



Leverage Oracle Cloud to Extend, Enrich and Modernize your Applications

Oracle Cloud: Focus on Application Software Innovation and Business Growth

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Enrichment, Innovation and Modernization

Oracle is a leader in enterprise cloud solutions, with an extensive portfolio of infrastructure, platform, and application cloud services. By leveraging Oracle Cloud for innovation, you can increase agility, uncover new customer needs and opportunities, innovate more rapidly, and grow your software business.

Oracle brings the highest level of quality and engineering to the public cloud, helping you to maximize the value of your existing technology investments and training. As a result, Oracle Cloud enables you to:

- » **Enrich and Extend** existing applications with Oracle's comprehensive and fully integrated set of cloud services
- » **Innovate** and respond to customer demands more quickly than before
- » **Modernize** your current application architecture with the power of the Oracle Cloud
- » **Outpace** your competition with the most complete set of enterprise-grade cloud services available in the industry

With Oracle as your enterprise cloud partner, you can rapidly enrich and modernize your existing applications, innovate faster, and create entirely new revenue streams. The power of Oracle Cloud Platform Services, used in public or hybrid deployments, goes well beyond what other cloud providers can offer.

Oracle Cloud Enables Application Enrichment

Oracle Cloud Platform services (or PaaS), built on a proven set of enterprise technologies and software capabilities, enable you to enrich your existing applications with new features right from the start. Regardless of whether your application is part of an on-premises or private cloud deployment today, you can take advantage of the rich functionality, tools and capabilities enabled by Oracle Cloud Platform services

"Digital disruption allows you to have much better information to design your own future."

SAFRA CATZ
CEO
ORACLE



The Built-in Value of Oracle Cloud Platform Services

Beyond basic infrastructure, Oracle Cloud Platform services save development time and effort. An Oracle Cloud-based enrichment strategy can help you build application features that previously may not have been attainable, affordable or feasible, such as:

- » Advanced application data management capabilities with the [Oracle Database, Big Data, Hadoop solutions and MySQL pre-integrated, optimized, and available in the Oracle Cloud](#).
- » Extreme performance, security and reliability built on proven technologies such as Real Application Clusters (RAC), Active Data Guard, and Exadata in the Oracle Cloud.
- » Pre-built business intelligence analytics and dashboards in [Oracle Business Intelligence Cloud Service](#) that you and your end-users can leverage and extend.
- » User mobility and social media capabilities you can seamlessly integrate into your existing software with [Oracle Mobile Cloud Service](#).
- » Integration with third-party applications and external data sources through [Oracle's Integration Cloud Service](#) so you can extend your applications while maximizing the value of your existing investment.
- » Leverage the power of Hadoop and Spark pre-integrated in a secure, high-performance service with [Oracle's Big Data Cloud Service](#).

Unlike other cloud providers, the Oracle Cloud is built on open industry-standard Oracle technology. This greatly reduces or even eliminates the amount of support you'll need to provide for the applications and services you build on top, while you inherit the reliability and performance that Oracle can provide. These are the same reasons competitive cloud providers have chosen Oracle software and platform technologies for their own cloud solutions.

Stay Secure with the Oracle Cloud

With the cloud or any technology, security is always a primary concern for Oracle and our partners. Oracle Cloud was developed to offer secure infrastructure and platform services, with the same focus and effort on security that Oracle has put into its flagship database and enterprise technology portfolio. This foundation of technology, knowledge and experience is built into every cloud service that Oracle offers. From the silicon and servers, through to the software, this security is inherited automatically in your own applications.

Oracle's cloud security philosophy is built around the following approaches:

- » **Visibility:** Logging and management services that provide insight into accounts and resources
- » **Control:** Built-in ability to manage and control service and data access
- » **Auditability:** Cloud service resources that can be tracked and audited to maintain their security configurations and access control
- » **Verifiability:** Reporting to verify that data and services are being accessed and protected according to your security needs
- » **Secure deployment:** From design through deployment, your application inherits the security built into the foundation of all Oracle Cloud services
- » **Secure integration:** Seamless integration between Oracle Cloud services including identity and access management

Security Built on Proven Industry Standards

At every layer of the Oracle Cloud, from the silicon and interconnectivity, the infrastructure

"ISVs with mission critical applications like SAS are using Exadata Cloud Services to win with big retailers and expand their market."

MICHAEL ROSENTHAL
SAS

ISV PARTNER SPOTLIGHT:

Qualogy needed a cloud-based platform for rapid, standards-based development which would allow them to deliver a new set of advanced analytics capabilities in the cloud. Using the Oracle Business Intelligence Service, Qualogy was able to build and deploy an entirely new analytics solution on Oracle Cloud.

"As a startup, our customers want to know that SuiteBox services run on the most secure and reliable infrastructure, which is why we chose Oracle as our technology partner"

CRAIG MEEK
FOUNDER
SUITEBOX

services, and the platform services built on top, Oracle has leveraged proven standards defined by industry security experts. This includes:

- » Physical security measures used to safeguard and control access to Oracle Cloud data centers and equipment
- » Infrastructure security including a layered approach with firewalls, network segregation, traffic flow monitoring, and intrusion detection
- » Secure virtual private network (VPN) access with the Oracle Network Cloud Service
- » Encryption of data and cloud service connectivity with SSH-based access
- » OAuth token-based access control for all Oracle Cloud platform APIs
- » The proven security standards built into the foundation of each Oracle Cloud service, such as Oracle Database Cloud Service and Oracle Java Cloud Service, for example.
- » And more

Oracle continues to enhance its cloud security strategy as the industry continues to grow and harden its security standards, as documented in this [paper on cloud security](#).

