



## The Oracle Cloud Advantage for Independent Software Vendors

ORACLE CLOUD ENABLES PARTNERS TO REDUCE COSTS, AUTOMATE OPERATIONS AND ACCELERATE INNOVATION.

ORACLE WHITE PAPER | 2018

### Executive Summary

Oracle Cloud helps ISVs and their customers to not only run their existing applications more cost effectively and efficiently, but to also adopt modern, cloud-based capabilities and features much more rapidly. Partners develop strategic roadmaps and advance their journey to the cloud to better serve customers, from any point. This includes new cloud-native deployments, legacy environment integration, and hybrid cloud implementations. Oracle's complete, integrated approach makes it even easier for partners to expand their offerings as business grows. Specifically, Oracle Cloud offers ISVs four distinct advantages over other cloud providers:

- » **Economic Advantage:** Apply your existing on-premise software license investment (BYOL) towards cloud capacity, and Oracle Universal Credit Pricing that greatly simplifies the purchase and consumption of Oracle Cloud services.
- » **Automation Advantage:** Leverage self-driving, self-securing, and self-repairing platform cloud services, reducing the need for costly and error-prone manual effort.
- » **Price/Performance Advantage:** Reduce capacity required to scale your applications and workloads for less with Oracle Cloud Infrastructure services that are faster, more advanced, and more highly performant than other cloud providers.
- » **Innovation Advantage:** Increase your agility, deliver new features quicker, and respond to customer feedback sooner, all of which gives you a competitive edge.

### Modern Application Platform

Not only do Oracle's infrastructure as a service (IaaS) capabilities enable you to run any workload in the cloud—increasing end-customer value and productivity—a rich set of platform services (PaaS) eliminate much of the work and overhead of new application development. Beyond the basics that other providers offer, Oracle is developing new capabilities in AI, machine learning, augmented reality, blockchain, IoT, and human interface technologies, all of which are designed to let partners take advantage of the latest technology advances and develop their own innovative products and services.

### Oracle Cloud Offers Innovative Licensing and Support

For Oracle, innovation extends beyond technology, and includes new ways to acquire cloud capacity and consume Oracle Cloud services. With built-in automation and industry-leading



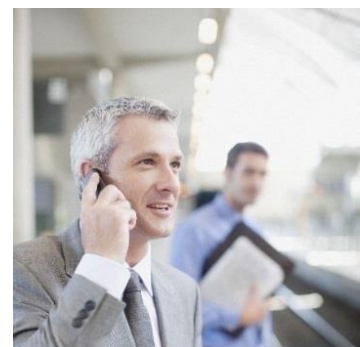
#### ISV PARTNER SPOTLIGHT:

*"We wouldn't have been in such a competitive position had we not been able to deploy on the cloud."*

ALAN DORMER, CEO  
OPTURION

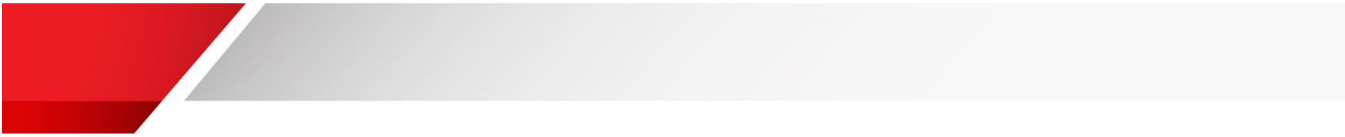
*"We're transforming the way you'll buy and consume the cloud."*

LARRY ELLISON  
EXECUTIVE CHAIRMAN & CTO  
ORACLE



Integrated Cloud Applications & Platform Services

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performance, Oracle Cloud will enable your business and your applications to run at top speed. Additionally, Oracle is the only cloud provider that offers service-level agreements (SLA) for enterprise-grade cloud performance, manageability, and availability, further increasing the value you pass on to your customers and their end-users.

## Oracle Cloud: Economic Advantage

Although many software development companies are already reaping the benefits of the cloud, others haven't yet due to obstacles forcing them to choose between flexibility and lower costs. These include perceived cloud complexity, inability to balance or move spending across different cloud services, fear of losing existing investments in on-premise software licenses, or lack of control over spending. Oracle offers flexible buying and consumption models for cloud services to make both migration and further expansion into the cloud more affordable.

