CHEAT SHEET

ORACLE DATABASE 11*g* STANDARD EDITION & STANDARD EDITION ONE

ORACLE PARTNERNETWORK

Your #1 choice for performance, scalability and security

ELEVATOR PITCH

With Oracle Database 11*g* Standard Edition One and Standard Edition, your company can quickly build and deploy web-based applications for individual departments or the entire organization thanks to easy-to-use development tools and automated management features. Both editions add proven Oracle performance, scalability, reliability and security to your applications and support a choice of operating systems for an extremely affordable cost of ownership.

Oracle Database 11*g* Standard Edition One, the world's #1 database, is packaged and priced for fast-growing businesses. This edition is available for single servers with up to two sockets. Oracle Database 11*g* Standard Edition, which adds Oracle Real Application Clusters, is available for single or clustered servers with up to four sockets. This additional feature protects your database applications from server failure and allows you to easily scale them as your needs change.

LEADING QUESTIONS

- **Senior IT Manager – wants to improve quality of service and reduce costs**
  - What happens when your users cannot access data or applications? How does this affect your decisions regarding infrastructure?
  - How would you like to improve the services that you provide to users?
  - In which areas would you like to cut costs without cutting the quality of services?
  - Does your organization currently use Access, Excel, Filemaker, Lotus Notes, etc? How much does your company spend on system support and management?
- **DBA/Administrator – wants to reduce the number of databases and simplify database management**
  - Which repetitive, low-level tasks could you automate so that you could spend more time on architecture and scalability issues?
  - Does your organization currently support applications based on Access, Excel, Filemaker, Lotus Notes, etc.? If so, how many? How much time do you spend managing them?
  - How many man-days do you spend managing your IT infrastructure?
  - Do you have the feeling that your current database or systems are not available?
- **.NET Developer – wants to use Visual Studio .NET and continue developing .NET applications**
  - Which .NET applications are you currently developing against a database?
  - How do scale your (database) applications to meet users' changing performance expectations?
  - How would you improve the scalability, reliability and security of your applications?
  - Did you ever consider using Oracle Database 11*g* Standard Edition One?
- **Power User – wants easy-to-use tools (e.g. Access, Excel) and greater control over application deployment**
  - How do you share data from desktop applications like Access or Excel throughout your organization?
  - How do you secure and manage these applications as they grow in number and size?
  - How long does it take you to build ad hoc applications such as employee look-up, support or service request systems or performance tracking? How much 'red tape' is involved?

PRICING

- **Oracle Application Express & Oracle Warehouse Builder are included with the purchase of the Oracle Database at no additional charge**

	STANDARD EDITION ONE	STANDARD EDITION
$ USD/Named User Plus	$180	$350
Minimum # of Users	5	5
Oracle License SKU	L46760	L46747
$ USD/Processor Socket	$5,800	$17,500
Maximum # of Sockets	2	4
Oracle License SKU	L46754	L46741

Note: Pricing as of November 13, 2008. For further pricing details including limitations and definition of terms, refer to Oracle Price List.

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OBJECTION HANDLING

Many midsize businesses know Oracle has the best product on the market but think they can't afford it. As a result, they often turn to Microsoft SQL Server. What they don't realize is that compared to Microsoft SQL Server 2005, Oracle Database 11*g* Standard Edition One and Standard Edition offer greater scalability, reliability and security features at a lower cost of ownership.

I've heard that Oracle Databases are complex to install and manage.
WRONG: Manageability was a key focus during the development of Oracle Database 10*g*. Today, our databases are easy to install, configure and manage. In fact, you can install any edition of Oracle Database 11*g* within minutes. Oracle has automated many manual DBA tasks such as memory, storage, and backup and recovery management, so you don't need to learn new skills or hire expensive IT staff. See for yourself how easy Oracle Database 11*g* is to install and manage by taking our FREE 2-day, self-study DBA tutorial.

Manageability, automation, and other features are only available with Enterprise Edition.
WRONG: All Oracle Database 11*g* Editions share the same common code base. The same storage and other automated management features are available through the same Enterprise Manager interface. This also means customers can easily scale their applications because they only need to purchase additional licenses to upgrade.

Oracle benchmarks are performed for enterprise (large) customers only.
WRONG: Microsoft has long claimed that SQL Server's performance is 'good enough' and that Oracle is only interested in proving the performance of large-scale enterprise systems. The reality is that Oracle set a world record for price and performance in a June 2007 benchmark by the independent Transaction Processing Performance Council (TPC). According to the TPC, Oracle's benchmark with Oracle Database 11*g* Standard Edition One on Windows offered 47 percent more performance and at 20 percent lower cost than its nearest competitor.

We develop .NET applications using Visual Studio but Oracle doesn't support .NET.
WRONG: .You can easily migrate all .NET applications developed with Microsoft's Visual Studio to all Oracle Database 11*g* Editions. Oracle's Data Provider for .NET ensures that any .NET application takes full advantage of Oracle's renowned performance, scalability, reliability and security. Therefore, customers can continue to develop .NET applications while storing and managing all of their data in the world's most popular database.

Most of my applications are developed in Microsoft Access and Excel. Why do I need Oracle Database?
Distributed applications developed in Access or Excel don't scale well and are expensive to manage. By converting these applications using Oracle Application Express, a web application development tool, you can centralize the development and deployment of all your applications. This way, your users can access all their applications via a Web browser and your administrators have only a single database to manage. You can learn yourself how to use Oracle's Application Express for FREE using our online self-study tutorials.

ADDITIONAL INFORMATION

Oracle database 11*g* on Oracle.com

CONTACT DATA

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