



## Unlock Agility and Innovation While Maintaining Control of Your IT Environment

### Your Organization. Your Private Cloud.

How can you get the flexibility and other advantages of cloud computing while complying with strict governance rules and keeping the management of your IT assets under your control? An enterprise private cloud solution offers the benefits and the control—all within the safety of your corporate firewall.

### Business Won't Wait

You might have tuned out all the talk about cloud computing because you know your organization requires a dedicated and strictly controlled IT environment. So, even though the benefits of cloud computing—particularly the ability to innovate and respond quickly to new trends—could make a significant difference to your business, relegating governance and control to someone else simply isn't an option.

With enterprise private cloud solutions, you can have the benefits of cloud along with the governance and control your organization requires. Private cloud solutions make sense for organizations that

- » Have a strategic commitment to IT investment and want to keep their cloud applications and environments in-house
- » Have security or compliance requirements that don't allow transactions outside the firewall
- » Need performance levels not available elsewhere
- » Plan to consolidate data centers and operations
- » Want to leverage existing investments to get the benefits of cloud with minimal disruption

### Not All Private Clouds Are Created Equal

Oracle's private cloud solutions offer compelling advantages that simply aren't part of other private cloud deployments.

- » Oracle private cloud platform and infrastructure solutions use best-in-class hardware and software components for maximum reliability, performance, and availability.
- » Oracle reduces the cost and complexity of building a private cloud by delivering a fully integrated stack of cloud hardware and software products, engineered to work together.
- » Oracle cloud solutions are built around the #1 database and #1 middleware technology, delivering the richest functionality in the industry.
- » Oracle Managed Cloud Services deliver end-to-end private managed cloud services across Oracle's portfolio of application, platform, and infrastructure products.

*"At 7-Eleven, we have rolled out our Digital Guest Experience using Oracle's private cloud technologies. The DGE program enables us to present a consistent view of 7-Eleven across physical stores and digital channels."*



RONALD CLANTON,  
DGE PROGRAM MANAGER,  
7-ELEVEN

### 5 THINGS YOU SHOULD KNOW ABOUT CLOUD

- Clouds come in several "flavors"—public, private, and hybrid.
- Private clouds help today's businesses address their most urgent challenges:
  - Reducing IT complexity
  - Protecting corporate data
  - Complying with regulatory and industry standards
- Private clouds are dedicated to a single organization (or to multiple organizations in a single community).
- Private clouds are often set up and managed by corporate IT groups and run inside the firewall.
- Private clouds can also be deployed and managed at third-party sites.

- » Oracle provides a single pane of glass for planning, provisioning, and managing your private cloud environment from end-user applications to platform as a service (PaaS) and infrastructure as a service (IaaS).
- » Oracle experts and a variety of services—including Oracle Consulting for Cloud, Oracle Enterprise Architects, Oracle Support, and a range of educational opportunities—are available to ensure success in your private cloud deployments.
- » Oracle's world-class security for cloud is layered (with the latest physical and logical data security and encryption at every level), federated (with consolidated identity management and access control across clouds, systems, and on-premises applications), and compliant (with best practice processes, controls, and tools that help customers cost-effectively and proactively comply with regulatory requirements across industries and countries).

## Oracle Private Cloud Solutions

### Comprehensive Cloud Technology—Only from Oracle

Deploy a private cloud that's built on Oracle technology and the difference will be clear right from the start.

- » Put Oracle's multitenant architecture to work to help simplify consolidation and enable database as a service (DBaaS) in a private cloud.
- » Run virtual machines, clustered servers, and Oracle's engineered systems "as a service" in your private cloud solution.

And, because Oracle uses the same cloud technology (with the same products and the same standards) in both public and private clouds, you get the best of both worlds with features such as integrated self-service, metering, and chargeback capabilities.

### The Best Foundation for Your Private Cloud

Oracle's private cloud platform provides a shared and elastically scalable way to consolidate existing databases and applications onto a common, standard platform. Capable of supporting your growing needs for more data and more applications, this consolidated platform is also the powerhouse for innovation, supporting the development and deployment of your new applications. In addition, the consolidated platform (including Oracle's best-in-class database and middleware products) reduces costs by delivering a higher utilization of the shared platform across multiple applications.

### A Complete Solution for Enterprise Cloud Infrastructure

Built on proven best practices, Oracle's enterprise-ready cloud infrastructure provides a complete, fully documented, pretested, and tuned architecture that can dramatically reduce the time required to architect, deploy, and manage private clouds. The result is improved agility for enterprises and cloud service providers along with a lower total cost of ownership (TCO).

Oracle's private cloud infrastructure provides a complete selection of servers, storage, networking fabric, virtualization software, operating systems, and management software to support diverse private cloud applications. Oracle has engineered its hardware with application-aware virtualization and management capabilities for rapid deployment and for the efficient management of private cloud infrastructures.


### COMPREHENSIVE PRIVATE CLOUD SOLUTIONS: ONLY FROM ORACLE

Oracle offers best-in-class database and middleware products for private cloud platforms along with leading hardware products and a cloud management solution to automate the planning, deploying, and managing of your private cloud.

- Oracle Database
- Oracle Multitenant
- Oracle Real Application Clusters (Oracle RAC)
- Oracle WebLogic Server
- Oracle Coherence
- Oracle Engineered Systems (including Oracle Exadata Database Machine, Oracle Exalogic Elastic Cloud, Oracle SuperCluster, and Oracle Zero Data Loss Recovery Appliance)
- Oracle Enterprise Manager
- Oracle VM
- Oracle servers
- Oracle Solaris and Oracle Linux
- Oracle storage

Only Oracle provides choices that bring cloud and corporate control together in a complete cloud solution to address the unique needs of your business.

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**Hardware and Software, Engineered to Work Together**

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