### Oracle BYOL to PaaS

Oracle's Bring Your Own License (BYOL) to PaaS program enables partners and their customers to leverage existing investments in on-premise licenses, applying existing Oracle Technology software licenses towards the purchase of Oracle Cloud Platform Services. This program has the following benefits:

- » Be rewarded for your existing investment in Oracle technology, and apply on-premise software licensing *and* support to Oracle Cloud Service usage and support
- » Experience further cost savings over on-premise and cloud solutions from other providers; up to 80% in some cases
- » Gain extra value from your existing software entitlements through the enhanced capabilities of Oracle Cloud Platform Services
- » See further reduction in management and operational costs through Oracle Cloud PasS automation.

### Oracle Universal Cloud Credit Pricing (Oracle UC)

Oracle's Universal Credit Program simplifies the process of purchasing and consuming Oracle Cloud services, and also gives you the flexibility to upgrade, expand or move these services across data centers. You decide the amount you want to spend, use them as you wish across the portfolio of Oracle Cloud services, with the following added benefits:

- » A pain-free purchasing process with one contract for universal access to all current and future Oracle Infrastructure and Platform Cloud services
- » Flexible pricing that includes paying as you go, or buying on a periodic basis for a lower price
- » Freedom to expand across additional data centers and cloud services, scale back as needed, or even cancel them

With Oracle, the cloud is about more than cost savings. It's about enabling our partners to grow through increased innovation, value, and efficiency, with a sustainable, long-term reduction in total cost of ownership.

#### ISV PARTNER SPOTLIGHT:

*"SAS and Oracle are teaming together in the market to meet our financial services' customer needs in the area of revenue and profitability."*

RUSS COBB, VP, SAS

#### ISV PARTNER SPOTLIGHT:

*"Oracle was helpful to get our engineering to understand the Oracle environment and optimize our products and solutions."*

RICH STEGINA, VP, FIREEYE

#### ISV PARTNER SPOTLIGHT



## Oracle Cloud: Automation Advantage

Oracle Cloud Platform services enable developers, IT professionals, and business leaders to develop, extend, connect, and secure cloud applications, share data, and gain new business insights. Now with a self-driving, self-repairing, and self-securing cloud platform, companies can innovate faster, increase productivity, lower costs, and benefit from enhanced security features with the most complete and open platform as a service (PaaS) offerings.

Based on modern machine learning, Oracle Autonomous Cloud services represent a new category of [software automation](#) with several new Autonomous Cloud offerings available. These include Autonomous Database, Autonomous Application Development, Autonomous Integration, and Autonomous Analytics, all with the following key characteristics:

- » Self-driving
  - Auto provision, secure, monitor, backup, recover, and troubleshoot your cloud-based software
  - Instantly grow and shrink your compute or storage services without downtime
- » Self-securing
  - Adaptive intelligence-enabled online threat detection and remediation
  - Automatic data encryption, security patches application
- » Self-repairing
  - Automated protection from downtime
  - Up to 99.995% availability, and less than 21/2 minutes of downtime per month (including planned maintenance)

The Oracle Autonomous Cloud dramatically transforms how partners innovate by simplifying processes, reducing inefficiencies, and allowing you to free resources to focus on innovation.

**Lower Costs:** reduce administration costs up to 80% with automation; reduce runtime costs up to 70% through flexible pricing; deploy applications in minutes with fewer resources

**Reduce Risk:** avoid costs, revenue loss, and brand damage through advanced security, reduced human error, and higher reliability

**Accelerate Innovation:** increase organization agility with self-generating code, intelligent and secure CI/CD pipelines, improved business processes, and pre-defined software integrations.

**Predictive Insights:** continuously analyze data using in-database analytics, artificial intelligence with visualization, narration, and intelligent data discovery.

*“Our build-to-deployment time has been accelerated by a factor of four.”*

IAN DUNBAR, CEO  
SUITEBOX

### ISV PARTNER SPOTLIGHT

*“Oracle allows us to decrease our costs and host more customers in the cloud with less personnel. We could probably host five times more customers with one cloud specialist compared to other platforms.”<sup>1</sup>*

DAN RADUNZ, CTO  
IQMS

### ISV PARTNER SPOTLIGHT

*“Big data management, integration layer, and mobile*

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<sup>1</sup> International Data Corporation (IDC), Cloud Partner Success Guide (commissioned by Oracle), July 2018



## Oracle Cloud: Price/Performance Advantage

Oracle Cloud Infrastructure and Platform Services together enable you to enrich your existing applications with new features right from the start, supporting demanding workloads with less cost. Oracle Cloud services, based on Oracle Cloud Infrastructure, combine cloud elasticity with the granular control, security, and predictability of on-premise infrastructure to deliver high-performance, high availability and cost-effective infrastructure services with the following advantages:

