



# Bring Your Own License and Universal Credits:

Simplifying Cloud Purchasing and Consumption

Cloud **Essentials**

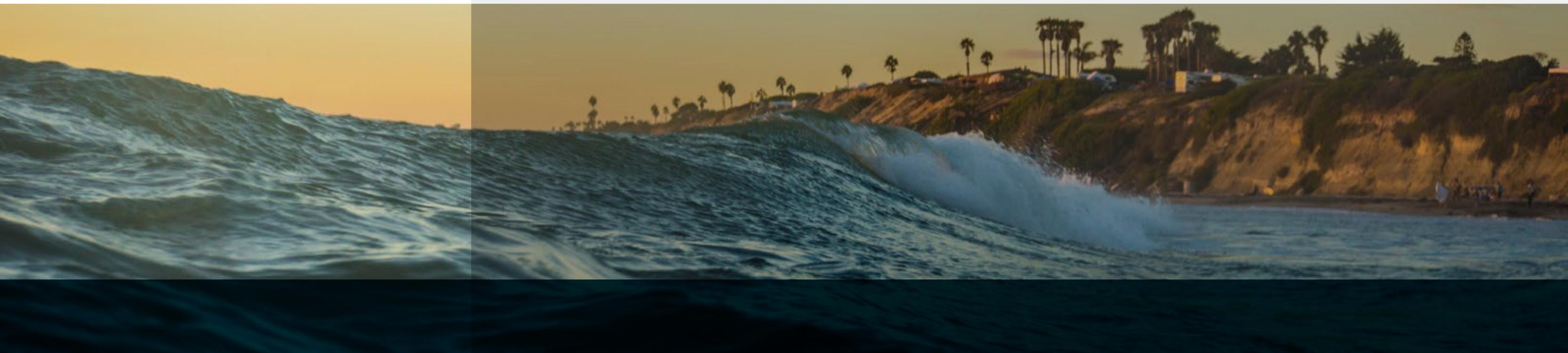
**ORACLE**<sup>®</sup>

Many organizations today, while eager to move to the cloud, have concerns around the financial obstacles that often force them to decide between the flexibility of the cloud and the need to reduce costs and risk.

At the core of the issue are the legacy on-premises investments that many companies have already made in applications, tools, and infrastructure. Without a clear-cut plan to leverage them in the cloud, organizations often balk at the notion of having to invest yet again in those same solutions.

**There are several other obstacles that make the process of moving to the cloud more challenging:**

- When it comes to paying for cloud services, many cloud providers require companies to notify them in advance of the specific cloud services they'll need, as well as how and where they're going to run them. This can hamper business responsiveness and result in unpredictably higher operational costs.
- With most cloud providers, shifting cloud spending to different platform and infrastructure services as a result of changes in business strategy is often complicated.
- Complex cloud payment models from most cloud providers today give organizations limited visibility into (and control over) cloud spending.



