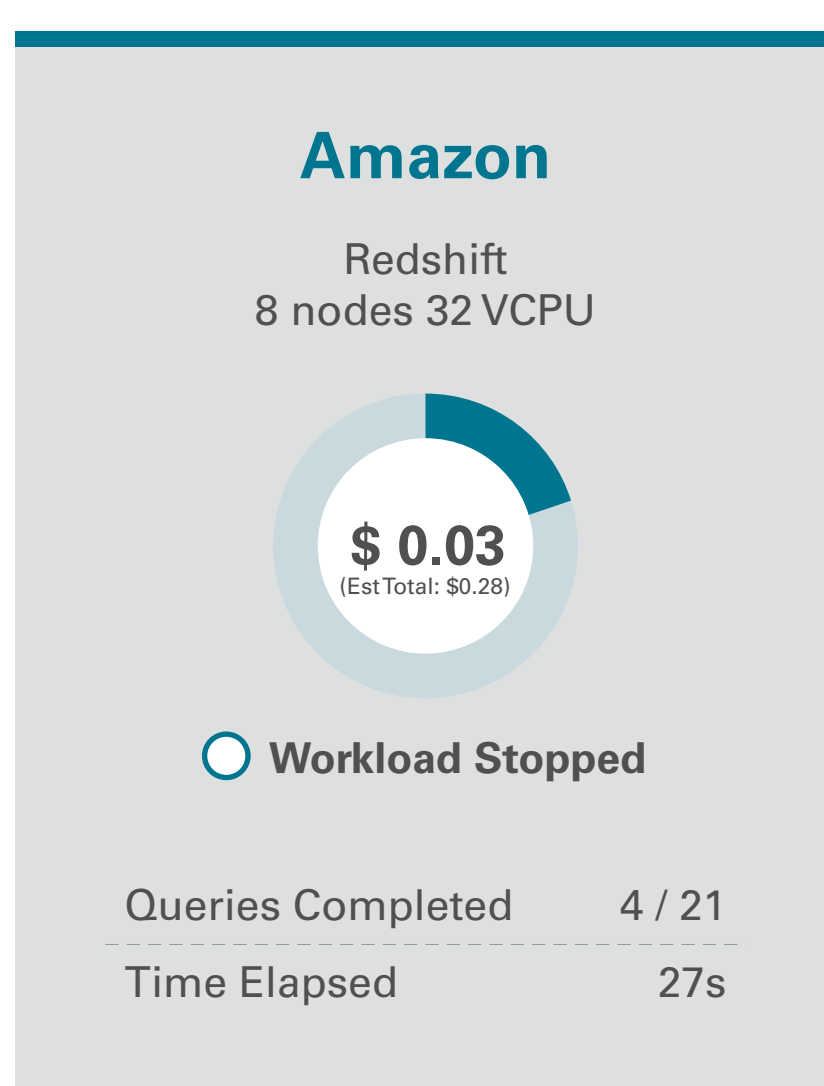
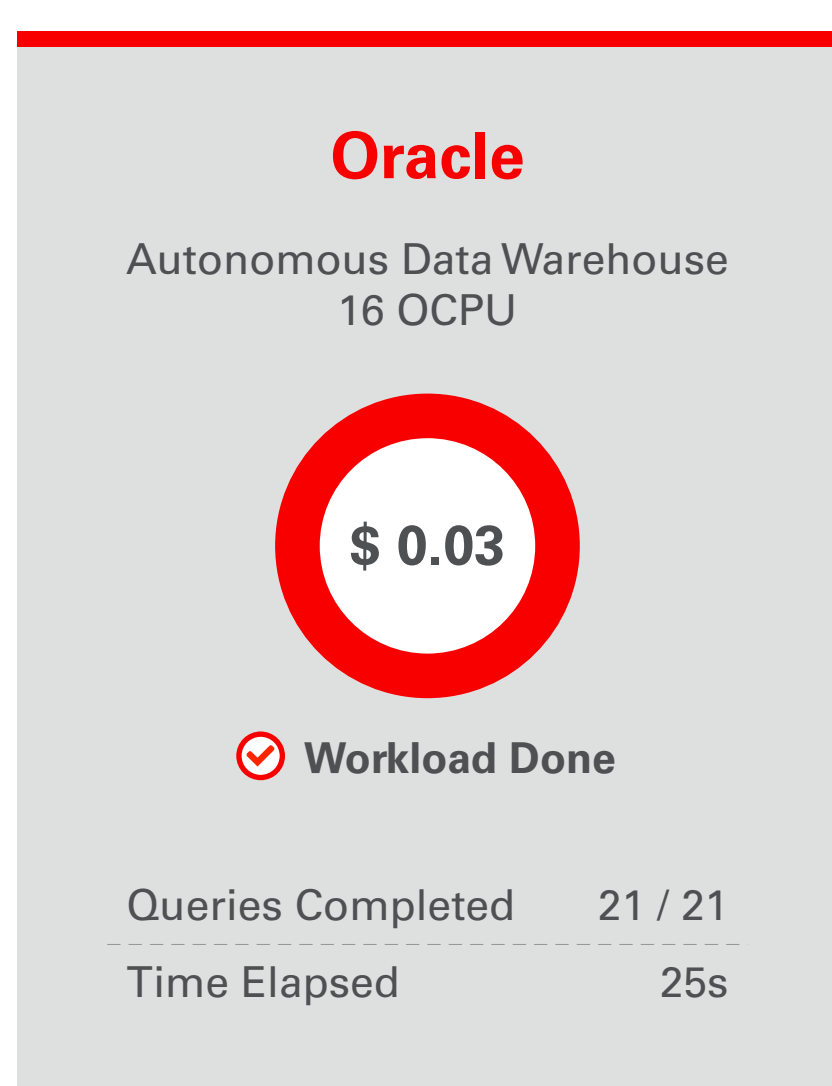


