

# Integrate, Accelerate, Lead

There's big value in big data, but how to get the most out of it can be a challenge – especially when the landscape is changing so quickly. Oracle Cloud Platform can help you integrate big data into your modern enterprise, accelerate innovation and lead the transformation of your company. As part of Oracle Cloud Platform, Oracle Big Data Cloud Service and Oracle Big Data SQL Cloud Service seamlessly integrate data from Hadoop, NoSQL, and Oracle Database. With these dedicated, integrated and flexible tools, you can focus on the data and leave the infrastructure management to Oracle.

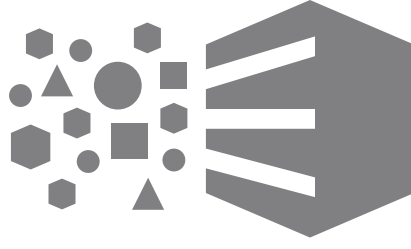
## SIMPLIFYING YOUR MOVE TO THE CLOUD

Oracle helps you transfer your data warehouse to the cloud and smoothly integrate your most important information with Hadoop and NoSQL – all while cutting your capital outlays.



### Maintain your data warehouse in the cloud, not on-premises:

- ▶ Pay a monthly expense
- ▶ Eliminate large upfront capital expenditures



### Add value from big data without:

- ✗ Retraining employees
- ✗ Overhauling existing applications



### Access and analyze the data you need when you need it

## SPEEDING DEVELOPMENT OF NEW APPS

Oracle Big Data Cloud Service makes it easier and faster to develop and test expanded uses for your vast amounts of information. With just a few mouse clicks, you can:



Deploy quickly



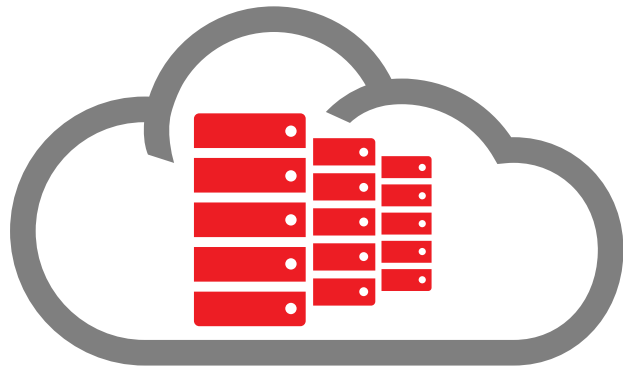
Scale development and test environments



Avoid burdening your IT staff

## ACCELERATING ANALYSIS AND VALUE

Extracting valuable insights from big data and merging them into existing business-critical processes can be complex and time-consuming. Oracle makes that analysis simple and quick through:



A versatile and powerful cloud environment



The ability to effortlessly tap into:

- Oracle software
- Latest technologies in the Hadoop ecosystem
- Your own applications
- ISV applications

## BACKED BY THE INDUSTRY LEADER

Through the power of Oracle you can ramp up your business by taking what you've learned from big data and flawlessly integrating that information with existing data, infrastructure, applications, and processes. Together, Oracle Big Data Cloud Service and Oracle Big Data SQL Cloud Service are:



### Dedicated

Count on consistently high performance today, tomorrow, always



### Elastic

Scale up and down as you need



### Secure

Relax because Oracle Big Data SQL extends the security of Oracle Database to data in Hadoop



### Comprehensive

Access a broad portfolio of supported software that allows you to analyze massive volumes of data for faster business insights:

- Oracle R
- Oracle Big Data Connectors
- Oracle Big Data Spatial and Graph

Drive innovation and business transformation using the industry's #1 Enterprise Cloud Platform.

Learn more at: [cloud.oracle.com/bigdata](http://cloud.oracle.com/bigdata)

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