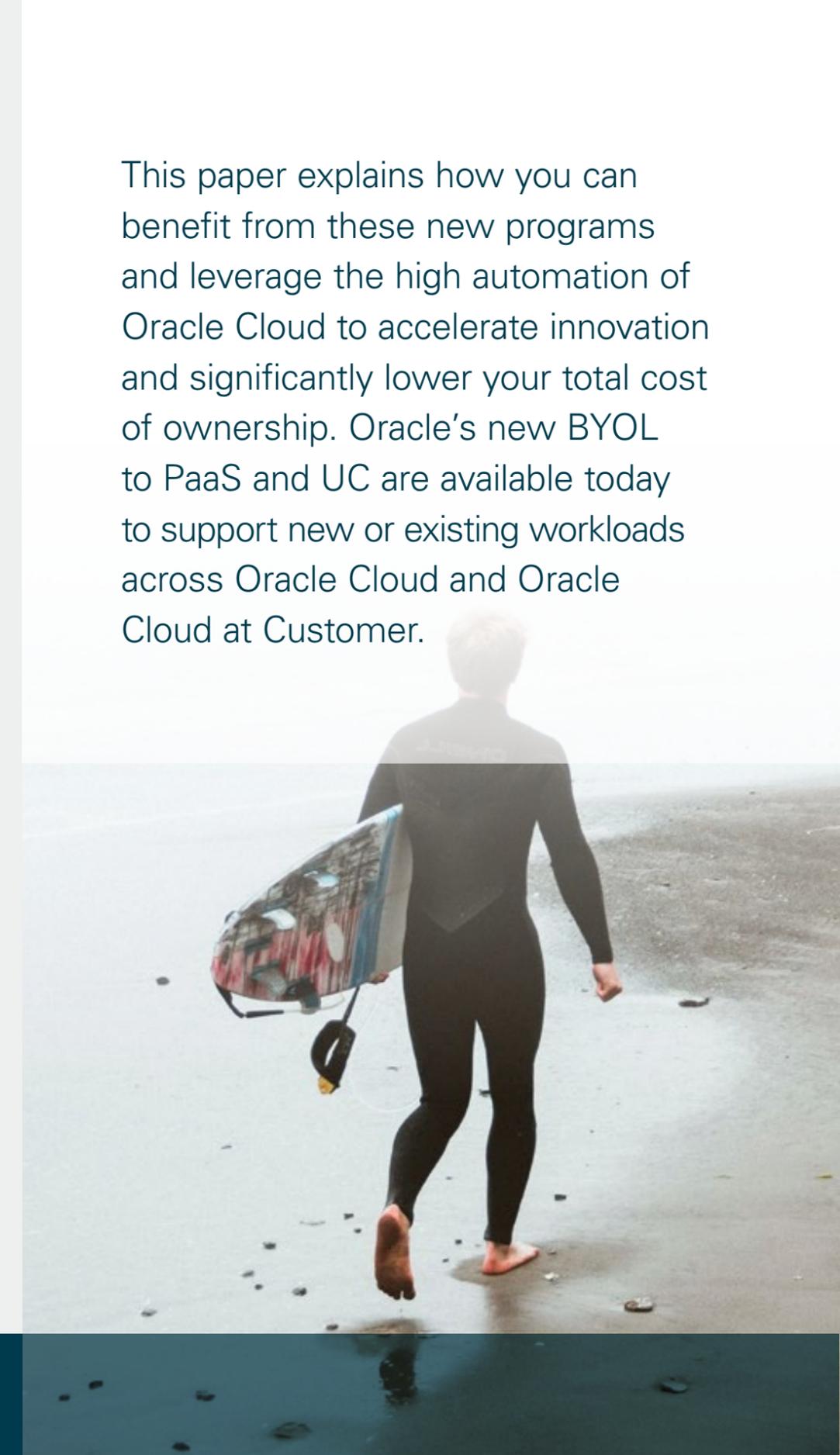
Oracle's new cloud programs, however, address these cloud-adoption challenges by making the journey to the cloud more affordable and by simplifying the way you purchase and consume cloud services. Specifically, Oracle has introduced two new programs for buying and using cloud services that help you get more value from your existing Oracle software investments with less complexity. These programs are Oracle Bring Your Own License (BYOL) to PaaS, and Oracle Universal Credits (UC).

Together, these help accelerate your transition to the cloud for greater competitive advantage with tremendous choice and flexibility. Oracle has also lowered PaaS pricing (in some cases up to 94 percent cheaper versus the previous PaaS list price) and reduced IaaS list prices as low as Amazon's, reducing barriers to cloud entry, as well as risk, for all sizes of businesses.

Oracle has always had a BYOL program in place to allow customers to bring on-premises licenses to Oracle IaaS. With this new extended BYOL program, on-premises software such as Oracle Database and Oracle Middleware can now be ported to corresponding Oracle PaaS services at the new reduced Oracle PaaS prices.

In addition, Oracle Universal Credits make the consumption of cloud services simple and flexible across PaaS and IaaS by using a single contract that doesn't require you to notify Oracle of changes. You simply pay up front and consume as you wish. In addition, you can use our Universal Credits to purchase on-demand access to all current and future Oracle PaaS and IaaS services (such as database, integration, analytics, security, compute, and storage) with a pay-as-you-go model. You can pay even less by using prepaid pricing for as long as you need.

This paper explains how you can benefit from these new programs and leverage the high automation of Oracle Cloud to accelerate innovation and significantly lower your total cost of ownership. Oracle's new BYOL to PaaS and UC are available today to support new or existing workloads across Oracle Cloud and Oracle Cloud at Customer.