# Unlock your business potential with Oracle Autonomous Database



[Demo Video](#)

## GOING AUTONOMOUS DECREASES COST AND INCREASES PRODUCTIVITY

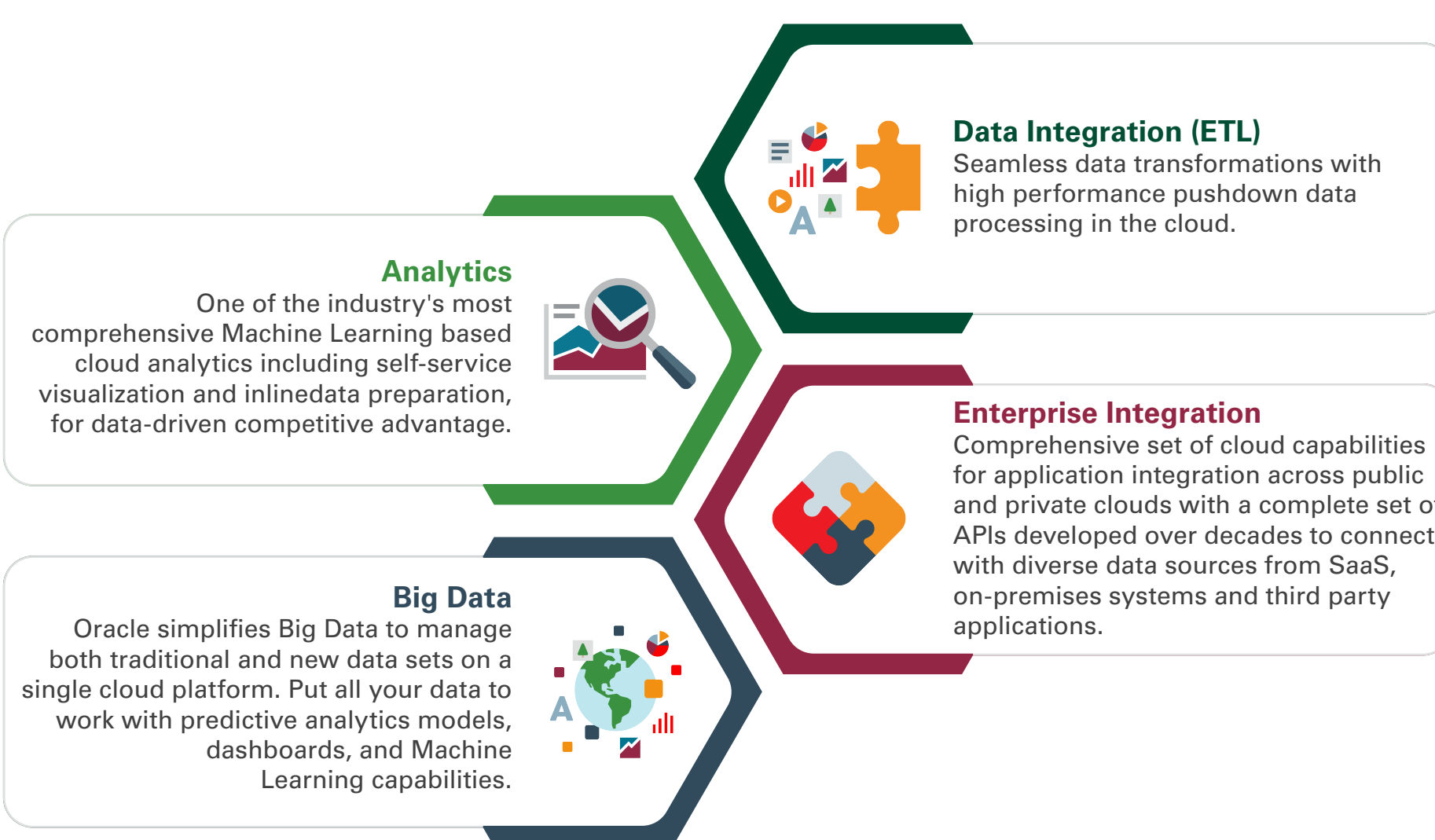


**Disclaimer:** Two demos running identical analysis publicly at Oracle OpenWorld 2018. Oracle using 16 OCPU / Amazon using 8 nodes 32 VCPU

**\$ 14x Better Price Performance**

ORACLE® Autonomous Data Warehouse	Cloud Data Warehouse Capabilities	Amazon Redshift
"Load and Go!" No DBA expertise required to provision, backup, secure, or patch	Machine Learning Driven Automation in the Cloud	Requires manual tuning and specialized DBA expertise for analysis and design, and testing iterations before go-live
Runs on Exadata backbone with enterprise class capabilities	Designed and Optimized for Data Warehouse Performance	Runs on generic AWS infrastructure with limited concurrency and adverse performance
99.95% Availability (only 4 hours of downtime per year) with fully automated backups and RAC for compute node failures	Higher Availability	Claimed availability of 99.95% does not include upgrades, patching, bugs, scaling, or outages and lacks clustering capabilities
Auto applies security patches and upgrades with complete tenant and data isolation	Self-Securing	Shared tenancy and no isolation of operational users from customer application data
Single data warehouse – scaling compute or storage is not constrained by fixed blocks	True Elasticity and Easy Scalability	Storage and compute must scale together, requiring cluster shutdown and driving up cost

## A SUCCESSFUL DATA ANALYTICS ENVIRONMENT ALSO NEEDS



## WHAT THE ANALYSTS ARE SAYING

**IDC** ANALYZE THE FUTURE **The Future Is Autonomous**  
 "The future of autonomous products like Oracle's Autonomous Database is bright"  
 – Carl Olofson, Research VP, IDC  
[Learn more](#)

**Ovum** **Accelerates Performance**  
 In tests Oracle Autonomous Data Warehouse outperforms a control database by over **270%**  
[Learn more](#)

**WinterCorp** **Research Note: Oracles Autonomous Data Warehouse**  
[Learn more](#)

**Harvard Business Review** **Havard Business Review Analytic Services Review Report: The Rise of Intelligent Automation**  
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**kuppingerco** **Report: Security by Default**  
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