

The Next Evolution of Enterprise Public Cloud

Bring the Oracle Cloud to Your Data Center



The Next Stage of Cloud Evolution

Over the past decade, cloud has matured from a fringe technology option that offered convenience at the cost of control, to a fully-formed offering capable of meeting the needs of all kinds of businesses. The technology has grown more robust, flexible, controllable and secure. Customers like you are now looking to embrace cloud, but many insist on deployment choice.

Oracle realised the importance of cloud choice very early on, opting to develop powerful Oracle Cloud solutions that could meet a broad spectrum of business requirements. The importance of options stems from the fact that the journey to the cloud isn't just a one-way path. While it's true some companies are moving to the cloud as fast as possible, many others — for various reasons — haven't been able to do so, or simply haven't wanted to.

Customers are increasingly electing to run their IT environments using our suite of Oracle Cloud offerings. As customers deploy with Oracle Cloud, many are adopting a hybrid IT model, whereby certain IT resources are deployed and managed by Oracle, while others are deployed and managed on premises — and both sets of resources can be managed as one.

It's the flexibility, ease, agility, compatibility, extensibility and seamlessness of these hybrid-cloud options that has made the Oracle Cloud offering so popular and powerful. But for some, barriers still remain that are preventing organisations from embracing and benefiting from the full power of the public cloud.



The Last Remaining Barriers to Public-Cloud Adoption

While many companies are eager to gain the cost, manageability and flexibility benefits of the public cloud, there are three critical barriers that still prevent some enterprises from embracing it:

Data Sovereignty

Today, data sovereignty is a critical requirement for many businesses. Whether it's complying with stringent data regulations, maintaining security on their own terms, or ensuring that all data is housed within specified geographical boundaries, many businesses simply cannot afford to have their data leave the walls of their data centre and be stored in the cloud.

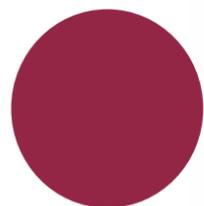
Data Control and Security

Going hand-in-hand with sovereignty concerns is data control. When dealing with business-critical applications or sensitive data, there needs to be absolute certainty and complete control over that information. While many modern cloud solutions do offer that control, for some businesses there is no substitute for keeping data behind their own firewalls, keeping control over their security, and maintaining total on-premises control over it.

Latency

For some, objections to public-cloud services come down to the proximity to the cloud data centre itself. The further away businesses are from their providers, the longer it takes to communicate with them, and concerns over latency for business-critical applications and deployments have pushed some businesses to keep them deployed on premises — even in the face of the benefits offered by the public cloud.

All three of these objections to the public cloud have persisted ever since cloud technology first emerged. Many providers have tried to find creative ways to mitigate them, but with the release of a new kind of cloud offering, Oracle has finally developed a unique way to not just navigate around them, but completely overcome them.



Introducing Cloud at Customer from Oracle

Cloud at Customer is a direct response to the remaining barriers to public-cloud adoption. The concept is simple: you will be able to have the same Oracle Cloud experience, convenience, economics, and technology in your own data centre.

Oracle provides and manages the day-to-day operations of Cloud at Customer, giving you all of the manageability benefits of Oracle Cloud, deployed on your own premises. Cloud at Customer is based on a flexible subscription model with no upfront costs.

This helps to seamlessly blend on-premises and public-cloud technology, giving you all of the benefits of both, while enabling workloads to move seamlessly between them. Customers using Cloud at Customer services don't receive an on-premises imitation of the Oracle Cloud; it's the real thing deployed in their data centre — and they can access all of the same cloud innovations as standard Oracle Cloud customers as soon as they become available.

Underpinning Cloud at Customer is a modern cloud infrastructure platform based on converged Oracle hardware, software defined storage and networking and a first class IaaS abstraction. Oracle fully manages and maintains the infrastructure at customer premises so that you can focus on using the IaaS, PaaS and SaaS services. This is the same cloud infrastructure platform that powers the Oracle Cloud globally.

Put simply, for customers who still have doubts about cloud technology, Cloud at Customer provides you with:

- All the flexibility of Oracle Cloud, in your own datacentres, giving them full control over their data
- Cloud accessibility and ease of deployment, with the same latency that users get when connecting to their core data centre and the services deployed within it
- The peace of mind of knowing exactly where all of their data resides and is controlled, by being able to access it from virtually anywhere using any device
- Sophisticated tools to aid with cloud and hybrid innovation that are deployed in your data centre, but are able to be tested without having any impact on their primary production environment

Now, you can reap the amazing benefits and capabilities of Oracle Cloud, because Oracle is bringing it to them — on their premises, and on their terms.



Step into the Public Cloud on Your own Terms

With Cloud at Customer, you have access to Oracle Cloud services across the entire cloud stack, all delivered in a subscription-based, managed model, directly in the datacentre of their choice. You can choose to access to all of Oracle's major PaaS categories, including Database, Application Development, Analytics, Big Data, Application and Data Integration, and Identity Management. In addition, you can consume Oracle SaaS services such as Enterprise Resource Planning, Human Capital Management, Customer Management, and Supply Chain Management in your own datacentres with Oracle Cloud at Customer.