## BYOL: License Mobility from On Premises to PaaS

Oracle BYOL allows you to apply licenses you own for on-premises software for equivalent, highly automated Oracle PaaS services in the cloud. Until now, Oracle customers had been limited to moving on-premises software investments only to IaaS. With this new program, however, licenses can be used for corresponding Oracle PaaS services for 100 percent workload compatibility and license mobility in Oracle Cloud.

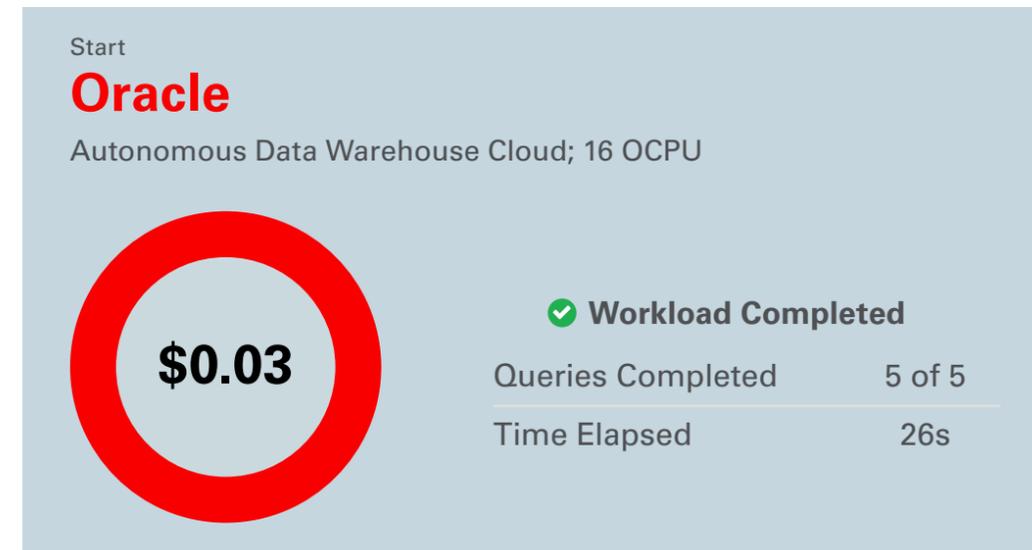
Shifting Oracle database, middleware, and analytics licenses to Oracle PaaS provides the lowest possible TCO and greatest value for customers. That value is further magnified by the power of Oracle Cloud versus the competition. Not only are Oracle IaaS list prices as low as Amazon Web Services' (AWS), but Oracle Cloud also uses less compute and storage to run Oracle database workloads than AWS.

This results in even greater savings. In addition, a large portion of the cost of running a database comes from labor rather than from infrastructure. These costs are reduced with Oracle PaaS, which offers advanced automation of processes and tools associated with the database to handle all sorts of complex configurations automatically. Additionally, Oracle PaaS services run not only on a standard cloud infrastructure; they can also run on a highly specialized database infrastructure (such as Oracle Exadata Cloud Service) giving you even better performance and reliability.

