designed for the cloud. Its multitenant architecture enables simplified consolidation of databases into clouds, enabling you to manage them as one and thereby improve efficiency and ease of administration.
- » **Oracle Enterprise Manager 12c** — Oracle Enterprise Manager 12c is a complete cloud management solution that provides detailed visibility, policy-based resource management, integrated chargeback, and capacity planning. It includes all the tools to easily provision database instances and to quickly build a self-service interface.
- » **Oracle engineered systems** — Oracle Exadata and Oracle SuperCluster make the ideal infrastructure for hosting DBaaS solutions. Oracle Exadata includes unique technologies specifically designed to accelerate database workloads, enabling it to dramatically improve performance for consolidated databases.

Increase Agility

Oracle's Private Cloud DBaaS offering gives you the agility to quickly provision new database services and easily monitor and manage cloud resources. Oracle Database 12c allows a multitenant container database to hold many pluggable databases that can host fully isolated workloads. An existing database can simply be adopted as a pluggable database without any application changes required. Oracle Multitenant



KEY BENEFITS

- Increased agility with self-service provisioning and dynamic scalability that lets you use the appropriate amount of compute and storage resources — on demand.
- Higher consolidation density with a multitenant architecture that simplifies database consolidation and accelerates time to market.
- Reduced risk with an integrated hardware and software solution that includes advanced security and availability features.
- Lower operational costs by using cloud management tools that greatly simplify provisioning, management, chargeback and metering.
- Reduced storage costs with database compression technologies.



helps customers reduce IT costs by simplifying consolidation, provisioning, upgrades, and administration. The result is faster development and provisioning of new application services and faster response to changing demands.

Reduce Costs

Oracle can help you reduce the cost and complexity of buying, deploying, and running database services in private clouds on pre-integrated, workload optimized systems. Oracle's DBaaS offering enables greater standardization and consolidation of your database services, higher utilization of Oracle hardware platforms, and simplified cloud administration.

Oracle Enterprise Manager 12c enables you to quickly set up, manage, and support enterprise clouds. It gives you a single integrated view of your entire cloud infrastructure and supports fine-grained metering of database usage as well as charge-back and show-back reporting and billing to help you assign costs to end-users.

Oracle Exadata and Oracle SuperCluster also provide great value for database services. Both platforms include database compression technologies that reduce storage requirements as well as storage cells that offload database expression evaluations to significantly improve query performance and thus increase consolidation density

Reduce Risk

Operational risk is mitigated through integrated security and high availability features that span the entire stack, including everything from the database to the hardware platform. Business risk is also mitigated because Oracle Multitenant does not require changes to your existing applications.

For situations when availability is critical, the Oracle Database Maximum Availability Architecture can be deployed at minimal cost and includes best practice blueprints to address the common causes of planned and unplanned downtime. Availability tools such as Oracle Real Application Clusters (Oracle RAC) and Oracle Real Application Testing also help keep your systems up and running 24x7.

Oracle has also adopted a multi-layered approach to security that offers preventative, detective and administrative controls for protecting data. For example, Oracle Audit Vault and Database Firewall provide prevention and detective controls. The Oracle Database Data Redaction feature can also be used to hide or dynamically mask the true value of sensitive columns, allowing only the last few digits of a social security or bank account number to be sent to the requesting application.

Learn More

For more information about private cloud database as a service solutions, visit www.oracle.com/database/solutions/dbaas.html or call +1.800.ORACLE1 to speak to an Oracle representative.

REDUCING COSTS AT POSTBANK SYSTEMS

"Pluggable Databases will help lower our administrative costs since we can now manage many databases as one with fewer software installations and patches during the lifetime of our applications."

JENS-CHRISTIAN POKOLM
POSTBANK SYSTEMS

REDUCING RISK AT SABRE

"Redaction in Oracle Database 12c will help us to mask displayed data and we don't have to modify the application code."

BILLY TONG
SABRE

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