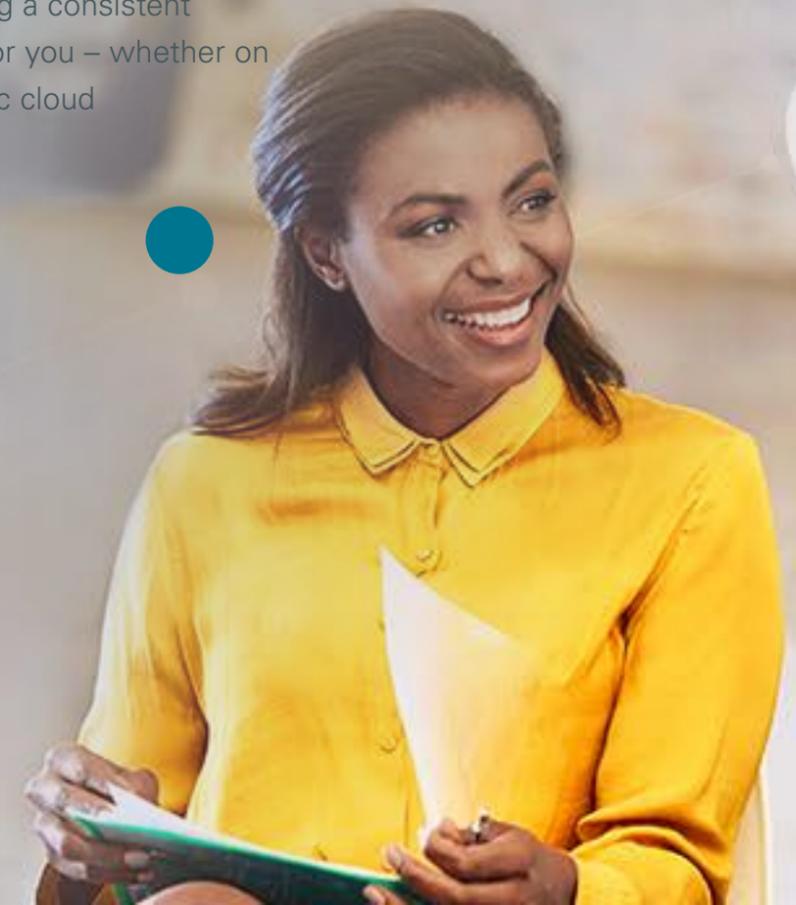
Oracle Cloud at Customer, Oracle Exadata Cloud at Customer, and Oracle Big Data Cloud at Customer are the first solutions of the Oracle Cloud at Customer portfolio. They are robust stepping stones in a company's journey to the cloud, providing a secure way to gain all of the flexibility and innovation advantages of Oracle Cloud Platform and its infrastructure delivered as a service behind your company's own firewall.

- **Oracle Cloud at Customer:** With Oracle Cloud Machine, you can consume Oracle Cloud's PaaS, IaaS, and SaaS services in your data centre behind your firewall. In addition, you can now build hybrid cloud architectures that seamlessly combine Oracle Cloud in your datacentres with Oracle's datacentres. Oracle Cloud at Customer can also be deployed as a shared control plane to enable the functionality of other Cloud Machines, such as Exadata Cloud Machine. Finally, pricing for all cloud services on Oracle Cloud at Customer is consumption-based and fully managed by Oracle, with single vendor support.



- **Oracle Exadata Cloud at Customer:** Oracle Exadata Cloud at Customer has Exadata performance, with cloud simplicity. Exadata Cloud Machine uniquely combines the world's #1 database technology and Exadata, the most powerful database platform, with the simplicity, agility and elasticity of a cloud-based deployment. It is identical to Oracle's Exadata public cloud service, but located in customers' own data centres and managed by Oracle Cloud Experts, thus enabling a consistent Exadata cloud experience for you – whether on-premises or in Oracle public cloud data centres.

- **Oracle Big Data Cloud at Customer:** The Oracle Big Data Cloud at Customer is an optimized system delivering a production-grade Hadoop and Spark platform with the power of dedicated nodes and the flexibility and simplicity of a cloud offering. You can now access a full range of Hadoop, Spark and analytics tools on a simple subscription model in your own data centres.



Oracle's Public Cloud, on Your Terms

If concerns about control, data sovereignty, security, and latency have kept you from embracing the flexibility, agility, and simplicity of the public cloud, Cloud at Customer is for you. No longer will you have to make compromises to gain the benefits of the cloud; Oracle can deliver it to your premises, on your terms.

If you want to see what Cloud at Customer can do for you, get in touch with a cloud expert today! Visit our website at www.oracle.com/cloudatcustomer and discover why you may be able to finally lay your remaining cloud concerns to rest.