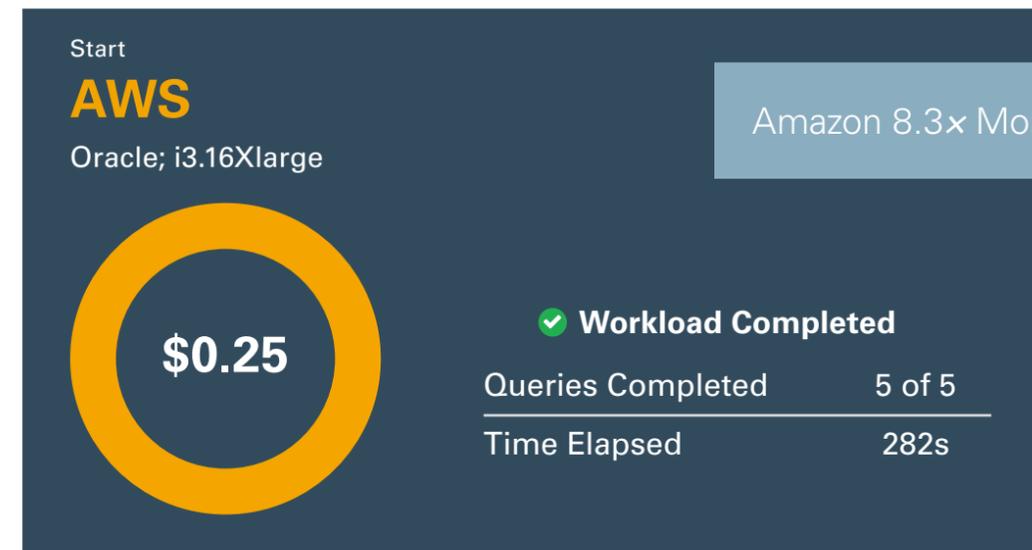
BYOL to PaaS also allows you to transfer your Oracle Multitenant 12c database license from your enterprise subscription to new Oracle innovations (including the world's first autonomous database cloud). Oracle Autonomous Data Warehouse Cloud leverages machine learning for automation for more savings.

- **Self-driving:** Eliminates human labor to provision, secure, monitor, back up, recover, troubleshoot, and tune the database. Automatically upgrades and patches itself while running. Elastically grows and shrinks compute or storage without downtime, so you pay only for what you use.
- **Self-securing:** Automatically encrypts all data. Provides automatic security updates with no downtime, along with protection from both external attacks and malicious internal users.
- **Self-repairing:** Delivers automated protection from all planned and unplanned downtime.

## Insurance Analysis Workload



*Oracle delivers lower TCO for Oracle Autonomous Data Warehouse Cloud in Oracle public cloud compared to running Oracle Database on AWS. A test running identical financial analysis workloads found Amazon's solution to be 8.3x more expensive.*

