



## Data Warehouse In The Cloud

Bringing Decades of Data Management Innovations to the Cloud



Data warehouses continue to grow in complexity and scope, motivating many organizations to move these important IT assets to the cloud. Oracle's cloud-based data warehouse offerings can handle many types of data and support many types of analytic systems. Customers can complement and extend their traditional data warehouse installations with flexible and cost-effective cloud-based services.

### From Simple Cost Savings to Advanced Monetization

Today's data management journey is leading many organizations to the cloud. But unlike traditional data warehouses, which primarily stored data in relational tables, modern data warehouses must be able to store data from many different sources including web pages, social media feeds, search indexes, and equipment sensors. The sheer scale and velocity of incoming data is placing crushing demands on traditional data marts, enterprise data warehouses, and analytic systems. Can a Data Warehouse-as-a-Service (DWaaS) cloud solution help customers meet these demands?

More and more customers believe the answer is yes—and they are proving it on the front lines. Common cloud implementations include hosted enterprise data warehouses, “sandbox” development environments, line-of-business data marts, and database backups (which are often used for disaster recovery operations.) In addition, forward-looking organizations are turning to the cloud to drive new revenue streams. Popular use cases include high-performance data management projects, data warehouses coupled with cloud computing analytics, and big data cloud implementations. These pioneering uses of DWaaS clouds are important because they allow companies to stay ahead of their competitors by capturing the full value of their data, while increasing business agility and enabling analytics as a revenue engine.

A handful of vendors now offer data warehouse cloud services, but only Oracle offers a complete platform-as-a-service (PaaS) environment that allows integrated control of both hardware and software, with the option to use Oracle Database Exadata Cloud Service for extreme performance.

### Capturing Value from Cloud Deployments

Whether you are an experienced cloud user that wants to tap into the speed and performance of a hosted data warehouse platform, or you simply want to set up a cloud

#### TOP CHALLENGES FACING TRADITIONAL DATA WAREHOUSES

- Unable to scale to meet the relentless growth in data and users
- High costs for acquisition and maintenance of server and storage infrastructure
- Slow and lengthy deployments
- Difficulty handling multiple data types in an era of IoT and big data

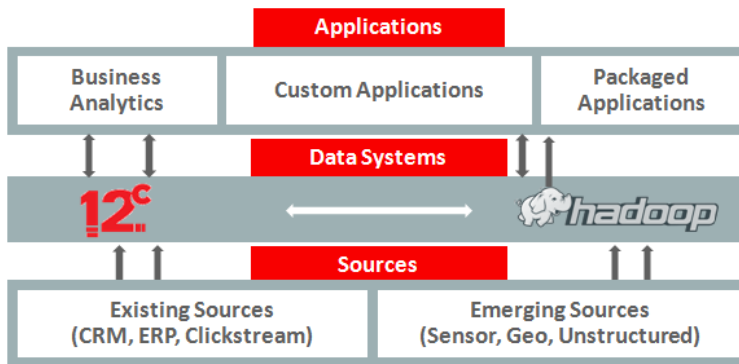
#### ORACLE DATA WAREHOUSE CLOUD DIFFERENCE

- 37 years of data management experience
- #1 database in the market
- 100% compatibility between cloud and on-premises Oracle deployments
- Instant access to high-performance analytics
- Enterprise grade infrastructure
- 20 cloud data centers worldwide

“ORACLE CONTINUES TO BE THE MOST WIDELY USED DATA WAREHOUSE SOLUTION FOR ON-PREMISES AND IS NOW STARTING TO MAKE ITS PRESENCE FELT IN THE CLOUD . . . ORACLE'S DOMINANT POSITION IN THE DATABASE MARKET, GROWING SUPPORT FOR DATA MANAGEMENT APPLIANCES, AND END-TO-END DATA INTEGRATION PLATFORM GIVE IT A COMPETITIVE ADVANTAGE.”  
- FORRESTER RESEARCH, 2015

database for secondary storage, Oracle has the cloud services you need.

Many business critical analytics are derived from structured data located in a CRM system, marketing database, supply chain management system, or other traditional sources. Oracle's database cloud services support these structured databases as well as many new types of unstructured data. Oracle Cloud can handle hybrid models that include structural data along with unstructured data in No SQL and Hadoop. Thanks to its extensive database cloud services, Oracle's hybrid cloud environment is 100 percent compatible with Oracle on-premises environments. Oracle Database works identically in both environments, giving customers plenty of deployment flexibility to move their data and analytics from one to the other.



## Why Provision Oracle Data Warehouse Cloud Services?

**Speed of deployment:** Data warehouse cloud services reduce the cost and complexity of managing on-premises systems so customers can focus on extracting value from their data rather than on maintaining hardware and software infrastructure. Because Oracle has the unique ability to innovate on both hardware and software, customers can deploy Oracle Database and related applications much more quickly than with Amazon, Microsoft, or any other cloud service.

**Industry mandates:** Organizations in industries such as healthcare and financial services have regulatory requirements mandating the duplication of data. A cloud database can help them fulfill these mandates. In addition, maintaining a data warehouse in the cloud makes it easy to distribute data to geographically dispersed systems and workgroups, including analytic initiatives and departmental BI workgroups.

**Big data enablement:** Industry analysts recommend that companies utilize a hybrid transactional and analytical platform to fully extract the value of all their consumed or ingested data. Oracle's data management cloud services enable customers to create these hybrid platforms by deploying business analytic solutions tethered to Oracle Database 12c, while offering a secondary data path leveraging Hadoop as the engine for new data sources.

**Accelerated analytics:** Many customers use Oracle Database on premises for routine database management tasks. If they have a temporary need for extreme performance to conduct intensive analytics they can use Oracle Database Exadata Cloud Service as a fast and efficient way to gain extra capacity for temporary projects. Customers look to Oracle Cloud for elastic compute and storage resources that address the peaks and valleys of fluctuating consumption. For more information on Oracle Data Management Cloud Services please visit [cloud.oracle.com/database](http://cloud.oracle.com/database).

### POPULAR MOTIVATIONS FOR MOVING YOUR DATA WAREHOUSE TO THE CLOUD

- Rapid turn-up of departmental data marts
- Easy migration of on-premises database to Oracle Database Cloud
- Fully integrated with other Oracle cloud services such as Oracle IaaS and Oracle Business Intelligence Cloud and 3<sup>rd</sup> party analytics tools
- Easy management and automated cloud tooling
- Elastic compute and storage resources
- Reduced IT costs
- Plug-and-play sandboxes for team development
- Cloud backup of mission critical data
- On-demand analytics for improved business agility

"ORACLE OFFERS TRUE ENTERPRISE GRADE CLOUD SOLUTIONS THAT ARE ENGINEERED FOR A COMPATIBLE HYBRID-CLOUD DEPLOYMENT."  
- GARTNER

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Integrated Cloud Applications & Platform Services

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