



Unleash the Potential of your Data with Oracle Autonomous Database Cloud

The World's #1 Database Is Now the World's First Self-Driving Database

Businesses around the world are embracing cloud solutions to acquire on-demand technology platforms and infrastructure, enabling a new wave of IT innovation. However, many companies replace their infrastructure for a commodity cloud vendor, and then realize that they need advanced platform capabilities that the vendor can't offer. Oracle delivers the most comprehensive set of cloud offerings from Infrastructure-as-a-Service to Platform-as-a-Service, all integrated.

Move to the Modern Cloud

Building upon the next generation of the industry-leading database Oracle Database 18c, Oracle introduces the world's first Autonomous Database Cloud. Oracle Autonomous Database Cloud helps eliminate complexity, human error, and manual management, helping to ensure higher reliability, security, and more operational efficiency at a lower cost.

The autonomous database cloud integrates applied machine learning to deliver self-driving, self-tuning, self-recovering, and self-scaling administration, enabling streamlined operations, more efficient consumption of resources, and higher security and reliability. With built-in automation at all levels to perform maintenance tasks, companies can now use their IT resources to extract more value from their data. Highlights of the Autonomous Database Cloud capabilities:

- **Self-Driving:** Database automatically upgrades, patches, and tunes itself while running, the user defines service levels, database makes them happen.
- **Self-Securing** - Protection from both external attacks and malicious internal users, the database also automates security updates with no downtime window required.
- **Self-Repairing:** Automated protection from downtime, with a higher level of reliability and availability, which minimizes costly planned and unplanned downtime to less than 30 minutes a year.



"ORACLE DATABASE CLOUD SERVICE HAS MADE IT POSSIBLE FOR US TO MEET OUR CUSTOMERS' DEMANDS ON OUR SOFTWARE PRODUCT, INCLUDING RAISING ITS PERFORMANCE BY 35%. WE HAVE ALREADY SEEN AN INCREASE IN SALES AS A RESULT OF THE NEW PLATFORM, AND EXPECT THAT IT WILL CONTINUE.."

- TIMO BRUNS, MARKETING DIRECTOR, LATO LEADERSHIP AUTOMATION TOOLS

AMAZON AWS: THE SAME AS ALL OTHER CLOUDS

- Built on first generation, commodity infrastructure
- Lacks an automated data management platform
- Requires manual assembly of key elements such as PCI Flash, Oracle RAC, and Oracle In-Memory Database
- Lacks high concurrency and true linear elasticity, leading to wasted capacity

ORACLE CLOUD: EMBRACING THE MODERN CLOUD

- Deploy a data warehouse in 15-seconds
- Oracle Customer workloads demonstrated to run 5x – 13x faster on Oracle Autonomous Data Warehouse¹
- Oracle Autonomous Data Warehouse is more reliable and performs faster, at up to 50% of the cost of AWS²

Oracle Autonomous Data Warehouse Cloud

Oracle announced the new Oracle Autonomous Data Warehouse Cloud Service based on applied machine-learning to automatically tune and optimize performance. Built on the next generation Oracle Autonomous Database technology using artificial intelligence to deliver outstanding reliability, performance and highly elastic data management to enable data warehouse deployment in seconds. A 100% compatibility design helps ensure that all of Oracle's DBaaS solutions utilize the same architecture and software, enabling you to leverage the same skills and support, whether you deploy the solutions on-premises, in a private cloud implementation, or in Oracle Public Cloud.

Greater Performance Delivers Lower Cost

Many customers are proving the value of data warehouses in the cloud through "sandbox" environments and line-of-business data marts, while others are implementing more advanced monetization use cases such as advanced data analytics, the publication of big data to their data warehouse or coupling a data warehouse to a high-performance computing deployment. Oracle Cloud Infrastructure (OCI) provides the best and most predictable performance for Oracle workloads. Oracle customer workloads have been demonstrated to run 5x – 13x faster on Oracle Autonomous Data Warehouse, and through these performance gains customers can run their workloads on OCI at 50% less cost for higher performance than AWS.^{1,2}

All Oracle Cloud solutions allow for flexible deployment models, enabling customers to seamlessly migrate their workloads from an on-premises data center to the cloud and back again. Best of all, Oracle offers competitive cloud pricing for all types of businesses in every industry, with affordable solutions for companies of all sizes. For more information, visit www.cloud.oracle.com or sign up for a free trial at <https://go.oracle.com/Autonomous-DW>

- Deploy on-premises while enjoying Cloud simplicity with Oracle Exadata @ Customer

ORACLE CLOUD ADVANTAGES

- 100% compatibility between cloud and on-premises deployments
- In depth security at all layers of the stack—off-line, on-line, and in transit
- Support for high-performance workloads on Oracle engineered systems
- No hassles with networking configuration, storage configuration, database patching, and upgrades
- Turnkey platform services are ready to provision in minutes

"WE ARE PRESERVING YOUR EXISTING INVESTMENT AND ALLOWING YOU TO MOVE IT TO THE CLOUD WHERE YOU CAN SAVE MONEY, RUN FASTER, MORE SECURELY, AND MORE RELIABILITY THAN YOU CAN IN YOUR OWN DATACENTER. THIS IS A BIG DEAL AND A BIG DIFFERENCE. YOU SIMPLY CANNOT DO THIS WITH AMAZON. MOVING APPLICATIONS AND DATA INTO AMAZON IS A LOT OF WORK."
- LARRY ELLISON, CTO, ORACLE

"AMONG AMAZON, MICROSOFT, AND ORACLE—ORACLE PLATFORM AS A SERVICE DELIVERED THE MOST COMPELLING ADVANTAGES. WE ARE COMFORTABLE WITH AND CONFIDENT IN ORACLE SOLUTIONS, AND AMAZON AND AZURE ARE LESS SUITABLE FOR A SMALL BUSINESS SERVING LARGE ENTERPRISE CUSTOMERS. ORACLE IS TRULY A BUNDLED PACKAGE OF SERVICES."

- PAUL VAN HOUT, CEO AND FOUNDER, PRAGMATYXS, INC.

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1 – Video: [Larry Ellison Demonstrates how AWS is 5x-13x more expensive](#)
2 – Terms and conditions apply. Oracle Guarantee. Oracle.com/guaranteed

Oracle will cut your Amazon bill in half when you run the same data warehouse workload on Oracle Autonomous Data Warehouse Cloud as compared to running on Amazon AWS. Pricing is based on Oracle's standard published pricing for bring your own license and Amazon's standard published pricing as of March 1, 2018. Each workload compared shall be evaluated based on the actual required number of OCPU/VCPU, the amount of storage, and the time required to complete the workload. The minimum workload is one hour for this offer. If Oracle determines that you are due a credit, we will apply this credit to your Universal Credit cloud account. Please contact your sales team to exercise this offer. Offer valid through May 31, 2019.