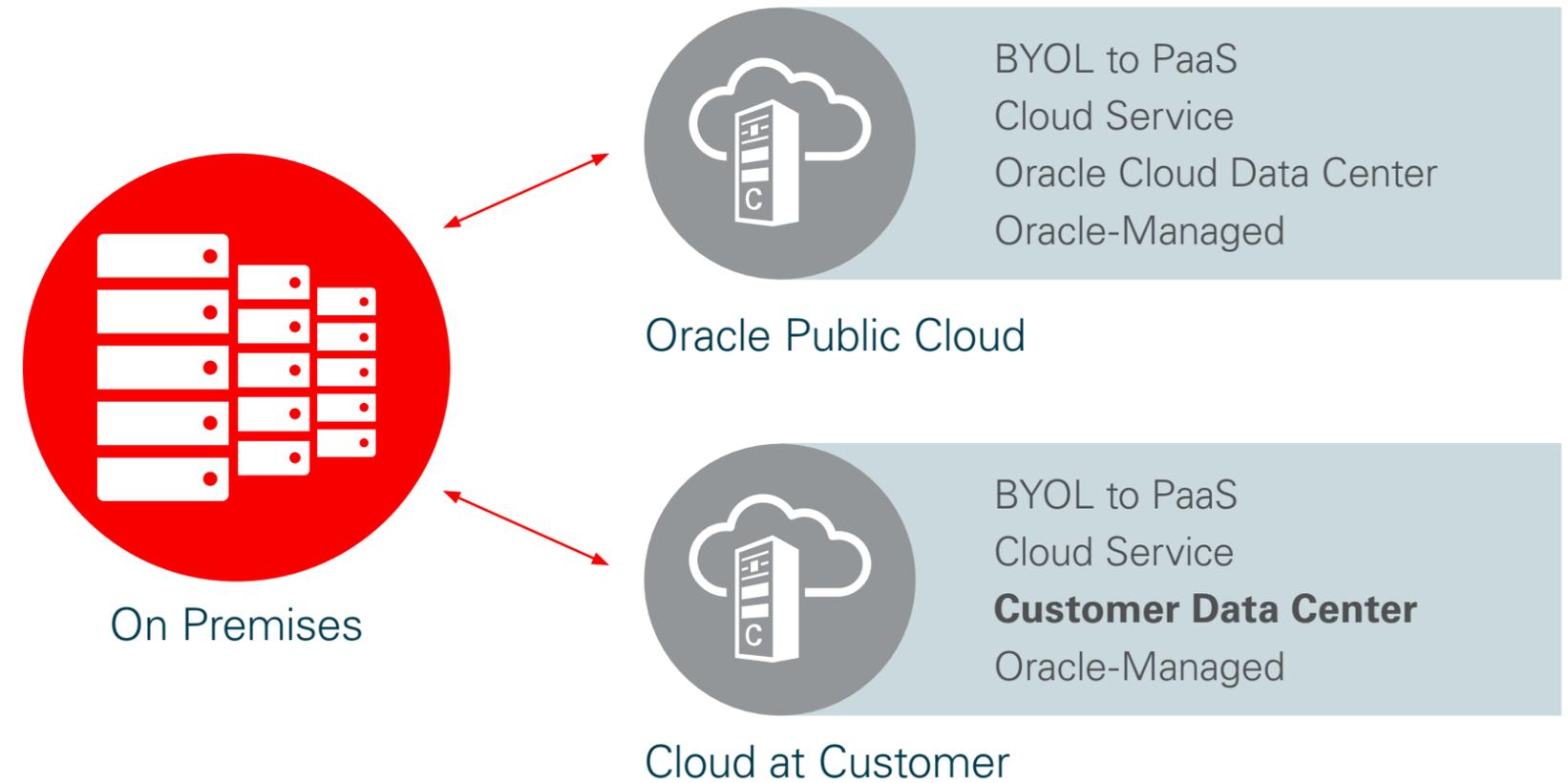


Keynote Highlights, Oracle OpenWorld San Francisco 2017, video, [oracle.com/database/autonomous-database/guaranteed.html?bcid=5595335512001&playerType=single&size=events](https://oracle.com/database/autonomous-database/guaranteed.html?bcid=5595335512001&playerType=single&size=events)



# BYOL: License Mobility from On Premises to Cloud at Customer

Oracle provides further choice with BYOL by allowing customers to apply on-premises licenses to Oracle Cloud at Customer, its solution for bringing all the functionality of its public-cloud technology to your data center, behind your firewall. Oracle Cloud at Customer is typically adopted by organizations and governments that have greater data regulations, and data-sovereignty and compliance concerns. Because data is kept in your data center, Oracle Cloud at Customer also offers lower latency for applications and databases.





## Universal Credits: Flexible Buying and Consumption for PaaS and IaaS

Beyond expanding BYOL, Oracle has dramatically eased the complexity of purchasing and consuming cloud services by introducing the concept of Universal Credits (UC). These dramatically simplify how you purchase and consume cloud services by offering a single contract to acquire, expand, transfer, or cancel any and all current and future PaaS and IaaS services.

Oracle BYOL and UC build upon Oracle's commitment to delivering the world's leading cloud solutions in the simplest, most efficient way for customers. Previously, Oracle introduced its Accelerated Buying Experience, which automates the end-to-end purchasing process, streamlining approvals, removing the need to spend endless cycles negotiating back and forth, and enabling you to order cloud services at the click of a button.

The Accelerated Buying Experience is designed to speed time to value and simultaneously free up resources. Using Oracle's own SaaS applications, including Oracle Sales Cloud, Oracle Service Cloud, and Oracle Configure, Price, and Quote (CPQ) Cloud, Oracle can now complete orders efficiently and more quickly than ever before.

Unlike many of its competitors, Oracle offers both a fast and simple buying experience, and favorable terms across the broadest set of cloud services. Also, Oracle customers now need only one agreement for their entire cloud relationship with us.

To understand the differences between Oracle's new Universal Credits and other cloud providers', let's look at a typical scenario where a customer buys US\$1,000 of credits with a provider. As an example, AWS customers need to notify Amazon in advance how they're going to use those credits—on Redshift, in the West Coast data center, or in the East Coast data center. Customers also need to explain how much is going where, and how much they expect to consume. Based on that information, Amazon calculates a discount and generates a contract.