Modernize Your Applications and Grow Your Business with Oracle Cloud

Many organizations still struggle to modernize their application offerings to keep up with users' changing behaviors and requirements. The continued growth in mobile device usage and social media dependence—even at the enterprise level—are two examples. With Oracle's constantly updated cloud offerings, such as the [Oracle Mobile Cloud Service](#), you can seamlessly integrate user mobility and other features—such as social media services—into your existing application architecture.

In terms of application development modernization, Oracle supports a wide range of development platforms. For example, Oracle enables cloud-native [enterprise Java solutions](#) and the use of modern full-stack [development platforms and languages in the cloud](#), with the development agility that comes with them. This includes the ability to integrate hundreds of libraries and open-source packages (available for download from the [Oracle Marketplace](#)) directly into your cloud-based solution, such as those built on JavaScript and NodeJS, Java SE with popular libraries and containers, and other languages soon to follow.

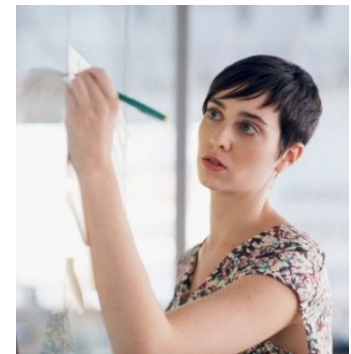
Hybrid Cloud Drives Operational Efficiency and Improved Customer Relationships

Using the Oracle Cloud to extend your existing application's feature set in a hybrid deployment is a cost-effective modernization and enrichment strategy. With this hybrid approach, you can continue to innovate, compete and realize new revenue opportunities without the costs of building and managing additional infrastructure. For example, the [Oracle Management Cloud Service](#) offers advanced monitoring, management, and analytics services that give you visibility into operational data across infrastructure and applications, regardless of your deployment model.

The Oracle Cloud helps to drive business efficiencies, improve customer communication channels, uncover new opportunities, and streamline your operations end-to-end. Real-time cloud dashboards give you the insight needed to prepare for usage fluctuations and growing demand. The result is enhanced user support, improved customer relationships, a more efficient software operations model, and business growth needed to drive future innovation.

ISV PARTNER SPOTLIGHT

Integrated Oracle IaaS and PaaS enable cloud based DevOps and Application Release Automation products helped Flexion reduce software development cycles, service outages, and time to revenue.



"Oracle has been a reliable IQMS partner since the 1990's that has helped grow our business 10-fold. Oracle gets enterprise technology right and Oracle Cloud meets the critical need for robust and reliable solutions."

STEVE BIESZCZAT
CHIEF MARKETING OFFICER
IQMS

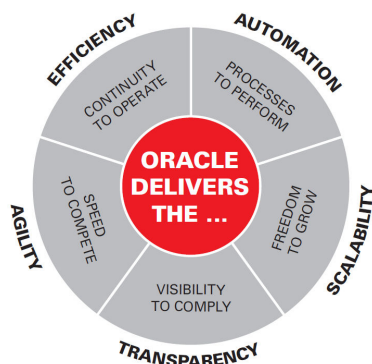
"It is not so much about how it has changed our business, but how it has helped our customers improve their businesses"

STEVE BIESZCZAT

True Innovation and Disruption with Oracle Cloud

Oracle Cloud Platform services are built on open standards, pre-integrated and thoroughly tested so you can quickly, reliably and safely innovate on top of them. With Oracle Cloud, deployed in data centers around the world, you have the capabilities and global reach needed to disrupt your competition.

Oracle provides the platform services required (i.e. database, messaging, integration adapters, Internet of Things connectivity, and so on) to accelerate your software innovation. The [Oracle Integration Cloud Service, for example](#), enables deep integration with enterprise systems and data—for both you and your software end-users—with existing cloud-based services and legacy on-premises software. Enabling deeper integration with your own software means your customers will realize greater value from your existing offerings.



Enhanced Deployment Strategies

[Oracle Cloud services](#) are available to help your 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. The Oracle Developer Cloud Service, for example, enhances your organization's ability to deliver solutions with an agile approach to new feature delivery, modern micro-services based development, and DevOps deployment. Oracle also supports container-based development and deployment, with support for Docker and other container-based architectures, via the Oracle Container Cloud Service. This in turn enables a more rapid software development and deployment cycle that helps your organization drive innovation to a degree not possible with on-premises software deployment alone.

Accelerate with the Oracle Cloud

Oracle's cloud focus gives you the capabilities needed to enrich applications and drive innovation with the enterprise reliability, performance and elasticity only the Oracle Cloud can offer. Although Oracle provides the broadest set of platform cloud services in the industry, you'll view the Oracle Cloud as more than a platform. You'll see it as an integral part of your success, now and in the future.

To learn more and to get started, visit <http://isv.oracle.com>.

Contact oracle at [Oracle Cloud ISV Business Development team; \(mchivers_org_ww@oracle.com\)](#)

"We have dramatically lowered the total cost of ownership for our customers. Apart from removing upfront perpetual license fees and annual support payments, we have wiped out consulting and implementation costs. We tell customers all the time "it costs the same amount to take 1 user live as it does 1000" with the cloud we can provision 1 or 1000 users without the need for costly consulting."

VENTUREFORTH

"With Oracle Database Cloud Service, we get greater value at a lower price point than with any another cloud vendor. I receive the best technology in the world, managed in an automated deployment platform that allows me to focus on my core business instead of on managing IT infrastructure."

RON HARDMAN

SETTLE OUR ESTATE

