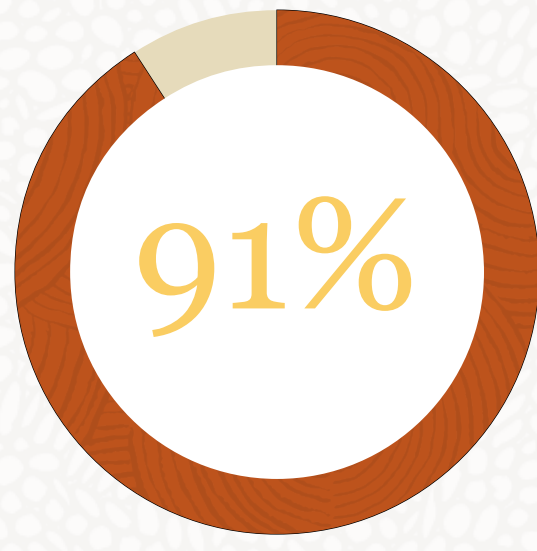ORACLE

Oracle Autonomous Data Warehouse:

—

Unmatched Flexibility, Simplicity, Scale

91%

In IDG's latest Digital Business study, 91% of the participating organizations reported that they had adopted, or **plan to adopt, a digital-first business strategy** driven by customer experience, process efficiency, and new revenue.

Although **two-thirds** of the respondents to a survey by the Business Application Research Center said information is highly valued for decision-making now,

58%

said their companies base at least half of their management decisions on "gut feeling."

Why is that?

One reason is that the availability of data warehouses to power business intelligence and predictive analytics has been constrained by cost, complexity, and scalability.

Legacy data warehouses are limited in their ability to support the compute and storage demands of explosive data growth.

Cloud computing is eliminating those traditional barriers, by enabling data warehouses to be available to anyone with a simple setup and immediate availability.

Gartner predicts that by 2022,

75%

of all databases will be deployed on or will have been migrated to a cloud platform.

But not all cloud offerings are alike.

Many are repurposed **"lift-and-shift" versions of on-premise applications that require substantial IT effort to load, tune, and manage.** Others are built for the cloud but either don't run on premise or integrate poorly with an organization's existing databases.

The Value of an Autonomous Data Warehouse

In 2018 Oracle introduced the concept of an autonomous database. This radical design redefines database management by using machine learning and automation to **reduce human labor; decrease human error; and ensure high levels of reliability, security, and operational efficiency.**

Oracle Autonomous Database is tightly integrated with the underlying hardware to permit rapid deployment, high levels of elasticity, and automated tuning and administration.

Oracle Autonomous Data Warehouse is designed to deliver industry-leading database technology with unmatched flexibility, enterprise scale, and simplicity. The goal is to ensure that businesses get more value from their data faster and manage their data more effectively.

Oracle Autonomous Data Warehouse is also tightly integrated with Oracle's transaction database engines.

Go here to learn why more and more customers are turning to cloud native solutions that combine nearly limitless scale with operational simplicity and autonomous features.

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