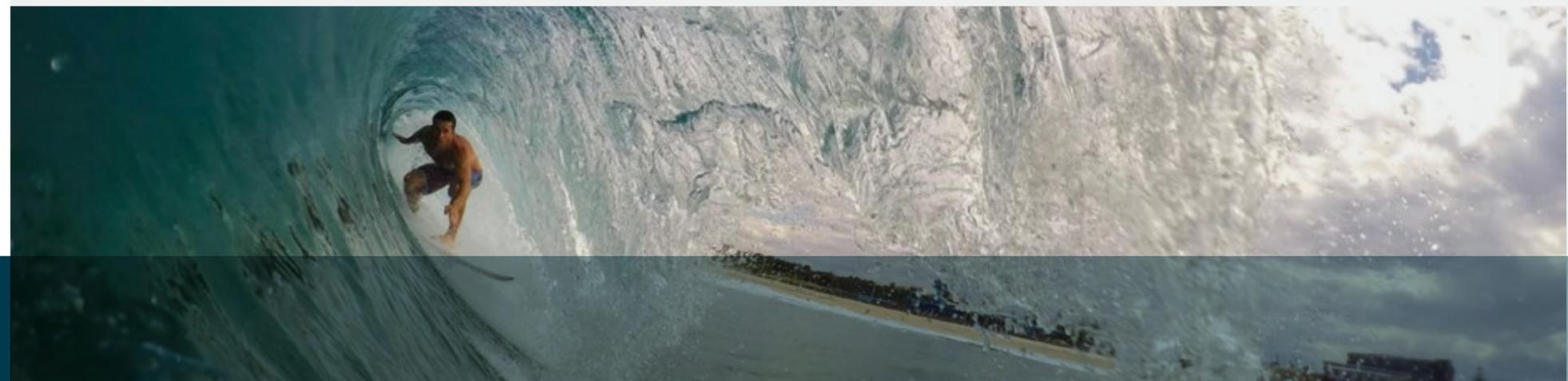
By contrast, Oracle Universal Credits has a far simpler process. You simply commit to a certain amount of spend over a specific period of time (such as US\$1,000 over the next 12 months). You aren't required to determine how much is going to be spent on IaaS or PaaS, for example, or in which data center. You're free to purchase, consume, or shift spending however you see fit over the course of the time period. Oracle determines which services you use and itemizes them against the purchased credits.

## Buying from AWS

- You specify individual services and quantities at contract/booking for reserved instances
- The services and data center for provisioning are locked into the initial order for reserved instances
- You may need to sell the reserved instance on the secondary market, buy a new instance, then migrate to that new instance
- A new order is required to utilize latest services

## Buying from Oracle

- You select Monthly Flex and dollar amount at contract signing
- You utilize any infrastructure and platform cloud service anywhere, anytime
- You can switch services as needed without notifying Oracle
- You can adopt the latest services as they're released without signing an order document



The credits also apply to any new services Oracle releases, such as Oracle Autonomous Database. With Oracle UC, you don't need a new contract for new services. You simply select the service, and it's applied against your Universal Credits.

Universal Credits are applied to anything you want to use. Data can be moved, for example, from one data center to another without notifying Oracle. Similarly, cloud services can be cancelled and credit can be reapplied to another service. Discounts are determined by dollar volumes and whether you choose a monthly or annual commitment. Specific SLAs, limitations, and liabilities can still be negotiated.

## Consumption Choices

Pay as You Go (PAYG)	Universal Credits Monthly Flex
<ul style="list-style-type: none"><li>• No upfront commitment</li><li>• Pay only for what you use</li><li>• Pay in arrears based on usage</li></ul>	<ul style="list-style-type: none"><li>• One-year minimum term</li><li>• Agreed-to monthly spend</li></ul>
<ul style="list-style-type: none"><li>• List price</li><li>• Built for land and expand</li><li>• Best when usage is uncertain</li><li>• Elastic payments based on usage</li></ul>	<ul style="list-style-type: none"><li>• PaaS savings versus PAYG start at 33 percent</li><li>• Additional discounts based on size and term of deal</li><li>• Predictable spending</li><li>• Spend more, save more</li></ul>

Oracle continues to offer a pay-as-you-go approach to using cloud services on demand. With UC, larger volume discounts are available with monthly or annual commitments. These are often favored by large corporations or governmental agencies.

