

Five Best Practices for Platform as a Service Success

Research firm IDC estimates that the market for platform as a service (PaaS) solutions will have a compound annual growth rate (CAGR) of **30 percent** and reach **\$14 billion by 2017**.¹ PaaS provides application runtime, database, integration, messaging, and other services in the cloud, accelerating application development and reducing infrastructure acquisition and maintenance costs.

Here are **five best practices** for maximizing the business value of your PaaS solutions.

1. STANDARDIZE AND CONSOLIDATE AT THE PAAS LAYER

To achieve the **highest efficiencies** from cloud technologies, go beyond infrastructure as a service (IaaS) to consolidate on PaaS



Organizations using PaaS have reported **operational savings of up to 50%** compared to individual teams managing siloed technology stacks²



Consolidate on Oracle's PaaS solutions built on the **industry's #1 database and application platform**—Oracle Database and Oracle WebLogic Server

2. CHOOSE A COMPREHENSIVE AND INTEGRATED PAAS

PaaS should **reduce the time** and cost of managing your application platforms—not **add** to them



75% of organizations want a platform with a comprehensive set of capabilities that are well-integrated²

Oracle's PaaS offering includes:



A **comprehensive** set of flexible cloud services—all **pre-integrated** to work together



Built-in development tools, mobile and multitenant support, in-memory analytics, and security



A **single management console** for public, private, and hybrid cloud platforms

3. DEMAND TRADITIONAL DATA CENTER CAPABILITIES

Just because public and private PaaS deployments are a new way to approach IT, there's no need to change the **core capabilities** you look for



Service-level guarantees for cloud platforms are rated as very important or important by **82%** of organizations²



Oracle WebLogic: **Leads in performance** in industry standard benchmarks with up to five-nines availability



Oracle Database: **Sets the standard** for enterprise reliability, availability, scalability, security, and performance



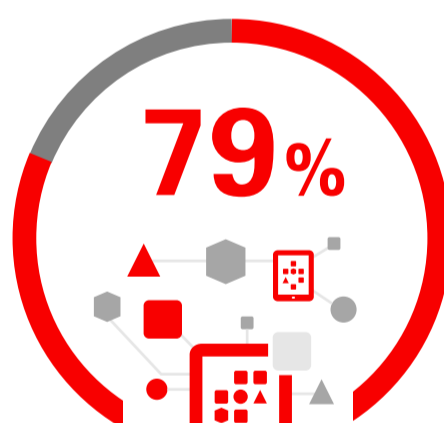
Oracle Identity Management: **Secures sensitive applications** and data across your private and public cloud

4. CONSIDER UNIFIED, STANDARDS-BASED PAAS PLATFORMS FOR PUBLIC/PRIVATE PORTABILITY

If you want to adopt a flexible hybrid cloud model, **portability** between all platforms is essential



80% of organizations are prioritizing a unified, standards-based platform²



79% rate ease of integration with external data and apps as a high priority²

Oracle's private and public PaaS solutions deliver unparalleled portability and interoperability:



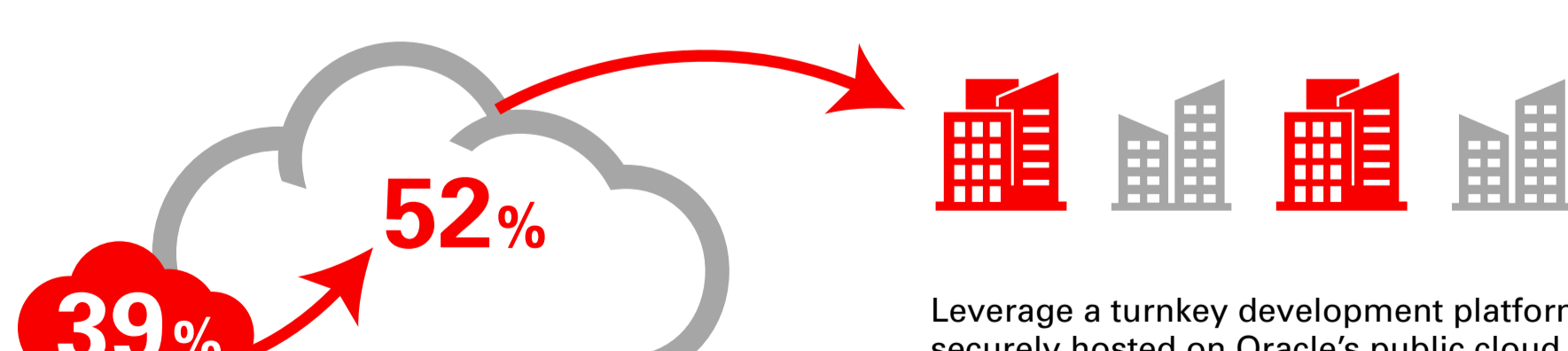
Built to the same architecture, on the same industry standards, using the same underlying platform



Oracle offers a unified platform for all types of cloud integration, including services, events, data, and processes

5. MOVE APPLICATION DEVELOPMENT AND TESTING TO PAAS

Application development and testing are some of the **lowest-risk workloads**, making them ideal for early migration to the cloud



In the next two years, application development and testing will become the most popular cloud use case, **rising from 39% to 52%**²

Leverage a turnkey development platform securely hosted on Oracle's public cloud and deploy on Oracle Java Cloud Service and Oracle Database Cloud Service, or on your on-premises private Paas.

CONCLUSION



Choose the most comprehensive, enterprise-grade, integrated, and standards-based PaaS built from the ground up on the industry's #1 application platform, Oracle WebLogic Server, and the industry's #1 database, Oracle Database.

Learn more about Oracle's private PaaS: <http://www.oracle.com/us/solutions/cloud/platform/overview/index.html>

Learn more about Oracle's public PaaS: <https://www.oracle.com/cloud/paas.html>

Try a free trial of Oracle's public PaaS: <https://cloud.oracle.com/tryit>

¹ Source: IDC Press Release, New IDC Worldwide Public Platform as a Service Forecast Shows Market Will Grow to Over \$14 Billion in 2017, November 2013

² ComputerWorld Cloud Computing Survey, sponsored by Oracle, September 2014. Survey Title: Customers Speak: Cloud Needs Guarantees; <http://www.oracle.com/goto/computerworld>

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