ORACLE
Linux

# Embedding Oracle Linux and Virtualization

Design an optimized, cost-effective solution for your business.

## LEVERAGING ORACLE FOR YOUR SOLUTIONS

Oracle recognizes that if you are distributing a complete solution with Oracle Linux and Virtualization you need to be treated a little differently than a typical end user. Oracle recognizes these solutions require a partnership. When you include Linux and Virtualization as part of your end user solutions and company offerings, Oracle is prepared to add value and support your solutions.

## BUSINESS BENEFITS

Choosing to embed Oracle Linux and Virtualization in your solutions can have a positive impact on your business. A few of the primary benefits you can expect to achieve include:

- **Reducing Cost Of Goods Sold (COGS):** If you are using or are planning to use and distribute Linux as part of your offerings, you know the importance of COGS in your solutions and the impact on your pricing and margins. Choosing to embed Oracle Linux and/or virtualization can help significantly reduce your COGS and as such increase your competitiveness and gross margins.
- **Expanding market access and footprint:** Oracle Linux is an operating environment that includes an OS, virtualization, cloud native tools and management software, allowing you to expand your footprint from mid market to enterprise or vice versa. This can allow you to present solutions and offerings with an MSRP which is relevant for your target market, driving top line revenue and margins. Oracle Linux supports both x86-64 and 64-bit Arm (aarch64) architectures, allowing your solutions to fit your target new markets.

  If you currently have appliances, devices or instruments which are bound to hardware, Oracle VM VirtualBox has the capability of creating an equivalent virtual appliance. This allows you to expand your markets by removing the cost of hardware from your COGS. Oracle VM VirtualBox, as the world's most popular cross-platform virtualization product, lets you run multiple operating systems on Linux, Mac OS, Microsoft Windows, or Oracle Solaris. VirtualBox is used by millions of developers around the world to develop, test, and build virtual appliances which can be deployed anywhere in the cloud or on premise.

- **Tools to help automate DevSecOps:**  Oracle Linux includes tools that help automate DevSecOps. Based on open standards, specs and APIs defined by the Open Container Initiative (OCI) and Cloud Native Computing Foundation (CNCF), Oracle Linux allows you to automate and standardize deployment of your solution at a faster pace. Responding to market demand with automation allows you to grow your market share.

## WHO CAN BENEFIT

Being a seller of your own solutions and the single point of contact for your customers is the only requirement for the special pricing offered for embedding Oracle Linux and Virtualization into your offerings.

Examples of applicable solutions:

- Applications which are version controlled being sold to a wide demographic and are not one-off single customer creations. Known as Application Specific Full Use- ASFU

- Devices both hardware and software defined. Known as Embedded Software License - ESL

- Platforms for multitenancy as follows but not exhaustive. Known as Proprietary Hosting - PH
  - IaaS
  - PaaS
  - SaaS
  - Private cloud instances
  - Digital market places
  - Hosting linked to intellectual property

To learn more about embedding Oracle Linux and Virtualization in your solution, please contact **embeddedlinux_ww@oracle.com.**

## CONNECT WITH US

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