Oracle Database Cloud: Accelerating Innovation and Slashing Operating Costs

Leverage Your Data to Transform Your Business

As organizations have come to understand the value of software as a service (SaaS) and infrastructure as a service (IaaS), more and more IT departments are delivering or accessing these capabilities via private, public, and hybrid clouds. However, to accelerate development cycles, simplify administration, and respond to rapidly changing business demands, enterprises also now see the need for platform-as-a-service (PaaS) offerings that can support SaaS, integrate with IaaS, and enable a more complete cloud solution. Database as a service (DBaaS) is a key component of such an offering, and the foundation for many platform services.

Unlocking Innovation Through Database as a Service

Clearly, the masses have reached the same conclusion: the market for cloud databases and DBaaS is expected to grow by nearly 70 percent per year, to US$14 billion by 2019.[1]

So why has database as a service become a top priority for IT organizations today? By delivering database capabilities online with a self-service, on-demand model, DBaaS makes life easier for IT staff and developers, and more cost-effective for the business.

For many enterprises, however, these benefits have remained elusive, because their environments are too complex for traditional DBaaS solutions. Businesses often find it hopelessly difficult to provision and manage databases across on-premises environments and the cloud. What's more, despite all the automation associated with the cloud, effective administration of cloud databases typically requires considerable manual intervention and multiple tools and skill sets. In addition, most DBaaS solutions lack the enterprise-class capabilities that organizations need to support critical data and applications in the cloud.

Luckily for enterprises, Oracle Database Cloud Service is not like most solutions. Not only does Oracle offer the #1 database on the market, it is the only company on the planet that can provide the integration, automation, and breadth of services required to deliver on the promise of database as a service—offering full hybrid cloud capabilities transparently across public and private clouds. Oracle Database in the Oracle Public Cloud is the exact same database as it is on premises, so there are no changes required for your applications or

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DATABASE CLOUD SERVICE

"With our Oracle Database Cloud solution, we have been astounded at how fast and effectively we can get to market, and that is a huge differentiator that helps us deliver ROI to our customers."

—RAY OWENS
CEO
DX MARKETING

ORACLE CLOUD

- 19 data centers
- 70 million users
- 33 billion transactions
- More than 700 petabytes of storage

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[1] MarketsandMarkets, "Cloud Database Market and DBaaS by Software, Databases, Deployment Models and Service Models, and Organization Size—Global Advancements Market Forecasts and Analysis 2014–2019," April 2015.

architecture, and no need to spend money training IT staff on new tools or processes.

Fully configured databases can be provisioned in minutes with a few clicks, so your developers no longer have to wait weeks for IT to spin up new databases and infrastructure. They can start innovating right away. In addition, critical database administration tasks such as patching, upgrades, backup, and recovery can also be performed with a single click, enabling your DBAs and IT staff to focus on strategic activities and projects. As a result, operating costs plummet, productivity soars, and the pace of innovation accelerates.

Like many organizations, you may want to deploy some Oracle databases in-house on a private cloud and other Oracle databases in the public cloud to avoid the time and expense of building and managing infrastructure. Oracle Database Cloud Service gives you the freedom to do both. You can centrally monitor and manage on-premises and cloud databases or easily move databases between private and public clouds from a single pane of glass using Oracle Enterprise Manager or your own management tools via open APIs.

Flexibility to Support the Full Spectrum of Applications

It doesn't matter whether your organization is a startup or a global enterprise. Oracle Database Cloud Service is a full suite of offerings that lets you dial in the correct capacity and service levels to meet your specific database and application needs. Databases can be provisioned in minutes, and you get 100 percent compatibility with on-premises databases as well as fully automated or Oracle-managed administration. As a result, IT can improve agility and reduce costs. In addition, the Oracle Database Cloud Service portfolio integrates seamlessly with Oracle's IaaS, SaaS, and other PaaS offerings for a solution that encompasses all IT layers and includes technical support—all from a single vendor.

- **Departmental applications.** Oracle Database Schema Service is ideal if you don't need a full database in the cloud but want to quickly develop and deploy departmental apps. This fully managed service also comes with Oracle Application Express, a powerful solution that lets developers easily create business apps using a simple, browser-based interface.
- **Enterprise applications.** Oracle Database as a Service provides a full-instance cloud database to support enterprise apps. Choose from a variety of editions— from Oracle Database Cloud Standard Edition Service to Oracle Database Cloud Extreme Performance Service (which includes all Oracle Database 12*c* capabilities for maximum performance, availability, security, and consolidation).
- **Mission-critical applications.** No other cloud provider in the industry can match the scalability, performance, and availability of Oracle Database running on Oracle Database Cloud – Exadata Service. By leveraging the full power of the Oracle Exadata Database Machine platform, you can run your most important applications and consolidate databases and applications in the cloud with confidence.
- **Database backup.** Shrinking backup windows, incomplete recovery, lost data, and backup management headaches are now resolved. Oracle Database Backup Service gives you a low-cost, highly secure, and scalable solution to store backups from on-premises Oracle databases or databases in the Oracle Cloud using the same process you use to back up to disk or tape. Your data is encrypted at the source and triple-mirrored in the cloud so it's safe and always recoverable.

"Only Oracle's cloud technology frees us entirely from licensing, configuring, and managing our business-critical database and application server environment. We did not need to modify anything in our databases in order to migrate to the cloud. We gained the ability to implement new business requirements for critical applications immediately—a major competitive advantage."

—ZAKI SABBAGH
CIO
ZAMIL INDUSTRIAL INVESTMENT GROUP

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