

The Power of the Platform: Monetization Cloud on Gen2 Oracle Cloud Infrastructure

As Larry Ellison said in his 2018 OpenWorld keynote, “It’s our robots against their robots.” Announcing Gen2 Oracle Cloud Infrastructure, Ellison focused on world-class security, autonomous capabilities, machine learning, and unparalleled performance.

Oracle Monetization Cloud is a fully cloud-native application, delivering the benefits of a full microservices architecture on Oracle Cloud Infrastructure. This provides customers with many important business and technical advantages.

While most of their competitors linger on first-generation clouds with commodity infrastructure lacking enterprise-grade capabilities, business leaders who shift to Gen2 rest easier knowing they are protected from security threats and can grow without limits – selling as much as their customers want even at peak times. Their monetization solution is always updated with the latest capabilities to differentiate in competitive markets by offering innovative subscription and consumption-based services. They are optimizing their business operations with advances in adaptive intelligence, machine learning, and digital engagement.

CLOUD NATIVE BENEFITS

Monetization Cloud consists of dozens of microservices that can scale independently according to a customer’s needs. Each microservice has its own independent lifecycle and can be patched, upgraded and elastically scaled without impacting other microservices. Running on the latest virtualization technology – including Kubernetes management and immutable docker container virtualized services - Monetization Cloud has fully automated provisioning, deployment and operational processes. Monthly releases and rolling upgrades are delivered with no downtime or effect on service level agreements.

GEN2 SECURITY BENEFITS

In an era of constant cyber-threats, world-class security is a critical factor when customers select cloud vendors. Ellison said at OpenWorld, “The design goal of Oracle’s Gen2 Cloud is one secure platform to run everything. It’s easy to say, very hard to do, to build a secure cloud. It required a fundamental re-architecture of our cloud... We’ve used a lot of the latest



Oracle's Larry Ellison says Gen 2 Cloud is a highly secure platform for the enterprise.

artificial intelligence and machine learning to find threats. You’re not fighting with both hands tied behind your back anymore.”

Ellison described ever-vigilant autonomous robots who erect impenetrable barriers and Star Wars style cyber defenses from core to edge.

Gen2 Cloud further ensures security by separating the cloud control plane from applications like Monetization Cloud, resulting in a secure platform and secure subscriber and financial data.

On Gen2, Monetization Cloud has upgraded to SHA-512 data security encryption across the application, including database cloud. Zero human touch, fully autonomous deployment provides additional security.

GEN2 SCALABILITY BENEFITS

Gen2 Cloud is built specifically to help enterprises run the most demanding workloads securely. Monetization customers don’t want their systems to limit their rapid growth but rather want the ability to process billions of transactions and manage tens of millions of accounts and invoices. In her report “Next-generation Cloud Capabilities Underpin Oracle Monetization Cloud 18C Release,” Ovum analyst Chantel Cary wrote, “The Oracle Cloud 2.0 platform provides CSPs with greater usage scalability – a key feature, especially when putting high-volume systems such as revenue management into the cloud.”

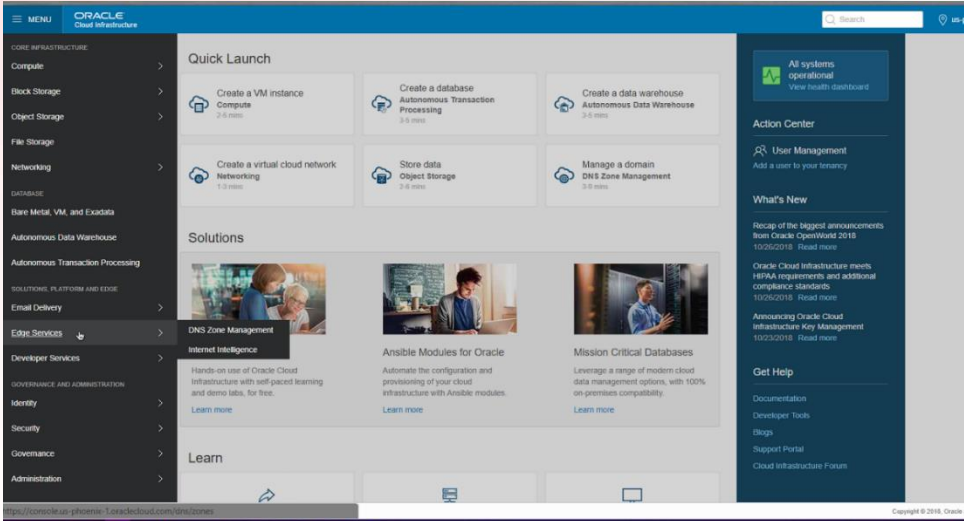
GEN2 PERFORMANCE, SPEED AND AVAILABILITY BENEFITS

In striking on-stage demonstrations, Ellison proves the performance and speed of Gen2 over any competitor’s cloud. Those capabilities, coupled with no downtime enabled by microservices, deliver unmatched performance and availability. Multiple peer services are deployed across separate availability domains so if one service degrades or loses connectivity, the Kubernetes-managed platform starts a new service within microseconds, enabled by highly secure 30-gigabyte optical links between environments.

CLOUD INNOVATION

Oracle invests more than \$6 billion per year on Research and Development and those investments in transformational technologies are deployed across cloud services. With accelerated release cadences on Gen2, Monetization Cloud has the tools and capabilities to quickly adopt innovations in areas such as adaptive intelligence, voice interaction, machine learning, blockchain, and more. These capabilities power Monetization Cloud customers’ ability to optimize offers, provide engaging digital experiences and monetize new business models.

EXTENSIBILITY AND INTEGRATIONS



Monetization solutions operate in complex solution ecosystems with many required points of integration and requirements for extensibility. The Gen2 platform facilitates this with intuitive tools like Visual Builder Cloud Service to create custom user interfaces and Oracle Integration Cloud for plug-and-play connections. Monetization Cloud's REST APIs and adapters make it easy for customers to quickly integrate with Oracle and

third-party systems for everything from point of sale to ERP. Gen2 accelerates selection and provisioning of a wide variety of autonomous and class cloud services.

CONCLUSION

Unlike other monetization providers that run monolithic architectures on decade-old first generation cloud infrastructure, Oracle Monetization Cloud delivers the full benefits of being cloud native and running on Gen2: granular control of each microservice, security, scalability, performance, speed, availability, and cloud innovation. These advantages underpin the rich functional capabilities that enable Oracle's monetization portfolio to support customers around the world. Managing billions of dollars in subscription revenue each month, Oracle continues to lead the market in digital monetization for both the subscription-driven enterprise and the emerging communications industry standards for 5G. Oracle is the only company that brings the power and sophistication of a communications-grade billing engine to the next-generation cloud for all industries.

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Integrated Cloud Applications & Platform Services

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