- » Predictable performance for managing SLA commitments to customers
- » Enterprise-grade scalability for mission-critical workloads
- » Deployment flexibility and versatility
- » Cloud services optimized for solutions built on Oracle technologies
- » Predictable savings with flexible pricing models
- » Comprehensive control you can pass on to your customers

Oracle Cloud redefines how you modernize, innovate, and compete in a digital world. [Oracle Cloud services](#) are available to help your line-of-business, development and IT departments innovate more quickly, leveraging your existing toolsets and current development platforms, in support of a public, private, or hybrid cloud strategy. Oracle Cloud Infrastructure is more modern, more capable and more performant than other public clouds. This means you can run the same workloads (at scale) using less infrastructure – effectively reducing your computing costs as you reduce your capacity requirements. Less capacity required equals less cost.

## Oracle Cloud: Innovation Advantage

Enhance your organization's ability to deliver hybrid IT solutions with an agile approach to feature delivery, modern microservices-based development, and DevOps deployment. With cloud-native technologies and application architectures—where development is done first and foremost for the cloud—innovation is delivered faster and a more agile application lifecycle can be achieved. Some examples include:

- » The [Oracle Cloud Platform Services for developers](#) integrates and delivers the key capabilities that a cloud-native platform needs, including DevOps, continuous integration and development (CI/CD), support for microservices-based architectures, API management, container deployment, mobile application development, and application diagnostics.
- » [Oracle has the only container-native platform](#) (supporting Docker and Kubernetes) that's fully integrated and open, delivering an end-to-end experience with security, performance, control, and no cloud lock-in.
- » Exciting new capabilities such as AI, blockchain, and chatbots all benefit from being delivered on the Oracle Cloud
- » This modernize-and-extend pattern leverages cloud services that enable cloud-native development—Oracle Mobile Cloud Service, Oracle Application Container Cloud services, and Oracle API Platform Cloud Service—alongside cloud services to modernize on-premises Oracle and non-Oracle workloads

The cloud-native experience lets developers solve business problems quickly and gain immediate value. Leverage Oracle's ongoing investments in cloud innovation to develop new cloud-native applications, migrate existing applications to the cloud, modernize out-of-date on-premise technology, and differentiate your own offerings with new features, quicker.

*were critical to our decision."*

**NISHANT NAIR, CEO**  
RECVUE

### ISV PARTNER SPOTLIGHT

*"Oracle provides a complete cloud platform including IaaS, PaaS, SaaS, and DaaS giving fintech startups and financial institutions the ability to build more blocks into their service offerings using technologies like Blockchain, chatbots, AI, and ML."*

**GHASSAN I. SARSAK, CTO**  
ICS FINANCIAL SYSTEMS

## Call to Action: Cloud Growth Strategy

Gain a competitive edge by leveraging these four key advantages of the Oracle Cloud, while benefiting from the following differentiators:

- » Open: Develop and deploy applications on a standards-based, cloud-neutral platform to avoid cloud lock-in
- » Integrated: Leverage an intuitive, complete container lifecycle management toolchain or easily swap in preferred components
- » Enterprise-grade: Run on bare metal, virtual machines or a combination, all with the security, performance, and control of Oracle Cloud Infrastructure

Don't get left behind or limit your business potential by not having a cloud strategy. Oracle offers a complete path to the cloud that encompasses integrated IaaS and PaaS solutions to simplify your IT infrastructure and minimize capital investments. All Oracle Cloud solutions allow flexible deployment models, enabling you to seamlessly migrate your IT workloads from an on-premises data center to the cloud and back again.

Best of all, Oracle offers competitive cloud pricing for all types of businesses in every industry, with affordable solutions for companies of all sizes. Contact Oracle today to let us show you how the combined power of infrastructure and platform cloud services can drive both quantifiable savings and growth for your software business. With Oracle Cloud, you get more value for every dollar invested, shrinking overhead even as your business grows.

Learn more and to get started, visit [isv.oracle.com](https://isv.oracle.com)

Contact the Oracle Cloud [ISV Business Development team](#)

## Run Better on Oracle Cloud

- ✓ Public, hybrid, or private cloud—your choice
- ✓ Enterprise-class security at every layer
- ✓ Run applications without rewriting
- ✓ Industry-leading Service-Level Agreements
- ✓ Lower your cost of development, deployment, and operation

Over 10,000 ISV Apps Are Ready to Run on Oracle Cloud

**ORACLE**

cloud.oracle.com

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