# The Simplicity of Buying and Consuming Cloud Services

Oracle uniquely provides the most flexibility and choice for cloud purchasing and consumption, with immediate business benefits:

- Bring Your Own License (BYOL) empowers existing customers with license mobility for Oracle PaaS to exchange at new lower PaaS pricing
- Universal Credits (UC) make contracts easy and consumption flexible, allowing customers access to all current and future PaaS and IaaS solutions
- There's the ability to upgrade PaaS and IaaS services using current subscription
- You have access to new services with current subscription
- There's elastic scaling of prepaid PaaS and IaaS instances
- There is service portability across Cloud at Customer and the public cloud
- Lower list prices, higher performance, and more automation provide the industry's lowest total cost of ownership



# Capitalize on Oracle Cloud Platform Now

With Oracle's new BYOL and UC programs, it's easier than ever for you to purchase and consume all current and future Oracle Cloud solutions. Oracle's complete, open, secure, intelligent solutions provide maximum flexibility and choice for you to build your own unique path to the cloud rather than follow a provider's cookie-cutter plan. Oracle's broad and deep portfolio of services makes it possible for you to address any business challenge by moving to cloud, using emerging technologies, such as artificial intelligence (AI), machine learning, blockchain, chatbots, and more to shift your focus from maintaining IT investments to innovating new ways to compete and succeed.

## Move workloads.

Oracle Cloud Platform provides the choice and freedom to sequence workload migrations however you'd like—from SaaS, PaaS, or IaaS. You can lift and shift apps, databases, and VMs to IaaS without the cost and complexity of manual migrations and rewrites. Or you can lift and shift workloads directly to PaaS, allowing you not only to retire infrastructure and reduce cost (some customers claim

up to 60 percent reduction in TCO), but also get the benefits of automation so that you can focus on outcomes versus administration. In addition, you can improve overall application performance and leverage analytics in the cloud.

## Develop and deploy.

Oracle's integrated, standards-based solutions for developing and deploying apps are technology-agnostic, providing more choice for development environments. Built with DevOps in mind, Oracle includes automation tools for continuous deployment, with integrated security and management tools for monitoring, compliance, and governance. Oracle also makes it possible to build modern cloud-native apps, including microservices, APIs, mobile apps, and chatbots.

## Modernize data management.

Oracle's integrated, comprehensive cloud platform manages any data (structured or unstructured) and supports any application with the ability to scale—from new custom apps to data warehousing to real-time analytics. It allows you to consolidate your database footprint to reduce costs, while also offering automated tooling for upgrading, patching, and provisioning that can improve productivity.

## Connect and extend.

Critical to supporting the journey to the cloud is providing a platform that allows customers to connect apps, data, APIs, and content across clouds and on premises. Oracle automates and orchestrates business processes across systems and applications, with the ability to extend capabilities, differentiate, and create modern experiences—for customers or employees.

## Insights for business transformation.

Oracle Analytics Cloud allows customers to visualize business performance by asking any question of any dataset, going beyond dashboards to see hidden signals and explore unanswered questions. Powerful predictive and modeling tools anticipate outcomes, asking what-if questions and quickly building and evaluating a range of possible scenarios. Oracle allows you to build enterprise data lakes to drive innovation and democratize data access. You can also leverage traditional and new data types to discover operational efficiencies and innovation.





# Oracle Cloud Platform

**Complete:** Best-of-breed and integrated solutions in every cloud category—data, software, platform, and infrastructure

**Open:** Standards-based platform that supports all workloads, apps, languages, and data types

**Secure:** Automatic, always-on encryption that extends throughout the entire cloud stack, all the way down to the silicon layer

**Choice:** Flexible deployment options—public, private, Oracle Cloud at Customer, and hybrid cloud

**Intelligent:** Artificial intelligence and machine learning in every cloud category—data, software, platform, and infrastructure

# Cloud Essentials

## Oracle Cloud Platform

Thousands of customers, including some of the world's most recognizable brands, have embarked on the journey to transform their business processes with Oracle's robust cloud platform.

Contact your Oracle account manager to start your journey to the cloud, or visit [oracle.com/byol](https://oracle.com/byol) to learn more.

Try Oracle Cloud today. Go to [cloud.oracle.com/tryit](https://cloud.oracle.com/tryit).



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