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**Authors:**

Harsh Singh  
Richard L. Villars  
Natalya Yezhkova

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## Business Value Highlights

**256% return**  
on investment

**Six months**  
to breakeven

**47% reduced**  
total cost of operations

**69% more**  
efficient IT infrastructure staff

**73% reduction**  
in unplanned downtime

**40% reduction**  
reduction in IT infrastructure costs

**\$479,000**  
additional new revenue gained  
per year

**\$1.93 million**  
total average benefits per year

**40% faster**  
time to market

# Exadata Cloud at Customer Optimizes Database Performance, Reduces Operational Costs, and Contributes to Better Business Results

## EXECUTIVE SUMMARY

The transformation of businesses and entire industries through the expanded use of digital technologies is expected to scale dramatically in the coming years.

Data — its generation, delivery, concentration, and exploration — is at the center of this major shift in how organizations connect with customers in new ways, develop new revenue sources, and improve operational efficiency. While many information technology (IT) organizations struggle to simply survive the ongoing data deluge by focusing on containment and control, leading IT organizations are making investments in solutions that improve business agility, enable faster adoption of new technologies, and dramatically reduce the costs of deploying and maintaining data-centric services across the entire organization. These investments make it possible for enterprises to capitalize on their data and thrive in this new digital business landscape.

Oracle Exadata Cloud at Customer is a service designed to combine the Exadata database platform with the agility and elasticity of the cloud deployed in the customer's datacenter. In September 2019, Oracle introduced a new generation of Oracle Exadata Cloud at Customer services, called Oracle Gen2 Exadata Cloud at Customer, that leverages the next generation of compute, memory, and network technologies. It also includes software enhancements that improve local and remote operational scale and agility.

IDC conducted research that explored the value and benefits of customers using the initial Oracle Exadata Cloud at Customer services over the past several years to optimize the standardized array of tasks and processes performed in their IT and database infrastructure. IDC interviewed multiple Oracle customers using the service and found that they were realizing significant benefits by leveraging its capabilities to help IT teams be more productive and responsive to business needs. Based on IDC's calculations, these organizations realized average benefits worth \$1.93 million per organization per year, a 256% return on investment (ROI), and a break-even point of six months by:

- » Improving the efficiency of IT infrastructure teams by 69% through optimizing tasks and processes related to database provisioning and operations
- » Providing better support to lines of business (LOBs) by increasing transaction rates by 59%, improving time to market by 40%, and increasing end-user productivity by 22%
- » Reducing IT infrastructure costs by 40% and unplanned downtime by 73%